



CITY OF PRINCE ALBERT

EXECUTIVE COMMITTEE REGULAR MEETING

AGENDA

**TUESDAY, MAY 24, 2022, 4:00 PM
COUNCIL CHAMBER, CITY HALL**

1. CALL TO ORDER

2. APPROVAL OF AGENDA

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

4.1 May 2, 2022 Executive Committee Meeting Minutes for Approval (MIN 22-45)

5. DELEGATIONS

5.1 Project Update - Homelessness Action Initiative (CORR 22-57)

Verbal Presentation: Dr. Chad Nilson, Social Researcher and Program Evaluator,
Living Skies Centre for Social Inquiry

6. CONSENT AGENDA

6.1 2022 Confirmed Education Property Tax Mill Rates (CORR 22-54)

6.2 Concerns regarding Tree Removal around the Diefenbaker House (CORR 22-58)

6.3 Leakage of Water and Water Meter Replacement Program (RPT 22-81)

6.4 2022 MEEP Audit (RPT 22-195)

- 6.5 April 26, 2022 Planning Advisory Committee Meeting Minutes (MIN 22-40)
- 6.6 April 27, 2022 Community Services Advisory Committee Meeting Minutes (MIN 22-42)

7. REPORTS OF ADMINISTRATION & COMMITTEES

- 7.1 Friendship City Partnership with Thorey en Plaine - Update (RPT 22-197)
Verbal Presentation: Judy MacLeod Campbell, Arts and Cultural Coordinator
- 7.2 Municipal Cultural Action Plan Update (RPT 22-198)
PowerPoint Presentation: Judy MacLeod Campbell, Arts and Cultural Coordinator
- 7.3 Destination Marketing Levy Policy - Amended as Per New Funding Model (RPT 22-206)
PowerPoint Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

8. UNFINISHED BUSINESS

9. ADJOURNMENT



City of
Prince Albert

MIN 22-45

MOTION:

That the Minutes for the Executive Committee Regular and Incamera Meetings held May 2, 2022, be taken as read and adopted.

ATTACHMENTS:

1. Regular Minutes
2. Incamera Minutes



CITY OF PRINCE ALBERT

EXECUTIVE COMMITTEE REGULAR MEETING

MINUTES

**MONDAY, MAY 2, 2022, 4:00 P.M.
COUNCIL CHAMBER, CITY HALL**

PRESENT: Mayor Greg Dionne
Councillor Charlene Miller
Councillor Terra Lennox-Zepp (Attended via video conferencing)
Councillor Tony Head
Councillor Don Cody
Councillor Dennis Ogradnick
Councillor Blake Edwards
Councillor Dawn Kilmer
Councillor Ted Zurakowski

Terri Mercier, City Clerk
Sherry Person, City Manager
Kris Olsen, Fire Chief
Wes Hicks, Director of Public Works
Mitchell J. Holash, Q.C., City Solicitor
Savannah Price, Records Coordinator
Kiley Bear, Director of Corporate Services
Jody Boulet, Director of Community Services
Ramona Fauchoux, Acting Director of Financial Services
Craig Guidinger, Director of Planning and Development Services

1. CALL TO ORDER

Councillor Head, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0102. **Moved by:** Councillor Miller

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

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0103. **Moved by:** Mayor Dionne

That the Minutes for the Executive Committee Public and Incamera Meetings held April 11, 2022, be taken as read and adopted.

CARRIED

5. DELEGATIONS

5.1 Request to Name Football/Soccer Field in Memory of Wendell Whitter (CORR 22-47)

Verbal Presentations were provided by Taras Kachkowski, President and Bob Coffin, Past President, Prince Albert Minor Football Association.

0104. **Moved by:** Mayor Dionne

That CORR 22-47 be received and referred to the Community Services Department for review and report.

CARRIED

5.2 Request to Install Prince Albert Crime Stoppers Bumper Stickers on City Vehicles (CORR 22-48)

Verbal Presentation was provided by Alan Cannon, Secretary/Treasurer, Prince Albert Crime Stoppers Program.

0105. **Moved by:** Councillor Edwards

That CORR 22-48 be received and referred to the Public Works Department for review and report.

CARRIED

5.3 Royal Canadian Legion - Proposed Placements and Monuments in Memorial Square (CORR 22-49)

Verbal Presentation was provided by Brenda Cripps, 1st Vice President, Royal Canadian Legion Branch No. 2.

0106. **Moved by:** Councillor Ogradnick

That CORR 22-49 be received and referred to the Community Services Department for review and report.

CARRIED

6. CONSENT AGENDA

6.1 Request to Waive Bus Fares for Annual Street Fair (CORR 22-44)

That CORR 22-44 be received and referred to the Public Works Department for review and report.

6.2 Rural Municipality of Prince Albert No. 461 - Notice of Discretionary Use Application for a Retail Cannabis Store (CORR 22-45)

That CORR 22-45 be received as information and filed.

6.3 2022 Education Property Tax Mill Rates (CORR 22-46)

That CORR 22-46 be received as information and filed.

6.6 Saskatchewan Housing Corporation's 2021 Annual Report (CORR 22-52)

That CORR 22-52 be received as information and filed.

6.8 March 2022 Account Payable Payments (RPT 22-192)

That RPT 22-192 be received as information and filed.

6.9 April 7, 2022 Golf Course Advisory Committee Meeting Minutes (MIN 22-33)

That MIN 22-33 be received as information and filed.

6.10 April 13, 2022 Airport Advisory Committee Meeting Minutes (MIN 22-36)

That MIN 22-36 be received as information and filed.

6.11 April 19, 2022 Destination Marketing Levy Advisory Committee Meeting Minutes (MIN 22-38)

That MIN 22-38 be received as information and filed.

0107. **Moved by:** Councillor Zurakowski

That the Consent Agenda Item Nos. 6.1 to 6.3, 6.6 and 6.8 to 6.11 be received as information and referred, as indicated.

CARRIED

6.4 Request for Accessible Parking in Residential Areas (CORR 22-50)

0108. **Moved by:** Councillor Zurakowski

That CORR 22-50 be received and referred to the Public Works Department for review and report.

CARRIED

6.5 Concerns regarding Parking Lots for Duplexes on Woodbridge Drive (CORR 22-51)

0109. **Moved by:** Councillor Zurakowski

That CORR 22-51 be received and referred to the Planning and Development Services Department for review and report.

CARRIED

6.7 Replacement of Lead Services (MOT 22-1) (RPT 22-108)

Councillor Edwards rose on a Point of Order indicating that Councillor Head was required to pass the Chair.

Councillor Head, Chairperson, ruled **IN FAVOR** of the Point of Order and requested that Councillor Ogrodnick assume the Chair.

Councillor Ogrodnick assumed the Chair.

0110. **Moved by:** Councillor Head

That RPT 22-108 be received and referred to the Public Works and Financial Services Departments for review and report for consideration during the 2023 Budget deliberations.

CARRIED

Councillor Head resumed the Chair.

7. REPORTS OF ADMINISTRATION & COMMITTEES

7.1 Crosswalk Safety Improvement Study (RPT 21-571)

PowerPoint Presentation was provided by Evan Hastings, Transportation and Traffic Manager.

0111. **Moved by:** Councillor Kilmer

That the following be forwarded to an upcoming City Council meeting for consideration:

That the Crosswalk Safety Improvement recommendations, as outlined in RPT 21-571, be approved with the exception of the following two (2) locations to include Pedestrian Activated Flashing Beacons:

1. 6th Avenue and 22nd Street West; and,
2. 16th Avenue and 15th Street West.

CARRIED

8. UNFINISHED BUSINESS

9. ADJOURNMENT – 5:40 P.M.

0112. **Moved by:** Councillor Kilmer

That this Committee do now adjourn.

CARRIED

COUNCILLOR DAWN KILMER
CHAIRPERSON

CITY CLERK

MINUTES ADOPTED THIS 24TH DAY OF MAY, A.D. 2022.



CORR 22-57

TITLE: Project Update - Homelessness Action Initiative

DATE: **May 19, 2022**

TO: Executive Committee

PUBLIC: X

INCAMERA:

SUGGESTED DISPOSITION:

That the Correspondence be received as information and filed.

PRESENTATION: Verbal by Dr. Chad Nilson, Social Researcher and Program Evaluator, Living Skies Centre for Social Inquiry

ATTACHMENTS:

1. Letter dated March of 2022

Written by: Dr. Chad Nilson, Social Researcher and Program Evaluator, Living Skies Centre for Social Inquiry

PROJECT UPDATE (March 2022)

Prepared by Dr. Chad Nilson

ph: 306-953-8384 em: LSCSI@hotmail.com

HOMELESSNESS ACTION INITIATIVE

Actioning Collaborative Solutions for Homelessness

BRIEF SUMMARY

The City of Prince Albert, supported by the Living Skies Centre for Social Inquiry, in partnership with the Prince Albert Community Advisory Board on Homelessness seeks to develop and facilitate an actionable solutions forum with key service, community and government leaders in north central Saskatchewan. The intended outcome is proper alignment of capacity and understanding required to implement promising solutions for preventing, intervening and mitigating the impacts of homelessness on individuals, neighbourhoods and communities.

PURPOSE

The purpose of this initiative is to mobilize multiple stakeholders across different sectors and jurisdictions to share meaningful dialogue around the causes, consequences and solutions to homelessness. The anticipated result is shared knowledge around actionable opportunities for sector-specific solutions to homelessness and the impacts of homelessness.

OUTCOMES

One outcome of this initiative will be increased knowledge of homelessness causes and consequences across sector and jurisdictional lines. Another will be recognition of sector-specific opportunities for implementing tangible and actionable solutions to homelessness [and homelessness impacts]. Results of this initiative will be documented and disseminated to multiple stakeholder groups.

QUESTIONS

Framing out this initiative are four major questions surrounding the different stakeholder groups and their contributions to reducing the occurrence and impact of homelessness:

- In what ways can each of these stakeholders contribute towards the **prevention** of chronic risk leading to homelessness? (e.g., alleviate circumstances that lead to homelessness)
- In what ways can each of these stakeholders contribute towards the **intervention** in chronic risk that has resulted in homelessness? (e.g., rehouse individuals impacted by homelessness)
- In what ways can each of these stakeholders **mitigate** the impact of homelessness on individuals, neighbourhoods and communities?

- What efforts can each of these stakeholders take to reduce **barriers** that they or other parts of our government/human service system present towards reducing homelessness? (e.g., administrative procedures, communication gaps, service activities).

PROGRESS

The first activity in the initiative involved identifying a reference group. Within context of action research, a reference group is a collective of stakeholders most intimately affected and/or in positions of knowledge or opportunity to inform solutions to a social condition. Members of the *Homelessness Action Initiative Reference Group* include representation from the policing, fire protection, housing, social, advocacy, human service, primary health, addictions, business, youth, Indigenous government, and mental health sectors. In December of 2021, members of the reference group met to review the Terms of Reference for the group, and identify the best means of engaging stakeholders in their respective sectors.

The second activity in the initiative involved reaching out to members of the Reference Group, as well as related sector leaders, to identify key perspectives, observations and understandings of homelessness. Between January and March of 2022, the project team engaged 41 different stakeholders either in-person, zoom and telephone. These engagements provided insight on homelessness from the perspectives of homelessness shelters, downtown businesses, social agencies, the emergency room, mental health supports, addiction services, cultural programs, Indigenous advocacy, and homeless individuals themselves. Dialogue during these sessions is helping to identify contributors to chronic risk leading to homelessness, unintended consequences of policy/practice that complicate the matter, and barriers impacting both individuals affected by homelessness as well as support agencies positioned to mitigate the impact of homelessness on individuals and community. Outreach to these, as well as additional sectors (e.g., policing, corrections, ambulance), will continue throughout March and April.

The third activity in the project involves engaging individuals affected by homelessness. Consultations with advocates, support providers and homeless individuals suggest that multiple methods of engagement be used with this respondent group. These methods include surveys administered by partner staff, interviews from partners staff/project team members, as well as focus groups with specific cohort-types (e.g., program participants, housing blocks). Data collection instruments for this outreach have been developed. Engagement within individuals affected by homelessness will begin in late March/early April.

EARLY OBSERVATIONS

During the first three months of the initiative, progress in the literature review, outreach to reference group members, and engagement of community stakeholders from multiple sectors, have revealed a number of preliminary observations. These observations are NOT to be considered conclusive findings. Proper analysis of these early observations requires further follow-up with appropriate data and expert consultation.

Table 1. **Early Observations from Homelessness Action Initiative***

THEME	OBSERVATIONS
Community Reaction	<ul style="list-style-type: none"> • Reaction to the project has been 'positive'. Stakeholders agree it is much-needed. • Feedback brings support to the understanding that homelessness is a very complicated social condition fueled by chronic risk, and not very easily addressed with one single solution (e.g., shelter, income support). • Support for and interest in the project's success has been shared equally among all sectors (e.g., business, health, social, housing).
Early Wins	<ul style="list-style-type: none"> • Strong engagement and participation of community stakeholders. • Very diverse perspectives of problems and solutions is contributing towards an extremely rich and well-informed community dialogue on homelessness.
Project Challenges	<ul style="list-style-type: none"> • Organizations and their staff are busy. While this project is important for many organizations, delays in engagement have impacted progress slightly (e.g., staff holidays, busy retail season, fiscal year-end). • The current diversity of risk factors impacting homelessness makes the investigation process complex and cumbersome. The multiple pathways individuals take towards homelessness in Prince Albert makes engagement with stakeholders longer, and key findings hard to identify.
Contributors to Homelessness	<ul style="list-style-type: none"> • Unmanaged mental health/addiction, made complicated by client disinterest in services. • Constant mobility of chronic risk individuals between police cells, emergency room, needle exchange, and occasionally, other social agencies. • Lateral violence/hostility within the homelessness community makes progress difficult for individuals wanting to break free from the cycle of addiction and/or street life. • Crystal meth has completely changed our opportunities for homelessness support. • COVID restrictions impacted services and pushed people into social isolation. • Community stigma against chronic risk individuals undermines opportunity/support.
Impacts of Homelessness	<ul style="list-style-type: none"> • Worsening health problems, low treatment response, slow recovery from illness/injury. • Enhanced substance use/dependence. • Further alienation from society and pro-social positive supports. • Fear of harm, pan-handling, crime reduces retail traffic downtown. • Garbage, human feces, needles, harassment creates negative community image. • Homelessness makes service access even more difficult for those who are vulnerable. • Significant strain on healthcare, with emergency room serving as de facto shelter.
Unintended Consequences Complicating Matters	<ul style="list-style-type: none"> • Availability of shelter and supports drives inward migration of our most vulnerable. • Closure of unsafe, problematic properties displaces chronic risk individuals to streets. • Modifications to income assistance put rent money into hands of individuals not capable of caring for themselves (i.e., budgeting, prioritization). • Easy-to-access CERB income resulted in cut-off from other income supports, increased access to drugs and alcohol. • Fragmented service structure in on-reserve, rural, northern communities leave many gaps for chronic risk individuals to fall through. • Harm reduction yields important purpose at the cost of discarded needles (image), drug use normalization (social), and delay of treatment (individual).
Barriers Impacting the Problem	<ul style="list-style-type: none"> • Important priorities like staff/client safety unfortunately result in some individuals being denied services in the community. • Release from hospital/detox/prison directly onto the street. • Interconnectedness of mental health and addiction within individuals served under a healthcare paradigm that treats mental health and addiction separately. • A majority of our support/shelter services are voluntary, regardless of client mental state.

* These are preliminary observations, NOT findings.

NEXT STEPS

There are two key next steps in the initiative. The first is to continue pursuit of the main research questions driving this effort. Additional dialogue with multiple sectors as well as individuals and organizations impacted by homelessness, are required to fully understand the complexity of circumstances facing Prince Albert and area's chronic risk community.

The second is to begin examining options for stimulating shared problem ownership and collaborative solution-building. During the initial outreach process, several problems/challenges have been identified. Willing partners could begin further exploring the development of a collaborative approach to find solutions to these problems. The resulting *solutions protocol* will help stakeholders across and within different jurisdictions to understand problems and sector-specific solutions to homelessness that are both tangible and actionable.

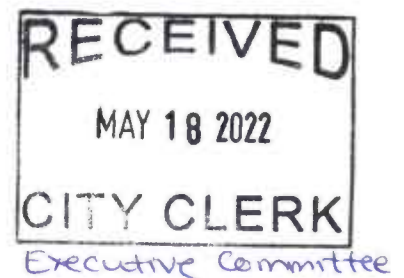
Literature reviewed in preparation of this project revealed that the *hybrid forum* action research methodology provides an opportunity where technical issues (i.e., specific contributor to homelessness) are brought into public forum and addressed collectively by multiple actors each with their own set of knowledge, expertise, experience and agenda. During this process, the interplay between technical knowledge, social-political relationships, and action leads to emerging actors, knowledge development, and eventual solution-building¹. Within the Homelessness Action Initiative, some of the localized problems identified may have low-threshold solutions that could be implemented with relatively low cost, staff output, or significant commitment.

Following these two 'next steps' will be a final wrap-up of the initiative. This involves bringing together a usable report of action-items stemming from the dialogue. Research on policy and practitioner experiences in homelessness reduction will be used to support and develop final opportunities shared in the report.

CONTACT

Please send questions or correspondence to:

Dr. Chad Nilson
Living Skies Centre for Social Inquiry
Box 582 Prince Albert, SK S6V 5R8
LCSI@hotmail.com 306-953-8384



**Recommended
Disposition:**

Receive as
info & filed

¹ Callon, M., Lascoumes, P., and Yannick, B. (2009). *Acting in an Uncertain World: An Essay on Technical Democracy*. Cambridge, MA: Massachusetts Institute of Technology.



CORR 22-54

TITLE: 2022 Confirmed Education Property Tax Mill Rates

DATE: **May 17, 2022**

TO: Executive Committee

PUBLIC: **X**

INCAMERA:

SUGGESTED DISPOSITION:

That the Correspondence be received and referred to the Financial Services Department.

PRESENTATION: NONE

ATTACHMENTS:

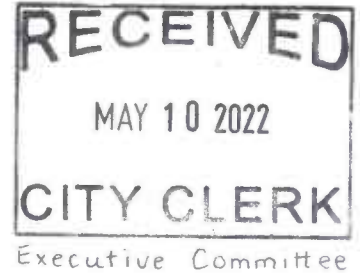
1. Letter dated May 10, 2022

Written by: Rod Nasewich, Executive Director, Policy and Program Services, Ministry of Government Relations, Government of Saskatchewan

May 10, 2022

To: All Municipalities

Re: 2022 Confirmed Education Property Tax Mill Rates



The 2022 provincial education property tax mill rates have been formally approved by Order in Council. The following rates are to be levied with respect to every property class for the 2022 taxation year:

Agricultural Property	1.42 mills
Residential Property	4.54 mills
Commercial/Industrial Property	6.86 mills
Resource Property	9.88 mills

Where separate school divisions have chosen to set and levy their own education property taxes, those rates will apply.

If you require additional information, please contact the Ministry of Government Relations' Property Assessment and Taxation unit at ept@gov.sk.ca.

Sincerely,

Rod Nasewich
Executive Director
Policy and Program Services

**Recommended
Disposition:**

Refer to
Financial
Services



TITLE: Concerns regarding Tree Removal around the Diefenbaker House

DATE: **May 19, 2022**

TO: Executive Committee

PUBLIC: **X**

INCAMERA:

SUGGESTED DISPOSITION:

That the Correspondence be received and referred to the Community Services Department.

PRESENTATION: NONE

ATTACHMENTS:

1. Letter dated May 13, 2022

Written by: Tatiana Schatten

FINANCE DEPT.
MAY 13 2022
DROPPED BOX
RETRIEVED FROM

RECEIVED
MAY 13 2022
CITY CLERK

Executive Committee

To: P.A. City Council

Tatiana Schatten
230 19th St. W. P.A.
56V 4CG

Recommended
Disposition:

Refer to
Community Services

Dear P.A. City Council,

Please stop cutting down trees around Diefenbaker house. When you cut down the cedars that were in front of it, you took away a lot of attractiveness in the property, and if you take away more, it will just appear plain and uninteresting. Also, I would like to know exactly why they are being cut down.

Thank you,

Tatiana Schatten

P.S. Also, please stop cutting down old trees and dead trees along the streets which do not pose any dangers. Their cavities are used by multiple wildlife species, and taking them down contributes to the already occurring decline of woodpecker numbers.

RPT 22-81

TITLE: Leakage of Water and Water Meter Replacement Program

DATE: April 21, 2022

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the report be received as information and filed.

TOPIC & PURPOSE:

The purpose of this report is to provide the water leakage found following the first year of the water meter replacement program and to provide a total cost of the project.

BACKGROUND:

November 22, 2017 Council carried Motion 0526:

- “That the City complete the Water Meter Replacement Program over the next two (2) years, with the funding to be borrowed by the Water Utility Fund from Fiscal Stabilization; and,
- That Administration provide a report for consideration by members of Council following the first year of implementation of the Program to identify the leakage of water found to date.”

August 7, 2018 Council carried Motion 0379:

- “That the Request for Proposal No.23 of 2018 – Water Meter Replacement – Advanced Monitoring Infrastructure System be awarded to Corix Water Products for the implementation of the Water Reading System, installation of residential water meters and supply of commercial water meters at an estimated cost of \$4,473,095.53 plus applicable taxes;

- That a Budget of \$4,473,095.53 before taxes, and a three percent (3%) contingency of \$134,192.85 be approved.”

Water Meter Replacement Program

The Water Meter Replacement program began in March 2019, was completed in July 2020, and replaced a total of 11,332 meters.

Final Costs

The program took longer than expected due to COVID-19, but was delivered under budget. The total project costs amounted to \$4,603,563.20 which is \$3,725.18 under budget.

Budget	\$ 4,473,095.53
Contingency (3%)	134,192.85
	<u>4,607,288.38</u>
Actual Costs	4,603,563.20
Under Budget	\$ 3,725.18

Challenges During the Program

During the Water Meter Replacement Program, the COVID-19 pandemic occurred which limited the ability to gain access to homes to install the new meters. Residents were reluctant to grant access to their homes during the pandemic which resulted in slower than expected appointment bookings for the program.

The delays also required the City to extend the rental of additional space that was used as a working area for the contractors and housed the water meters. See RPT 19-451 attached for more information.

Additional Benefits

During the Program, a number of additional benefits were realized including:

- Properties that had malfunctioning building control valves or shut off valves were identified and replaced at a reduced cost of \$100 which was a benefit to residents.
- 45 commercial properties and 3 residential properties were found to have illegal bypasses. The City worked with the property owners to have these bypasses metered or removed.

- Identification of meters that had been unread for a number of years.

These benefits are in addition to the benefits previously reported in RPT 2017-200 (attached) around improved customer service, water system monitoring, and improved revenue controls. Other benefits from the program include:

- Ability to detect if a water meter is tampered.
- Water meters have a 98% accuracy reading rate.
- Water meters read at 15 minute intervals which assists customers in trouble shooting as they can narrow down the time of consumption.
- Wage savings to the City as the number of field service calls are reduced.
- Enhanced monitoring of overdue accounts.

It should be noted that in late 2021, the endpoint technology attached to the water meters was disrupted. This resulted in estimates being required for billing. The City is working closely with Badger, the manufacturer of the endpoint technology, to come to a resolution. Residents are now booking appointments to schedule a software update to the endpoint technology in order to resolve the issue. This update comes at no cost to the City or water utility customers.

PROPOSED APPROACH AND RATIONALE:

Water Leakage

RPT 2017-200 written October 27, 2017 (see attachments) stated “The City’s current unaccounted for water is 30% as of August 31, 2017, with the municipal standard being around 12-17% water loss.”

The water loss is calculated as the volume of water sold/metered compared to the volume produced by the water treatment plant.

From September 2020 – September 2021, the current water loss average is 18.5% which is closer to the municipal standard of 12-17%. It should be noted that the range for the City average is between 10-33% depending on the month. For example, water loss was highest in June 2021 at 33% which is partially due to unmetered spray parks whose usage appears as water loss. Details are only provided up to September 2021 as the endpoint technology was disrupted in the fall as mentioned previously.

Initiatives to Reduce Water Loss

The Water Meter Replacement Program was intended to reduce water loss as the new meters would more accurately read the actual water used. While the new meters have reduced water

loss, there are additional initiatives that can be undertaken to further improve water loss, including:

1. Implementing a cap on the winter flat rate accounts.
 - a. These accounts have shallow lines and are informed to keep their water running from January – June in order to avoid freezing and potential water main bursts. With the new meter system, we can place a cap on the amount of water that is continually running and bill them for actual usage instead of an estimate. Currently, these accounts receive credit for 1 litre per minute.
2. Metering Landscape/Boulevard Agreements.
 - a. There have been several reports written about the Landscape/Boulevard Agreements (see attachments: RPT 2017-84, RPT 20-380, and RPT 21-370). Community Services, Public Works, the Legal department and the Services Delivery Coordinator are working to determine the details of all the agreements.
 - b. The cost of metering all the landscape bypasses is estimated to be \$161,850. The cost was not approved in the 2022 budget.

Factors Impacting Water Loss

Water loss cannot be completely eliminated as there are numerous factors that could cause water loss that are outside the City's control including:

1. Pipe leakage, infrastructure leaks and water main breaks.
2. Fires, flushing lines, and street sweeping (i.e. areas where hydrants are used). There was a metered hydrant placed at the Municipal Service Centre but other hydrants are not metered.
3. Unidentified issues, for example: misplaced or forgotten meters, unidentified illegal bypasses.
4. Unmetered City facilities which are included in the water loss statistics as there is no way to measure water actually used at the facilities without a meter.

Water loss cannot be completely eliminated, however metering all City facilities and Landscape Agreements would assist in determining a more accurate water loss value. Metering these facilities would be for information purposes only as this water usage is revenue neutral (i.e. utility revenue increases but facilities expenses also increase).

PUBLIC NOTICE:

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

ATTACHMENTS:

1. Water Meter Storage Extension RPT 19-451
2. Water Meter Replacement Program RPT 2017-200
3. Water Meter Bypasses RPT 2017-84
4. Water Meter Bypass Update RPT 20-380
5. Cap for Boulevard Agreements RPT 21-370

Written by: Briane Vance, Finance Manager and Natara Kulcher, Service Delivery Co-ordinator

Approved by: Acting Director of Financial Services & City Manager

RPT 19-451

TITLE: Water Meter Storage Extension

DATE: September 16, 2019

TO: City Council

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That a six month lease agreement with Track Property Group Inc. commencing November 1, 2019 at an estimated cost of \$15,540 plus taxes be approved;
2. That the estimated monthly cost of \$350 for heat and power for the leased property be approved;
3. That the unbudgeted storage expense be funded from the contingency portion for the water meter replacement capital project be approved, and;
4. That the Mayor and City Clerk be authorized to execute the agreement and any other documents on behalf of The City, once prepared.

TOPIC & PURPOSE:

To obtain approval to extend the lease of storage bays for the water meters for the water meter replacement project.

BACKGROUND:

In January of 2018 the following motion was approved:

- “1. That the Lease Agreement between the City and Track Property Group Inc. to provide storage for new and used water meters during the Water Meter Replacement Project be approved for a twelve (12) month term, including the option for monthly extensions if required, at an estimated annual cost of \$20,400, plus applicable taxes:*
- 2. That the heat and power costs for the leased property be paid by The City at an estimated monthly cost of \$150 per month for the duration of the Water Meter Replacement Project;*
- 3. That the unbudgeted expense be funded from the contingency portion of the Capital Project; and;*
- 4. That the Mayor and City Clerk be authorized to execute the Agreement and any other applicable documents on behalf of The City, once prepared”*

PROPOSED APPROACH AND RATIONALE:

RPT19-22 was brought to council in January of 2018 which approved the lease in the amount of \$20,400 that would rent adequate space for twelve months. Subsequently the contractor required larger orders of meters than expected which resulted in the need for additional storage of the new and removed meters. The contractor required a third bay to be rented which resulted in the lease expiring in October 31, 2019 instead of February of 2020. The city requires the contractor to keep the removed meters for three month in case of billing disputes.

The project is expected to continue to April of 2020.

CONSULTATIONS:

The contractor has indicated that they will need the space until April of 2020.

POLICY IMPLICATIONS:

The Mayor and City Clerk are required to execute any lease agreement that the City enters.

FINANCIAL IMPLICATIONS:

The City is required to provide office space and storage of the new and removed water meters for the duration of the project. The lease was not included in the capital budget for the Water Meter Replacement Project but is within budget using the approved contingency portion of the project cost.

The project is currently on budget and a detailed report will be presented once the project is complete.

OTHER CONSIDERATIONS/IMPLICATIONS:

There is no communication and/or announcement plan and privacy implications.

STRATEGIC PLAN:

Fiscal management and accountability: The City strives to align the priorities and initiatives to the corporate strategies and deliver municipal services in cost-effective ways.

Corporate Sustainability: Increase customer service through automation.

OFFICIAL COMMUNITY PLAN:

Section 8: Invest in building and maintaining infrastructural facilities/services in a comprehensive, sustainable and innovative manner.

OPTIONS TO RECOMMENDATION:

There are no suitable City facilities available to provide the necessary storage space for the number of new and removed water meters that need to be held in inventory for the duration of this project.

