



## **CITY OF PRINCE ALBERT**

### **DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING**

# **AGENDA**

**TUESDAY, FEBRUARY 14, 2023, 2:00 PM  
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

#### **1. CALL TO ORDER**

#### **2. APPROVAL OF AGENDA**

#### **3. DECLARATION OF CONFLICT OF INTEREST**

#### **4. APPROVAL OF MINUTES**

- 4.1 November 15, 2022 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval (MIN 23-10)

#### **5. CORRESPONDENCE & DELEGATIONS**

#### **6. REPORTS OF ADMINISTRATION & COMMITTEES**

- 6.1 Destination Marketing Fund Grant Application Form - 2023 Senator's Cup - Full Contact Hockey Tournament (RPT 23-64)

Verbal Presentation: Craig Guidinger, Director of Planning and Development Services

- 6.2 Destination Marketing Fund Grant - Final Report Form - 2022 PAGC/NLC/NLCDC Golf Tournament (RPT 22-368)

6.3 Year 2022 Destination Marketing Levy Grants Paid to Host Committees (RPT 23-65)

6.4 Destination Marketing Levy Funding Applications Approved by Chairperson - February 2023 (RPT 23-66)

**7. UNFINISHED BUSINESS**

**8. ADJOURNMENT**



City of  
**Prince Albert**

*MIN 23-10*

**MOTION:**

That the Minutes for the Destination Marketing Levy Advisory Committee Meeting held November 15, 2022, be taken as read and adopted.

**ATTACHMENTS:**

1. Minutes



## CITY OF PRINCE ALBERT

### DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

# MINUTES

**TUESDAY, NOVEMBER 15, 2022, 4:03 P.M.  
MAIN BOARDROOM, 2<sup>ND</sup> FLOOR, CITY HALL**

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

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

#### **1. CALL TO ORDER**

Mayor Dionne, Chairperson, called the meeting to order.

#### **2. APPROVAL OF AGENDA**

0035. **Moved by:** Councillor Cody

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**

0036. **Moved by:** Councillor Ogrodnick

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

**CARRIED**

### **5. CORRESPONDENCE & DELEGATIONS**

### **6. REPORTS OF ADMINISTRATION & COMMITTEES**

Councillor Cody assumed the Chair.

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

0037. **Moved by:** Mayor Dionne

1. That RPT 22-438 be received as information and filed; and,
2. That the Host Organizers for the Prince Albert Minor Hockey Tournaments held for U13A on October 18 – 30, 2022 and U18AA on November 11 – 13, 2022 be invited to submit a Destination Marketing Fund Application for consideration by the Committee.

**CARRIED**

Mayor Dionne resumed the Chair.

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

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

0038. **Moved by:** Ahenakew

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

2. That \$9,500 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

**CARRIED**

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

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

0039. **Moved by:** Ahenakew

1. That the Growing an Existing Event Destination Marketing Fund Grant Application from the Prince Albert Female Hockey for funding the 2023 Prince Albert Female Hockey Tournament, scheduled for January 6 – 8, 2023, in the amount of \$9,900, be approved;
2. That \$9,900 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

**CARRIED**

6.4 Destination Marketing Levy Funding Application - Golf Saskatchewan Provincial Senior Men's (55+) / Mid-Master Men's (40+) and Senior Womans (+50) Golf Championship (RPT 22-432)

0040. **Moved by:** Councillor Cody

That RPT 22-432 be received as information and filed.

**CARRIED**

6.5 Destination Marketing Levy Funding Application - Prince Albert Northern Bears (RPT 22-435)

0041. **Moved by:** Selanders

That RPT 22-435 be received as information and filed.

**CARRIED**

6.6 Destination Marketing Levy Funding Application - Prince Albert Mintos (RPT 22-436)

0042. **Moved by:** Selanders

That RPT 22-436 be received as information and filed.

**CARRIED**

6.7 Destination Marketing Levy Application - 2023 Dance Blast (RPT 22-437)

0043. **Moved by:** Selanders

That RPT 22-437 be received as information and filed.

**CARRIED**

## **7. UNFINISHED BUSINESS**

## **8. ADJOURNMENT – 4:35 P.M.**

0044. **Moved by:** Councillor Ogradnick

That this Committee do now adjourn.

**CARRIED**

MAYOR GREG DIONNE  
CHAIRPERSON

CITY CLERK

MINUTES ADOPTED THIS 14<sup>TH</sup> DAY OF FEBRUARY, A.D. 2023.



