



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

AGENDA

**TUESDAY, NOVEMBER 15, 2022, 4:00 PM
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

1. CALL TO ORDER

2. APPROVAL OF AGENDA

3. DECLARATION OF CONFLICT OF INTEREST

4. APPROVAL OF MINUTES

- 4.1 September 21, 2022 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval (MIN 22-78)

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

- 6.1 Destination Marketing Levy Application - Prince Albert Minor Hockey Association (RPT 22-438)

- 6.2 Destination Marketing Levy Application - 2023 Hoopla (RPT 22-439)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.3 Destination Marketing Levy Application - 2023 Prince Albert Female Hockey Tournament (RPT 22-441)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.4 Destination Marketing Levy Funding Application - Golf Saskatchewan Provincial Senior Men's (55+) / Mid-Master Men's (40+) and Senior Womans (+50) Golf Championship (RPT 22-432)
- 6.5 Destination Marketing Levy Funding Application - Prince Albert Northern Bears (RPT 22-435)
- 6.6 Destination Marketing Levy Funding Application - Prince Albert Mintos (RPT 22-436)
- 6.7 Destination Marketing Levy Application - 2023 Dance Blast (RPT 22-437)

7. UNFINISHED BUSINESS

8. ADJOURNMENT



City of
Prince Albert

MIN 22-78

MOTION:

That the Minutes for the Destination Marketing Levy Advisory Committee Meeting held September 21, 2022, be taken as read and adopted.

ATTACHMENTS:

1. Minutes



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

MINUTES

**WEDNESDAY, SEPTEMBER 21, 2022, 4:05 P.M.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

PRESENT: Mayor Greg Dionne
Councillor Dennis Ogradnick
Councillor Don Cody
Mona Selanders

Terri Mercier, City Clerk
Nicholas Thomas, Economic Development Coordinator
Melodie Boulet, Administrator, Destination Marketing Fund

1. CALL TO ORDER

Mayor Dionne, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0027. **Moved by:** Councillor Ogradnick

That the Agenda for this meeting be approved, as presented, and, that the presentations, delegations and speakers listed on the Agenda be heard when called forward by the Chair.

Absent: Richard Ahenakew

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0028. **Moved by:** Councillor Cody

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held May 17, 2022, be taken as read and adopted.

Absent: Richard Ahenakew

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Destination Marketing Fund Grant – Final Report Forms Approved by Chairperson (RPT 22-364)

0029. **Moved by:** Selanders

That RPT 22-364 be received as information and filed.

Absent: Richard Ahenakew

CARRIED

6.2 Destination Marketing Fund Grant – Final Report Form – 2022 Saskatchewan Men's and Women's Amateur and Men's Mid Amateur Golf Championships (RPT 22-366)

0030. **Moved by:** Councillor Ogradnick

1. That the Final Report Form from the Event of the 2022 Saskatchewan Men's and Women's Amateur and Men's Mid Amateur Golf Championships be approved; and,
2. That the Administrator forward the remaining sixty percent (60%) of the approved funding allocation in the amount of \$3,600 to the Host Committee.

Absent: Richard Ahenakew

CARRIED

6.3 Destination Marketing Fund Grant – Final Report Form – Saskatchewan Senior Fitness Association (SSFA) 55+ Saskatchewan Games (RPT 22-367)

0031. **Moved by:** Councillor Cody

1. That the Final Report Form from the Event of the 2022 Saskatchewan Senior Fitness Association 55+ Saskatchewan Games be approved; and,
2. That the Administrator forward the remaining sixty percent (60%) of the approved funding allocation in the amount of \$13,500 to the Host Committee.

Absent: Richard Ahenakew

CARRIED

6.4 Destination Marketing Levy Fund Application – 2022 Canadian Mixed Curling Championships (RPT 22-370)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund and Bryan Rindal, Representative, 2022 Canadian Mixed Curling Championship.

0032. **Moved by:** Ogrodnick

1. That the New Event Destination Marketing Fund Grant Application from 2022 Canadian Mixed Curling Championships for funding the 2022 Canadian Mixed Curling Championships, scheduled for November 6 – 12, 2022, in the amount of \$7,000, be approved; and,
2. That the following be forwarded to an upcoming City Council meeting for consideration:
 - a. That the amount of \$35,000 be approved for funding under the Destination Marketing Fund Grant – Capital Enhancements to the Host Committee of the 2022 Canadian Mixed Curling Championships;
 - b. That \$42,000 be funded from the Destination Marketing Levy Reserve; and,
 - c. That the Mayor and City Clerk be authorized to execute the Funding Agreements on behalf of The City, once prepared.

Absent: Richard Ahenakew

CARRIED

6.5 Destination Marketing Fund Grant Application – 2023 Special Olympics Saskatchewan Provincial Floor Hockey Competition (RPT 22-369)

0033. **Moved by:** Selanders

That RPT 22-369 be received as information and filed.

Absent: Richard Ahenakew

CARRIED

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 4:37 P.M.

0034. **Moved by:** Councillor Ogradnick

That this Committee do now adjourn.

Absent: Richard Ahenakew

CARRIED

MAYOR GREG DIONNE
CHAIRPERSON

CITY CLERK

MINUTES ADOPTED THIS 15TH DAY OF NOVEMBER, A.D. 2022.



RPT 22-438

TITLE: Destination Marketing Levy Application - Prince Albert Minor Hockey Association

DATE: November 9, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the Destination Marketing Levy Application from the Prince Albert Minor Hockey Association be forwarded to the Destination Marketing Levy Advisory Chairperson for review.

BACKGROUND:

Attached is correspondence from the Marketing & Administration Manager of Prince Albert Minor Hockey Association regarding an application for Destination Marketing Levy Funds.

The attached includes a proposal for the administration of the Destination Marketing Levy Funds by Prince Albert Minor Hockey Association.

As per attached, the Prince Albert Minor Hockey Association would like to reduce registration fees for the grassroots U7 Division and set up an equipment program for underprivileged families.

This report is recommending that the Application be forwarded to the Chairperson of the Destination Marketing Levy Advisory Committee for review with the Prince Albert Minor Hockey Association.

Destination Marketing Levy Advisory Policy 89.3

Funding Model for Grants

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

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

Destination Marketing Levy COMMITTEE Approval - Grants for Funding \$5,000 up to \$10,000.	
Hotel Rooms	Maximum DMF Levy Funding
401-450	\$5,500
451-500	\$6,000
501-550	\$6,500
551-600	\$7,000
601-650	\$7,500
651-700	\$8,000
701-750	\$8,500
751-800	\$9,000
801-850	\$9,500
851-900	\$9,900

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

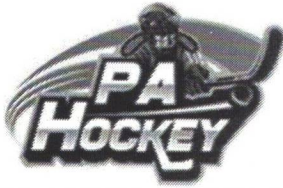
Events of Significant Economic Impact - City Council Approval
<p>Events of Significant Economic Impact - Must generate a minimum of 2,000 room nights. This includes large or special events that are an important component of the tourism industry, and they attract visitors. These events have a large economic impact and significance in the local host community, since the visitors will spend money during their travel and visit to Prince Albert that bring benefits. Such events include Worlds, Championships, etc. These events are approved by City Council.</p>

ATTACHMENT:

1. Destination Marketing Levy Application - Prince Albert Minor Hockey Association

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager



Prince Albert Hockey
Box 2110 Prince Albert,
Saskatchewan S6V 6V4
Telephone: (306) 922-8844
Web Site: www.paminorhockey.ca

Nov 1, 2022

Attention: Melodie Boulet
City of Prince Albert- Destination Marketing Fund (DMF)

Re: PA Minor Hockey (PAH) Proposal to Access DMF Funding

Background:

My name is Felix Casavant. As of October 1, 2022, I have been hired by PA Hockey Association as their Marketing and Administration Manager. One of my major responsibilities is to seek all potential avenues for funds to offset increasing operating costs for the organization.

In the past, PA Hockey have applied and received funding to host a huge girl's tournament which includes all age groups. **This proposal does not include the girls' side of our organization. The Tournament Coordinator will continue to apply for funding for their tournament as they have in the past.**

I understand that the Boys side of our organization have not recently applied for any DMF funding. Then Covid hit our country and we were all faced with cancellations of tournaments and events which directly impacted all our local businesses but especially our hotels and restaurants.

There are 550 Boys and 100 Girls registered for minor hockey for the 2022-23 season. The numbers are lower especially in our grassroots U7 division where we have seen our numbers drop from 130 in past years to all time low of 83 registered players.

Our Association operating expenses are expected to exceed \$800,000 in 2022-23 of which \$500,000 of this amount will be paid out for ice rental and referee fees.

PA Hockey is focusing on raising funds from local business sponsorships and accessing community grants/funding. Depending on the success of our efforts, PAH would like to reduce registration fees for the grassroots U7 division in 2023-24 and set up a purchase and loan equipment program for underprivileged families. This would certainly help to make playing hockey an option without worrying of the high financial burden in our community. In doing so we are confident that our grassroots numbers would increase in the future which in turn would benefit all age groups in our organization going forward. Depending on the success of our ongoing annual fundraising activities, the organization would hope to keep registration fees the same as in 2022-23 for all age groups benefitting all families involved in hockey. (See attachment #1- Sponsorship package and registration fees for 2022-23).

