



## **CITY OF PRINCE ALBERT**

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

# **AGENDA**

**TUESDAY, DECEMBER 5, 2023, 3:00 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 August 21, 2023 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval (MIN 23-74)

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

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

- 6.1 Destination Marketing Fund Grant Application Form – Prince Albert Female Hockey Tournament (RPT 23-417)

Verbal Presentation: Trina Bell, Destination Marketing Fund Administrator

#### **7. UNFINISHED BUSINESS**

#### **8. ADJOURNMENT**



City of  
**Prince Albert**

*MIN 23-74*

**MOTION:**

That the Minutes for the Destination Marketing Levy Advisory Committee Meeting held August 21, 2023, be taken as read and adopted.

**ATTACHMENTS:**

1. Regular Minutes



## CITY OF PRINCE ALBERT

### DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

# MINUTES

**MONDAY, AUGUST 21, 2023, 2:05 P.M.  
MAIN BOARDROOM, 2<sup>ND</sup> FLOOR, CITY HALL**

PRESENT: Mayor Greg Dionne  
Councillor Dennis Ogradnick  
Councillor Dawn Kilmer  
Mona Selanders

Savannah Price, Secretary  
Trina Bell, Administrator, Destination Marketing Fund

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

Mayor Dionne, Chairperson, called the meeting to order.

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

0013. **Moved by:** Councillor Kilmer

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

1. Add discussion regarding Summer Shindig Event and Proposed Policy Changes as Item No. 6.2; and,
2. Add discussion regarding Sponsorship Packages as Item No. 6.3.

Absent: Richard Ahenakew

**CARRIED**

**3. DECLARATION OF CONFLICT OF INTEREST**

**4. ADOPTION OF MINUTES**

0014. **Moved by:** Selanders

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

Absent: Richard Ahenakew

**CARRIED**

**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 was provided by Trina Bell, Administrator, Destination Marketing Fund.

0015. **Moved by:** Councillor Ogradnick

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

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 – 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.

Absent: Richard Ahenakew

**CARRIED**

6.2 Discussion – Summer Shindig Event and Proposed Policy Changes (PRESENTED AT MEETING)

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

0016. **Moved by:** Councillor Ogradnick

That Administration bring forward a report to amend the Funding Model under Section 3.02 of the Destination Marketing Levy Policy, to increase the minimum number of hotel rooms from 0 to 20 in order to receive the \$1,500 funding.

Absent: Richard Ahenakew

**CARRIED**

6.3 Discussion – Sponsorship Package (PRESENTED AT MEETING)

Verbal Presentation was provided by Mayor Dionne.

**7. UNFINISHED BUSINESS**

**8. ADJOURNMENT – 2:35 P.M.**

0017. **Moved by:** Councillor Kilmer

That this Committee do now adjourn.

Absent: Richard Ahenakew

**CARRIED**

MAYOR GREG DIONNE  
CHAIRPERSON

CITY CLERK

MINUTES ADOPTED THIS 5<sup>TH</sup> DAY OF DECEMBER, A.D. 2023.



**RPT 23-417**

**TITLE:** Destination Marketing Fund Grant Application Form – Prince Albert Female Hockey Tournament

**DATE:** **November 22, 2023**

**TO:** Destination Marketing Levy Advisory Committee

**PUBLIC:** X

**INCAMERA:**

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**RECOMMENDATION:**

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

1. That the Growing an Existing Event Destination Marketing Fund Grant Application from Prince Albert Female Hockey for funding the Prince Albert Female Hockey Tournament scheduled for January 5 – January 7, 2024, in the amount of \$9,500.00, be approved;
2. That \$9,500 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared

**TOPIC & PURPOSE:**

To obtain approval for funding in the amount of \$9,500 for the Prince Albert Female Hockey Tournament scheduled for January 5 – January 7, 2024.

**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 \$9,500.

The Application states: *“All Female hockey tournament that attracts teams from across Western Canada in 10 divisions from U9B & C, U11B & C, U13A, U13AA, U15A, U15AA, U18A, U18AA. This will be the 23<sup>rd</sup> year Prince Albert has hosted this tournament. It is one of the longest-running all-female tournaments in Canada.”*

The application also states: **“Any Surplus funds from the tournament are divided amongst the 10 PA teams that host the event to allow them to go to other tournaments.”**

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

### 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 Approval - Grants for Funding \$5,000 up to \$10,000.</b>	
<b>Hotel Rooms</b>	<b>Maximum DMF Levy Funding</b>
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
<b>801-850</b>	<b>\$9,500</b>
851-900	\$9,900

**The criteria for hotel rooms for DMF funding in the amount of \$9,500 is 801 to 850 confirmed hotel rooms.**

The Grant Application illustrates hotel stays in the range of 850 total nights but with the U18A division added this year could reach up to 1080 total nights. They projected 15 room nights per team including families, relatives, etc. In 2022-2023 they ended up with 39 out-of-town teams and 9 PA teams. This year they already have 25 out-of-town teams and 10 PA teams. They anticipate more traveling teams this year with the U18A division.

