



## **CITY OF PRINCE ALBERT**

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

# **AGENDA**

**THURSDAY, JUNE 29, 2023, 2:00 PM  
CORPORATE 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 February 14, 2023 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval (MIN 23-16)

#### **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: Trina Bell, Administrator, Destination Marketing Fund

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

Verbal Presentation: Trina Bell, Administrator, Destination Marketing Fund

**7. UNFINISHED BUSINESS**

**8. ADJOURNMENT**



City of  
**Prince Albert**

*MIN 23-16*

**MOTION:**

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

**ATTACHMENTS:**

1. Minutes



## CITY OF PRINCE ALBERT

### DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

# MINUTES

**TUESDAY, FEBRUARY 14, 2023, 2:05 P.M.  
MAIN BOARDROOM, 2<sup>ND</sup> FLOOR, CITY HALL**

PRESENT: Mayor Greg Dionne  
Councillor Dawn Kilmer  
Richard Ahenakew  
Mona Selanders

Terri Mercier, City Clerk  
Nicholas Thomas, Administrator, Destination Marketing Fund  
Craig Guidinger, Director of Planning and Development Services

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

Mayor Dionne, Chairperson, called the meeting to order.

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

0001. **Moved by:** Selanders

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.

Absent: Councillor Ogrodnick

**CARRIED**

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

### **4. ADOPTION OF MINUTES**

0002. **Moved by:** Councillor Kilmer

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

Absent: Councillor Ogrodnick

**CARRIED**

### **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 was provided by Craig Guidinger, Director of Planning and Development Services.

0003. **Moved by:** Selanders

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

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.

Absent: Councillor Ogrodnick

**CARRIED**

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

0004. **Moved by:** Councillor Kilmer

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%) of the approved funding allocation in the amount of \$3,000 to the Host Committee.

Absent: Councillor Ogradnick

**CARRIED**

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

0005. **Moved by:** Selanders

That RPT 23-65 be received as information and filed.

Absent: Councillor Ogradnick

**CARRIED**

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

0006. **Moved by:** Councillor Kilmer

That RPT 23-66 be received as information and filed.

Absent: Councillor Ogradnick

**CARRIED**

## 7. UNFINISHED BUSINESS

**8. ADJOURNMENT – 2:20 P.M.**

0007. **Moved by:** Selanders

That this Committee do now adjourn.

Absent: Councillor Ogrodnick

**CARRIED**

MAYOR GREG DIONNE  
CHAIRPERSON

TERRI MERCIER  
CITY CLERK

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



**RPT 23-256**

**TITLE:** Destination Marketing Fund Grant Application Form-NLC/PAGC/NLCDC Golf Tournament

**DATE:** June 21, 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 Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council Sports & Recreation for funding the NLC/PAGC/NLCDC - Golf Tournament scheduled for August 12 – August 13 2023, in the amount of \$7,000.00, 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.

**TOPIC & PURPOSE:**

To obtain approval for funding in the amount of \$7,000 for the NLC/PAGC/NLCDC Golf Tournament scheduled for August 12 – August 13 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 \$7,000.

The Application states: *“The PAGC/NLC Golf tournament has been held annually in Prince Albert for the past 14 years. The tournament is an open tournament that usually attracts close to 250 golfers over a two day event. Please note during Covid the numbers were slightly skewed for 2020 and 2021 as we could not get the usual amount of players on the course. Last year 2022 the event got back to normal and almost 250 players attended the tournament. To date there has been no official competitive bids received on paper. However, Ryan Danbert has recently expressed a verbal interest in hosting the tournament at Elk Ridge and the event may be at risk of relocating to Elk Ridge Resort. Ryan is very familiar with the value of the event and what else it could bring in other events.”*

The application also stats: **In the past we have had a profit from the event. If this were to happen this year it would go to children school supplies for the 2023/2024 school year. This is something that has been done in the past with huge success.**

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

**PROPOSED APPROACH AND RATIONALE:**

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
<b>551-600</b>	<b>\$7,000</b>
601-650	\$7,500

651-700	\$8,000
701-750	\$8,500
751-800	\$9,000
801-850	\$9,500
851-900	\$9,900

**The criteria for hotel rooms for DMF funding in the amount of \$7,000 is 551 to 600 confirmed hotel rooms.**

The Grant Application illustrates hotel stays in the range of 600 total nights. This estimate is conservative as golfers bring family members and friends in for the event. Some participants also quite often come a day earlier or stay a day later because of the distance they live from Prince Albert. This has not been calculated into the estimate.

