



# Tourism Development Program (TDP)

## 2024-2025 PROGRAM GUIDELINES

### Goal:

This funding program assists market-ready Saskatchewan tourism businesses to expand and diversify their operations by supporting the development of new experiences, expanding seasonal operations and/or increasing their existing core business capacity.

### Objectives:

The Tourism Development Program (TDP) has three funding streams with the following objectives:

1. **Expansion & Growth** – increase capacity of established tourism businesses
2. **Winterization** – expand seasonal usage of existing infrastructure of established tourism businesses
3. **Experience Development** – create a new experiential product(s) for an established tourism business to sell

### Assistance:

The TDP is application-based. The maximum funding available per applicant is \$40,000. Applicants may apply to only one funding stream per adjudication period. A minimum equity investment of 30 per cent of the total project cost is required by the applicant for the Experience Development stream. A minimum equity investment of 50 per cent of the total project cost is required by the applicant for the Expansion & Growth stream and the Winterization stream.

### 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 non-profit corporations, whose purpose and focus of operations is tourism, that meet all local, provincial, and federal requirements for operating a non-profit in Saskatchewan.
- Indigenous/First Nation/Métis Settlement owned businesses (including Indigenous sole proprietorships) or Indigenous organizations such as Indigenous-led non-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.

### In-eligible Applicants:

- Federal or provincial governments and their agencies.
- Urban and rural municipalities and associated organizations.
- Applicants with an active TDP contribution agreement.

### Program Requirements:

- Applicant business/organization must be in good standing with Tourism Saskatchewan.
- Applicant business/organization must be in operation for a minimum of two years.
- Applicants must demonstrate the ability to deliver on project outcomes.
- Expansion & Growth projects shall incorporate the addition of new fixed permanent assets that result in sustainable increases in business revenue.
- Winterization projects shall incorporate the improvement and renovation to existing fixed permanent assets that result in the potential to extend business operations through all months and seasons.
- Experience Development projects shall incorporate memorable, interactive, purchasable activities where shared knowledge and skills create a connection with participants.
- Previously TDP funded applicants will not be eligible for additional TDP funding in the same funding stream until the successful completion and submission of their Year 1 Revenue Metrics Report.
- Project ownership is with the applicant, and Tourism Saskatchewan assumes no responsibility for governance and management of funded projects.
- All funded applicants will be required to enter and adhere to a Contribution Agreement that accompanies each approved project.
- Completed projects may be highlighted and shared with other tourism stakeholders to promote further advancement of tourism destination development in Saskatchewan.
- All funded projects shall be completed on or before March 31, 2027, as outlined in the Contribution Agreement.

### Eligible Expenses:

- Capital and infrastructure development (such as third-party construction contractors, building materials, fixed/stationary equipment, associated project supplies)
- Permit fees and construction design costs
- Third-party shipping and freight

### Ineligible Expenses:

- Purchase or lease of land
- Motorized equipment, vehicles, and associated expenses (licensing, insurance, repairs)
- Licensable mobile equipment (trailers, RVs)
- Land and water-based sport and leisure equipment to be offered for rent
- Improvements to any parcel of land other than the primary site of operations
- Food and perishable items
- Livestock and animals
- Product inventory
- Campground development
- Retail space development
- ALL marketing expenses, such as promotional materials, signage, media advertising, 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, replacement and repairs, rent, etc.
- In-kind contributions
- Taxes such as GST and PST

#### **Application and Evaluation Process:**

- Applicants are to use the online application form. Submissions received in any other format will not be accepted. For assistance in completing the online application form, contact Bob Kadis at 306-933-5903.
- Application submission checklist:
  - Online application form
  - Financial Statements: Profit & Loss Statement and Balance Sheet for the last two (2) years
  - Proof of business insurance (include liability limit)
- 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).
- Preference for funding may be given to applicants who commit more than the minimum equity contribution required.
- Preference for funding may be given to applicants who have completed a Tourism Saskatchewan experience development program (Achieving AWESome, AWEshop).
- Preference for funding may be given to applicants who incorporate the following experience elements: food and beverage, accommodation, transportation, recreation and entertainment.
- Preference for funding may be given to applicants who incorporate one or more of the following markets into their project proposal:
  - Astrotourism
  - Birding
  - Indigenous
  - Snowmobiling
  - Wildlife and Landscape Photography
- Applications will be reviewed by the Tourism Development Program Adjudication Committee.