Proposal:

Although we understand that each boys' tournament being hosted could apply for DMF funding under the existing application eligibility guidelines, PA Hockey Association would like the DMF Committee to consider a different process to apply for DMF funding for the boys Division this season. The process would be as follows:

- During September/October of each year, the PAH Marketing and Administration Manager would complete an application for DMF funding which would include the following:
 - Budget outlining operating costs for which this funding will be used. This would include ice rental costs, referee costs, coaching clinics etc. (See Attachment #2)
 - Provide a spread sheet listing the Boys Division City and Community Club Tournaments for that year including dates with estimated anticipated room nights for each tournament. (See attachment #3)
 - On the same spread sheet include potential room nights for AA league teams staying overnight in Prince Albert.
 - DMF Committee would approve the maximum amount of the grant based on estimated room nights using the approved Destination Marketing Levy Policy criteria. (See attachment #4).
 - DMF Committee would contact Marketing and Administration Manager to advise PA Hockey on the total approved amount based on the estimate.
 - **Example: Estimated Room Nights is 2200. As per the Funding Model for Grants, our organization would fall into the category of grants over \$10,000 and would require City Council approval as per the DMF policy. Since we are projecting a potential of 2200 room nights, we would ask for approval for \$35,000 as we would exceed the 1501-1999 room nights.**
- PA Hockey Marketing and Administration Manager would be responsible for acquiring the actual information from the tournament coordinators and managers for each event. This request was sent out in October to all Tournament Coordinators who were asked to have the teams entering their tournament provide the following information:
 - Will your team and fans be staying at a hotel in Prince Albert ___No___ Yes
 - If yes, please provide the following information:
 - Name of Team _____
 - Name of Hotel _____
 - Dates: _____
 - #Rooms: _____
 - #Of nights _____
 - The email or text response is to be sent to the tournament coordinator and the Marketing and Administration Manager who will keep track for PA Hockey records.
 - The Marketing and Administration Manager will provide this information using the Hotel Room Accommodations Form (See attachment #5) to the DMF Committee representative within one month of the tournament/league game being held.

- DMF Committee representative will record the information and make one grant payment at the end of each season. The cheque or E transfer will be paid out based on the agreed upon criteria above to PA Hockey Association.
- It should be noted that if the actual room nights exceed the original amount approved by DMF, PA Hockey will need to request approval for any additional funding.
- This new proposal is a win-win for both organizations as PA Hockey obtains funding for the accumulated room nights over the winter months and would be in a better financial position to offset operating costs and meet goals set above.
- DMF reduces administration time reviewing and approving potentially 14 individual applications and now can handle as one application and one contact from PA Hockey Association.
- PAH and DMF form a strong funding partnership going forward allowing us to continue hosting tournaments during the winter months. This in turn brings players and fans to our beautiful city generating a positive economic impact for our local businesses, especially our hotels and restaurants.
- With Covid issues in the past, we as an organization are anticipating our tournament entries to increase in the future which in turn will benefit our local businesses.

We look forward to your response to our request.

If you have any questions or concerns, please contact me by email : pahockeyfelix@sasktel.net
or my cell phone: 306-981-3774.

Felix Casavant
PA Hockey
Manager of Marketing and Administration



Prince Albert Hockey
Box 2110 Prince Albert,
Saskatchewan S6V 6V4
Telephone: (306) 922-8844
Web Site: www.paminorhockey.ca

Sponsorships Opportunities:

Prince Albert Hockey Association recently hired a Marketing and Administration Manager- Felix Casavant. One of his main responsibilities will be to contact local businesses and community organizations to increase sponsorship funding for Prince Albert Hockey Association.

- There are 650 boys and girls registered for this season, It is estimated that our 2022/23 Operating Expenses will exceed \$850,000 of which \$500,000 of this amount will be paid out for ice rental fees and referee fees.
- This has resulted in higher registration fees for all age groups. \$600,000 of our budget is covered by the registration fees with the remainder coming from grants, tournament income, donations, sponsorships and other miscellaneous fundraisers.
- Due to high registration rates and Covid shutdown, our grassroots numbers for the Under 7 age group has dropped from 130 in past years to 83 players.
- Our goal is to raise funds annually through local businesses beginning in 2022/23 and set aside these funds to help avoid increasing registration fees for all age groups as well reduce the current registration fees for U7 division in 2023/24. We would also like to establish a U7 purchase and loan equipment program for underprivileged families to help offset costs for those individuals allowing them to get involved and play Hockey without worrying of the high financial burden.
- In addition, we would like to extend the purchase and equipment loan program to other age groups depending on the success of our annual sponsorship drive.

Below are the registrations fees being charged for 2022/23 Season:

Registration Fees 2022			
Division	Age	Year of Birth	Hockey Fee
Under 7 (U7)	5 and 6	2016 or 2017	\$ 685.00
Under 9 (U9)	7 and 8	2014 or 2015	\$ 775.00
Under 11 (U11)	9 and 10	2012 or 2013	\$ 820.00
Under 13 (U13)	11 and 12	2010 or 2011	\$ 865.00
Under 15 (U15)	13 and 14	2008 or 2009	\$ 940.00
Under 18 (U18)	15, 16 and 17	2005, 2006, 2007	\$ 940.00
Family Rate Discount - 3 Kids \$300.00 / 4 Kids \$400.00 / 5 or more Kids \$500.00			
Facility Support Fee Per Family: 1 Child Registering for Hockey \$100.00 2 Children Registering for Hockey \$175.00 3 or more Children Registering for Hockey \$225.00			

- At this time, there are four ways for local businesses and community groups to get involved in supporting PA Hockey, however we are open to any new fund- raising ideas that you may want the Board to consider. The following agreements are attached for your information.
 1. PA Hockey Sponsorship- \$600.00 Annually- Funds would be set aside to address our goals outlined above.
 2. AA Team Sponsorship
 3. AA Tournament Sponsorship
 4. Division Sponsorship

I would be pleased to meet with you and discuss our sponsorship opportunities. If you have any questions, please contact me via email, text or cell phone.

Felix Casavant
 PA Hockey Association
 Marketing and Administration Manager
 Email: pahockeyfelix@sasktel.net
 Cell: 306-981-3774

ATTACHMENT #2

Prince Albert Hockey 2022/23 Budget

Revenue

Registrations	\$ 604,000.00	
Community Club Income	\$ 80,000.00	
Tournament Income	\$ 32,500.00	
AA Female Ice Reimbursement	\$ 16,500.00	
Club Tournament Admin Fees	\$ 1,500.00	
AA Camp Income	\$ 16,000.00	
AA Female Tournament Donation	\$ 4,000.00	
Misc Fundraiser Income	\$ 3,600.00	
League Fees	\$ 5,000.00	
Fines	\$ 200.00	
Coaches Clinic Income	\$ 500.00	
Scholarships and Awards	\$ 2,000.00	
Referee Division	\$ 42,000.00	
Misc Income	\$ 650.00	
DMF Funding	\$ 35,000.00	New Item
Sponsorship Drive- Annual	\$ 6,550.00	New Item
Total Revenue	\$ 850,000.00	

Expenses

Community Club Fee Expenses	\$ 79,000.00	
SHA Fees	\$ 60,000.00	
Ice Rental - League	\$ 295,000.00	
Ice Rental- Tournaments	\$ 25,000.00	
PA Hockey Contracts&Salaries	\$ 102,000.00	
Referee Fees- League&Tourney	\$ 126,200.00	
Community Club Practice Refund	\$ 31,000.00	
Tournament Expenses	\$ 2,500.00	
AA Female Tryouts and Practice	\$ 6,300.00	
Fundraiser Expenses	\$ 2,000.00	
Scholarships and Awards	\$ 2,600.00	
C4/BAA/SV League Fees	\$ 4,000.00	
Provincial Playoffs	\$ 1,200.00	
PAH League Playoffs	\$ 3,200.00	
Game/Team Supplies Expense	\$ 3,000.00	
Player/Coach Development	\$ 4,000.00	
Audit and Legal	\$ 10,000.00	
Advertising	\$ 500.00	
Bank Service Charges	\$ 2,100.00	
Office Expenses	\$ 23,600.00	
Office Equipment Purchases	\$ 2,000.00	
Office Insurance	\$ 1,400.00	
Alarm System	\$ 270.00	
Evaluation Expenses	\$ 7,000.00	
Meeting Expenses	\$ 2,500.00	
Executive Expenses	\$ 500.00	
U7 Equipment Purchases- NEW	\$ 10,000.00	<u>50@\$200</u>
U7 Advertising/Signage/Recruitment Drive- NEW	\$ 5,130.00	
Total Expenses	\$ 812,000.00	

Net Projected Income **\$ 38,000.00**

Note:

\$30,000 of this projected income would be allocated to reduce U7 2023-24 registration fees and assist in keeping existing reg fees for other age groups the same as 2022-23 or have minimal increases to cover expenses of the Organization

ATTACHMENT #3

Tournament Dates for PA Minor Hockey

2022-23

Estimated Room Nights

Boys	Dates	Potential Room Nights	Estimated # of out of town teams	# of Rooms	Total Room nights	
U13 A	October 28-30/22	2	10	20	400	
U 18 AA	November 11-13/22	2	6	20	240	
U13 AA	November 18-20/22	0	0	0	0	Cancelled
U13 B	November 25-27/22	2	4	20	160	
U11 A	December 2-4/22	2	4	20	160	
U11B	December 9-11/22	2	4	20	160	
U15 B	January 13-15/23	2	4	20	160	
U19 A	January 21&22/23	1	2	20	40	
U9 B	January 28&29/23	1	2	20	40	
U11 A	February 3-5/23	2	4	20	160	
U 11 B	February 3-5/23	2	4	20	160	
U7 A	February 11/23	1	4	20	80	
U7 B	February 18/23	1	4	20	80	
U13 B	February 24-26/23	2	4	20	160	
Sub Total Tournament Room Nights					2000	
League Home Games						
U13 AA	12	1	3	20	60	
U15	17	1	5	20	100	
U18 AA	17	1	5	20	100	
Sub Total League Room Nights					260	
Estimated Total					2260	

3.02 Funding Model for Grants

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

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

Destination Marketing Levy COMMITTEE Approval - Grants for Funding \$5,000 up to \$10,000.	
Hotel Rooms	Maximum DMF Levy Funding
401-450	\$5,500
451-500	\$6,000
501-550	\$6,500
551-600	\$7,000
601-650	\$7,500
651-700	\$8,000
701-750	\$8,500
751-800	\$9,000
801-850	\$9,500
851-900	\$9,900

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

Events of Significant Economic Impact - City Council Approval
<p>Events of Significant Economic Impact - Must generate a minimum of 2,000 room nights. This includes large or special events that are an important component of the tourism industry, and they attract visitors. These events have a large economic impact and significance in the local host community, since the visitors will spend money during their travel and visit to Prince Albert that bring benefits. Such events include Worlds, Championships, etc. These events are approved by City Council.</p>

4 RESPONSIBILITY

4.01 Applicant

- a) Complete the appropriate Destination Marketing Fund Grant Application Form as appended to this Policy.
- b) Forward the completed Application Form to the Administrator.
- c) Provide any further information requested by the Administrator relating to the funding request.
- d) Review and execute a Funding Agreement forwarded by the Administrator.

