



Diversification & New Market Program

**SPRING 2022
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:

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

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 (must include a Profit and Loss Statement and Balance Sheet)
- 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.

EXAMPLE

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 their 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

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.](#)

If you are located within one of Saskatchewan's Provincial Parks, have you received approval from Sask Parks with this project idea? (If NO, please reach out to Karen Kitkul at 306-787-7824 or karen.kitkul@gov.sk.ca to discuss your project further)

[Choose an item.](#)

Indicate which Provincial Constituency the experience will be offered in: (If you are unsure, please visit this page: <https://www.elections.sk.ca/voters/gis/>)

[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 the 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 multi-day experience development 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. Describe the following components of your experience and indicate how you will fulfill each or what partnerships you will establish to fulfill 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 business.
[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? What are the details of the package(s)?
[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. What is your business strategy for attracting your target market? Provide supporting market research (statistics, research, data).

[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.](#)

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

[Click or tap to enter a date.](#)

- 5. 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.](#)

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.

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 April 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 Amount (this is the combined total of the two tables below):

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 CANNOT be listed in this section as an eligible expense for YOUR contribution to the project.

| Expected Date | Item Purchased | Amount |
|---------------|----------------|--------|
|---------------|----------------|--------|

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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 |
|---------------|----------------|--------|
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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 |
|------------|--------------------------|
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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 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 demonstrates 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 | | | |
| 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 | | | |
| Other | | | |