

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](#).

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)

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

Table 3.10.1

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

	Year 1 Target	Year 2 Target
Number of NEW Experiences Sold <i>(As a direct result of this project)</i>	#	#
NEW Experience Selling Price <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)