



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

AGENDA

**WEDNESDAY, FEBRUARY 16, 2022, 4:00 PM
CONFERENCE ROOM, 3RD FLOOR, CITY HALL**

1. CALL TO ORDER

2. APPROVAL OF AGENDA

3. DECLARATION OF CONFLICT OF INTEREST

4. APPROVAL OF MINUTES

- 4.1 December 15, 2021 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval (MIN 21-124)

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

- 6.1 2022 Destination Marketing Levy Advisory Committee Proposed Meeting Schedule (RPT 22-52)
- 6.2 Destination Marketing Fund Grant Application Form - 2022 St. Mary Boys Basketball Tournament (RPT 22-6)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.3 Destination Marketing Fund Grant Application Form - 2022 Senator's Cup - Full Contact Hockey Tournament (RPT 22-8)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.4 Destination Marketing Fund Grant Application Form - 2022 PAGC / NLC / NLCDC Golf Tournament (RPT 22-19)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.5 Destination Marketing Fund Grant Application Form - 2022 Saskatchewan Men's and Women's Amateur and Men's Mid Amateur Golf Championships (RPT 22-77)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.6 Destination Marketing Fund Grant - Final Report Form - 2022 Prince Albert Female Hockey Tournament (RPT 22-73)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

7. UNFINISHED BUSINESS

8. ADJOURNMENT



City of
Prince Albert

MIN 21-124

MOTION:

That the Minutes for the Destination Marketing Levy Advisory Committee Meeting held December 15, 2021, be taken as read and adopted.

ATTACHMENTS:

1. Minutes



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

MINUTES

**WEDNESDAY, DECEMBER 15, 2021, 3:02 P.M.
CORPORATE BOARDROOM, 2ND FLOOR, CITY HALL**

PRESENT: Mayor Greg Dionne
Councillor Dennis Ogradnick
Richard Ahenakew (Attended at 3:03 p.m.)
Mona Selanders

Sherry Person, City Clerk
Melodie Boulet, Administrator, Destination Marketing Fund

1. CALL TO ORDER

Mayor G. Dionne, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0021. **Moved by:** Councillor D. Ogradnick

That the Agenda for this meeting be approved, with the following amendment, and, that the presentations, delegations and speakers listed on the Agenda be heard when called forward by the Chair:

1. That Item No. 6.3 be considered before Item No. 6.1.

(Councillor D. Cody and Richard Ahenakew were absent for the vote.)

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0022. **Moved by:** M. Selanders

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held October 20, 2021, be taken as read and adopted.

(Councillor D. Cody and Richard Ahenakew were absent for the vote.)

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.3 Destination Marketing – Capital Enhancements Grant Funding Application – Prince Albert Minor Baseball Association (RPT 21-574)

Verbal Presentation was provided by Duane Krip, President, Prince Albert Minor Baseball Association and Melodie Boulet, Administrator, Destination Marketing Fund.

0023. **Moved by:** Councillor D. Ogrodnick

That the Destination Marketing Funding Application from the Prince Albert Minor Baseball Association requesting funding in the amount of \$50,000 under Destination Marketing Fund Capital Enhancements Grant Funding Application for a High Visibility Baseball Park, be denied.

(Councillor D. Cody was absent for the vote.)

CARRIED

6.1 Destination Marketing Fund Grant Application Form – 2022 Prince Albert Female Hockey Tournament (RPT 21-570)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0024. **Moved by:** M. Selanders

1. That the Growing an Existing Event Destination Marketing Fund Grant Application from the Prince Albert Female Hockey for funding the 2022 Prince Albert Female Hockey Tournament, scheduled for January 7 - 9, 2022, in the amount of \$7,500, be approved;

2. That \$7,500 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.

(Councillor D. Cody was absent for the vote.)

CARRIED

6.2 Destination Marketing Fund Grant Application Form – 2022 Dance Blast – Performing Arts Warehouse Dance Team (RPT 21-573)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0025. **Moved by:** Councillor D. Ogradnick

1. That the Event Retention Destination Marketing Fund Grant Application from Performing Arts Warehouse Dance Team for funding the 2022 Dance Blast – Performing Arts Warehouse Dance Team, scheduled for March 10 - 13, 2022, in the amount of \$5,000, be approved;
2. That \$5,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

(Councillor D. Cody was absent for the vote.)

CARRIED

6.4 Destination Marketing Fund Grant – Final Report Form – 2021 Mixed Provincial Curling Championship (RPT 21-575)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0026. **Moved by:** R. Ahenakew

1. That the Final Report Form from the Event of the 2021 Mixed Provincial Curling Championship for funding the 2021 Mixed Provincial Curling Championships be received; and,

2. That the request for payment of the remaining sixty percent (60%) of the approved funding allocation in the amount of \$2,400 to the Host Committee, based on final hotel books booked for the event, be denied.

(Councillor D. Cody was absent for the vote.)

CARRIED

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 3:31 P.M.

0027. **Moved by:** Councillor D. Ogradnick

That this Committee do now adjourn.

(Councillor D. Cody was absent for the vote.)

CARRIED

MAYOR GREG DIONNE
CHAIRPERSON

CITY CLERK

MINUTES ADOPTED THIS 16TH DAY OF FEBRUARY, A.D. 2022.



RPT 22-52

TITLE: 2022 Destination Marketing Levy Advisory Committee Proposed Meeting Schedule

DATE: January 28, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the 2022 Destination Marketing Levy Advisory Committee Meeting Schedule, as attached, be approved.

TOPIC & PURPOSE:

To establish a schedule of regular meetings in 2022 for the Destination Marketing Levy Advisory Committee.

BACKGROUND:

Subsection 78(8) of City Council's Procedure Bylaw No. 23 of 2021, states that at the first meeting, the Committee shall if required, decide the day and time for holding its regular meetings.

PROPOSED APPROACH AND RATIONALE:

In order to conduct business of the Destination Marketing Levy Advisory Committee, it is necessary to establish a regular meeting schedule. Therefore, the Committee is being requested to review the four (4) dates and times outlined in the proposed Meeting Schedule, as attached, and make amendments, as deemed necessary.

Please note, however, that meals and/or snacks will not be available at the meetings, as there is no current budget allocation for these types of incidentals.

In addition, please note, as stated in Subsection 78(17-20) of City Council's Procedure Bylaw, the Committee Chair may cancel its regularly scheduled meeting if there's a lack of agenda items or change the date, time and place of a regularly scheduled meeting.

CONSULTATIONS:

The Secretary, Chair and Vice-Chair of the Committee discussed the proposed meeting schedule on January 26, 2022 as well as established the first meeting in 2022 to be held on February 16, 2022.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

The approved 2022 Committee Meeting Schedule will be included in the eAgenda website and posted on the Bulletin Board at City Hall.

As well, each Committee member, Advisory Official and member of Council will receive electronic meeting invitations from the City Clerk's Office.

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no policy, financial or privacy implications, official community plan implementation strategies or options to the recommendation.

STRATEGIC PLAN:

The information contained in the report directly aligns with The City's Strategic Goal of Corporate Sustainability:

"The City recognizes that a well-functioning organization needs to be clear on the roles and functions of Administration and Council, understand the core principles and behaviors of good governance, and commit to continued improvement in governance and organization."

