

Section 1: Funding Information

Organization's Name: Grande Prairie Regional Tourism Association

Amount of Funding Received from the City of Grande Prairie Community Group Funding in 2024: 96,330

Summary of how the grant funding was used by your organization in 2024:

The grant supported the operational costs required by GPRTA to develop and distribute the 2025 Visitor Guide, enhance the connectivity and collaboration among operators in the region with the goal of building out the tourism experiences offered in the region, and maintain an up-to-date website which is the first and repeat point of contact for visitors to the region.

What key results did your organization achieve in 2024 that contributed to Council's Strategic Priorities?

Refer to attachment.

1. Provide allocation estimates on how the City's operating funding was used by your organization in 2024

	%	Program or Services:
80	%	Staffing Costs (salaries, benefits, etc.): 80
20	%	Equipment & Supplies: 20
	%	Other (please specify):
100	%	Total % Spent

2. Gift in Kind (GIK) Contributions Expected This Year

Examples of GIK: insurance, rent/lease payments, maintenance including security monitoring, snow removal, and other services provided, sponsorship/memberships/donations for prize baskets, staff/administrative support to your organization, etc.

GIK Provided By	Type of GIK	Value (\$ Amount)
City of Grande Prairie	Lease and maintenance	54,017

Section 1: Funding Information (Continued)

3. Summary of Estimated Projected Annual Revenue Streams and Sources

Note: Please fill in the boxes below to show your organization's revenue/funding stream(s) in 2024

Revenue Streams	Year 1 Revenue (\$)	Explanation of Funding Source
Government — City of Grande Prairie	152,300	Operating grant and Visitor Services grant
Government — Other Municipal	140,256.75	Municipal membership fees
Government — Federal	8,612	Summer jobs grant
Government — Provincial	60,000	Travel Alberta contractor fees
Fundraising		
Gift in Kind	56,615	Centre 2000 lease and maintenance
Sponsorship		
Other Internally Generated	92,953.54	Other memberships, sales, fees for service
Other		
Total	510,737.29	

4. Summary of Successes & Challenges

Summary of successes in 2024 in your organization:

Completed Phase 1 of the Agri-culinary experience development; Forged partnership with Destination Canada, Explore Edmonton, Extraordinary Yellowknife to ensure Grande Prairie region is represented in the Northern Sky Tourism Corridor strategy; Created the 2024 Visitor Guide with 15,000 copies distributed through AB, NWT and NE BC; Supported 219 individuals to access Bus Tours of the city; connected with over 29,000 individuals online.

Summary of challenges in 2024 in your organization:

Vacant Executive Director role limited ability of GPRTA to engage with community and tourism operators. It also restricted Travel Alberta funding available to GPRTA required to executive tactical marketing and promotion efforts.

This personal information is being collected under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP Act), and will be used to administer the applications brought forward for consideration for funding from the City of Grande Prairie. It is protected by the privacy provisions of the Freedom of Information and Protection of Privacy Act. Please forward any questions or concerns to FOIP@cityofgp.com.