**CONSULTATIONS:**

The Grant Application has been reviewed internally by the Administration.

**COMMUNICATION PLAN:**

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

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.

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 **(\$1,078,432)**

**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 Tournament provides great economic benefit to our community.

Prince Albert Female Hockey Tournament

***”Added U18A division this year. This Tournament has been advertised on the Hockey Saskatchewan site and local site as well as Sask Female Hockey League website. Sent a poster to Alberta Hockey as well this year to see if can get more interest. Since we have been running our tournaments for 22 yrs. Word of mouth from teams that have previously attended is also very important. Our two main costs are ice rentals and referees. We will use 8 rinks (Kinsmen, Steuart, Art Hauser, Buckland, East Hill, East End, West Hill, and Crescent Acres).” “Female Hockey is strong in PA and other events (spring Tournament) is possible if the ice is available.”***



**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. Prince Albert Female Hockey Tournament - Growing an Existing Event DMF Application

Written by: Trina Bell, Tourism Coordinator

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

## Growing an Existing Event Destination Marketing Fund Grant Application

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

Application Date: October 4, 2023

Amount of Destination Marketing Fund Grant Requested: \$ 9500.00

### **Organization Information:**

Name of Organization requesting funding: Prince Albert Female Hockey

Contact Person: Jim Flynn

11Phone 306-961-0113 Email: flynn\_jim@hotmail.com

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

Type of Organization (please select one)

Private       Not-for-Profit       Other

If Other explain: Click here to enter explanation.

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

Brief description of organization requesting funding: All Female hockey tournament that attracts teams from across Western Canada in 10 divisions from U9B&C, U11B&C, U13A, U13AA, U15A, U15AA U18A and U18AA. This will be the 23<sup>rd</sup> year Prince Albert has hosted this Tournament. It is one of the longest running All Female Tournaments in Canada. Any surplus funds from the tournament are divided amongst the 10 PA Teams that host the event to allow them to go to other tournaments.

Organization's annual budget: \$ **179,700.00**

**Event Information:**

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

Duration of event: Start date: **January 5, 2024** End date: **January 7, 2024**

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

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

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

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

**Added U18A division this year. This Tournament has been advertised on the Hockey Saskatchewan site and local site as well as the Sask Female Hockey League website. Sent a poster to Albert Hockey as well this year to see if can get more interest. Since we have been running our tournament for 22 yrs. Word of mouth from teams that have previously attended is also very important. Our two main cost are Ice Rental and Referee's. We will use 8 rinks (Kinsmen, Steuart, Art Hauser, Bucklund, East Hill, East End, West Hill and Crescent Aces)**

**Accommodations:**

Estimated number of room nights generated from the event presently: **950 nights**  
(Room nights limited to hotel/motel rooms, B&B rooms)



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

What method did you use to estimate the number of room nights generated for this event currently and after the growth strategy is implemented? **We projected 15room nights per night per team including families ,relatives etc.that travel. In 2022-2023 we ended up with 38 out of town teams and 9 PA teams.We already have 25 out of town teams and 10 PA teams. We anticipate more travelling teams this year as we have a U18A division this year so hopefully wiil draw more teams this year.**

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

**[Click here to enter answer.](#)**

**Event Attendance:**

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

**This event is** (please select one)

Local     Provincial     Regional     National     International

**Media exposure** (please select one)

Local     Provincial     Regional     National     International

**Event History:**

How long has the event been held in Prince Albert: 22 years

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

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

Yes     No

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

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

**We have 2 people with over 15yrs experience on the committee,the Coordinator and Scheduler.**  
**We have 9-20 people on the tournament committee,2 people from each team and this year we have 10 teams from U9 to U18AA. During the Tournament we would have 150 host parents helping out.**  
**This has worked well over the last 22 yrs .**

**The following items must accompany your application:**

- Budget for the event
- Supporting information if applicable

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

### **Privacy Policy Statement and Application Certification**

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 FEMALE TOURNAMENT BUDGET

FOR JANUARY 5-7/2023-2024

## Revenue

Entry Fee	\$ 86,700.00
Progressive 50/50	\$ 75,000.00
Advertising	\$ 2,500.00
Destination Marketing	\$ 9,500.00
Sponsorship	\$ 2,000.00
Female Trust Fund	\$ 4,000.00

**Total Revenue**

**\$ 179,700.00**

## Expenses

Ice Rental	\$ 28,000.00
Referees	\$ 30,000.00
Banners	\$ 6,300.00
Metals (novice/atom)	\$ 3,200.00
P A Hockey	\$ 2,000.00
50/50 winner payout	\$ 37,140.00
50/50 Team payout	\$ 37,140.00
50/50 printing	\$ 650.00
Slga lottery license	\$ 125.00
Program Printing	\$ 100.00
Sanctions	\$ 250.00
Misc. Expense	\$ 200.00

**Total Expenses**

**\$ 145,105.00**

**Total Income**

**\$ 34,595.00**