



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

AGENDA

**MONDAY, AUGUST 21, 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 June 29, 2023 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval (MIN 23-65)

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

- 6.1 Destination Marketing Fund Grant Application Form-2023 Northern Lights Casino Thanksgiving Pow Wow (RPT 23-325)

Verbal Presentation: Trina Bell, Administrator, Destination Marketing Fund

7. UNFINISHED BUSINESS

8. ADJOURNMENT



City of
Prince Albert

MIN 23-65

RECOMMENDATION:

That the Minutes for the Destination Marketing Levy Advisory Committee Meeting held June 29, 2023, be taken as read and adopted.

ATTACHMENTS:

1. Regular Minutes



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

MINUTES

THURSDAY, JUNE 29, 2023, 2:00 P.M.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL

PRESENT: Mayor Greg Dionne
Councillor Dawn Kilmer
Mona Selanders

Savannah Price, Acting City Clerk
Trina Bell, Administrator, Destination Marketing Fund

1. CALL TO ORDER

Mayor Dionne, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0008. **Moved by:** Selanders

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

1. That a verbal discussion, be added for consideration as Item No. 7.1.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0009. **Moved by:** Councillor Kilmer

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held February 14, 2023, be taken as read and adopted.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Destination Marketing Fund Grant Application Form – NLC/PAGC/NLCDC Golf Tournament (RPT 23-256)

Verbal Presentation was provided by Craig Guidinger, Director of Planning and Development Services.

0010. **Moved by:** Selanders

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council Sports & Recreation for funding the Northern Lights Casino/Prince Albert Grand Council/Northern Lights Community Development Corporation - Golf Tournament scheduled for August 12 and 13, 2023, in the amount of \$7,000, be approved;
2. That \$7,000 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.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

6.2 Destination Marketing Fund Grant Application Form – Prince Albert U15 Boy’s Softball Nationals – Softball Tournament (RPT 23-257)

Verbal Presentation was provided by Trina Bell, Administrator, Destination Marketing Fund.

0011. **Moved by:** Councillor Kilmer

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

1. That the New Event Destination Marketing Fund Grant Application from Prince Albert U15 Boy’s Softball Nationals for funding the Prince Albert U15 Boy’s Softball Nationals – Softball Tournament scheduled for August 9 - 13, 2023, in the amount of \$15,000, be approved;
2. That \$15,000 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.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

7. UNFINISHED BUSINESS

7.1 Discussion - 2024 Provincial Track Meet (PRESENTED AT MEETING)

8. ADJOURNMENT – 2:14 P.M.

0012. **Moved by:** Selanders

That this Committee do now adjourn.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

MAYOR GREG DIONNE
CHAIRPERSON

CITY CLERK

MINUTES ADOPTED THIS DAY OF , A.D. 2023.



RPT 23-325

TITLE: Destination Marketing Fund Grant Application Form-2023 Northern Lights Casino Thanksgiving Pow Wow

DATE: August 14, 2023

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the following report be approved to receive DMF Funding from the City of Prince Albert as follows:

1. That the Event Retention Destination Marketing Fund Grant Application from the 2023 Northern Lights Casino Thanksgiving Pow Wow Committee for funding the 2023 Northern Lights Casino Thanksgiving Pow Wow scheduled for October 6 – October 8, 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 Northern Lights Casino Thanksgiving Pow Wow scheduled for October 6 – October 8 2023.

BACKGROUND:

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

Council approved the following motion:

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

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

The attached DMF Application is requesting approval for grant funding in the amount of \$30,000 as per the Destination Market Levy Policy.

The Application states: *“The celebration will attract over 7000 Cultural Dancers and spectators from across Saskatchewan, Canada, and North America who will travel to participate and watch the dancers and drum groups and experience First Nations hospitality that NLC and the organization have to offer. With the celebration now being 3 days, this will result in travelers arriving to the city 1-2 days earlier and will increase revenue for many local businesses.”*

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:

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

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

In their Application Form, they had estimated approximately 1459 room nights.

The application states: *"Used the estimated numbers from the 2018 application." This number is based on the final report from the last Pow Wow in 2018.*

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 if the committee agrees to consider the original request amount, which 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 to date is approximately **(\$1,138,531.64)**.

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

STRATEGIC PLAN:

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

This Event provides great economic benefit to our community

The 2023 Northern Lights Casino Pow Wow

“The Pow Wow is a positive boost to the tourism economy in PA as many local businesses thrive during the weekend with out-of-town visitors shopping, dining, using accommodations, and overall enjoying what PA has to offer. The Pow Wow is held to welcome and honor others and is a valuable and fascinating cultural experience for Non-First Nations people unfamiliar with the Culture.”