PUBLIC NOTICE:

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

PRESENTATION: None

ATTACHMENTS: RPT 19-22 Water Meter Project Storage

Written by: Natara Kulcher, Service Delivery Coordinator

Approved by: Director of Financial Services & City Manager

RPT 2017-200

TITLE: Water Meter Replacement Program

DATE: **October 27, 2017**

TO: Budget Committee

PUBLIC: X **INCAMERA:**

RECOMMENDATION:

That the following recommendations be forwarded onto the next City Council meeting for approval:

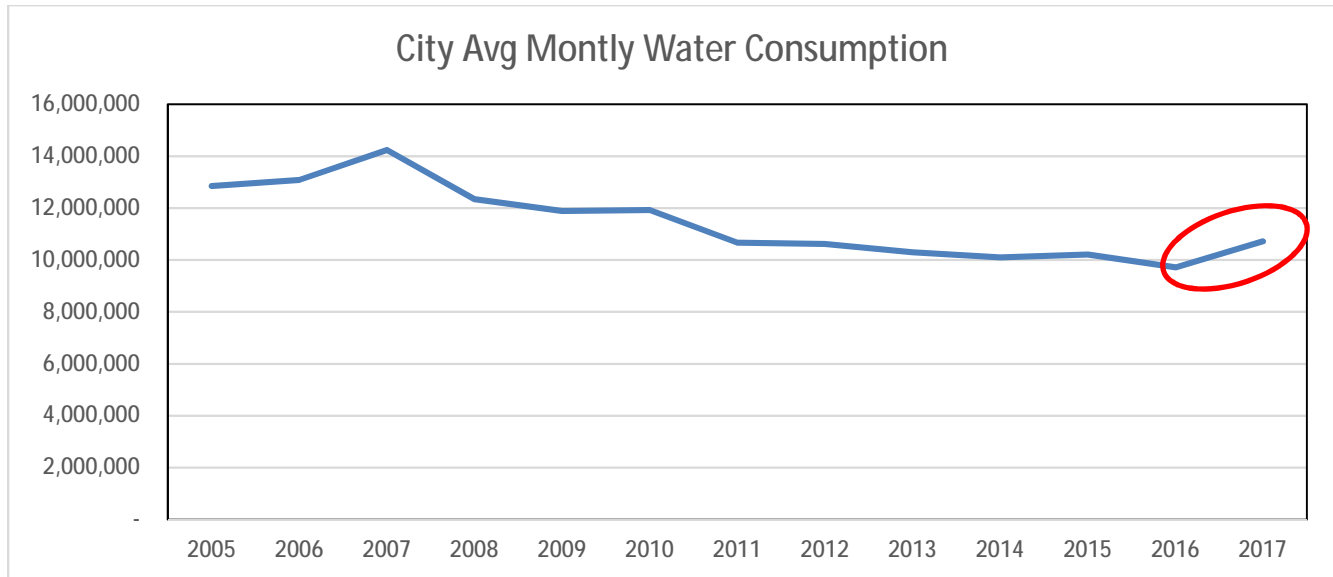
- § Administration issue a Request for Proposal (RFP) to replace outdated water meters in the City, setup an Automated Meter Information System (AMI) and install pressure monitoring devices in various water zones throughout the City.
- § Administration develop a communications plan for rolling out a new AMI system and present it to Council along with the responses received from the water meter RFP.
- § Administration develop an incentive program for customers who pay their water bills online and present it to Council at an upcoming Council meeting.

TOPIC & PURPOSE:

To solicit approval from Budget Committee for replacing old water meters in the City and installing an Automated Meter Information (AMI) system for existing and new meters.

BACKGROUND:

The City has been working through Utility improvements since the early part of 2016, with results visible in 2017 on improved revenues.



In the above graph, it shows the consumption has been steadily decreasing since 2005, with a cumulative decrease of 16% drop in consumption. In contrast to the City's population growth from 2006 to 2016, which was 5.2%, the drop in water consumption is concerning. As a result of the improvement efforts started in 2016 and realized in 2017, the average monthly consumption billed went from 9.7 million in 2016 to 10.7 million in 2017. The anticipated revenue improvement is approximately \$500,000, which helps reduce the increases needed going forward due to the equity adjustments.

The City's current water utility budget has \$250,000 in funding for water meter replacements, which depending on the size of meter replaced, gets approximately 300 to 500 meters replaced in a year using existing staff.

The City's current unaccounted for water is 30% as of August 31, 2017, with the municipal standard being around 12 to 17% water loss. A 10% improvement in the unaccounted for water is approximately a \$500,000 improvement to the Utility budget's bottom line per year. For example, the City has approximately 775 Trident water meters, which are no longer manufactured. 90% of the City's Trident meters had decreasing annual consumption from 2005 to 2016, which equals to \$140,261 in-reduced consumption revenue to the City per year.

Lifespan of a water meter is typically fifteen years, with most older meters being able to read medium to high flow rates. With the recent efforts in society for more water conservation, more low flows are produced which is typically not read by older meters.

REPORT:

By taking an innovative approach to renewing the City's existing water meters and adopting technologies such as pressure monitors and leak detection, the City can improve customer service, improve utility management and reduce costs. The following are benefits of a new AMI system for the City:

- § Improved customer service – the City's residents would receive improved customer service through improved billing timelines via monthly billing and more timely alerts for errors such as water leaks or unauthorized water usage. The AMI system to be purchased by the City allows residents free access online to setup alerts to email, cell phones and other avenues for their water usage at their residence or property.
- § Water system monitoring – staff in Finance and Public Works can better manage and monitor the water use and system characteristics via more modern water meters and a AMI system. Financial Services can program into the online AMI software customer alerts for those who have water leaks, billing issues and other areas that difficult to control currently. The installation of pressure monitoring devices at select locations throughout the City can allow Public Works staff to monitor the pressure throughout the City and adjust performance proactively versus reactively by setting alerts in the online software. The installation of leak detection equipment using the AMI system can also allow the City to find areas were water is leaking and reduce the production costs associated with the leaks.
- § Improved revenue controls – the combination of new water meters and a AMI system allows for improved revenue controls as the new water meters measure low flows whereas old meters in the past measure medium to higher flows running through the meter. In addition to better measurement, any attempts to tamper with meters, reduced consumption and other control features can be alerted to via the online software solution.

As the City is currently testing a AMI system on a small scale utilizing the new tower installed at the Municipal Service Center (MSC), the time and cost to implement a new solution should

be reduced due to the experience gained from the pilot. The majority of the cost to implement a new system will be replacing outdated water meters with radio frequency enabled water meters, with the remainder of the cost around installing radio frequency collectors around the City. It is hoped that the new tower at MSC will reduce some of the cost needed around the collectors due to the height provided by the tower.

One of the impacts of the new system will be a transition to monthly water billing in 2018, with additional postage, staff time and customer payments anticipated. To free up staff time, an incentive to pay online, City's monthly withdrawal system, or in a bank is being proposed to alleviate congestion at the finance counter in City Hall and free up additional staff time to accommodate monthly billing. The incentive would be offered to those who pay their utility bills online for 12 consecutive months and posted to their account once a year. The incentive would be similar to tax discounts currently offered and would only be paid to customers who have 12 consecutive months in online payments, bank payments or monthly withdrawals via the City's MIPPS program.

OPTIONS TO RECOMMENDATION:

The other option to the recommendation would be to remain status quo with existing outdated meters to remain in force and continue to replace meters in small increments per year. This option is not recommended as what's already been previously demonstrated in Council, the City's utility system needs to be improved and become an operation consistent with Prince Albert being the third largest City in Saskatchewan. Technology has advanced a great deal in the last ten plus years to the point where medium to large urban centers in Canada have implemented this system. Saskatoon and Regina are in the process of rolling out an AMI system for their residents.

PUBLIC AND/OR STAKEHOLDER INVOLVEMENT:

Water AMI System Contractor to be selected
City of Prince Albert residents and businesses

COMMUNICATION PLAN:

A communication and roll out plan will be developed to implement the new program once Council approves the purchase of the program in 2018.

STRATEGIC PLAN:

Identify strategic information technology areas to reduce operational costs and improve corporate productivity.

Increase customer service through automation and technology use

OFFICIAL COMMUNITY PLAN:

Appropriately balance revenue limitations with expenditures and investments to meet community needs over the long term.

FINANCIAL IMPLICATIONS:

The estimated cost for replacing the City's water meters and installing a new AMI system is:

- § There are approximately 8,000 meters that need to be replaced in the City at \$350 per meter installed at \$2,800,000 (One Time)
- § Frequency collectors estimated at \$150,000 (One Time)
- § Leak and pressure detection sensors and equipment at \$50,000 (One Time)
- § Annual operating costs for online software at \$30,000 per year (Annual)

Total estimated one-time cost for implementing a new water meter system is \$3,000,000, with ongoing maintenance costs for software around \$30,000 per year. As the new water meters come with a 10 year warranty, the maintenance and replacement costs associated with the new meters would be covered by warranty.

The City currently has \$250,000 budgeted annually for replacement of water meters, which equates to \$2,500,000 over 10 years.

Estimated annual improvements via a new water meter system is approximately \$500,000 per year, with \$500,000 already found to date through efforts made in 2016 and 2017. The estimated savings over a 10 year period is \$10,000,000 or \$1,000,000 per year.

Through improved controls and existing budget resources, the resources that could be used for replacing the water meters is estimated at \$12,500,000 over a 10 year period with the cost for replacing the water meters and installing an AMI system at \$3,400,000 over the same 10 year period.

The City would need to borrow the money to replace the meters in 2018, the cash flow impact would be estimated at:

- 10 year repayment schedule, \$398,584 per year payment minus \$250,000 existing replacement budget equals \$148,584 additional cash flow.
- 15 year repayment schedule, \$292,065 per year payment minus \$250,000 existing replacement budget equals \$42,065 additional cash flow needed. More interest would be paid via this option by about \$393,137.

The investment in a new water meter system should be returned to the City in five to six years, which could be sooner depending on how well the pressure and leak detection system is used.

Existing staffing resources that read existing meters will need to be either reclassified to other areas of the City's operations such as parking enforcement, redeployed to do meter inspections or laid off completely. Most municipalities contacted found opportunities internally for staff via attrition in other positions such as retirements.

OTHER CONSIDERATIONS/IMPLICATIONS:

A number of municipalities were contacted for experiences; one provided revenue increases noticed post-new meter/AMI system implementation. The municipality realized a 2.5% increase in revenues post implementation, which would equate to about \$440,000 in revenue improvements for Prince Albert.

PUBLIC NOTICE:

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

PRESENTATION: VERBAL

Written by:

Steve Brown
Director of Financial Services

Reviewed by:

City Manager



RPT 2017-84

TITLE: Water Meter Bypasses

DATE: September 21, 2017

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That Administration develop a cap on the amount of water allowed under the boulevard agreements to reduce the cost of the overall program.

That Administration bring the proposed water cap back to Council for approval once prepared.

TOPIC & PURPOSE:

To provide council with information on water accounts with bypasses resulting in unmetered and unbilled water consumption.

BACKGROUND:

Investigations on water loss have been ongoing as part of the City's Continuous Utility Improvement Plan. Part of these investigations include site inspections. It has been discovered that a building on 2nd Avenue West has a bypass line installed that runs by the meter for the purpose of irrigation.

REPORT:

During an inspection it was discovered that there was a water line that wasn't connected through the water meter. The city plumber was asked to come to offer his expertise and felt that the bypass line was an irrigation line. We reached out to the business for clarification. The business has been corporative in supplying information regarding the plumbing installation

which confirms that line is used for irrigation. We do not have a valid landscape agreement on file for this account which allows free use of water for the purpose of irrigation.

This is only one discovery of this nature at this time. A joint force with Community Services and Financial Services will be formed to gather information regarding landscape agreements and identify areas of water loss.

PUBLIC AND/OR STAKEHOLDER INVOLVEMENT:

As more inspection are completed the affected parties will be notified on any findings.

COMMUNICATION PLAN:

Written communication to any affected account holders will be issued along with an invitation to come discuss any relevant information.

STRATEGIC PLAN:

This report supports the long-term strategy to increase revenue sources and reduce reliance on residential property taxes under the Strategic Goal of Fiscal Management and Accountability.

FINANCIAL IMPLICATIONS:

Though water loss identification we can expect to capture lost revenue.

OTHER CONSIDERATIONS/IMPLICATIONS:

Options to Recommendation, Official Community Plan, Policy Implications and Privacy Implications have been removed as there are none.

PUBLIC NOTICE:

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

PRESENTATION: VERBAL

ATTACHMENTS:

1. Sample water meter bypass

Written by: Natara Kulcher, Service Delivery Coordinator

Approved by: Director of Finance, Director of Community Services and City Manager



19433

Handwritten text on the upper meter: "19433" and "Kamp... 2"

Yellow label on the upper meter: "Kamp... 2"

Red label on the upper valve: "Kamp... 2"

Yellow label on the upper valve: "Kamp... 2"

Handwritten text on the lower meter: "Kamp... 2"

Yellow label on the lower meter: "Kamp... 2"



RPT 20-380

TITLE: Water Meter Bypasses - Update

DATE: **September 17, 2020**

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That a cap for Boulevard Agreements be further developed jointly by Community Services and Public Works after all bypasses have been metered, and that a report be provided to Council within eighteen (18) months.

TOPIC & PURPOSE:

To provide information to Council on the scope of unmetered water found during the Water Meter Replacement Program and outline the steps that need to take place before Administration is able to develop a cap on the amount of water allowed under Boulevard Agreements.

BACKGROUND:

In this report:

- 'bypass' is a general term for when water is unmetered and flows around the meter.
- 'boulevard' will be used when referencing Landscape or Boulevard Agreements. Landscape and Boulevard Agreements are considered equivalent.

Investigations on water loss were being done as part of the City's Continuous Utility Improvement Plan. During a building inspection a water line was discovered that bypassed the water meter.

Council requested information on water accounts with bypasses resulting in unmetered and unbilled water consumption.

RPT 2017-84 was presented to Council October 16, 2017. Council carried Motion 0312:

1. That Administration develop a cap on the amount of water allowed under the Boulevard Agreements, to reduce the cost of the overall program; and,

2. That Administration forward the proposed water cap to an upcoming City Council meeting for consideration, once prepared.

Administration used the Water Meter Replacement Program as an opportunity to identify all the water meter bypasses in the City. The Water Meter Replacement Program commenced in April 2019 and is currently 99.3% done with approximately 13 meters that can be replaced (82 in total = 8 to be booked, 5 need PW assistance, 2 WWTP, 67 inactive & not requiring replacement) out of 11,780 water utility accounts.

143 bypasses have been discovered so far:

- 83 of these bypasses are located in businesses that have Boulevard Agreements with the City which authorizes the watering of boulevards and other property using unmetered water.
- 49 of these bypasses are located in businesses that have no Boulevard Agreement with the City and will be removed or metered.
- The remaining 11 bypasses are for City installed freeze boxes two (2) for fire suppression systems and nine (9) which are not designed to be metered.

Authorized Bypass	Boulevard Agreements	83
Unauthorized Bypass		49
Freeze Box		2
Fire Suppression		9
<hr/>		
Total Bypasses Identified		143

PROPOSED APPROACH AND RATIONALE:

The amount of unmetered water found during the Water Meter Replacement Program far exceeded Administration’s initial expectations.

Unauthorized Bypasses

Some bypasses have been installed without authorization and violate the City’s Water Services Bylaw. If these bypasses are not removed the building owner could have the water shut off and face fines of up to \$2,000 for an individual and \$5,000 for a corporation. When an unauthorized bypass is identified, Public Works sends a letter to the building owner instructing that the bypass must be removed. The building owner then communicates back to Public Work what action will be taken. When the bypass is removed the Service Delivery Coordinator will arrange an inspection to ensure the building owner is in compliance.

Should the owner request that the bypass not be removed it must be metered. In the event that the owner chooses to keep the bypass, the cost of any plumbing modifications are the sole responsibility of the owner.

There were 60 unauthorized bypasses identified. 22 still need to be removed. Below is a chart categorizing the types of unauthorized bypasses found and the action that is required.

Unauthorized Bypass	Removal required	22
Unauthorized Bypass	Removal complete	22
Unauthorized Bypass	Meter will be installed	5
Freeze Box	Meter can not be installed	2
Fire Suppression	Meter can not be installed	9
Total Unauthorized Bypasses Identified		60

There is no need to impose a water cap on these bypasses as the majority will be removed or metered. The exception is the freeze boxes and fire suppression systems.

Boulevard Agreements

The 83 identified Boulevard Agreements are the bypasses on which Council has instructed administration to propose a cap.

Some bypasses have been installed under Boulevard Agreements between the years 1986-2013 which authorized the watering of boulevards and other property using unmetered water. The practice of free access to unmetered water was halted in 2014.

Free Water clause:

Allowing connection to the water main and unlimited access to water in perpetuity – 55 agreements have been identified.

No Water Clause:

An Agreement where it is unclear as to whether the City or Property Owner is responsible for the watering of the boulevard – 28 agreements have been identified. In order to impose caps on the usage of water under the Boulevard Agreements the bypasses would require a water meter to be installed. Administration will require time and money to complete the meter installations and is asking Council for a 18 month extension to complete the installations, review the current water usage, develop a cap, and report the cap recommendations back to Council.

Free Water Clause	55
No Water Clause	28
<hr/>	
Total Boulevard Agreements	83

Other

There are other areas identified that are unmetered or are a part of City services. A few would be spray parks, outdoor sport and recreation sites, golf course and other City areas.

CONSULTATIONS:

The Director of Public Works, Manager of Capital Projects, Parks Manager, and the Service Delivery Coordinator began meeting on February 6, 2020 to create a plan for the removal of bypasses. This collaboration between Public Works, Community Services, and Financial Services will continue until the use of unmetered water reaches an acceptable level.

Community Services is also in the process of consulting with the City Solicitors Office regarding the following:

1. Does the current template for Landscape Agreements require different or updated language?
2. Many of the businesses have changed hands over the years and most agreements were done in perpetuity and have clauses allowing the business to connect to the City water main for the access to free water. Is there an option for the City to rewrite these agreements to remove this clause without consent of the current property owner?
3. If a property owner does not follow the agreement and live up to their commitment can the City rewrite the agreement and take away the water access?

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Public Works and the Service Delivery Coordinator will continue to contact building owners with unauthorized bypasses to have the bypasses removed or metered. If the building owners do not comply, the water to the building will be disconnected until such time that the bypass is remedied.

POLICY IMPLICATIONS:

As per the Water Services Bylaw NO. 37 of 2017:

TERMINATION OR INTERRUPTION OF SERVICE

g) If the Director of Public Works or any person acting upon his instructions has reasonable grounds to believe that a meter has been bypassed, tampered with, or a seal broken, whether resulting in the meter failing to accurately measure water consumption or not, water services may be discontinued to the premises until such time as the applicant makes payment of the charges referred to in Section 10(d) and the meter is re-sealed or otherwise put into operation.

FINANCIAL IMPLICATIONS:

Meter Installation	83 meters X \$1,200 =	\$99,600
Estimates	Plumbing for 83 meters X \$750 =	62,250
	Cooke Municipal Golf Course	<u>20,000</u>
		<u>\$181,850</u>

It is difficult to determine a breakeven point because the amount of water that is currently being used to water boulevards would be extremely difficult to estimate.

Even if metered and capped the consumption is still not chargeable. Metering and capping would only help with tracking water usage and restricting free water.

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no privacy implications, strategic plan, official community plan or other considerations.

STRATEGIC PLAN:

This report supports the strategic goal of fiscal management and accountability which strives to align priorities and initiative to the corporate strategies and deliver municipal services in cost-effective ways.

OPTIONS TO RECOMMENDATION:

An alternative to the recommendation is for council to instruct Administration to cease preparing a proposal for a water cap. The cost of metering bypasses under Boulevard Agreements could take many years to cover.

PUBLIC NOTICE:

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

VERBAL PRESENTATION: Cheryl Tkachuk, Director of Financial Services

ATTACHMENTS:

1. RPT 2017-84 Water Meter Bypasses

Written by: Cheryl Tkachuk, Director of Financial Services

Approved by: Director of Community Services, Director of Public Works & City Manager

RPT 21-370

TITLE: Cap for Boulevard Agreements (Water Bypasses) - Update

DATE: **August 23, 2021**

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the following report be received as information and filed.

TOPIC & PURPOSE:

To provide information to Council on the progress of developing a cap on the amount of water allowed under boulevard agreements.

BACKGROUND:

Council requested information on water accounts with bypasses resulting in unmetered and unbilled water consumption.

RPT 2017-84 was presented to the Executive Committee October 16, 2017. The Executive Committee carried Motion 0312:

1. That Administration develop a cap on the amount of water allowed under the Boulevard Agreements, to reduce the cost of the overall program; and,
2. That Administration forward the proposed water cap to an upcoming City Council meeting for consideration, once prepared.

RPT 20-380 was presented to the Executive Committee September 28, 2020. The Executive Committee carried Motion 0253:

That a cap for Boulevard Agreements be further developed jointly by the Community Service and Public Works Departments after all bypasses have been metered, and that a report be provide for consideration by members of Council within (9) months.

PROPOSED APPROACH AND RATIONALE:

Update on Illegal Bypasses

Administration continues to work with property owners to eliminate all illegal bypasses identified during the water meter replacement program. In September 2020 there were 27 illegal bypasses that required metering or removal. As of July 31, 2021 there were still 23.

The Public Works department sent letters to property owners with illegal bypasses, on August 5, 2021. The property owner’s have until August 31, 2021 to contact the City for re-inspection to ensure the illegal bypass has been eliminated. Non-compliance may result in water being disconnected.

Update on Bypasses with Boulevard Agreements

Administration is working towards metering the 83 bypasses used to maintain landscaping around the City. None of these bypasses have been metered.

Administration continues to work with the City Solicitor to review 55 boulevard agreements with water clauses to best understand available options to compliance and enforcement when the agreement is not being honored in the intent in which it was written.

FINANCIAL IMPLICATIONS:

The cost of this project will be included in the 2022 budget, and if approved by Council, work will commence in the fall of 2022 and into 2023.

Meter Installation	83 meters X \$1,200 =	\$99,600
Estimates	Plumbing for 83 meters X \$750 =	<u>62,250</u>
		<u>\$161,850</u>

It is difficult to determine if the cost of metering and capping water usage for boulevard agreements is beneficial because the amount of water currently being used is extremely difficult to estimate.

Even if metered and capped the consumption is still not chargeable. Metering and capping would only help with tracking water usage and restricting free water.

PUBLIC NOTICE:

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

ATTACHMENTS:

1. RPT 20-380
2. RPT 2017-84

Written by: Jerri Hoback, Assistant Director of Financial Services.

Approved by: Director of Community Services, Director of Financial Services & City Manager

TITLE: 2022 MEEP Audit

DATE: April 29, 2022

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

To receive as information and file.

TOPIC & PURPOSE:

To present the completed June 29, 2020 – March 31, 2022 Municipal Economic Enhancement Program (MEEP) audit.

BACKGROUND:

RPT 22-66 was presented to Council February 15, 2022 and Council carried Motion 0061.

1. That the following Engagement Letters between the City and MNP LLP be approved:
 - a. The audit of the Annual Consolidated Financial Statements of The City for the year ending December 31, 2021; and
 - b. The audit of financial information consisting of the Municipal Annual Expenditure Report of The City as at December 31, 2021; and
 - c. The audit of financial information consisting of the Municipal Economic Enhancement Program – Municipal Interim Expenditure Report of The City as at December 31, 2021; and:
2. That the Mayor and City Clerk be authorized to execute the Letters of Engagement on behalf of The City, once prepared.

PROPOSED APPROACH AND RATIONALE:

The letter of engagement signed by the Mayor and City Clerk for the MEEP audit was for the period ending December 31, 2021. The scope of the audit was changed to the period of June 29, 2020 to March 31, 2022 to meet the requirements under the funding agreement. The

Municipal Economic Enhancement Program (MEEP) audit, was completed and submitted to the Government of Saskatchewan, Municipal Infrastructure and Finance Branch prior to the April 15, 2022 deadline.

A copy of the MEEP audit and the remittance letter are in the attachments.

The audit of financial information of the Municipal Annual Expenditure Report (MAER) was presented to Council in RPT 22-150 at the April 11, 2022 Executive Meeting.

The audit for the Annual Consolidated Financial Statements will be presented to Council when complete.

PUBLIC NOTICE:

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

ATTACHMENTS:

1. 2022 MEEP Audit
2. 2022 MEEP Transmittal Letter
3. Representation letter

Written by: Jerri Hoback, Assistant Director of Financial Services

Approved by: Acting Director of Financial Services & City Manager

City of Prince Albert
Municipal Interim Expenditure Report
Municipal Economic Enhancement Program 2020 Funding Agreement
For the period June 29, 2020 to March 31, 2022

TABLE OF CONTENTS

	<u>Page</u>
Independent Auditor's Report	
Municipal Interim Expenditure Report - Municipal Economic Enhancement Program 2020 Funding Agreement	1
Note to the Municipal Interim Expenditure Report - Municipal Economic Enhancement Program 2020 Funding Agreement	3
Schedule A – Eligible and Ineligible Expenditures	4

Independent Auditor's Report on Municipal Interim Expenditure Report

To the Ministry of Government Relations and City of Prince Albert:

Opinion

We have audited the Municipal Interim Expenditure Report of the City of Prince Albert (the "Municipality") for the period June 29, 2020 to March 31, 2022, prepared in accordance with the provisions, as described in Note 1, of the Municipal Economic Enhancement Program 2020 Funding Agreement ("the Agreement") between the Province of Saskatchewan and the City of Prince Albert.

In our opinion, the financial information in the Municipal Interim Expenditure Report of the Municipality for the period June 29, 2020 to March 31, 2022 is prepared, in all material respects, in accordance with the provisions of the Agreement, as described in Note 1.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Municipal Interim Expenditure Report section of our report. We are independent of the Municipality in accordance with the ethical requirements that are relevant to our audit of the Municipal Interim Expenditure Report in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting and Restriction on Distribution and Use

We draw attention to Note 1 to Municipal Interim Expenditure Report, which describes the basis of accounting. The Municipal Interim Expenditure Report is prepared to assist the Municipality to meet the requirements of the Agreement. As a result, the Municipal Interim Expenditure Report may not be suitable for another purpose. Our opinion is not modified in respect to this matter.

Responsibilities of Management and the Mayor and City Council for the Municipal Interim Expenditure Report

Management is responsible for the preparation of the Municipal Interim Expenditure Report in accordance with the provisions of the Agreement, its compliance with the material provisions of the Agreement, and for such internal control as management determines is necessary to enable the preparation of the Municipal Interim Expenditure Report that is free from material misstatement, whether due to fraud or error.

The Mayor and City Council are responsible for overseeing the City of Prince Albert's financial reporting process.

Auditor's Responsibilities for the Audit of the Municipal Interim Expenditure Report

Our objectives are to obtain reasonable assurance about whether the Municipal Interim Expenditure Report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this Municipal Interim Expenditure Report.

Independent Auditor's Report on Municipal Interim Expenditure Report *continued*

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Municipal Interim Expenditure Report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the City of Prince Albert's internal control.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the City of Prince Albert's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Municipal Interim Expenditure Report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the City of Prince Albert to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the Municipal Interim Expenditure Report, including the disclosures, and whether the Municipal Interim Expenditure Report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Prince Albert, Saskatchewan

April 14, 2022

MNP LLP

Chartered Professional Accountants

MUNICIPAL ECONOMIC ENHANCEMENT PROGRAM 2020
Interim Expenditure Report - March 31, 2022



Municipality Information

Municipality Name	City of Prince Albert
Contact Name	Sherry Person, Acting City Manager
Address	1084 Central Avenue, Prince Albert, SK S6V 7P3
Telephone	306-953-4395
Email	mboulet@citypa.com

Project Information

Notes:

- List all projects on your municipality's approved Schedule B - Project Plan or Schedule B - Project Plan Amendment
- Ensure the total amount of MEEP funding allocated to and expended on the project(s) is equal to the financial contribution received in 2020

Project Title	Estimated/Actual Total Project Cost	Amount of MEEP Funding Allocated to Project	Amount of MEEP Funding Expended on Project as at March 31, 2022	Amount of Project Funding From Another Source	Name of Other Funding Source
Marquis Road West Extension - CityPA1	\$2,250,000	\$2,250,000	\$2,250,000	\$0.00	N/A
Pavement Upgrading - CityPA2	\$1,400,000	\$1,400,000	\$1,400,000	\$0.00	N/A
Sidewalk Rehabilitation - CityPA3	\$500,000	\$500,000	\$500,000	\$0.00	N/A
Reconstruction of Park Pathways - CityPA4	\$95,759.33	\$95,759.33	\$95,759.33	\$0.00	N/A
Gary Anderson Way - CityPA5	\$29,985.59	\$29,985.59	\$29,985.59	\$0.00	N/A
Alfred Jenkins Field House - CityPA6	\$325,000	\$325,000	\$325,000	\$0.00	N/A
Storage Cover All Building - CityPA7	\$284,446.77	\$284,446.77	\$284,446.77	\$0.00	N/A
Fire Protection - 2nd Avenue West - CityPA8	\$50,000	\$50,000	\$50,000	\$0.00	N/A
Total			\$ 4,935,191.69	\$ 4,935,191.69	

Certification by Municipality

Ramona Fauchoux, Acting Director of Financial Services, of the City of Prince Albert certify that the information provided in this Final Expenditure Report is a true and accurate representation of the municipality's financial position with respect to the Municipal Economic Enhancement Program 2020 (MEEP 2020). I also certify that funding was expended on approved projects between May 6, 2020 and March 31, 2022 and that the municipality is in compliance with the terms and conditions of the MEEP 2020 Funding Agreement.

Ramona Fauchoux
Signature of duly authorized signing officer for the municipality

Complete a second page if you have more than eight projects to report on.

Final reports should be completed and submitted to mifprovgrants@gov.sk.ca by April 15, 2022. Please refer to the attached guide for details when completing this form.

If you have any questions please contact Municipal Infrastructure and Finance at (306) 787-1262 or email at mifprovgrants@gov.sk.ca.

