

Event Retention Eligibility & Guidelines

Destination Marketing Fund Grant

In addition to the general guidelines, the following apply to Event Retention funding applications.

This category is typically suitable for an event that has a history of being hosted in Prince Albert but is in jeopardy of no longer being hosted in Prince Albert or being shortened as a result of a variety of reasons, including but not limited to finances or a competitive bid from another community.

Please contact destinationlevy@citypa.com or 306-922-2000 if you have any questions regarding this funding criteria.

Criteria for Evaluating Event Retention Destination Marketing Fund Grant Requests	
Criteria	Maximum Points Awarded
Competitive bid or Event Viability	50
Number of room nights generated by event (limited to hotel/motel rooms, B&B rooms)	40
Seasonality of event (slow, medium, busy)	10
Maximum Points Awarded	100