PUBLIC NOTICE:

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

PRESENTATION:

Verbal Presentation by the DMF Administrator

ATTACHMENTS:

1. Destination Marketing Fund Grant Application Form-2023 Northern Lights Casino Thanksgiving Pow Wow

Written by: Trina Bell, Tourism Coordinator

Approved by: Director of Planning and Development Services & City Manager

Event Retention Destination Marketing Fund Grant Application

Application Date: **August 1, 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: **2023 Northern Lights Casino Thanksgiving Pow Wow Committee**

Contact Person: **Richard Ahenakew-General Manager**

Phone: **306-765-3223** Email: richard.ahenakew@sig.sk.ca or teiya.ermine@sig.sk.ca

Mailing Address including postal code: **44 Marquis Road West, Prince Albert, SK S6V 7Y5**

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: Northern Lights Casino

Brief description of organization requesting funding:

Organization's annual budget: \$ Please see attached Projected Budget for 2023 event

Event Information:

Name of Event: 2023 Northern Lights Casino Thanksgiving Pow Wow

Duration of event: Start date: Oct. 6, 23 End date: Oct. 8, 23

Describe the event: The Northern Lights Casino Thanksgiving Pow Wow will be held at the Art Hauser Centre in Prince Albert Octobert 6th, 7th and 8th, 2023. The additions to this celebration include: added dance specials, meals for the spectators, larger prize money to attract dancers and drummers, a new youth special dance, increased drum payout to generate more drummers. With the celebration now being 3 days, this will result in travellers arriving to the city 1-2 days earlier and will increase revenue for many local businesses. NLC is currently corresponding with many communities by letter, radio/TV advertising, posters and social media to ensure this celebration will repeat attendess and newcomers to the celebration. The celebration will attract over 7000 Cultural Dancers and spectators from across Saskatchewan, Canada and North America who will travel to participate and watch the dancers and drumm groups and experience First Nations hospitality that NLC and the organizers have to offer. This celebration will be enjoyed by the Prince Albert residents and a chance to showcase First Nations song and Dance in a safe and substance-free environment. The Pow Wow is open to everyone with no admission fee and keeping with tradition, the celebration will offer complimentary stew and bannock on day one and soup and bannock for days two and three for attendees. The Pow Wow is a positive boost to the tourism economy in PA as many local businesses thrive during this weekend with out of town visitors shopping, dining, using accomodations and overall enjoying what PA has to offer. The Pow Wow is held to welcome and honour others and is a valuable and fascinating cultural experience for Non-First Nations people unfamiliar with the

culture. Our competition Pow Wow has significant prize money available for the dancers and drum groups who compete for prize money. This Pow Wow is the largest in this district - it just fits Prince Albert and all that it has to offer.

Accommodations:

Estimated number of room nights generated from event: **1459**
(Room nights limited to hotel/motel rooms, B&B rooms)

What method did you use to estimate the number of room nights generated for this event: **Used the estimated numbers from the 2018 application.**

What local facilities other than accommodations will be used: **We have booked the Art Hauser Centre at the cost to NC of \$17,210.00. The concession at the Art Hauser Centre is the main source of food for the spectators and generates a high revenue during the celebration for the City of Prince Albert.**

Event Attendance:

Estimated participants, officials and staff:	<u>1500</u>
Estimated spectators – non-residents (80 km or more away from Prince Albert)	<u>4000</u>
Estimated spectators – City residents	<u>3000</u>
Total estimated spectators	<u>7000</u>

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

How long has this event been held in Prince Albert? **Since 1999**

Frequency of the event being hosted in Prince Albert (annually, every second year, etc.)? **Originally it was every year - although in 2016 it was decided due to budget restrictions it will now be held every 2 years. Due to COVID-19 we didn't have a Pow Wow in 2020 or 2022.**

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: Cultural tradeshows, additional Pow Wows. It is perceived that once the attendees experience Prince Albert an see the multitudine of services and hotels, that they will consider Prince Albert for future meetings, symposiums and sporting events.

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

The Committee consists of 40 people that are Volunteers made up of NLC Employees, Managers, Local Elders, Cultural Advisors, Youth and we start the planning early in the year and hold 3-5 planning meetings at the Days INN to discuss protocol, budget, arena items, roles the committee will take. We have attached a few of our meeting minutes for your viewing so you can get a sense of how our committee operates. The vision of the committee is to plan and hold a Traditional First Nations celebration that is Drug and Alcohol free in a safe environment for all to attend. There is round the clock security, first aid, and city police on site for the 3 days. In the past many Non-First Nations residents of Prince Albert phone to see if they can attend and we are so pleased to be able to share the culture within a city that is considered diverse. The Pow Wow is a bridge to bringing people together and our biggest obstacle is budget and not having enough funds to hold this celebration each year. In the past we have counted on the generosity of the business community, Northern Lights Community Development Corporation and are hoping the City of Prince Albert will recognize the importance of the Pow Wow and onboard as a supporter of our celebration. This is the second year we have approached the City of Prince Albert and appreciate the consideration.

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? **N/A - discussed previously**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **Efforts are developed as a yearly event to showcase First Nation's hospitality, song, and dance as well as provide Northern Saskatchewan with a positive, drug and alcohol free celebration. With this said, Prince Albert is the only location that can support this size of celebration.**

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

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

The Pow Wow Committee works hard at sustaining a cost effective First Nation celebration that can continue on to the foreseeable future. We also use the celebration to develop First Nations singers, dancers, and other support personnel. This gives us the tools to continue on to the future.

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.)

At this time, SIGA has reduced the 7 Pow Wow's in the past to one in Saskatoon and this one in Prince Albert which will continue on based on funding for the celebration.

Please ensure the following items accompany your application:

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

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

Privacy Policy Statement and Application Certification

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

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

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

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

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