

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.

**Criteria for Evaluating Growing an Existing Event Destination
Marketing Fund Grant Requests**

Criteria	Maximum Points Awarded
Number of room nights generated by event (limited to hotel/motel rooms, B&B rooms)	50
Incremental cost of growth	15
Seasonality of event (slow, medium, busy)	20
% of Growth in overnight stays	10
Guest expenditures	5
Maximum Points Awarded	100