



Diversification & New Market Program

SPRING 2021 APPLICATION FORM

Goal:

This funding program has been created to assist Saskatchewan tourism businesses by supporting and facilitating the development of new experiences and/or new markets for an established tourism product. It aims to increase the scope and variety of multi-day comprehensive packages available as a single transaction purchase in the province.

Objectives:

The program has three streams with the following objectives:

1. New Market(s) – attract new markets for currently operating tourism business infrastructure
 - (Maximum \$20,000 available)
2. Seasonal Usage Expansion – assist businesses to expand seasonal usage of both current and new tourism infrastructure
 - (Maximum \$20,000 available)
3. New Experiential Product Development – assist in the creation of new experiential product(s) for established tourism businesses
 - (Maximum \$30,000 available)

Assistance:

This program is application-based. The maximum funding per applicant ranges from \$20,000-\$30,000, depending on the stream to which the applicant applies. A minimum equity investment of 30 per cent of the total project cost is required by the applicant, and applies to all three streams.

Application and Evaluation Process:

Confirmation of receipt of your application 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
- Third Party, accountant-prepared Financial Statements
- Proof of business insurance (including liability limit)
- Business plan including:
 - Financial plan
 - Human resource plan
 - Marketing plan
 - Risk management plan
 - Operational plan

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.

MARKET-READY CHECKLIST

Applicants to this program must demonstrate that they are Market-Ready. Refer to Tourism Saskatchewan's [Industry Categorization Criteria](#) to explore all levels of categorization. Please work through the following checklist to ensure you are eligible to apply for this program:

1. The business has a packaged offer available for sale:
 - Yes
 - No

2. The business has a detailed marketing plan:
 - Yes
 - No

3. The business has a mobile adaptive website:
 - Yes
 - No

4. The business possesses content assets such as video, photography, etc.:
 - Yes
 - No

5. The business maintains one (or more) of the following with year-round contact information:
 - Business Website
 - Facebook Page
 - Tourism Saskatchewan Listing

6. The business engages in one or more of the following digital marketing activities in addition to (or in place of) traditional advertising activities:
 - Search and social advertising
 - Active social media platform(s)
 - Digital display and/or video ads

7. The business actively manages online reputation:
 - Yes
 - No

8. The business has published the following details of their tourism offering:

- Type of product/offering
- Amenities
- Hours of operation
- Length
- Cost
- How to book
- Payment options
- Cancellation policy
- Group sizes

9. The business maintains the following:

- A 24-hour response time for booking confirmation
- A 24-48 hour response time for inquiries

10. The business accepts advanced reservation in one of the following ways:

- Online
- Phone
- Email

EXAMPLE

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.](#)

APPLICANT INFORMATION:

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

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

Choose which tourism industry your business applies to: [Choose an item.](#)

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.](#)

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.](#)

- 1. Demonstrate how you currently manage your online reputation and online marketing. (This helps demonstrate to the adjudication committee that you possess strong business skills and a comprehensive understanding of how to operate a successful tourism business in today's highly competitive world.)**

[Click here to enter text.](#)

- 2. Demonstrate how your business strives to maintain quality of product and service that meets your customers' needs.**

[Click here to enter text.](#)

EXAMPLE

SECTION 2: CONCEPT AND RATIONALE

1. Indicate which program stream you are applying for:

- a. New Market(s) – attract new markets for currently operating tourism business infrastructure. Maximum \$20,000 available annually, per project, with a 30 per cent minimum equity investment of the total project budget by the applicant.
- b. Seasonal Usage Expansion – assist businesses to expand seasonal usage of both current and new tourism infrastructure. Maximum \$20,000 available annually, per project, with a 30 per cent minimum equity investment of the total project budget by the applicant.
- c. New Experiential Product Development – assist in the creation of new experiential product(s) for established tourism businesses. Maximum of \$30,000 available annually, per project, with a 30 per cent minimum equity investment of the total project budget by the applicant.

2. Provide a brief description of your project and explain how your project will align with the chosen stream above.

[Click here to enter text.](#)

3. Describe how your project meets the following application criteria:

- a. Includes products that have ALL of the following components – food and beverage, accommodation, transportation, recreation and entertainment.
 - NOTE 1: if your business does not offer some of the components, indicate the partnerships you will establish to fulfill this criteria.
 - NOTE 2: “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 property?

