



The best way to
market any product is
with an experience so
engaging that potential
customers can't help
but pay attention
and pay up as a result.

—Joseph Pine II and James H. Gilmore from *Create Economic Value with Engaging Experiences. The Deluxe Knowledge Quarterly, First Quarter, 2004.*

Let us help you create an authentic, engaging, memorable, value-added experience in your business.

Cultural heritage tourism has been identified by the Saskatoon's Business Improvement Districts as a major economic development strategy for our core commercial districts and is the focus of the **Crescent Curio** project.

The purpose of this call is to invite **Expressions of Interest** to create and incorporate unique visitor-based experiences within existing businesses that are intended to add value for customers. Our goal is to form a continuum of cultural tourism venues throughout the Crescent. These attractions will be aimed at enhancing visitor experiences, encouraging an appreciation for local culture and heritage, and ultimately increasing customer traffic in the district.

The experiences may include, but are not limited to hands-on activity spaces, photographic displays, original art exhibits, and historic artifact showcases.

This is an opportunity to provide products and services that are not homogeneous but unique; something that global business simply cannot provide—a site-specific and experience-based product.

We are looking for several partners to develop this series of **Crescent Curio** experiences. Funding and support is available for each individual project. If you are interested in learning more, please contact Tammi Campbell, Project Coordinator at tammi@thecrescentsaskatoon.com or 934.4670 or Phyllis Lodoen, Executive Director, Riversdale Business Improvement District at plodoen.riversdalebid@sasktel.net or 933.2702.

*The Crescent initiative is a joint cultural heritage tourism development initiative of Saskatoon's three city-centre Business Improvement Districts: **The Partnership, The Village of Riversdale, and Broadway** in collaboration with the City of Saskatoon with the financial support of the Government of Canada through the Cultural Capitals of Canada program, a program of the Department of Canadian Heritage.*