MUNICIPAL ECONOMIC ENHANCEMENT PROGRAM 2020
Interim Expenditure Report - March 31, 2022



Municipality Information	
Municipality Name	City of Prince Albert
Contact Name	Sherry Person, Acting City Manager
Address	1084 Central Avenue, Prince Albert, SK S6V 7P3
Telephone	306-953-4395
Email	mboulet@citypa.com

Project Information

Notes:

- List all projects on your municipality's approved Schedule B - Project Plan or Schedule B - Project Plan Amendment
- Ensure the total amount of MEEP funding allocated to and expended on the project(s) is equal to the financial contribution received in 2020

Project Title	Estimated/Actual Total Project Cost	Amount of MEEP Funding Allocated to Project	Amount of MEEP Funding Expended on Project as at March 31, 2022	Amount of Project Funding From Another Source	Name of Other Funding Source
Internet Backbone and Network - CityPA9	\$116,587	\$116,587	\$116,587	\$0.00	N/A
Work Order / Asset Management Software - CityPA10	\$70,000	\$70,000	\$70,000	\$0.00	N/A
Parking Lot Rehabilitation - CityPA11	\$41,808.31	\$41,808.31	\$41,808.31	\$0.00	N/A
Total			\$ 228,395.31	\$ 228,395.31	

Certification by Municipality

I, Ramona Fauchoux, Acting Director of Financial Services, of the City of Prince Albert certify that the information provided in this Final Expenditure Report is a true
(name) (title or position) (name of municipality)

and accurate representation of the municipality's financial position with respect to the Municipal Economic Enhancement Program 2020 (MEEP 2020). I also certify that funding was expended on approved projects between May 6, 2020 and March 31, 2022 and that the municipality is in compliance with the terms and conditions of the MEEP 2020 Funding Agreement.

Ramona Fauchoux

Signature of duly authorized signing officer for the municipality

Complete a second page if you have more than eight projects to report on.

Final reports should be completed and submitted to mifprovgrants@gov.sk.ca by April 15, 2022. Please refer to the attached guide for details when completing this form.
If you have any questions please contact Municipal Infrastructure and Finance at (306) 787-1262 or email at mifprovgrants@gov.sk.ca.

City of Prince Albert
Note to the Municipal Interim Expenditure Report
For the period June 29, 2020 to March 31, 2022

1. Scope of the Municipal Economic Enhancement Program 2020 Funding Agreement

For the purposes of the Municipal Interim Expenditure Report, Saskatchewan has defined the material provisions of the Agreement as follows:

3. THE PROJECT PLAN

- 3.1 Subject to 3.2, the Ministry's financial contribution shall be used exclusively to pay eligible expenditures, as outlined within Schedule A – Eligible and Ineligible Expenditures, relating to the projects contained within the Project Plan in Schedule B.
- 3.2 The financial contribution shall not be used towards ineligible expenditures detailed within Schedule A.

6. CHANGES TO A PROJECT PLAN

6.1 The Recipient may submit a request to the Ministry for consideration of a significant change to a Project Plan receiving a financial contribution under this Agreement. In this section "significant change" includes:

- a) If costs related to Projects included in Schedule B are less than the financial contribution to the Recipient according to 4.1; and/or
- b) Any additions or deletions of Projects included in an approved Project Plan.

6.2 A request for an amendment to Schedule B and/or the Agreement will be reviewed by the Ministry, and the Recipient will be advised in writing of the Ministry's decision.

SCHEDULE A – ELIGIBLE AND INELIGIBLE EXPENDITURES

1. ELIGIBLE EXPENDITURES

The financial contribution made under this agreement is intended to support investments in infrastructure to stimulate economic recovery and encourage local job creation.

Accordingly, Eligible Expenditures will include only the following:

1. the capital expenditures for acquiring, constructing, renewing, rehabilitating, materially enhancing or renovating an Asset, as defined and determined according to accounting principles generally accepted in Canada;
2. municipal expenditures associated with other federal and provincial infrastructure programs;
3. all planning (including plans and specifications) and assessment expenditures such as the expenditures for environmental planning, surveying, engineering, architectural supervision, testing and management consulting services including developing an asset management plan;
4. the expenditures for engineering and environmental reviews, including environmental assessments as defined in *The Environmental Assessment Act* and the expenditures of any remedial activities, mitigation measures and follow-up identified in any environmental assessment;
5. the expenditures for Project-related signage, lighting, Project markings and utility adjustments;
6. expenditures for Aboriginal consultation, and where appropriate, accommodation;
7. Recipient audit and evaluation expenditures as specified in the Agreement;
8. leasing of equipment related to the construction of the Project; and,
9. other expenditures that, in the opinion of Saskatchewan, are considered to be direct and necessary for the successful implementation of the Project and have been approved in writing prior to being incurred.

2. INELIGIBLE EXPENDITURES

The following are deemed ineligible expenditures:

1. expenditures incurred before the program announcement date of May 6, 2020;
2. expenditures incurred after the term of the Agreement with the exception of expenditures related to audit and evaluation requirements pursuant to this Agreement;
3. the expenditures related to developing a business case or proposal for funding;
4. the expenditures related to purchasing land, buildings and associated real estate and other fees;
5. financing charges and interest payments on loans;
6. leasing land, buildings, equipment, except those noted under subsection 1(8) in the Eligible expenditures above and other facilities;
7. furnishings and non-fixed assets which are not essential for the operation of the Project;
8. general repairs and maintenance of a Project and related structures, unless they are part of a larger capital expansion Project;
9. services or works normally provided by the Recipient, incurred in the course of implementation of the Project, except those specified as Eligible Expenditures;

SCHEDULE A – ELIGIBLE AND INELIGIBLE EXPENDITURES

2. INELIGIBLE EXPENDITURES (*continued from previous page*)

10. the expenditures related to any goods and services which are received through donations or in kind;
11. the historical cost of inventories acquired before the project approval date, the use of the recipient's equipment and rolling stock, any overhead expenditures, including salaries and other employment benefits of any employees of the Recipient, direct or indirect operating or administrative expenditures of Recipients, and more specifically expenditures related to planning, engineering, architecture, supervision, management and other activities normally carried out by staff except in accordance with subsections 1(3) above;
12. taxes for which the Recipient is eligible for a tax rebate and all other expenditures eligible for rebates; and,
13. legal fees.

April 14, 2022

City of Prince Albert
1084 Central Avenue
Prince Albert, SK S6V 7P3

Dear Ramona Fauchoux and Melodie Boulet;

Re: Period June 29, 2020 to March 31, 2022

We have completed the audit of Municipal Interim Expenditure Report for the period June 29, 2020 to March 31, 2022 of the City of Prince Albert ("the City") and enclose the following:

REPORTS

1. Electronic copy of the Municipal Interim Expenditure Report. We will forward a copy to the Minister of Government Relations.

OTHER ENCLOSURES

2. Electronic copy of your Representation Letter. Please sign and return copy to our office. Keep a signed copy for your file.

If you have any questions or comments, or we can be of additional assistance, please feel free to contact our office at (306) 764-6873.

Yours truly,

MNP LLP



Kerry Vezeau, CPA, CGA
Assurance Services

/jrw

encls.

City of Prince Albert
1084 Central Avenue
Prince Albert, SK S6V 7P3

April 14, 2022

MNP LLP
101 - 1061 Central Avenue
Prince Albert, Saskatchewan S6V 4V4

To Whom It May Concern:

In connection with your audit of the Municipal Interim Expenditures Report of City of Prince Albert ("the Municipality") for the period June 29, 2020 to March 31, 2022, we hereby confirm to the best of our knowledge and belief, the following representations made to you during the course of your audit.

Certain representations in this letter are described as being limited to matters that are material. An item is considered material, regardless of its monetary value, if it is probable that its omission from or misstatement in the financial information would influence the decision of a reasonable person relying on the financial statements.

Financial Statements and Records:

1. We are responsible for the preparation of the Municipality's Municipal Interim Expenditure Report in accordance with with the provisions, as described in Note 1 of the Municipal Economic Enhancement Program 2020 Funding Agreement (the "Agreement").

We confirm that the financial information include all disclosures necessary for compliance of the Agreement and all disclosures otherwise required to be included therein by the laws and regulations to which the City of Prince Albert is subject.

2. We believe that the Municipal Interim Expenditures Report of the Municipality for the period June 29, 2020 to March 31, 2022 is complete and complies with the Agreement, in all material respects.
3. The report note disclosures are consistent with the report accounting treatment.
4. As members of management of the Municipality, we believe that the Municipality has an accounting system and systems of controls sufficient to permit the preparation of accurate financial information.
5. We understand that your audit was made in accordance with Canadian auditing standards. Accordingly, the audit included tests of the accounting records and such other auditing procedures as you considered necessary in the circumstances, for the purpose of expressing an opinion on the report. We also understand that such an audit would not necessarily detect misstatements, non-compliance with laws and regulations, fraud, or other irregularities, should there be any.
6. We have responded fully to all enquiries made to us and have made available to you a complete record of all financial records that are relevant to the preparation and presentation of the report, and related data and minutes of the meetings of Council held throughout the period to the present date.
7. We are aware of and concur with the contents and results of the journal entries prepared by you, and accept responsibility for the report effects of the entries.
8. All expenditures incurred are qualifying expenditures under the terms of the Agreement with the Minister of Government Relations.

9. The report of the Municipality:

- Fairly reflect and summarize on a consistent basis the results of all transactions entered into by the Municipality during the period.

Financial Obligations:

1. There were no direct or contingent liabilities, unusual contractual obligations or any substantial commitments, other than in the ordinary course of business, which would materially affect the financial information of the Municipality, except as disclosed in the notes to the report.
2. There are no outstanding legal actions or possible claims that have not been provided for or disclosed in the report.

Revenue Recognition:

1. We confirm that:
 - Revenue from government departments and other funding agencies has been recognized in accordance with the terms of the applicable funding agreements, and that any amounts not expended in accordance with the terms, has been recorded as deferred revenue or as repayable to the funding agency, as applicable to the agreement.

Fraud:

1. We acknowledge management's responsibility for the design, implementation and operation of controls that have been designed to prevent and detect fraud.
2. We have assessed the risk that the report may be materially misstated as a result of fraud, and have determined such risk to be low.
3. Where the impact of any frauds or suspected frauds, and non-compliance or possible non-compliance with laws and regulations, has a material effect on the report, we have disclosed to you all known significant facts relating thereto, including circumstances involving management, employees having significant roles over controls, and others. We have made known to you any allegations of fraud communicated by employees, former employees, analysts, regulators and others. The effects of such events, if any, are properly presented in the report.

General:

1. No events or transactions other than those disclosed in the report have occurred subsequent to the date of the Municipal Interim Expenditure Report up to the date hereof that would require adjustment to, or disclosure in, the report.
2. We have disclosed to you any known or probable instances of non-compliance with legislative or regulatory requirements, including financial reporting requirements.

Professional Services:

1. We acknowledge the engagement letter dated January 31, 2022, which states the terms of reference regarding your professional services.

Yours truly,

City of Prince Albert

Ramona Janouch
Signature

Acting Director of Financial Services
Title



City of
Prince Albert

MIN 22-40

TITLE: April 26, 2022 Planning Advisory Committee Meeting Minutes

DATE: April 28, 2022

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

Be received as information and filed.

ATTACHMENTS:

1. Unofficial Minutes

Written by: Planning Advisory Committee



CITY OF PRINCE ALBERT

PLANNING ADVISORY COMMITTEE REGULAR MEETING

MINUTES

TUESDAY, APRIL 26, 2022, 4:00 P.M.
2ND FLOOR, MAIN BOARDROOM, CITY HALL

PRESENT: Councillor Terra Lennox-Zepp
Councillor Dawn Kilmer
Hannah Buckie
Clayton Clark
Matthew Roberts
Kim Scruby
Kyle Smith-Windsor

Terri Mercier, Acting City Clerk

1. CALL TO ORDER

Councillor Kilmer, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0006. **Moved by:** Scruby

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

Absent: Victor Hernandez and Carmen Plaunt

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0007. **Moved by:** Clark

That the Minutes for the Planning Advisory Committee Regular Meeting held February 8, 2022, be taken as read and adopted.

Absent: Victor Hernandez and Carmen Plaunt

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 PAC – Housing Program Update (RPT 22-46)

Verbal Presentation was provided by Kristina Karpluk, Planning Manager.

0008. **Moved by:** Buckie

That the following be forwarded to an upcoming City Council meeting for consideration:

That Administration proceed with an additional Communication Plan to further promote the First Time Home-Buyer Program.

Absent: Victor Hernandez and Carmen Plaunt

CARRIED UNANIMOUSLY

0009. **Moved by:** Clark

That RPT 22-46 be received as information and filed.

Absent: Victor Hernandez and Carmen Plaunt

CARRIED UNANIMOUSLY

6.2 PAC – Land Development Policy Update (March and April) (RPT 22-175)

Verbal Presentation was provided by Kristina Karpluk, Planning Manager.

0010. **Moved by:** Smith-Windsor

That RPT 22-175 be received as information and filed.

Absent: Victor Hernandez and Carmen Plaunt

CARRIED

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 5:53 P.M.

0011. **Moved by:** Scruby

That this Committee do now adjourn.

Absent: Victor Hernandez and Carmen Plaunt

CARRIED

COUNCILLOR DAWN KILMER
CHAIRPERSON

CITY CLERK

MINUTES ADOPTED THIS 31ST DAY OF MAY, A.D. 2022.



City of
Prince Albert

MIN 22-42

TITLE: April 27, 2022 Community Services Advisory Committee Meeting Minutes

DATE: April 28, 2022

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

Be received as information and filed.

ATTACHMENTS:

1. Unofficial Minutes

Written by: Community Services Advisory Committee



CITY OF PRINCE ALBERT
COMMUNITY SERVICES ADVISORY COMMITTEE
REGULAR MEETING

MINUTES

WEDNESDAY, APRIL 27, 2022, 4:00 P.M.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL

PRESENT: Councillor Dennis Ogradnick
Cathy Crane
Diane Kopchynski
Rose Rothenburger
Rishi Sankhla
Robin Wildey

Savannah Price, Secretary
Jody Boulet, Director of Community Services

1. CALL TO ORDER

Councillor Ogradnick, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0017. **Moved by:** Sankhla

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

Absent: Councillor Tony Head, Landon Adams and Jordan Carriere

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0018. **Moved by:** Rothenburger

That the Minutes for the Community Services Advisory Committee Regular Meeting held March 30, 2022, be taken as read and adopted.

Absent: Councillor Tony Head, Landon Adams and Jordan Carriere

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Friendship City Partnership with Thorey en Plaine – Update (RPT 22-127)

Verbal Presentation was provided by Judy MacLeod Campbell, Arts and Cultural Coordinator.

0019. **Moved by:** Wildey

That the following be forwarded to an upcoming Executive Committee meeting for consideration:

1. That the update on the Friendship City partnership with Thorey en Plaine, France be received as information and filed; and,
2. That the Mayor and City Clerk be authorized to sign the Charter on behalf of The City, once prepared.

Absent: Councillor Tony Head, Landon Adams and Jordan Carriere

CARRIED

6.2 Municipal Cultural Action Plan Update (RPT 22-161)

PowerPoint Presentation was provided by Judy MacLeod Campbell, Arts and Cultural Coordinator.

0020. **Moved by:** Sankhla

That the following be forwarded to an upcoming Executive Committee meeting for consideration:

That RPT 22-161 be received as information and filed.

Absent: Councillor Tony Head, Landon Adams and Jordan Carriere

CARRIED

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 4:41 P.M.

0021. **Moved by:** Wildey

That this Committee do now adjourn.

Absent: Councillor Tony Head, Landon Adams and Jordan Carriere

CARRIED

COUNCILLOR DENNIS OGRODNICK
CHAIRPERSON

SAVANNAH PRICE
SECRETARY

MINUTES ADOPTED THIS 25TH DAY OF MAY, A.D. 2022.



RPT 22-197

TITLE: Friendship City Partnership with Thorey en Plaine - Update

DATE: April 28, 2022

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That the update on the Friendship City partnership with Thorey en Plaine, France be received as information and filed; and,
2. That the Mayor and City Clerk be authorized to sign the Charter on behalf of The City, once prepared.

PRESENTATION:

Verbal Presentation was provided by Judy MacLeod Campbell, Arts and Cultural Coordinator.

ATTACHMENTS:

1. Friendship City Partnership with Thorey en Plaine - Update (RPT 22-127)

Written by: Community Services Advisory Committee



RPT 22-127

TITLE: Friendship City Partnership with Thorey en Plaine - Update

DATE: **March 8, 2022**

TO: Community Services Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That the update on the Friendship City partnership with Thorey en Plaine, France be received as information and filed; and,
2. That the Mayor and City Clerk be authorized to sign the Charter on behalf of the City of Prince Albert.

TOPIC & PURPOSE:

To provide an update on the Friendship City partnership with Thorey en Plaine, France.

BACKGROUND:

In early 2020, the Village of Thorey en Plaine requested a twin city project with the City of Prince Albert with the primary focus of honouring six Canadian Soldiers, one from Prince Albert, Mr. Jim Giles, who died in the Second World War.

Jim Giles was born in Prince Albert and lived south of the City in Red Deer Hill. He was one of six allied airmen who died when their plane was shot down over France in 1944. Thorey en Plaine look after the graves of these soldiers, as well as a monument at the site of the crash. Thorey en Plaine is a Village in France with a population of just over 1000 people.

Family members of Mr. Giles have shared that they love the idea of the partnership between Thorey en Plaine and Prince Albert. It is a way to honour their memory and preserve history, and for cultural exchange, especially for young people.

This request was forwarded to the Community Services Advisory Committee at the January 13, 2020 Executive Committee Meeting. Research and consultation was done to recommend the best way forward. A report was provided to the Community Services Advisory Committee at the May 26, 2021 meeting with the recommendation:

1. That the Community Services Department reconnect with the community of Thorey en Plaine, France to consider their request to form a Friendship City relationship and identify goals and benefits of such a relationship in consultation with our key stakeholders; and,
2. That the Community Services Department report to the upcoming Community Services Advisory Committee meeting in September 2021.

A delegation from Prince Albert met with a delegation from Thorey en Plaine through Zoom on June 23, 2021. Through the consultation done by both communities and the meeting, the recommendation was to form a Friendship City partnership.

A report was prepared for the September 8, 2021 Community Services Advisory Committee which then went on to the Executive committee and City Council, and the following resolution 0378 was made at the October 18, 2021 City Council Meeting:

“That the City enter into a Friendship City Relationship/Partnership with the community of Thorey en Plaine, France.”

PROPOSED APPROACH AND RATIONALE:

The Arts & Cultural Programmer with the City of Prince Albert and Jacques More, Village Councilor, Thorey en Plaine, have been in regular communication, working in our communities and together to develop a charter (purpose) and commission (committee). Both of these plans/documents have been created and are attached to this report. The following people/organizations will be represented on the commission from Prince Albert:

Name	Position	Organization	Role
Judy MacLeod Campbell	Arts & Culture Coordinator	City of Prince Albert	Coordination lead for P.A.
Councillor Dennis Ogradnick	City Councillor	City of Prince Albert	City Council representative TBC
Michelle Taylor	Director/Curator	Prince Albert Historical Society	
Michael Gange	Board of Director	Prince Albert Historical Society & Jim Giles nephew	
Soraya Ellert	Executive Director	The Société Canadienne-Francophone de Prince Albert – French Canadian Society of Prince Albert	
Catharine Topping	Principal	École Valois	
Brenda Cripps		Prince Albert Legion	
Michelle Hassler	Executive Director	Prince Albert Multicultural Council	

The commission had its first meeting over Zoom on March 23, 2022. The minutes from this meeting are attached. Projects and/or activities of the Friendship City Partnership will be further discussed at this meeting. Ideas shared included:

- Community signage about the Friendship City Partnership
- Partnership meetings once or twice a year to share information, plan activities. Starting small. Meet over Zoom.
- Share Ceremonies where we pay tribute to the Canadian Soldiers. Thorey en Plaine has three annual ceremonies on July 26 (date of the plane crash), November 11 (end of First World War), and May 8 (end of the Second World War). Prince Albert has one ceremony on Remembrance Day November 11.
- Share virtual or filmed events such as the May French Concert (for 12 and older in Prince Albert) and Tapestrama.
- Share Prince Albert multiculturalism through speakers over Zoom (Prince Albert Multicultural Council).
- Primary school classroom exchange with ages 10-12, example activity: pen friends/letter exchange.

It was decided to start with an elementary school exchange between Thorey en Plaine and École Valois, with ages 10-12. Thorey en Plaine has 40 students and École Valois has 50-55.

CONSULTATIONS:

The following organizations and individuals were consulted with:

- Jacques More, Village Councilor, Thorey en Plaine
- Mireille Perricaudet, Teacher, Thorey en Plaine
- Michelle Taylor, Prince Albert Historical Society
- Michelle Hassler, Prince Albert Multicultural Council
- Grace and Pascal, French Canadian Society of Prince Albert
- École Valois
- Prince Albert Legion
- Creative Cities Network (reached out through online forum but did not get any responses)

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Communication to the community may include:

- Media release(s)
- City of Prince Albert Website
- Social Media
- Activity communication as applicable (i.e. joint projects)
- City of Prince Albert newsletter and Calendar of Events as applicable
- Possibly signage

POLICY IMPLICATIONS:

This initiative relates to the following policy documents:

- Municipal Cultural Action Plan
- Community Services Master Plan
- Official Community Plan
- Strategic Plan

FINANCIAL IMPLICATIONS:

A budget has not been set yet. The Community Services department will cover any funds needed for 2022.

STRATEGIC PLAN:

The Friendship City Partnership relates to the following goals of the strategic plan:

Active and Caring Community: The City strives to provide high quality services to meet the dynamic needs and expectations of our citizens.

Sustainable Growth: the City will anticipate, encourage and prepare for growth and be responsive to the needs of our community.

OFFICIAL COMMUNITY PLAN:

Section 13 of the Official Community Plan speaks to Prince Albert Culture, and identifies a number of Goals and Policies to support this important initiative.

OPTIONS TO RECOMMENDATION:

There are no privacy implications or other options for consideration.

PUBLIC NOTICE:

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

PRESENTATION:

Verbal by Judy MacLeod Campbell, Arts & Culture Coordinator

ATTACHMENTS:

1. Commission for Friendship City Partnership with Thorey en Plaine
2. Friendship City with Thorey en Plaine Charter
3. Friendship City Meeting with Thorey en Plaine March 23, 2022 Minutes

Written by: Judy MacLeod Campbell, Arts & Cultural Coordinator

Approved by: Director of Community Services and City Manager

JUMELAGE PRINCE-ALBERT - THOREY-en-PLAINE

COMPOSITION DE LA COMMISSION COMMUNALE DE JUMELAGE

Président : Gilles BRACHOTTE Maire de Thorey-en-Plaine
1er Vice-Président de la Communauté
de Communes de la Plaine Dijonnaise

Vice président : Jacques MORÉ Conseiller Municipal Délégué
Correspondant Défense

Secrétaire interprète : Mireille PÉRICAUDET Professeur d'Anglais

Suppléante : Laurence MÉRITET

Trésorière : Marie-Joséphine JACQUIER Conseillère Municipale

Suppléante : Marie-Madeleine PLATHEY Conseillère Municipale

Chargé de Mission

Organisation : Philippe CATTEAU Conseiller Municipal

Suppléant : Gilles ROBERT Conseiller Municipal Délégué

Membres d'office :

Le Conseil Municipal des Jeunes

Membres honoraires pour leur participation à l'édification de la stèle :

Mme Chaurand, Mme Girard, Mr et Mme Louët, Yves Modet, Christian Martinet, Mme Cornu,
L' UNC, Le Souvenir Français

TWINNING PRINCE-ALBERT - THOREY-en-PLAINE

COMPOSITION OF THE COMMUNAL TWINNING COMMISSION

President : Gilles BRACHOTTE Mayor of Thorey-en-Plaine

1st Vice-President of the Community of Communes of the Plaine Dijonnaise

Vice-President: Jacques MORÉ Municipal Councillor Delegate

Defence Correspondent

Secretary interpreter : Mireille PÉRICAUDET English teacher

Alternate: Laurence MÉRITET

Treasurer: Marie-Joséphine JACQUIER Municipal Councillor

Alternate: Marie-Madeleine PLATHEY Municipal Councillor

Project Manager

Organization: Philippe CATTEAU Municipal Councillor

Alternate: Gilles ROBERT Municipal Councillor Delegate

Ex-officio members:

The Municipal Youth Council

Honorary members for their participation in the construction of the stele:

Mrs Chaurand, Mrs Girard, Mr and Mrs Louët, Yves Modet, Christian Martinent, Mrs Cornu,

The UNC, the French Remembrance

**PRINCE ALBERT & THROEY EN PLANE
FRIENDSHIP CITY COMMITTEE**

Name	Position	Organization	Role
Judy MacLeod Campbell	Arts & Culture Coordinator	City of Prince Albert	Coordination lead for P.A.
Councillor Dennis Ogradnick	City Councillor	City of Prince Albert	City Council representative TBC
Michelle Taylor	Director/Curator	Prince Albert Historical Society	
Michael Gange	Board of Director	Prince Albert Historical Society & Jim Giles nephew	
Soraya Ellert	Executive Director	The Société Canadienne-Francophone de Prince Albert – French Canadian Society of Prince Albert	
Catharine Topping	Principal	Ecole Valois	
Brenda Cripps		Prince Albert Legion	
Michelle Hassler	Executive Director	Prince Albert Multicultural Council	



FRIENDSHIP TWIN CITY PARTNERSHIP CHARTER

The COMMUNITIES

of PRINCE-ALBERT (Saskatchewan) CANADA

and of THOREY-EN-PLAINE (Burgundy and Franche Comté) France



CHARTE DE JUMELAGE

Les COMMUNES

de PRINCE-ALBERT (Saskatchewan) CANADA

et de THOREY-EN-PLAINE (Bourgogne-Franche-Comté) FRANCE



UNDERTAKE TO HONOUR THEIR PARTNERSHIP BY :

Developing a joint Friendship Twin City Partnership committee.

Maintaining cordial and friendly relations.

Developing and maintaining respect and mutual understanding between the two communities.

Encouraging and supporting any project whether started by or aimed at young people.

Planning exchanges and meetings whether face-to-face or online.

Developing human and cultural relationships.

Never forgetting the six Canadian and British victims of the crash, including James Reginald GILES from Prince-Albert fallen on Thorey-En-Plaine soil on July 26th 1944.

Perpetuating the memory of those who gave their lives for freedom.

Thorey-en-Plaine undertakes to keep honouring the legacy of the six heroes and to keep looking after their graves and after the monument unveiled on September 22nd 2018.

Greg DIONNE,
Mayor of Prince-Albert

Gilles BRACHOTTE,
Mayor of Thorey-en-Plaine

5/4/2022
[Signature]

Terri Mercier,
Acting City Clerk

Jacques MORÉ,
Vice-President

le 05 Avril 2022
[Signature]

Greg DIONNE,
Maire de Prince-Albert

Gilles BRACHOTTE,
Maire de Thorey-en-Plaine

5/4/2022
[Signature]

Terri Mercier,
Greffier Municipal

Jacques MORÉ,
Vice-Président

le 05 Avril 2022
[Signature]

**Friendship City Committee/Commission
between Thorey en Plaine, France and the City of Prince Albert
March 23, 2022
Meeting over Zoom
9:00 a.m. Saskatchewan, Canada Time
AGENDA**

1. Welcome & Introductions
2. Meeting Chair
3. Brief Background
4. Committee/Commission
5. Charter
6. Community Update/News
 - a. Thorey en Plaine
 - b. Prince Albert
7. Possible Projects/Activities
8. Other?
9. Next Steps and Next Meeting

DRAFT



RPT 22-198

TITLE: Municipal Cultural Action Plan Update

DATE: April 28, 2022

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That RPT 22-161 be received as information and filed.

PRESENTATION:

PowerPoint Presentation was provided by Judy MacLeod Campbell, Arts and Cultural Coordinator.

ATTACHMENTS:

1. Municipal Cultural Action Plan Update (RPT 22-161)

Written by: Community Services Advisory Committee

TITLE: Municipal Cultural Action Plan Update

DATE: April 14, 2022

TO: Community Services Advisory Committee

PUBLIC: X **INCAMERA:**

RECOMMENDATION:

That the MCAP Update be received and filed, and forwarded to the Executive Committee for information.

TOPIC & PURPOSE:

To provide an update on the Municipal Cultural Action Plan (MCAP or “Culture Plan”) including initiatives carried out in 2021, and plans for and progress in 2022.

BACKGROUND:

The Municipal Cultural Action Plan (MCAP) was developed in three phases. Prairie Wild Consulting was contracted to support the development of the culture plan in all three phases, and a Working Group of community organizations have guided the MCAP throughout the process.

- Phase 1 - Consultation and Research, was completed from 2015 to 2016.
- Phase 2 - Writing the Plan, was completed in 2016. The plan was approved by City Council in June of 2016.
- Phase 3 – Implementation and Evaluation is ongoing. We are now in year five of implementation and evaluation, half way through the 10 year plan. Prairie Wild has been contracted to coordinate a “Reflect & Refresh” process to evaluate the past five years successes and challenges and develop a “Refresh” addendum to the Culture Plan to guide the work for the next five years. The draft “Refresh” is attached to this report.

Funding has been provided by the City of Prince Albert each year. As well, the Arts & Culture Coordinator has applied for and received the Community Cultural Engagement and Planning grant from SaskCulture in every year of the MCAP. This is shown in the chart below.

