

# Help guide for the Expression of Interest form – Prairie Performing Arts Initiative

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This help guide is a companion for completing the expression of interest for Prairies Economic Development Canada (PrairiesCan), a Regional Development Agency (RDA).

## Preparation

Before beginning your expression of interest (EOI), carefully review the guidelines for the Prairie Performing Arts Initiative (PPAI) to ensure your organization is eligible to apply for funding and your proposed activities meet the program’s objectives and criteria.

*Furthermore, review this help guide carefully as it contains details on how to answer specific fields exclusively for this program.*

- This expression of interest will be used to determine whether you will be invited to submit a full application.
- Fields marked with an asterisk (\*) are mandatory, and you will be unable to submit your EOI if such fields are left incomplete.
- Incomplete EOIs cannot be assessed.
- [Contact PrairiesCan](#) should you have any questions or wish to discuss your proposed project or other relevant government programs that may be applicable to your project.
- For program specific guidelines, please see:
  - [Prairie Performing Arts Initiative \(PPAI\) in the Prairie provinces](#).

## Completing the form

Refer to the guidance below for explanations of how to complete the expression of interest form.

### Organization information

#### **Legal name of applicant organization \***

The legal name as shown on the certificate of incorporation or registration.

#### **Operating name (if different than legal name)**

Provide the name you are operating under if different from the full legal name.

**Mailing address (Including suite, unit, apt #)**

The mailing address of the applicant organization.

**Email address**

Include the general email address of your organization.

**Website**

Your organization’s website address (if available).

**Corporate Status \***

Indicate if your organization is a for-profit or not-for-profit.

**Organization Type (select best fit) \***

Select from the drop-down menu what most accurately reflects your organization type.

**Provide your Canada Revenue Agency (CRA) Business number or Goods and Services Tax (GST) number (first 9 digits only)**

The unique business number or GST number assigned to the applicant organization by the CRA. A business number or GST number must be obtained through the CRA. For information on obtaining a business number, visit the CRA’s [Business Number Registration page](#).

**Jurisdiction of Incorporation \***

Select from the drop-down menu your organization’s jurisdiction of incorporation.

**Incorporation Number**

As shown on your Certification of Incorporation.

**In the province of**

Indicate in which province the organization was incorporated.

**Date of incorporation**

Indicate the date the organization was incorporated.

**Alternative number type**

Please enter if you do not have a CRA Business Number or Incorporation Number, so your organization can be identified (e.g. band number, education number).

**Number of employees working for your organization (full time equivalents)**

Indicate the number of Full-Time Equivalent employees (FTEs) working for your organization (and if applicable, any affiliated companies). Part-time employees should be calculated based on their equivalent to an FTE (i.e., one part time employee working approx. 20 hrs/week should be represented as 0.5 FTE).

**Provide a brief summary of your organization and mandate (Maximum of 500 characters)**

- Note that eligible recipients under the Prairie Performing Arts Initiative must be located in Manitoba, Saskatchewan, or Alberta and be a not-for-profit professional performing arts organization, or equivalent Indigenous organization, defined as:
  - An incorporated organization operating with a mandate to create, produce, and perform works in the professional performing arts;
    - Is registered and operating as a non-profit arts entity with a board of directors overseeing its operations and with internal or external oversight of the organization’s finances and produces annual financial statements; and
    - Employs a paid artistic director, or equivalent, and pays artist fees at established national standards for the artistic discipline(s) and practice in which it operates.
  - The recipient must also:
    - Disseminate the work they create and produce through at least 5 years of continuous professional programming that is accessible to the public, and through programming offered as subscription or member series; and
    - Have an annual revenue of normally \$1 million or more from the previous fiscal year or an average of the last two fiscal years.

The Government of Canada supports diversity and inclusion.

If you’re a not-for-profit professional performing arts organization from or mandated to support Indigenous and other underrepresented groups, such as racialized, official language minority, and 2SLGBTQI+ communities, and you meet the other eligibility criteria above, you may have a minimum annual revenue of \$500,000 or more.

Outline how your organization aligns to the eligibility criteria above by briefly answering the following questions:

- What is your organization’s mandate/mission? How does your organization support the creation, production, and performance of professional performing arts?

- Does your organization employ a paid artistic director (or equivalent position)?
- Does your organization pay artist fees at the established national standards for the artistic discipline and practice which it operates?
- Does your organization have a board of directors that oversees operations?
- Is the oversight on the organization’s finances internal or external?
- How long has your organization’s professional programming been available to the public?
- Do you offer programming through subscriptions or member series?

## **Project primary contact**

This person will be contacted for any follow-up on this application.

### **Title \***

Provide the contact person’s job title (e.g., President, Executive Director).

### **Email address \***

The email at which the primary contact may be reached.

## **Project secondary contact**

### **Title**

Provide the contact person’s job title (e.g., President, Executive Director).