**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.

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 **(\$1,138,531.64)**

**PRIVACY IMPLICATIONS:**

**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; attracting visitors to the City of Prince Albert, and in so doing, generating significant economic benefit for the community.

The Application states that every year the event is a success and continues to grow.

This Tournament provides great economic benefit to our community.

NLC/PAGC/NLCDC Golf Tournament:

***“The organization committee targets local businesses for support to keep the event in Prince Albert. As the event attracts many participants from neighboring provinces, Prince Albert local businesses benefit from the event attendees and Prince Albert does have more to offer for shopping, leisure and entertainment. Other than the hotels one other group that sees huge benefits is the car dealerships. Most of the dealers in town either advertise at the event or offer a car up as a hole in one prize.”***

**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-NLC/PAGC/NLCDC Gold Tournament

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: **June 5, 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: \$ \$10,000

### **Organization Information:**

Name of Organization requesting funding: **NLC/PAGC/NLCDC Golf Tournament**

Contact Person: **Geoff Despins**

Phone: **306.961.9926** Email: **gdespins@pagc.net**

Mailing Address including postal code: **1211 1<sup>st</sup> Avenue West Prince Albert, Sask., S6V-4Y8**

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: NLC/PAGC Golf Tournament

Brief description of organization requesting funding: The Prince Albert Grand Council (PAGC) is the tribal council representing 12 First Nations with a total of 30,000 plus First Nations members. The Northern Lights Casino has been an entertainment destination in Western Canada since 1996. It is located in what is known in Saskatchewan as the "Gateway to the North/South". The PAGC has hosted this tournament for the past 37 years, since 1985. NLC/NLCDC partnered with PAGC for the past 20 plus years, since 2000. The tournament was hosted in Melfort, Sask. for approx. 23 years and in Prince Albert for the past 14 years.

Organization's annual budget: \$ 105,000

**Event Information:**

Name of Event: PAGC/NLC Golf Tournament

Duration of event: Start date: Aug. 12, 23 End date: Aug. 13, 23

Describe the event: The PAGC/NLC Golf tournament has been held annually in Prince Albert for the past 14 years. The tournament is an open tournament that usually attracts close to 250 golfers over a two day event. Please note during Covid the numbers were slightly skewed for 2020 and 2021 as we could not get the usual amount of players on the course. Last year 2022, the event got back to normal and almost 250 players attended the tournament. 3 years ago a 3rd day was added to the tournament, a Skins Game the day before the annual event. This was however dropped during the Covid years. This year after speaking with Darcy Meyers at Cooke Golf Course we are looking at bringing the Skins Game back, this would added a 3<sup>rd</sup> day to the tournament (Friday 11<sup>th</sup> August). We found a lot of the participants like this game as it gives them a practice day on the course. The PAGC/NLC Open Golf Tournament remains the largest golf event at Cooke Golf course in Prince Albert and is one of the longest running golf events in the province. It attracting participants from across Saskatchewan, Manitoba and Alberta.



**Accommodations:**

Estimated number of room nights generated from event: **300**

*(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: **600 total participants x 50% out of town participants = 300 x 2 room nights = 600**. *This estimate is conservative as golfers bring family members and friends in for the event. Some participants also quite often come a day earlier or stay a day later because of the distance they live from Prince Albert. This has not been calculated into the estimate.*

What local facilities other than accommodations will be used: **Cooke Municipal Golf Course** – The many stores, malls and restaurants in the city of Prince Albert. It is also a significant draw for the Casino. While in the city one partner would golf and the other partner and family would visit family and shop in the city.

