



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.
- 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.