



Diversification & New Market Program

SPRING 2021

FREQUENTLY ASKED QUESTIONS

1. What is Tourism Saskatchewan's role in the Diversification & New Market Program?

Tourism Saskatchewan developed the program to support and facilitate the development of new experiences and/or new markets for an established tourism product. Tourism Saskatchewan will adjudicate and work with the successful applicants through their development process.

2. 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 new partnership formations. Our best advice is to NOT leave this application until the week before the closing date; give yourself at least two weeks to work through the process and allow an adequate amount of time to follow-up with Tourism Saskatchewan on any sections or questions that you need clarification on.

3. After I submit my application, when will I hear if I was successful?

Two months (or less) after the closing of the intake process, you will hear back from Tourism Saskatchewan as to whether your application was successful or not.

Tourism Saskatchewan then follows up with the successful applicants to develop a contract that will outline deliverables, funding amounts and timelines. Once both parties have signed the contract, the successful applicant will work with Tourism Saskatchewan to finalize a reporting document that is used throughout the life of the project.

4. How does a business or destination know if it is market- or export-ready?

Please read Tourism Saskatchewan's [Industry Categorization Criteria](#) to learn more about the different stages of classification. Refer to the contact details on this document should you require further clarification from Tourism Saskatchewan.

5. What if I cannot incorporate all of the required elements (under "Project Requirements") outlined in the Program Guidelines?

If your application does not meet all of the required elements, as outlined, you will not be eligible for funding through this program. Contact Industry Development Consultant, Tim Ouellette at 306-933-6111 or tim.ouellette@tourismsask.com to discuss further.

6. Why is my business/organization required to provide a 30 per cent minimum 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.

7. Will this funding program be available next year?

This is currently the third intake for this funding program. The program is evaluated for effectiveness after each adjudication process. The program is solely at the discretion of Tourism Saskatchewan and subject to appropriations.

8. What is the timeframe for completion for proposed projects?

Each project will be different; refer to the current Program Guidelines document to verify the current intake dates and timeframes.

9. 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 of our programming and reporting procedures, and does not currently have any outstanding debt with Tourism Saskatchewan.

10. How will my application be scored?

Every section within the application is important, please make sure you answer each question to the best of your ability. This program is a highly competitive process with more applications than the annual budget can support.

11. If I have a current contract open under one of the two Tourism Saskatchewan development programs (Diversification & New Market OR Community Experience Cluster Program; previously the Tourism Product Diversification and New Market Development Program and the Destination Experience Development Program), can I apply again?

No. An applicant must have completed the first contract in entirety before they are eligible for additional funding through either of these programs.

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

Contact the program manager, Denise Stroeder at 306-787-2825 or denise.stroeder@tourismsask.com for more information.