



# Tourism Diversification Program

FALL 2023

APPLICATION FORM

## Goal:

This funding program assists [Market-Ready](#) Saskatchewan tourism businesses to diversify their business by either developing new experiences, expanding seasonal operations and/or attracting new markets. It aims to encourage the creation of new and enticing single- and multi-day packages and experiences 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 \$30,000 available, per applicant)
2. **Seasonal Usage Expansion** – assist businesses to expand seasonal usage of both current and new tourism infrastructure
  - (Maximum \$30,000 available, per applicant)
3. **New Experiential Product Development** – assist in the creation of new experiential product(s) for established tourism businesses
  - (Maximum. \$40,000 available, per applicant)

## Assistance:

This program is application-based. The maximum funding per applicant ranges from \$30,000-\$40,000, depending on the stream to which the applicant applies. Applicants can apply to one funding stream. 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 [Market-Ready](#) Saskatchewan tourism businesses (incorporated or sole proprietorship) that meet all local, provincial, and federal requirements for operating a business in Saskatchewan.
- Existing [Market-Ready](#) Saskatchewan Not-for-Profit Corporations that meet all the local, provincial, and federal requirements for operating a not-for-profit in Saskatchewan.
- Indigenous/First Nation/Métis Settlement owned business (including Indigenous sole proprietorships) or an Indigenous organization such as Indigenous-led not-for-profits and organizations which include but are not limited to First Nations as represented by their Chief and Council, Tribal Councils, Indigenous Representative Organizations, Métis and Inuit organizations and Settlements as well as Indigenous/First Nation/Métis Settlement owned organizations.

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

- Applicant follows a formal business/project plan with the following components:
  - Financial plan
  - Human resource plan
  - Marketing plan
  - Risk management plan
  - Operational plan
- Must invest a minimum of 30 per cent of equity required to undertake the project.
- Applicant must be in good standing with Tourism Saskatchewan.
- Incorporates TWO OR MORE of the following package or experience elements: food and beverage, accommodation, transportation, recreation and entertainment;
  - NOTE: “Recreation and Entertainment” refers to the activity or activities that the customer will take part in when purchasing the package or experience from you (i.e., guided hikes, rounds of golf, boat rentals, ski passes, etc).
  - NOTE: “Transportation” refers to ‘in activity transportation’ (i.e., how you will move your customers around to each element of the experience, assuming the elements may be spread apart geographically).
- Incorporates packages and experiences that are available as a single-point of purchase.
- Shows an effective use of funds and demonstrates ability to deliver on project outcomes; and
- Project must be completed on or before March 31, 2026.

### **Eligible Expenses:**

- Infrastructure development (such as supplies, third party contractors, building materials, equipment)
- Training for delivery of guided experiences
- Third party contractors or consulting firms

### **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
- Taxes such as GST and PST

### **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 Bob Kadis at 306-933-5903, [bkadis@tourismsask.com](mailto:bkadis@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
- Financial Statements: Profit & Loss Statement and Balance Sheet
- Proof of business insurance (including liability limit)
- [Business or Project 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 include link:
  - Yes  
Package Link: [Click here to enter text.](#)
  - No
  
2. Do you have a project or business plan?
  - Yes - (NOTE: You will be required to upload this plan during the application process)
  - No
  
3. Does the project or business plan contain a marketing component?
  - Yes
  - No
  
4. The business has a mobile adaptive website?
  - Yes  
Website Link: [Click here to enter text.](#)
  - No
  
5. The business possesses content assets such as video, photography, etc.:
  - Yes
  - No
  
6. The business maintains one (or more) of the following with year-round contact information:
  - Business Website  
Link: [Click here to enter text.](#)
  - Facebook Page  
Link: [Click here to enter text.](#)
  - Tourism Saskatchewan Listing  
Link: [Click here to enter text.](#)
  
7. 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
8. The business actively manages their online reputation:
- Yes
  - No
9. 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
10. The business maintains the following:
- A 24-hour response time for booking confirmation
  - A 24-48 hour response time for inquiries
11. 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](#).

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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.](#)

**Has your business or organization had a change in ownership over the last 12 months?**

[Choose an item.](#)

**Is your organization Indigenous owned/operated (First Nation, Métis or Inuit)?**

[Choose an item.](#)

*For the purposes of this program, an Indigenous individual is someone who identifies themselves as Indigenous (First Nations, Inuit, Métis or non-status Indian) and is an Indigenous person as identified under the Directive on Transfer Payments.*

*Evidence for Indigenous identification can include (provide only if requested):*

- *Registration as an Indian for the purposes of the Indian Act;*

- *Membership in a First Nation;*
- *Status beneficiary of an Inuit land claims agreement;*
- *Membership in a provincial, territorial, regional or local Métis (including Métis Settlements) or non-status Indian representative organization that possesses a vigorous membership code and practices;*
- *Or Indigenous ancestry as proven through an Oath of attestation.*

**If you are located within one of Saskatchewan’s Provincial Parks, have you discussed your project idea with Sask Parks?** (If NO, please reach out to Lisa Peterson at 306-787-4971 or [lisa.peterson@gov.sk.ca](mailto:lisa.peterson@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.

