



Diversification & New Market Program

**SPRING 2022
PROGRAM GUIDELINES**

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.

Eligible Applicants:

- Existing Saskatchewan tourism businesses (incorporated or sole proprietorship) that meet all local, provincial, and federal requirements for operating a business in Saskatchewan.
 - Must provide proof of adequate insurance
 - Maintains an active, up-to-date digital presence and is active in online marketing
 - Demonstrates an ability to manage online reputation and have an effective online promotions and advertising program
- Existing Saskatchewan Not-for-Profit Corporations that meet all the local, provincial, and federal requirements for operating a not-for-profit in Saskatchewan.
 - Must provide proof of adequate insurance
 - Maintains an active, up-to-date digital presence and is active in online marketing
 - Demonstrates an ability to manage online reputation and have an effective online promotions and advertising program
- Applicant follows a formal business plan with the following components:
 - Financial plan

- Human resource plan
- Marketing plan
- Risk management plan
- Operational plan
- Must meet [Market-Ready](#) criteria.
- Must invest a minimum of 30 per cent of equity required to undertake the project.
- Applicant must be in good standing with Tourism Saskatchewan

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

- Incorporates ALL 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.
- Incorporates products that are available at a single-point of purchase;
- Potential exists for present infrastructure to attract new markets or expand into a new season;
- 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
- Offers a package of goods and/or services that address customers’ complete needs during their stay;
- 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:

- 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

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 form
- Third Party Accountant-prepared financial statements - (must include a Profit and Loss Statement and Balance Sheet)
- Project budget and timeline
- Proof of business insurance (include 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.

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 an official 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 instalment 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 experience to the customer.

Additional:

- Project ownership is with the applicant. Tourism Saskatchewan assumes no responsibility for governance and management of funded projects.
- Preference for funding will be given to applicants who commit more than the 30 per cent minimum equity contribution required.
- Projects that result in export readiness will be looked upon favourably.
- 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.
- Tourism Saskatchewan is a partner with industry and expects industry to assume some financial risk through the form of equity or debt financing to supplement Tourism Saskatchewan's contributions toward new investment opportunities.
- 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.