#### **Payment Schedules:**

- Successful applicants shall enter into a Contribution Agreement outlining the payment schedule(s), reporting requirements and contractual obligation- all Contribution Agreements must be signed by an individual with designated signing authority.
- First installment of 60 per cent of the total allocation will be released upon signed Contribution Agreement between Tourism Saskatchewan and the successful applicant.
- Second instalment of up to 20 per cent of the total allocation will be released upon approval of the Interim Progress Report.
- Final installment of up to 20 per cent of the total allocation will be released upon approval of the Final Report and verification that the experience is being promoted and is available for purchase, or construction has been completed.

**Reporting Requirements:**

- Monitoring and progress updates – Tourism Saskatchewan may periodically request in-person meetings and/or site visits to discuss project progress.
- Interim Progress Report – outlines milestones achieved to date, including an expense report detailing how investment funds are being used; copies of paid receipts are required.
- Final Report – 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 paid receipts and images of construction completion are required for Winterization or Growth & Expansion projects; copies of receipts and verification of an experience offering are required for Experience Development projects.
- Revenue Metrics Reports will be required for two (2) consecutive years following the completion of project activities.



# Tourism Development Program (TDP)

2024-2025

## FREQUENTLY ASKED QUESTIONS (FAQs)

### 1. What is Tourism Saskatchewan's role in the Tourism Development Program?

This program exists to support and facilitate the expansion and diversification of tourism businesses by either developing new experiences, expanding seasonal operations and/or increasing the capacity of [Market-Ready](#) Saskatchewan businesses. Tourism Saskatchewan will adjudicate and work with the successful applicants.

### 2. What is a tourism experience?

A tourism experience enhances a visitor's stay by engaging all the senses in an authentic, memorable way, often including hands-on activities where guests learn "by doing" with a local expert or service provider. Experiences often involve connecting with locals, immersion into the local culture, enjoying local food and drink and exploring the local geography and places of interest. An experience would be offered as a single-point-of-purchase for the guest and would encompass accommodations, food/beverage, recreation and entertainment activities, and transportation, as part of an all-inclusive offer.

### 3. How much time do I need to dedicate to completing this application?

This application is robust and requires a significant amount of preparation time as well as having to dedicate some time to research and possibly form new partnerships.

### 4. Why is my business/organization required to provide an equity contribution?

It is important that all applicants make a financial investment to demonstrate their commitment to the project. The final product will belong to the applicant and, therefore, contributing to the project with a financial commitment will help ensure long-term sustainability.

### 5. Will this funding program be available again in the future?

The program is regularly evaluated for effectiveness after each adjudication process. The program is solely at the discretion of Tourism Saskatchewan and subject to appropriations. The program will remain open to applications until all funds have been committed.

### 6. What is the timeframe for completion for proposed projects?

Each project timeline will be different; refer to the current Program Guidelines document to verify the timeframes for completion.

### 7. How do I determine if my organization/association is in "good standing" with Tourism Saskatchewan?

Upon receipt of the program applications, Tourism Saskatchewan will check internally to ensure that your business is in good standing with all our programming and reporting procedures and does not currently have any outstanding debt with Tourism Saskatchewan.

**8. If I have a current contract open under Tourism Saskatchewan’s Tourism Development Program, can I apply again?**

No. An applicant must have completed their first funded project, including the required reporting, before they are eligible to apply for additional funding.

