### Cruise Development Fund

**Project Executive Summary**

*The project executive summary serves as a guide on the information required by STB to assess if your proposed project is eligible for grant and if you could proceed with the application.*

**Project Title:**

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| --- |
|  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Organisation Name |  | | | |
| Contact Person\* | Name:  Designation:  Contact no.:  Email: | | | |
| Nature of Business |  | Arts |  | Meetings, Incentive Travel, Conventions & Exhibitions (MICE) |
|  | Attractions |  | Retail |
|  | Cruise |  | Sports |
|  | Dining |  | Technology/IT-related |
|  | Entertainment |  | Tourist Guides |
|  | Event Organisers |  | Travel Agents |
|  | Hotels |  | Others: \_\_\_\_\_\_\_\_\_\_\_\_ |
| Date of Submission |  | | | |

\**Please provide the contact of the person who submitted this form*

**A. Project Description**

1. Please describe the objective of the project.
2. Please briefly describe the scope of the project.
3. Please clearly state the benefits of the project and how it meets the fund’s objective of supporting the deployment of cruise ships in Singapore and/or development of initiatives that will grow the cruise industry in Singapore. Please also elaborate how the project is able to achieve one or more of the following outcome:
4. Increase no. of sailings to/from Singapore
5. Increase no. of foreign cruise passengers to Singapore through sailings to/from Singapore
6. Increase no. of pre/post nights for cruise passengers sailing to/from Singapore
7. Increase capability of industry players via cruise-specific industry training programmes
8. Strengthen the potential/ attractiveness of cruising in Singapore and/or Southeast Asia via 3rd party consultancy studies

**B. Project Schedule |** Please provide a broad timeline of the project.

Expected date of commencement:

Expected date of completion:

Duration (months):

Short Description of implementation plan including key project phases and milestones:

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **Key Project/ Sailing Phases and Milestones** | **Start Date** | **End Date** |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| 6 |  |  |  |

**C. Project Cost |** Please provide an estimated breakdown of costs for the **entire** project, from pre-commencement to execution. If breakdown of the estimated costs is not available, please provide the total estimated project cost and the percentage of each type of costs versus the total project cost as a gauge for our assessment.

*Examples of cost categories include professional services, production costs, equipment & materials, marketing costs, etc. Do note that different types of costs are supportable under different funds. You may refer to* [*STB Corporate Website*](https://www.stb.gov.sg/content/stb/en/assistance-and-licensing/grants-overview.html) *for the types of costs that can be supported under each fund.*

|  |  |
| --- | --- |
| **Type of costs to be incurred** | **Estimated amount** |
| Singapore Terminal Operator’s port charges |  |
| Market and channel development costs  *(e.g. media buys, creative development and production costs, celebrity/KOL engagement fees, costs incurred for trade media familiarization trips to Singapore, trade events/seminars)* |  |
| Content development and production costs  *(e.g. costs incurred for hiring of Event Organiser, deejay, talents, venue rental, professional services such as IT support for webinars)* |  |
| Third party consultancy costs |  |
| *<For costs that do not fall under any of the above mentioned category, please insert and add on the category from here>* |  |
|  |  |
|  |  |
| **TOTAL ESTIMATED PROJECT COST** |  |