

1. What is Tourism Saskatchewan’s role in the Community Experience Cluster Program?

Tourism Saskatchewan developed the program with the aim of supporting communities and destination areas in developing compelling and immersive tourist experience clusters, attractive to Saskatchewan’s target markets. Tourism Saskatchewan will adjudicate and work with the successful applicants through their development process.

2. How much time do I need to dedicate to completing this application?

This application is robust and requires a significant amount of preparation time as well as having to dedicate some time to research and possibly new partnership formations. Our best advice is to NOT leave this application until the week before the closing date; give yourself at least two weeks to work through the process and allow an adequate amount of time to follow-up with Tourism Saskatchewan on any sections or questions that you need clarification on.

3. After I submit my application, when will I hear if I was successful?

Two months (or less) after the closing of the intake process you will hear back from Tourism Saskatchewan as to whether your application was successful or not.

Tourism Saskatchewan then follows up with the successful applicants to develop a contract that will outline deliverables, funding amounts and timelines. Once both parties have signed the contract, the successful applicant will work with Tourism Saskatchewan to finalize a reporting document that is used throughout the life of the project.

4. What is the definition of a tourism cluster?

A tourism cluster is a geographical concentration of tourism attractions, businesses or experiences that are involved in the local tourism industry.

5. How does a business or destination know if it is market- or export-ready?

Please read Tourism Saskatchewan’s [Industry Categorization Criteria](#) to learn more about the different stages of classification. Refer to the contact details on this document should you require further clarification from Tourism Saskatchewan.

6. Will this funding program be available next year?

This is currently the third intake for this funding program. The program is evaluated for effectiveness after each adjudication process. The program is solely at the discretion of Tourism Saskatchewan and subject to appropriations.

- 7. What is the timeframe for completion of proposed projects?**
Each project will be different; refer to the current [Program Guidelines](#) document to verify the current intake dates and timeframes.
- 8. How do I determine if my organization/association is in “good standing” with Tourism Saskatchewan?**
Upon receipt of the program applications, Tourism Saskatchewan will check internally to ensure that your organization is in good standing with all of our programming and reporting procedures, and does not currently have any outstanding debt with Tourism Saskatchewan.
- 9. What if I cannot incorporate all of the elements (under “Project Requirements”) outlined in the Program Guidelines?**
If your application does not meet all of the required elements as outlined, you will not be eligible for funding through this program. Contact Industry Development Consultant, Darcy Acton at 306-933-7493 or darcy.acton@tourismsask.com to discuss further.
- 10. How do I demonstrate my organization’s governance capacity and ability to deliver on project objectives?**
All applicants will be required to describe their organization and additional partners within the application form. Outlining your current board governance structure, policies and procedures, and tourism-related bylaws will help the Program Selection Committee determine your ability to deliver on your project objectives.
- 11. My community/destination area does not meet the eligible criteria, are there other programs or assistance that can be accessed through Tourism Saskatchewan?**
Contact Industry Development Consultant, Darcy Acton at 306-933-7493 or darcy.acton@tourismsask.com to discuss further.
- 12. How will my application be scored?**
Every section within the application is important, please make sure you answer each question to the best of your ability. This program is a highly competitive process with more applications than the annual budget can support.
- 13. If I have a current contract open under one of the two Tourism Saskatchewan development programs (Diversification & New Market OR Community Experience Cluster Program; previously the Destination Experience Development Program), can I apply again?**
No. An applicant must have completed the first contract in it’s entirety before they are eligible for additional funding through either of these programs.