PUBLIC NOTICE:

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

ATTACHMENTS:

1. 2022 Destination Marketing Levy Advisory Committee Proposed Meeting Schedule

Written by: Terri Mercier, Legislative Manager

Approved by: City Clerk & City Manager



CITY OF PRINCE ALBERT MEETING NOTICE

In accordance with Section 98 of *The Cities Act*, Meeting Notice is hereby given of the following meeting(s) of City Council's Committee(s):

DESTINATION MARKETING LEVY ADVISORY COMMITTEE **2022 MEETING SCHEDULE**

MARCH

Tuesday, March 15, 2022

MAY

Tuesday, May 17, 2022

SEPTEMBER

Tuesday, September 13, 2022

NOVEMBER

Tuesday, November 15, 2022

All meetings will be held at 4:00 p.m., in the 2nd Floor Main Boardroom, City Hall, unless otherwise posted.

For more information please contact:

City Clerk
City of Prince Albert
1084 Central Avenue
Prince Albert, SK S6V 7P3
Ph: 306-953-4305

Dated at Prince Albert this 17th day of February, 2022.

RPT 22-6

TITLE: Destination Marketing Fund Grant Application Form - 2022 St. Mary Boys Basketball Tournament

DATE: **January 5, 2022**

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the Growing an Existing Event Destination Marketing Fund Grant Application from St. Mary High School Sr. Boys Basketball Team for funding the 2022 St. Mary Boys Basketball Tournament scheduled for February 10 - 12, 2022, in the amount of \$1,000, be approved;
2. That \$1,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

TOPIC & PURPOSE:

To obtain approval for funding in the amount of \$1,000 for the 2022 St. Mary Boys Basketball Tournament scheduled for February 10 - 12, 2022.

BACKGROUND:

City Council, at its meeting of April 29, 2019, approved the amended Destination Marketing Levy Police 89.2.

PROPOSED APPROACH AND RATIONALE:

The Administrator has received an Application under the Criteria "Growing an Existing Event" for the Destination Marketing Fund Grant from the Host Committee of the 2022 St. Mary Boys Basketball Tournament.

The event requesting funding is for the 2022 St. Mary Boys Basketball Tournament scheduled for February 10 - 12, 2022.

The attached Grant Application requests funding **in the amount of \$1,000**. Please find attached 2022 St. Mary Boys Basketball Tournament Projected Budget.

As indicated in the attached Grant Application:

“St. Mary Senior A Boys Basketball Team is comprised of students from Grade 9 to 12. We have 12 members including players and coaches. In the past we have hosted an 8 team home tournament. However, this year, we have expanded our tournament to 12 teams and we have from a two day tournament to a three day tournament. There are 10 out of town teams. This expansion will increase the amount of spectators to the City, the amount of hotel rooms being used and will support many restaurants in the City. Because of the expansion, there will be an increase to the cost of the tournament. The cost of officiating will increase, there will be more player prizes and souvenirs to purchase. The increase in cost is approximately \$1,500.”

The Grant Application identifies relating to Accommodations:

*Estimated total number of room nights generated from event: **24 with an estimated number of 48 additional rooms to total 72 nights***

*What method did you use to estimate the number of room nights generated for this event? **“We will have 9 teams staying 2 nights – 9 * 4 * 2 – 72 room nights. Usually 4 rooms per team.”***

The Destination Marketing Levy Policy states the following eligibility and guidelines for Growing an Existing Event – Destination Marketing Fund Grant:

This category is typically suitable for an event that has a history of being hosted in Prince Albert but is looking to expand the event in order to attract a totally new market segment to the event, an audience that otherwise would not have attended the event, which will result in increased room nights.

To be eligible for funding a new element must be added to an existing event that targets a totally different audience which will result in increased overnight stays (limited to hotel/motel rooms, B&B rooms). Incremental attendance growth resulting without a distinct change to the event offerings / format is ineligible. An example of an eligible event would be a hockey tournament that is held annually that includes competitors aged 14 – 16. A decision is made to expand the tournament to include competitors between the ages of 10-13. As an entire new division has been added, this event would be eligible for consideration under the Growing an Event funding category.

The attached Application states: *“This year, we have expanded our tournament to 12 teams and we have from a two day tournament to a three day tournament. There are 10 out of town teams.”*

Year 2018

Event: 2018 Saskatchewan High Schools Athletic Association 5A Boys Volleyball Provincials.

- Approved Destination Marketing Levy Funding in the amount of \$3,000.
- The Final Report Form states that the actual room night generated totaled 131 rooms booked.

Year 2018

Event: St. Mary Boys Basketball Home Tournament.

- Approved Destination Marketing Levy Funding in the amount of \$1,000.
- The Final Report Form states that the actual room night generated totaled 60 rooms booked.

Year 2019

Event: 2019 Ecole St. Mary Boys Basketball Home Tournament and Skills Competition.

- Approved Destination Marketing Levy Funding in the amount of \$1,000.
- The Final Report Form states that the actual room night generated totaled 83 rooms booked.

Year 2020

Event: St. Mary Boys Basketball Home Tournament.

- Approved Destination Marketing Levy Funding in the amount of \$1,000.
- The Final Report Form states that the actual room night generated totaled 65 rooms booked.

Total Request - \$1,000

The recommendation is to approve the funding request in the amount of **\$1,000 for the hosting of the 2022 St. Mary Boys Basketball 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. This event has received DMF Funding for the past couple years, and continues to be held in our community.**

CONSULTATIONS:

The Grant Application has been reviewed internally by the City Manager.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered, the Administrator will report back to the Host Committee.

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

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 \$1,000 is **within** the threshold of the Destination Marketing Levy Advisory Committee to approve.

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$935,612).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

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 application states: *“Basketball is a growing sport in our City. More promotion and bigger events will lead to more teams and tournaments being hosted. Prince Albert has recently been awarded host of Hoopla and SHSAA and will be in a three year cycle as host. This is a prestigious event, bringing the top high school teams in the province to the City in March.”*

OPTIONS TO RECOMMENDATION:

That the Destination Marketing Levy Advisory Committee and City Council does not approve this funding request. This is not being recommended as the funding request is required for the hosting of the event.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator.

ATTACHMENTS:

1. Growing an Existing Event - Destination Marketing Fund Grant Application – 2022 St. Mary Boys Basketball Tournament.
2. 2022 St. Mary Boys Basketball Tournament Budget.

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: **December 15, 2021**

Amount of Destination Marketing Fund Grant Requested: \$ **1000**

Organization Information:

Name of Organization requesting funding: **St. Mary High School Sr. Boys Basketball Team**

Contact Person: **David Seto**

Phone: **306.981.2318** Email: **david.seto@pacsd.ca**

Mailing Address including postal code: **St. Mary High School, 380 14th Str. West, PA, S6V3L5**

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: **St. Mary High School**

Brief description of organization requesting funding: **St. Mary Senior A Boys Basketball Team. Students from grades 9-12. We have 12 members including players and coaches.**

Organization's annual budget: \$ **13000**

Event Information:

Name of Event: **St. Mary Boys Basketball Home Tournament**

Duration of event: Start date: **Feb. 10, 22** End date: **Feb. 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.

In the past, we have hosted an 8 team home tournament. However, this year we have expanded our tournament to 12 teams and we have gone from a two day tournament to a three day tournament. There are 10 out of town teams. This expansion will increase the amount of spectators to the city, the amount of hotel rooms being used, and will support many restaurants in the city. Because of the expansion, there will be an increase to the cost of the tournament. The cost of officiating will increase, there will be more player prizes and souvenirs to purchase. The increase in cost will be approximately \$1500.

Accommodations:

Estimated number of room nights generated from the event presently: **24**
(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: **48**

What method did you use to estimate the number of room nights generated for this event currently and after the growth strategy is implemented? **In the past we would have 6 out of town teams. Usaully 4 rooms per teams (4 *6 = 24). This year we will have 9 teams staying 2 nights (9 * 4 * 2 = 72)**

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

St. Mary High School, many local restaurants, local shopping places.

