



# Community Experience Cluster Program

## FALL 2021 APPLICATION FORM

### Goal:

This funding program aims to encourage, support and facilitate the development of clusters of compelling tourist experiences within Saskatchewan communities and/or destination areas. These experiences will align with the expectations and demands of key visitor markets. It aims to increase the scope and variety of multi-day comprehensive packages available as a single transaction purchase in the province.

More information on Tourism Saskatchewan's Market Segment Profiles can be found [here](#).

### Objective:

Funding is provided to assist in the growth and expansion of Saskatchewan tourism destinations with multi-day experiences that align with the expectations and demands of key visitor markets.

### Assistance:

The program is application-based. The maximum funding per applicant is \$20,000. There will be no equity investment required by the applicant for the 2021/2022 application year.

### Application and Evaluation Process:

Applicants must use the online application form. Submissions received in any other format will not be accepted.

Confirmation of receipt will be sent by email. If you do not receive notification within two weeks, contact Denise Stroeder at 306-787-2825, [denise.stroeder@tourismsask.com](mailto:denise.stroeder@tourismsask.com).

Applications will be reviewed by the Program Selection Committee. All applicants will receive a response within two months of the closing date.

### Applicant Checklist:

Please ensure that the following documents are submitted:

- Program application form
- Third Party, accountant-prepared Financial Statements (must include a Profit and Loss Statement and Balance Sheet)

*All information submitted by the applicant during the application process will be confidential in nature and not shared outside of the Tourism Saskatchewan program requirements.*

## SECTION 1: ORGANIZATION INFORMATION

**NOTE:** Before you start this application process, consider reviewing the Program Guidelines to ensure that your project fits the program criteria and you are asking for eligible funding supports within this application. This program does NOT support marketing activities of any kind. If you are looking for marketing support, consider Tourism Saskatchewan's [Marketing and Event Partnership Program](#).

Tell us about your organization. Tourism Saskatchewan will not share this information with third parties but may use your contact information to obtain additional details or clarification prior to evaluation by the Program Selection Committee.

**Project Title:** [Click here to enter text.](#)

**Amount Requested:** [Click here to enter text.](#)

### LEAD APPLICANT INFORMATION:

**Legal Business or Organization Name:** [Click here to enter text.](#)

**Choose your Organization type:** [Choose an item.](#)

**If "Other", please indicate:** [Click here to enter text.](#)

**Operating Business or Organization Name:** [Click here to enter text.](#)

**Business/Organization License Number:** [Click here to enter text.](#)

**Main Contact Name:** [Click here to enter text.](#)

**Title/Role (i.e. Owner, Executive Director, Board Member, etc.):** [Click here to enter text.](#)

**Address:** [Click here to enter text.](#)

**City:** [Click here to enter text.](#)

**Province:** [Click here to enter text.](#)

**Postal Code:** [Click here to enter text.](#)

**Email:** [Click here to enter text.](#)

**Website:** [Click here to enter text.](#)

**Telephone:** [Click here to enter text.](#)

### PARTNER INFORMATION:

**Legal Business or Organization Name:** [Click here to enter text.](#)

**Operating Business or Organization Name:** [Click here to enter text.](#)

**Business/Organization License Number:** [Click here to enter text.](#)

**Main Contact Name:** [Click here to enter text.](#)

**Title/Role (i.e. Owner, Executive Director, Board Member, etc.):** [Click here to enter text.](#)

**Address:** [Click here to enter text.](#)

**City:** [Click here to enter text.](#)

**Province:** Click here to enter text.

**Postal Code:** Click here to enter text.

**Email:** Click here to enter text.

**Website:** Click here to enter text.

**Telephone:** Click here to enter text.

### PARTNER INFORMATION:

**Legal Business or Organization Name:** Click here to enter text.

**Operating Business or Organization Name:** Click here to enter text.

**Business/Organization License Number:** Click here to enter text.

**Main Contact Name:** Click here to enter text.

**Title/Role (i.e. Owner, Executive Director, Board Member, etc.):** Click here to enter text.

**Address:** Click here to enter text.

**City:** Click here to enter text.

**Province:** Click here to enter text.

**Postal Code:** Click here to enter text.

**Email:** Click here to enter text.

**Website:** Click here to enter text.

**Telephone:** Click here to enter text.

**\*\*If additional space is needed to list project partners, please provide the information below.**

Click here to enter text.

**Indicate which Provincial Constituency the experience will be offered in:**

Choose an item.

**To the best of your knowledge, is your business currently in good standing with Tourism Saskatchewan?**

Choose an item.

## **SECTION 2: CONCEPT AND RATIONALE**

**1. Provide a description of your multi-day experience development project:**

Click here to enter text.

**2. Describe how developing a new multi-day experience fits with your organizational objectives.**

Click here to enter text.

**3. What is your business strategy for attracting your target market? Provide supporting market research (statistics, research, data). Your research should align with your target markets.**

Click here to enter text.