**Event Attendance:**

Estimated participants, officials and staff: **300**

Estimated spectators – non-residents  
(80 km or more away from Prince Albert) **150**

Estimated spectators – City residents **150**

Total estimated spectators **600**

**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? **This event has been held in Prince Albert for the past 14 years. The event was held in Melfort, SK prior to moving the event to Prince Albert, SK.**

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

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: **Hosting this event in Prince Albert could result in other events being hosted as this tournament draws participants from SK, MB, AB. Participants will bring family members and friends to visit Prince Albert for shopping, leisure & entertainment. This event because of it's draw will help in advertising the new sports and entertainment district being developed in Prince Albert. This would hopefully target hockey tournaments that maybe say are happening in other communities or new and upcoming events. This year also the NLC annual car show will be held on Saturday the 12<sup>th</sup> of August.**

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

**PAGC has hosted this event for the past 36 years with NLC/NLCDC partnering for the past 21 years. Each year PAGC/NLC staff volunteer to host the event, every staff/volunteer has roles and responsibilities that are met. Every year the event is a success even through the Covid years.**



### **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? **The event being held in Prince Albert is very important as it shows community support and the community benefits by having a major event in the city. The two day event brings revenue to local businesses within the city as participants travel from all of SK, MB and AB. This event was first hosted in Melfort Sask. and was moved to Prince Albert for the past 14 years. The Elk Ridge Resort's owner Ryan Danberg has verbally contacted the committee in the past. He has expressed a standing offer in hosting this tournament. He was the principle person when the event was hosted in Melfort so he is very familiar with the event and it's potential revenue. This event drives huge revenue to the hotels in Prince Albert and other business including Cooke Golf Course and Northern Lights Casino.**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **The organization committee targets local businesses for support to keep the event in Prince Albert. As the event attracts many participants from neighboring provinces, Prince Albert local businesses benefit from the event attendees and Prince Albert does have more to offer for shopping, leisure and entertainment. Other than the hotels one other group that sees huge benefits is the car dealerships. Most of the dealers in town either advertise at the event or offer a car up as a hole in one prize.**

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)

**Should an Event Retention Destination Marketing Fund Grant be approved it would improve community support for the event to be kept in Prince Albert. The tournament is the largest golf tournament held in Prince Albert and will continue to grow should it be kept in Prince Albert.**

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.)

**To date there has been no official competitive bids received on paper. However, Ryan Danbert has recently expressed a verbal interest in hosting the tournament at Elk Ridge and the event may be at**



**risk of relocating to Elk Ridge Resort. Ryan is very familiar with the value of the event and what else it could bring in other events.**