Event Attendance:

Estimated participants, officials and staff of expanded event	<u>200</u>
Estimated spectators of expanded event – non-residents (80 km or more away from Prince Albert)	<u>200</u>
Estimated spectators of expanded event – City residents	<u>100</u>
Total estimated spectators of expanded event	<u>300</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: **Approx. 30 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?

Yes No

Please explain: **Basketball is growing in our city. More promotion to the event will lead to more students playing the game which will lead to more teams and more tournaments. In our school, we have 9 basketball teams playing this year, which has resulted in extra tournaments and more out of town teams coming into the city.**

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.

Our school hosts many sport tournaments throughout the year. We are very experienced at handling this type of event.

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.

Budget for St Mary Sr. Boys Basketball Tournament February 10-12, 2022

Expenses

1. Officiating: 20 games at \$100 per game = \$2000
2. Player of the Game T-shirts (45), gold medal t-shirts (15), 3 pt winner prize = \$301.37
3. Silver plaque and bronze plaque = \$46.96
4. Canteen Supplies = \$245
5. Workers (score keepers) = \$400
6. Hospitality room supplies for workers and officials= \$350

Total = \$3343.33

Revenue

1. Gate = \$915
2. Canteen = \$240

Total = \$1155



RPT 22-8

TITLE: Destination Marketing Fund Grant Application Form - 2022 Senator's Cup - Full Contact Hockey Tournament

DATE: **January 6, 2022**

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council Sports & Recreation for funding the 2022 Senator's Cup – Full Contact Hockey Tournament scheduled for March 25 - 27, 2022, 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 from the Destination Marketing Levy Advisory Committee for funding in the amount of \$9,900 for the 2022 Senator's Cup – Full Contact Hockey Tournament scheduled for March 25 – 27, 2022.

BACKGROUND:

City Council, at its meeting of April 29, 2019, approved the amended Destination Marketing Levy Policy 89.2.

PROPOSED APPROACH AND RATIONALE:

The DMF Administrator has received an Application under the Criteria “Event Retention” for the Destination Marketing Fund Grant from the Host Committee of the 2022 Senator’s Cup – Full Contact Hockey Tournament.

The event requesting funding is for the 2022 Senator’s Cup – Full Contact Hockey Tournament scheduled for March 25 – 27, 2022.

The attached Grant Application requests funding **in the amount of \$10,000**. Attached is a copy of the 2022 Senator’s Cup – Full Contact Hockey Tournament Income and Expenses Statements. The attachment states that the projected profit will be utilized to assist local charities like the Food Bank or others.

As indicated in the attached Grant Application:

“The PAGC Senators Cup Full Contact Hockey Tournament has been held annually up until the pandemic. The tournament is a targeted 16 team First Nation tournament. Teams from Saskatchewan, Manitoba and Alberta participate in the annual tournament. In the past years, 20-30 pro/semi-pro hockey players have attended the tournament for a chance to win the Senators Cup. This year the Senator’s Cup will be an invitational tournament (no entry fee) as the prior team entry fee has impacted the participation and attendance levels. Expected attendance of the event is approximately 2,500 people or more per day. In the past there has been only approximately 12 teams in the tournament, this year it will be a full 16 teams. Should there be any revenue generated for this tournament, it would go to local charities.”

The Applicant on behalf of the Grant Application has identified relating to Accommodations:

*Estimated total number of room nights generated from event: **2,500 rooms***

*What method did you use to estimate the number of room nights generated for this event? **2,500 total participants/spectators x 50% out of town = 1250 x 2 nights = 2,500.***

Year 2018

In year 2018, this event received Destination Marketing Levy Funding in the amount of \$4,000 for the tournament.

The Final Report Form states that the actual room night generated totaled **1,763 rooms booked.**

Year 2019

In Year 2019, the Destination Marketing Levy Advisory Committee denied funding for Year 2019, as the application was submitted couple weeks prior to the Senator's Cup Hockey Tournament.

Year 2020

In Year 2020, the Destination Marketing Levy Advisory Committee approved funding for the 2020 Senator's Cup Hockey Tournament in the amount of \$4,000.

However, due to the pandemic, the Senator's Cup was cancelled in Year 2020 and no funding paid.

Year 2021

The Senator's Cup was not held due to the pandemic.

Year 2022

The attached Application is requesting funding from the Destination Marketing Levy Advisory Committee in the amount of \$10,000.

They have submitted an email advising that: "The Host Committee has 22 teams confirmed for the Senator's Cup. This is much better then the 16 teams that were originally targeted. The idea now is to do 24 teams if possible and the event has expanded from 2 days to 3 days and the idea is that 2 rinks will have to be used first the Art Hauser and the Kinsmen Rink. The financials profit and costs should not change other than the profits go up and the costs do also. Difference is the same but the overall percentage goes up. The positive part of seeing more teams means more hotel room, more room nights and more money spend in the community."

The Destination Marketing Levy Policy states the following eligibility and guidelines for the Event Retention – Destination Marketing Fund Grant:

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

This event has been held in Prince Albert for the past several years.

The application for the 2022 Senator's Cup – Full Contact Hockey Tournament states:

“The event being held in Prince Albert is very important as it shows community support. The three day event brings revenue to local businesses within the City as participants travel from all of Saskatchewan, Manitoba and Alberta. The Tournament is the largest First Nations Contact Hockey Tournament held in Prince Albert and will continue to grow should it be kept in Prince Albert.”

Event Request - \$10,000

The recommendation is to approve the funding request of **\$9,900 for the hosting of the 2022 Senator's Cup – Full Contact Hockey Tournament. As shown on the Listing of Grants, the amount of 2,500 rooms is significant and meets the criteria for funding of \$9,900.**

OPTIONS TO RECOMMENDATION:

That the Destination Marketing Levy Advisory Committee does not approve this funding request. This is not being recommended as the funding request is required for the hosting of the event.

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 Application states that every year the event is a success and continues to grow.

This Tournament provides great economic benefit to our community.

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 Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$935,612).

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 Melodie Boulet, DMF Administrator.

ATTACHMENTS:

1. Event Retention DMF Application – 2022 Senator’s Cup – Full Contact Hockey Tournament.
2. Event Profit and Expenses Statements.

Written by: Jim Toye, City Manager

Approved by: City Manager

Event Retention Destination Marketing Fund Grant Application

Application Date: December 17, 2021

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: \$ 10,000

Organization Information:

Name of Organization requesting funding: PAGC Sports & Recreation

Contact Person: Geoff Despins

Phone: 306.961.9926 Email: gdespins@pagc.net

Mailing Address including postal code: 1410B Central Ave. Prince Albert, SK S6V4W5

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: PAGC Sports & Recreation

Brief description of organization requesting funding: The Prince Albert Grand Council (PAGC) is the tribal council representing 12 First Nation Bands with a total of 30,000 First Nation members. PAGC has hosted this tournament in the past years except for 2020 due to Covid.

Organization's annual budget: \$80,000

Event Information:

Name of Event: Senator's Cup – Full Contact Hockey Tournament

Duration of event: Start date: Mar. 25, 22 End date: Mar. 27, 22

Describe the event: The PAGC Senators Cup Full Contact Hockey Tournament has been held annually except for last year 2020. COVID-19 restrictions have impacted the organization of the tournament for the past two years with limited fans and teams in 2019 and no tournament in 2020. The tournament is a targeted 16 team First Nation hockey tournament. Teams from Saskatchewan, Manitoba and Alberts participate in the annual tournament. In the past years, 20-30 pro/semi-pro hockey players have attended the tournament for a chance to win the Senators Cup. This year the Senators Cup Tournament will be an invitational tournament (no entry fee), as the prior team entry fee has impacted the participation and attendance levels. (The Saskatoon Fred Sasakamoose Tournament has had no entry fee). Expected attendance of this event is approximately 2,500 people or more per day. In the past there has been only approx. 12 teams in the tournament, this year it will be a full field of 16 teams. Should there be any revenue generated from this tournament it would go towards local charities.

