

Building Your Business

Tourism Saskatchewan Programs

Hospitality Saskatchewan Conference

September 28, 2021



Experience Development Funding Programs

1. Diversification & New Market
Program

2. Community Experience Cluster
Program



Diversification & New Market Program

- This funding program aims to assist Saskatchewan tourism businesses by supporting and facilitating the development of new experiences and/or new markets for an established tourism product.
- Aims to create multi-day experiences for visitors.
- One intake per year – next one is scheduled for January/February of 2022.



Diversification & New Market Program

- For existing and established businesses in the province to apply to
- Business needs to be Market-Ready
- Program can fund up to \$30,000/applicant depending on the stream that they apply to.
- Applicant must have 30% equity stake in the project budget.



Diversification & New Market Program

- Designed to help businesses create new experiences for their customer base.
 - Target a new customer market.
 - Expand their season – ie. Offer a winter getaway or open up earlier in the spring.
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- Eligible expenses include the funding of infrastructure.



Community Experience Cluster Program

- 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.
- One intake per year, applications are currently being accepted until October 27th.



Community Experience Cluster Program

- For municipalities, tourism regions and destination areas with a focus on tourism development
- Applicant needs to have a tourism mandate in place to be eligible
- Program can fund up to \$20,000/applicant



Community Experience Cluster Program

- Designed to help regions collaborate with local tourism businesses to create multi-day experiences for their visitors.
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- Many successful applicants use this program to access funding to hire a third party to assist with consultative services and project management costs.
 - Eligible expenses do NOT include the funding of infrastructure.



Tourism Champions

- A ***NEW*** online course, workbook and additional resources to give you the information you need to develop tourism in your community or region.
- Great for community leaders, elected municipal officials and people new to the tourism industry
- Currently available FREE of charge with the code **CHAMPIONS2021**

AWEsome Experience Design Studio

- An online course that assists the participant in creating unexpected tourism experiences by focusing on the little details that create positive “AWE” moments.
- Great for anyone within the tourism industry who is considering expanding their current tourism offering and looking for some guidance along the way
- Currently available FREE of charge with the code **WEAREAWESOME**



Other Services

- Industry Development Team (Darcy Acton, Corrina Kapeller, Prat Das and Denise Stroeder) can provide the following:
 - Individual Business Consulting Services
 - Community Tourism Development Support
 - Destination Area Support
- STEC training programs are also available
- <https://business.tourismsaskatchewan.com/> to find out more on the programs and assistance that Tourism Saskatchewan can offer to you and your business.

Marketing & Event Partnership Program

- Funding program for promotion of tourism products/experiences to audiences within and outside the province
- Competitive application based program
- Two intakes each year
- Fall intake currently open



MEPP – Eligible Expenses

- Creation or updating digital assets (website, e-commerce, social media)
- Content development (video, photography, influencers)
- Market research (customer, market, economic impact)
- Traditional advertising (50%)



MEPP 2021

- Application Deadline – October 21
- New Applicants – short questionnaire by October 7
- Online Application
- Funding support of up to \$15,000



MEPP 2021

- Third Party Supplier required
- Marketing plan
- Questionnaire & Application assistance available
- Encourage phone meeting in advance of questionnaire



Questions?