**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.

# PAGC/NLC/NLCDC Golf Tournament

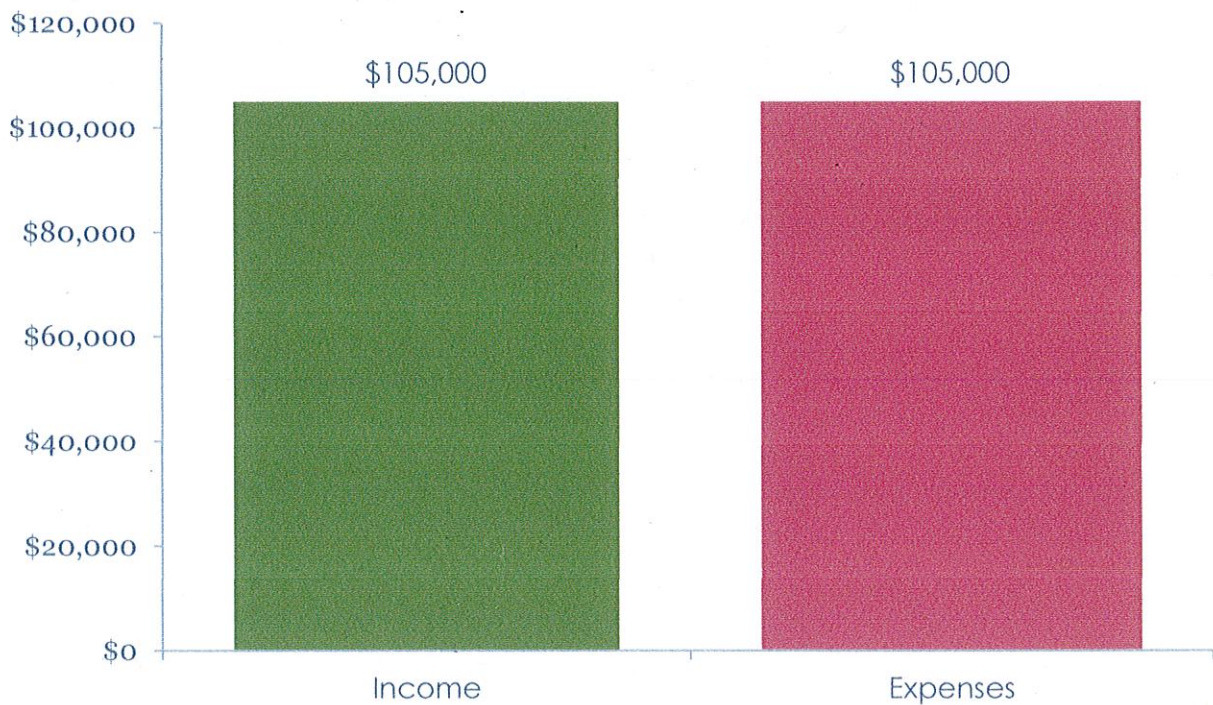
## August 11th, 12th and 13th 2023

PERCENTAGE OF INCOME SPENT



### SUMMARY

<i>Total Income</i>	<i>Total Expenses</i>	<i>Balance</i>
\$105,000	\$105,000	\$0



**Note:**

In the past we have had a profit from the event. If this were to happen this year it would go to children school supplies for the 2023/202 school year. This is something that has been done in the past with huge success.

# PAGC/NLC/NLCDC Golf Tournament

## August 11th, 12th and 13th - 2023

INCOME	\$105,000.00	\$0.00	\$0.00
<i>Item</i>	<i>Budget</i>	<i>Actual</i>	<i>Variance</i>
Golf Entry Fees	\$55,000.00		
Sponsor / Advertising / DMF	\$50,000.00		

**Notes:**

Total revenue for golfers this would be used for evaluation

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

# PAGC/NLC/NLCDC Golf Tournament

August 11th, 12th and 13th 2023

<i>Item</i>	<i>Amount</i>	<i>Actual</i>	<i>Variance</i>
EXPENSES	\$105,000.00		
Green Fees (including Skins game)	\$46,500.00		
Prize Payouts	\$34,000.00		
CPs	\$12,000.00		
Elders Expense	\$1,000.00		
Fish Fry Banquet - Hot Dogs - Water	\$8,050.00		
Supplies (score cards/trophies/signage)	\$3,450.00		





# City of Prince Albert

**RPT 23-257**

**TITLE:** Destination Marketing Fund Grant Application Form-Prince Albert U15 Boy's Softball Nationals-Softball Tournament

**DATE:** June 21, 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 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 – August 13, 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 Prince Albert U15 Boy's Softball Nationals – Softball Tournament scheduled for August 9 – August 13 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: *“U15 Boy’s Softball teams from Saskatchewan, and across the country (Alberta, Manitoba, Ontario, Quebec, Nova Scotia etc.) will be traveling to Prince Albert to play round robin games Wednesday to Saturday. Teams advancing to the playoffs will play on Saturday and Sunday. Games start at approximately 8:30am Wednesday and conclude Sunday around 5pm. Exact schedule to be confirmed once Provincial Championships are completed.”*

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

**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 1296 room nights.

The application states: *“Estimated 18 players/families per team. (Teams are allowed up to 22 on their roster). Most teams will be staying 6 nights. Some may stay a day longer, some might stay a day less depending on where they are traveling from. 18 families x 12 teams = 216 x 6 nights = 1296 room nights. Rooms have been blocked at the Day’s Inn and Conference Center (Prince Albert Inn), Best Western Premier, Super 8, Coronet, Best Western Marquis.”*

#### **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 the 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 to date is approximately **(\$1,138,531.64)**.

**PRIVACY IMPLICATIONS:**

**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 benefits to our community on a National level.

The Prince Albert U15 Boy's Softball Nationals

***“This event was last hosted in Prince Albert as part of Project Triple Play in 2015 and was a very successful event with 8 teams participating. This year, expectations are high and we’re hoping to see 10-12 teams participate in August.”***

**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 - Prince Albert U15 Boy's Softball Nationals Application Form
2. Destination Marketing Fund Grant-Prince Albert U15 Boy's Softball Nationals - Budget
3. Destination Marketing Fund Grant-Prince Albert U15 Boy's Softball Nationals - PAMSA Approval Letter

Written by: Trina Bell, Tourism Coordinator

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



## New Event Destination Marketing Fund Grant Application

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

Application Date: May 22, 2023

Amount of Destination Marketing Fund Requested: \$ 15000.00

### Organization Information:

Name of Organization requesting funding: Prince Albert U15 Boy's Softball Nationals

Contact Person: Nicole Finch

Phone: 306-922-1312      Email: nicolefinch@hotmail.ca

Mailing Address including postal code: 27 Greenshields Lane Prince Albert, Sk S6X 0A6

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: U15 Boy's Softball Nationals

Brief description of organization requesting funding: The Astros are the male branch of Prince Albert Minor Softball Association. U15 is a program to develop young male athletes and assist them to play highly competitive softball and compete at both the Provincial and National level. Last year the U15 Boy's travelled to Wilmot, Ontario to compete at Nationals.