**RPT 23-64**

**TITLE:** Destination Marketing Fund Grant Application Form - 2023 Senator's Cup - Full Contact Hockey Tournament

**DATE:** February 7, 2023

**TO:** Destination Marketing Levy Advisory Committee

**PUBLIC:** X

**INCAMERA:**

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**RECOMMENDATION:**

That the following recommendation be forwarded to City Council for approval:

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council Sports & Recreation for funding the 2023 Senator's Cup – Full Contact Hockey Tournament scheduled for April 14 – 16, 2023, in the amount of \$30,000, be approved;
2. That \$30,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

**TOPIC & PURPOSE:**

To obtain approval for funding in the amount of \$30,000 for the 2023 Senator's Cup – Full Contact Hockey Tournament scheduled for April 14 – 16, 2023.

**BACKGROUND:**

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

Council approved the following motion:

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



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

The attached DMF Application is requesting approval for grant funding in the amount of \$30,000.

The Application states: *“This event brings in a lot of individuals province wide, including Alberta & Manitoba. We open the doors for Prince Albert to be seen. The access to everything in a small community with a lot of resources to have a prestigious event in Prince Albert Saskatchewan.”*

The Application also states: **Funding to cover some cost of hosting this event. All proceeds goes back to PAGC First Nation Communities.**

As per the Destination Marketing Levy Policy, this Application needs to be approved by the Destination Marketing Levy Advisory Committee **and forwarded to City Council for final approval:**

#### 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.*

The amount of \$30,000 requires City Council approval.

#### 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:

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

<b>Events of Significant Economic Impact - City Council Approval</b>
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.

**The criteria for hotel rooms for DMF funding in the amount of \$30,000 is 1,201 to 1,500 confirmed hotel rooms.**

The Grant Application illustrates hotel in the range of 300 just for players. That amount does not consider other guests attending the Senator's Hockey Tournament. That amount is not an accurate reflection of hotel rooms for the Senator's Hockey Tournament.

Year 2018

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

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

#### **CONSULTATIONS:**

The Grant Application has been reviewed internally by Administration.

**COMMUNICATION AND/OR ANNOUNCEMENT PLAN:**

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

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

**POLICY IMPLICATIONS:**

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

**FINANCIAL IMPLICATIONS:**

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

A recommendation will need to be forwarded to City Council for approval of grant funding, as the request is over \$10,000.

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2023 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$935,612).

**OTHER CONSIDERATIONS/IMPLICATIONS:**

There are no official community plan or privacy implications.

**STRATEGIC PLAN:**

Promoting a progressive community is identified as a Strategic Priority in Prince Albert's Strategic Plan. Events that bring together community and highlight the many cultures of Prince Albert are of significant focus, this is supported by the "Senator's Cup" Hockey Tournament where we align City resources and assist community partners to ensure events that promote Prince Albert as a vibrant diverse City are made to be successful.

The DMF is a great example at how the City can utilize resources to promote community events.

**PUBLIC NOTICE:**

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

**PRESENTATION:**

Craig Guidinger, Director of Planning & Development Services

**ATTACHMENTS:**

1. Destination Marketing Fund Attachments - Senator's Cup - Application, Posters, Budget

Written by: Melodie Boulet, Finance Manager & Nicholas Thomas, Ec. Dev. Coordinator

Approved by: Craig Guidinger, Director of Planning & Development Services

## Event Retention Destination Marketing Fund Grant Application

Application Date: January 24, 2023

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: \$ \$30,000.00

### Organization Information:

Name of Organization requesting funding: Prince Albert Grand Council Sport, Culture & Recreation

Contact Person: Geoff Despins

Phone: (306)961-9926

Email: [gdespins@pagc.net](mailto:gdespins@pagc.net)

Mailing Address including postal code: 1211 1Ave West, Prince Albert, S6V 4Y8

Type of Organization (please select one)

- Private       Not-for-Profit       Other

If Other, explain:

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: Prince Albert Grand Council - Sport, Culture & Recreation

Brief description of organization requesting funding: Funding to cover some cost of hosting this event. All proceeds goes back to 12 PAGC First Nation Communities. PAGC Has hosted tournament since 2011 - Except 2020 Due to Covid.

