

## **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.

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

Please contact [destinationlevy@citypa.com](mailto:destinationlevy@citypa.com) or 306-953-4395 if you have any questions regarding this funding criteria.

<b>Criteria for Evaluating Event Retention Destination Marketing Fund Grant Requests</b>	
<b>Criteria</b>	<b>Maximum Points Awarded</b>
Competitive bid or Event Viability	50
Number of room nights generated by event (limited to hotel/motel rooms, B&B rooms)	40
Seasonality of event (slow, medium, busy)	10
<b>Maximum Points Awarded</b>	<b>100</b>