TITLE: Destination Marketing Levy Application - 2023 Hoopla

DATE: November 9, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the Event Retention Destination Marketing Fund Grant Application from North Central District Athletic Association for funding the 2023 Hoopla – Saskatchewan High School Basketball Championships scheduled for March 23 - 25, 2023, in the amount of \$9,500, be approved;
2. That \$9,500 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.

TOPIC & PURPOSE:

To obtain approval from the Destination Marketing Levy Advisory Committee for funding in the amount of \$9,500 for the 2023 Hoopla – Saskatchewan High School Basketball Championships scheduled for March 23 - 25, 2023.

BACKGROUND:

City Council, at its meeting of June 13, 2022, considered an updated Destination Marketing Levy Policy – Amended as Per Executive Committee. Council approved the following motion:

“That the Destination Marketing Levy Policy No. 89.3, as attached to RPT 22-242, be approved.”

The updated Destination Marketing Levy Policy updated the approval of DMF Funding Grants and Final Reports.

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

4.04 Destination Marketing Levy Advisory Committee

- a) *Review and evaluate reports submitted by the Administrator to ensure the following:*
- i. *applications received are in accordance with the general criteria outlined in this policy;*
 - ii. *application ensures that the objectives of the policy are met; and,*
 - iii. *Evaluation metrics is completed.*
- b) *Approve applications in the amount of \$5,000 to \$10,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.*

Funding Model for Grants

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

Destination Marketing Levy COMMITTEE Approval - Grants for Funding \$5,000 up to \$10,000.	
Hotel Rooms	Maximum DMF Levy Funding
401-450	\$5,500
451-500	\$6,000
501-550	\$6,500
551-600	\$7,000
601-650	\$7,500
651-700	\$8,000
701-750	\$8,500
751-800	\$9,000
801-850	\$9,500
851-900	\$9,900

The Grant Application illustrates hotel in the range of 720 – 900.

As per above chart, they are eligible for a grant amount of \$9,500, based on the ratio of 801 to 850 rooms. Final payment for the DMF Grant will be reflective of the confirmed hotel rooms with Final Report.

DMF Funding Application - Proposed Hotel Accommodations	720-900
Maximum DMF Levy Funding as Per Policy	\$9,500

Hoopla was held in Prince Albert in 2018. It was a great success with all the basketball Teams.

The Host Committee applied under the Destination Marketing Fund for the 2021 Saskatchewan High School Athletics Association Hoopla Provincial Basketball Championships. They were approved for a grant of \$5,000. However, due to COVID, Hoopla was not held in 2021. The Host Committee was able to secure Hoopla to be held March 23 - 25, 2023.

Hoopla is a provincial basketball championship that involves 48 teams from around the province. There are 10 categories across 4 facilities in the city that teams compete for a provincial title.

PUBLIC AND/OR STAKEHOLDER INVOLVEMENT:

The Grant Application has been reviewed internally by Administration.

COMMUNICATION PLAN:

Once a decision has been rendered by the Destination Marketing Levy Advisory Committee, the Administrator will report back to the Host Committee.

If the funding is approved, a Funding Agreement will be forwarded for signing.

STRATEGIC PLAN:

Acting and Caring Community – The Destination Marketing Levy Policy was approved for attracting events to the City of Prince Albert; attract visitors to the City of Prince Albert, and in so doing, generate significant economic benefit for the community.

The attached DMF Application states as follows:

We hosted the Hoopla in Year 2018 as a temporary bid. We have now secured a bid for every four years.

POLICY IMPLICATIONS:

This Grant Application is from the approved Destination Marketing Levy Policy.

FINANCIAL IMPLICATIONS:

As per approved Policy, the Destination Marketing Levy Advisory Committee can approve applications up to \$10,000. Over the funding request amount of \$10,000, a recommendation will go to City Council to approve the application.

The funding amount of \$9,500 is within the threshold of the Destination Marketing Levy Advisory Committee to approve.

With the approval of the Destination Marketing Levy Fund Grant Applications to date and requested applications for funding included this Agenda, the projected reserve ending balance for Year 2022 is (\$966,421.64).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by the DMF Administrator Melodie Boulet

ATTACHMENT:

1. DMF Application - 2023 Hoopla – Saskatchewan High School Basketball Championships.

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager

Event Retention Destination Marketing Fund Grant Application

Application Date: **October 7, 2022**

Please select the type of application being submitted.

- Event Viability Application (event is struggling)
- Competitive Bid received Application

Amount of Destination Marketing Grant Fund Requested: **\$ 9500**

Organization Information:

Name of Organization requesting funding: **North Central District Athletic Association**

Contact Person: **Nathan Noble**

Phone: **306-940-8593** Email: **nathan.noble@pacsd.ca**

Mailing Address including postal code: **380-14th Street W., Prince Albert, SK., S6V 3L5**

Type of Organization (please select one)

- Private Not-for-Profit Other

If Other, explain: **Click here to enter explanation.**

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: **North Central District Athletic Association**

Brief description of organization requesting funding: **We are the governing body of all high school athletics in Prince Albert and area. We help organize and run events on a district, regional, and provincial level. We encompass more than 30 schools and 3000 student athletes in the area. We are a non profit organization.**

Organization's annual budget: \$ **30000 in and 30000 out**

Event Information:

Name of Event: **Hoopla - Saskatchewan High School Basketball Championships**

Duration of event: Start date: **Mar. 23, 23** End date: **Mar. 25, 23**

Describe the event: **This is a provincial basketball championship that involves 48 teams from around the province. There are 10 categories across 4 facilities in the city that teams compete for a provincial title.**

Accommodations:

Estimated number of room nights generated from event: **720-900**
(Room nights limited to hotel/motel rooms, B&B rooms)

What method did you use to estimate the number of room nights generated for this event: **Used past numbers in combination with 48 teams with parents and coaches each using 8 rooms for 2 nights each**

What local facilities other than accommodations will be used: **Restaurants, shopping, schools**

Event Attendance:

Estimated participants, officials and staff:	<u>1000</u>
Estimated spectators – non-residents (80 km or more away from Prince Albert)	<u>750</u>
Estimated spectators – City residents	<u>750</u>
Total estimated spectators	<u>2500</u>

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

How long has this event been held in Prince Albert? **We hosted in 2018 as a temporary bid. We have now secured a bid every four years.**

Frequency of the event being hosted in Prince Albert (annually, every second year, etc.)? **Every 4 years. 2023, 2027, 2031, etc.**

Does hosting this event in Prince Albert result in other events being hosted in Prince Albert or could other events be hosted in Prince Albert as a result of this event? Yes No

Please explain: **Proving that we have the ability to host events like this gives up an upper hand when bidding on other provincial championships that come open each year. There are 10 sports in our association and more than 35 provincial championships being held each year.**

Briefly summarize the experience of your organization related to hosting this or other events:

We have the same host committee in place that we had in 2018. The event was a success with great reviews that year and we are hoping to repeat the effort once again.

Assessing Need:

Please provide as much supporting information as possible to aid in assessing your application. The strength of information provided is the basis from which funding recommendations will be made. Please pay special attention to describing the items outlined below to the best of your ability.

Why is the event in jeopardy of not being held in Prince Albert or of its duration being reduced? How crucial is the Event Retention Destination Marketing Fund Grant? **It took many years to convince the SHSAA to come to Prince Albert with their largest championship. Accomodations and facilities were always in question. If we can continue to provide enough accomodation and quality facilities we will continue to have the opportunity to host. Without adequate accomodation or positive feedback our bid can be denied in the future.**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **Do everything we can to organize a positive and well run event. We hold planning meetings well in advance and secure the volunteers we need to make things run effectively on our end. We do our best to create positive relationships with the hotel industry and contacts here in Prince Albert. We try and advertise using radio and media sources to get fans out to the weekend.**

Should an Event Retention Destination Marketing Fund Gant be approved, what plans have been put in place to ensure the event is sustainable moving forward?

(Possible information to include is your business plan including marketing plans and a demonstration of what is planned to ensure ongoing sustainability of the event)

People. We need to continue to have quality people in positions of power within our organization. This event hinges on the effort and organization of our volunteers. The facilities are in place and the hotels are adequate.

If a competitive bid from another community to host the event in their community has been received please include details with your funding application.

(These details should include items such as: was the bid solicited by your organization or unsolicited, have the appropriate decision makers indicated a willingness to relocate the event, how does the organization benefit from moving the event, etc.)

[Click here to enter answer.](#)

Please ensure the following items accompany your application:

- Budget for the event.
- Supporting information if applicable.

** Please provide the most current year-end financial statements or best equivalency if available.*

Privacy Policy Statement and Application Certification

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“91(1) Any person is entitled at any time during regular business hours to inspect and obtain copies of:

(a) Any contract approved by the council, any bylaw or resolution and any account paid by the Council relating to the City”

This Grant Application with all supporting documents can be saved and emailed to destinationlevy@citypa.com or printed and mailed or dropped off to City Hall, City Manager’s Office, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

RPT 22-441

TITLE: Destination Marketing Levy Application - 2023 Prince Albert Female Hockey Tournament

DATE: November 10, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the Growing an Existing Event Destination Marketing Fund Grant Application from the Prince Albert Female Hockey for funding the 2023 Prince Albert Female Hockey Tournament scheduled for January 6 - 8, 2023, in the amount of \$9,900, be approved;
2. That \$9,900 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.

TOPIC & PURPOSE:

To obtain approval for funding in the amount of \$9,900 for the 2023 Prince Albert Female Hockey Tournament scheduled for January 6 - 8, 2023.

BACKGROUND:

City Council, at its meeting of June 13, 2022, considered an updated Destination Marketing Levy Policy – Amended as Per Executive Committee. Council approved the following motion:

“That the Destination Marketing Levy Policy No. 89.3, as attached to RPT 22-242, be approved.”