Organization's annual budget: \$ 100,000

**Event Information:**

Name of Event: PAGC Senator's Cup 2023

Duration of event: Start date: April 14, 2023      End date: April 16, 2023

Describe the event: It is a All reserve/metis Community Senior contact hockey tournament. The tournament is a targeted 16 team First Nations Hockey tournament. Teams from Sask, Manitoba and Alberta take part in this annual event. In recent years 20-30 pro/semi hockey players have taken part in this tournament. This year we have increased the prize payouts. With this tournament being moved into April there will be a high number of spectators. We're expecting 2-6 thousand.

**Accommodations:**

Estimated number of room nights generated from event: Approximately 300 Rooms, Based on Players. (Room nights limited to hotel/motel rooms, B&B rooms) This number does not include families and spectators.

What method did you use to estimate the number of room nights generated for this event:  
16 teams, 20 players per team including coaches, assistants & trainers.

What local facilities other than accommodations will be used:

Art Hauser Arena, local stores, and Restaurants.

**Event Attendance:**

Estimated participants, officials and staff: 450 per day

Estimated spectators – non-residents 6,000 per day  
(80 km or more away from Prince Albert)

Estimated spectators – City residents 1000 per day

Total estimated spectators 7050 per day

**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?

Every year for the past 8 years. Except 2020 Due to covid. We're expecting for this year to be the best event - due to the dates being changed from March - April.

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

Annual Event - Every Year.

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:

This event brings in a lot of individuals province wide, including Alberta & Manitoba. We open the doors for Prince Albert to be seen. The access to everything in a small community with a lot of resources to have a prestigious event in Prince Albert Saskatchewan - Such as Shopping, leisure and entertainment. This event will showcase the new arena development currently being created for Prince Albert.

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

First and foremost, this event brings alot of people together. A hockey family that is nurtured by this event. It's huge and it's alot of people to see in a weekend alone. It's very easy to host this event because there's alot of people who want to be apart it. Every year the event was on, it's been a success and contiues to grow with it's staff and volunteer's.

**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?

This event is not in Jeopardy of being held in Prince Albert. It's always been in Prince Albert, it's the relationship we keep with the city of Prince Albert. The 3 day event brings a high revenue to local businesses in the City, as spectators and participants travel in from all over SK, MB, AB. The same day we released poster, the 16 team limit has filled all 16 in just 1 day.

Please describe efforts made by the organizing committee to retain this event in Prince Albert:

- Meetings
- Organize Volunteers
- Advertising

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

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

- Strong community relationship.
- Booking Facility(s).
- Advertisement planning.
- Community Partnerships.
- Organization Financial Support.
- Annual reporting & Past success.

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.)

Prince Albert's Geographical Location makes it the ideal location as it is a hub community to serve our 12 First Nation Bands.

**Please ensure the following items accompany your application:**

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

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

**Privacy Policy Statement and Application Certification**

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

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

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

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

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



# PRINCE ALBERT GRAND COUNCIL



# SENATOR'S CUP

April 14, 15, 16, 2023

ART HAUSER CENTRE - PRINCE ALBERT, SK

ADMISSION: \$10 per day

65+ FREE 5 & Under FREE

## PRIZE PAYOUTS

1st - \$30,000

3rd - \$10,000

2nd - \$15,000

4th - \$7,500

Individual Awards to be Presented

All Reserve/Metis Community Senior  
Contact Hockey Tournament

Indigenous Import Rule: 3 Players & 1 Goalie import  
All teams must have 2 set of jerseys. NO Exceptions.



Ron Michel



Angus Tsannie



Bernice Waditaka



Simon Robillard



Gerald Bear



John Morin



Pierre Settee

Must show proof of Metis/Status before Tournament Starts

Tournament Contact: Geoff Despins (306)961-9926 or  
Robynn Dorion (306)960-8115



# PRINCE ALBERT GRAND COUNCIL



# SENATOR'S CUP

**April 14, 15, 16, 2023**

**Entry fee: \$1500 per team  
16 team limit**

**Please make cheque payable to  
PAGC Sport, Culture and  
Recreation or  
Email Transfer: [robynn.dorion@pagc.net](mailto:robynn.dorion@pagc.net)**

**Must show proof of Metis/Status before Tournament Starts**

**Tournament Contact: Geoff Despins (306)961-9926 or  
Robynn Dorion (306)960-8115**



# Annual Senator's Cup Hockey Tournament

April 14-16, 2023

EXPENSES	\$78,000.00	\$0.00	-\$92,729.50
<i>Item</i>	<i>Amount</i>	<i>Actual</i>	<i>Variance</i>
Prize Payout	\$ 62,500.00	\$	(62,500.00)
Rink Rental	\$ 9,229.50	\$	(9,229.50)
Officials	\$ 7,000.00	\$	(7,000.00)
Advertising (including clock)	\$ 4,500.00	\$	(4,500.00)
Staffing	\$ 7,000.00	\$	(7,000.00)
Incidentals	\$ 2,500.00	\$	(2,500.00)