Accommodations:

Estimated number of room nights generated from event: 2500

(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: **2500 total participants/spectators x 50% out of town = 1250 x 2 room nights = 2500**

What local facilities other than accommodations will be used: **Art Hauser Center, local stores and restaurants**

Event Attendance:

Estimated participants, officials and staff:	<u>350/per day</u>
Estimated spectators – non-residents (80 km or more away from Prince Albert)	<u>1075/per day</u>
Estimated spectators – City residents	<u>1075per day</u>
Total estimated spectators	<u>2500/ per day</u>

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Shaw TV has cover the PAGC Senators Cup in the past and will be targeted again. CTV local and Provincial. PAnow and local radio stations The event is expected to also get national coverage as well (APTN).

Event History:

How long has this event been held in Prince Albert? **This event has been held in Prince Albert for the past 7 years. This year would be the 8th Annual PAGC Senators Cup. However, due to COVID-19 restrictions we were not able to host this tournament last year 2020 and 2019 the event operated at a loss due to Covid restrictions. This year is very important to see if it can rebound after the past 2 Covid years**

Frequency of the event being hosted in Prince Albert (annually, every second year, etc.)? **Annually.**

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: **Hosting this event in Prince Albert could result in other events being hosted as this tournament draws participants from SK, MB, AB. Participants will bring family members to visit Prince Albert for shopping, leisure & entertainment. Additional events being hosted in Prince Albert could benefit from the Senators Cup Tournament due to the number of visitors this event draws to Prince Albert. This event being more than a provincial event will showcase the new arena development coming to Prince Albert.**

Briefly summarize the experience of your organization related to hosting this or other events: **PAGC has hosted this event for 5 years successfully with the past 2 years being a struggle (revenue 2019 and no tournament in 2020). Each year PAGC staff volunteer to host the event, every staff/volunteer has roles and responsibilities that are met. Every year the event has run it has been a success and continues to grow when it comes to staff and volunteer experience.**

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 event being held in Prince Albert is very important as it shows community support. The three day event brings revenue to local businesses within the city as participants travel from all of SK, MB and AB. The SaskTel Center in Saskatoon has hosted the Fred Sasakamoose "Chief Thunderstick" National Hockey Tournament every year. This is the Senator's Cups main competition and has expressed an interest in taking over the Senator's Cup and making it part of their tournament. One other thing this year the Senator's Cup is going with no team entry fee to match the Sasakamoose event. This will have a significant impact on the overall financial success of tournament. With a full field of teams the hope is to draw more spectators. The next couple years will define the success of the tournament.

Please describe efforts made by the organizing committee to retain this event in Prince Albert: The organization committee is targeting local businesses for support to keep the event in Prince Albert. The big thing is dropping the team entry fee. As the event attracts many participants from neighboring provinces. Prince Albert local businesses benefit from the event attendees and Prince Albert does offer a variety for shopping, leisure and entertainment.

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)

Should the Event Retention Destination Marketing Fund Grant be approved it would improve community support for the event to be kept in Prince Albert. The tournament is the largest First Nation Contact Hockey Tournament held in Prince Albert and will continue to grow should it be kept in Prince Albert. That is the hope by dropping the team entry fee and targeting more teams to the tournament

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.)

To date there has been no official competitive bids received. However, SaskTel Center and the Fred Sasakamoose tournament has expressed an interest in taking over the Senators Cup and making it part of their event.

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.

8th Annual Senator's Cup Hockey Tourn

March 25-27, 2022

PERCENTAGE OF INCOME SPENT



SUMMARY

<i>Total Income</i>	<i>Total Expenses</i>	<i>Balance</i>
\$80,000	\$78,000	\$2,000



Note:

Projected Profits will be targeted towards local charities like the Food Bank or others. In the past it was used for a toques and mittens project

8th Annual Senator's Cup Hockey Tournament

March 25-27, 2022

<i>Item</i>	<i>Budget</i>	<i>Actual</i>	<i>Variance</i>
<hr/>			
INCOME	\$80,000.00	\$0.00	-\$80,000.00
<hr/>			
Gate Fees (\$10 pp x 5500)	\$ 55,000.00		\$ (55,000.00)
Sponsor Advertising	\$ 15,000.00		\$ (15,000.00)
DMF	\$ 10,000.00		\$ (10,000.00)

8th Annual Senator's Cup Hockey Tournament

March 25-27, 2022

EXPENSES	\$78,000.00	\$0.00	-\$78,000.00
<i>Item</i>	<i>Amount</i>	<i>Actual</i>	<i>Variance</i>
Prize Payout	\$ 50,000.00	\$	(50,000.00)
Rink Rental	\$ 12,000.00	\$	(12,000.00)
Officials	\$ 6,000.00	\$	(6,000.00)
Advertising (including clock)	\$ 4,500.00	\$	(4,500.00)
Staffing	\$ 3,000.00	\$	(3,000.00)
Incidentals	\$ 2,500.00	\$	(2,500.00)



RPT 22-19

TITLE: Destination Marketing Fund Grant Application Form - 2022 PAGC / NLC / NLCDC Golf Tournament

DATE: January 12, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the amount of \$5,000 be approved for funding under the Destination Marketing Fund Grant – Event Retention to the Prince Albert Grand Council for the 2022 NLC/PAGC/NLCDC Golf Tournament scheduled for August 13 – 14, 2022.
2. That the amount of \$5,000 be funded from the Destination Marketing Levy Reserve.
3. That the Mayor and City Clerk be authorized to sign the Funding Agreement with the Prince Albert Grand Council for the Destination Marketing Fund Grant.

TOPIC & PURPOSE:

To obtain approval from the Destination Marketing Levy Advisory Committee for funding in the amount of \$5,000 for the NLC/PAGC/NLCDC Golf Tournament that is scheduled for August 13 – 14, 2022.

BACKGROUND:

City Council, at its meeting of April 29, 2019, approved the amended Destination Marketing Levy Police 89.2.

PROPOSED APPROACH AND RATIONALE:

The Administrator has received an Application under the Criteria “Event Retention” for the Destination Marketing Fund Grant from the Prince Albert Grand Council.

The event requesting funding is for the NLC/PAGC/NLCDC Golf Tournament that is scheduled for August 13 – 14, 2022.

The attached Grant Application requests funding in the amount of \$5,000. **Also attached to the Application is the proposed income and expenses. As stated in the attached, any profit will be used to supply children with school supplies for the 2022/2023 school year. That has been done in the past with huge success.**

As indicated in the attached Grant Application:

“The PAGC/NLC Golf tournament is held annually. The tournament is an open tournament that attracts over 250 golfers over a two day event. This year the event will be held at Cooke Municipal Golf Course. The PAGC/NLC Open Golf Tournament is the largest golf event in Prince Albert attracting participants from across Saskatchewan, Manitoba and Alberta.

The Grant Application identifies relating to Accommodations:

*Estimated number of room nights generated from event: 600
(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: **600 total participants x 50% out of town participants = 300 x 2 room nights = 600***

The Destination Marketing Levy Policy states the following eligibility and guidelines for the Event Retention – Destination Marketing Fund Grant:

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

An organization that receives event retention funding through the Destination Marketing Fund Grant is ineligible to apply for event retention funding again for the same event for a period of three (3) years following the year in which event funding was applicable. For example an organization that receives funding for a 2017 event, would not be eligible to apply under the retention category again until 2021.