Year	City of Prince Albert	SaskCulture CCEP (note funding crosses over into two years)	Other grants and funding accessed	TOTALS
2015 (-2016)	\$10,000	\$10,000		\$20,000
2016 (-2017)	\$10,000	\$10,000	\$4000 (SaskCulture Culture Days)	\$24,000
2017 (-2018)	\$40,000	\$5,000	\$4000 (SaskCulture Culture Days)	\$49,000
2018 (-2019)	\$20,450	\$5,000	\$4000 (SaskCulture Culture Days)	\$29,450
2019 (-2020)	\$40,000	\$2,500	\$9000 (SaskCulture Culture Days; NLDC)	\$51,500
2020 (-2021)	\$40,000	\$5,000	\$6,000 (SaskCulture Culture Days; SK Arts)	\$51,000
2021 (-2022)	\$40,000	\$5000	\$17,000 (SaskCulture Culture Days sponsorship; SK Arts Artists in Communities grants (2); SPRA Cultural Diversity Grant)	\$62,000
2022 (-2023) to date	\$40,000	\$5000	\$35,000 (SK Arts Artists in Communities; Community Initiatives Fund)	\$80,000
Total to date	\$240,450	\$47,500	\$44,000	\$366,950

As well as the initiatives funded through the City of Prince Albert, SaskCulture, and other organizations as listed above, MCAP working group members and partners have demonstrated their connection and commitment to the culture plan and have implemented initiatives and programs directly related to the Culture Plan.

Each year, an evaluation has been completed by Prairie Wild Consulting and with the MCAP Working Group. The 2021 Evaluation and Tracking Summary is attached to this report.

A “Reflect & Refresh” was conducted in 2021, half way through the 10 year Culture Plan. The Reflect and Refresh was completed to reflect on accomplishments in the last five years, assess the current environment, and prioritize actions for the next five years. The Refresh Addendum is attached to this report.

Despite the COVID 19 pandemic challenges, we continue to work towards the goals of the Culture Plan for our City. Some of the City lead initiatives in 2021 include:

- The continued engagement of the working group members/organizations in the culture plan. Due to the pandemic, we have been meeting by Zoom (online platform) and continue to have 15-20 people participating in the meetings. There were five (5) meetings in 2021.
- The installation of three River Street signs (posts with blades) in our six local Indigenous languages.

- Providing opportunities and participation options during the pandemic for our City with events and cultural offerings. Examples include the 2021 Canada Day reconciliation virtual event organized by the Prince Albert Multicultural Council, and Arts Centre virtual and “take and make” offerings.
- Created a Call for an Indigenous Artist to create a design for Orange Shirt Day that is unique and specifically for Prince Albert, working with the Friendship Centre and a member of the Public Art Working Group. Ailah Carpenter was selected and created a beautiful design for our community to use for Orange Shirt Day and the National Day for Truth and Reconciliation awareness building. Shirts were made and sold by the Prince Albert Indian and Métis Friendship Centre and a stencil was created for organizations to borrow and paint windows or storefronts, etc. In just one week, it was lent out to four organizations.
- Culture Days events (virtual, in person and self-guided). Prince Albert 2021 Culture Days included 24 events and we made the national top 15 list for communities with the most events in 2021 (rural and small cities).
- Working with the Dakota Knowledge Keepers, Elders and community, to create four new interpretive signs providing the history of the Ancient Dakota Village, which is now Little Red River Park. There is also a fifth sign that acknowledges the land we are on, to be placed by Cosmo Lodge. These were not installed in 2021 and need to be installed this Spring.
- Three community organizations accessed the MCAP micro event grants.
- Artists in Communities Project: this year we accessed SK Arts development and project grants to hire a coordinator and a mentor to work with four local artists to create more opportunities for artists to work in the community with local organizations.
- Coordinated two Crosswalk Art installations, with designs from a local artist.
- Supported a Creative Kids fundraiser for Prince Albert (provides funds to families so children and youth can participate in arts and culture).
- Coordinating programming with and for YWCA newcomers at the Prince Albert Arts Centre. Several programs have been provided at the Arts Centre and at Carlton High School.
- Installation of the Outdoor Art Gallery in Kinsmen Park (arbors) for displaying images of children’s art created at the City’s Playground Program and summer arts and culture camps in the City.
- Cross Cultural Engagement training offered in partnership with the Multicultural Council of Saskatchewan.
- The “Reflect and Refresh” process to consult and engage with the community about the first five years (reflect and evaluate) and the next five. This process relied on community consultation and engagement (one on one interviews, surveys, and focus groups) as well as best practices.
- There were also many initiatives done by community organizations that contribute to the cultural development of our City. Just a few examples include:
 - Prince Albert Historical Society hiring an Indigenous Researcher, ensuring artifacts are properly documented, and adding to the permanent Indigenous exhibit in the re-named Kistahpinanihk Room (former Connaught Room).

- The Community Building Youth Futures creation of the Elder Cultural Toolkit and also the Pihtikwe Directory, an online service directory for youth in our City.
- The Mann Art Gallery Métis Mentorship Program, and Virtual Tours of their Exhibits.
- The Prince Albert Downtown Improvement District façade grant to nine businesses in 2021, Sidewalk Sales.
- PAGC Women’s Commission unveiling of the *Sisters in Spirit* monument for MMIWG2S+.
- Prince Albert Multicultural Council Virtual Canada Day event focused on reconciliation, a summer youth camp, as well as Tapestrama (virtual and in person at Carlton High School).
- Prince Albert Urban Indigenous Coalition and the Community Building Youth Future’s creation of the education video for the National Day for Truth and Reconciliation.
- Various organization’s commitment to hold events safely during a pandemic, such as ChesterFest, live Theatre, E.A. Rawlinson Centre Drive Ins and Curbside Concerts, and the Prince Albert Literacy Network Story Walks in Kinsmen Park.

PROPOSED APPROACH AND RATIONALE:

The 2022 MCAP Budget Plan is attached to this report. Some of the initiatives underway for 2022 include:

- Cultural Celebrations - to support cross-cultural understanding in our community and to celebrate and promote the different cultural and spiritual celebrations that are important to the people in Prince Albert through images, information and experiences related to these celebrations on social media and the City’s website.
- culturecatch – a monthly (or more) social media share of a culture success story in P.A. to promote positivity and community pride.
- Indigenous Naming Initiative – plan to name one new place/space. Priority to an Indigenous grandmother.
- Cultural Inventory - Updating the Cultural Inventory for Prince Albert and making it as accessible and user friendly as possible.
- Artists in Communities – continuing to work with the four Artists, Mentor and Coordinator to create arts opportunities in non-traditional community organizations with the ultimate goal of regular arts in communities programming, and Artist Residencies.
- Culture Days 2022 – Free culture programs and events between September 23 to October 7.
- Little Red River Park Signs - installation of the signage for Little Red River Park about the park’s history, once an ancient Dakota Village, as well as a land acknowledgement sign.
- Micro grants – delivery of two micro grants for the community to access for events (new or emerging) and for equity, diversity and inclusion initiatives.

- Crosswalk Art – facilitating the painting of three- four Crosswalks with artistic designs to increase temporary public art, beautify and add fun to our surroundings, and support local Artists.
- Reducing Barriers – reviewing and implementing ways to reduce barriers to participation such as transportation.

CONSULTATIONS:

The public, stakeholder and partner groups and organizations have and will need to continue to be engaged in and guide the implementation and evaluation of the MCAP. Five meetings of the Working Group were held in 2021.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Ongoing communication about the MCAP initiatives, implementation and progress is important. The following methods of communication are utilized:

- MCAP Working Group partners
- City of Prince Albert Website
- Printed plans
- Event, and Equity, Diversity and Inclusion Micro Grants
- MCAP Brochures
- Logo identification of the MCAP
- Key messages
- Implementation Initiatives
- City of Prince Albert enewsletter
- City of Prince Albert Calendar of Events
- City of Prince Albert Social Media
- Community Meetings and Events

POLICY IMPLICATIONS:

- Official Community Plan
- Social Master Plan (in development)
- Community Services Master Plan
- Cultural Diversity & Protocol Policy
- Civic Arts Policy
- Public Art Policy

FINANCIAL IMPLICATIONS:

As noted in the attached 2022 MCAP Budget and Plan, the total 2022 MCAP budget is \$95,000, \$40,000 from the City of Prince Albert, grant carry over (20,000) and attempting to secure grants and sponsorship for 2022 (\$35,000).

STRATEGIC PLAN:

The Municipal Cultural Action Plan is linked to the following goals of the strategic plan:
Active and Caring Community: The City strives to provide high quality services to meet the dynamic needs and expectations of our citizens.

Sustainable Growth: the City will anticipate, encourage and prepare for growth and be responsive to the needs of our community.

Infrastructure: The City will create infrastructure that supports growth while planning for continuous improvement.

OFFICIAL COMMUNITY PLAN:

The Municipal Cultural Action Plan is part of the Official Community Plan. The Planning & Development department is part of the MCAP Working Group. Section 13 of the Official Community Plan speaks to Prince Albert Culture, and identifies a number of Goals and Policies to support this important initiative.

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no options to the recommendation, or privacy implications.

PUBLIC NOTICE:

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

PRESENTATION: Power Point by Judy MacLeod Campbell

ATTACHMENTS:

1. MCAP 2021 Evaluation & Tracking Summary
2. MCAP Refresh Addendum
3. 2022 MCAP Budget Plan
4. MCAP April Update Presentation

Written by: Judy MacLeod Campbell, Arts & Cultural Coordinator

Approved by: Director of Community Services and City Manager



**Prince Albert Municipal Cultural Action Plan
2021 Implementation Tracker (Summary)**

	Initiatives
<p>Event Support (not receiving other COPA supports i.e. Waiving of Fees; DMF; CGP)</p>	<p>City of Prince Albert Funded through MCAP:</p> <ul style="list-style-type: none"> Performing Arts Warehouse <ul style="list-style-type: none"> - Drive-In Recital Prince Albert Multicultural Council <ul style="list-style-type: none"> - 2021 Virtual Canada Day Adreanna Boucher <ul style="list-style-type: none"> - 'Sting a Memoir' Play
<p>Culture Days Free Events</p>	<p>Prince Albert Multicultural Council</p> <ul style="list-style-type: none"> - Hosted Tapestrama <p>Community Members</p> <ul style="list-style-type: none"> - Hosted workshops – The Journey inside you, Imagine: Out of the Box Thinking <p>Prince Albert Historical Society</p> <ul style="list-style-type: none"> - Hosted community mural project <p>Prince Albert Downtown Business Improvement District</p> <ul style="list-style-type: none"> - Developed a QR code scavenger hunt for downtown <p>Gateway Mall</p> <ul style="list-style-type: none"> - Hosted Urban Art Tour <p>City of Prince Albert</p> <ul style="list-style-type: none"> - Hosted: design a shirt school contest, public art tours, herbal plant walk, paint in the park, South Asian Cooking, Try Pottery!, and screen printing <p>Prince Albert Public Library</p> <ul style="list-style-type: none"> - Hosted National Sixties Scoop Exhibit, National Film Board Sixties Scoop Film – Birth of a Family, Lunafest <p>YWCA</p> <ul style="list-style-type: none"> - Hosted Re-Imagine Fashion <p>Prince Albert Council for the Arts</p> <ul style="list-style-type: none"> - Hosted Artist Meet and Greet with Studio 1010, Thanksgiving Art Activity, Halloween Art Activity <p>Mann Art Gallery</p> <ul style="list-style-type: none"> - Hosted Vault Tour, Leah Dorion Outdoor Tour, Painting Activity, Diana Chabros Artist Talk & Closing Reception



	Initiatives
Marketing Prince Albert Positives & Culture	<p>Community Building Youth Futures</p> <ul style="list-style-type: none"> - Development and expanding on work of Pihtikwe <p>City of Prince Albert</p> <ul style="list-style-type: none"> - Communications documenting cultural celebrations and posting these on the website; promotes through social media. Paused. <p>Prince Albert Regional Economic Development Alliance</p> <ul style="list-style-type: none"> - Focused on bringing people to PA and encouraging staycations
Cultural Protocols	<p>MCAP</p> <ul style="list-style-type: none"> - Tobacco <p>Prince Albert Police Service</p> <ul style="list-style-type: none"> - In-house Elder program
Community Reconciliation initiatives	<p>Prince Albert Multicultural Council</p> <ul style="list-style-type: none"> - 2021 Virtual Canada Day <p>City of Prince Albert</p> <ul style="list-style-type: none"> - Orange Shirt Day Design and Stencils (Call for an Indigenous Artists for design) <p>Prince Albert Urban Indigenous Coalition, Communities Building Youth Futures, MCAP</p> <ul style="list-style-type: none"> - National Day for Truth and Reconciliation/Orange Shirt Day Educational Video <p>Prince Albert Public Library</p> <ul style="list-style-type: none"> - Working with Government of Saskatchewan Provincial Library and Literacy Office Indigenous Coordinator to discuss needs of PAPL <p>YWCA</p> <ul style="list-style-type: none"> - Hosted Coldest Night of the Year – took a moment in front of the MMIWG2S+ monument <p>Prince Albert Police Services</p> <ul style="list-style-type: none"> - Indigenous Research Officer connector in the community <p>Communities Building Youth Futures</p> <ul style="list-style-type: none"> - Developed Elder infographic/Cultural Toolkit - Part of committee for Youth powwow - Hosted virtual Heart of the Youth Powwow – 1300 views - Beading healing circle <p>Prince Albert Historical Society</p> <ul style="list-style-type: none"> - Awarded a grant and hired an Indigenous Researcher - Connaught room is being renamed to Kistapinanik, the gathering place - Working with FNU to do a large scale project – scientific analysis – digitized and mapped to see where stones came from and trade networks. Includes oral history and collection



	Initiatives
	<p>Prince Albert Grand Council</p> <ul style="list-style-type: none"> - Women's Commission, Prince Albert Indian and Metis Friendship Centre, and other partners unveiled the Missing and Murdered Indigenous Women and Girls and Two-Spirited monument
Indigenous Naming Initiative	<p>City of Prince Albert</p> <ul style="list-style-type: none"> - River St. signs were installed - Park named after Mr. Thunderchild - 3 parks named after Indigenous Veterans
Diversity and Multicultural Awareness Initiatives	<p>YWCA</p> <ul style="list-style-type: none"> - Lana Lorensen YWCA Outreach with funding support through MCAP - YWCA settlement has seen less numbers this year due to Covid - Hosting dance for school age kids <p>Prince Albert Police Services</p> <ul style="list-style-type: none"> - Reporting on ethnicity and gender - Put together an Equity, Diversity, and Inclusion Committee - Hired new Vice-Chief <p>Prince Albert Historical Society</p> <ul style="list-style-type: none"> - Awarded a grant and hired an Indigenous Researcher - Connaught room is being renamed to Kistapinanik, the gathering place - Doing a meeting thing with CTV – taping with all spirits at museum <p>Mann Art Gallery</p> <ul style="list-style-type: none"> - Held the Métis mentorship program in summer - Engagement with YWCA Settlement students <p>City of Prince Albert</p> <ul style="list-style-type: none"> - Worked with YWCA to offer some programming for Newcomer groups - Offered Multicultural Council of Saskatchewan Cross Cultural Engagement training
Support non-profit and cultural organizations training and networking opportunities (i.e. volunteers, grants,)	<p>Prince Albert Arts Board</p> <ul style="list-style-type: none"> - Parts for the Arts with funding support from MCAP <p>Creative Kids</p> <ul style="list-style-type: none"> - Signage with funding support from MCAP - Creative Kids fundraiser for P.A. Creative Kids at Lake Country Co-op <p>City of Prince Albert</p> <ul style="list-style-type: none"> - Offered Multicultural Council of Saskatchewan Cross Cultural Engagement training
Promotion/advertising of free community events and programs	<p>City of Prince Albert</p> <ul style="list-style-type: none"> - Calendar of Events - Published and circulated free program brochures



	Initiatives
	<ul style="list-style-type: none"> - Communications documenting cultural celebrations and posting these on the website; promotes through social media <p>PAUIC and CNC</p> <ul style="list-style-type: none"> - Regular emails through coalitions <p>Community Building Youth Futures</p> <ul style="list-style-type: none"> - Development and expanding on work of Pihtikwe <p>Prince Albert Historical Society</p> <ul style="list-style-type: none"> - Offered free Family Programming Days once a month (Saturdays)
<p>Provide specialized/targeted funding for unique opportunities that create sense of place like moveable furniture; outdoor heritage/cultural signage; functional and/or portable public art</p>	<p>Community Building Youth Futures</p> <ul style="list-style-type: none"> - Action team focused on safe spaces - Used the mid-town community center to capture videos for Pihtikwe <p>City of Prince Albert</p> <ul style="list-style-type: none"> - MCAP funded crosswalk art stencils, crosswalk painting, created Outdoor Art Gallery for children's art at the Arbor sin Kinsmen Park, Red River Cart repairs, primer for outdoor art gallery display - Orange Shirt design crosswalk art stencil wasn't approved - Planning Department worked on a temporary stepping stone with YWCA at exhibition grounds - Conducted Monument Inventory with funding support from MCAP <p>Prince Albert Downtown Business Improvement District</p> <ul style="list-style-type: none"> - Installed planters - Gazebo, lighting, and historical signage with support from MCAP - Nine (9) businesses accessed and made façade improvements in the downtown
<p>Little Red River Master Plan Initiative</p>	<p>City of Prince Albert</p> <ul style="list-style-type: none"> - Engagement with Knowledge Keeper Leo Omani and Wahpeton Dakota Nation to develop four interpretative signs about the Dakota Village and people which is now Little Red River Park - New signage for Cosmo Lodge acknowledges the land we are on (all five sigs not installed – hoping for Spring 2022) <p>Prince Albert Multicultural Council</p> <ul style="list-style-type: none"> - Held multicultural children's day camp
<p>Artists in Communities</p>	<p>City of Prince Albert</p> <ul style="list-style-type: none"> - Secured a SK Arts project grant for Artists in Communities mentorship project, hired independent curator to support and implement artists in residencies. Engaging with 3-4 different artists and various community groups. <p>Communities Building Youth Futures</p> <ul style="list-style-type: none"> - Connecting artists with youth in the community through two workshops with funding support through MCAP



	Initiatives
	<ul style="list-style-type: none"> - Day in the Park photography with funding support through MCAP <p>Mann Art Gallery</p> <ul style="list-style-type: none"> - Continuing on-going informal artist in residency program - Hosted Metis Mentorship Program with Leah Dorion and Ashley Smith
Local Music Project	<p>City of Prince Albert</p> <ul style="list-style-type: none"> - Municipal Cultural Action Plan - Buy local musician and band CDs to play over the Arts Centre Sound System
Municipal Cultural Action Plan continued promotion and awareness building	<p>City of Prince Albert</p> <ul style="list-style-type: none"> - Completed infographic/condensed annual report
Ongoing internal evaluation of the Municipal Cultural Action Plan	<p>City of Prince Albert</p> <ul style="list-style-type: none"> - Tracking completed for 2021
Reflect & Refresh	<p>Prince Albert Multicultural Council</p> <ul style="list-style-type: none"> - Hosted focus group for newcomers <p>Communities Building Youth Futures</p> <ul style="list-style-type: none"> - Hosted focus group for youth and gender diverse youth <p>Prince Albert Downtown Business Improvement District</p> <ul style="list-style-type: none"> - Hosted targeted session with Executive Director and business owner <p>Prince Albert Historical Society</p> <ul style="list-style-type: none"> - Hosted focus group with Board members and friends <p>Mann Art Gallery</p> <ul style="list-style-type: none"> - MCAP overview and input from Executive Director and Educator
Working Group meeting	<p>City of Prince Albert</p> <ul style="list-style-type: none"> - Hosted five MCAP Working Group meetings
Other	<p>Prince Albert Public Library</p> <ul style="list-style-type: none"> - Implementing Strategic Plan – focusing on communications, marketing, and partnerships - Engaged library non-users through online survey to understand why and how to improve services - Working with Prince Albert Historical Society to digitize the PA Herald <p>YWCA</p> <ul style="list-style-type: none"> - Hosted Coldest Night of the Year - Hosted Luna Fest 2021 in partnership with PAPL - Connected with Arts and Cultural Coordinator and Mann Art Gallery Educator about a mural on YWCA Wesley building and how to connect with artists



Initiatives

- Offered art classes with MCAP support
- Developed summer arts activities with the Arts Centre

Mann Art Gallery

- Focused on administrative items and was an envisioning year
- Focused on video tours
- Revamped summer camp program
- Hired 3 summer students
- Received an Arts and Culture Leadership Grant through SaskCulture
- Hosted various exhibitions including education studio displays

Prince Albert Grand Council

- Focused on providing emergency support to our First Nations
- Collaborating with SHA on hospital project
- Other PAGC dep'ts, like our Urban Services, have been providing support to our FN members enduring homeless issues
 - A new Day Warming Shelter will be opening tomorrow
- Hosted Santa for our 2nd Annual Kindness Caravan

Prince Albert Historical Society

- Hosted two community meetings
- Held a teacher's night
- On-going applications related to Covid funding
- Hired summer students

Prince Albert Downtown Business Improvement District

- Hosted sidewalk sale
- Some events cancelled: Street Fair and Santa Clause Parade
- Continued to support businesses through Covid
- A new convenience store opened
- Worked on shop local campaigns
- Mini façade grant funded new signage
- Collaborated with the PAHS on historical walking tours
- Worked with Cumberland House on the day care and student housing opportunities

Prince Albert Regional Economic Development Alliance

- Developed a Tourism Strategic Plan and operational plan for the Tourism Centre
- Developed a website
- Developed four mini-series videos that focus on beauty of the north and south



Initiatives

City of Prince Albert

Arts Centre/Coordinator

- Doing a blend of in-person and virtual programming at the Arts Centre
- Hired a summer student who will be a programmer assistant
- Offering children camps
- New mirrors on portable dividers installed for dance groups
- Working with an organization out of Regina, Saskatchewan Council for International Cooperation, on a mural project working with CBYF youth and a Regina artist that will be donated
- Public Art Stimulus Grant is available

Other:

- Playground Program back (in person)



PRINCE ALBERT
MCAP
MUNICIPAL
CULTURAL
ACTION PLAN

Refresh

Addendum



TABLE OF CONTENTS

1. Introduction and Purpose	1
2. Prince Albert Municipal Cultural Action Plan (MCAP) - Overview and Background	2
2.1 Overview	2
2.2 Cultural Inventory	3
2.3 Report Cards	3
3. Changing Context	5
3.1 Links to the Newest Municipal Planning Initiatives, Policies, and Studies	5
3.2 Pandemic Era - COVID-19	7
3.3 Climate Change	8
3.4 Missing and Murdered Indigenous Women and Girls and Two-Spirited Calls for Justice	8
3.5 New Partnerships	9
4. MCAP Refresh Approach	10
4.1 Engagement	10
4.2 Action Prioritization	10
5. MCAP Refresh Community Voice - Summary of Findings	11
6. Action Prioritization Over the Next Five Years	14
7. Moving Forward	33

1 INTRODUCTION AND PURPOSE

In 2016, the City of Prince Albert (City) adopted its first Municipal Cultural Action Plan (MCAP). The City, together with a number of community-based organizations, have been implementing and measuring MCAP actions and initiatives. This effort has been acknowledged as an example of planning excellence by the Saskatchewan Professional Planners Institute and shared as a best practice by the Canadian Institute of Planners.

This is the fifth year the MCAP is being implemented. The City, and community partners, are now refreshing the MCAP to identify priorities for the next five years.

The MCAP Refresh is presented as an addendum. The MCAP Refresh Addendum is not intended to replace the original comprehensive plan. The Addendum provides additional information about the MCAP including changing context, how implementation has progressed over the past five years, and key priorities for the next five years. The Addendum draws its information from multiple sources including regular annual report cards that were established to monitor the plan and regular community feedback.

As part of the changing context, there are various factors that relate and affect the MCAP including new and amended City of Prince Albert plans, policies, and initiatives, the COVID-19 pandemic, climate change, the release of the Missing and Murdered Indigenous Women and Girls and Two-Spirited Calls for Justice, and new partnership opportunities identified and happening within Prince Albert's cultural sector.

This information and the community input is considered as the MCAP continues to be implemented over the next five years. The Addendum highlights where emphasis and attention can be placed to maintain MCAP's successes, and to elevate the Action Areas/Cultural Planning Themes, Goals, and Action items that have either not progressed as intended, or that have been impacted by other changes affecting the municipal cultural and policy context.



Photos' courtesy of the 2020 MCAP Cultural Highlights



2 PRINCE ALBERT MUNICIPAL CULTURAL ACTION PLAN (MCAP) OVERVIEW AND BACKGROUND

2.1 Overview

In 2015, the City of Prince Albert engaged with the community to identify a Vision, Action Areas/- Cultural Planning Themes, Goals, and Actions for culture in the community over the next 25+ years. There are 10 Action Areas/Cultural Planning Themes, 13 Goals, and 153 Actions with associated initiatives.

The Action Areas/Cultural Planning Themes (herein referred to as Action Areas) and respective goals are summarized in the graphics.



Cultural Goal 1: Honour the past and provide a balance in this narrative of both the positives and the challenges that have occurred when sharing our story.

Cultural Goal 2: Enhance and showcase the riverfront to promote the natural elements of Prince Albert and surrounding area.

Cultural Goal 3: Utilize current amenities and park spaces as focal points of the community to provide centralized activities and events.

Cultural Goal 4: Ensure that all nations, communities, newcomers, and individuals are welcomed and celebrated in the community.

Cultural Goal 5: Promote and communicate cross cultural understanding and learnings across nations, communities, newcomers, and individuals.

Cultural Goal 6: Ensure a culturally vibrant community by supporting existing volunteers and organizations and promoting new partnerships.

Cultural Goal 7: To collaborate with various community groups and organizations to foster the retention and expansion of cultural activities, amenities, and programming for all ages to ensure everyone has access locally to opportunities in a fair and equitable manner.

Cultural Goal 8: Support and celebrate the value of sports and recreational programming, activities, and initiatives and the role they play in enhancing Prince Albert's cultural identity and make-up.

Cultural Goal 9: Recognize, strengthen, and honour the artistic and cultural community and the significant role it plays in developing and enhancing Prince Albert's cultural make-up and identity and beyond.

Cultural Goal 10: Strengthen and enhance the downtown as a major cultural and economic hub to create a culturally vibrant community.

Cultural Goal 11: Continue to invest in cultural initiatives and support other organizations and individuals that strive to make Prince Albert a vibrant cultural community.

Cultural Goal 12: Ensure food remains accessible and affordable and encourage local food production and availability of ethnic food.

Cultural Goal 13: Ensure cultural aspects are considered in infrastructure and related resource development.

2.2 Cultural Inventory

A comprehensive cultural inventory of cultural resources in Prince Albert is included as part of the MCAP in Section 4. It includes a breakdown of cultural resources by Type, Primary Function, Cultural Theme, and Predominant Organizational Model. The cultural inventory is intended to be updated regularly. This will be completed over the next five years.

2.3 Report Card

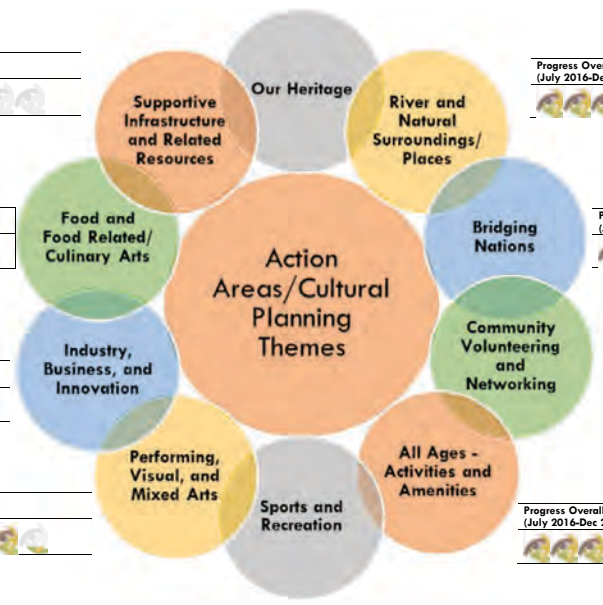
Section 6 of the MCAP provides a framework to monitor implementation of the Plan along with operational actions. Section 6.2 Operational Actions in the MCAP includes the following recommendation:

“Recommendation for annual review of Municipal Cultural Action Plan by the current Cultural Planning Consultants, facilitators and developer of this MCAP.”

This measure was implemented through an annual report card system to track progress across the MCAP Action Areas. Annual report cards are informed through engagement with the MCAP Working Group and community.

Accomplishments and observations are documented and progress ratings, using the MCAP logo, are assigned to each Action Area and the specific actions and initiatives.

The image on the next page summarizes the progress by Action Area from 2016-2020.



The Action Area, Bridging Nations, had the most progress from 2016-2020. This is followed by: The River and Natural Surroundings/Places; All Ages – Activities, Amenities, and Programming; Community Volunteering and Networking; Performing, Visual, and Mixed Arts; Our Heritage; and Food and Food-Related/Culinary Arts.

Three Action Areas had the least amount of progress. These included: Industry, Business, and Innovation; Supportive Infrastructure and Related Resources; Sports and Recreation. Detailed reporting on progress for each Action Area and respective actions and initiatives may be found in the annual report cards and tracking.¹

¹MCAP Report Cards and Tracking: <https://www.citypa.ca/en/parks-recreation-and-culture/culture-plan.aspx>

3 CHANGING CONTEXT

Since the adoption of the MCAP in 2016, the City of Prince Albert has adopted and amended various plans and policies that relate to culture in the community. There are also other factors on the national and global scale that impact culture and must be considered as implementation of the MCAP continues. This section summarizes those changes and its relation to MCAP.