# Permit



Art Hauser Centre  
 690(B) - 32nd Street East  
 Prince Albert, SK, CA S6V 2W8

PHONE:(306) 953-4848  
 FAX:(306) 953-4855  
 EMAIL:ahc@citypa.com

**Permit # R11920**

Status Approved  
 Date Jun 16, 2022 1:34 PM

<b>Organization Name</b>	Prince Albert Grand Council - 289		
<b>Customer Type</b>	General Public		
<b>Organization Address</b>	Box 2350 Prince Albert, SK S6V 6Z1		
<b>Agent Name</b>	Robynn Dorion	<b>Home Phone Number</b>	(306) 960-8115
		<b>Email Address</b>	robynn.dorion@pagc.net
<b>System User</b>	Shaun Pikaluk		

Rental Fee	\$8,790.00
GST (Tax # 1)	\$439.50
Discounts	\$0.00
<b>Subtotal</b>	<b>\$9,229.50</b>
Deposits	\$0.00
Deposit Discounts	\$0.00
<b>Total Permit Fee</b>	<b>\$9,229.50</b>
Total Payment	\$0.00
Refunds	\$0.00
<b>Balance</b>	<b>\$9,229.50</b>

Senator's Cup		1 resource(s)	3 booking(s)	Subtotal: \$8,790.00
Booking Summary				
AHC Ice Rink (Ice Rental)			Center: Art Hauser Centre	
START DATE/TIME	END DATE/TIME	ATTENDEE	AMT W/O TAX	
Apr 14, 2023 8:00 AM	Apr 15, 2023 12:00 AM	1	\$2,572.86	
Adult Prime Time (Regular Season) - AHC, KIN, STE \$202.00 / Hour x 8.5 \$1,635.24				
Non-Prime Time (Regular Season) -AHC,KIN,STE \$127.00 / Hour x 7.5 \$907.14				
Surcharge - AHC Arena \$2.00 / Hour x 16 \$30.48				
Apr 15, 2023 8:00 AM	Apr 16, 2023 12:00 AM	1	\$3,108.57	
Adult Prime Time (Regular Season) - AHC, KIN, STE \$202.00 / Hour x 16 \$3,078.09				
Surcharge - AHC Arena \$2.00 / Hour x 16 \$30.48				
Apr 16, 2023 8:00 AM	Apr 17, 2023 12:00 AM	1	\$3,108.57	
Adult Prime Time (Regular Season) - AHC, KIN, STE \$202.00 / Hour x 16 \$3,078.09				
Surcharge - AHC Arena \$2.00 / Hour x 16 \$30.48				

Custom Questions	
QUESTION	ANSWER
Youth Booking?	No
• <i>Prime Time?</i>	Yes

Payment Schedules					Original Balance: \$9,229.50	Current Balance: \$9,229.50
DUE DATE	AMOUNT DUE	AMOUNT PAID	WITHDRAWAL ADJUSTMENT	BALANCE		
Jan 11, 2023	\$9,165.50	\$0.00	\$0.00	\$9,165.50		
Mar 17, 2023	\$64.00	\$0.00	\$0.00	\$64.00		

X: \_\_\_\_\_

X: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**Art Hauser Centre**  
Mailing Address: 690(B) - 32nd Street East, Prince Albert, SK  
S6V 2W8  
Phone Number: (306) 953-4848  
Fax Number: (306) 953-4855  
Email Address: ahc@citypa.com

**Prince Albert Grand Council**  
Customer Type: General Public  
Customer ID: 31565  
Mailing Address: Box 2350, Prince Albert, SK  
S6V 6Z1  
Authorized Agent Name: Robynn Dorion  
Home Phone Number: (306) 960-8115  
Email Address: robynn.dorion@pagc.net

**RPT 22-368**

**TITLE:** Destination Marketing Fund Grant - Final Report Form - 2022 PAGC/NLC/NLCDC Golf Tournament

**DATE:** November 10, 2022

**TO:** Destination Marketing Levy Advisory Committee

**PUBLIC:** X

**INCAMERA:**

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**RECOMMENDATION:**

That the Board supports the below recommendations of the DMF Administrator:

1. That the Final Report Form from the Event of the 2022 PAGC/NLC/NLCDC Golf Tournament be approved; and,
2. That the Administrator forward the remaining sixty percent (60%) owing in the amount of \$3,000 to the Host Committee.