As indicated above, this request for the Golf Tournament meets the criteria.

Year 2017

Motion Approved: *That the Event Retention Destination Marketing Fund Grant Application from the Prince Albert Grand Council for funding the Northern Lights Casino, Prince Albert Grand Council and Northern Lights Community Development Corporation Golf Tournament scheduled for August 12 – 13, 2017, in the amount of \$2,000 be approved.*

Final Report stated 200 rooms.

Year 2018

Motion Approved: *That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council and Northern Lights Community Development Corporation for funding the Prince Albert Grand Council and Northern Lights Casino Golf Tournament scheduled for August 10-12, 2018, in the amount of \$2,000, be approved.*

Final Report stated 259 rooms.

Year 2019

Motion Approved: *That the Destination Marketing Fund Grant Application from Northern Lights Casino/Prince Albert Grand Council/Northern Lights Community Development Corporation Golf Tournament for funding the 2019 Prince Albert Grand Council/Northern Lights Casio Golf Tournament scheduled for August 9 – 11, 2019, in the amount of \$2,500, be approved*

Final Report stated 280 rooms.

Year 2022

The attached Application is requesting funding in the amount of \$5,000. The recommendation is to approve the funding request of \$5,000 for the hosting of this Golf Tournament in Prince Albert, **contingent on confirmed hotel rooms for the event.**

The tournament bring various teams and parents to Prince Albert which results in an increase in spending within our community. This event has received DMF Funding for the past couple years, and continues to be held in our community.

OPTIONS TO RECOMMENDATION:

That the Destination Marketing Levy Advisory Committee does not approve this funding request.

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 Prince Albert Grand Council.

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 Prince Albert Grand Council (PAGC) is a tribal council representing 12 First Nations with a total of 30,000 First Nations members. The Northern Lights Casino has been a primary entertainment destination in western Canada since 1996. It is located in what is known in Saskatchewan as the “gateway to the north”. PAGC has hosted this tournament for the past 36 years, since 1985. NLC/NLDCDC partnered with PAGC for the past 21 years, since 2000. The tournament was hosted in Melfort for approx. 23 years and in Prince Albert for the past 13 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 \$5,000 is within the threshold of the Destination Marketing Levy Advisory Committee to approve.

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$935,612).

Please find attached the Budget for the Golf Tournament as provided.

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 Melodie Boulet, DMF Administrator.

ATTACHMENTS:

1. Event Retention – Destination Marketing Fund Grant Application – 2022 NLC/PAGC/NLCDC Golf Tournament.
2. NLC/PAGC/NLCDC Golf Tournament – Budget.

Written by: Jim Toye, City Manager

Approved by: City Manager

Event Retention Destination Marketing Fund Grant Application

Application Date: December 18, 2021

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: \$ \$5,000

Organization Information:

Name of Organization requesting funding: NLC/PAGC/NLCDC Golf Tournament

Contact Person: Geoff Despins

Phone: 306.961.9926 Email: gdespins@pagc.net

Mailing Address including postal code: 1410B Central Ave. Prince Albert, SK S6V4W5

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: NLC/PAGC Golf Tournament

Brief description of organization requesting funding: The Prince Albert Grand Council (PAGC) is a tribal council representing 12 First Nations with a total of 30,000 First Nations members. The Northern Lights Casino has been a primary entertainment destination in western Canada since 1996. It is located in what is known in Saskatchewan as the "Gateway to the North". PAGC has hosted this tournament for the past 36 years, since 1985. NLC/NLCDC partnered with PAGC for the past 21 years, since 2000. The tournament was hosted in Melfort for approx. 23 years and in Prince Albert for the past 13 years.

Organization's annual budget: \$ 97,775

Event Information:

Name of Event: PAGC/NLC Golf Tournament

Duration of event: Start date: Aug. 13, 22 End date: Aug. 14, 22

Describe the event: The PAGC/NLC Golf tournament has been held annually. The tournament is an open tournament that attracts over 250 golfers over a two day event. Please note Covid restrictions have impacted this number significantly for the event in 2020 and 2021. 3 years ago a third day was added, a skins game. This has not been held during the Covid years. This year the intent is to hold the event at Cooke Municipal Golf Course. The skins game may or may not be added this upcoming year but most participants come in a day early to Prince Albert for a practise round. The PAGC/NLC Open Golf Tournament remains the largest golf event in Prince Albert attracting participants from across Saskatchewan, Manitoba and Alberta.

Accommodations:

Estimated number of room nights generated from event: 280
(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: **600 total participants x 50% out of town participants = 300 x 2 room nights = 600**. *This estimate is conservative as golfers bring family members and friends in for the event.*

What local facilities other than accommodations will be used: **Cooke Municipal Golf Course**

Event Attendance:

Estimated participants, officials and staff:	<u>300</u>
Estimated spectators – non-residents (80 km or more away from Prince Albert)	<u>150</u>
Estimated spectators – City residents	<u>150</u>
Total estimated spectators	<u>600</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? **This event has been held in Prince Albert for the past 13 years. The event was held in Melfort, SK prior to moving the event to Prince Albert, SK.**

Frequency of the event being hosted in Prince Albert (annually, every second year, etc.)? Annually

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: Hosting this event in Prince Albert could result in other events being hosted as this tournament draws participants from SK, MB, AB. Participants will bring family members and friends to visit Prince Albert for shopping, leisure & entertainment. This event because of it's draw will help in advertising the new sports and entertainment district being developed in Prince Albert.

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

PAGC has hosted this event for the past 36 years with NLC/NLCDC partnering for the past 21 years. Each year PAGC/NLC staff volunteer to host the event, every staff/volunteer has roles and responsibilities that are met. Every year the event is a success.

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 event being held in Prince Albert is very important as it shows community support. The two day event brings revenue to local businesses within the city as participants travel from all of SK, MB and AB. This event was first hosted in Melfort and was moved to Prince Albert for the past 13 years. This year Elk Ridge Resort's owner Ryan Danberg has verbally contacted the committee and expressed interest in hosting this tournament. He was the principle person when the event was hosted in Melfort so he is very familiar with the event and it's potential revenue. This event drives huge revenue to the hotels in Prince Albert and other business including Cooke Golf Course.

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **The organization committee is targeting local businesses for support to keep the event in Prince Albert. As the event attracts many participants from neighboring provinces, Prince Albert local businesses benefit from the event attendees and Prince Albert does have more to offer for shopping, leisure and entertainment.**

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)

Should an Event Retention Destination Marketing Fund Grant be approved it would improve community support for the event to be kept in Prince Albert. The tournament is the largest golf tournament held in Prince Albert and will continue to grow should it be kept in Prince Albert.

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.)

To date there has been no official competitive bids received on paper. However, Ryan Danbert has recently expressed a verbal interest in hosting the tournament at Elk Ridge and the event may be at risk of relocating to Elk Ridge Resort.

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.

