

Craft Development Program

Introduction

The Craft Development Program provides financial support to assist Prince Edward Island craftspeople expand and diversify the production of quality crafts for local and export market demand. Through this program, government will provide assistance to individuals, businesses and groups engaged or plan to be engaged in craft production and who wish to exploit new market opportunities as a means to creating full-time employment.

Eligible Applicants

Eligible applicants to this program are craft producers and recognized craft groups or associations. Applicants must demonstrate that they are (or will be) engaged in the production of crafts for the equivalent of at least six months of the year.

Eligible Activities

- **New Product Development**
Research, design or development of new products

- **Training**

Associations/Groups:

- Organizing and hosting workshops relating to the development of new technical skills
- Business and management skills development seminars

Individuals:

- Off - Island craft skills development training

- **Marketing**

Association sponsored marketing promotions, exhibitions and shows.
Professional image development

Over...

Levels of Assistance

- The maximum assistance available is 75% of the eligible project expenses to a maximum of \$1,000 for eligible activities for new product development, training and marketing.
- Individual craft producers are eligible on a one time only basis for marketing projects.
- Repeat applications will be assessed on the basis of demonstrated business expansion and the resulting net economic value of the project.

Application must be submitted before any financial or legal commitment has been made on the project.

Other conditions when evaluating an applicant's request for assistance include:

- potential for long-term viability
- qualifications and track records of managers
- cost benefit to the province
- employment creation
- level of assistance from other government programs offered or available
- export sales
- import substitution
- environmental impact
- availability of program funds

Performance Monitoring

The Craft Development Program requires monitoring during the implementation of the project. In addition to financial statements, applicants must be prepared to provide information, as requested, on the ongoing activities of the business.

For each project approved, a letter of offer will be forwarded to the applicant(s) which, when accepted, shall constitute a contract between Prince Edward Island Business Development and the applicant(s).

Should the project fail to comply with the terms of the contract or be discontinued, the Corporation may at its sole discretion:

- declare the applicant to be in non-performance (default) of the contract
- request the applicant to repay in full the incentive received
- take necessary legal action to collect the incentive amount in full with interest

For More Information

Innovation PEI specializes in one on one business counselling. Our qualified staff can also provide information regarding most business development programs offered by government agencies across the Island. Application forms and additional program information can be obtained from Innovation PEI.

Innovation PEI

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Website: www.innovationpei.com

Craft Development Program Application Form

Company Name: _____

Address: _____
Postal Code: _____

Telephone Number - Home: _____ Studio: _____

Contact Person: _____ Telephone: _____

TYPE OF OPERATION

Incorporated Sole Proprietorship Partnership Co-op/Guild Other (specify) _____

HOW MANY YEARS HAVE YOU BEEN INVOLVED WITH CRAFTS: _____

NUMBER OF EMPLOYEES: _____

ESTIMATED PRODUCTION VOLUME

Last Year _____ This Year _____ Next year _____

NUMBER OF MONTHS PER YEAR INVOLVED IN CRAFT PRODUCTION: _____

DESCRIBE BUSINESS/ORGANIZATION AND PAST ACTIVITIES: _____

LIST OUTLETS AND/OR MARKETS SELLING YOUR CRAFTS: _____

BRIEFLY DESCRIBE YOUR PRESENT WORKSHOP PREMISES: _____

LIST AND DESCRIBE EQUIPMENT YOU NOW OWN:

DESCRIPTION OF PROJECT

Please describe your project, where it will happen, when and how. Where applicable, describe your product.

Start date: d/m/y _____ Completion date: d/m/y _____

Please indicate to what other government agencies you have applied for assistance with this project: _____

COST INFORMATION

EXPENSES

Materials: \$ _____
Design: \$ _____
Travel: \$ _____
Rental: \$ _____
Advertisement/Publicity: \$ _____
Labour: \$ _____
Training Costs/Workplace: \$ _____
Accommodation/Food: \$ _____
Printing: \$ _____
Other: \$ _____
TOTAL EXPENSES: \$ _____

REVENUES

Applicants contribution (25%): \$ _____
Other(give details): \$ _____
Grant Requested (75%): \$ _____

TOTAL REVENUES: \$ _____

AMOUNT OF ASSISTANCE REQUESTED:

New Product Development: \$ _____
Craft Training: \$ _____
Craft Marketing: \$ _____

FINANCIAL INFORMATION

Please provide under separate cover financial statements for the past two years (if applicable).

LIST TWO REFERENCES (indicating telephone numbers):

1. _____
2. _____

MARKETING PLAN

If applicable, describe briefly market research undertaken for this project and new marketing activities resulting from this activity.

This application is being submitted for the express purpose of obtaining assistance under the Craft Development Program. I have read and fully understand the conditions of application for this program. I certify that the statements contained are to the best of my knowledge, true and correct. I hereby authorize Innovation PEI to obtain any additional information required for this application and for subsequent future project monitoring purposes.

Organization: _____ Date: _____

Witness: _____ Official Signing Officer: _____