**9. How does a business know if it is market-ready?**

Please refer to the criteria shown below or read the complete Tourism Saskatchewan’s [Industry Categorization Criteria](#) document to learn more about the different stages of classification. Refer to the contact details below should you require further clarification from Tourism Saskatchewan.

**Market-Ready Criteria**

- ❖ The business/organization is listed on Tourism Saskatchewan’s website
- ❖ The business/organization has a website that is mobile responsive (adapts for viewing on mobile phones)
- ❖ The business/organization website has a tourism offering available for sale and provides the following details:  
Type of offering, cost, amenities, duration, operating dates/hours, booking/payment options, and cancellation policy
- ❖ The business/organization has a Google Business Profile account and responds to reviews
- ❖ The business/organization owns/claimed its TripAdvisor listing and responds to reviews
- ❖ The business/organization is active on Facebook and/or Instagram with regular posts
- ❖ The business/organization engages in search and/or social advertising
- ❖ The business/organization possesses content assets such as video, photography, etc.
- ❖ The business/organization accepts advanced reservations online, by phone or email

**10. My business does not meet the eligible criteria, are there other programs or assistance that can be accessed through Tourism Saskatchewan?**

Contact Industry Development Consultants to discuss further:

Bob Kadis at 306-933-5903 - [bob.kadis@tourismsask.com](mailto:bob.kadis@tourismsask.com) OR  
Carey Baker at 306-933-7948 – [carey.baker@tourismsask.com](mailto:carey.baker@tourismsask.com)

**NOTE:** This document outlines the questions shown in the online application and is provided for reference purposes only. Applicants must complete and submit their application online. Submissions received in any other format will not be accepted.

### **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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#### **Organization Information**

- 1.1. **Legal Business or Organization Name**
- 1.2. **Operating Name (If different than legal name)**
- 1.3. **Mailing Address**
- 1.4. **City/Town**
- 1.5. **Province**
- 1.6. **Postal Code**
- 1.7. **Business Phone #**
- 1.8. **Business Email**
- 1.9. **Business structure**
- 1.10. **I have a Canada Revenue Agency (CRA) Business Number** (Choices: Yes/No)
- 1.11. **Enter CRA Business Registration Number** (If 'Yes' is selected)
- 1.12. **Saskatchewan Business Registration Number**

**NOTE:** To be eligible to apply the applicant business/organization must be registered with the Saskatchewan Ministry of Finance.
- 1.13. **Website address**
- 1.14. **Indicate which Provincial Constituency where your primary business operations are located**  
(dropdown list of Constituencies to select from)
- 1.15. **Number of employees working for your organization (full time equivalents)**

1.16. **Is your business/organization Indigenous owned/operated (First Nation, Métis or Inuit)?**  
(Choices: Yes/No)

*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.*

1.17. **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 Cathy MacAdam at 306-787-4971 or cathy.macadam3@gov.sk.ca to discuss your project further)  
(Choices: Yes/No/Not Applicable)

1.18. **Primary Contact Person**

(NOTE: This person will be the primary contact for any follow-up regarding this application)

**Full Name**

1.18.1 **Title/Role** (Owner/Partner/Director/Other)

1.18.1.1 **Title/Role if 'Other'**

1.18.2 **Primary Contact Email Address**

1.18.3 **Phone #** (if different than Business #)

1.19. **Provide a brief description and summary of your business/organization**

1.20. **What are your current business/organization goals and objectives?**



## **SECTION 2: MARKET-READY STATUS**

Applicants must demonstrate their ability to effectively reach, engage and interact with tourism consumers online. The market-readiness status of the applicant business/organization will be assessed based on the following criteria:

### **2.1. Online Presence Status**

2.1.1 The business/organization is listed on Tourism Saskatchewan's website:

Yes  No

2.1.2 The business/organization website is mobile responsive (adapts for viewing on mobile phones):

Yes  No

2.1.3 The business/organization website provides the details on product offerings, costs, amenities, booking/payment, cancellation policy, contact info, and operating dates/hours:

Yes  No

2.1.4 The business/organization has a Google Business Profile account and responds to reviews:

Yes  No

2.1.5 The business/organization owns/claimed its TripAdvisor listing and responds to reviews:

Yes  No

### **2.2. Marketing and Sales Strategy**

2.2.1 The business/organization has a tourism offering available for sale on their website:

Yes  No

2.2.2 The business/organization is active on Facebook and/or Instagram with regular posts:

Yes  No

2.2.3 The business/organization possesses content assets such as video and photography:

Yes  No

2.2.4 The business/organization engages in search and/or social advertising:

Yes  No

2.2.5 The business/organization accepts advanced reservations online, by phone or email:

Yes  No

## SECTION 3: PROJECT INFORMATION

3.1. **Project Name/Title**

3.2. **Proposed Project Start Date (Earliest start date estimated to be August 1, 2024)**

3.3. **Proposed Project End Date (Project must be completed before March 31, 2027)**

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

- Expansion & Growth** – increase capacity of an established tourism business.
  - Funding Limits and Equity Requirements: Maximum \$40,000 available annually, per project, with a minimum **50% equity** investment of the total project budget by the applicant.
  - Program Requirements: The proposed project shall incorporate the addition of new fixed permanent assets that result in sustainable increases in business revenue.
  
- Winterization** – expand seasonal usage of the existing infrastructure of an established tourism business.
  - Funding Limits and Equity Requirements: Maximum \$40,000 available annually, per project, with a minimum **50% equity** investment of the total project budget by the applicant.
  - Program Requirements: The proposed project shall incorporate the improvement and renovation to existing fixed permanent assets that result in the potential to extend business operations through all months and seasons.
  
- Experience Development** – create new experiential product(s) for an established tourism business to sell.
  - Funding Limits and Equity Requirements: Maximum of \$40,000 available annually, per project, with a minimum **30% equity** investment of the total project budget by the applicant.
  - Program Requirements: The proposed project shall incorporate memorable, interactive, purchasable activities where shared knowledge and skills create a connection with participants. An experience would be offered as a single-point-of-purchase for the guest and could encompass accommodations, food/beverage, recreation and entertainment activities, and transportation, as part of an all-inclusive offer.

3.4. **Project Description, Timelines and Rationale**

*(One of the following three questions are shown depending on which funding stream is selected)*

**a. Provide a description of your Expansion & Growth development project. Outline the primary components of the project and related timelines. Explain how this project will expand your existing capacity and rationale for this development.**

**b. Provide a description of your Winterization development project. Outline the primary components of the project and related timelines. Explain how this project will increase the seasonal usage of your existing infrastructure and rationale for this development.**

c. Provide a description of your **Experience Development** project. Outline the primary components of the project and related timelines. Explain how this project will facilitate the creation of a new experience offer and rationale for this development.

*(The following question is shown when the Experience Development funding stream is selected)*

Describe your new experience offering(s) using similar language to how you would promote it to the public. Consider incorporating answers to the following questions in your description, where applicable:

- **What is included in the purchase price? What is not?** (i.e. accommodations, meals, beverages, equipment, transportation, recreational activities, entertainment, etc.)
- **What is the duration of the experience?** (i.e. single day, multi-day)
- **When is this experience available during the year?** (i.e. seasonally, year-round)
- **How many persons can participate? Is there a minimum/maximum number?**
- **Who is this experience developed for?** (i.e. couples, families, groups, etc.)
- **How will the experience be delivered? Guided or self-guided?**
- **Where is it delivered?** (i.e. indoors, outdoors, on-site, off-site)

3.5. Explain how the successful outcome of this project will increase current revenues and advance your business goals and objectives?