PAGC/NLC/NLCDC Golf Tournament

August 13-14, 2022

PERCENTAGE OF INCOME SPENT



SUMMARY

<i>Total Income</i>	<i>Total Expenses</i>	<i>Balance</i>
\$97,775	\$93,500	\$4,275



Note:

Projected Profit of \$4,275 to supply children with school supplies for the 2022/2023 school year. This is something that has been done in the past with huge success

PAGC/NLC/NLCDC Golf Tournament

August 13-14, 2022

INCOME	\$97,775.00	\$0.00	-\$97,775.00
<i>Item</i>	<i>Budget</i>	<i>Actual</i>	<i>Variance</i>
Golf Entry Fees	\$50,275.00	\$	(50,275.00)
Sponsor / Advertising / DMF	\$47,500.00	\$	(47,500.00)

Notes:

Golf Entry Fees based:

<u>Category</u>	<u># Participants</u>	<u>Avg. Entry Fee</u>	<u>Total</u>
Mens	163	\$ 245.00	\$ 39,935.00
Seniors	23	\$ 220.00	\$ 5,060.00
Ladies	24	\$ 220.00	\$ 5,280.00
Total	210		\$ 50,275.00

PAGC/NLC/NLCDC Golf Tournament

August 13-14, 2022

EXPENSES	\$93,500.00	\$0.00	\$93,500.00
<i>Item</i>	<i>Amount</i>	<i>Actual</i>	<i>Variance</i>
Green Fees	\$40,000.00	\$	(40,000.00)
Prize Payouts	\$32,000.00		-32000
CPs	\$12,000.00	\$	(12,000.00)
Elders Expense	\$1,000.00	\$	(1,000.00)
Fish Fry Banquet	\$8,050.00	\$	(8,050.00)
Supplies (score cards/trophies)	\$450.00	\$	(450.00)

TITLE: Destination Marketing Fund Grant Application Form - 2022 Saskatchewan Men's and Women's Amateur and Men's Mid Amateur Golf Championships

DATE: February 10, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That the New Event Destination Marketing Fund Grant Application from the Prince Albert Men's Golf Club for funding the 2022 Saskatchewan Men's and Women's Amateur and Men's Mid Amateur Golf Championships scheduled for July 11 - 15 2022, in the amount of \$6,000, be approved;
2. That \$6,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

TOPIC & PURPOSE:

To obtain approval for funding in the amount of \$6,000 for the 2022 Saskatchewan Men's and Women's Amateur and Men's Mid Amateur Golf Championships scheduled for July 11 – 15, 2022.

BACKGROUND:

City Council, at its meeting of April 29, 2019, approved the amended Destination Marketing Levy Police 89.2.

PROPOSED APPROACH AND RATIONALE:

The Administrator has received an Application under the Criteria “New Event” for the Destination Marketing Fund Grant from the Host Committee of the 2022 Saskatchewan Men’s and Women’s Amateur and Men’s Mid Amateur Golf Championships.

The event requesting funding is for the 2022 Saskatchewan Men’s and Women’s Amateur and Men’s Mid Amateur Golf Championships scheduled for July 11 – 15, 2022.

The attached Grant Application requests funding **in the amount of \$12,680**. Please find attached 2022 Saskatchewan Men’s and Women’s Amateur and Men’s Mid Amateur Golf Championships Projected Budget. The Application also includes correspondence regarding the Host Committee formed.

As indicated in the attached Grant Application:

“The Prince Albert Men’s Golf Club is a user group associated with both Cooke Municipal Golf Course and the Prince Albert Golf and Curling Club. Cooke Municipal Golf Course will play host to the most prestigious Men’s and Women’s golf tournament in the province. The province’s top 144 players will gather and compete for a spot to be crowned provincial champion, and represent the province at The Canadian National Golf Championships later in the summer. This tournament attracts a lot of attention at the provincial, regional, as well as national level, and will definitely attract a lot of people to our city. A large proportion of the competitors are from out of town, making this a great opportunity to show off our newly renovated golf course. We have various plans in place to improve the player experience which includes, but is not limited to, Tee gifts consisting of Cooke Golf Course towels, a banquet showcasing local comedian Kelly Taylor, and a sponsor event with food and beverages to conclude the event, as the provincial champion is crowned.”

The Grant Application identifies relating to Accommodations:

*Estimated total number of room nights generated from event: **160 nights***

*What method did you use to estimate the number of room nights generated for this event? **There are 144 players and families attending the event, with approximately 80-100 being from out of town. Assuming players share a room, and partake in a practice round, that leaves approximately 40 rooms a night, for 4 nights. Golf Saskatchewan will also have 6 staff and officials for the week of the event. Cooke Municipal Golf Course will be used for all practice rounds, as well as for the duration of the 4 day stroke play tournament. The Prince Albert Golf and Curling Club will also be used for the event socials, which includes a Tuesday night banquet and a Friday afternoon sponsors social. Local restaurants, convenience stores, gas stations and retail outlets will be utilized by the tournament competitors throughout the week as well.***

The Destination Marketing Levy Policy states the following eligibility and guidelines for New Event – Destination Marketing Fund Grant:

This category is typically suitable for applicants looking to bring an existing event to Prince Albert that has not been held in the City for at least three (3) consecutive years or create a brand new event to be held in Prince Albert.

To be eligible for the Destination Marketing Fund Grant, an event must generate overnight stays in Prince Albert.

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

- To be eligible for Destination Marketing Fund Grant under the category “New Event”, the event for which funding is being sought must have never been hosted in Prince Albert or be an event that has been held in Prince Albert in the past but has not been held in the City for at least three (3) consecutive years.*
- Events that have never been held in Prince Albert and generate overnight stays (limited to hotel/motel rooms, B&B rooms) may receive funding, with the approved funding paid out in two increments, forty (40%) percent after the Funding Agreement is signed and the remaining sixty (60%) percent after the Final Report has been received and projected room nights verified by the Destination Marketing Levy Advisory Committee.*

The Application states:

“Golf Saskatchewan typically rotates this event around the province to make it more equitable in regards to travel and home course advantage. However, Cooke constantly puts up one of the biggest tests to the players, and results in a tremendous tournament. With the latest changes to the golf course, we have already seen the demand improve, which leads to the opportunity to host this event, or those listed below, more regularly. This event is just one of the various Golf Saskatchewan provincial championships that take place each year. They also host the Men’s and Women’s Senior Championships, the Junior Boys & Girls Provincial Championships, as well as the Provincial Mixed Championships. These events are often cycled around the province, but hosting a outstanding event this year, can help bring these events back to PA more often. Hosting a successful Provincial Championship can help us acquire a National Event in the future.”

As indicated above, the request for the 2022 Saskatchewan Men’s and Women’s Amateur and Men’s Mid Amateur Golf Championships meets the criteria as the tournament was last held in Prince Albert in 2014, before the renovations to the golf course occurred.

The Application is requesting funding in the amount of \$12,680. Approval of that funding exceeds the limit of the DMF Advisory Committee. It would need to go to Council.

The projected hotel accommodations are approximately 160 room nights.

Based on approved DMF Applications, they would quality more in line for approximately \$3,000 - \$6,000. The report is recommending funding of \$6,000 for the hosting of this event, which is close to the amount for the golf course rental not being paid by the Golf Sask Hosting Grant.

CONSULTATIONS:

The Grant Application has been reviewed internally by the City Manager.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered, the Administrator will report back to the Host Committee.

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

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 \$6,000 is **within** the threshold of the Destination Marketing Levy Advisory Committee to approve.

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$951,412).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

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 application states: *“Our group has been hosting events at Cooke Municipal Golf Course since 1922. Each year we host The Northern, weekly Mens Nights, and many other competitions throughout the summer for both members & non-members. Our organizing committee (Cory Selander, Danny Klughart, and Brett Blakely) participated in this event for the last number of years around the Province and understand what the expectations are of running a successful event require.”*

OPTIONS TO RECOMMENDATION:

That the Destination Marketing Levy Advisory Committee and City Council does not approve this funding request. This is not being recommended as the funding request is required for the hosting of the event.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator**ATTACHMENTS:**

1. New Event - Destination Marketing Fund Grant Application – 2022 Saskatchewan Men’s and Women’s Amateur and Men’s Mid Amateur Golf Championships
2. 2022 Saskatchewan Men’s and Women’s Amateur and Men’s Mid Amateur Golf Championships Budget.
3. Correspondence from Chairperson dated January 24, 2022, regarding the Host Committee.