The updated Destination Marketing Levy Policy updated the approval of DMF Funding Grants and Final Reports.

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

4.04 Destination Marketing Levy Advisory Committee

- a) *Review and evaluate reports submitted by the Administrator to ensure the following:*
- i. *applications received are in accordance with the general criteria outlined in this policy;*
 - ii. *application ensures that the objectives of the policy are met; and,*
 - iii. *Evaluation metrics is completed.*
- b) *Approve applications in the amount of \$5,000 to \$10,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.*

Funding Model for Grants

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

Destination Marketing Levy COMMITTEE Approval - Grants for Funding \$5,000 up to \$10,000.	
Hotel Rooms	Maximum DMF Levy Funding
401-450	\$5,500
451-500	\$6,000
501-550	\$6,500
551-600	\$7,000
601-650	\$7,500
651-700	\$8,000
701-750	\$8,500
751-800	\$9,000
801-850	\$9,500
851-900	\$9,900

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

The Grant Application illustrates hotel in the amount of **960 nights**.

As per above chart, they are eligible for a grant amount of \$9,900, based on the ratio of 960 rooms. Final payment for the DMF Grant will be reflective of the confirmed hotel rooms with Final Report.

DMF Funding Application – Proposed Hotel Accommodations	960
Maximum DMF Levy Funding as Per Policy	\$9,900

Prince Albert Female Hockey Tournaments

In 2019, the Destination Marketing Levy Advisory Committee approved \$5,000 in funding for the 2019 Female Hockey Tournament:

The 2019 Final Report states: actual room night generated totaled **478 rooms booked.**

In 2020, the Destination Marketing Levy Advisory Committee approved \$7,500 in funding for the 2020 Female Hockey Tournament:

The 2020 Final Report states: actual room night generated totaled **830 rooms booked.**

In 2021, the Prince Albert Female Hockey Tournament was not held due to COVID.

The recommendation is to approve the funding request in the amount of **\$9,900 for the hosting of the 2023 Prince Albert Female Hockey Tournament in Prince Albert, as the tournament bring various teams and parents to Prince Albert which results in an increase in spending within our community.**

PUBLIC AND/OR STAKEHOLDER INVOLVEMENT:

The Grant Application has been reviewed internally by Administration.

COMMUNICATION PLAN:

Once a decision has been rendered by the Destination Marketing Levy Advisory Committee, the Administrator will report back to the Host Committee.

If the funding is approved, a Funding Agreement will be forwarded for signing.

STRATEGIC PLAN:

Acting and Caring Community – The Destination Marketing Levy Policy was approved for attracting events to the City of Prince Albert; attract visitors to the City of Prince Albert, and in so doing, generate significant economic benefit for the community.

This Tournament is bringing 41 teams outside of Prince Albert. That is a significant amount of people coming to our community and will boost economic benefits for restaurants, hotels, stores, etc. They have also added the U13AA Division this year.

POLICY IMPLICATIONS:

This Grant Application is from the approved Destination Marketing Levy Policy.

FINANCIAL IMPLICATIONS:

As per approved Policy, the Destination Marketing Levy Advisory Committee can approve applications up to \$10,000. Over the funding request amount of \$10,000, a recommendation will go to City Council to approve the application.

The funding amount of \$9,900 is within the threshold of the Destination Marketing Levy Advisory Committee to approve.

With the approval of the Destination Marketing Levy Fund Grant Applications to date and requested applications for funding included this Agenda, the projected reserve ending balance for Year 2022 is (\$966,421.64).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by the DMF Administrator Melodie Boulet

ATTACHMENT:

1. DMF Application - 2023 Prince Albert Female Hockey Tournament.

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager

Growing an Existing Event Destination Marketing Fund Grant Application

Please provide the following information and attach additional information as required.

Application Date: October 31, 2022

Amount of Destination Marketing Fund Grant Requested: \$ 9000.00



Organization Information:

Name of Organization requesting funding: Prince Albert Female Hockey

Contact Person: Jim Flynn

11Phone 306-961-0113

Email: flynn_jim@hotmail.com

Mailing Address including postal code: 1382 Lacroix Cres S6V 6R8

Type of Organization (please select one)

Private Not-for-Profit Other

If Other explain: [Click here to enter explanation.](#)

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: Prince Albert Female Hockey Tournament

Brief description of organization requesting funding: All Female hockey tournament that attracts teams from across Western Canada in 9 divisions from U9B&C,U11B&C,U13A,U13AA,U15A,U15AA and U18AA. This will be the 22nd year Prince Albert has hosted this Tournament. It is one of the longest running All Female Tournaments in Canada. Any surplus funds from the tournament are divided amongst the 9 PA Teams that host the event to allow them to go to other tournaments.

Organization's annual budget: \$ 142,000.00

Event Information:

Name of Event: **Prince Albert Female Hockey Tournaments**

Duration of event: Start date: **January 6, 2023** End date: **January 8, 2023**

Describe the Event: Please describe the organization's strategy to grow the event including but not limited to the following information:

- What is being added to the event to create more attendees from outside of our region?
- How do you plan to attract this new market segment?
- What are the benefits and impacts of attracting this segment to the existing event?
- Are there any particular barriers or opportunities that adding this market segment to your existing event present?
- What are the incremental costs associated with growing the event? Please itemize additional expenses incurred as a result of the planned event growth.

Please provide as much supporting information as possible to aid in assessing your application. The strength of information provided is the basis from which funding recommendations will be made.

As per the Destination Marketing Levy Policy, increasing the amount of attendees to an event, without fundamentally changing the event does not meet the eligibility requirements for Growing an Event Destination Marketing Fund Levy.

Added U13AA division this year. This Tournament has been advertised on the Hockey Saskatchewan site and local site as well as the Sask Female Hockey League website. Since we have been running our tournament for 21 yrs. Word of mouth from teams that have previously attended is also very important. Our two main cost are Ice Rental and Referee's. We will use 8 rinks (Kinsmen, Stuart, Art Hauser, Bucklund, East Hill, East End, West Hill and Crescent Aces)

Accommodations:

Estimated number of room nights generated from the event presently: **960 nights**
(Room nights limited to hotel/motel rooms, B&B rooms)

Estimated number of *additional* room nights generated by the event after the growth strategy outlined in this application: **1080 nights**

What method did you use to estimate the number of room nights generated for this event currently and after the growth strategy is implemented? **We projected 15room nights per night per team including families ,relatives etc.that travel. In 2022 we ended up with 39 out of town teams and 9 PA teams.We already have 41 out of town teams and 8 PA teams. We anticipate more travelling teams this year as we have a U13AA division this year so hopefully wiil draw more teams this year.**

What local facilities other than accommodations are typically or will be used for this event?
[Click here to enter answer.](#)

Event Attendance:

Estimated participants, officials and staff of expanded event	<u>1200</u>
Estimated spectators of expanded event – non-residents (80 km or more away from Prince Albert)	<u>2500</u>
Estimated spectators of expanded event – City residents	<u>1200</u>
Total estimated spectators of expanded event	<u>4900</u>

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

How long has the event been held in Prince Albert: 21 years

Frequency of the event being hosted in Prince Albert: once a year

Is there potential of this event resulting in other events being hosted in Prince Albert?
X Yes No

Please explain: Female Hockey is strong in PA and other events (spring Tournament) is possible if ice is available.

What is your organization’s experience in hosting this or similar events? Please be sure to include a profile of your organizing committee / working group.

We have 2 people with over 15yrs experience on the committee,the Coordinator and Scheduler.
We have 9-20 people on the tournament committee,2 people from each team and this year we have
9 teams from U9 to U18AA. During the Tournament we would have 150 host parents helping out.
This has worked well over the last 21 yrs .

The following items must accompany your application:

- Budget for the event
- Supporting information if applicable

** Please provide the most current year-end financial statements or best equivalency if available.*

Privacy Policy Statement and Application Certification

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PRINCE ALBERT FEMALE TOURNAMENT BUDGET

FOR JANUARY 6-8/2022-2023

Revenue

Entry Fee	\$ 75,000.00
Progressive 50/50	\$ 50,000.00
Advertising	\$ 2,500.00
Destination Marketing	\$ 9,000.00
Mandep sponsorship	\$ 2,000.00
Program Sales	\$ 500.00
Female Trust Fund	\$ 3,000.00

Total Budgeted Revenue **\$ 142,000.00**

Expenses

Ice Rental	\$ 22,000.00
Referees	\$ 16,000.00
Banners	\$ 2,100.00
Metals (novice/atom)	\$ 1,500.00
P A Hockey	\$ 2,000.00
50/50 winner payout	\$ 25,000.00
50/50 Team payout	\$ 25,000.00
50/50 printing	\$ 400.00
Slga lottery license	\$ 100.00
Program Printing	\$ 2,000.00
Sanctions	\$ 200.00
Hotel Room Referee's	\$ 500.00
Misc. Expense	\$ 100.00
Pucks	\$ 1,000.00

Total Budgeted Expenses **\$ 97,900.00**

Total Budgeted Income **\$ 44,100.00**

RPT 22-432

TITLE: Destination Marketing Levy Funding Application - Golf Saskatchewan Provincial Senior Mens (55+) / Mid-Master Men's (40+) and Senior Woman's (+50) Golf Championship

DATE: **November 9, 2022**

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That this report be received as information and filed.

BACKGROUND:

As per Section 4.03 (Administrator) of the Destination Marketing Levy Policy 89.3

Destination Marketing Levy Advisory Committee Chairperson

- Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.
- Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.