3.6. Does your project meet with local municipal land use bylaw requirements?  
(Choices: Yes/No/Not Applicable)

3.6.1 If you selected 'No' or 'Not Applicable', please explain.

3.7. Describe your ability to complete this project by highlighting your organizational skills, staff capacity and financial sustainability.

3.8. Describe how your business strives to maintain the quality of product and service that meets your customers' needs.

3.9. **Project Milestones**

Highlight major milestones during the project's life cycle in Table 3.9.1 below, including anticipated completion dates for each one. Milestones should extend into the future and cover more than just the project's build phase. (Note that milestone information is used to track the progression of the project for the reporting process)

Examples: Major Purchases, Contracting Third Party Services, Permitting Approval, Foundation Construction, Finishing, Piloting Experience, Package Launch Date, etc.

Table 3.9.1

Project Milestone	Expected Completion Date

### 3.10. Project Return on Investment (ROI) Metrics

Project Return on Investment (ROI) Metrics – measurable revenue targets that demonstrate how effectively the applicant business/organization is achieving key project objectives based on sales performance. The information entered in the table below will be used to assess the return on investment of the proposed project. The numbers and amounts entered also serve as the baseline metrics used in the reporting process, if the application is successful.

**Provide the year-over-year Return on Investment (ROI) revenue targets from your project in Table 3.10.1 below.**

Table 3.10.1

*(This table is shown when either the Expansion & Growth or Winterization funding streams are selected)*

	<b>Year 1 Target</b>	<b>Year 2 Target</b>
<b>Number of NEW Bookings Sold</b> <i>(As a direct result of this project)</i>	#	#
<b>NEW Booking Selling Price</b> <i>(Enter multiple amounts if necessary)</i>	\$	\$

Table 3.10.1

*(This table is shown only when the Experience Development funding stream is selected)*

	<b>Year 1 Target</b>	<b>Year 2 Target</b>
<b>Number of NEW Experiences Sold</b> <i>(As a direct result of this project)</i>	#	#
<b>NEW Experience Selling Price</b> <i>(Enter multiple amounts if necessary)</i>	\$	\$

### 3.11. **Additional ROI related comments**

## **SECTION 4: PROJECT BUDGET**

**NOTE:** Review the following **ELIGIBLE** and **INELIGIBLE** expenses listed below before proceeding with this section.

### **Eligible Expenses:**

- Capital and Infrastructure development (such as third-party construction contractors, building materials, fixed/stationary equipment, associated project supplies)
- Permit fees and construction design costs
- Third-party shipping and freight

### **Ineligible Expenses:**

- Purchase or lease of land
- Motorized equipment, vehicles, and associated expenses (licensing, insurance, repairs)
- Licensable mobile equipment (trailers, RVs)
- Land and water-based sport and leisure equipment to be offered for rent
- Improvements to any parcel of land other than the primary site of operations
- Food and perishable items
- Livestock and animals
- Product inventory
- Campground development
- Retail space development
- ALL marketing expenses, such as promotional materials, signage, media advertising, 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, replacement and repairs, rent, etc.
- In-kind contributions
- Taxes such as GST and PST

#### **4.1. Project Budget**

**Itemize the project expenses in Table 4.1.1 below. Briefly describe each expense and net amount per expense listed (without taxes).**

**NOTE:** The expenses you list below MUST meet program expense eligibility requirements to be deemed eligible toward your equity investment contribution.

Table 4.1.1

Expense Type and Description	Net Amount (\$)

**Reminder:** The total amount entered in Question 4.2 below must meet, or exceed, the minimum equity investment required by the applicant business/organization:

- If applying for either the **Expansion & Growth** or **Winterization** funding streams, the minimum equity investment requirement is **50%** of the total project budget.
- If applying to the **Experience Development** funding stream, the minimum equity investment requirement is **30%** of the total project budget.

4.2. Enter the total amount of **ELIGIBLE** project expenses listed in Table 4.1.1

4.3. Enter the total amount of funding support requested from this program (Maximum \$40,000)