**A group of people sitting around a table

Description automatically generated with low confidence**

Following the introductory workshops, three partners will be selected to receive 1:1 coaching with the expectation of launching new experiences in 2022. Through a series of online workshops with the Tourism Saskatoon team, partners will be coached in experience design, delivery, pricing and marketing in preparation for bringing their experience to market in 2022.

**We’re looking for partners who are:**

* Yearning to share a story that honours Saskatoon through food, drink, nature, heritage, arts, wellness, or agriculture;
* Passionate, creative, enthusiastic, open and keen to learning and working collaboratively;
* Seeking balance, not boom-bust burnout;
* Willing to critically and candidly assess your business, to explore year-round opportunities, and make changes where appropriate;
* Interested in crafting tourist opportunities that give back to the community;
* Keen to build sustainable, green practices into your business and offerings;
* Inclusive and/or celebrate diversity as a core value, and interested in the opportunity to welcome newcomers; and
* Willing to invest your time in developing an experience that can be shared online or in person through.

**Benefits for Partners | Marketing Support**

The idea is that this partnership is mutually beneficial. The three partners will walk away with a market-ready experience and knowledge and skills that will help develop and sustain their business, year-round. Tourism Saskatoon’s team will walk away with three new marketable experiences that are models in helping to build a sustainable destination.

Using Tourism Saskatoon’s tools and channels, we’ll help to amplify the content and messages of partners. In agreeing to work together toward launching an experience, partners will receive the following marketing support:

* Inclusion on a new [*Experiences*](https://www.tourismsaskatoon.com/things-to-do/experiences/) landing page on tourismsaskatoon.com
* Professional photography promoting the experience that can be used by the partner and Tourism Saskatoon for marketing purposes
* Professional videography promoting the experience that can be used by the partner and Tourism Saskatoon for marketing purposes
* Group piloting with peers and local champions once the experience has been developed

**Time Commitment**

Because we are a small group, we can be flexible with our dates based on your needs! Let’s chat! It has been very helpful to go through this program as a group in the past!

|  |  |  |
| --- | --- | --- |
| TBD | TBD | First group session, we will get together and “experience and Experience” |
| Feb 25th | 9:30am – 11:30am | Shortly after the experience we will learn about the elements that make up a great experience, and we will go through the list and talk about how we noticed the elements when we were together. |
| Feb 28th – March 24th | A time that works for you | One to one session with individual partners to brainstorm your experience and use tools to develop in detail over coming weeks. |
| March 25th | 9:30am-11:30am | Third group session on costing, pricing and value. How do I determine costs to set my price? How to build value without increasing operating costs. How to incorporate giving back and zero waste. Costs vs. value. |
| March 28th – April 21st | A time that works for you | One on One coaching review sessions (we can ads as many of these as we need to create the perfect experience!) |
| April 22nd | 9:30 am – 11:30am | Launch work back plan |
| TBD | TBD | We will partner with Tourism Saskatchewan’s new experience development program to learn about marketing and online booking |
| TBD | TBD | We will partner with Tourism Saskatchewan’s new experience development program to learn about travel trade |
| May 6th | 9:30am – 11:30 am | We will gather again to talk about our experiences and any lessons learned! |
| Summer | TBD | Piloting and testing 4 new experiences |

**Are you interested in being one of the three partners?**

Express your interest in becoming a partner by completing the application (below) or by having a conversation with Destination Development and Marketing staff.

**Contact Destination Development and Marketing Staff for more info or to set up a time to chat:**

Darby Sutherland – [dsutherland@tourismsaskatoon.com](mailto:dsutherland@tourismsaskatoon.com)

**The deadline to submit your application in writing is**

**11:59pm, Monday, February 7th.**

**Application for Experience Development Partnership**

1. **Yes / No Criteria** *(to be a partner, you must answer yes to the following statement or be well on your way to answering yes to the following statements)*

|  |  |  |
| --- | --- | --- |
|  | **Yes** | **No** |
| Through my business I welcome guests / visitors and/or can provide programming for visitors through a partnership. |  |  |
| I can support at least one of Tourism Saskatoon’s tourism pillars – food, drink, nature, wellness, indigenous, arts, or agriculture. |  |  |
| I currently, or have the potential to, support year-round or shoulder-season visitation. |  |  |
| I have been in operation for at least one year. |  |  |
| My business operates legally with relevant licenses, registrations, certificates, etc (e.g. SK registration, Food Inspection Certificate, AGCO License, permitted zoning, etc) |  |  |
| My business has a website, social media channels, and the capability to take online bookings and payment |  |  |
| I can commit to attending the seven workshops listed on page 2. |  |  |
| I have a minimum of $2 million general liability insurance covering the business |  |  |

1. **Selection Criteria - in no more than a couple of sentences for each question, tell us how you meet the following:**
2. Fit – I have the eagerness and drive to share an idea and story; I’m open to exploring new possibilities; I’m a positive individual with a can-do attitude.
3. Time, financial resources, and willingness to commit – I can commit to being ready to begin offering a new experience in 2021 by investing the necessary time and financial resources. I’m able to attend the scheduled workshop session on page 2.
4. Passion and Enthusiasm – I have the desire to change, to do things better and to do things with sustainability in mind.
5. Briefly describe the idea/s that you’re interested in turning into an experiential tourism offering.
6. I would make a great partners because …

**Please submit your application by 12 noon on Wednesday February 17th to Darby Sutherland Tourism Saskatoon’s Destination Innovation Specialist at dsutherland@tourismsaskatoon.com**