3.1 Links to the Newest Municipal Planning Initiatives, Policies, and Studies

3.1.1 Kistapinanihk-2035 Official Community Plan No. 21-2015 and Zoning Bylaw No. 01-2019

The Official Community Plan (OCP) and the corresponding Zoning Bylaw are living, breathing documents. The City of Prince Albert adopted a new Zoning Bylaw in 2019. Bylaw amendments and consolidation is done regularly. The OCP and Zoning Bylaw relates to all Action Areas. MCAP implementation actions such as downtown development, residential infill, recreational expansion, riverfront improvements, neighbourhood upgrades, regional economic development, and park enhancements correspond to the OCP and Zoning Bylaw.

3.1.2 Cultural Diversity and Protocol Policy 2020

Through the MCAP, a number of actions and initiatives related to strengthening relations with Indigenous Peoples and newcomers in the community and implementing the Truth and Reconciliation Calls to Action were identified as a priority and included under the Action Area Bridging Nations.

Draft Cultural Protocols were included as part of the MCAP. The City of Prince Albert engaged with Elders, Knowledge Keepers, the MCAP Working Group, and community-based organizations to gather further input into draft cultural policies: one to engage Indigenous People and the other to engage with Newcomer and Ethnocultural Communities. In 2019, the City of Prince Albert endorsed the land acknowledgment. The policies were revised and merged into one policy and adopted in February 2020. The policy continues to be implemented in alignment with the MCAP and the Truth and Reconciliation Calls to Action.

RELATED ACTION AREAS



3.1.3 Little Red River Master Plan 2020

The Little Red River Master Plan was released in May 2020 to guide the Little Red River Park's development over the next 10 years. This plan was initiated through the MCAP and the Community Services Master Plan 2018.

The plan recommends multiple improvements to the park including repairs to meet accessibility requirements, establishing a governance model for the park, feasibility studies, seeking funding and partnerships, keeping the public informed and seeking feedback, sustainable operation and management, and monitoring.

3.1.4 Central Avenue Streetscape Development Master Plan 2019

The Central Avenue Streetscape Development Master Plan was released in February 2019. This plan proposes strategies for developing Central Avenue between River Street and 15 Street E. as an all-season hub for culture, history, entertainment, education, and commerce in Prince Albert. The proposals include guidelines for inclusive streetscape design, incorporating multiple transportation modes. The plan identifies the intersections at River Street and 15 Street E. as important gateways to the downtown. The plan also calls for linking Memorial Square and University Plaza to form a central downtown hub.

3.1.5 Community Services Master Plan 2018

The Community Services Master Plan was released in January 2018. This plan manages recreational programs and indoor and outdoor recreational parks and cultural facilities in Prince Albert.

The Community Services Master Plan Strategic Directions most relevant to MCAP include efforts to improve service delivery through partnerships, to improve facilities and amenities for events and activities, to promote recreation, and supporting volunteers and community organizations. The plan includes a framework for prioritizing related infrastructure spending.

3.1.6 Flood Plain Mapping Study 2018

The City of Prince Albert commissioned a Flood Plain Mapping Study in 2018. This is primarily a technical study regarding flood hazards surrounding the North Saskatchewan River and the Little Red River. These findings will inform development along these two rivers.

RELATED ACTION AREAS



RELATED ACTION AREAS

3.1.7 Forestry Management Plan 2018-2038

The Forestry Management Plan 2018-2038 is intended to sustain Prince Albert's urban forest. This includes trees planted in city parks, along streets, in yards, and in natural outdoor areas. The plan includes policy for tree planting, pruning, maintenance, and removal.

3.1.8 Communications Master Plan 2017

The Communications Master Plan 2017 establishes strategies to improve the City of Prince Albert's ability to communicate publicly, to improve stakeholder engagement, to strengthen the City's image and brand, to improve access to information, and to improve internal communication. Effective communication and public engagement supports all MCAP goals and Action Areas since public support and engagement with MCAP objectives is fundamental to their success.

3.2 Pandemic Era - COVID-19

The COVID-19 virus was first identified in 2019 in Wuhan Province in China.² COVID-19 was officially declared a pandemic on March 11, 2020. Pandemic conditions persist globally at the time of the completion of this Refresh Addendum.

Beginning on March 17, 2020, the Saskatchewan Ministry of Health declared a provincial state of emergency and issued several public health orders restricting attendance at educational institutions, indoor and outdoor gatherings, non-critical travel, and other restrictions. This, combined with general public apprehension, greatly impeded most in-person cultural events and activities over this period.³

In Canada, vaccination has accelerated over the Spring and Summer of 2021. This has been accompanied by declining infection rates. Over 80% of eligible Canadians over age twelve have had at least one dose, while over 65% are fully vaccinated. In Saskatchewan these figures are slightly lower. On July 11, 2021, the Saskatchewan Government lifted all restrictions previously imposed to control the pandemic. Currently, businesses are reopening, and outdoor and indoor events have begun to resume. It is unclear if this positive trend will continue or suffer another reversal. This event will have lasting effects on event and activity planning over at least the next five year period.



²World Health Organization. WHO Director-General's opening remarks at the media briefing on COVID-19 - 11 March 2020. <https://www.who.int/director-general/-/speeches/detail/who-director-general-s-opening-remarks-at-the-media-briefing-on-covid-19---11-march-2020>. Accessed July 28, 2021

³Government of Saskatchewan. Public Health Orders Archive. <https://publications.saskatchewan.ca/#/categories/5478> Accessed July 28, 2021

3.3 Climate Change

Climate change is a global phenomenon observable since approximately the mid-twentieth century at rates exceeding normal natural patterns. Global temperature rise is perhaps the best known measure of climate change with most change occurring over the past 40 years according to NASA.

Global temperatures have so far risen approximately 1.18 degrees Celsius since the late 19th century. Oceans have warmed by approximately 0.6 degrees Celsius, since 1969. The Greenland Ice Sheet has lost approximately 279 billion tons of ice per year between 1993 and 2019 while the Antarctic Ice Sheet has lost approximately 148 billion tons per year. Arctic sea ice is declining. Glaciers are retreating. Snow cover has reduced in the past five decades and melts earlier. Global sea level rose approximately 20 cm in the last century and is accelerating. Extreme weather events have become more common since 1950. Ocean surface acidity has increased approximately 30% since the Industrial Revolution.⁴

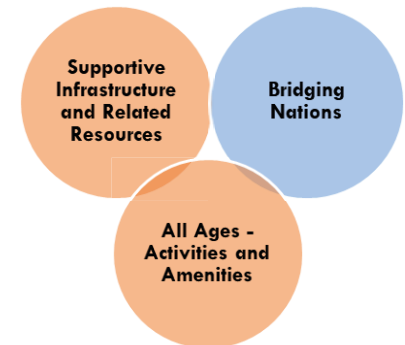
Changing climate patterns will need to be considered by communities over the coming years. This will have impacts related to planning and implementation of the MCAP.

3.4 Missing and Murdered Indigenous Women and Girls and Two-Spirited Calls for Justice

The Missing and Murdered Indigenous Women and Girls and Two-Spirited Calls for Justice were released in 2021 and followed by a National Action Plan in the same year. These Calls for Justice call upon all governments, industries, institutions, services, and partnerships, and all Canadians to implement the actions.

These Calls for Justice include actions to reduce marginalization of Indigenous women, girls, and 2SLGBTQIA people, promote their cultural inclusion and “cultural safety,” promote Indigenous language instruction, provide more funding, form more partnerships with Indigenous groups, and promote greater security, among other things. The Calls for Justice include calls for action by all governments. These Calls for Justice are centered around Human and Indigenous Rights and Governmental Obligations; Culture; Health and Wellness; Human Security; and Justice.⁵

RELATED ACTION AREAS



⁴NASA. *Global Climate Change: Vital Signs of the Planet*. <https://climate.nasa.gov/evidence/> Accessed July 28, 2021

⁵ Calls for Justice: <https://www.mmiwg-ffada.ca/final-report/for-justice>: <https://www.mmiwg-ffada.ca/final-report/>

3.5 New Partnerships

Through the MCAP, there are a number of partnerships that have been ignited and strengthened in the community through existing and new organizations and initiatives. Two successful collaborations that resulted directly from the efforts of the MCAP include the Prince Albert Urban Indigenous Coalition and the Community Building Youth Futures Prince Albert.



3.5.1 Prince Albert Urban Indigenous Coalition (PAUIC)

The Prince Albert Urban Indigenous Coalition (PAUIC) was formed in 2017 through an engagement process led by the City of Prince Albert. There is participation from over 80 Indigenous and non-Indigenous community groups and members. PAUIC holds open monthly meetings for members and the public to come together and share cultural teachings and information.

The PAUIC leads reconciliation efforts in the Prince Albert region to improve the wellbeing of community members. This includes working on inter-agency development, creating cultural awareness and events, and working on collective community actions and initiatives. The PAUIC has formed a partnership with the long-standing Community Networking Coalition (CNC). Together, the Coalitions connect 500+ community-based organizations (health, education, police, social, cultural, and more) to share and learn from one another, created and regularly update a comprehensive community directory of programs and services, developing a Community Social Action Plan, and lead the formation of Community Building Youth Futures Prince Albert.

The PAUIC and CNC have been recognized for their work in the community and furthering reconciliation in Prince Albert. The PAUIC is supported by the Government of Canada Indigenous Services Canada.



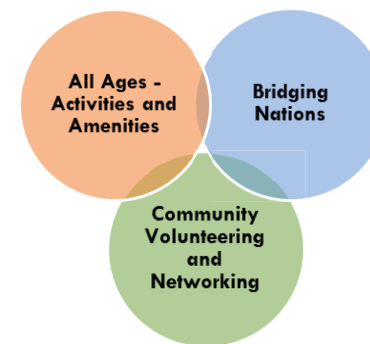
3.5.2 Community Building Youth Futures Prince Albert (CBYF PA)

Community Building Youth Futures Prince Albert (CBYF PA) was established in 2020 in collaboration with PAUIC and the CNC. CBYF PA is one of 13 communities across Canada selected to participate in this initiative.

CBYF PA is a circle of youth leading youth. Through a community developed action plan, CBYF PA is implementing actions including identifying opportunities to spread the word and engage with other youth, provide youth with access to technology to reduce the digital divide, provide connections to Elders and Knowledge Keepers to share cultural teachings, and identify gaps and opportunities related to services and programs in the community specifically for youth. CBYF PA also supports local community events, including Prince Albert Pride, Heart of the Youth Community Powwow, and Voices of Our Youth Conference.

The goal of this initiative is to address education and employment barriers for youth in the community. This initiative is funded by the Government Canada with support through the Tamarack Institute.

RELATED ACTION AREAS



4 MCAP REFRESH APPROACH

4.1 Engagement

MCAP Working Group members, the community, and stakeholders were asked to provide input into the MCAP Refresh process through online surveys, meetings, and focus group sessions. These are summarized in the graphics shown on the right.

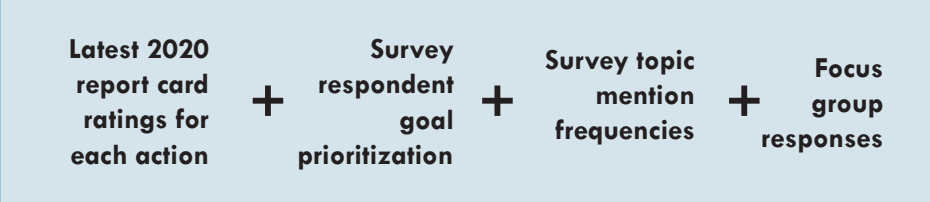
The MCAP Refresh was grounded in an Appreciative Inquiry approach. This approach was utilized to develop the MCAP and continues to be used through the implementation.

KEY QUESTIONS FROM ENGAGEMENT

- ? *Thoughts about culture in Prince Albert today?*
- ? *How did the MCAP perform between 2016 & 2021?*
- ? *What are your hopes and key priorities for MCAP and culture in Prince Albert over the next five years?*

4.2 Action Prioritization

To determine MCAP priorities over the next five years, the following was taken into consideration:



The action items were then sorted into four groups based on the need to maintain or renew engagement, and to maintain or improve performance. Those that require attention to improve performance have been identified as a priority.

4.1.1 Online Surveys

1. Working Group Survey
2. Community Wide Survey

2 Surveys distributed

57 People engaged

4.1.2 Working Group Meetings

The MCAP Working Group was presented with survey findings and **identified:**

2 Meetings held

- The need to capture diverse voices in the community to inform priorities
- Targeted focus groups would be valuable

4.1.3 Targeted Focus Groups

- Mann Art Gallery Members and Artists
- P.A Multicultural Council, YWCA, and Newcomers
- P.A Historical Museum Membership and Board
- Youth and LGBTQ2S+
- The Business Community

5 Focus groups held

28 People engaged

2021
MAY

JUNE

JULY

5 MCAP REFRESH COMMUNITY VOICE – SUMMARY OF FINDINGS

The MCAP Working Group, community members, and key stakeholders contributed to the MCAP Refresh through meetings, focus group sessions, and an online survey. The key findings are summarized below.

All ten MCAP Action Areas were validated as important to the community.

More specifically, references related to Performing, Visual, and Mixed Arts, Supportive Infrastructure and Related Resources, Bridging Nations, The River and Natural Surroundings/Places, and Business, Industry, and Innovation were common. Cultural and artistic events, and venues were given as examples. Supporting infrastructure, and to an extent, the Arts are seen as a means to celebrate Prince Albert’s diversity, the river, community building, and heritage.

This is further validated in survey results when the community and Working Group members were asked to rate the relevancy of each of the respective 13 Goals. A scale of 1 to 5 was used, where 1 is not at all relevant and 5 is very relevant.

Goals 4, 5, and 2 were identified as the highest ranked goals (see table on the right). These link to the MCAP Action Areas Bridging Nations and The River and Natural Surroundings/ Places. This trend was echoed in other questions on what the word “culture” meant to the respondents, and what stood out to them over the past five years.

MCAP Goals	Avg. Score
Ensure that all nations, communities, newcomers, and individuals are welcomed and celebrated in the community (Goal 4)	4.5
Promote and communicate cross cultural understanding and learnings across nations, communities, newcomers, and individuals (Goal 5)	4.5
Enhance and showcase the riverfront to promote the natural elements of Prince Albert and surrounding area (Goal 2)	4.5
To collaborate with various community groups and organizations to foster the retention and expansion of cultural activities, amenities, and programming for all ages to ensure everyone has access locally to opportunities in a fair and equitable manner (Goal 7)	4.4
Ensure a culturally vibrant community by supporting existing volunteers and organizations and promoting new partnerships. (Goal 6)	4.3
Continue to invest in cultural initiatives and support other organizations and individuals that strive to make Prince Albert a vibrant cultural community. (Goal 11)	4.3
Utilize current amenities and park spaces as focal points of the community to provide centralized activities and events. (Goal 3)	4.2
Recognize, strengthen. And honour the artistic and cultural community and the significant role it plays in developing and enhancing Prince Albert’s cultural make-up and identity and beyond. (Goal 9)	4.2
Strengthen and enhance the downtown as a major cultural and economic hub to create a culturally vibrant community. (Goal 10)	4.2
Ensure food remains accessible and affordable and encourage local food production and availability of ethnic food. (Goal 12)	4.1
Honour the past and provide a balance in this narrative of both the positives and the challenges that have occurred when sharing our story. (Goal 1)	4.1
Ensure cultural aspects are considered in infrastructure and related resource development. (Goal 13)	4.0
Support and celebrate the value of sports and recreational programming, activities, and initiatives and the role they play in enhancing Prince Albert’s cultural identity and make-up. (Goal 8)	4.0

- **Support for existing and new cultural events and gatherings**

- o Many shared examples of existing events such as Winter Festival, Tapastrama, dance, art walks, art shows, powwows, Culture Days, and National Indigenous Peoples' Day.
- o A need for additional cultural events and gatherings to bring together many cultures to celebrate and provide opportunities for cross-cultural understanding was also identified.
- o The need for on-going support, funding, and promotion of existing and new events was highlighted.

- There is a need for **safe cultural spaces** across the community. This includes spaces to practice and celebrate different cultures, and to gather to share and learn

- o Venues such as EA Rawlinson Centre for the Arts, Prince Albert Arts Centre, the Mann Art Gallery, the Museum, Exhibition Grounds, and the Farmers' Market were mentioned as important cultural facilities and amenities in the community.
- o There was also identification of the need for new cultural venues in Prince Albert: an Indigenous Cultural Centre; a Multi-Cultural Centre; and a youth specific centre.

- Prince Albert's **diversity and heritage** was highlighted when thinking about Prince Albert's culture

- o Many referenced the multi-cultural make-up of the community and specifically mentioned the Indigenous, Francophone, and newcomer populations. More inclusion and partnerships with these cultures was supported.

- It is important for **culture to be incorporated into all aspects of the community**

- o This includes consideration for providing opportunities to come together to identify and remove barriers in the community, providing basic needs, and addressing social challenges such as homelessness.
- o It was shared that accessibility and transportation barriers limit access to community amenities and events and should be addressed.

"Cultural activities give 'heart' and build heart in our city."



"A lot of people have not been in the downtown in years... ...Partnering with other people who will use the area to showcase varying art shows and entertainment and so on. **Downtowns are built on having people.**"

Focus Group and Survey Quotes



MCAP Refresh Addendum 2021

"Investing in arts plays huge benefits in the social development and futures of our children. It supports healthy living across all ages and stages of our population."

- **Partnerships can be further enhanced in the community to support arts and culture**

- o Examples of where partnerships can be strengthened were provided and include educational institutions, orders of government, funders, and the business community.
- o Specific to the business community, partnerships with the Chamber of Commerce and the Prince Albert Regional Economic Development Authority were identified as opportunities that have not been developed to their full potential.

- **Continued improvements in the downtown and on the riverfront**

- o MCAP implementation efforts and improvements to the downtown and on the riverfront were recognized. This includes past initiatives such as interpretive signs and upgrades to the bandstand. Continuous improvements to the riverfront to make it a safe, clean, beautiful, gathering place was identified as a priority.
- o Partnerships with the downtown businesses will help to create safe spaces and employment opportunities for all backgrounds, ages, and abilities. Participants suggested this will attract more people to the downtown and riverbank.

- **Impacts of COVID-19 on culture in Prince Albert**

- o The public health orders restricted the ability for people to gather and resulted in the cancelation of events and activities, and transition to online.
- o While there were impacts on the arts and cultural sector, many shared about the adaptability and resilience of the community and excitement to come back together again in-person through events and gatherings to celebrate culture.

- **Acknowledgment of the importance of the MCAP and its associated efforts and initiatives to-date and the continued need for City support and funding**

- o Those who heard or knew of the MCAP considered it an important document that has strengthened the cultural community in Prince Albert.
- o Community-based organizations have found MCAP helpful in delivering programs and activities, reducing duplication of services and programs through coordination, and enhancing partnerships.
- o The Arts and Cultural Coordinator position was identified as integral to this success along with the City of Prince Albert's financial and human resources support.
- o Participants agreed resources for MCAP must continue into the future and there is opportunity for growth in this area. This will help organizations leverage other funding opportunities to provide programming, events, and initiatives and ensure they continue in the future.

“It is just having the City invested. If we didn't have this, many of these projects would not happen. **The MCAP investment is something that we need to grow and strengthen.** It is definitely something that we need to continue.”



6

ACTION PRIORITIZATION OVER THE NEXT FIVE YEARS

The Refresh process, as outlined in Section 4: Municipal Cultural Action Plan Refresh Approach, was used to identify MCAP priorities to focus on over the next five years. Areas experiencing higher performance need to be maintained, while areas experiencing low performance need to be strengthened and elevated over the next five years. Engagement through the surveys and focus groups was also taken into account in assigning priority Actions for each Action Area.

All Action Areas established in the 2016 MCAP remain relevant to Prince Albert's cultural development, as demonstrated through both the focus group and survey engagements. Action Areas and associated actions requiring additional attention over the next five years are summarized in the tables below along with the following details identified for each Action:

- **Measures of success (indicators)** are tools or instruments for evaluation used to measure desired performance levels in a sustained and objective way. Indicators describe what needs to be measured to describe desired performance or success.¹
- **Potential lead organizations and partners** are suggested as primary responsible groups to work with to pursue each Action.

The City of Prince Albert Administration together with the MCAP Working Group and through on-going feedback from the community will use this Refresh Addendum to create operational work plans and related budgets, further identifying additional metrics, partners, and timeframes to accomplish the actions.

¹ Canadian Urban Institute. *Municipal Cultural Planning Indicators and Performance Measures. Guidebook. 2011.*
<https://canurb.org/wp-content/uploads/CUIPublications.MunicipalCulturalPlanning.pdf>

Supportive Infrastructure and Related Resources

PARTNERS/LEADS

- CoPA
- Planning & Dev't
- PADBD
- Public Works
- Community Services
- Private Sector
- Police

Action 10.1

Focus on opportunities to improve infrastructure in the Downtown Riverfront area to create a vibrant cultural hub.

How will we know if we're successful? (Indicators)



Municipal expenditure on infrastructure downtown and along the riverfront



Positive community feedback on downtown cultural infrastructure



Downtown event space is well utilized



Downtown is safe from crime



Available downtown event venue space



Policy that removes barriers to having flexible sidewalk cafes and patios

Action 10.2

Improve transportation networks that include multi-modal options such as walking and cycling (balance and access).

How will we know if we're successful? (Indicators)



Quality and maintenance of trails and multi-modal transportation networks



Length of trail and multi-modal transportation network



People using active transportation (bike, walking trails)

- CoPA
- Public Works
- Community Services
- Planning & Dev't
- Rotary Club
- Minor Sport/Rec
- Community Associations

Supportive Infrastructure and Related Resources

PARTNERS/LEADS

- CoPA
- Planning & Dev't
- Public Works
- Community Services
- Tourism
- Community
- PAAB
- CBOs
- Public Arts
- Service Clubs
- Planning District
- PAUIC
- CBYF PA

Action 10.4

Create a cultural corridor (2nd Avenue West, Highway 2) showcasing multiculturalism.

How will we know if we're successful? (Indicators)



Presence of cultural amenities, industries, services, events, and activities in the corridor



Municipal operating and grant expenditures on cultural corridor activities and infrastructure



Extent of multicultural signage in the corridor

Action 10.5

Explore creative design for new infrastructure projects where appropriate.

How will we know if we're successful? (Indicators)



Creation of artistically customized infrastructure design projects



Infrastructure design partnerships with local artists and groups

- CoPA
- Planning & Dev't
- Community Services
- Public Works
- PADBID
- Fire
- Police

**PARTNERS/
LEADS**

- CoPA
- PAGC
- PAUIC
- Police
- Fire
- Community
- CBOs
- RCMP
- Correctional Services
- Educational and Social Institutions and Agencies
- Community Services
- Tourism
- CBYF PA

- CoPA
- Community
- CBOs
- Educational, Health, and Social Agencies
- Tourism
- Sports and Recreation

Action 3.2

Promote the community's unique sense of place, including our cultural make-up and identity.


How will we know if we're successful? (Indicators)

 <p>Anti-racism and discrimination programming, training, and education</p>	 <p>Activities, events, and programs that focus on relationship building and cross-cultural understanding (e.g. Culture Days, Powwows, other)</p>
 <p>Municipal funding for organizations promoting cross-cultural understanding</p>	 <p>Positive public feedback regarding PA's cultural make-up, and identity</p>

Action 3.4

Ensure newcomers are welcomed into the community.

How will we know if we're successful? (Indicators)

 <p>Programs, activities, and amenities for newcomers</p>	 <p>Newcomers served by supporting programs, activities, and amenities</p>	 <p>Multilingual program and service information availability</p>
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**PARTNERS/
LEADS**

- CoPA
- Community
- PAGC
- Métis Region/Local
- PAUIC
- FSIN
- CBOs
- Faith-Based Organizations
- Educational, Health, and Social Agencies
- Police
- Community Services
- Planning & Dev't

Action 3.5

Acknowledge and honour the process and outcomes of the Truth and Reconciliation Commission of Canada (TRC).

How will we know if we're successful? (Indicators)



Municipal support for initiatives related to the Calls to Action



TRC memorials established, specifically downtown



Community engaged with TRC



Victim services specific to Indigenous people are offered



Municipal partnerships and relationships with Indigenous organizations

River and Natural Surroundings/ Places

**PARTNERS/
LEADS**

- Community Services
- Planning & Dev't
- Public Works
- Community
- PADBID
- Historical Society
- CBOs
- Tourism
- PAUIC
- PAGC
- Métis Region/Local
- Police
- Fire

Action 2.1

Promote the riverfront as a cultural focal point that can host community-wide events and activities.

How will we know if we're successful? (Indicators)



Events and activities hosted on the riverfront



Clean riverfront image



Attendance at riverfront events and activities



Expand riverfront connectivity



Improved visibility along the riverfront



Increased safety along riverfront

River and Natural Surroundings/ Places

PARTNERS/ LEADS

- CoPA
- Planning & Dev't
- Public Works
- Community
- PADBID
- CBOs
- PAAB

Action 2.2

Explore creative and 'out-of-the box' opportunities to showcase the riverfront.

How will we know if we're successful? (Indicators)



Recreational and active transportation river crossings



Availability and use of event space along the riverfront

Action 2.4

Complete Rotary Trail system to link to Little Red River Park.

How will we know if we're successful? (Indicators)



Land acquired to complete the trail network and connections



Connection established between Rotary Trail, the Little Red River Park, and the City



Rotary Trail is completed and maintained

- CoPA
- Planning & Dev't
- Community Services
- Private Sector

**River and
Natural
Surroundings/
Places**

**PARTNERS/
LEADS**

- CoPA
- Planning & Dev't
- Community Services
- Public Works
- PAUIC
- Métis Region/Local
- PAGC
- Multicultural Council
- CBOs
- PAAB
- Police
- Fire
- Regional Partners

Action 2.5

Focus attention on Little Red River Park as a cultural asset.

How will we know if we're successful? (Indicators)



Park attendance



Cultural activities, initiatives,
and events at Little Red
River Park



Municipal support for
programming and activities at
Little Red River Park



Increased safety at Little
Red River Park



New infrastructure installed

**Community
Volunteering
and
Networking**

**PARTNERS/
LEADS**

- CoPA
- Community Services
- Planning & Dev't
- MCAP Working Group
- PADBID
- CBOs

- CoPA
- Community Services
- CBOs
- School Divisions
- Tourism

Action 4.3

Link cultural planning initiatives with other community programs and policies.

How will we know if we're successful? (Indicators)



New programs and policies consistent with MCAP goals



Collaboration on MCAP and culture facilitated by the MCAP Working Group

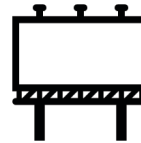
Action 4.4

Maintain and increase participation in new and existing all-inclusive events.

How will we know if we're successful? (Indicators)



Number of all-inclusive events



Promotional materials related to events



Municipal investment in events through MCAP



Increased participation in all-inclusive events

**PARTNERS/
LEADS**

- CoPA
- Community Services
- Corporate Services
- Health Authority
- Educational Institutions
- Community Associations
- CBOs
- Police
- Faith-Based Organizations

**Action 4.5
Celebrate the strong volunteer community.**

How will we know if we're successful? (Indicators)



Volunteer participation
in community cultural
organizations



Increase of listings in
volunteer database

**Performing,
Visual, and
Mixed Arts**

**PARTNERS/
LEADS**

- ACC
- Community Services
- MCAP Working Group
- Tourism
- School Boards
- PAGC
- CoPA
- Community
- Educational Institutions
- CBOs
- PAAB
- Mann Art Gallery

Action 7.2

Promote the arts through awareness raising events and initiatives.

How will we know if we're successful? (Indicators)



Municipal support for arts and cultural events



Artwork displayed at supported facilities



City of PA Arts and Cultural Coordinator position is maintained



Supports, programming, and initiatives for artists



Engagement and partnerships with artists



Increase in arts events promotion and awareness

**Performing,
Visual, and
Mixed Arts**

**PARTNERS/
LEADS**

- ACC
- Community Services
- CoPA
- Tourism
- CBOs
- PAUC

Action 7.4

Complement community festivals and activities with cultural events/ programming.

How will we know if we're successful? (Indicators)



Cultural events/programs held in conjunction with community events



Working partnerships between community-based and cultural organizations

Action 7.6

Grow and develop the arts and cultural industries, including through infrastructure improvements.

How will we know if we're successful? (Indicators)



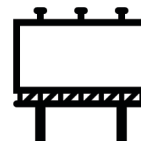
Expanded cultural programs supporting the cultural sector



Growth of the arts and culture sector



Infrastructure supports for the arts and culture sector



Promotion of the arts and culture sector

- Community Services
- CoPA
- CBOs
- Public Works
- Planning & Dev't
- Tourism

Our Heritage






**PARTNERS/
LEADS**

- CoPA
- Planning & Dev't
- Historical Society
- PAAB
- PAUIC
- PAGC
- Métis Region/Local
- Community
- PADBID
- Public Works

Action 1.3

Raise Prince Albert's profile as a cultural hub through heritage preservation policy.




How will we know if we're successful? (Indicators)

 <p>Heritage resources are identified and preserved</p>	 <p>Named streets, parks, and civic assets reflect Prince Albert's history and cultural diversity</p>	 <p>PA has a healthy heritage sector</p>
 <p>Events and activities that celebrate Prince Albert's heritage</p>	 <p>Attendance at heritage venues, such as museums</p>	

Action 1.4

Conserve heritage resources and PA's sense of place in development and redevelopment.

