



# City of Prince Albert

RPT 2026-139

**TITLE:** Destination Marketing Fund Grant – Paid to Host Committees Review

**DATE:** April 17, 2026

**TO:** Destination Marketing Levy Advisory Committee

**PUBLIC:** X

**INCAMERA:**

## RECOMMENDATION:

That this report be received as information and filed.

## EXECUTIVE SUMMARY:

This report is providing a listing of the Destination Marketing Levy Grants approved by the DMF Chairperson and paid to the Host Committees since our last DMF Committee meeting. It will also include the running total of what has been paid for 2026 events with the updated balance.

## PROPOSED APPROACH AND RATIONALE:

The following list has been broken down into 40% and 100% payments for 2026 events. Since the last DMF Committee meeting, a total of \$8,300.00 Destination Marketing Levy Grants have been paid out for applications approved by the Chairperson.

That amount is funded from the Destination Marketing Levy Reserve:

<b>DESTINATION MARKETING LEVY GRANTS PAID in 2026</b>		
<b>100% Payments Made to Host Committees – 2026 Events</b>		
U13B Community Hockey Tournament Feb 27-Mar 1	\$2,500.00	<b>100%</b>
PBCN Open Rec Hockey Tournament Mar 13-15	\$5,000.00	<b>100%</b>
<b>40% Payments Made to Host Committees – 2026 Events</b>		
Chamber of Commerce Executives of SK Provincial Conference Aug 24-26	\$800.00	<b>40%</b>
<b>TOTAL GRANTS PAID</b>	<b>\$8,300.00</b>	

## 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.

# Destination Marketing Levy Reserve

<b>Ending Balance Year 2024 - Audited Balance</b>	<b>(\$912,648.77)</b>
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Credit to Reserve - DMF Levy Collected	(\$425,000.00)
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Tourism Coordinator Position 50% Reserve Funded	\$52,495.38
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2025 World Cup - City of Prince Albert Hosting Expenses	\$80,000.00
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2025 DMF Applications Approved	\$500,769.44
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<b>Ending Balance Year 2025 - Unaudited</b>	<b>(\$704,383.95)</b>
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## 2026 Transactions:

2026 Budget Committee Motion - Transfer of DMF Levy	(\$381,000.00)
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2026 Budget Committee Motion - 50% Tourism Coordinator	\$53,710.00
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2026 DMF Applications Approved YTD (from below listing)	\$154,067.20
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<b>Ending Balance Year 2026 - PROJECTED</b>	<b>(\$877,606.75)</b>
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## 2026 DMF Grants Approved:

North Central District Athletic Association	\$1,600.00
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Performing Arts Warehouse	\$3,200.00
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Big River First Nation Recreation	\$14,000.00
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Musqua Entertainment	\$14,000.00
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Prince Albert Female Hockey Tournament	\$18,000.00
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PA U9A Stars	\$1,500.00
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PA U9B Canadians	\$2,000.00
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U13A Maple Leafs	\$4,000.00
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PA U15B Lighting	\$3,500.00
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PAGC Sports & Recreation	\$18,000.00
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PAGC Sports & Recreation (2025 event)	\$2,040.00
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Ecole St. Mary High School	\$2,000.00
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U11C Jackfish	\$4,000.00
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U15A Tornados	\$2,000.00
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U18B Bruins	\$3,000.00
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U9C Blackhawks	\$2,000.00
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Prince Albert Minor Softball Association (2025 event)	\$2,500.00
Prince Albert Kennel & Obedience Club	\$1,200.00
Timberland Bow Benders Archery Club	\$2,000.00
U11B Thunderbirds	\$2,500.00
Prince Albert Chamber of Commerce	\$800.00
PAGC Sports & Recreation	\$12,000.00
PAGC/NLC/NLCDC Golf Tournament	\$2,800.00
Prince Albert Festival of Dance	\$2,800.00
U13B Blitz	\$2,500.00
Musqua Entertainment	\$21,000.00
Byron Michel	\$5,000.00
Prince Albert Aboriginal Minor Hockey	\$4,000.00
PA Markit Signs Ltd.	\$127.20

<b>TOTAL DMF GRANTS APPROVED IN YEAR 2026</b>	<b>\$154,067.20</b>
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**PUBLIC NOTICE:**

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

**PRESENTATION:**

Verbal by Trina Bell, DMF Administrator

**Written by:** Trina Bell, Tourism Coordinator

**Approved by:** Director of Community Development and City Manager