Destination Marketing Levy Advisory Policy 89.3

Funding Model for Grants

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

DMF Funding Application - Proposed Hotel Accommodations	380
Maximum DMF Levy Funding as Per Policy	\$5,000

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

DMF Application Event:

2023 Golf Saskatchewan Provincial Senior Mens (55+) / Mid-Master Men's (40+) and Senior Womans (+50) Golf Championship

Start date: **July 30, 2023**

End date: **August 2, 2023**

ATTACHMENT:

1. DMF Application - Golf Saskatchewan Provincial Senior Mens (55+) / Mid-Master Men's (40+) and Senior Womans (+50) Golf Championship

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager



Destination Marketing Levy Funding Grant Applications

DESTINATION MARKETING LEVY FUNDING APPLICATION – APPROVAL OF GRANT

Destination Marketing Levy Advisory Policy 89.3

Funding Model for Grants

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

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

DMF Application Event:

2023 Golf Saskatchewan Provincial Senior Mens (55+) / Mid-Master Men's (40+) and Senior Womans (+50) Golf Championship

Start date: **July 30, 2023**

End date: **August 2, 2023**



DMF Funding Application - Proposed Hotel Accommodations	380
Maximum DMF Levy Funding as Per Policy	\$5,000

DMF Grant Approval for Payment:

DMF Advisory Board Chairperson

Dated: November 8, 2022

As per Section 4.03 (Administrator) of the Destination Marketing Levy Policy 89.3

Destination Marketing Levy Advisory Committee Chairperson

- *Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.*
- *Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.*
- *Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.*

New Event Destination Marketing Fund Grant Application

Please provide the following information and attach additional information as required.

Application Date: September 14, 2022

Amount of Destination Marketing Fund Requested: \$ 8316.00

Organization Information:

Name of Organization requesting funding: Host Committee: 2023 Saskatchewan Golf Association Provincial Senior / Mid-Master Championship and Ladies Senior Golf Championship

Contact Person: Martin Ring, Co-Chair

Phone: 306-922-7464 Email: martinring@sasktel.net

Mailing Address including postal code: 2931 Bradbury Drive, Prince Albert, Sask. S6V 7W2

Type of Organization (please select one)

Private Not-for-Profit Other

If Other explain: [Click here to enter explanation.](#)

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: Cooke Municipal Golf Course

Brief description of organization requesting funding: This event was prebiously scheduled and approved for funding by the DMF in the 2020 Season and as we know COVID put so many events onto hold and this even was no different. We are a volunteer based Host Committee for the Saskatchewan Golf Association Provincial Men's and Ladies Senior and Mid-Master Men's Golf

Championship. As user group members of Golf Saskatchewan through the City of Prince Albert owned and operated Cooke Municipal Golf Course, and member in goodstanding of Golf Saskatchewan.

Organization's annual budget: \$ 37,114.00

Event Information:

Name of Event: **Golf Saskatchewan Provincial Senior Mens (55+) / Mid-Master Men's (40+) and Senior Womans (+50) Golf Championship**

Duration of event: Start date: Jul. 30, 23 End date: Aug. 2, 23

Describe the event: **Golf Saskatchewan runs Provincial Golf Championships throughout the province each and every year and moves events throughout member courses. This particular event is the Senior Golf division Senior Ladies (50+) Senior Mens Division (55+) well as the Men's Mid-Master Men's (40+) Championship. The event was held in 2022 at the TSM Woodlawn Golf Course, Estevan, Sask, and had 95 participants. From previous experience and the poularity of our golf course as known throughout the Province we are anticipating greater numbers for the event here in Prince Albert and a target of 154 players in Prince Albert, with all rounds being played at the city owned and operated Cooke Muncipal Golf Course. Participants in the event do pay an entry fee directly to Golf Saskatchewan, and in turn, Golf Saskatchewan does provide an operating grant in lieu of golf course rates and fees to the host committee. All participants are responsible for the practice round green fees and cart rental if required, as well as cart rentals for tournament rounds (if necessary). This event is used as the qualifying tournament for the Provincial Team component that will send a team to the Golf Canada Senior Championship later in the season. It is a tremendous opportunity for many of our locals to participate in a Provincial Golf Championship.**

Accommodations:

Estimated total number of room nights generated from event: **Approximately 380 total rooms over the balance of the 4 day / 3 nights of the event.**

(Room nights limited to hotel/motel rooms, B&B rooms)

What method did you use to estimate the number of room nights generated for this event? **We are anticipating approximately 80% of the registered participants to require hotel rooms and also anticipating some doubling up by participants to share travel expenses. Eighty (80) rooms for the Saturday (July 29th, 2023) before the practice round scheduled for Sunday, July 30th, 2023 and (100) per night for the balance of the tournament July 30th, July 31st and August 1st with the final day of the event occurring on July 30th.**

What local facilities other than accommodations will be used? **The host site of the tournament is the city owned and operated Cooke Municipal Golf Course as well as the Rock and Iron Sports Bar/Restaurant located in the Prince Albert Golf and Curling centre. Golf Saskatchewan as stated, does provide a hosting grant to the host committee which provides us with \$47 per player/per round for the 3 championship rounds as well as \$25 per player for a food and beverage credit to be used at the Rock and Iron Sports Bar/Restaurant. All other related expenses such as practice round and golf cart rentals at Cooke Municipal Golf Course will be at the expense of participants as required and provide additional revenue to the facility Cooke Municipal Golf Course.**

Event Attendance:

Estimated participants, officials and staff:

154 participants, 10

Officials and staff from Golf Saskatchewan

Estimated spectators – non-residents
minimal as this a Senior Amateur Golf event
(80 km or more away from Prince Albert)

Spectators would be

Estimated spectators – City residents

Would anticipate

perhaps 50 spectators locally as a possibility. No admission for any spectators.

Total estimated spectators **50**

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

Has the event been held in Prince Albert previously? Yes No

If this event has been held in Prince Albert previously, has it been at least 3 consecutive years since it was last held in Prince Albert? Yes No

If **yes**, please explain when last hosted in Prince Albert: **[Click here to enter explanation.](#)**

If no, the event is not eligible for funding under the “New Event” category. Please review other application categories to determine suitability.

Is there a possibility of this event happening more than once in Prince Albert? Yes No

Please explain: **Golf Saskatchewan moves events around the province and tends to follow a cycle of South / Central / North. This event could return in 3 to 4 years, but there are also other courses in the Northern Region that this event could be held at. There is however, a very strong relationship and past events held in our city at Cooke Municipal Golf Course. Golf Saskatchewan typically has very strong field numbers when the 2 major Urban cities of Saskatoon and Regina and ourselves Prince Albert have been used. When locations outside of Sakatoon, Regina or Prince Albert are utilized, the total number of participants is noticeably lower. We believe after the most recent major improvements that have taken place at Cooke Municipal Golf Course, this is a tremendous marketing opportunity for both our city as well as the city owned and operated golf course.**

Is there potential of this event resulting in other events being hosted in Prince Albert?

Yes No

Please explain:

With the most recent completion of the major Irrigation Upgrade and ongoing improvements to Cooke Municipal Golf Course, we do believe that a Golf Canada: Canadian Senior Golf Championship or Canadian Junior Championship is a definite possibility for our community. We have hosted 5 previous national championships at Cooke Municipal and the one event we have not hosted as of yet is the Canadian Senior Championship. We believe the relationship we have with both Golf Saskatchewan and Golf Canada, that a Canadian Senior Championship is a definite possibility.

What is your organization's experience in hosting this or similar events? Please be sure to include a profile of your organizing committee / working group.

Cooke Municipal Golf Course and more importantly all of the user groups at the facility, have always come forward and helped out and made events like this a great success. Most recently we hosted the 2022 Saskatchewan Amateur Golf Championship to rave reviews from participants across the province and it was a full field. We have hosted 5 National Championships, as well as numerous Provincial Championships including Juniors, Ladies and Men's as well as Mixed Team Championships. The last three (3) Golf Saskatchewan Championships were the 2014 Men's Amateur, 2017 Provincial Mixed Championship and the 2022 Mens and Ladies Amateur Championship. Each were met with tremendous success.

Please provide as much supporting information to aid in assessing your application. This information could include a business plan, a marketing plan, rationale / insight to support the information you supplied and / or your funding request, etc. The strength of information provided is the basis from which funding recommendations will be made.

The following items must accompany your application:

- If the funding application is being made for an event that is run by a subcommittee or league of a larger organization, include confirmation in writing from the Chair that they are aware of and support the event funding application.
- Budget for the event.
- Supporting information if applicable.

** Please provide the most current year-end financial statements or best equivalency if available.*

Privacy Policy Statement and Application Certification

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This Grant Application with all supporting documents can be saved and emailed to destinationlevy@citypa.com or printed and mailed or dropped off to City Hall, City Manager’s Office, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

Host Committee 2020 Provincial Senior Golf Championship

2931 Bradbury Dr. Prince Albert, Sask. S6V 7W2

martinring@sasktel.net

306-960-4200 or 306-922-7464

October 4, 2022

Destination Marketing Fund, City of Prince Albert

To Whom It May Concern,

Please accept this letter as application for funding of a \$8,316.00 hosting grant under the Destination Marketing Fund, for hosting the 2023 Golf Saskatchewan Senior Men's / Ladies and Mid-Master Provincial Golf Championships at the City of Prince Albert's own Cooke Municipal Golf Course on July 31st, August 1st and 2nd, 2023.

Golf Saskatchewan Provincial Senior Men's / Ladies and Mid-Master Golf Championship is an event that Golf Saskatchewan (www.golfaskatchewan.org) runs each season, and they have asked if we would be interested in hosting this event in 2023.

Golf Saskatchewan as you may recall did approach is back in the fall of 2019 to host the 2020 Provincial Seniors Golf Championship and as we all know COVID hit and the decision was made by City Council at the time to not host the event in 2020. Other arrangements were made by Golf Saskatchewan to host the event in the summer of 2020. The following year (2021) the Provincial Senior Golf Championship was hosted at The Legends in Warman. This past season (2022) the Provincial Seniors were hosted in the South area of the province in Estevan and in keeping with tradition Golf Saskatchewan would like to return to the North and Cooke Municipal Golf Course is their #1 choice.

- Golf Saskatchewan does provide some hosting grant funds for the hosting of the event. It includes contributions, in part to the green fees/golf course rental as well as a credit note for food and beverage to each participant participating in the event that will be purchased from the Rock and Iron Restaurant located at the Prince Albert Golf and Curling Centre

The event as previously noted was hosted this past season at the T.S.M, Woodlawn Golf Club in Estevan and drew a total of 79 Senior Men (55+) Mid-Master (40+) participants as well as 16 Senior Lady (50+) participants.