Organization's annual budget: \$ 0 Each year the players selected to the team pay registration fees to play as well as team fees that is just enough to cover the expenses for the regular season. These fees are to pay for regular season exhibition games, tournaments, team clothing etc. There is no budget in their fees for running a National tournament. It is a lot of work and a big expense so without financial assistance from the community, teams would be unable to host. However, hosting brings a lot of teams into the community and boosts economic gain. The cost of hosting a National event is quite a bit higher than hosting a Provincial tournament. It should not be a financial strain on a team for putting in all the work of hosting.

**Event Information:**

Name of Event: U15 Boy's Canadian Fast Pitch Championships

Duration of event: Start date: Aug. 9, 23 End date: Aug. 13, 23

Describe the event: U15 Boy's Softball teams from Saskatchewan, and across the country (Alberta, Manitoba, Ontario, Quebec, Nova Scotia etc.) will be travelling to Prince Albert to play round robin games Wednesday to Saturday. Teams advancing to the playoffs will play on Saturday and Sunday. Games start at approximately 8:30am Wednesday and conclude Sunday around 5pm. Exact schedule to be confirmed once Provincial Championships are completed.

**Accommodations:**

Estimated total number of room nights generated from event: 1296 room nights  
(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? Estimated 18 players/families per team. (Teams are allowed up to 22 on their roster). Most teams will be staying

**6 nights. Some may stay a day longer, some might stay a day less depending on where they are travelling from. 18 families x 12 teams = 216 x 6 nights = 1296 room nights. Rooms have been blocked at the Day's Inn and Conference Center (Prince Albert Inn), Best Western Premier, Super 8, Coronet, Best Western Marquis.**

What local facilities other than accommodations will be used? **Prime Minister's Park Softball Diamonds (4 diamonds), Sport Council Building, and the Art Hauser Centre (Minto room, Ches Leach Lounge and concession) will be the main venues. Various restaurants/shopping stores, playgrounds and parks may be visited by participants between games over the course of the weekend. Grocery Stores, food trucks, laundromat, sporting goods stores, etc will also be used. If weather cooperates, the spray parks, Alfred Jenkins, Little Red and possibly the Kinsmen Water Park may be used by some participants. The Skateboard Park will probably also be a big attraction right by the diamonds.**

**Event Attendance:**

Estimated participants, officials and staff:	<b><u>300</u></b>
Estimated spectators – non-residents (80 km or more away from Prince Albert)	<b><u>500</u></b>
Estimated spectators – City residents	<b><u>1000</u></b>
Total estimated spectators	<b><u>1800</u></b>

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

Local     Provincial     Regional     National     International

**Media exposure** (please select one)

Local     Provincial     Regional     National     International

**Event History:**

Has the event been held in Prince Albert previously?  Yes  No

If this event has been held in Prince Albert previously, has it been at least 3 consecutive years since it was last held in Prince Albert?  Yes     No

**If yes**, please explain when last hosted in Prince Albert: **This event was last hosted in Prince Albert as part of Project Triple Play in 2015 and was a very successful event with 8 teams participating. This year, expectations are high and we're hoping to see 10-12 teams participate in August.**

**If no**, the event is not eligible for funding under the "New Event" category. Please review other application categories to determine suitability.



City of  
**Prince  
Albert**

1084 Central Avenue  
Prince Albert, SK S6V 7P3  
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[www.citypa.com](http://www.citypa.com)

Is there a possibility of this event happening more than once in Prince Albert?  Yes  No

Please explain: **Male and Femal teams can put in bids to host. Softball Canada decides who will host based on facilities, accommodations, etc so Prince Albert has a high chance of hosting which would be good for the economy and community.**

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

Yes  No

Please explain:

**If Prince Albert does a good job of hosting, Softball Canada may ask us to host again if other teams don't step forward. We have great facilities that are underutilized and capable of hosting small or large events. Softball Sask may ask for us to host more Provincial competitions. We may also get should tapped to host other National events.**

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.

