



Community Experience Cluster Program

**FALL 2021
PROGRAM GUIDELINES**

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.

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.

Eligible Applicants:

- Incorporated community non-profit organizations, societies, destination marketing and/or management organizations located outside of the major cities
 - Applicant must have existed for two or more years and have an explicit tourism development mandate
 - Major cities may be eligible as long as projects incorporate experiences from adjacent rural communities and demonstrate ability to spread the benefits to these communities and destinations
- Urban and rural municipalities
- Indigenous communities and organizations
- Partnership between two or more of the above entities
- Applicant(s) and relevant partners must be in good standing with Tourism Saskatchewan

Project Requirements (ALL of the following requirements MUST be met):

- Results in a multi-day experience with package (single point of purchase) and potential export capabilities by developing services, products, and experiences that position Saskatchewan as a preferred multi-day tourism destination;
- Increases visitation, visitor spending and the length-of-stay in communities and destination areas;
- Incorporates ALL of the following package elements: food and beverage, accommodation, transportation, recreation and entertainment;

- “Transportation” refers to ‘in activity transportation’ ie: how you will move your customers around to each element of the experience, assuming the elements may be spread apart geographically.
- Results in an experience with a digital marketing strategy and online booking capabilities;
- All projects must demonstrate alignment to Tourism Saskatchewan’s [priority markets](#) or provide future potential alignment for those markets;
- Encourages the development of a unique Saskatchewan experience by aligning new product and experience development 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);
- Supports projects within communities and destination areas that contribute to the development of new or enhancement of existing tourism experiences. Special attention will be paid to projects that reflect the following experiential themes:
 - embracing Saskatchewan life
 - pursuing Saskatchewan adventure
 - savouring Saskatchewan flavours
 - experiencing Saskatchewan creativity
- Generates economic benefits and demonstrates the value of tourism to communities and destination areas;
- Shows an effective use of funds and demonstrates ability to deliver on project outcomes; and
- Project must be completed on or before March 31, 2024.

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 support 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

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.

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

Application Checklist:

- 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.

Payment Schedules:

- Successful applicants will sign a Contribution Agreement outlining the payment schedule(s), reporting requirements and contractual obligations. All Contribution Agreements must be signed by officials with designated signing authority to perform the project.
- First installment of 60 per cent of the total allocation will be released upon completed Contribution Agreement between Tourism Saskatchewan and successful applicant
- Second installment of 20 per cent of the total allocation will be released upon approval of the Interim Progress Report
- Final installment of 20 per cent of the total allocation will be released upon approval of the Final Report

Reporting Requirements:

- Monitoring and progress updates – Tourism Saskatchewan will monitor projects and periodically conduct in-person progress updates and site visits.
- Interim Progress Reports – Interim Progress Reports outlining milestones achieved and financials will be required.
- Final Report – A Final Report will be required following completion of the stated project activities. This report will summarize activities, progress and achievements, and include an expense report detailing how investment funds were used. Copies of receipts are required.
- Revenue and Customer Service Metrics Reports will be required for the first three years of offering the new experience to the customer.

Additional:

- The applicant can partner with other eligible entities or private businesses;
- Projects that result in [market readiness](#) will be looked upon favourably;
- Project ownership is with the applicant. Tourism Saskatchewan assumes no responsibility for governance and management of funded project;
- Applicants will not be eligible for similar projects in subsequent funding program intake periods;
- Previously funded applicants will not be eligible for additional funding until the successful completion of their current contract;

- All program participants will be required to adhere to the program Contribution Agreement that accompanies each project Funding Agreement. Failure to do so could result in withdrawal of funding support by Tourism Saskatchewan;
- Where applicable, funding should be complementary to programs offered by other agencies, rather than replace such funding. Assistance will not be provided, should the sustainability of existing community initiatives with similar outcomes be adversely affected;
- Projects by successful applicants may be highlighted and shared with other tourism stakeholders to promote further advancement of tourism destination development in Saskatchewan;
- All submissions will be addressed in a timely manner and through an objective and transparent process;
- Program information will be readily available to all residents of Saskatchewan;
- All funded projects must be completed on or before March 31, 2024, as outlined in the Contribution Agreement contract.