Previous experience with hosting Golf Saskatchewan events, recognize Prince Albert as one of the locations that strong fields will assemble. We expect our numbers to easily surpass the

numbers from this year's Championship . This past season we Cooke Municipal hosted a very successful and full field for the Provincial Men's and Ladies Amateur

- All participants are responsible for their own accommodation and practice round/cart rental fees (If required) as well as cart rental for tournament rounds for the 3 days of competition if they so desire. Each participant pays an entry fee to Golf Saskatchewan for the Provincial Senior Championship.

The event will draw users to hotels within our community. We anticipate a total 380 hotel room nights being booked for the 3 nights of the event (120 per night) on the dates of July 31st , August 1st a 2nd , 2023 with a combination of participants as well as rules officials and staff from Golf Saskatchewan.

The event as scheduled does allow time for visitors to explore our community and enjoy its many attractions.

Cooke Municipal Golf Course will be the benefactor of additional green fees and golf cart rentals for the practice round, which is scheduled for Sunday, July 30th, 2023 and its anticipated that there will be \$8,300 in additional revenues to the golf course.

During the tournament, Cooke Municipal Golf Course will also have the ability to provide golf cart rentals to participants anticipating an approximate additional \$3,000 per tournament day or \$9,000 revenue to the golf course operation over a three day period. The hosting grant from Golf Saskatchewan, will provide \$47.00 per player per round for the 3 days of the event. This amount is projected at \$21,714.

Event Schedule:

- **Sunday, July 30th (Practice Round)**
 - Participants paying regular rate for the round of golf and applicable golf cart rental fee if required
- **Monday, July 31st (Day 1 Championship)**
 - Cash Bar / Food services all hosted Rock and Iron Sports Bar / Prince Albert Golf and Curling Centre
- **Tuesday, August 1st (Day 2 Championship)**
 - Cash Bar / Food services all hosted Rock and Iron Sports Bar / Prince Albert Golf and Curling Centre
- **Wednesday, August 2nd (Day 3 Championship)**
- Cash Bar / Food services all hosted Rock and Iron Sports Bar / Prince Albert Golf and Curling Centre

This event is used as the selection process for Golf Saskatchewan Sr. Golf Team members to attend the Canadian Senior Golf Championships. This event is hosted by Golf Canada with the top 3 players from both the Men's and Ladies championships as well as possible quota spot qualifiers. This is a tremendous opportunity for local seniors to play in a Provincial Championship and we do anticipate a number of our local high level seniors to participate.

The City of Prince Albert and Cooke Municipal Golf Course user groups have a very longstanding and strong relationship with both Golf Saskatchewan as well as Golf Canada. We have the honor of being the only golf course in the province to have hosted 5 National Championships as well as numerous provincial championships over our 110 Year history.

As city council knows, we are continuing to return to regular operation at Cooke Municipal Golf Course after an aggressive golf course improvement project starting in the fall of 2017 and continuing forward into the 2018 and 2019 golf seasons. The opportunity to host Golf Saskatchewan or Golf Canada events during that period was not possible. The opportunity now to showcase our golf course at the provincial level, is huge and rightly deserved.

Host Committee:

Martin Ring, Co-Chair

Ron Stewart, Co-Chair

Darcy Myers, Head Golf Professional (Advisor)

Yours in Golf,

Martin Ring, Co-Chair

2023 Provincial Senior / Mid-Master Championship Tournament Budget

Expenses			Budget	Actual
Golf Course Rental	3 tournament days	462 X \$60.00	\$ 27,720.00	
Food / Beverage Voucher	Rock & Iron	154 X \$25.00	\$ 3,850.00	
Driving Range	Darcy's Golf Shop	462 X \$12.00	\$ 5,544.00	
Total Expenses			\$ 37,114.00	\$ -

Revenue			Budget	Actual
Golf Saskatchewan	3 tournament days	462 X \$47.00	\$ 21,714.00	
Golf Saskatchewan	Food and Beverage	154 X \$25.00	\$ 3,850.00	
Darcy's Golf Shop	Gift in Kind	462 X \$7.00	\$ 3,234.00	
Destination Marketing Fund (request)			\$ 8,316.00	
Total Revenue			\$ 37,114.00	\$ -

TITLE: Destination Marketing Levy Funding Application - Prince Albert Northern Bears

DATE: November 9, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That this report be received as information and filed.

BACKGROUND:

As per Section 4.03 (Administrator) of the Destination Marketing Levy Policy 89.3

Destination Marketing Levy Advisory Committee Chairperson

- Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.
- Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.

Destination Marketing Levy Advisory Policy 89.3

Funding Model for Grants

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

DMF Funding Application - Proposed Hotel Accommodations	151+
Maximum DMF Levy Funding as Per Policy	\$3,000

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

DMF Application Event:

**2022 and 2023 Season – Prince Albert Northern Bears
Saskatchewan Female AAA League**

ATTACHMENT:

1. DMF Application – Prince Albert Northern Bears

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager



Destination Marketing Levy Funding Grant Applications

DESTINATION MARKETING LEVY FUNDING APPLICATION – APPROVAL OF GRANT

Destination Marketing Levy Advisory Policy 89.3

Funding Model for Grants

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

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

DMF Application Event:

**2022 and 2023 Season – Prince Albert Northern Bears
Saskatchewan Female AAA League**



DMF Funding Application - Proposed Hotel Accommodations	151+
Maximum DMF Levy Funding as Per Policy	\$3,000

DMF Grant Approval for Payment:

DMF Advisory Board Chairperson

Dated: October 19, 2022

As per Section 4.03 (Administrator) of the Destination Marketing Levy Policy 89.3

Destination Marketing Levy Advisory Committee Chairperson

- *Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.*
- *Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.*
- *Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.*

Event Retention Destination Marketing Fund Grant Application

Application Date: September 30, 2022

Please select the type of application being submitted.

- Event Viability Application (event is struggling)
- Competitive Bid received Application

Amount of Destination Marketing Grant Fund Requested: \$ 3,000.00

Organization Information:

Name of Organization requesting funding: PA Northern Bears

Contact Person: Al Dyer

Phone: 306 961 4500 Email: panorthernbears@gmail.com

Mailing Address including postal code: RR 5 Site 14 Box 32, Prince Albert, SK S6V 5R3

Type of Organization (please select one)

- Private Not-for-Profit Other

If Other, explain: [Click here to enter explanation.](#)

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: **PA Northern Bears**

Brief description of organization requesting funding: **Female U18 AAA Hockey Team**

Organization's annual budget: \$ **\$166,050.00**

Event Information:

Name of Event: **Regular Season and playoff season**

Duration of event: Start date: **Oct. 1, 22** End date: **Mar. 5, 23**

Describe the event: **SFU18AAAHL games**

Accommodations:

Estimated number of room nights generated from event: **151+**
(Room nights limited to hotel/motel rooms, B&B rooms)

What method did you use to estimate the number of room nights generated for this event: **Visiting team rooms and parent's rooms**

What local facilities other than accommodations will be used: **Art Hauser Center**

Event Attendance:

Estimated participants, officials and staff:	<u>25 per team</u>
Estimated spectators – non-residents (80 km or more away from Prince Albert)	<u>600</u>
Estimated spectators – City residents	<u>3675</u>
Total estimated spectators	<u>4275</u>

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

How long has this event been held in Prince Albert? **15 years**

Frequency of the event being hosted in Prince Albert (annually, every second year, etc.)? **Regularly with 15 league home games plus play-offs**

Does hosting this event in Prince Albert result in other events being hosted in Prince Albert or could other events be hosted in Prince Albert as a result of this event? Yes No

Please explain: **2023 Esso Cup**

Briefly summarize the experience of your organization related to hosting this or other events:

We have been a league participant for 15 years. We have graduated over 35 players to post-secondary hockey. We have an experienced volunteer Board who directs off-ice activities.

Assessing Need:

Please provide as much supporting information as possible to aid in assessing your application. The strength of information provided is the basis from which funding recommendations will be made. Please pay special attention to describing the items outlined below to the best of your ability.

Why is the event in jeopardy of not being held in Prince Albert or of its duration being reduced? How crucial is the Event Retention Destination Marketing Fund Grant? **The team is funded primarily with team fees. A smaller portion of annual budget (21.6%) is raised through team sponsors, admissions and fund-raising activities like 50/50 draws.**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **The volunteer Board is committed to providing a top-tier opportunity for young women to play at a high level and pursue post-secondary opportunities.**

Should an Event Retention Destination Marketing Fund Grant be approved, what plans have been put in place to ensure the event is sustainable moving forward?

(Possible information to include is your business plan including marketing plans and a demonstration of what is planned to ensure ongoing sustainability of the event)

The Board uses all funds in a cost-efficient way to maximize results for training, practice, physical and mental well being in addition to providing an entertaining and competitive on-ice product. We also work with community partners to provide role models and support to building and improving opportunities for young girls and boys to play hockey.

If a competitive bid from another community to host the event in their community has been received please include details with your funding application.

(These details should include items such as: was the bid solicited by your organization or unsolicited, have the appropriate decision makers indicated a willingness to relocate the event, how does the organization benefit from moving the event, etc.)

N/A

Please ensure the following items accompany your application:

- Budget for the event.
- Supporting information if applicable.

** Please provide the most current year-end financial statements or best equivalency if available.*

Privacy Policy Statement and Application Certification

The City of Prince Albert is governed by *The Cities Act* and designated as a Local Authority pursuant to *The Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP)*. Therefore, all information collected for the Destination Marketing Fund Grant Application process, including final executed Contracts and Agreements will be subject to public disclosure either through a Freedom of Information and Access Request in accordance with those regulations or Public Agenda.

