

The Tourism Marketing Assistance Program Regulations

Repealed

by Saskatchewan Regulations 40/98 (effective May 13, 1998).

Formerly

Chapter E-0.001 Reg 1 (effective February 1, 1984)
as amended by Saskatchewan Regulations 71/84.*

*NOTE: The chapter number of these regulations was changed by c.R-16 Reg 2, Gazetted November 18/88.

NOTE:

This consolidation is not official. Amendments have been incorporated for convenience of reference and the original statutes and regulations should be consulted for all purposes of interpretation and application of the law. In order to preserve the integrity of the original statutes and regulations, errors that may have appeared are reproduced in this consolidation.

Table of Contents

1	Title
2	Interpretation
3	Program established
4	Application
5	Approval of assistance
6	Amount of assistance
7	Payment of assistance

CHAPTER E-0.001 REG 1

The Economic Development and Tourism Act

Title

1 These regulations may be cited as *The Tourism Marketing Assistance Program Regulations*.

10 Feb 84 cE-0.001 Reg 1; 6 Jly 84 SR 71/84 s2.

Interpretation

2 In these regulations:

- (a) **“administrative cost”** means the direct salary cost to an eligible applicant resulting from hiring additional employees to administer a tourism marketing initiative approved pursuant to section 5;
- (b) **“annual plan”** means a plan prepared by an eligible applicant that is designed to attract tourists to a specific tourist attraction or event;
- (c) **“eligible applicant”** means a non-profit organization but does not include a department of the Government of Saskatchewan or any Crown corporation, board, commission or other agent of the Government of Saskatchewan;
- (d) **“incremental marketing initiative”** means an expansion of an existing tourism marketing initiative, where the tourism marketing initiative was implemented by an eligible applicant prior to the approval of its application for financial assistance under the program;
- (e) **“local”**, with respect to a tourist attraction or event, means an attraction or event that because of its limited size, its location with respect to other tourist facilities, attractions or events and its nature has a limited tourism potential;
- (f) **“new marketing initiative”** means a tourism marketing initiative that:
 - (i) has not been previously implemented by an eligible applicant; and
 - (ii) will be implemented only after the approval of its application for financial assistance under the program;
- (g) **“non-profit organization”** means:
 - (i) a corporation incorporated or continued under *The Non-profit Corporations Act*; or
 - (ii) a co-operative, association or partnership that was formed and operates without the purpose of making a profit for its members or partners;

(h) “**program**” means the Tourism Marketing Assistance Program established in subsection 3(1);

(i) “**tourist**” means an individual who:

(i) is not a resident of Saskatchewan; or

(ii) is a resident of Saskatchewan who travels at least 80 kilometres from his residence to the tourist attraction or event that is the subject of a tourism marketing initiative.

10 Feb 84 cE-0.001 Reg 1 s2.

Program established

3(1) The Tourism Marketing Assistance Program is hereby established.

(2) The purpose of the program is to increase tourism traffic to and within Saskatchewan.

10 Feb 84 cE-0.001 Reg 1 s3.

Application

4(1) An eligible applicant who wishes to receive financial assistance for a tourism marketing initiative under the program shall:

(a) apply to the minister on a form provided by him; and

(b) supply the minister with:

(i) subject to subsection (2), an annual report that identifies the eligible applicant’s tourism marketing activities, budget and actual expenditures for the applicant’s fiscal year prior to the date of its application for assistance ;

(ii) a detailed annual plan and annual budget for the tourism marketing initiative;

(iii) a forecast of the results of the tourism marketing initiative and a statement showing how the results are to be measured; and

(iv) any information, in addition to that described in subclauses (i) to (iii), that the minister may require.

(2) Where an eligible applicant has not completed one fiscal year, the minister may waive the requirement in subclause (1)(b)(i) for an annual report.

10 Feb 84 cE-0.001 Reg 1 s4.

Approval of assistance

5(1) Subject to subsection (2), the minister may approve financial assistance for a tourism marketing initiative to an eligible applicant who has applied pursuant to section 4 where the minister is satisfied that:

(a) the tourism marketing initiative is concerned only with:

(i) a direct mail program aimed at promoting tourism, including the sending of promotional literature;

- (ii) the design and production of promotional literature aimed at promoting tourism;
 - (iii) media advertising aimed at promoting tourism;
 - (iv) a direct selling program aimed at promoting tourism through sales calls, seminars or tourism forums; or
 - (v) providing professional consulting services related to tourism marketing;
- (b) the tourism marketing initiative is an incremental marketing initiative or is a new marketing initiative;
- (c) in the case of an incremental marketing initiative:
- (i) the tourism marketing initiative represents a significant expansion of the eligible applicant's previous activity; and
 - (ii) the expansion of activity was not commenced by the eligible applicant prior to the date of the approval of its application for financial assistance;
- (d) the attraction or event being marketed is not local and will attract a significant number of tourists; and
- (e) the tourism marketing initiative will be conducted in markets where there is potential to increase the number of tourists from that market.
- (2) Where the minister receives an application for financial assistance pursuant to section 4 from two or more eligible applicants who:
- (a) are in the same community; and
 - (b) apply for financial assistance for tourism marketing initiatives that are, in the minister's opinion, similar;

he shall only approve financial assistance to the one eligible applicant from that community whose tourism marketing initiative has, in the minister's opinion, the greatest potential to increase the number of tourists.

10 Feb 84 cE-0.001 Reg 1 s5.

Amount of assistance

6 Where the minister has approved financial assistance to an eligible applicant pursuant to section 5, the minister may approve financial assistance in an amount he considers appropriate to a maximum of:

- (a) in the case of an incremental marketing initiative:
 - (i) 50% of the costs of the tourism marketing initiative that represent, in the minister's opinion, an increase over the costs incurred by the eligible applicant during its fiscal year prior to the date of its application; and
 - (ii) 25% of the eligible applicant's administrative costs;

- (b) in the case of a new marketing initiative:
 - (i) 50% of the costs of the tourism marketing initiative; and
 - (ii) 25% of the eligible applicant's administrative costs.

10 Feb 84 cE-0.001 Reg 1 s6.

Payment of assistance

7(1) The minister may pay to an eligible applicant whose application for financial assistance was approved pursuant to section 5:

(a) up to 40% of the amount of financial assistance approved pursuant to section 6 when the minister receives from the eligible applicant the following documents related to the tourism marketing initiative:

- (i) paid invoices;
- (ii) cancelled cheques; and
- (iii) any documents, in addition to those described in subclauses (i) and (ii), that the minister may require; and

(b) the remainder of any financial assistance approved pursuant to section 6 when the minister receives from the eligible applicant the following documents related to the tourism marketing initiative:

- (i) paid invoices;
- (ii) cancelled cheques;
- (iii) an evaluation report; and
- (iv) any documents, in addition to those described in subclauses (i) and (ii), that the minister may require.

(2) Notwithstanding any other provision of these regulations, in the case of a new marketing initiative, where an eligible applicant does not complete the tourism marketing initiative within a period of one year after the date his application for financial assistance is approved, the minister may refuse to provide any remaining amount of approved financial assistance to the eligible applicant.

(3) Notwithstanding subsection (1), the minister may pay to an eligible applicant a travel allowance at a rate he considers reasonable with respect to travel, hotel and meal costs incurred by the eligible applicant as part of the tourism marketing initiative without requiring paid invoices or cancelled cheques from the eligible applicant.

10 Feb 84 cE-0.001 Reg 1 s7.