**TOPIC & PURPOSE:**

To support the approval of the Final Report Form submitted for the Event of the 2022 PAGC/NLC/NLCDC Golf Tournament. To support the Administrator's approval of the remaining 60% owing to the Host Committee in the amount of \$3,000.

**BACKGROUND:**

The Destination Marketing Levy Advisory Committee has approved the following funding:

- 1. That the amount of \$5,000 be approved for funding under the Destination Marketing Fund Grant – Event Retention to the Prince Albert Grand Council for the 2022 NLC/PAGC/NLCDC Golf Tournament scheduled for August 13 – 14, 2022.*
- 2. That the amount of \$5,000 be funded from the Destination Marketing Levy Reserve."*

**Amended Approved Destination Marketing Levy Policy**

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

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

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

**PROPOSED APPROACH AND RATIONALE:**

As per the Destination Marketing Levy Policy, the Administrator is responsible for:

- Responsible to review final reports submitted by the Host Committee and recommend approval or amendment of final payment of the remaining funding, and the Administrator will determine the final payment to be made based on confirmed hotel accommodations.
- Responsible for ensuring final payment is made to the Applicant once the Final Report has been approved by the Administrator.

As per Policy, the amount of \$2,000 was paid to the Host Committee (40%).

The Policy states:

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

*\*\* certain terms and conditions apply.*

Please find attached Final Report Form that has been submitted for the Event. Also attached includes the final revenues and expenses. There is a small surplus that goes to the school for programs.

DMF Funding Application - Proposed Hotel Accommodations	280
Final Report - Hotel Accommodations for Event	260

Total DMF Grant Approved	\$5,000
<b>Final Report Approval - Payment of 60%</b>	<b>\$3,000</b>

The Administrator is recommending approval for payment of the amount of \$3,000 with the confirmed hotel accommodations.

**CONSULTATIONS:**

The Final Report Form has been reviewed internally by the Administrator.

**COMMUNICATION AND/OR ANNOUNCEMENT PLAN:**

The Administrator will advise the Host Committee that Final Payment in the amount of \$3,000 will be processed.

**POLICY IMPLICATIONS:**

The Grant Application is from the approved Destination Marketing Levy Policy No. 89.3.

**FINANCIAL IMPLICATIONS:**

The remaining amount to be paid is 60% which totals \$3,000 for a total approved funding amount of \$5,000, to be funded from the Destination Marketing Levy Reserve.

**STRATEGIC PLAN:**

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

**ATTACHMENT:**

1. Chairperson Final Report Approval - 2022 PAGC/NLC/NLCDC Golf Tournament.

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager





## Destination Marketing Levy Funding Grant Applications

### FINAL REPORT APPROVAL

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Destination Marketing Levy Advisory Committee Motion of February 16, 2022:

#### 2022 PAGC/NLC/NLCDC Golf Tournament

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council for funding the 2022 NLC/PAGC/NLCDC Golf Tournament scheduled for August 13 – 14, 2022, in the amount of \$5,000, be approved;
2. That \$5,000 be funded from the Destination Marketing Levy Reserve.

DMF Funding Application - Proposed Hotel Accommodations	280
Final Report - Hotel Accommodations for Event	260

Total DMF Grant Approved	\$5,000
<b>Final Report Approval - Payment of 60%</b>	<b>\$3,000</b>

Final Report Approval for Payment:

**DMF Advisory Board Chairperson**

Dated: September 14, 2022

*As per Section 4.02 (Administrator) of the Destination Marketing Levy Policy 89.3  
Responsible to review final reports submitted by the Host Committee and recommend approval or amendment of final payment of the remaining funding, and the Administrator will determine the final payment to be made based on confirmed hotel accommodations.*

↑  
(26125) Surplus of Event  
goes to School  
Programs

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

Final Report Date: September 24, 2022

**Organization Information:**

Name of Organization: PAGC/NLC Golf Tournament (PAGC Urban Services)

Follow up questions should be directed to:

Contact Person: Geoff Despins

Phone: 306-961-9926

Email: gdespins@pagc.net

**Event Information:**

Name of Event: PAGC/NLC Golf Tournament

Estimated total number of room nights generated (as per original application): 280

Actual room nights generated by the event? 260

How were room nights verified? Numbers as per comments below

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.

