



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

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

LEVELS OF ASSISTANCE

- Up to 75% of the cost to a maximum of \$1,000 associated to the 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.

OTHER CONDITIONS

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

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

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 as 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

Prince Edward Island Business Development 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. All inquiries and applications are treated in the strictest of confidence. Application forms and additional program information can be obtained from the Business Development Officer located at your local Access PEI centre, or:

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