Section 91(1)(a) of the Cities Act states the following:

“91(1) Any person is entitled at any time during regular business hours to inspect and obtain copies of:

(a) Any contract approved by the council, any bylaw or resolution and any account paid by the Council relating to the City”

This Grant Application with all supporting documents can be saved and emailed to destinationlevy@citypa.com or printed and mailed or dropped off to City Hall, City Manager’s Office, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

2022-23 Northern Bears Budget

Income/Expense		TOTAL		2022 Actuals YE	
		June 2022 - May 2023			
Income					
Camp Fees		\$	1,000.00	\$	4,240.00
Direct Public Support					
	Corporate Contributions	\$	5,000.00	\$	5,000.00
	Individ, Business Contributions	\$	1,000.00	\$	10.00
Total Direct Public Support			\$ 7,000.00		
Inv & Saving Int		\$	500.00	\$	62.00
Game Day Admissions		\$	9,500.00	\$	9,498.00
Other Types of Income		\$	1,000.00	\$	1,036.00
	Banquet Tickets				
Total Other Types of Income			\$ 10,500.00		
Program Income					
	Program Service Fees	\$	7,500.00	\$	8,950.00
Total Program Income			\$ 7,500.00		
Raffle Sales					
	50/50 Game Day	\$	5,500.00	\$	5,385.00
Total Raffle Sales			\$ 5,500.00		
Sponsorship Funds					
	Sponsorship Funds - Events	\$	6,000.00	\$	6,000.00
Total Sponsorship Funds			\$ 6,000.00		
Team Fees					
Total Team Fees		\$	130,000.00	\$	130,000.00
Total Income		\$	167,000.00	\$	170,181.00
Expense					
Coaches Honourariums		\$	21,000.00	\$	24,150.00
Contract Services					
	Outside Contract Services	\$	1,500.00	\$	1,700.00
	Scouting Expenses	\$	500.00	\$	408.00
Total Contract Services			\$ 2,000.00		
Facilities and Equipment					
	Equip Rental and Maintenance	\$	500.00		
Total Facilities and Equipment			\$ 500.00		
Hockey Equipment					
	Apparel	\$	13,000.00	\$	5,482.00
	Equipment, bags, logos	\$	1,000.00	\$	381.57
	Hockey Equipment - Uniforms	\$	5,000.00	\$	4,433.00
Total Hockey Equipment			\$ 19,000.00		
Operations - Administration					
	Bank Fees	\$	100.00	\$	107.00
	Printing and Copying	\$	2,500.00	\$	2,308.00
	Supplies	\$	1,500.00	\$	1,808.00
Total Operations - Administration			\$ 4,100.00		
Operations - Hockey					
	Announcers - Game day	\$	750.00	\$	510.00
	Bus rental	\$	32,500.00	\$	37,065.00
	Dressing room supplies	\$	1,000.00	\$	976.00
	Dryland	\$	4,500.00	\$	5,120.00
	Counselling	\$	1,000.00		
	Game Snacks	\$	4,500.00	\$	4,454.00
	Hotels	\$	15,000.00	\$	15,927.00
	Ice rental	\$	27,500.00	\$	32,089.00
	Meals	\$	10,000.00	\$	9,493.00
	Officials	\$	4,800.00	\$	4,800.00
Total Operations - Hockey			\$ 101,550.00		
Other Expenses					
	Banquet	\$	4,000.00	\$	5,071.00
	Other Costs			\$	3,801.00
	Team Building	\$	1,000.00	\$	1,268.00
Total Other Costs			\$ 5,000.00		
	Other Expenses	\$	500.00	\$	125.00
	Tournament Fees	\$	4,500.00	\$	2,500.00
	City of PA - Score Clock	\$	3,000.00	\$	3,000.00
	League Fees	\$	4,900.00	\$	1,878.00
Total Expense		\$	166,050.00	\$	165,854.57
Net Income/(Loss)		\$	950.00	\$	4,326.43



RPT 22-436

TITLE: Destination Marketing Levy Funding Application - Prince Albert Mintos

DATE: November 9, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That this report be received as information and filed.

BACKGROUND:

As per Section 4.03 (Administrator) of the Destination Marketing Levy Policy 89.3

Destination Marketing Levy Advisory Committee Chairperson

- Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.
- Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.

Destination Marketing Levy Advisory Policy 89.3

Funding Model for Grants

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

DMF Funding Application - Proposed Hotel Accommodations	151+
Maximum DMF Levy Funding as Per Policy	\$3,000

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

DMF Application Event:

**2022 and 2023 Season – Prince Albert Mintos
Saskatchewan Male AAA League**

ATTACHMENT:

1. DMF Application – Prince Albert Mintos

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager



Destination Marketing Levy Funding Grant Applications

DESTINATION MARKETING LEVY FUNDING APPLICATION – APPROVAL OF GRANT

Destination Marketing Levy Advisory Policy 89.3

Funding Model for Grants

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

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

DMF Application Event:

**2022 and 2023 Season – Prince Albert Mintos
Saskatchewan Male AAA League**



DMF Funding Application - Proposed Hotel Accommodations	151+
Maximum DMF Levy Funding as Per Policy	\$3,000

DMF Grant Approval for Payment:

DMF Advisory Board Chairperson

Dated: November 8, 2022

As per Section 4.03 (Administrator) of the Destination Marketing Levy Policy 89.3

Destination Marketing Levy Advisory Committee Chairperson

- *Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.*
- *Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.*
- *Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.*

Event Retention Destination Marketing Fund Grant Application

Application Date: **October 19, 2022**

Please select the type of application being submitted.

- Event Viability Application (event is struggling)
- Competitive Bid received Application

Amount of Destination Marketing Grant Fund Requested: **\$ 3,000.00**

Organization Information:

Name of Organization requesting funding: **Prince Albert Mintos**

Contact Person: **Merle Kozun**

Phone: 306 961 6737 Email: **mlkoz@sasktel.net**

Mailing Address including postal code: **C.H.P.O Box 21019 Prince Albert Sask. S6V 8A4**

Type of Organization (please select one)

- Private Not-for-Profit Other

If Other, explain: **Click here to enter explanation.**

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: **Prince Albert Mintos**

Brief description of organization requesting funding: **Saskatchewan Male U18 AAA Hockey Team**

Organization's annual budget: \$ **\$166,050.00**

Event Information:

Name of Event: **Regular Season and playoff season**

Duration of event: Start date: **Oct. 1, 22** End date: **Mar. 5, 23**

Describe the event: **Saskatchewan Male AAA Hockey League**

Accommodations:

Estimated number of room nights generated from event: **151+**
(Room nights limited to hotel/motel rooms, B&B rooms)

What method did you use to estimate the number of room nights generated for this event: **Visiting team rooms and parent's rooms**

What local facilities other than accommodations will be used: **Art Hauser Center**

Event Attendance:

Estimated participants, officials and staff:	<u>25 per team</u>
Estimated spectators – non-residents (80 km or more away from Prince Albert)	<u>600</u>
Estimated spectators – City residents	<u>3675</u>
Total estimated spectators	<u>4275</u>

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

How long has this event been held in Prince Albert? **15 years**

Frequency of the event being hosted in Prince Albert (annually, every second year, etc.)? **Regularly with 15 league home games plus play-offs**

Does hosting this event in Prince Albert result in other events being hosted in Prince Albert or could other events be hosted in Prince Albert as a result of this event? Yes No

Please explain: **Playoffs**

Briefly summarize the experience of your organization related to hosting this or other events:

We have been a league participant for 15 years. We have graduated over 35 players to post-secondary hockey. We have an experienced volunteer Board who directs off-ice activities.

Assessing Need:

Please provide as much supporting information as possible to aid in assessing your application. The strength of information provided is the basis from which funding recommendations will be made. Please pay special attention to describing the items outlined below to the best of your ability.

Why is the event in jeopardy of not being held in Prince Albert or of its duration being reduced? How crucial is the Event Retention Destination Marketing Fund Grant? **The team is funded primarily with team fees. A smaller portion of annual budget is raised through team sponsors, admissions and fund-raising activities like 50/50 draws.**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **The volunteer Board is committed to providing a top-tier opportunity for young males to play at a high level and pursue post-secondary opportunities.**

Should an Event Retention Destination Marketing Fund Grant be approved, what plans have been put in place to ensure the event is sustainable moving forward?

(Possible information to include is your business plan including marketing plans and a demonstration of what is planned to ensure ongoing sustainability of the event)

The Board uses all funds in a cost-efficient way to maximize results for training, practice, physical and mental well being in addition to providing an entertaining and competitive on-ice product. We also work with community partners to provide role models and support to building and improving opportunities for young boys to play hockey.

If a competitive bid from another community to host the event in their community has been received please include details with your funding application.

(These details should include items such as: was the bid solicited by your organization or unsolicited, have the appropriate decision makers indicated a willingness to relocate the event, how does the organization benefit from moving the event, etc.)

N/A

Please ensure the following items accompany your application:

- Budget for the event.
- Supporting information if applicable.

** Please provide the most current year-end financial statements or best equivalency if available.*

Privacy Policy Statement and Application Certification

The City of Prince Albert is governed by *The Cities Act* and designated as a Local Authority pursuant to *The Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP)*. Therefore, all information collected for the Destination Marketing Fund Grant Application process, including final executed Contracts and Agreements will be subject to public disclosure either through a Freedom of Information and Access Request in accordance with those regulations or Public Agenda.

Section 91(1)(a) of the Cities Act states the following:

“91(1) Any person is entitled at any time during regular business hours to inspect and obtain copies of:

- (a) Any contract approved by the council, any bylaw or resolution and any account paid by the Council relating to the City”*

This Grant Application with all supporting documents can be saved and emailed to destinationlevy@citypa.com or printed and mailed or dropped off to City Hall, City Manager’s Office, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

TITLE: Destination Marketing Funding Application - 2023 Dance Blast

DATE: November 9, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That this report be received as information and filed.

BACKGROUND:

As per Section 4.03 (Administrator) of the Destination Marketing Levy Policy 89.3

Destination Marketing Levy Advisory Committee Chairperson

- Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.
- Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.