**The following hotels were spoken to however they were not able to confirm exact room numbers:**  
**Best Western - Front Desk Manager Rebecca- advised that the weekend of the tournament was above normal for rooms. PA Inn - Owner's son Daniel - advised that they were full Friday, Saturday and Sunday. He advised that he knows there were golfers as he saw clubs in the lobby. Super 8 - Front Desk Norma - advised that they were full for the weekend. Ramada - Front Desk Bnart - advised that they were full for the weekend. Did advised that they had golfers in but couldn't advise on numbers. Days Inn - Front Desk Aron - advised they were almost full strong weekend. Best Western Premier - Front Desk Gursewak Singh -advised they had a strong weekend**

**just didn't have any numbers. Coronet - Front Desk Rakel - advised that she knew that they had some golfers from PB First Nations not sure on numbers. Cumberland Crossing - Mel Manager - advised that they were full. The 260 room nights estimate was as a result of the conversations with the hotels**

**\*\* 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: **In past years before Covid there was a Skins Game on Friday before the tournament. The hope is that this will come back.**

What level of media coverage was realized during the event?  
List of media outlets that covered event:

Local	<b><u>On line Media, PA Shopper local radio</u></b>
Provincial	<b><u>On line Media</u></b>
National	<b><u>On line Media</u></b>

**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.

**The DMF Funding went a long ways to keeping the tournament in PA. There was some interest expressed by Elk Ridge to bring the event up there.**

**Please note the event shows a profit of \$6,125.00 this has gone to School programs as in past years.**

## 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:** September 26, 2022

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

**Print Name and Title:** Geoff Despins - PAGC Urban Services

This Final Report with all supporting documents can be saved and emailed to [destinationlevy@citypa.com](mailto:destinationlevy@citypa.com) or printed and mailed or dropped off to City Hall, City Manager’s Office, 2<sup>nd</sup> Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

# PAGC/NLC/NLCDC Golf Tournament

## August 13-14, 2022

INCOME	\$112,500.00	\$111,100.00	-\$1,400.00
<i>Item</i>	<i>Budget</i>	<i>Actual</i>	<i>Variance</i>
Golf Entry Fees	\$65,000.00	\$ 72,600.00	\$ 7,600.00
Sponsor / Advertising / DMF	\$47,500.00	\$ 38,500.00	\$ (9,000.00)

**Notes:**

Total revenue for golfers

<u>Category</u>	<u># Participants</u>	<u>Avg. Entry Fee</u>	<u>Total</u>
Mens	135		\$ -
Seniors	58		\$ -
Ladies	9		\$ -
<b>Total</b>	<b>202</b>		<b>\$ -</b>

**72,600**

# PAGC/NLC/NLCDC Golf Tournament

## August 13-14, 2022

EXPENSES	\$93,500.00		\$104,975.00	
<i>Item</i>	<i>Amount</i>		<i>Actual</i>	<i>Variance</i>
Green Fees	\$40,000.00	\$	40,000.00	\$ -
Prize Payouts	\$32,000.00	\$	32,000.00	
CPs	\$12,000.00	\$	12,000.00	\$ -
Elders Expense	\$1,000.00	\$	1,000.00	\$ -
Fish Fry Banquet - Hot Dogs - Water	\$8,050.00	\$	11,750.00	\$ 3,700.00
Supplies (score cards/trophies)	\$450.00	\$	8,275.00	\$ 7,825.00
Supplies higher due to losses at Senator Bird Fire				



***RPT 23-65***

**TITLE:** Year 2022 Destination Marketing Levy Grants Paid to Host Committees

**DATE:** February 7, 2023

**TO:** Destination Marketing Levy Advisory Committee

**PUBLIC:** X

**INCAMERA:**

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**RECOMMENDATION:**

That this report be received as information and filed.

**TOPIC & PURPOSE:**

This report is providing a listing of the 2022 Destination Marketing Levy Grants approved and paid to Host Committees.

**PROPOSED APPROACH AND RATIONALE:**

The listing is broken down by 2022 and 2023 Events. The total amount of \$152,480 has been paid out in Year 2022 for approved Destination Marketing Levy Grants.

That amount is funded from the Destination Marketing Levy Reserve.

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2023 Levy Revenue to be credited to the Reserve, the projected Reserve Balance is approximately (\$1,054,781.64).