How will we know if we're successful? (Indicators)

 <p>Redevelopment initiatives that preserve heritage resources</p>	 <p>Promote private investment in heritage buildings</p>	 <p>Heritage properties are maintained in good condition</p>
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- CoPA
- Planning & Dev't
- Community Services
- PADBID
- Public Works

**PARTNERS/
LEADS**

- Community Services
- CoPA
- Tourism
- Planning & Dev't
- CBOs
- Chamber
- PADBID
- PAREDA
- Private Sector

- CoPA
- Planning & Dev't
- Chamber
- PADBID
- PAREDA
- Tourism
- Private Sector

Action 8.2

Focus on cultural investment in key areas.

How will we know if we're successful? (Indicators)



Destination Marketing Fund is maintained and grows



Available funding grants for community organizations, programs, and events



Local business sponsorship for cultural programs and activities

Action 8.3

Encourage entrepreneurship.

How will we know if we're successful? (Indicators)



New enterprises and start-ups thrive



Employment at local enterprises



New incentives for entrepreneurship



Youth entrepreneurship opportunities



Senior and Elder entrepreneurship opportunities

**PARTNERS/
LEADS**

- Tourism
- Planning & Dev't
- Community Services
- CoPA
- City Manager's Office
- CBOs
- Various Agencies

Action 8.4

Explore creative developments that add to the cultural vibrancy of Prince Albert.

How will we know if we're successful? (Indicators)



PA culture attracts increased tourism



Supports for new and non-traditional cultural initiatives

**All Ages -
Activities and
Amenities**

**PARTNERS/
LEADS**

- CoPA
- CBYF PA
- Community Services
- Planning & Dev't
- Police
- Community
- Regional Partners

Action 5.1

Focus on inclusionary cultural programs, services, amenities, and initiatives that embrace the diversity of the neighbourhood.

How will we know if we're successful? (Indicators)



Welcoming and safe space is available for youth programming in all neighbourhoods



Support and space for accessible multi-generational cultural activities



Space for all-ages cultural programming in the downtown riverfront

Action 5.2

Build cultural capacity in youth and strengthen their access to art, culture, and heritage.

How will we know if we're successful? (Indicators)



Increased access to cultural education programs for youth



Increased access to youth mentorship programs



Participation in after school arts programs

- CoPA
- Community Services
- CBYF PA
- Educational Institutions
- Private Sector
- PAGC

**All Ages -
Activities and
Amenities**

**PARTNERS/
LEADS**

- CoPA
- Community
- PAGC
- Métis Region/Local
- Educational Institutions
- Faith-Based Organizations
- CBYF PA
- CBOs
- Community Services

Action 5.3

Create neighbourhood cultural nodes providing programming and activities for all ages.

How will we know if we're successful? (Indicators)



Support for community-based organizations serving youth



Arts education offered in schools



Increased access to arts and cultural events and programs for seniors and Elders



Cultural programming and activities are accessible in all neighbourhoods



Cultural and recreational facilities are accessible to all ages and abilities

Action 5.4

Create new spaces and programming for young adults.

How will we know if we're successful? (Indicators)



Young adult participation in cultural programs and activities



Space for young adult programming, particularly in the downtown



Private enterprises catering to the young adult demographic

- Community Services
- ACC
- Tourism
- CBO
- CoPA
- PAUIC

Sports and Recreation

**PARTNERS/
LEADS**




- CoPA
- Sports and Recreational Organizations
- PADBID
- Community Associations

- CoPA
- Public Works
- Planning & Dev't
- Community Services
- Private Sector
- Educational Institutions

Action 6.4

Create opportunities to bring recreational programming to the core of the city.



How will we know if we're successful? (Indicators)

 <p>All-season, indoor and outdoor recreational space downtown</p>	 <p>Increase recreational programs in the downtown</p>	 <p>Population engaging in moderate or greater physical recreational activity</p>
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Action 6.5

Improve existing recreational amenity infrastructure.

How will we know if we're successful? (Indicators)

 <p>Existing recreational amenities are maintained</p>	 <p>Recreational amenity attendance</p>	 <p>All-season, outdoor recreational space</p>
 <p>Indoor recreational space</p>	 <p>Transportation accessibility to existing recreational amenities</p>	

**PARTNERS/
LEADS**

- Planning & Dev't
- CBOs
- Chamber
- PADBID
- Tourism
- Community
- Private Sector

Action 9.1

Celebrate the diversity of food and food related products, services, and related amenities.

How will we know if we're successful? (Indicators)



Increase in food related services and amenities in Prince Albert



Increase in food related events



Creation of new restaurants and food amenities



The farmers' market and other food vendors are maintained and grow



Prominence of the local food economy

7 MOVING FORWARD

The City of Prince Albert has been recognized locally and provincially for its cultural planning efforts through the Municipal Cultural Action Plan. Culture in Prince Albert is about creating a place for everyone. It is through the relationship building amongst people that has resulted in successful tangible outcomes – events, artwork and installations, programming, infrastructure, and more. This was recognized and validated through this Refresh process and will continue to guide MCAP implementation for the next five years.

The funding and resources the City of Prince Albert has committed to arts and culture in the community is appreciated. Culture is something that is weaved throughout the community. As we move towards a post-pandemic world, growing this cultural investment and building on the legacy is integral.

MCAP will continue to be measured and evaluated on an annual basis over the next five years. At the ten-year mark, it is recommended that the plan be fully updated and informed by the actions measured through the MCAP evaluative framework and on-going engagement.



Photo courtesy of the Mann Art Gallery

Prince Albert Municipal Cultural Action Plan
2022 Budget Initiatives

Updated: Apr.12, 2022



2021 Action/Initiative	Theme/Goal Reference	Action/Initiative Detail	Timeline	2022 Budget	SaskCulture CCEP	Actual to date
EXPENSES						
Event Support - MCAP Event Micro Grant (that are not receiving other COPA supports i.e. Waiving of Fees; DMF; CGP)	Our Heritage; The River & Natural Surroundings/Places; Performing, Visual & Mixed Arts; Supportive Infrastructure & Related Resources; Food and Food Related/Culinary Culture; All Ages - Activities, Amenities, Programming;	Support to new, emerging or developing special events that animate public spaces (includes virtual option). Events that are not receiving other COPA supports i.e. Waiving of Fees; DMF; CGP. \$500-\$750 max.	Ongoing	\$5,000.00		
Cultural Diversity, Equity and Inclusion Grant	Bridging Nations; Our Heritage	This grant will support community initiatives and projects that ensure that equity, diversity and inclusion are thoughtfully considered and build intercultural awareness and understanding in the community	Ongoing	\$5,000.00		
Culture Days Free Events	Our Heritage; Bridging Nations; All Ages - Activities, Amenities, Programming; Performing, Visual & Mixed Arts; Industry, Business & Innovation; Food and Food Related/Culinary Culture	Support the Culture Days events for 2022. Theme is Culture Days 2022: Connecting, Caring, Celebrating. Sept.23-Oct.7, 2022.	Culture Days: September 23-October 7	\$7,000.00		
Marketing Prince Albert Positives & Culture	Our Heritage; The River & Natural Surroundings/Places; Performing, Visual & Mixed Arts; Supportive Infrastructure & Related Resources; Food and Food Related/Culinary Culture; All Ages - Activities, Amenities, Programming;	culturecatch monthly or more sharing positive news stories; Photography; possibly Video	Ongoing	\$1,500.00		
Cultural Protocols	Bridging Nations; Our Heritage	Funding for cultural protocol related expenses such as tobacco, cloth, Knowledge Keeper consultation meetings, etc.	Ongoing	\$1,500.00		
Community Reconciliation initiatives	Bridging Nations; Our Heritage	Canada Day Reconciliation Ceremony; Training/Education	July 1 - Canada Day Event	\$1,500.00		
Indigenous Naming Initiative	Our Heritage; Bridging Nations	Name one space every 1-2 years. Focus on grandmothers in 2022.		\$4,000.00	Yes	
Diversity and Multicultural Awareness Initiatives	Bridging Nations; Food Related/Culinary Culture	Cultural Celebrations sharing/education posts (\$3000); Integrating activities/supports for newcomers in City run programs and facilities; Newcomers & Indigenous relationship building through art; Anti-Racism initiatives; embracing differences project	Ongoing	\$4,000.00		\$24.96
Support non-profit and cultural organizations training and networking opportunities (i.e. volunteers, grants,)	Performing, Visual & Mixed Arts; Industry, Business & Innovation; All Ages - Activities, Amenities, Programming; Community Vitality & Networking	Training Topics: Diversity, Equity and Inclusion; Evaluation		\$1,500.00		
Provide specialized/targeted funding for unique opportunities that create sense of place like moveable furniture; outdoor heritage/cultural signage; functional and/or portable public art.	Supportive Infrastructure & Related Resources; Industry, Business & Innovation; Performing, Visual & Mixed Arts; Our Heritage; The River & Natural Surroundings/Places	Examples of projects (won't be all of them): 2nd Ave Public Art Project/Entrances public art (aluminum or painted plant pots or both); Crosswalk Art; Mural project with SCIC (postponed from 2021); Potential Partnership initiatives with business community - PA Tourism/PAREDA, PADBID, Chamber; Play in a Park (June 15)		\$12,000.00		
Little Red River Park master plan initiatives that grow the park's culture	Our Heritage; The River & Natural Surroundings/Places; Performing, Visual & Mixed Arts; Supportive Infrastructure & Related Resources; Food and Food Related/Culinary Culture; All Ages - Activities, Amenities, Programming; Community Vitality & Networking	Install signage at Little Red (done last year)/Ceremony; Crokicurl?; Increased signage (especially wayfinding to park); LRRP Master Plan priorities?	Spring 2022	\$1,000.00		

Supporting Professional and Developing Artists - Artists in Communities	Performing, Visual & Mixed Arts; Industry, Business & Innovation; All Ages - Activities, Amenities, Programming; Community Vitality & Networking	Support professional Artists and community organizations to provide opportunity for community to engage with the arts through Artist lead projects. Goal to lead to residencies.		\$45,000.00		\$12,602.78
Develop a Riverbank Working Group and immediate actions	Our Heritage; The River & Natural Surroundings/Places; Performing, Visual & Mixed Arts; Supportive Infrastructure & Related Resources; Food and Food Related/Culinary Culture; All Ages - Activities, Amenities, Programming;	Riverbank Working Group and initiatives; Connectivity to LRRP		\$0.00		
Work with the Transportation area of COPA Public Works and others to tackle barriers.	All Ages - Activities, Amenities, Programming; Community Vitality & Networking; Industry, Business & Innovation	Meet with the City's Transportation area of Public Works to discuss transportation barriers and issues and work towards solutions		\$0.00		
OPERATIONAL ACTIONS						
Cultural Inventory	Performing, Visual & Mixed Arts; Industry, Business & Innovation; All Ages - Activities, Amenities, Programming; Community Vitality & Networking; Supportive Infrastructure & Related Resources	Work with PAUIC, possibly CBYF and Prairie Wild to update the Cultural Inventory and add it to the COPA website	Spring	\$2,500.00	Yes	
MCAP continues promotion and awareness building	All Themes and Operational	Annual Report (4 page)	Ongoing	\$500.00		
Ongoing internal evaluation of the MCAP	Operational	Prairie Wild documentation/tracking/metrics development	Ongoing	\$2,500.00		
MCAP continued communication, promotion, awareness building, and collaboration and support across community organizations	Operational	Working Group meeting costs such as coffee, lunch, etc. - 1-2 in person	Ongoing	\$500.00		\$88.80
Total Expenses				\$95,000.00		\$12,716.54
REVENUE						
COPA				\$40,000.00		\$40,000.00
SaskCulture CCEP Carry Over from 2021				\$0.00		\$0.00
SK Arts Artists in Communities Project Grant Carry Over From 2021				\$10,000.00		\$10,000.00
SK Arts Artists in Communities Project Grant Carry Over General				\$10,000.00		\$10,000.00
Community Initiatives Fund for Artists in Communities				\$25,000.00		\$20,000.00
SaskCulture Culture Days Sponsorship (NOT guaranteed)				\$5,000.00		
SaskCulture CCEP Grant 2022 (NOT guaranteed)				\$5,000.00		\$3,750.00
Total Revenue				\$95,000.00		\$83,750.00



PRINCE ALBERT
MCAP
MUNICIPAL
CULTURAL
ACTION PLAN

April 2022 Update



TOWARDS RECONCILIATION

- River Street Signs in our 6 local Indigenous languages
- Virtual Canada Day (PAMC)
- Sisters in Spirit Monument (PAGC Women's Commission)



TOWARDS RECONCILIATION

- Orange Shirt Day Design
(Artist Ailah Carpenter)
- National Day for Truth and
Reconciliation/Orange
Shirt Day Education Video
(PAUIC/CBYF)



PRINCE ALBERT
MCAP
MUNICIPAL
CULTURAL
ACTION PLAN



CULTURE DAYS 2022

24 events throughout the City between Sept.24 and Oct.24

- P.A. Design a Shirt School Contest
- Downtown Public Art Tour
- Tapestrama
- Paint in the Park
- Journaling Workshop ... and many more!
- #7 in most events for population (this and Cities are 2 categories)

CULTURE DAYS

PRINCE ALBERT SASKATCHEWAN

SEPT 24 - OCT 24
CULTURE DAYS
Prince Albert

Events Calendar

RE:IMAGINE

CULTURE DAYS SEPT 24 - OCT 24
Prince Albert
RE:IMAGINE THE POSSIBILITIES!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
All Month: <ul style="list-style-type: none"> • Community Culture Chalkboard (Prince Albert Arts Centre) • Mann Art Gallery Exhibits • John V. Hicks Gallery Exhibits (Prince Albert Arts Centre) • Grace Campbell Gallery Exhibit (Library) • Downtown Historical Walking Tour (self-guided) • Prince Albert Public Library: A to Z World Food (Facebook) 						Location Legend: <ul style="list-style-type: none"> • Prince Albert Arts Centre • Mann Art Gallery • Prince Albert Historical Museum • YWCA Wesley • Downtown Prince Albert • Gateway Mall • Kinsmen Park • Virtual • Little Red River Park/Knotty Pine Bistro • John M. Cuelenaere Library • Other
12 to 7 pm Tapestrama			10:30 am Kyle Charles (Comic Artist) Presentation			*12 to 7 pm Tapestrama *10 am to 5 pm Downtown Sidewalk Sale *2 pm Downtown Public Art Tour *9 am to 5 pm Free Admission to the Historical Museum *1 to 4 pm Community Mural Historical Museum Project Kick Off *12 to 3 pm Imagine: Out of the Box Thinking *12 to 3 pm Urban Art Tour
*1:30 pm Herbal Plant Walk *3-5 pm Paint in the Park	*11:30 am to 1:30 pm RE: Imagine Fashion *2 pm AND 7 pm NFB Sixties Scoop Film - Birth of a Family *8:30 am to 9 pm National Sixties Scoop Exhibit	7 pm Journaling Workshop		5-7 pm Thanksgiving Culture Art		1-3 pm Mann Art Gallery Vault Tour & Art Activity
		6 to 8 pm South Asian Cooking Class		6 to 9 pm Try Pottery		
*3 pm Journaling Workshop (Zoom) *Saskatchewan Library Week: Oct.17 to 23 Rising Above videos on PAFL website and Facebook				*5-7 pm Halloween Culture Craft *1-3 pm Youth Art Workshop with Diana Chabros *6:30 pm Closing Reception for Dianna Chabros' Samskara Exhibit *Lunafest 7:00 pm (partner with YWCA)		*1 to 4 pm Screen Printing Workshop *2 pm Historical Museum Community Mural Reveal

TOP PARTICIPATING COMMUNITY

CULTURE DAYS

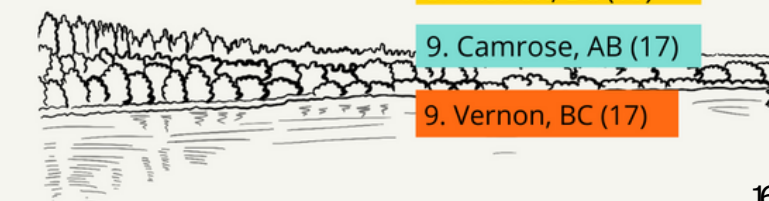
COMMUNITIES WITH THE MOST EVENTS IN 2021.

1. Canmore, AB (36)
2. Scugog, ON (34)
3. Minto, ON (32)
4. Yorkton, SK (29)
5. Flin Flon, MB (28)



Rural & Small Towns

6. The Pas, MB (25)
7. Prince Albert, SK (24)
8. Mission, BC (19)
9. Camrose, AB (17)
9. Vernon, BC (17)



ARTISTS IN COMMUNITIES

- Coordinator
- Mentor
- 4 Artists
- Several Community Organizations
- 1 month Exhibit (April) at the John V. Hicks Gallery,
Prince Albert Arts Centre





UTILIZING THE OUTDOORS

During the pandemic and public health orders for limiting contact and social distancing, our great outdoors were, and still are, the place to be!

Examples of creative outdoor programs and opportunities included:

- Playground Program
- Showcasing the Playground Program and Children's Art Camp work at the "Outdoor Art Gallery" set up at the arbors in Kinsmen Park
- E.A. Rawlinson Centre Drive Ins and Curbside Concerts
- Mann Art Gallery temporary public art installations through the Metis Mentorship Program
- Children's Outdoor Art Camps at the Arts Centre
- Downtown Sidewalk Sale
- Camps at Little Red River Park





REFLECT & REFRESH

Reflecting on what has been accomplished, and planning for the next five years of the MCAP

As we enter the last half of the ten year Culture Plan, we decided it was time to reflect on our accomplishments and refresh our energy and enthusiasm for the next five years!

The addendum does not replace the Culture Plan, it's intent is to provide focus for the next few years.

The community was engaged to help set this direction and the priorities, and the changing environment was also considered. It was validated that all of the MCAP goals are relevant.

The Refresh helped set plans for 2022 and beyond.





TITLE: Destination Marketing Levy Policy - Amended as Per New Funding Model

DATE: May 5, 2022

TO: City Council

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the Destination Marketing Levy Policy No. 89.3, as attached to the Report from the Destination Marketing Levy Administrator, be approved.

TOPIC & PURPOSE:

To approve the amended Destination Marketing Levy Policy which includes a new proposed Destination Marketing Levy Grant Funding Model that is funded as per the ratio specific to confirmed hotel accommodations for the event.

BACKGROUND:

The Destination Marketing Levy Advisory Committee, at its meeting of October 20, 2021, approved the following motion:

Destination Marketing Funding Grant Model

“That Administration bring forward a report regarding a revised Destination Marketing Funding Grant Model based on a ratio specific to confirmed hotel accommodations for consideration at an upcoming Destination Marketing Levy Advisory Committee meeting.”

A report was forwarded to the April 19, 2022 Destination Marketing Levy Advisory Committee meeting proposing a new Destination Marketing Levy Grant Funding Model that is funded as per the ratio specific to confirmed hotel accommodations for the event.

The Destination Marketing Levy Advisory Committee approved that a report be forwarded to City Council for consideration of amendments to the current Destination Marketing Levy Policy 89.2 to reflect a revised funding model, as identified in the Report presented.

PROPOSED APPROACH AND RATIONALE:

This report will illustrate the new proposed Destination Marketing Levy Grant Funding Model that is funded as per the ratio specific to confirmed hotel accommodations for the event, as approved by the Destination Marketing Levy Advisory Committee to be forwarded to City Council.

Administration is providing for consideration a new proposed Destination Marketing Levy Policy that includes the proposed new Funding Grant Model that is funded as per the ratio specific to confirmed hotel accommodations for the event.

The Destination Marketing Levy Policy states that the Destination Marketing Levy Funds are to be utilized for events that generate hotel room night stays in the City of Prince Albert Hotels.

The event shall generate overnight stays in Prince Albert.

The City of Prince Albert City Council is committed to investing proceeds from the levy into growing existing events, attracting new events to Prince Albert and supporting repairs or upgrades of a capital nature that are required to host a specific event in Prince Albert.

The objectives of this Policy are to:

- attract 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, specifically the hotels;
- enhance the profile and visibility of the City of Prince Albert, provincially, nationally, and internationally;
- fund events that will have a positive impact on tourism visitation and spending within Prince Albert; and,
- increase occupancy at member hotels.

Attached to this Report is the current approved Destination Marketing Levy Policy No. 89.2.

Applicants are to select the funding category from the following three (3) categories for **operating grants**:

- New Event
- Event Retention
- Growing an Existing Event

CURRENT POLICY

DMF Funding Criteria (excluding Capital Enhancements)

The current criteria for providing Destination Marketing Levy Fund Grants under New Event, Event Retention and Growing an Existing Event are based on a criteria ranking point system that factors the following:

- Number of room nights generated by event (limited to hotel/motel rooms, B&B rooms)
- Seasonality of event (slow, medium, busy)
- Guest expenditures
- Event continuation (# of years)
- Events part of a broader event attraction strategy
- Media exposure (local, provincial, national, international)
- Community capacity / local hosting group
- Incremental cost of growth
- % of Growth in overnight stays
- Competitive bid or Event Viability

This model has been more difficult to approve grant applications that factor many different considerations and events.

Approval Authorizations

The current Policy states that the Destination Marketing Levy Advisory Committee are authorized to approve the following in relation to Grant Applications:

“Approve applications up to \$10,000, and request the Mayor and City Clerk execute the necessary Funding Agreement; and,

Forward applications over \$10,000 with a recommendation to City Council for consideration.”

PROPOSED AMENDED POLICY

Attached to this Report is the proposed new Destination Marketing Levy Policy No. 89.3.

I have highlighted the proposed changes in yellow for reference.

The proposed new policy includes:

- Destination Marketing Fund Applications shall be provided three (3) weeks prior to regular scheduled meeting dates, or the Application may be denied.
- Funds not used within twelve (12) months of the date of the event date, shall be returned to the City of Prince Albert.
- The Final Report should also include the final revenues and expenses of the Event.

DMF Funding Model

The new proposed Destination Marketing Levy Funding Grant Model is funded as per the number of hotel rooms confirmed. **It's strictly based on a ratio of heads in beds.**

This model provides the maximum funding to be approved for an event based on a ratio of confirmed number of hotel rooms. This model is providing funding as per confirmed hotel rooms booked for an event. It provides transparency and consistency on approving grants as per the ratio chart. Events of similar confirmed hotel accommodations will receive funding consistently with other events and be a transparent model to share with Host Committees when applying for grants.

Approval Authorizations:

It is recommended that Applications for DMF Funding up to \$5,000 be reviewed by the DMF Administrator and forwarded to the DMF Advisory Committee **Chairperson** for approval, which eliminates the need for small funding requests to be approved at a DMF Advisory Committee meeting.

The DMF Administrator will provide updates at regularly scheduled DMF Advisory Committee meetings on any grants approved by the Chairperson for funding under \$5,000. This will keep the DMF Advisory Committee apprised of approved events.

DMF Funding Applications in the range of \$5,000 up to \$10,000 will be approved by the DMF Advisory Committee.

DMF Funding Applications over \$10,000 will continue to be forwarded by the DMF Advisory Committee to City Council with a recommendation for consideration and approval.

Funding requests for **Events of Significant Economic Impact** must generate a minimum of 2,000 room nights will be **approved for funding on a case by case business case** for funding. This includes large or special events that are an important component of the tourism industry, and they attract visitors. These events have a large economic impact and significance in the local host community, since the visitors will spend money during their travel and visit to Prince Albert that bring benefits. Such events include Worlds, Championships, etc.

These funding requests will be forwarded from the DMF Advisory Committee to City Council with a recommendation.

FINANCIAL IMPLICATIONS:

The attached new proposed Destination Marketing Levy Policy includes the following under Section 3: Scope:

3:02 Funding Model for Grants

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

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

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

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

PUBLIC AND/OR STAKEHOLDER INVOLVEMENT:

The Destination Marketing Levy Advisory Committee has approved the new funding model to be forwarded to City Council for consideration. The new funding model was researched by the Administrator and compared to the approved DMF Applications for comparable funding review.

COMMUNICATION PLAN:

Once approved by Council, the new Destination Marketing Levy Policy will be updated on the City's Website. A new Brochure will be made for the website and can be distributed to Host Committees applying for grant funding.

This new model provides funding as per confirmed hotel rooms booked for an event. It provides transparency and consistency on approving grants as per the ratio chart. Events of similar confirmed hotel accommodations will receive funding consistently with other events and be a transparent model to share with Host Committees when applying for grants.

STRATEGIC PLAN:

Acting and Caring Community – development of major event strategies (strategic approach to events).

POLICY IMPLICATIONS:

The attached new Policy replaces the current Destination Marketing Levy Policy 89.2.

PUBLIC NOTICE:

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

PRESENTATION: PowerPoint Presentation by DMF Administrator Melodie Boulet**ATTACHMENTS:**

1. PowerPoint Presentation on Proposed New DMF Funding Model
2. New Proposed Destination Marketing Levy Policy No. 89.3 – Changes in Highlighted Yellow
3. Destination Marketing Levy Policy No. 89.3 with Appendixes
4. Current Destination Marketing Levy Policy No. 89.2

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager

CITY OF PRINCE ALBERT

New DMF Funding Model

DESTINATION MARKETING LEVY

MAY 25, 2022

FUNDING FOR DMF APPLICATIONS

BOLD DESTIN

STAGE

DMF Policy (Destination Marketing Levy)

- attract events to the City
- attract visitors to the City
- generate significant economic benefit for the community, specifically the hotels
- enhance the profile and visibility of the City provincially, nationally, and internationally
- fund events that will have a positive impact on tourism visitation and spending within Prince Albert
- increase occupancy at member hotels

DMF Advisory Committee Motion

Destination Marketing Funding Grant Model

“That Administration bring forward a report regarding a revised Destination Marketing Funding Grant Model based on a ratio specific to confirmed hotel accommodations for consideration at an upcoming Destination Marketing Levy Advisory Committee meeting.”

**** this DMF Funding Model has been referred to Council for consideration by the DMF Advisory Committee**

Current DMF Funding Model

Based on a criteria ranking point system that factors the following:

- Number of room nights generated by event (limited to hotel/motel rooms, B&B rooms)
- Seasonality of event (slow, medium, busy)
- Guest expenditures
- Event continuation (# of years)
- Events part of a broader event attraction strategy
- Community capacity / local hosting group
- % of Growth in overnight stays
- Competitive bid or Event Viability

DMF Policy Changes

- Applications shall be provided **three (3) weeks** prior to regular scheduled meeting dates, or the Application may be denied
- Funds not used within twelve (12) months of the date of the **event date**, shall be returned to the City
- Final Report should also include the **final revenues and expenses of the Event**

Three (3) categories for operating grants:

New Event, Event Retention and Growing an Existing Event

+ Capital Enhancement Application

New: Approval Authorizations

- **DMF Funding Requests under \$5,000**
 - Approval by Committee Chairperson
 - eliminates the need for small funding requests to be approved at a DMF Advisory Committee meeting
 - Administrator to provide approved listing as information to the DMF Advisory Committee
- **DMF Funding Requests - \$5,000 to \$10,000**
 - Approval by the DMF Advisory Committee for funding
- **DMF Funding Requests over \$10,000**
 - Continue to be forwarded to City Council for approval

New Funding Model

- funded as per the number of hotel rooms confirmed
- **strictly based on a ratio of heads in beds**
- provides the maximum funding to be approved for an event based on a ratio of confirmed number of hotel room
- provides transparency and consistency on approving grants as per the ratio chart
- events of similar confirmed hotel accommodations will receive funding consistently with other events
- a transparent model to share with Host Committees when applying for grants

DMF Applications – Chairperson Approval

Destination Marketing Levy Committee **CHAIRPERSON** Approval - Grants for Funding up to \$5,000.

Hotel Rooms	Approved DMF Applications to Date	Maximum DMF Levy Funding
0-50	5	\$1,500
51-100	10	\$2,000
101-150	5	\$2,500
151-200	3	\$3,000
201-250	4	\$3,500
251-300	5	\$4,000
301-350	1	\$4,500
351-400	0	\$5,000

Softball Championships, Basketball Tournaments, Golf Championships, Curling Championship, Dance Blast, Junior Archery Provincials, Lacrosse Championship, Wrestling Championship, etc.

33 DMF Applications out of 45 Total = 73.3% Approved Applications to date

DMF Applications – Committee Approval

Destination Marketing Levy COMMITTEE Approval - Grants for Funding \$5,000 up to \$10,000.		
Hotel Rooms	Approved DMF Applications to Date	Maximum DMF Levy Funding
401-450	1	\$5,500
451-500	1	\$6,000
501-550	0	\$6,500
551-600	0	\$7,000
601-650	0	\$7,500
651-700	0	\$8,000
701-750	1	\$8,500
751-800	0	\$9,000
801-850	1	\$9,500
851-900	1	\$9,900

Hoopla Basketball Championships, Prince Albert Female Hockey Tournament,
SHSAA Provincial Track and Field Championships

5 DMF Applications out of 45 Total = 11.1% Approved Applications to date

DMF Applications – Council Approval

City Council Approval - Grants for Funding over \$10,000.		
Hotel Rooms	Approved DMF Applications to Date	Maximum DMF Levy Funding
901-1,000	0	\$15,000
1,001-1,200	1	\$25,000
1,201-1,500	2	\$30,000
1,501-1,999	1	\$35,000

Canadian Archery National Championship, Canadian Tire Thunder in the Pines, Thanksgiving Pow wow and Senator's Hockey Cup Tournament

4 DMF Applications out of 45 Total = 8.9% Approved Applications to date

DMF Applications – Council Approval

Events of Significant Economic Impact - City Council Approval

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

New Holland Canadian Junior Curling Championship, Senator's Cup Hockey Tournament and Project Triple Play

3 DMF Applications out of 45 Total = 6.7% Approved Applications to date

Capital Applications also approved:

- Project Triple Play ~ \$150,000 Capital Enhancements
- New Holland Junior Curling ~ \$25,000 Capital Enhancements

New DMF Funding Model

- **strictly based on a ratio of heads in beds**
- Transparency in approved grants
- Consistency in approved grants for events
- Host Committees can strive for more heads in beds based on the chart
- eliminates the need for small funding requests to be approved at a DMF Advisory Committee meeting with quorum for Committee members
- Accountability of the DMF Levy Funds to our community in regards to hosting of events
- 2022 to date Reserve Balance is approximately (\$945,472)

Statement of Policy and Procedure			
Department:	City Manager	Policy No.	89.3
Section:	City Manager	Issued:	
Subject:	Destination Marketing Levy Policy	Effective:	
Council Resolution # and Date:		Page:	1 of 13
		Replaces:	Policy No. 89.2
Issued by:	Sherry Person, City Manager	Dated:	
Approved by:	Sherry Person, City Manager		

1 POLICY

1.01 Destination Marketing Levy Fund Grants - Eligibility

The Destination Marketing Levy Funds are to be utilized for events that generate hotel room night stays in the City of Prince Albert Hotels.