Written by: Jim Toye, City Manager

Approved by: City Manager

New Event Destination Marketing Fund Grant Application

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

Application Date: January 24, 2022

Amount of Destination Marketing Fund Requested: \$ 12,680

Organization Information:

Name of Organization requesting funding: Prince Albert Men's Golf Club

Contact Person: Cory Selander & Darcy Myers

Phone: 306-980-8169 Email: selandercory@gmail.com

Mailing Address including postal code: 900 22 St E, Prince Albert, SK S6V 1P1

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 Men's Golf Club

Brief description of organization requesting funding: The Prince Albert Men's Golf Club is a user group associated with both Cooke Municipal Golf Course and the Prince Albert Golf and Curling Club.

Organization's annual budget: \$ 5000.00

Event Information:

Name of Event: 2022 Saskatchewan Men's and Women's Amateur and Men's Mid Amateur Golf Championships

Duration of event: Start date: Jul. 11, 22 End date: Jul. 15, 22

Describe the event: Cooke Municipal Golf Course will play host to the most prestigious Men's and Women's golf tournament in the province. The province's top 144 players will gather and compete for a spot to be crowned provincial champion, and represent the province at The Canadian National Golf Championships later in the summer. This tournament attracts a lot of attention at the provincial, regional, as well as national level, and will definitely attract a lot of people to our city. A large proportion of the competitors are from out of town, making this a great opportunity to show off our newly renovated golf course. We have various plans in place to improve the player experience which includes, but is not limited to, Tee gifts consisting of Cooke Golf Course towels, a banquet showcasing local comedian Kelly Taylor, and a sponsor event with food and beverages to conclude the event, as the provincial champion is crowned.

Accommodations:

Estimated total number of room nights generated from event: 160
(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? There are 144 players and families attending the event, with approximately 80-100 being from out of town. Assuming players share a room, and partake in a practice round, that leaves approximately 40 rooms a night, for 4 nights. Golf Saskatchewan will also have 6 staff and officials for the week of the event.

What local facilities other than accommodations will be used? Cooke Municipal Golf Course will be used for all practice rounds, as well as for the duration of the 4 day stroke play tournament. The Prince Albert Golf and Curling Club will also be used for the event socials, which includes a Tuesday night banquet and a Friday afternoon sponsors social. Local restaurants, convenience stores, gas stations and retail outlets will be utilized by the tournament competitors throughout the week as well.

Event Attendance:

Estimated participants, officials and staff: **150**

Estimated spectators – non-residents
(80 km or more away from Prince Albert) **30**

Estimated spectators – City residents **150**

Total estimated spectators **330**

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: **The last year this tournament was held in Prince Albert was in 2014, before the renovations to our golf course took place.**

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 typically rotates this event around the province to make it more equitable in regards to travel and home course advantage. However, Cooke constantly puts up one of the biggest tests to the players, and results in a tremendous tournament. With the latest changes to the golf course, we have already seen the demand improve, which leads to the opportunity to host this event, or those listed below, more regularly.**

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

Yes No

Please explain:

This event is just one of the various Golf Saskatchewan provincial championships that take place each year. They also host the Men's and Women's Senior Championships, the Junior Boys & Girls Provincial Championships, as well as the Provincial Mixed Championships. These events are often cycled around the province, but hosting a outstanding event this year, can help bring these events back to PA more often. Hosting a successful Provincial Championship can help us acquire a National Event in the future.

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.

Our group has been hosting events at Cooke Municipal Golf Course since 1922. Each year we host The Northern, weekly Mens Nights, and many other competitions throughout the summer for both members & non-members. Our organizing committee (Cory Selander, Danny Klughart, and Brett Blakely) participated in this event for the last number of years around the Province and understand what the expectations are of running a successful event require.

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

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 Sask Men's & Women's Am/ Men's Mid-Am Tournament Budget

Expenses	Budget
Golf Course Rental (457 rounds @ \$58)	\$26,506.00
Banquet (144 @ \$40)	\$5,760.00
Driving Range (457 buckets @ \$5)	\$2,285.00
Tee Gift (144 @ \$20)	\$2,880.00
Kelly Taylor - banquet	\$1,500.00
Media Day/Volunteer appreciation	\$2,000.00
Total Expenses	\$40,931.00
Revenue	Budget
Golf Sask Hosting Grant (457 @ \$43)	\$19,651.00
Golf Sask Hosting Grant (144 @ \$25)	\$3,600.00
Local Sponsors (20 @\$250)	\$5,000.00
Destination Marketing Fund	\$12,680.00
Total Revenue	\$40,931.00

January 24, 2022

To whom it may concern,

This letter is to confirm that there has been a Host Committee formed from members of the Prince Albert Men's Golf Club, on behalf of the Prince Albert Men's Club to assist with the hosting requirements of the 2022 Saskatchewan Men's and Women's Amateur and Men's Mid-Amateur Championships being hosted at the Cooke Municipal Golf Course from July 12 – 15.

The Prince Albert Men's Golf Club is aware and supports the event funding application as presented.



Jeff McKeand

Chair – Prince Albert Men's Golf Club

Cooke Municipal Golf Course

306-961-7799

RPT 22-73

TITLE: Destination Marketing Fund Grant - Final Report Form - 2022 Prince Albert Female Hockey Tournament

DATE: February 9, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That the Final Report Form from the Event of the Prince Albert Female Hockey for funding the 2022 Female Hockey Tournament be approved; and,
2. That the Administrator forward the remaining sixty percent (60%) of the approved funding allocation in the amount of \$4,500.00 to the Host Committee.

TOPIC & PURPOSE:

To approve the Final Report submitted for the Event of the 2022 Prince Albert Female Hockey Tournament.

To forward the remaining 60% owing to the Host Committee in the amount of \$4,500.00.

BACKGROUND:

The Destination Marketing Levy Advisory Committee, at its meeting of December 15, 2021, approved the following resolutions:

1. *That the Growing an Existing Event Destination Marketing Fund Grant Application from the Prince Albert Female Hockey for funding the 2022 Prince Albert Female Hockey Tournament, scheduled for January 7 - 9, 2022, in the amount of \$7,500, be approved;*
2. *That \$7,500 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. Agreement on behalf of The City, once prepared."*

PROPOSED APPROACH AND RATIONALE:

The Destination Marketing Levy Advisory Committee has approved the funding amount of \$7,500 for the Event of the 2022 Prince Albert Female Hockey Tournament

As per Policy, the amount of \$3,000 was paid to the Host Committee (40%).

The Policy states:

1. If Application is approved, payments will be allocated in two (2) installments:
 1. 40% upon signing the Funding Agreement; and,
 2. **60% upon approval of the event Final Report by the Destination Marketing Levy Advisory Committee.**

*** certain terms and conditions apply.*

Please find attached Final Report Form that has been submitted for the Event.

The Final Report Form states that the actual room night generated totaled **730 rooms booked.**

In their Application Form, they had estimated approximately 1,080 rooms.

The Final Report states the following hotel rooms booked:

Holiday Inn	150
P.A. Inn	120
Day's Inn	84
Best Western Premier	124
Best Western	84
Super 8	92
Comfort Inn	40
Coronet	36
TOTAL	730

The Final Report further states: ***“Teams were asked to fill out a Team contact Sheet with the team names, phone number, number of rooms and what hotel they stayed at.”***

Total Teams at the Tournament: 39 out of town and 9 Prince Albert Teams. Total of 48 Teams. One Prince Albert Team was unable to play due to COVID, but assisted with work as they could.