That amount includes the approved events with remaining final payments to be made. It also includes the request of the 2023 Senator's Hockey Tournament and the hosting of the Esso Female AAA Championship being held in April of 2023.

<b>2022 DESTINATION MARKETING LEVY GRANTS PAID</b>		
<b>Final Payments Made to Host Committees - 2022 Events</b>		
2022 City of Prince Albert SSFA 55+ Games	\$13,500.00	60%
2022 Junior Olympic Indoor Provincials	\$5,880.00	60%
2022 Prince Albert Female Hockey Tournament	\$4,500.00	60%
2022 Fine Arts Festival - Prince Albert Grand Council	\$4,500.00	60%
2022 Dance Blast - Performing Arts Warehouse	\$3,000.00	60%
<b>Full Payments Made to Host Committees - 2022 Events</b>		
2022 Canadian Mixed Curling Championship	\$42,000.00	100%
2022 Senator's Cup Hockey Tournament	\$9,900.00	100%
2022 U15A Male and Female Provincial Softball Championships	\$9,000.00	100%
2022 Shaye Amundson Memorial Girls Softball Championship	\$6,000.00	100%
2022 Saskatchewan Men's and Women's Amateur and Men's Mid Amateur Golf Championships	\$6,000.00	100%
2022 PAGC Golf Tournament	\$5,000.00	100%
2022 U11 Girls and Boys North Softball Provincial Championships	\$3,500.00	100%
2022 St. Mary's Boys Basketball Tournament	\$1,000.00	100%
<b>Full Payments Made for Hockey Tournaments in 2022</b>		
U13 A Moose Youth Hockey Tournament - October 28 - 30, 2022	\$5,000.00	100%
U11 B Knights City Hockey Tournament - December 9 - 11, 2022	\$3,000.00	100%
U13 B Eagles Club Rink Tournament - November 25 - 27, 2022	\$3,000.00	100%
U11 A Hawks Hockey Tournament - December 2 - 4, 2022	\$2,500.00	100%
<b>40% Payments Made to Host Committees - 2023 Events</b>		
2023 Prince Albert Female Hockey Tournament	\$3,960.00	40%
2023 Golf Saskatchewan Senior Men's / Ladies and Mid-Master Provincial Golf Championships	\$2,000.00	40%
2023 Hoopla	\$1,800.00	40%
2023 Fine Arts Festival - Prince Albert Grand Council	\$1,600.00	40%
2023 Dance Blast - Performing Arts Warehouse	\$1,600.00	40%
2023 SOS Provincial Floor Hockey Competition	\$1,200.00	40%
2023 Churchill Regional Skating Competition - February 11 - 12, 2023	\$800.00	40%
2023 St. Mary Boys Basketball Tournament	\$800.00	40%



<b>40% Payments for Hockey Tournaments – 2023 Events</b>		
U15 Cyclones Community Club Tournament - January 13 - 15, 2023	\$1,200.00	40%
U9 A Leafs Community Club Tournament - January 21 - 22, 2023	\$1,200.00	40%
Prince Albert Mintos	\$1,200.00	40%
Prince Albert Northern Bears	\$1,200.00	40%
U9 B Rangers Tournament - January 28 - 29, 2023	\$1,000.00	40%
U13 A Moose Community Hockey Tournament - Feb 10 - 12, 2023	\$1,000.00	40%
U11 A Hawks Hockey Tournament - February 3 - 5, 2023	\$800.00	40%
U11 B Knights Hockey Tournament - February 3 - 5, 2023	\$800.00	40%
U13 B Eagles Community Club Tournament - February 24 - 26, 2023	\$800.00	40%
U11 C Wolves City Hockey Tournament - March 4 - 5, 2023	\$800.00	40%
U11 C Wolves Community Hockey Tournament - February 4, 2023	\$600.00	40%
U9 C Bruins Hockey Tournament - February 11, 2023	\$600.00	40%
U7 B Orange Raiders Fun Day Hockey Tournament - Feb 18, 2023	\$600.00	40%
<b>TOTAL 2022 GRANTS PAID</b>	<b>\$152,840.00</b>	

**PUBLIC NOTICE:**

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

Written by: Melodie Boulet, Finance Manager

Approved by: City Manager



**RPT 23-66**

**TITLE:** Destination Marketing Levy Funding Applications Approved by Chairperson - February 2023

**DATE:** February 7, 2023

**TO:** Destination Marketing Levy Advisory Committee

**PUBLIC:** X

**INCAMERA:**

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**RECOMMENDATION:**

That this report be received as information and filed.

