



RPT 21-335

TITLE: Destination Marketing Fund Grant Request - U12 Provincial Softball for "A" and "OPEN" Divisions

DATE: July 15, 2021

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the request for Destination Marketing Fund Grant from Prince Albert U12 Softball for funding the 2021 U12 Provincial Softball for "A" and "OPEN" Divisions, scheduled for July 23 - 25, 2021, in the amount of \$2,000, be approved;
2. That \$2,000 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 review an email request for Destination Marketing Fund Grant for funding the 2021 U12 Provincial Softball for "A" and "OPEN" Divisions, scheduled for July 23 - 25, 2021.

BACKGROUND:

City Council, at its meeting of April 29, 2019, approved the amended Destination Marketing Levy Policy 89.2.

PROPOSED APPROACH AND RATIONALE:

The Administrator has received a telephone call regarding the process for applications under the Destination Marketing Levy Grant. With the lifting of restrictions for COVID-19, the Host Committee would like to make a request to the DMF Advisory Committee for grant funding under the Destination Marketing Levy for the 2021 U12 Provincial Softball for “A” and “OPEN” Divisions scheduled for July 23 – 25, 2021.

The attached email states: ***“The funding is to help with hosting costs (diamond rental, umpire fees, printing programs, signage, team baskets etc.) We are looking for some funding between \$2000-\$3000 or whatever the typical range is for this amount of hotel rooms.”***

The Destination Marketing Levy Policy states the following eligibility and guidelines for New Event – Destination Marketing Fund Grant:

To be eligible for Destination Marketing Fund Grant under the category “New Event”, the event for which funding is being sought must have never been hosted in Prince Albert or be an event that has been held in Prince Albert in the past but has not been held in the City for at least three (3) consecutive years.

This is the first time this particular team will be hosting this provincial softball event in Prince Albert. In the past, many team families have been involved in minor sports, competitions and tournaments in the past through various organizations.

The recommendation is to approve a funding request in the amount of **\$2,000 for the hosting of the 2021 U12 Provincial Softball for “A” and “OPEN” Divisions.**

There will be 22 teams in total in with 20 of them from out of town. Most teams will need 2 nights of hotel rooms (Friday and Saturday) with some needing 3. (Thursday).

They have blocked 70 rooms at the Prince Albert Inn. 4-5 teams are staying at the Best Western Premiere and some at Days Inn, Holiday Inn, or Best Western Marquis.

Based on approximate hotel rooms of 70, the amount of DMF funding for \$2,000 is reasonable.

The Host Committee will be submitting the DMF Application Form to be presented to the DMF Advisory Committee.

OPTIONS TO RECOMMENDATION:

That the Destination Marketing Levy Advisory Committee does not approve this funding request. This is not being recommended as the funding request will assist with the hosting of the event.

COMMUNICATION PLAN:

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

If the funding is approved, a Funding Agreement will be forwarded for signing.

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.

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.

The recommended funding amount of \$2,000 is **within** the threshold of the Destination Marketing Levy Advisory Committee to approve.

With the approval of the Destination Marketing Levy Fund Grant Applications to date and requested applications for funding included on the July 22, 2021 Agenda, the projected reserve ending balance for Year 2021 is (\$664,311).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator

ATTACHMENT:

1. Email regarding the 2021 U12 Provincial Softball for “A” and “OPEN” Divisions.

Written by: Jim Toye, City Manager

Approved by: City Manager