The funds will be considered using the following eligibility criteria:

- a) Applications are screened on a first come first served basis.
- b) Destination Marketing Fund Applications shall be provided three (3) weeks prior to regular scheduled meeting dates, or the Application may be denied.
- c) If Application is approved, payments will be allocated in two (2) installments:
 - i. 40% upon signing the Funding Agreement; and,
 - ii. 60% upon approval of the event Final Report by the Destination Marketing Levy Advisory Committee.

*** certain terms and conditions apply.*
- d) The level of profit generated by an event has no bearing on eligibility for funding.

- e) Large events that are deemed to be City wide in impact may be funded at a level that exceeds the recommendation generated by the evaluation metrics.
- f) The event shall generate overnight stays in Prince Albert.
- g) The applicant and/or host organization shall have no outstanding taxes, utility charges or other amounts owing to The City of Prince Albert, and all properties owned by the organization must be free of any City of Prince Albert Building and Safety Maintenance Orders.
- h) Funds shall be used directly and must not be channeled through another organization.
- i) Funds shall not be reinvested or used for any purposes other than stated in the application.
- j) Funds not used within twelve (12) months of the date of the **event date**, shall be returned to the City of Prince Albert.
- k) Event Final Report shall be submitted within sixty (60) days of the event.
- l) Funding Agreement shall be signed prior to any funds being disbursed.

The funds do not apply to the following situations:

- a) Retroactive applications are not permitted.
- b) Accommodations provided to patients or residents of a hospital, personal care home, or residential care facility.
- c) Accommodations provided to patients and/or the family of patients while attending for medical care and treatment.
- d) Accommodations provided to a student by a registered educational institution while the student is registered at and attending that institution.
- e) Accommodation supplied for a person undertaking an apprenticeship or trade certification.
- f) Accommodation supplied by employers to their employees in premises owned and/or operated by or on behalf of the employer.

- g) Accommodation provided to evacuees or as provided on a temporary basis by the provincial or federal government, or any other agency.
- h) Tent or trailer sites supplied by a campground, tourist camp or trailer park.
- i) Hospitality rooms that do not include a bed.
- j) Socials, weddings and family celebrations.
- k) Accommodations provided in establishments in which fewer than three (3) bedrooms are available for rent.

1.02 Event Recruitment Initiatives

The Destination Marketing Levy Funds may be utilized to a maximum annual allocation of \$10,000 for the purpose of Event Recruitment Initiatives by City Administration, conditional upon approval by the Destination Marketing Levy Advisory Committee.

1.03 Promotional and Marketing Materials

The Destination Marketing Levy Funds may be utilized to a maximum annual allocation of \$10,000 for the purpose of purchasing materials relating to the marketing and promotion of the Destination Marketing Levy Funds, conditional upon approval by the Destination Marketing Levy Advisory Committee.

2 PURPOSE

2.01 The City of Prince Albert City Council is committed to investing proceeds from the levy into growing existing events, attracting new events to Prince Albert and supporting repairs or upgrades of a capital nature that are required to host a specific event in Prince Albert.

2.02 The objectives of this Policy are to:

- attract 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, specifically the hotels;
- enhance the profile and visibility of the City of Prince Albert, provincially, nationally, and internationally;
- fund events that will have a positive impact on tourism visitation and spending within Prince Albert; and,
- increase occupancy at member hotels.

3 SCOPE

3.01 Funding Categories

Applicants are to select the funding category from the following four (4) categories:

1. New Event

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 consecutive years or create a brand new event to be held in Prince Albert.

2. Event Retention

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.

3. Growing an Existing Event

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 new market segment to the event which will result in increased room nights.

4. Capital Enhancements

This category is typically suitable for repairs or upgrades of a capital nature that are required in order to host a specific event that generates overnight stays. Capital funding will not be approved for the purposes of regular maintenance. The capital enhancement(s) will be a legacy to the City as a permanent structure or fixture to remain for future users.

3.02 Funding Model for Grants

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

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

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

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

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

4 RESPONSIBILITY

4.01 Applicant

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

- e) If the funding request is over \$10,000, the Applicant will be advised of the date the funding request will appear before City Council for consideration and the process to appear as a delegation on the evening the funding request will be reviewed. **Applicants are not required to appear as a delegation**, but are encouraged to do so if they wish to raise public awareness of their event or if they desire an opportunity to speak directly to Council with regards to their event or their funding application.
- f) Ensure an event code or block code name has been arranged with the Hotels for tracking of hotel nights for the specific event, as that is required for the Final Report and final payment.
- g) Provide correspondence confirming the number of hotel rooms booked for the specific event applying for funding. The number of rooms booked are to be submitted along with the Final Report. **The Final Report should also include the final revenues and expenses of the Event.**
- h) Once the event has concluded, forward a completed Final Report within sixty (60) days of the event to the Administrator for endorsement prior to payment of any remaining funding. If the Applicant requires an extension to submit the Final Report, this will need to be submitted in writing to the Administrator.

4.02 Administrator

- a) Receive and process applications requesting funding from the Destination Marketing Levy.
- b) Review the application and any additional information / clarity sought. Conduct interviews with the Applicant (if necessary) to obtain or provide any additional information that may be required.
- c) Prepare a report to be forwarded to the Secretary of the Destination Marketing Levy Advisory Committee. The report will attach the application being submitted.
- d) Forward a Funding Agreement to the Applicant for review and execution, although the Agreement will not be binding until a decision has been rendered.
- e) Advise the Applicant of the recommendations of the Destination Marketing Levy Advisory Committee being forwarded to City Council, if the funding request was over \$10,000.

- f) Responsible for making contact with the Applicant regarding the decision rendered.
- g) Responsible for forwarding a signed Funding Agreement by the Applicant to the City Clerk for signing by the Mayor and City Clerk, and providing a fully executed Funding Agreement back to the Applicant.
- h) Responsible for payment of the funding to the Applicant which is 40% of the approved funds to be advanced to the Applicant.
- i) Responsible for forwarding the Final Report to the Applicant to be completed to qualify for payment of the remaining approved 60% and obtaining the Final Report from the Applicant.
- j) Review and issue an extension to the Final Report if requested by the Applicant in writing.
- k) Responsible for forwarding the Final Report submitted by the Applicant for final post-evaluation report.
- l) Responsible for ensuring final payment is made to the Applicant once the Final Report has been approved.

4.03 Destination Marketing Levy Advisory Committee Chairperson

- a) Review and evaluate reports submitted by the Administrator to ensure the following:
 - i. applications received are in accordance with the general criteria outlined in this policy;
 - ii. application ensures that the objectives of the policy are met; and,
 - iii. Evaluation metrics is completed.
- b) Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- c) Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.
- d) Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.
- e) Review the Final Report submitted by the Administrator and recommend approval or amendment of final payment of the remaining levy for applications up to \$5,000.

4.04 Destination Marketing Levy Advisory Committee

- f) Review and evaluate reports submitted by the Administrator to ensure the following:
 - iv. applications received are in accordance with the general criteria outlined in this policy;
 - v. application ensures that the objectives of the policy are met; and,
 - vi. Evaluation metrics is completed.
- g) Approve applications in the amount of **\$5,000 to \$10,000**, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- h) Forward applications over \$10,000 with a recommendation to City Council for consideration.
- i) Monitor and evaluate the effectiveness of the Destination Marketing Levy Funds.
- j) Recommend to City Council any changes to this policy required to reflect changing priorities or to correct any inequities that may become apparent.
- k) Review the Final Report submitted by the Administrator and recommend approval or amendment of final payment of the remaining levy.

4.05 City Council

- a) Consider recommendations submitted by the Destination Marketing Levy Advisory Committee regarding applications for request of funding over the amount of \$10,000.
- b) Approve applications over the amount of \$10,000.
- c) Authorize the Mayor and City Clerk to sign all Funding Agreements with the Applicant once a decision has been rendered by City Council regarding an approved request over \$10,000.
- d) May, as required, instruct that the Administrator attach conditions to the approval of assistance under this policy which will require the recipient to perform certain activities or provide additional information in connection with the event receiving funding.
- e) Approve the Destination Marketing Levy Policy and any changes made thereafter.

4.06 Event Recruitment Initiatives

- a) City Administration to forward a report to the Destination Marketing Levy Advisory Committee regarding any request for funding from the Destination Marketing Levy Funds relating to Event Recruitment Initiatives by City Administration, up to a maximum annual allocation of \$10,000.
- b) Request for Event Recruitment Initiatives by City Administration will be forwarded to the Destination Marketing Levy Advisory Committee for review and approval.

4.07 Promotional and Marketing Materials

- a) City Administration to forward a report to the Destination Marketing Levy Advisory Committee regarding any request for funding from the Destination Marketing Levy Funds regarding purchasing materials relating to the marketing and promotion of the Destination Marketing Levy Funds, up to a maximum annual allocation of \$10,000.
- b) Request for Promotional and Marketing Materials by City Administration will be forwarded to the Destination Marketing Levy Advisory Committee for review and approval.

5 DEFINITIONS

- 5.01 Administrator – means the City Manager, Director of Community Services or their designate.
- 5.02 Applicant – means a person on behalf of an organization that submits an Application Form for funding of the Destination Marketing Levy Funds (ex. host organization representative).
- 5.03 Bed and Breakfast - means a dwelling unit in which the owner or operator use a portion of the dwelling for the purpose of providing, for remuneration, sleeping accommodation and one meal per day to guests, for periods of one week or less, and in which:
 - a) not more than three bedrooms within the dwelling unit are used to provide such sleeping accommodation;
 - b) the dwelling unit is the principal residence of the owner or operator of the bed and breakfast; and,
 - c) the meal which is provided is served before noon each day.

- 5.04 City - means The City of Prince Albert
- 5.05 Council – means the City Council of The City of Prince Albert.
- 5.06 Destination Marketing Levy Advisory Committee – means the Council Committee established to act as a review body for the Destination Marketing Levy, including Policy, Guidelines, and to provide recommendations to Council.
- 5.07 Destination Marketing Levy Funds – Funds that have been collected as per The City’s Annual Property Tax Bylaw.
- 5.08 Event Recruitment Initiatives – An organizing body targeting communities for the hosting of events within their community (provincial, national or international organizations/events).
- 5.09 Hotel – means a use:
- a) where a building is designed and operated to provide temporary accommodation to the general public; and,
 - b) which may also contain additional commercial uses, facilities or services such as a restaurant, a dining room, room service or public convention rooms.
- 5.10 Motel – means use:
- a) where a building or a group of buildings on a site is designed and operated to provide temporary accommodation for the general public; and,
 - b) that contains separate sleeping units, each of which is provided with a separate outdoor entrance and adjoining or conveniently located parking space.
- 5.11 Secretary – means the City Clerk or designate appointed by the City Clerk.

6 REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

- 6.01 Major Event Policy 6.1

7 PROCEDURE

7.01 The process to apply for funding is as follows:

Step One: Applicants are to select the funding category that best fits the criteria of the event as listed in this policy. Applicant is to complete the required Grant Application Form as per Funding Category and submit to the attention of the Administrator. The Administrator will forward a report along with the application to the Secretary.

Step Two: The Chairperson will review Applications with the Administrator up to the amount of \$5,000 and will approve the funding as per the Funding Model.

The Chairperson of the Destination Marketing Levy Advisory Committee will call an Advisory Committee Meeting to review applications requesting funding from the Destination Marketing Levy Funds in the amount of \$5,000 to \$10,000. The Advisory Committee, at its meeting, will review the application(s).

Step Three: The Destination Marketing Levy Advisory Committee will approve applications in the amount of \$5,000 to \$10,000. Applications over \$10,000, a recommendation from the Advisory Committee will go to City Council to approve the application. Funding recommendation is reviewed by City Council at a regularly scheduled meeting with a decision rendered during the Council meeting.

Step Four: The Administrator will be responsible for making contact with the Applicant, forwarding the Funding Agreement for signing.

Step Five: The Mayor and City Clerk will sign the Funding Agreement once signed by the Applicant.

Step Six: Once the Funding Agreement has been signed, the Administrator will forward 40% of the funding approved.

Step Seven: The Applicant will submit the required Final Report to the Administrator within sixty (60) days of the event, along with hotel confirmations of hotel rooms used for the event. If the Applicant requires an extension to submit the Final Report, this should be submitted in writing to the Administrator.

Step Eight: The Administrator will forward the Final Report submitted by the Applicant to the Chairperson or the Destination Marketing Levy Advisory Committee for final post-evaluation report based on approved Grant.

Step Nine: Final report is reviewed and room nights verified. If actual room nights generated match or exceed projections, the final 60% approved grant is paid to the Applicant. If the actual room nights generated are less or more than projected, the funding model grant will be applied. If the confirmed hotel rooms generate a recommendation for funding that is lower or higher than what was previously supported, final payment will be adjusted accordingly.

Step Ten: Final payment is issued to the Applicant by the Administrator following endorsement of the Final Report.

7.02 Appendixes

- 7.02.01 New Event Destination Marketing Fund Grant Application and Criteria for Evaluation.
- 7.02.02 Growing an Existing Event Destination Marketing Fund Grant Application and Criteria for Evaluation.
- 7.02.03 Event Retention Destination Marketing Fund Grant Application and Criteria for Evaluation.
- 7.02.04 Capital Enhancements Grant Funding Application and Criteria for Evaluation.
- 7.02.05 Funding Agreement.
- 7.02.06 Final Report Form – New Event, Growing an Existing Event and Event Retention.
- 7.02.07 Final Report Form – Capital Enhancements.

Statement of Policy and Procedure			
Department:	City Manager	Policy No.	89.3
Section:	City Manager	Issued:	
Subject:	Destination Marketing Levy Policy	Effective:	
Council Resolution # and Date:		Page:	1 of 13
		Replaces:	Policy No. 89.2
Issued by:	Sherry Person, City Manager	Dated:	
Approved by:	Sherry Person, City Manager		

1 POLICY

1.01 Destination Marketing Levy Fund Grants - Eligibility

The Destination Marketing Levy Funds are to be utilized for events that generate hotel room night stays in the City of Prince Albert Hotels.

The funds will be considered using the following eligibility criteria:

- a) Applications are screened on a first come first served basis.
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*** certain terms and conditions apply.*
- d) The level of profit generated by an event has no bearing on eligibility for funding.

- e) Large events that are deemed to be City wide in impact may be funded at a level that exceeds the recommendation generated by the evaluation metrics.
- f) The event shall generate overnight stays in Prince Albert.
- g) The applicant and/or host organization shall have no outstanding taxes, utility charges or other amounts owing to The City of Prince Albert, and all properties owned by the organization must be free of any City of Prince Albert Building and Safety Maintenance Orders.
- h) Funds shall be used directly and must not be channeled through another organization.
- i) Funds shall not be reinvested or used for any purposes other than stated in the application.
- j) Funds not used within twelve (12) months of the date of the event date, shall be returned to the City of Prince Albert.
- k) Event Final Report shall be submitted within sixty (60) days of the event.
- l) Funding Agreement shall be signed prior to any funds being disbursed.

The funds do not apply to the following situations:

- a) Retroactive applications are not permitted.
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- c) Accommodations provided to patients and/or the family of patients while attending for medical care and treatment.
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- f) Accommodation supplied by employers to their employees in premises owned and/or operated by or on behalf of the employer.

- g) Accommodation provided to evacuees or as provided on a temporary basis by the provincial or federal government, or any other agency.
- h) Tent or trailer sites supplied by a campground, tourist camp or trailer park.
- i) Hospitality rooms that do not include a bed.
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1.02 Event Recruitment Initiatives

The Destination Marketing Levy Funds may be utilized to a maximum annual allocation of \$10,000 for the purpose of Event Recruitment Initiatives by City Administration, conditional upon approval by the Destination Marketing Levy Advisory Committee.

1.03 Promotional and Marketing Materials

The Destination Marketing Levy Funds may be utilized to a maximum annual allocation of \$10,000 for the purpose of purchasing materials relating to the marketing and promotion of the Destination Marketing Levy Funds, conditional upon approval by the Destination Marketing Levy Advisory Committee.

2 PURPOSE

2.01 The City of Prince Albert City Council is committed to investing proceeds from the levy into growing existing events, attracting new events to Prince Albert and supporting repairs or upgrades of a capital nature that are required to host a specific event in Prince Albert.

2.02 The objectives of this Policy are to:

- attract 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, specifically the hotels;
- enhance the profile and visibility of the City of Prince Albert, provincially, nationally, and internationally;
- fund events that will have a positive impact on tourism visitation and spending within Prince Albert; and,
- increase occupancy at member hotels.

3 SCOPE

3.01 Funding Categories

Applicants are to select the funding category from the following four (4) categories:

1. New Event

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 consecutive years or create a brand new event to be held in Prince Albert.

2. Event Retention

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.

3. Growing an Existing Event

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 new market segment to the event which will result in increased room nights.

4. Capital Enhancements

This category is typically suitable for repairs or upgrades of a capital nature that are required in order to host a specific event that generates overnight stays. Capital funding will not be approved for the purposes of regular maintenance. The capital enhancement(s) will be a legacy to the City as a permanent structure or fixture to remain for future users.

3.02 Funding Model for Grants

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

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
0-50	\$1,500
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251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

Destination Marketing Levy COMMITTEE Approval - Grants for Funding \$5,000 up to \$10,000.	
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601-650	\$7,500
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701-750	\$8,500
751-800	\$9,000
801-850	\$9,500
851-900	\$9,900

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

Events of Significant Economic Impact - City Council Approval

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

4 RESPONSIBILITY

4.01 Applicant

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

- e) If the funding request is over \$10,000, the Applicant will be advised of the date the funding request will appear before City Council for consideration and the process to appear as a delegation on the evening the funding request will be reviewed. **Applicants are not required to appear as a delegation**, but are encouraged to do so if they wish to raise public awareness of their event or if they desire an opportunity to speak directly to Council with regards to their event or their funding application.
- f) Ensure an event code or block code name has been arranged with the Hotels for tracking of hotel nights for the specific event, as that is required for the Final Report and final payment.
- g) Provide correspondence confirming the number of hotel rooms booked for the specific event applying for funding. The number of rooms booked are to be submitted along with the Final Report. The Final Report should also include the final revenues and expenses of the Event.
- h) Once the event has concluded, forward a completed Final Report within sixty (60) days of the event to the Administrator for endorsement prior to payment of any remaining funding. If the Applicant requires an extension to submit the Final Report, this will need to be submitted in writing to the Administrator.

4.02 Administrator

- a) Receive and process applications requesting funding from the Destination Marketing Levy.
- b) Review the application and any additional information / clarity sought. Conduct interviews with the Applicant (if necessary) to obtain or provide any additional information that may be required.
- c) Prepare a report to be forwarded to the Secretary of the Destination Marketing Levy Advisory Committee. The report will attach the application being submitted.
- d) Forward a Funding Agreement to the Applicant for review and execution, although the Agreement will not be binding until a decision has been rendered.
- e) Advise the Applicant of the recommendations of the Destination Marketing Levy Advisory Committee being forwarded to City Council, if the funding request was over \$10,000.

- f) Responsible for making contact with the Applicant regarding the decision rendered.
- g) Responsible for forwarding a signed Funding Agreement by the Applicant to the City Clerk for signing by the Mayor and City Clerk, and providing a fully executed Funding Agreement back to the Applicant.
- h) Responsible for payment of the funding to the Applicant which is 40% of the approved funds to be advanced to the Applicant.
- i) Responsible for forwarding the Final Report to the Applicant to be completed to qualify for payment of the remaining approved 60% and obtaining the Final Report from the Applicant.
- j) Review and issue an extension to the Final Report if requested by the Applicant in writing.
- k) Responsible for forwarding the Final Report submitted by the Applicant for final post-evaluation report.
- l) Responsible for ensuring final payment is made to the Applicant once the Final Report has been approved.

4.03 Destination Marketing Levy Advisory Committee Chairperson

- a) Review and evaluate reports submitted by the Administrator to ensure the following:
 - i. applications received are in accordance with the general criteria outlined in this policy;
 - ii. application ensures that the objectives of the policy are met; and,
 - iii. Evaluation metrics is completed.
- b) Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- c) Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.
- d) Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.
- e) Review the Final Report submitted by the Administrator and recommend approval or amendment of final payment of the remaining levy for applications up to \$5,000.

4.04 Destination Marketing Levy Advisory Committee

- f) Review and evaluate reports submitted by the Administrator to ensure the following:
 - iv. applications received are in accordance with the general criteria outlined in this policy;
 - v. application ensures that the objectives of the policy are met; and,
 - vi. Evaluation metrics is completed.
- g) Approve applications in the amount of \$5,000 to \$10,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- h) Forward applications over \$10,000 with a recommendation to City Council for consideration.
- i) Monitor and evaluate the effectiveness of the Destination Marketing Levy Funds.
- j) Recommend to City Council any changes to this policy required to reflect changing priorities or to correct any inequities that may become apparent.
- k) Review the Final Report submitted by the Administrator and recommend approval or amendment of final payment of the remaining levy.

4.05 City Council

- a) Consider recommendations submitted by the Destination Marketing Levy Advisory Committee regarding applications for request of funding over the amount of \$10,000.
- b) Approve applications over the amount of \$10,000.
- c) Authorize the Mayor and City Clerk to sign all Funding Agreements with the Applicant once a decision has been rendered by City Council regarding an approved request over \$10,000.
- d) May, as required, instruct that the Administrator attach conditions to the approval of assistance under this policy which will require the recipient to perform certain activities or provide additional information in connection with the event receiving funding.
- e) Approve the Destination Marketing Levy Policy and any changes made thereafter.

4.06 Event Recruitment Initiatives

- a) City Administration to forward a report to the Destination Marketing Levy Advisory Committee regarding any request for funding from the Destination Marketing Levy Funds relating to Event Recruitment Initiatives by City Administration, up to a maximum annual allocation of \$10,000.
- b) Request for Event Recruitment Initiatives by City Administration will be forwarded to the Destination Marketing Levy Advisory Committee for review and approval.

4.07 Promotional and Marketing Materials

- a) City Administration to forward a report to the Destination Marketing Levy Advisory Committee regarding any request for funding from the Destination Marketing Levy Funds regarding purchasing materials relating to the marketing and promotion of the Destination Marketing Levy Funds, up to a maximum annual allocation of \$10,000.
- b) Request for Promotional and Marketing Materials by City Administration will be forwarded to the Destination Marketing Levy Advisory Committee for review and approval.

5 DEFINITIONS

- 5.01 Administrator – means the City Manager, Director of Community Services or their designate.
- 5.02 Applicant – means a person on behalf of an organization that submits an Application Form for funding of the Destination Marketing Levy Funds (ex. host organization representative).
- 5.03 Bed and Breakfast - means a dwelling unit in which the owner or operator use a portion of the dwelling for the purpose of providing, for remuneration, sleeping accommodation and one meal per day to guests, for periods of one week or less, and in which:
 - a) not more than three bedrooms within the dwelling unit are used to provide such sleeping accommodation;
 - b) the dwelling unit is the principal residence of the owner or operator of the bed and breakfast; and,
 - c) the meal which is provided is served before noon each day.

- 5.04 City - means The City of Prince Albert
- 5.05 Council – means the City Council of The City of Prince Albert.
- 5.06 Destination Marketing Levy Advisory Committee – means the Council Committee established to act as a review body for the Destination Marketing Levy, including Policy, Guidelines, and to provide recommendations to Council.
- 5.07 Destination Marketing Levy Funds – Funds that have been collected as per The City’s Annual Property Tax Bylaw.
- 5.08 Event Recruitment Initiatives – An organizing body targeting communities for the hosting of events within their community (provincial, national or international organizations/events).
- 5.09 Hotel – means a use:
- a) where a building is designed and operated to provide temporary accommodation to the general public; and,
 - b) which may also contain additional commercial uses, facilities or services such as a restaurant, a dining room, room service or public convention rooms.
- 5.10 Motel – means use:
- a) where a building or a group of buildings on a site is designed and operated to provide temporary accommodation for the general public; and,
 - b) that contains separate sleeping units, each of which is provided with a separate outdoor entrance and adjoining or conveniently located parking space.
- 5.11 Secretary – means the City Clerk or designate appointed by the City Clerk.

6 REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

- 6.01 Major Event Policy 6.1

7 PROCEDURE

7.01 The process to apply for funding is as follows:

Step One: Applicants are to select the funding category that best fits the criteria of the event as listed in this policy. Applicant is to complete the required Grant Application Form as per Funding Category and submit to the attention of the Administrator. The Administrator will forward a report along with the application to the Secretary.

Step Two: The Chairperson will review Applications with the Administrator up to the amount of \$5,000 and will approve the funding as per the Funding Model.

The Chairperson of the Destination Marketing Levy Advisory Committee will call an Advisory Committee Meeting to review applications requesting funding from the Destination Marketing Levy Funds in the amount of \$5,000 to \$10,000. The Advisory Committee, at its meeting, will review the application(s).

Step Three: The Destination Marketing Levy Advisory Committee will approve applications in the amount of \$5,000 to \$10,000. Applications over \$10,000, a recommendation from the Advisory Committee will go to City Council to approve the application. Funding recommendation is reviewed by City Council at a regularly scheduled meeting with a decision rendered during the Council meeting.

Step Four: The Administrator will be responsible for making contact with the Applicant, forwarding the Funding Agreement for signing.

Step Five: The Mayor and City Clerk will sign the Funding Agreement once signed by the Applicant.

Step Six: Once the Funding Agreement has been signed, the Administrator will forward 40% of the funding approved.

Step Seven: The Applicant will submit the required Final Report to the Administrator within sixty (60) days of the event, along with hotel confirmations of hotel rooms used for the event. If the Applicant requires an extension to submit the Final Report, this should be submitted in writing to the Administrator.

Step Eight: The Administrator will forward the Final Report submitted by the Applicant to the Chairperson or the Destination Marketing Levy Advisory Committee for final post-evaluation report based on approved Grant.

Step Nine: Final report is reviewed and room nights verified. If actual room nights generated match or exceed projections, the final 60% approved grant is paid to the Applicant. If the actual room nights generated are less or more than projected, the funding model grant will be applied. If the confirmed hotel rooms generate a recommendation for funding that is lower or higher than what was previously supported, final payment will be adjusted accordingly.

Step Ten: Final payment is issued to the Applicant by the Administrator following endorsement of the Final Report.

7.02 Appendixes

7.02.01 New Event Destination Marketing Fund Grant Application and Criteria for Evaluation.

7.02.02 Growing an Existing Event Destination Marketing Fund Grant Application and Criteria for Evaluation.

7.02.03 Event Retention Destination Marketing Fund Grant Application and Criteria for Evaluation.

7.02.04 Capital Enhancements Grant Funding Application and Criteria for Evaluation.

7.02.05 Funding Agreement.

7.02.06 Final Report Form – New Event, Growing an Existing Event and Event Retention.

7.02.07 Final Report Form – Capital Enhancements.

DESTINATION MARKETING LEVY POLICY

PROCEDURE

7.02 Appendixes

7.02.01 New Event Destination Marketing Fund Grant Application and Criteria for Evaluation.

New Event Destination Marketing Fund Grant Application

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

Application Date: [Click here for Calendar](#)

Amount of Destination Marketing Fund Requested: \$ [Enter amount here](#)

Organization Information:

Name of Organization requesting funding: [Click here to enter name.](#)

Contact Person: [Click here to enter name.](#)

Phone: [Click here to phone number.](#) Email: [Click here to enter email.](#)

Mailing Address including postal code: [Click here to enter address.](#)

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: [Click here to enter name.](#)

Brief description of organization requesting funding: [Click here to enter description.](#)

Organization's annual budget: \$ [Click here to enter amount.](#)

Event Information:

Name of Event: [Click here to enter name.](#)

Duration of event: Start date: [Click here for calendar](#) End date: [Click here for calendar](#)

Describe the event: [Click here to enter description.](#)

Accommodations:

Estimated total number of room nights generated from event: [Click here to enter number](#)
(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? [Click here to enter answer.](#)

What local facilities other than accommodations will be used? [Click here to enter answer.](#)

Event Attendance:

Estimated participants, officials and staff:

Enter number here.

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

Enter number here.

Estimated spectators – City residents

Enter number here.

Total estimated spectators

Enter total here.

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

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

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

If yes, please explain when last hosted in Prince Albert: **Click here to enter explanation.**

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

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

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

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

Yes No

Please explain:

[Click here to enter explanation.](#)

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.

[Click here to enter answer.](#)

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

The following items must accompany your application:

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

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

Privacy Policy Statement and Application Certification

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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.