**TOPIC & PURPOSE:**

To update the Destination Marketing Levy Advisory committee members the Destination Marketing Levy Applications approved by the DMF Chairperson.

**PROPOSED APPROACH AND RATIONALE:**

As per the Destination Marketing Levy Policy 89.3, the Destination Marketing Levy Chairperson has the authority to approve Funding Applications to the amount of \$5,000:

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:

<b>Destination Marketing Levy Committee <b>CHAIRPERSON</b> Approval - Grants for Funding up to \$5,000.</b>	
<b>Hotel Rooms</b>	<b>Maximum DMF Levy Funding</b>
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

The Destination Marketing Levy Policy also states that the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications 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.

Attached to this Report is the listing of the DMF Funding Applications approved by the DMF Chairperson. The listing is broken down by “Hockey Tournaments” and “Other DMF Events” with the grant amount approved.

The Administrator is responsible to review final reports submitted by the Host Committee and recommend approval or amendment of final payment of the remaining funding, and the Administrator will determine the final payment to be made based on confirmed hotel accommodations. The final payments are approved by the DMF Chairperson.

**PUBLIC NOTICE:**

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

**ATTACHMENT:**

1. Destination Marketing Levy Funding Applications approved by DMF Chairperson as of February 7, 2023.

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager

## HOCKEY TOURNAMENTS

Division	Tournament	Start Date	End Date	Total Grant
<b>U15</b>				
U15 Cyclones	U15 Community Club Rink Tournament	January 13, 2023	January 15, 2023	\$3,000
<b>U13</b>				
U13 A Moose	U13 A Youth Hockey Tournament	October 28, 2022	October 30, 2022	\$5,000
U13 B Eagles	U13 B City Rink Tournament	November 25, 2022	November 27, 2022	\$3,000
U13 A Moose	U13 A Community Club Rink Tournament	February 10, 2023	February 12, 2023	\$2,500
U13 B Eagles	U13 B Community Club Rink Tournament	February 24, 2022	February 26, 2022	\$2,000
<b>U11</b>				
U11 B Knights	U11 B City Hockey Tournament	December 9, 2022	December 11, 2022	\$3,000
U11 B Knights	U11 B City Hockey Tournament	February 3, 2023	February 5, 2023	\$3,000
U11 A Hawks	U11 A Hockey Tournament	December 2, 2022	December 4, 2022	\$2,500
U11 A Hawks	U11 A Hockey Tournament	February 3, 2023	February 5, 2023	\$2,000
U11 C Wolves	U11 C City Hockey Tournament	March 4, 2023	March 5, 2023	\$2,000
U11 C Wolves	U11 C Community Rink Tournament	February 4, 2023	February 4, 2023	\$1,500
<b>U9</b>				
U9 B Rangers	U9B Hockey Tournament	January 28, 2023	January 29, 2023	\$3,000
U9 A Leafs	U9 A Hockey Tournament	January 21, 2023	January 22, 2023	\$2,500
U9 C Bruins	U9 C Hockey Tournament	February 11, 2023	February 11, 2023	\$1,500
<b>U7</b>				
U7 A Green Raiders	U7 A Fun Day Hockey Tournament	February 11, 2023	February 11, 2023	\$2,000
U7 B Orange Raiders	U7 B Fun Day Hockey Tournament	February 18, 2023	February 18, 2023	\$1,500
				<b>\$40,000</b>

## OTHER DMF EVENTS:

EVENT	Start Date	End Date	Total Grant
2023 Golf Saskatchewan Senior Men's / Ladies and Mid-Master Provincial Golf Championships	July 30, 2023	August 2, 2023	\$5,000
2023 Dance Blast - Performing Arts Warehouse	March 9, 2023	March 12, 2023	\$4,000
2023 Fine Arts Festival - Prince Albert Grand Council	April 24, 2023	April 27, 2023	\$4,000
2023 SOS Provincial Floor Hockey Competition	January 27, 2023	January 29, 2023	\$3,000
Prince Albert Mintos			\$3,000
Prince Albert Bears			\$3,000
2023 St. Mary's Boys Basketball Tournament	February 9, 2023	February 11, 2023	\$2,000
2023 ChurchHill Skating Competition	February 11, 2023	February 12, 2023	\$2,000
			<b>\$26,000</b>