Also attached to the Final Report is the expenditures and revenues for the event. As shown attached, there is a profit of \$15,975.22 from the 2022 Prince Albert Female Hockey

Tournament. Mr. Flynn has advised that the profit made from the Female Tournament is divided among the 10 Prince Albert teams to help pay expenses throughout the year. (eg bus trips, go to out of town tournaments etc.) If you divide the profit of \$15,975.22 by 10 teams, that equates to approximately \$1,598 per team.

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 2022 Prince Albert Female Hockey Tournament had **730 rooms**. The recommendation is to approve the full funding request in the amount of **\$7,500 for the hosting of the 2022 Prince Albert Female Hockey Tournament in Prince Albert, as the tournament brought 39 outside teams and parents to Prince Albert which provided an economic benefit to our community.**

CONSULTATIONS:

The Final Report has been reviewed internally by Administration and City Manager.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered by the Destination Marketing Levy Advisory Committee, the Administrator will report back to the Host Committee of the 2022 Prince Albert Female Hockey Tournament

If the Final Report Form is approved, the final payment will be paid.

POLICY IMPLICATIONS:

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

FINANCIAL IMPLICATIONS:

The Destination Marketing Levy Advisory Committee has approved the funding amount of \$7,500 for the Event of the 2022 Prince Albert Female Hockey Tournament.

As per Policy, the amount of \$3,000.00 has been paid to the Host Committee (40%).

The remaining amount to be paid is 60% which totals \$4,500.00 for a total approved funding amount of \$7,500. This amount will be funded from the Destination Marketing Levy Reserve as per approved motion.

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$951,412).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan, options to recommendation or privacy implications.

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 Host Committee advised to the Administrator: “Thank you to the Destination Marketing for helping out with the tournament. Without these grants it makes it harder to make such an event like this a success.”

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, Administrator

ATTACHMENTS:

1. Final Report Submitted - 2022 Prince Albert Female Hockey Tournament.
2. 2022 Prince Albert Female Hockey Tournament Revenues and Expenses.
3. DMF Application - 2022 Prince Albert Female Hockey Tournament.

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager

**** Please attached a form verified by the Hotel for the hotel rooms booked.**

www.citypa.com

**Final Report Form
New Event, Growing an Event and Event Retention
Destination Marketing Fund Grant**

Final Report Date: January 14,2022

Organization Information:

Name of Organization: Prince Albert Female Hockey

Click here to enter name.

Follow up questions should be directed to:

Contact Person: Jim Flynn

Click here to enter name.

Phone: 306-961-0113 Email: flynn_jim@hotmail.com

Event Information:

Name of Event: Prince Albert Female Hockey Tournament 2022

Estimated total number of room nights generated (as per original application): 960

Actual room nights generated by the event? 730

How were room nights verified? **Click here to enter answer.**

Teams were asked to fill out a Team Contact sheet with the teams name,phone number,number of rooms and what Hotel they stayed at.

**** Please attached a form verified by the Hotel for the hotel rooms booked.**

www.citypa.com

Please list or attach on a separate sheet, the name of each hotel/motel used by event attendees and how many room nights were rented at each of the establishments listed.

Holiday Inn-150 P.A. Inn 120 Day's Inn-84, Best Western-84, Best Western premium 124, Super 8-92 Comfort Inn-40 Coronet 36

Are there any additional events that may result or have been confirmed as a result of hosting this event in Prince Albert? Yes **No , none at the moment**

If yes, please explain: **Click here to enter explanation.**

What level of media coverage was realized during the event?

List of media outlets that covered event:

Local	<u>P.A Now write up in news section and CTV News</u>
Provincial	<u>Click here to insert info.</u>
National	<u>Click here to insert info.</u>

Budget:

Please attach a final budget or financial statements that reflect actual revenue and expenses.

Comments:

If there are any lessons learned, comments, etc. that you would like to share with regards to your event or the Destination Marketing Fund Grant or application process, please feel free to do so below or on a separate sheet of paper

**** Please attached a form verified by the Hotel for the hotel rooms booked.**

www.citypa.com

Thank you to the Destination Marketing for helping out with the tournament., with out these grants it makes it harder to make such a event like this a sucess.. We had 48 teams enter this event in which 9 teams from PA and balance from out of town.teams came from Alberta and Saskatchewan.

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.

(a) paid by the Council relating to the City"

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:

(b) Any contract approved by the council, any bylaw or resolution and any account

Date: January 14,20221

Signature: Click here to insert electronic signature, or print report and sign.

Print Name and Title: Jim Flynn Tournament Coordinator



**** Please attached a form verified by the Hotel for the hotel rooms booked.**

This Final Report 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. www.citypa.com

PRINCE ALBERT FEMALE TOURNAMENT FINAL BUDGET

FOR JANUARY 7-9,2022

Revenue

Entry Fee	\$ 36,100.00
Progressive 50/50	\$ 48,210.00
Advertising	\$ 2,275.00
Destination Marketing	\$ 7,500.00
Family Pizza,Quiznos	
Extreme Pita,Rick's	\$ 2,000.00
Program Sales	\$ 495.85
Female General Fund	\$ 3,000.00

Total Budgeted Revenue

\$99,580.85

Expenses

Ice Rental	\$ 15,902.50
Referees	\$ 13,236.00
Banners	\$ 1,397.49
Metals (novice/atom)	\$ 770.00
P A Hockey	\$ 2,000.00
50/50 winner payout	\$ 23,897.00
50/50 Team payout	\$ 23,895.31
50/50 printing	\$ 365.19
50/50 license fee	\$ 52.50
Program Printing	\$ 1,857.91
Misc. Expense	\$ 31.73
Sanctions	\$ 200.00

Total Budgeted Expenses

\$ 83,605.63

Total Budgeted Income

\$ 15,975.22

Growing an Existing Event Destination Marketing Fund Grant Application

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

Application Date: November 8, 2021

Amount of Destination Marketing Fund Grant Requested: \$ 7,500.00

Organization Information:

Name of Organization requesting funding: Prince Albert Female Hockey

Contact Person: Jim Flynn

Phone: 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 7 divisions from U9 to U18AA. This will be the 21st 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 10 P.A. Teams that host the event to allow them to go to other tournaments.

Organization's annual budget: **\$113,100.00**

Event Information:

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

Duration of event: Start date: **January 7, 2022** End date: **January 9, 2022**

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 Bantam AA event last 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 20 yrs., word of mouth from teams that have previously attended is also very important. Our two main costs are Ice Rental and Referee's. We use 6 rinks (Kinsmen, 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 15 room nights, per night, per team including families, relatives, etc. that travel. In 2019 we ended up with 31 out of town teams and 8 P.A. Teams. We already have 40 out of town teams and 10 P.A. teams. We anticipate more travelling teams this year, as we have not had a tournament for 2 years due to Covid and teams are wanting to go to tournaments.**

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 **1,200**

Estimated spectators of expanded event – non-residents
(80 km or more away from Prince Albert) **2,500**

Estimated spectators of expanded event – City residents **1,200**

Total estimated spectators of expanded event **4,900**

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: **20 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?

Yes No

Please explain: **Female Hockey is strong in P.A. 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 12 years experience on the committee, the Coordinator and Scheduler. We have 13-22 people on the tournament committee, 2 people from each team and this year we have 10 teams from U9 to U18AA. During the Tournament we would have 150 host parents helping out. This has worked well over the last 20 years.

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.