



TITLE: Destination Marketing Fund Grant – Battle of the Bands Minor Hockey Championships

DATE: April 16, 2026

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That the Event Retention Destination Marketing Fund Grant Application from the PBCN Sports Inc. for funding the Battle of the Bands Minor Hockey Championships scheduled for May 22-24, 2026, in the amount of \$35,000, be approved;
2. That the \$35,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of the City, once prepared.

EXECUTIVE SUMMARY:

A grant application has been received from PBCN Sports Inc. for support through the Event Retention Destination Marketing Fund. The application meets the program criteria and administration is recommending that the application be approved.

BACKGROUND:

In 2017, the Destination Marketing Fund was established to support event attraction and expansion in Prince Albert. Funds are generated through a levy, which is applied to all hotels in Prince Albert based on their assessed value and used to support grant applications which:

- Increase visitors to the City and provide significant economic benefits for our community;
- Enhance the profile and visibility of the City;
- Increase occupancy at our member hotels; and,
- Improve facilities through capital enhancements from large-scale events.

PROPOSED APPROACH AND RATIONALE:

The attached Destination Marketing Fund (DMF) Application requests approval for \$35,000 in grant funding.

The Application states: PBCN Sports Inc. is a non-profit organization dedicated to supporting Indigenous youth in Central and Northern Saskatchewan through sport, recreation, and community-based initiatives. They host the annual Battle of the Bands (BOTB) Minor Hockey Championships, which promotes teamwork, cultural pride, and community engagement while providing a competitive, high-level, and inclusive environment for young athletes.

Now in its second year, the tournament continues to grow, bringing together teams from indigenous communities and creating positive experiences for players, families, and spectators. Beyond competition, the tournament promotes cultural pride, sportsmanship, and community connection, making it a meaningful experience for all involved.

PBCN Sports Inc. has strong experience organizing large-scale events through community partnerships and volunteers, ensuring well-run tournaments. They have an established track record of delivering high-quality, community-focused youth sports programming and have consistently demonstrated their ability to manage facility operations, officiating, and event safety, ensuring that every tournament serves as a positive, well-organized environment for both competitive play and community building.

However, the event could be at risk of being shortened or relocated from Prince Albert due to rising costs, such as ice rentals and officiating. The Event Retention Destination Marketing Fund Grant is critical to maintaining the full three-day event locally and preserving its economic benefits, including attracting around forty visiting teams. Without stable funding, the tournament may be forced to scale back to a two-day format to remain financially viable or potentially move to a competing municipality that offers subsidized ice time. Securing the grant ensures the tournament remains local and solidifies the city's status as a recurring hub for future regional championships.

To keep the tournament in Prince Albert, organizers are working closely with local hotels and businesses, managing costs, and highlighting its economic impact to make sure the city sees the full benefit of the tournament. Long-term sustainability is supported through sponsorships, registration fees, and volunteer support, ensuring the event can continue to grow each year. By hosting events in Prince Albert, we leverage high-quality facilities that attract more teams, ensuring the event remains financially viable and continues to grow.

As per the Destination Marketing Levy Policy, the Application needs to be approved by the Destination Marketing Levy Advisory Committee.

Funding Model for Grants

Destination Marketing Levy Funds will be funded as a Grant to the Host Committee as per the confirmed hotel accommodations for the Event. The grant to be funded will be based on the following ratio criteria:

City Council Approval - Grants for Funding over \$10,000.	
Hotel Rooms	Maximum DMF Levy Funding
901-1,000	\$15,000
1,001-1,200	\$25,000
1,201-1,500	\$30,000
1,501-1,999	\$35,000

40 teams x 15 rooms per team = 600 participants x 2 rooms x 2 nights = **2400 Room Nights**

CONSULTATIONS:

The DMF Administrator has discussed the DMF Application and process with the contact for the Battle of the Bands Minor Hockey Championships.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered by the Destination Marketing Levy Advisory Committee, the Administrator will report back to the Host Committee. Once the funding is approved, a Funding Agreement will be forwarded for signing.

In addition, the Battle of the Bands Minor Hockey Championships will be placed on the City's event calendar.

BUDGET/FINANCIAL IMPLICATIONS:

With the approval of the Destination Marketing Levy Fund Grants, with the grants paid to date, reserve has an unaudited surplus balance of \$877,606.75

OTHER CONSIDERATIONS/IMPLICATIONS:

This application is aligned with the Destination Marketing Levy Policy.

OPTIONS TO RECOMMENDATION:

There are no options to the recommendation.

STRATEGIC PLAN:

This report is in support of the Strategic Priority identified in the City of Prince Albert's 2026-2029 Strategic Plan that speaks to 'Building a Robust Economy'. The Destination Marketing Levy Policy is aligned with the key initiative to support the attraction of major events to Prince Albert, in partnership with local, provincial, and national organizations.

OFFICIAL COMMUNITY PLAN:

Sections 13.2 (i) and (iii) of Prince Albert's Official Community Plan provide direction on facilitating the diverse arts, culture, and tourism opportunities in the City, as well as recognizing these opportunities as social and economic drivers. The Destination Marketing Levy Policy directly supports arts, culture, and tourism opportunities by providing financial support to events.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION:

Verbal Presentation by Trina Bell, DMF Administrator

ATTACHMENTS:

1. DMF Grant Event Retention Application – Battle of the Bands Minor Hockey Championships
2. DMF Grant Budget – Battle of the Bands Minor Hockey Championships

Written by: Trina Bell, Tourism Coordinator

Approved by: Director of Community Development and City Manager