**4. Describe how your new experience will meet the Program Requirements:**

**a. Describe the following components of your experience and indicate which partners will fulfil each:**

**i. Food and Beverage**

Click here to enter text.

**ii. Accommodation**

Click here to enter text.

**iii. Transportation - NOTE: "transportation" refers to how you will move your customers around to each element of the experience; assuming the elements may be spread apart geographically in some instances. Also address how the customer arrives to your community.**

Click here to enter text.

**iv. Recreation and Entertainment**

Click here to enter text.

**b. This funding program requires that the experience being developed will be offered as a single-point of purchase (think 'all-inclusive'); confirm that your new experience will be offered this way:**

Yes

**c. Where will your customers be able to purchase this experience? Where will it be advertised for sale?**

Click here to enter text.

**d. How is this new experience aligned to Tourism Saskatchewan's brand pillars: Land and Sky, Time and Space, and Community. (Review [Bringing the Saskatchewan Tourism Brand to Life](#) for guidance on weaving brand themes into your activities.)**

Click here to enter text.

**e. Describe how this new experience will reflect the following experiential themes (describe only the relevant themes):**

- embracing Saskatchewan life

- pursuing Saskatchewan adventure
- savouring Saskatchewan flavours
- experiencing Saskatchewan creativity

Click here to enter text.

- f. Describe how this experience is aligned to Tourism Saskatchewan's [priority markets](#) or provide future potential alignment for those markets.

Click here to enter text.

- g. Demonstrate your ability to complete this project by highlighting your organizational, staff capacity and financial sustainability. Demonstrate an effective use of funds and ability to deliver on outcomes.

Click here to enter text.

**5. Approximately what date will the package be offered for sale to your customers?**

Click or tap to enter a date.

EXAMPLE

## SECTION 3: PROJECT BUDGET DETAILS

Review the following ELIGIBLE and INELIGIBLE expenses before proceeding with this section:

### Eligible Expenses:

- Consulting services and project management costs
- Experience development training on location for businesses with export-readiness as a goal
- Packaging expenses, such as commissions management, inventory management, costs associated with online booking systems and distribution channels, etc.

### Ineligible Expenses:

- ALL Marketing expenses; such as promotional materials, online marketing, website development, content creation and any other marketing activities.
  - All requests for Marketing expenses should be directed through Tourism Saskatchewan's [Marketing and Event Partnership Program](#)
- Any expenses subsidized in full or part by other programs offered by Tourism Saskatchewan or Government of Saskatchewan departments, ministries, agencies, etc.
- Infrastructure development
- Travel costs
- Education, certification programs, conference participation, membership fees and subscription fees
- Routine operation costs, such as salaries, benefits, office supplies and equipment, rent, etc.
- In-kind contributions

### 1. Project Start Date (Earliest start date estimated to be January 1, 2022):

Click or tap to enter a date.

### 2. Project End Date (Project must be wrapped up before March 31, 2024):

Click or tap to enter a date.

### 3. Project Budget:

Total Project Budget (this is the combined total of the two tables below): [Click here to enter text.](#)

### Applicant's Financial Contribution:

NOTE: Marketing activities related to this new experience CANNOT be listed in this section as an eligible expense for YOUR contribution to the project.

Expected Date	Item/Service Purchased	Amount


Total Contribution by Applicant: [Click here to enter text.](#)

Tourism Saskatchewan’s Financial Contribution:

NOTE: Marketing activities related to this new experience CANNOT be listed in this section as an eligible expense for Tourism Saskatchewan’s contribution to the project.

Expected Date	Item/Service Purchased	Amount

Total Contribution by Tourism Saskatchewan: [Click here to enter text.](#)

**4. Describe how all listed partners will contribute to the new experience:**

[Click here to enter text.](#)

**5. Highlight major milestones during the project’s life cycle, including anticipated dates. (Milestones should extend out into the future and not only encompass the planning/build component time for the project)**

*Ex. Major Purchases, Contracting Third Party Services, Partnership Establishment, Piloting the Experience, Package Launch Date, etc.*

Milestones	Expected Completion Date

6. How will you measure your successes? Fill in the Revenue and Customer Service Metrics charts below (These should reflect how you will determine if the project is a success from your business standpoint)

- a. **Revenue Measurements/Metrics** - a measurable value that demonstrate how effectively the applicant is achieving key project objectives based on sales.

Revenue Metrics	Target – Year 1	Target – Year 2	Target – Year 3
Number of packages sold			
Cost of each package sold			
Other additional sales related to this experience (can pieces be sold separately as well?)			
Total profit per package (Minus expenses)			
Other			

- b. **Customer Service Metrics** - are performance factors that give the applicant a clear idea of the overall satisfaction with the tourism experience from the customer's perspective.

Customer Service Metrics	Target – Year 1	Target – Year 2	Target – Year 3
Online Reviews (Facebook, Google, Trip Advisor)			
Postal Code Collection			
Customer Satisfaction Surveys			
Other			