**Committees - Roles & Responsibilities**

- **Co-Chairs** - Nicole Finch & Ian Litzenberger
- **Personal Assistant** - Jackie Hallam
- **Financial Services** – Carolyn Bennington
- **Volunteers** - Kailee Hovdebo
- **Special Events** - Adrienne Carlson
- **Game Control** - Erika Ball & Sheila Fazio
- **Umpires** - Jim Flynn
- **Hotels** - Jackie Hallam
- **Marketing** – Ian Litzenberger, Josh Elliot, Nicole Finch
- **Fundraising/Sponsorship** - Ian Litzenberger, Josh Elliot, Nicole Finch
- **Clothing** - Haley Ozar

**The organizing committee is led by myself, Nicole Finch. I am a teacher with a Kinesiology background and have coached, organized and ran various sporting events. I am the President of the Prince Albert Speed Skating Club and I have managed several hockey teams and ball teams. I was the head organizer when Prince Albert hosted 22 teams for U12 Girls Softball Provincials in 2021. Our committee has met multiple times since we were awarded the hosting bid.**

**Co-Chair Ian Litzenberger is the Vice President for the Prince Albert Minor Softball Association. He has coached and managed various softball teams over the past few years. Ian was part of the organizing committee that brought the U18 Men’s World Cup to Prince Albert in 2018 and is also Co-Chair for the Committee bringing the 2024 WBSC Men’s Softball World Cup Group Stage and 2025 World Cup Finals to Prince Albert.**

**We work in conjunction with Softball Canada Manager – Operations Gilles Leblanc, Softball Sask Executive Director Guy Jacobson, Prince Albert Umpire in Chief Jim Flynn and the U15 Coaches.**

**Everything is well planned out and workers scheduled before the event will occur. Many of the committee members have helped with past tournaments/events which have ran very smoothly and many out of town teams complimented the good job we did and the beautiful facilities we have.**

Please provide as much supporting information to aid in assessing your application. This information could include a business plan, a marketing plan, rationale / insight to support the information you supplied and / or your funding request, etc. The strength of information provided is the basis from which funding recommendations will be made.

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

- If the funding application is being made for an event that is run by a subcommittee or league of a larger organization, include confirmation in writing from the Chair that they are aware of and support the event funding 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.



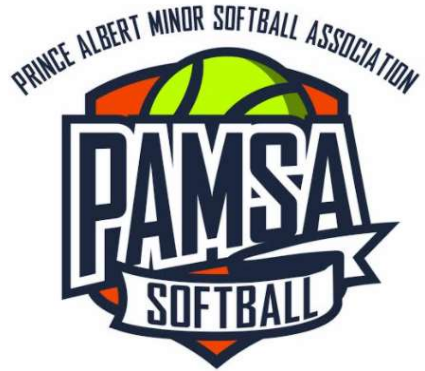
## Prince Albert U15 Boy's Canadian Fast Pitch Championship Hosting Budget – approximate

### Expenses

Entry Fee	\$850.00
Ball diamond rental	\$7 000.00
Umpire fees - games, mileage, accommodations	\$10 000.00
Team Banquet	\$7 000.00
Volunteer Appreciation	\$2 000.00
Banquet & Volunteer Event Rental	\$2 000.00
Photographer	\$2 500.00
Programs	\$2 000.00
Signage – team banners and around facilities	\$600.00
Perimeter Fencing	\$75.00
Wristbands, tickets	\$1 000.00
Committee Apparel	\$1 500.00
Team Packages	\$600.00
Miscellaneous office supplies	\$200.00
Advertising	\$500.00
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	<b>\$37 825.00</b>

### Revenue

Softball Sask Grant	\$7 500.00
Gate admission	\$8 000.00
Sponsorship	\$6 000.00
50/50 Sales	\$1 000.00
Raffle Sales	\$1 000.00
Destination Marketing Grant	\$15 000.00
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	<b>\$38 500.00</b>



May 22, 2023

To whom this may concern,

This letter is to confirm that Prince Albert Minor Softball Association is aware and in support of the Prince Albert U15 Astros Softball Team applying for a Destination Marketing Fund Grant in conjunction with their hosting of the U15 Boy's Canadian Fast Pitch Championships August 9-13<sup>th</sup>, 2023.

If you have any further questions please contact me.

Steve Climenhaga

PAMSA Commissioner  
306-940-9811