**Goal**:

**APPLICATION FORM**

**Tourism Product Diversification and**

**New Market Development Program**

This pilot 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.

**Objectives**:

The program has three streams with the following objectives:

1. New Market(s) – attract new markets for currently operating tourism business infrastructure
* (Maximum $15,000 available)
1. Seasonal Usage Expansion – assist businesses to expand seasonal usage of both current and new tourism infrastructure.
	* (Maximum $15,000 available)
2. New Experiential Product Development – assist in the creation of new experiential product(s) for established tourism businesses
	* (Maximum $20,000 available)

**Assistance:**

This program is application-based. The maximum funding per applicant ranges from $15,000-$20,000, depending on the stream to which the applicant applies. A minimum equity investment of 30 per cent of the total project cost is required by the applicant, and applies to all three streams.

**Application and Evaluation Process:**

If you do not receive notification within two weeks of submitting your application, contact Denise Stroeder at 306-787-2825, denise.stroeder@tourismsask.com.

Applications will be reviewed by the Program Selection Committee. All applicants will receive a response within six weeks of the closing date.

**Application Checklist:**

|  |  |
| --- | --- |
| * Program application form
* Applicant audited financial statements
* Project budget and timeline
* Proof of business insurance (include liability limit)
 | * Business plan including:
	+ Financial plan
	+ Human resource plan
	+ Marketing plan
	+ Risk management plan
	+ Operational plan
 |

**SECTION 1: ORGANIZATION INFORMATION**

Please 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.

**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.

1. **Demonstrate how you currently manage your online reputation and online marketing?**

Click here to enter text.

1. **Demonstrate how your business strives to maintain quality of product and service that meets your customers’ needs?**

Click here to enter text.

**SECTION 2: CONCEPT AND RATIONALE**

1. **Indicate which program stream(s) you are applying for (choose multiple if applicable):**
2. [ ]  New Market(s) – attract new markets for currently operating tourism business infrastructure. Maximum $15,000 available annually, per project, with a 30 per cent minimum equity investment of the total project budget by the applicant.
3. [ ]  Seasonal Usage Expansion – assist businesses to expand seasonal usage of both current and new tourism infrastructure. Maximum $15,000 available annually, per project, with a 30 per cent minimum equity investment of the total project budget by the applicant.
4. [ ]  New Experiential Product Development – assist in the creation of new experiential product(s) for established tourism businesses. Maximum of $20,000 available annually, per project, with a 30 per cent minimum equity investment of the total project budget by the applicant.
5. **To the best of your knowledge, is your business currently in good standing with Tourism Saskatchewan?**

Choose an item.

1. **Provide a description of your project:**

Click here to enter text.

1. **Provide market research (ex. statistics, research, data) supporting your new project:**

Click here to enter text.

1. **Describe how your project meets the application criteria:**

Click here to enter text.

**SECTION 3: PROJECT DETAILS**

* *Includes products that have multiple components – food and beverage, accommodation, transportation, recreation and entertainment*
* *Incorporates products that are available as a single-point of purchase*
* *Potential exists for present infrastructure to attract new markets or expand into a new season*
* *Encourages the development of a unique Saskatchewan experience by aligning new product and experience development to Tourism Saskatchewan’s brand pillars: Land and Sky, Time and Space, and Community. Review* [*Bringing the Saskatchewan Tourism Brand to Life*](https://industry.tourismsaskatchewan.com/~/media/industry/documents/advice-and-resources/bringing-the-saskatchewan-tourism-brand-to-life.pdf) *for guidance on weaving brand themes into your activities.*
* *Supports projects within communities and destination areas that contribute to the development of new or enhancement of existing tourism experiences. Projects must reflect the following experiential themes:*
* *embracing Saskatchewan life*
* *pursuing Saskatchewan adventure*
* *savouring Saskatchewan flavours*
* *experiencing Saskatchewan creativity*
* *Offers a package of goods and/or services that address customers’ complete needs during their stay*
* *Shows an effective use of funds and demonstrates ability to deliver on project outcomes*
* *Project must be completed within two years of contract signing date*
1. **Project Start Date:**

Click or tap to enter a date.

1. **Project End Date:**

Click or tap to enter a date.

1. **Project Budget (please clearly identify how Tourism Saskatchewan’s contribution will be used):**

Click here to enter text.

1. **Outline the equity that you are contributing to the project:**

Click here to enter text.

1. **Highlight major milestones during the project’s life cycle, including anticipated dates:**

Click here to enter text.

1. **Demonstrate your project’s sustainability:**
2. **How will the project increase revenue to your business?**

Click here to enter text.

1. **What is the projected increase?**

Click here to enter text.

1. **When will revenues be realized? When do you plan to turn a profit?**

Click here to enter text.

1. **How will you measure success?**

Click here to enter text.