EXAMPLE

## SECTION 2: CONCEPT AND RATIONALE (54 POINTS)

**1. Indicate which program stream you are applying for:**

- a.  **New Market(s)** – attract new markets for currently operating tourism business infrastructure. Maximum \$30,000 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 \$30,000 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 \$40,000 available annually, per project, with a 30 per cent minimum equity investment of the total project budget by the applicant.

**2. Explain why you chose the program stream you did in the previous question. How is this bringing you a customer that you are not currently servicing? (5 POINTS)**

[Click here to enter text.](#)

**3. Provide a description of your project idea that you are proposing to develop. Consider using similar language to how you would market it to your customers: (10 POINTS)**

[Click here to enter text.](#)

**4. Describe how your project meets the following application criteria:**

- a. Describe the following components that apply to this project proposal and indicate how you will fulfill each or what partnerships you will establish to fulfill each. You will need to address a minimum of TWO out of the four components below to successfully propose a project to this program. Note that the more elements that are addressed and fulfilled within this proposal, the higher your adjudication score and chances of receiving funding will be:

- i. Recreation and Entertainment (if applicable) – NOTE: “Recreation and Entertainment” refers to the activity or activities that the customer will take part in when purchasing this new package or experience from you that you are creating. **le. Guided hikes, rounds of golf, boat rentals, ski passes, etc. (5 POINTS)**

[Click here to enter text.](#)

- ii. Food and Beverage (if applicable) **(5 POINTS)**

[Click here to enter text.](#)

- iii. Accommodation (if applicable) **(5 POINTS)**

[Click here to enter text.](#)

- iv. Transportation (if applicable) - 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. **(5 POINTS)**

[Click here to enter text.](#)



- b. This funding program requires that what you are proposing to develop will be offered as a single point of purchase in the form of a package or experience online (think 'all-inclusive'); confirm that you will offer it for sale online: **(2 POINTS)**

Yes

- c. Does your new package or experience align with any of the following markets? (check all that apply): **(5 POINTS)**

Agriculture/Culinary

Astrotourism

Birding

Indigenous

Snowmobiling

Wellness

Wildlife and Landscape Photography

None of the Above

5. **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. What projects have you completed in the past that demonstrates that you can accomplish what you are proposing in this application? (5 POINTS)**

[Click here to enter text.](#)

6. **Demonstrate how your business strives to maintain the quality of product and service that meets your customers' needs. How do you address your customer's reviews, comments and complaints? (5 POINTS)**

[Click here to enter text.](#)

7. **Approximately what date will this new package or experience be offered for sale to your customers? (2 POINTS)**

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

## **SECTION 3: PROJECT BUDGET DETAILS (52 POINTS)**

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

### **Eligible Expenses:**

- Infrastructure development (such as supplies, third party contractors, building materials, equipment)
- Training for delivery of guided experiences
- Third party contractors or consulting firms

### **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
- Taxes such as GST & PST

### **1. Project Start Date (Earliest start date estimated to be April 1, 2024):**

Click or tap to enter a date.

### **2. Project End Date (Project must be completed before March 31, 2026):**

Click or tap to enter a date.

### **3. Project Budget: (10 POINTS)**

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


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):

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. **If any of the listed expenses above involve hiring a third-party contractor or consulting service, explain the work you would hire them to complete (optional):**  
[Click here to enter text.](#)
5. **Explain where the equity outlined in the previous question is coming from, i.e. cash on hand, business loan, personal equity injection. (2 POINTS)**  
[Click here to enter text.](#)
6. **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) (15 POINTS)**  
*Ex. Major Purchases, Contracting Third Party Services, Partnership Establishment, Piloting Experience, Package Launch Date, etc.*

Milestones	Expected Completion Date


**7. Demonstrate your project's sustainability:**

**a. How will the projected increase in revenue contribute to your business goals? (5 POINTS)**

[Click here to enter text.](#)

**8. 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 Metrics** - a measurable value that demonstrates how effectively the applicant is achieving key project objectives based on sales. **(15 POINTS)**

	<b>Year 1 Target</b>	<b>Year 2 Target</b>
<b>Number of NEW Packages and/or Experiences Sold</b> <i>(As a direct result of this project)</i>	#	#
<b>Cost of Each Package and/or Experience Sold</b> <i>(Enter multiple amounts if necessary)</i>	\$	\$
<b>Total Profit Per Package and/or Experience Sold</b> <i>(Enter multiple amounts if necessary)</i>	\$	\$
<b>Total Revenue Generated</b> <i>(Enter the total amount of revenue generated for your business due to implementing this project)</i>	\$	\$

**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. **(5 POINTS)**

	<b>Year 1 Target</b>	<b>Year 2 Target</b>
<b>Number of NEW Online Reviews generated</b> <i>(Facebook, Google, Trip Advisor, etc.)</i>	#	#
<b>Number of NEW Customer Satisfaction Surveys conducted</b>	#	#