New Event Eligibility & Guidelines 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.

Please contact destinationlevy@citypa.com or 306-953-4395 if you have any questions regarding this funding criteria.

DESTINATION MARKETING LEVY POLICY

PROCEDURE

7.02 Appendixes

7.02.02 Growing an Existing Event Destination Marketing Fund Grant Application and Criteria for Evaluation.

Growing an Existing Event Destination Marketing Fund Grant Application

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

Application Date: [Click here for calendar](#)

Amount of Destination Marketing Fund Grant Requested: \$ [Enter amount here](#)

Organization Information:

Name of Organization requesting funding: [Click here to enter name.](#)

Contact Person: [Click here to enter name.](#)

Phone: [Click here to phone number.](#) Email: [Click here to enter email.](#)

Mailing Address including postal code: [Click here to enter address.](#)

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: [Click here to enter name.](#)

Brief description of organization requesting funding: [Click here to enter description.](#)

Organization's annual budget: \$ [Click here to enter amount.](#)

Event Information:

Name of Event: [Click here to enter name.](#)

Duration of event: Start date: [Click here for calendar](#) End date: [Click here for calendar](#)

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.

[Click here to enter event description.](#)

Accommodations:

Estimated number of room nights generated from the event presently: [Click here to enter number](#)
(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: [Click here to enter the number.](#)

What method did you use to estimate the number of room nights generated for this event currently and after the growth strategy is implemented? [Click here to enter answer.](#)

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

Enter number here.

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

Enter number here.

Estimated spectators of expanded event – City residents

Enter number here.

Total estimated spectators of expanded event

Enter total here.

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: **[Click here to enter information.](#)**

Frequency of the event being hosted in Prince Albert: **[Click here to enter frequency.](#)**

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

Yes No

Please explain: **[Click here to enter explanation.](#)**

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.

[Click here to enter answer.](#)

The following items must accompany your application:

- Budget for the event
- Supporting information if applicable

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

Privacy Policy Statement and Application Certification

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

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

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Growing an Existing Event Eligibility & Guidelines 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.

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

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.

Please contact destinationlevy@citypa.com or 306-953-4395 if you have any questions regarding this funding criteria.

DESTINATION MARKETING LEVY POLICY

PROCEDURE

7.02 Appendixes

7.02.03 Event Retention Destination Marketing Fund Grant Application and Criteria for Evaluation.

Event Retention Destination Marketing Fund Grant Application

Application Date: [Click here for calendar](#)

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: \$ [Enter amount here](#)

Organization Information:

Name of Organization requesting funding: [Click here to enter name.](#)

Contact Person: [Click here to enter name.](#)

Phone: [Click here to enter phone number.](#) Email: [Click here to enter email.](#)

Mailing Address including postal code: [Click here to enter address.](#)

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: **[Click here to enter name.](#)**

Brief description of organization requesting funding: **[Click here to enter description.](#)**

Organization's annual budget: \$ **[Click here to enter amount.](#)**

Event Information:

Name of Event: **[Click here to enter name.](#)**

Duration of event: Start date: **[Click here for calendar](#)** End date: **[Click here for calendar](#)**

Describe the event: **[Click here to enter description.](#)**

Accommodations:

Estimated number of room nights generated from event: **[Click here to enter number.](#)**
(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: **[Click here to enter answer.](#)**

What local facilities other than accommodations will be used: **[Click here to enter answer.](#)**

Event Attendance:

Estimated participants, officials and staff:

Enter number here.

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

Enter number here.

Estimated spectators – City residents

Enter number here.

Total estimated spectators

Enter total here.

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? **Click here to enter answer.**

Frequency of the event being hosted in Prince Albert (annually, every second year, etc.)? **Click here to enter answer.**

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: **Click here to enter explanation.**

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

[Click here to enter answer.](#)

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? **[Click here to enter answer.](#)**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **[Click here to enter answer.](#)**

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)

[Click here to enter answer.](#)

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

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

[Click here to enter answer.](#)

Please ensure the following items accompany your application:

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

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

Privacy Policy Statement and Application Certification

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

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

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Event Retention Eligibility & Guidelines

Destination Marketing Fund Grant

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

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

Please contact destinationlevy@citypa.com or 306-953-4395 if you have any questions regarding this funding criteria.

DESTINATION MARKETING LEVY POLICY

PROCEDURE

7.02 Appendixes

7.02.04 Capital Enhancements Grant Funding Application and Criteria for Evaluation.

Capital Enhancements Grant Funding Application

Application Date: [Click here for calendar](#)

Please provide the following information and attach additional information as required. **Note:** *The request for capital enhancements must be directly related to a need identified in order to successfully host a specified event. The applicant must provide written proof that the capital enhancements are part of a bid requirement.*

Organization Information:

Name of Organization requesting funding: [Click here to enter name.](#)

Contact Person: [Click here to enter name.](#)

Phone: [Click here to phone number.](#)

Email: [Click here to enter email.](#)

Mailing Address including postal code: [Click here to enter address.](#)

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 if different than the organization named above: [Click here to enter name.](#)

Brief description of organization requesting funding, including history and composition: [Click here to enter description.](#)

Organization's annual budget: \$ [Click here to enter amount.](#)

Total Value of capital enhancements: **\$ Click here to enter value.**

Amount of Destination Marketing Fund Grant requested: **\$ Click here to enter amount.**

Profile of Event(s) requiring the Capital Investment:

Please supply the information below for the event for which capital enhancement are required in order to host the event.

Name of Event: **Click here to enter name.**

Duration of event: Start date: **Click for calendar** End date: **Click for calendar**

Describe the event: **Click here to enter description.**

If this Capital Investment is required to host more than one event bid, include additional event information here: **Click here to enter additional event(s).**

Accommodations:

Estimated total number of room nights generated from event: **Click here to enter number.**
(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? **Click here to enter answer.**

What local facilities other than accommodations will be used? **Click here to enter answer.**

Event Attendance:

Estimated participants, officials and staff:

Enter number here.

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

Enter number here.

Estimated spectators – city residents

Enter number here.

Total estimated spectators

Enter total here.

This event(s) 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, please explain when it was last hosted in Prince Albert: **[Click here to enter explanation.](#)**

Is there a possibility of this event(s) happening more than once in Prince Albert?

Yes No

Please explain: **[Click here to enter explanation.](#)**

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

Yes No

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

Capital Enhancement Information:

Critical to the evaluation of your funding application is the provision of a detailed business plan and rationale for the capital enhancements for which funding is requested. The applicant must also include a long term plan as to how they will protect / maintain the capital assets once the investment is made.

Please provide as much supporting information to aid in assessing your application below or in a separate attachment. At a minimum the information included with your application should speak to the evaluation criteria set forth in the Capital Enhancements Guidelines, with a strong emphasis on:

- How will the capital enhancement(s) be a legacy to the City as a permanent structure or fixture to remain for future users.
- A detailed description of the capital investments required including associated costs.
- Rationale for making the capital investments for which funding is being requested. Why are capital enhancements required for the event?
- Comprehensive Business Plan, including total capital costs, % overall capital investment being requested, other funding sources being utilized, including amount per funder.
- Project timelines (start, key milestones and completion date).
- Experience in completing capital projects.
- Long term plan for sustaining funded capital asset as well as past experience maintaining capital assets long term.
- Other events / uses made possible through the capital enhancement for which funding is being requested.
- Who will own the capital asset.

Information requested in this application may be attached separately to your application if preferred. The strength of information provided is the basis from which funding recommendations will be made.

The following items must accompany your application:

- Estimates for the capital enhancements.
- Budget for the event for which capital enhancements are being proposed.
- Comprehensive business plan and associated items listed above.
- Supporting documents if applicable

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

Privacy Policy Statement and Application Certification

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

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

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Capital Enhancements Eligibility & Guidelines Destination Marketing Fund Grant

In addition to the general guidelines, the following apply to Capital Enhancement funding applications:

- The request for capital enhancements must be directly related to a need identified in order to successfully host a specified event, and the specified event must generate new “event based overnight stays” (limited to hotel/motel rooms, B&B rooms) or maintain existing overnight stays generated by the specified event.”
- The capital enhancement(s) shall be a legacy to the City as a permanent structure or fixture to remain for future users.
- The applicant must provide written proof that the capital enhancements are part of a bid requirement and/or that with the addition of the capital asset, a specific event will be hosted/retained in Prince Albert.” This written proof should come from an organizing body of the event.
- Only one capital application will be permitted per project (ie. two or more organizations cannot both apply for funding for the same capital project).
- Business plans that accompany a capital funding application must demonstrate sustainability of the capital asset once constructed.
- Return on Investment (ROI) will be part of the evaluation criteria.
- Destination Marketing funding for capital projects is intended to primarily be “top up funding” for eligible capital projects not the primary funding source. There may be situations when the Destination Marketing Fund Grant is the primary funding source.
- For a one (1) year capital funding commitment, forty (40%) percent of the funds will be paid to the applicant at commencement of construction and the remaining sixty (60%) percent once construction of the capital project is complete and the Final Report form is submitted and approved.
- For multiple year capital funding commitments, a payment schedule will be determined at the time of signing the Funding Agreement.
- The event organizer, whether the same or different from the capital funding applicant, may apply for event funding under the appropriate Destination Marketing Fund Grant category.

Eligibility to apply for Capital Enhancement funding from the Destination Marketing Fund Grant:

- The event for which capital funding is required must generate overnight stays (limited to hotel/motel rooms, B&B rooms).
- The capital enhancement(s) shall be a legacy to the City as a permanent structure or fixture to remain for future users.
- The capital enhancements for which funding is being requested must be necessary to secure or retain an identified event and are not intended to fund what would be considered normal / regular capital maintenance.
- The capital enhancements and the event for which capital enhancements are being completed must occur in Prince Albert.
- The applicant shall have no outstanding taxes, utility charges or other amounts owing to the municipal government and all properties owned by the Organization must be free of any City of Prince Albert Building and Safety Maintenance Orders.

Not eligible for Destination Marketing Fund Capital Funding grants:

- Retroactive applications will not be considered. Capital applications must be received, reviewed and a decision made by City Council before construction commences and before the event is hosted.

Please contact destinationlevy@citypa.com or 306-953-4395 if you have any questions regarding this funding criteria.

DESTINATION MARKETING LEVY POLICY

PROCEDURE

7.02 Appendixes

7.02.05 Funding Agreement.

Destination Marketing Fund Grant Funding Agreement

The City of Prince Albert, having examined the application prepared to provide funding to the Applicant/Recipient, subject to the terms and conditions herein.

Therefore, in consideration of the terms and conditions set out in the agreement, the City of Prince Albert and the Applicant/Recipient agree, as follows:

Effective Date and Term:

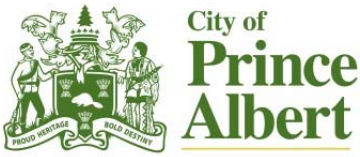
1. The term of this Agreement is from the date of signing up to and including 60 days post event completion (as stated in the application for funding).

Funding/Sponsorship:

2. The City of Prince Albert shall agree to pay the Applicant/Recipient an amount not exceeding the sum of \$_____.
3. The Applicant/Recipient agrees to recognize the City of Prince Albert and its member hotels as sponsors of the event.

Payment Schedule:

4. The City of Prince Albert agrees to pay the Applicant/Recipient forty (40%) percent of the funding amount upon signing of the agreement. The amount not exceeding the sum of \$_____.
5. The City of Prince Albert agrees to pay the Applicant/Recipient the remaining sixty (60%) percent of the funding amount upon receipt and approval of the Final Report Form by the Destination Marketing Levy Advisory Committee. The amount not exceeding the sum of \$_____.
6. If criteria is not met, the funding amounts above will be adjusted to reflect the Final Report results.



1084 Central Avenue
Prince Albert, SK S6V 7P3
P: 306-953-4395
F: 306-953-4396
www.citypa.com

Fund Use and Repayment:

- 7. The funds will be used solely for the purpose described within the application(s) and the Destination Marketing Levy Policy and Funding Agreement and subject to the conditions herein.
- 8. If the funds are not used, they will be immediately returned to the City of Prince Albert.
- 9. If the Applicant/Recipient does not comply within the conditions of the Agreement, including any of the information provided by the Applicant/Recipient to obtain the grant is determined to be false, misleading or inaccurate, the City of Prince Albert may require the Applicant/Recipient to repay all or part of the funds.
- 10. The Applicant/Recipient will provide proof that grant monies were used for the purposes intended.
- 11. The Applicant/Recipient will submit a completed Final Report Form and any other documentation of proof requested by the City of Prince Albert within sixty (60) days of the event completion.

Signed by the Applicant/Recipient this _____ day of _____, 201__.

Event Name _____

Applicant – Full Name _____

Signature

Witness

IN WITNESS WHEREOF the City of Prince Albert has hereunto affixed its corporate seal, duly witnessed by the hands of the proper officers in that behalf, duly authorized this _____ day of _____, A.D., 201__.

THE CITY OF PRINCE ALBERT

MAYOR

CITY CLERK

**AFFIDAVIT OF ATTESTATION
OF AN INSTRUMENT**

CANADA)
PROVINCE OF SASKATCHEWAN)
TO WIT:)

I, _____, of the City of _____, in
the Province of _____, make oath and say as follows:

1. That I was personally present and did see _____
named in the within instrument, who is personally know to me to be the person named
therein, duly sign and execute the same for the purposes named therein.

2. That the same was executed on the ____ day of _____,
A.D. 201__ at the City of _____, in the Province of
_____, and that I am the subscribing witness thereto.

3. That I know the said _____ and she/he is, in my
belief, of the full age of eighteen (18) years.

SWORN before me at the City of)
_____, in the Province)
of Saskatchewan, this ___ day)
of _____, A.D. 201__.) _____

A COMMISSIONER FOR OATHS in and
for the Province of Saskatchewan.
My Commission expires:
OR, BEING A SOLICITOR

DESTINATION MARKETING LEVY POLICY

PROCEDURE

7.02 Appendixes

7.02.06 Final Report Form – New Event, Growing an Existing Event and Event Retention.

Final Report Form

New Event, Growing an Event and Event Retention Destination Marketing Fund Grant

Final Report Date: [Click here for calendar](#)

Organization Information:

Name of Organization: [Click here to enter name.](#)

Follow up questions should be directed to:

Contact Person: [Click here to enter name.](#)

Phone: [Click here to phone number.](#)

Email: [Click here to enter email.](#)

Event Information:

Name of Event: [Click here to enter name.](#)

Estimated total number of room nights generated (as per original application): [Click here to enter number](#)

Actual room nights generated by the event? [Click here to enter number.](#)

How were room nights verified? [Click here to enter answer.](#)

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.

[Click here to enter details of room nights or attach on a separate sheet.](#)

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

Are there any additional events that may result or have been confirmed as a result of hosting this event in Prince Albert? Yes No

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>Click here to insert info.</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.

[Click here to enter comments or include a separate sheet.](#)

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”

Date: [Click here to enter a date.](#)

Signature: [Click here to insert electronic signature, or print report and sign.](#)

Print Name and Title: [Click here to type name & title.](#)

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.

DESTINATION MARKETING LEVY POLICY

PROCEDURE

7.02 Appendixes

7.02.07 Final Report Form – Capital Enhancements.

Final Report Form

Capital Enhancements – Destination Marketing Fund Grant

Date of Final Report: [Click here for calendar](#)

Organization Information:

Name of Organization: [Click here to enter name.](#)

Follow up questions should be directed to:

Contact Person: [Click here to enter name.](#)

Phone: [Click here to enter phone number.](#)

Email: [Click here to enter email.](#)

Capital Enhancements budget as per original application: \$ [Enter amount here.](#)

Capital Enhancements actual costs: \$ [Enter amount here.](#)

Please include the following information with your final report

- A copy of invoices for the capital enhancements undertaken
- For existing capital assets, photos of asset prior to enhancements and after enhancements
- For new capital assets, photos of the capital asset
- Any additional information or comments you feel are applicable
- Owner of the capital asset

Privacy Policy Statement and Application Certification

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Date: [Click here to enter a date.](#)

Signature: [Click here to insert electronic signature, or print report and sign.](#)

Print Name and Title: [Click here to type name & title.](#)

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.



Statement of Policy and Procedure			
Department:	City Manager	Policy No.	89.2
Section:	City Manager	Issued:	June 26, 2017
Subject:	Destination Marketing Levy Policy	Effective:	April 29, 2019
Council Resolution # and Date:	Council Resolution No. 0193 dated April 29, 2019	Page:	1 of 11
		Replaces:	Policy No. 89.1
Issued by:	Jim Toye, City Manager	Dated:	January 22, 2018
Approved by:	Jim Toye, City Manager		

1 POLICY

1.01 Destination Marketing Levy Fund Grants - Eligibility

The Destination Marketing Levy Funds are to be utilized for events that generate hotel room night stays in the City of Prince Albert Hotels.

The funds will be considered using the following eligibility criteria:

- a) Applications are screened on a first come first served basis.
- b) Applications shall be submitted at least three (3) months prior to the event. If the Application is not submitted at least three (3) months prior to the event, the Application may be denied.
- c) If Application is approved, payments will be allocated in two (2) installments:
 - i. 40% upon signing the Funding Agreement; and,
 - ii. 60% upon approval of the event Final Report by the Destination Marketing Levy Advisory Committee.

*** certain terms and conditions apply.*
- d) The level of profit generated by an event has no bearing on eligibility for funding.

- e) Large events that are deemed to be City wide in impact may be funded at a level that exceeds the recommendation generated by the evaluation metrics.
- f) The event shall generate overnight stays in Prince Albert.
- g) The applicant and/or host organization shall have no outstanding taxes, utility charges or other amounts owing to The City of Prince Albert, and all properties owned by the organization must be free of any City of Prince Albert Building and Safety Maintenance Orders.
- h) Funds shall be used directly and must not be channeled through another organization.
- i) Funds shall not be reinvested or used for any purposes other than stated in the application.
- j) Funds not used within twelve (12) months of the date of the request, shall be returned to the City of Prince Albert.
- k) Event Final Report shall be submitted within sixty (60) days of the event.
- l) Funding Agreement shall be signed prior to any funds being disbursed.

The funds do not apply to the following situations:

- a) Retroactive applications are not permitted.
- b) Accommodations provided to patients or residents of a hospital, personal care home, or residential care facility.
- c) Accommodations provided to patients and/or the family of patients while attending for medical care and treatment.
- d) Accommodations provided to a student by a registered educational institution while the student is registered at and attending that institution.
- e) Accommodation supplied for a person undertaking an apprenticeship or trade certification.
- f) Accommodation supplied by employers to their employees in premises owned and/or operated by or on behalf of the employer.

- g) Accommodation provided to evacuees or as provided on a temporary basis by the provincial or federal government, or any other agency.
- h) Tent or trailer sites supplied by a campground, tourist camp or trailer park.
- i) Hospitality rooms that do not include a bed.
- j) Socials, weddings and family celebrations.
- k) Accommodations provided in establishments in which fewer than three (3) bedrooms are available for rent.

1.02 Event Recruitment Initiatives

The Destination Marketing Levy Funds may be utilized to a maximum annual allocation of \$10,000 for the purpose of Event Recruitment Initiatives by City Administration, conditional upon approval by the Destination Marketing Levy Advisory Committee.

1.03 Promotional and Marketing Materials

The Destination Marketing Levy Funds may be utilized to a maximum annual allocation of \$10,000 for the purpose of purchasing materials relating to the marketing and promotion of the Destination Marketing Levy Funds, conditional upon approval by the Destination Marketing Levy Advisory Committee.

2 PURPOSE

2.01 The City of Prince Albert City Council is committed to investing proceeds from the levy into growing existing events, attracting new events to Prince Albert and supporting repairs or upgrades of a capital nature that are required to host a specific event in Prince Albert.

2.02 The objectives of this Policy are to:

- attract 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, specifically the hotels;
- enhance the profile and visibility of the City of Prince Albert, provincially, nationally, and internationally;
- fund events that will have a positive impact on tourism visitation and spending within Prince Albert; and,
- increase occupancy at member hotels.

3 SCOPE

3.01 Funding Categories

Applicants are to select the funding category from the following four (4) categories:

1. New Event

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 consecutive years or create a brand new event to be held in Prince Albert.

2. Event Retention

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.

3. Growing an Existing Event

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 new market segment to the event which will result in increased room nights.

4. Capital Enhancements

This category is typically suitable for repairs or upgrades of a capital nature that are required in order to host a specific event that generates overnight stays. Capital funding will not be approved for the purposes of regular maintenance. The capital enhancement(s) will be a legacy to the City as a permanent structure or fixture to remain for future users.

4 RESPONSIBILITY

4.01 Applicant

- a) Complete the appropriate Destination Marketing Fund Grant Application Form as appended to this Policy.
- b) Forward the completed Application Form to the Administrator.
- c) Provide any further information requested by the Administrator relating to the funding request.
- d) Review and execute a Funding Agreement forwarded by the Administrator.
- e) If the funding request is over \$10,000, the Applicant will be advised of the date the funding request will appear before City Council for consideration and the process to appear as a delegation on the evening the funding request will be reviewed. **Applicants are not required to appear as a delegation**, but are encouraged to do so if they wish to raise public awareness of their event or if they desire an opportunity to speak directly to Council with regards to their event or their funding application.
- f) Ensure an event code or block code name has been arranged with the Hotels for tracking of hotel nights for the specific event, as that is required for the Final Report and final payment.
- g) Provide correspondence confirming the number of hotel rooms booked for the specific event applying for funding. The number of rooms booked are to be submitted along with the Final Report.
- h) Once the event has concluded, forward a completed Final Report within sixty (60) days of the event to the Administrator for endorsement by the Destination Marketing Levy Advisory Committee prior to payment of any remaining funding. If the Applicant requires an extension to submit the Final Report, this will need to be submitted in writing to the Administrator.

4.02 Administrator

- a) Receive and process applications requesting funding from the Destination Marketing Levy.
- b) Review the application and any additional information / clarity sought. Conduct interviews with the Applicant (if necessary) to obtain or provide any additional information that may be required.
- c) Prepare a report to be forwarded to the Secretary of the Destination Marketing Levy Advisory Committee. The report will attach the application being submitted.
- d) Forward a Funding Agreement to the Applicant for review and execution, although the Agreement will not be binding until a decision has been rendered.
- e) Advise the Applicant of the recommendations of the Destination Marketing Levy Advisory Committee being forwarded to City Council, if the funding request was over \$10,000.
- f) Responsible for making contact with the Applicant regarding the decision rendered.
- g) Responsible for forwarding a signed Funding Agreement by the Applicant to the City Clerk for signing by the Mayor and City Clerk, and providing a fully executed Funding Agreement back to the Applicant.
- h) Responsible for payment of the funding to the Applicant which is 40% of the approved funds to be advanced to the Applicant.
- i) Responsible for forwarding the Final Report to the Applicant to be completed to qualify for payment of the remaining approved 60% and obtaining the Final Report from the Applicant.
- j) Review and issue an extension to the Final Report if requested by the Applicant in writing.
- k) Responsible for forwarding the Final Report submitted by the Applicant to the Destination Marketing Levy Advisory Committee for final post-evaluation report.
- l) Responsible for ensuring final payment is made to the Applicant once the Final Report has been approved and endorsed by the Destination Marketing Levy Advisory Committee.

4.03 Destination Marketing Levy Advisory Committee

- a) Review and evaluate reports submitted by the Administrator to ensure the following:
 - i. applications received are in accordance with the general criteria outlined in this policy;
 - ii. application ensures that the objectives of the policy are met; and,
 - iii. Evaluation metrics is completed.
- b) Approve applications up to \$10,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- c) Forward applications over \$10,000 with a recommendation to City Council for consideration.
- d) Monitor and evaluate the effectiveness of the Destination Marketing Levy Funds.
- e) Recommend to City Council any changes to this policy required to reflect changing priorities or to correct any inequities that may become apparent.
- f) Review the Final Report submitted by the Administrator and recommend approval or amendment of final payment of the remaining levy.

4.04 City Council

- a) Consider recommendations submitted by the Destination Marketing Levy Advisory Committee regarding applications for request of funding over the amount of \$10,000.
- b) Approve applications over the amount of \$10,000.
- c) Authorize the Mayor and City Clerk to sign all Funding Agreements with the Applicant once a decision has been rendered by City Council regarding an approved request over \$10,000.
- d) May, as required, instruct that the Administrator attach conditions to the approval of assistance under this policy which will require the recipient to perform certain activities or provide additional information in connection with the event receiving funding.
- e) Approve the Destination Marketing Levy Policy and any changes made thereafter.

4.05 Event Recruitment Initiatives

- a) City Administration to forward a report to the Destination Marketing Levy Advisory Committee regarding any request for funding from the Destination Marketing Levy Funds relating to Event Recruitment Initiatives by City Administration, up to a maximum annual allocation of \$10,000.
- b) Request for Event Recruitment Initiatives by City Administration will be forwarded to the Destination Marketing Levy Advisory Committee for review and approval.

4.06 Promotional and Marketing Materials

- a) City Administration to forward a report to the Destination Marketing Levy Advisory Committee regarding any request for funding from the Destination Marketing Levy Funds regarding purchasing materials relating to the marketing and promotion of the Destination Marketing Levy Funds, up to a maximum annual allocation of \$10,000.
- b) Request for Promotional and Marketing Materials by City Administration will be forwarded to the Destination Marketing Levy Advisory Committee for review and approval.

5 DEFINITIONS

- 5.01 Administrator – means the City Manager, Director of Community Services or their designate.
- 5.02 Applicant – means a person on behalf of an organization that submits an Application Form for funding of the Destination Marketing Levy Funds (ex. host organization representative).
- 5.03 Bed and Breakfast - means a dwelling unit in which the owner or operator use a portion of the dwelling for the purpose of providing, for remuneration, sleeping accommodation and one meal per day to guests, for periods of one week or less, and in which:
 - a) not more than three bedrooms within the dwelling unit are used to provide such sleeping accommodation;
 - b) the dwelling unit is the principal residence of the owner or operator of the bed and breakfast; and,
 - c) the meal which is provided is served before noon each day.

- 5.04 City - means The City of Prince Albert
- 5.05 Council – means the City Council of The City of Prince Albert.
- 5.06 Destination Marketing Levy Advisory Committee – means the Council Committee established to act as a review body for the Destination Marketing Levy, including Policy, Guidelines, and to provide recommendations to Council.
- 5.07 Destination Marketing Levy Funds – Funds that have been collected as per The City’s Annual Property Tax Bylaw.
- 5.08 Event Recruitment Initiatives – An organizing body targeting communities for the hosting of events within their community (provincial, national or international organizations/events).
- 5.09 Hotel – means a use:
- a) where a building is designed and operated to provide temporary accommodation to the general public; and,
 - b) which may also contain additional commercial uses, facilities or services such as a restaurant, a dining room, room service or public convention rooms.
- 5.10 Motel – means use:
- a) where a building or a group of buildings on a site is designed and operated to provide temporary accommodation for the general public; and,
 - b) that contains separate sleeping units, each of which is provided with a separate outdoor entrance and adjoining or conveniently located parking space.
- 5.11 Secretary – means the City Clerk or designate appointed by the City Clerk.

6 REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

- 6.01 Major Event Policy 6.1

7 PROCEDURE

7.01 The process to apply for funding is as follows:

- Step One: Applicants are to select the funding category that best fits the criteria of the event as listed in this policy. Applicant is to complete the required Grant Application Form as per Funding Category and submit to the attention of the Administrator. The Administrator will forward a report along with the application to the Secretary.
- Step Two: The Chairperson of the Destination Marketing Levy Advisory Committee will call an Advisory Committee Meeting to review applications requesting funding from the Destination Marketing Levy Funds. The Advisory Committee, at its meeting, will review the application(s).
- Step Three: The Destination Marketing Levy Advisory Committee will approve applications under \$10,000. Applications over \$10,000, a recommendation from the Advisory Committee will go to City Council to approve the application. Funding recommendation is reviewed by City Council at a regularly scheduled meeting with a decision rendered during the Council meeting.
- Step Four: The Administrator will be responsible for making contact with the Applicant, forwarding the Funding Agreement for signing.
- Step Five: The Mayor and City Clerk will sign the Funding Agreement once signed by the Applicant.
- Step Six: Once the Funding Agreement has been signed, the Administrator will forward 40% of the funding approved.
- Step Seven: The Applicant will submit the required Final Report to the Administrator within sixty (60) days of the event, along with hotel confirmations of hotel rooms used for the event. If the Applicant requires an extension to submit the Final Report, this should be submitted in writing to the Administrator.

Step Eight: The Administrator will forward the Final Report submitted by the Applicant to the Destination Marketing Levy Advisory Committee for final post-evaluation report.

Step Nine: Final report is reviewed and room nights verified. If actual room nights generated match or exceed projections, the final 60% approved grant is paid to the Applicant. If the actual room nights generated are less than projected, the evaluation metrics is completed using actual room nights. If the new calculations generate a recommendation for funding that is lower than what was previously supported, final payment will be reduced accordingly.

Step Ten: Final payment is issued to the Applicant by the Administrator following endorsement of the Final Report by the Destination Marketing Levy Advisory Committee.

7.02 Appendixes

7.02.01 New Event Destination Marketing Fund Grant Application and Criteria for Evaluation.

7.02.02 Growing an Existing Event Destination Marketing Fund Grant Application and Criteria for Evaluation.

7.02.03 Event Retention Destination Marketing Fund Grant Application and Criteria for Evaluation.

7.02.04 Capital Enhancements Grant Funding Application and Criteria for Evaluation.

7.02.05 Funding Agreement.

7.02.06 Final Report Form – New Event, Growing an Existing Event and Event Retention.

7.02.07 Final Report Form – Capital Enhancements.