[Click here to enter text.](#)

- b. Offers a package of goods and/or services that address a customers’ complete needs during their stay

[Click here to enter text.](#)

- c. The experience you are creating needs to be offered for sale as a single-point of purchase (think ‘all-inclusive’), explain how you will fulfill this requirement

[Click here to enter text.](#)

- d. Potential exists for present infrastructure to attract new markets or expand into a new season

[Click here to enter text.](#)

- e. 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.)

[Click here to enter text.](#)

- f. Demonstrate alignment to Tourism Saskatchewan's [priority markets](#) or provide future potential alignment for those markets
Click here to enter text.
- g. Supports projects within communities and destination areas that contribute to the development of new or enhancement of existing tourism experiences. Projects must reflect the following experiential themes:
- embracing Saskatchewan life
 - pursuing Saskatchewan adventure
 - savouring Saskatchewan flavours
 - experiencing Saskatchewan creativity
- Click here to enter text.
- h. Shows an effective use of funds and demonstrates ability to deliver on project outcomes
Click here to enter text.
- 4. In the previous question, you outlined how your project meets the application criteria; now explain the details of the all-inclusive package(s) you will be offering to your customers at the end of this project. Where will your customer be able to purchase this package?**
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.
- 6. With Covid-19 in mind, explain the safety measures that will be taken with your new experience that will ensure you are in compliance with local, provincial and federal recommendations and guidelines.**
Click here to enter text.
- 7. Provide market research (ex. statistics, research, data) supporting and justifying your new project. (Your research should align with your target markets)**
Click here to enter text.

SECTION 3: PROJECT BUDGET DETAILS

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

Eligible Expenses:

- Infrastructure development
- Training for delivery of guided experiences
- Packaging expenses, such as commissions management, inventory management, costs associated with online booking systems and distribution channels, etc.
- All development or enhancement costs of tourism experiences with a focus on reaching new markets
- Development of new experiences or products to extend operations into shoulder seasons or winter, or to expand current product offerings.
- Safety equipment and signage related to Covid-19 recommendations and regulations (e.g. personal protection equipment (PPE), hand sanitizer, reduction barriers, directional and safety signage)

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.
- 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 August 1, 2021):

Click or tap to enter a date.

2. Project End Date (Project must be wrapped up before March 31, 2023):

Click or tap to enter a date.

3. Project Budget:

Total Project Budget Amount: [Click here to enter text.](#)

Applicant's Financial Contribution (Must be a minimum of 30% of the Total Project Budget indicated directly above):

NOTE: Marketing activities related to this new experience CAN be listed in this section as an eligible expense for YOUR contribution to the project.

Expected Date	Item Purchased	Amount

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

Tourism Saskatchewan's Financial Contribution (Must not exceed the amount indicated in Section 2, Question 1 above):

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 Purchased	Amount

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

4. Explain where the equity outlined in the previous question is coming from; i.e. cash on hand, business loan, personal equity injection.
[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 build component time for the project)
Ex. Major Purchases, Contracting Third Party Services, Partnership Establishment, Piloting Experience, Package Launch Date, etc.

Milestones	Expected Completion Date

6. Demonstrate your project's sustainability:
 - a. How will the projected increase in revenue contribute to your business goals?
[Click here to enter text.](#)

b. What is the projected increase?

[Click here to enter text.](#)

c. When will revenues start and when do you plan to turn a profit?

[Click here to enter text.](#)

7. How will you measure your successes? Fill in the Project Measurement 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.

Ex. Sales Revenue, Conversion Rates, Year-over-Year Growth, Package Sales etc.

Revenue Measurements/Metrics	Target Date

Total Revenue Generated: [Click here to enter text.](#)

- b. Customer Service Measurements/Metrics** - performance factors that give the applicant a clear idea of the contribution the staff are making to the overall progress of the company.

Ex. Customer Survey Report, Response Rates, Customer Review Response, Online Reviews, etc.

Customer Service Measurements/Metrics	Target Date