Destination Marketing Levy Advisory Policy 89.3

Funding Model for Grants

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

DMF Funding Application - Proposed Hotel Accommodations	255
Maximum DMF Levy Funding as Per Policy	\$4,000

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

DMF Application Event:

2023 Dance Blast – Performing Arts Warehouse

Start date: **March 9, 2023**

End date: **March 12, 2023**

ATTACHMENT:

1. DMF Application – 2023 Dance Blast – Performing Arts Warehouse.

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager



Destination Marketing Levy Funding Grant Applications

DESTINATION MARKETING LEVY FUNDING APPLICATION – APPROVAL OF GRANT

Destination Marketing Levy Advisory Policy 89.3

Funding Model for Grants

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

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

DMF Application Event:

2023 Dance Blast – Performing Arts Warehouse

Start date: **March 9, 2023**

End date: **March 12, 2023**



City of Prince Albert

DMF Funding Application - Proposed Hotel Accommodations	255
Maximum DMF Levy Funding as Per Policy	\$4,000

DMF Grant Approval for Payment:

DMF Advisory Board Chairperson

Dated: November 8, 2022

As per Section 4.03 (Administrator) of the Destination Marketing Levy Policy 89.3

Destination Marketing Levy Advisory Committee Chairperson

- *Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.*
- *Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.*
- *Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.*

Growing an Existing Event Destination Marketing Fund Grant Application

Please provide the following information and attach additional information as required.

Application Date: November 2, 2022

Amount of Destination Marketing Fund Grant Requested: \$ 10 000

Organization Information:

Name of Organization requesting funding: P.A. Performing Arts Warehouse Dance Team Inc.

Contact Person: Trever Kutnikoff

Phone: 306-980-825

Email: pawdanceteaminc@gmail.com

Mailing Address including postal code: 301 13th Street East Prince Albert, SK S6V 1C

Type of Organization (please select one)

Private

Not-for-Profit

Other

If Other explain:

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: P.A. Performing Arts Warehouse Dance Team

Brief description of organization requesting funding: The Performing Aets Warehouse Dance Team will be hosting our eighth annual "Dance Blast" Festival on March 9th to March 12th, 2023 at the E.A. Rawlinson Centre. "Dance Blast" is a fun competition/festival for local and surrounding area dance studios. Donations to "Dance Blast" will be used for awards and scholarships to recognize outstanding dnacers particpating at the "Dance Blast" Festival.

Organization's annual budget: \$ **45 000**

Event Information:

Name of Event: **Dance Blast 2023**

Duration of event: Start date: **Mar. 9, 22** End date: **Mar. 12, 22**

Describe the Event: Please describe the organization's strategy to grow the event including but not limited to the following information:

- What is being added to the event to create more attendees from outside of our region?
- How do you plan to attract this new market segment?
- What are the benefits and impacts of attracting this segment to the existing event?
- Are there any particular barriers or opportunities that adding this market segment to your existing event present?
- What are the incremental costs associated with growing the event? Please itemize additional expenses incurred as a result of the planned event growth.

Please provide as much supporting information as possible to aid in assessing your application. The strength of information provided is the basis from which funding recommendations will be made.

As per the Destination Marketing Levy Policy, increasing the amount of attendees to an event, without fundamentally changing the event does not meet the eligibility requirements for Growing an Event Destination Marketing Fund Levy.

Dance Blast is a four day Dance Festival held in Prince Albert at the E.A. Rawlinson Centre for the Arts. It attracts over 500 dancers from at least ten communities from around the province to Prince Albert. The goal is to provide a fun dance festival where dancers showcase their hard work and talents on our beautiful stage and facility at the E.A. Rawlinson Centre. Funds raised cover event expenses which includes facility rental, and awards and scholarships to as many dancers as possible. We gave out over 150 awards and scholarships in 2022. Some of the scholarships are for local camps, bringing the dancers back to our City. The dancers and families are staying in hotels, shopping, buying gas, groceries, and eating at local restaurants. Dance Blast is a boost to our economy for the four days. Covid-19 has had a significant impact on dance, as with other sports and arts activities. Participation has seen a decline. A lack of opportunities to perform has contributed to this. In previous years we had over 600 dancers enter. We were not able to hold Dance Blast in 2021. We anticipate our sponsorship to be much lower this year also as our local businesses have also suffered from the pandemic. Dance Blast brings visitors/tourism to our

community. Dancers and communities are very excited to get back on stage and are looking forward to this first festival of the year. We are estimating 500-600 dancers for the 2023 Dance Blast. Dance Blast also provides exposure to the E.A. Rawlinson Centre and its events, potentially resulting in increased patrons to the centre

Accommodations:

Estimated number of room nights generated from the event presently: **255**
(Room nights limited to hotel/motel rooms, B&B rooms)

Estimated number of **additional** room nights generated by the event after the growth strategy outlined in this application: Previous year's data less a few rooms due to the decline in participants due to the Covid-19 pandemic and keeping the numbers as safe as possible. This includes the dancers and their families attending from other communities, dance teachers, and adjudicators. The timing of Dance Blast is also good for our community as there are typically no hockey tournaments or major events here that weekend.

What method did you use to estimate the number of room nights generated for this event currently and after the growth strategy is implemented? Previous year's data less a few rooms due to the decline in participants due to the Covid-19 pandemic and keeping the numbers as safe as possible. This includes the dancers and their families attending from other communities, dance teachers, and adjudicators. The timing of Dance Blast is also good for our community as there are typically no hockey tournaments or major events here that weekend.

What local facilities other than accommodations are typically or will be used for this event?

E.A. Rawlinson Centre for the Arts for the 4 days (March 9th -12, 2023). We also know that the dancers and their families will be eating and shopping in our City while they are here for Dance Blast. We anticipate a significant economic impact through things like gas, coffee shops, restaurants, liquor stores, groceries and retail.

Event Attendance:

Estimated participants, officials and staff of expanded event	<u>600</u>
Estimated spectators of expanded event – non-residents (80 km or more away from Prince Albert)	<u>400</u>
Estimated spectators of expanded event – City residents	<u>400</u>
Total estimated spectators of expanded event	<u>1400</u>

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

How long has the event been held in Prince Albert: **seven years**

Frequency of the event being hosted in Prince Albert: **Annually**

Is there potential of this event resulting in other events being hosted in Prince Albert?
 Yes No

Please explain: **Some of the scholarships provided to dancers are for camps/workshops which may be in Prince Albert.**

What is your organization's experience in hosting this or similar events? Please be sure to include a profile of your organizing committee / working group.

This parent volunteer run festival has hosted this event for seven years. The board is dedicated to a high quality Dance Festival where participants and spectators are welcomed and supported to have the best possible experience. Volunteers spend many hours preparing for the event from October to March. We have received positive feedback from the dancers, studios and communities participating. We have a reputation of hosting an amazing Dance Blast, the first of the year.

The following items must accompany your application:

- Budget for the event
- Supporting information if applicable

** Please provide the most current year-end financial statements or best equivalency if available.*

Privacy Policy Statement and Application Certification

The City of Prince Albert is governed by *The Cities Act* and designated as a Local Authority pursuant to *The Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP)*. Therefore, all information collected for the Destination Marketing Fund Grant Application process, including final executed Contracts and Agreements will be subject to public disclosure either through a Freedom of Information and Access Request in accordance with those regulations or Public Agenda.

Section 91(1)(a) of the Cities Act states the following:

“91(1) Any person is entitled at any time during regular business hours to inspect and obtain copies of:

(a) Any contract approved by the council, any bylaw or resolution and any account paid by the Council relating to the City”

This Grant Application with all supporting documents can be saved and emailed to destinationlevy@citypa.com or printed and mailed or dropped off to City Hall, City Manager's Office, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

P.A. PERFORMING ARTS WAREHOUSE DANCE TEAM INC.

2022/2023 Budget

Draft: October 18, 2022

	<u>2023 Budget</u>	<u>2023 Actual</u>	<u>2023 Budget Notes/Detail</u>	<u>2022</u>	<u>2021</u>	<u>2020</u>
REVENUE						
Entry Fees	\$37,000.00			\$36,690.00	\$0	\$ 51,735.00
Festival Revenue - Admissions	\$17,000.00			\$17,341.80	\$0	\$ 22,163.00
Festival Revenue - Canteen	\$6,000.00			\$7,243.10	\$0	\$ 10,388.15
Sponsorship Donations	\$7,000.00	\$2,072.06	Non-returning dancers credits	\$7,050.00	\$0	\$ 10,250.00
Grant	\$10,000.00	\$5,000.00	\$5000 DMF; \$5000 NLCDC	\$8,750.00	\$0	\$ 7,000.00
Fundraising	\$0.00			\$260.00	\$0	\$ 788.00
Interest	\$0.00				\$14.88	\$ 50.13
TOTAL REVENUE	\$77,000.00	\$7,072.06		\$77,334.90	\$14.88	\$ 102,374.28
EXPENSES						
Insurance	\$2,200.00		Rosthern - Errors and Omissions Package	\$2,165.58	\$0.00	\$1,087.56
Venue	\$7,500.00		Base charge; canteen/vendor \$250/d;	\$4,821.29	\$21.00	\$7,243.05
Office	\$250.00		livestream \$250/d; cleaning \$100/d	\$205.65	\$0.00	\$278.38
Awards	\$14,000.00		ISC Annual Return Fee & Cheque order	\$10,975.00	\$0.00	\$11,246.81
Medals	\$3,500.00			\$4,110.25	\$0.00	\$2,967.46
Video Recording	\$4,000.00			\$3,683.82	\$0.00	\$3,910.88
Adjudicators	\$7,500.00			\$6,046.45	\$0.00	\$6,698.63
Supplies	\$750.00			\$1,115.26	\$0.00	\$667.23
Scheduling	\$1,000.00			\$1,000.00	\$0.00	
Programs	\$2,500.00			\$1,776.00	\$0.00	\$2,980.13
Canteen Supplies	\$3,500.00			\$2,933.60	\$0.00	\$2,896.51
Practice Floor	\$250.00		Barveenok Ukrainian Dancers	\$250.00	\$0.00	
Capital Equipment	\$0.00			\$0.00	\$0.00	\$0.00
Fundraiser	\$0.00			\$0.00	\$0.00	\$0.00
TOTAL EXPENSES	\$46,950.00	\$0.00		\$39,082.90	\$21.00	\$39,976.64
Profit to be Distributed to Dance Team Members for Dance Educa	\$30,050.00	\$7,072.06		\$38,252.00	-\$6.12	\$62,397.64