**Goal:**

**APPLICATION FORM**

**Destination Experience Development Program**

This pilot funding program aims to encourage, support and facilitate the development of clusters of compelling tourist experiences within Saskatchewan communities and/or destination areas. These experiences will align with the expectations and demands of key visitor markets.

**Objective:**

Funding is provided to assist in the growth and expansion of Saskatchewan tourism destinations with experiences that will align with the expectations and demands of key visitor markets.

**Assistance:**

The program is application-based. The maximum funding per applicant is $20,000; minimum equity investment by the applicant is 30 per cent of the total project budget.

**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](mailto: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.

**Applicant Checklist:**

Please ensure that the following documents are submitted:

* Program application form
* Applicant audited financial statements
* Project budget and timeline

**SECTION 1: ORGANIZATION INFORMATION**

Please tell us about your organization and your project partners. 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.

**LEAD APPLICANT INFORMATION:**

**Legal Business or Organization Name:**  Click here to enter text.

**Choose your Organization type:**  Choose an item.

**If “Other”, please indicate:**  Click here to enter text.

**Operating Business or Organization Name:**  Click here to enter text.

**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.

**PARTNER INFORMATION:**

**Legal Business or Organization Name:**  Click here to enter text.

**Operating Business or Organization Name:**  Click here to enter text.

**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.

**PARTNER INFORMATION:**

**Legal Business or Organization Name:**  Click here to enter text.

**Operating Business or Organization Name:**  Click here to enter text.

**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.

\*\*If additional space is needed to list project partners, please provide the information below.

Click here to enter text.

**SECTION 2: CONCEPT AND RATIONALE**

1. **To the best of your knowledge, are all partners listed above in good standing with Tourism Saskatchewan?**

Choose an item.

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

Click here to enter text.

1. **What is your business strategy for attracting your target market? Please provide supporting market research.**

Click here to enter text.

1. **Describe how your project meets the Project Requirements:**

* *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. Project must reflect the following experiential themes (identified in the* [*Destination Development Strategy*](https://industry.tourismsaskatchewan.com/advice-and-resources/destination-development-strategy)*):*
* *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*

Click here to enter text.

**SECTION 3: PROJECT DETAILS**

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 - clearly identify how Tourism Saskatchewan’s contribution will be used. (This item can also be an attached document):**

Click here to enter text.

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

Click here to enter text.

1. **Describe how all listed partners will contribute 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/organizations?**

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.

1. **Outline how Tourism Saskatchewan will be recognized as a partner in this project:**

Click here to enter text.