### **Email address**

The email at which the primary contact may be reached.

## **Project information**

### **Project title (maximum of 90 characters) \***

Provide a project title that accurately reflects the activities and results of the project.

Should your project be approved, this description will be disclosed on the Open Government Portal website as part of its proactive disclosure guidelines. A project title can be a maximum of 90 characters including spaces.

To identify your project as an expression of interest towards the Prairie Performing Arts Initiative, the project title must start with the acronym “PPAI-”. (e.g. *PPAI - Collaboration on a shared online ticketing platform to streamline business operations*)

**Project address is the same as Mailing address on the account?**

Yes / No

Select “Yes” if the address at which the project will be undertaken is the same as the organization’s mailing address. If checked, the mailing address will be automatically entered.

**Project address / location (Including suite, unit, apt #): \***

If the project address is different from the mailing address, enter the location at which the project will take place.

**Describe your project activities in plain language. The description should include the objectives of the project, as well as key activities of the project and how these activities will achieve the intended objectives of the project. (Maximum of 1,000 characters including spaces) \***

Briefly describe your project in plain language. This is important, as this section will be used in summary documents to describe your project at various review stages. Do not use technical language in this section.

The description should:

- Provide a high-level overview of the project and its objective;
- Outline the main elements of the project, including what the funds will be spent on; and
- Provide an understanding of how the project aligns to one or more program activities:
  - Innovative marketing and audience development;
  - Innovation and development of new approaches and tools to diversify revenue bases and increase exposure to new partners and investment;
  - Strategic use of technologies and tools to improve operational efficiency, support digitization, or expand audience multimedia experience and products; and/or
  - Developing, sharing and/or implementation of expertise, best practices and tools to benefit performing arts organizations in the sector.

**Briefly describe the economic benefits associated with this project. (1,000 characters including spaces) \***

Provide an explanation on what outcomes your project will achieve, such as improvements to your business operations, diversification/growth of your audience, and/or

diversification/growth of your revenue streams. Also outline how the proposed project will assist to enhance the sustainability of your organization and/or the performing arts sector.

Anticipated outcomes include:

- Revenue Diversification (does the project increase the sources of revenue or proportion of the source);
- Projected Revenue Growth;
- Projected Audience Growth or Diversification;
- Improvements in business practices (efficiencies gained, costs reduced, improved business models, such as through the adoption of technologies);
- Jobs created or maintained; and/or
- Benefits to the performing arts sector (sharing of best practices, expertise, and tools) outside of the applicant organization.

Provide numerical values measured year over year from the project funding start date to typically one year following the project completion date.

Provide an explanation as to how these economic outcomes will be achieved. Ensure to identify and detail all assumptions to support the reasonableness of your economic outcomes. All projects will be screened for significance of outcomes and the likelihood of them being achieved.

**Which RDA Priority does this project best support?**

Please select “Other” for this field as the PPAI does not align with other standard PrairiesCan program priorities.

Click on the magnifying glass icon and the “Lookup records” window will appear, then select “Other”.

Lookup records
✕

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Choose one record and click Select to continue

[Name](#)

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Other | Autres

**Explain how this project supports the indicated priority. (Maximum of 2,000 characters).**

The objective of PPAI is to support projects that improve business practices and leads to diversification of revenues to strengthen the sustainability and growth of leading professional performing arts producing organizations on the Prairies.

Explain how your project, including the project objective, activities, and outcomes, meets the PPAI objective.

## **Project timelines**

### **Proposed project start date \***

This is the proposed date the agreement between the Recipient and PrairiesCan comes into effect. Note that costs may be eligible on a retroactive basis for a 12-month period prior to receipt of a funding application, but no earlier than April 16, 2024. Any costs incurred prior to this date are not eligible for reimbursement under the terms of the agreement and are outside of the scope of the project. This can be thought of as the start date for the project.

### **Proposed project end date \***

This is the anticipated date the project activity will cease. All project activities must be completed March 31, 2027.

## **Project costs**

Note: PrairiesCan contributions must normally range between \$100,000 to a maximum of \$750,000 per project over a maximum of 3 years.

In exceptional circumstances, the maximum PrairiesCan funding may exceed \$750,000 for projects that may involve partnerships or collaborations with benefits that extend to organizations in the sector. See Step 1: What this program offers for more information. Please [contact PrairiesCan](#) for discussion.

Recipients will not normally receive funding for more than one project.

### **Description \***

List the various cost items you anticipate incurring in the implementation of the project. Each cost item should have its own line (see instructions below).

Recipients must ensure all project cost items are clearly verifiable.

Project-related costs that may be eligible for reimbursement include, but may not be limited to:

- Professional services (e.g. consultant fees associated with project implementation, design, etc.);
- Digital tools (e.g. platforms, applications, etc.) and new technology that will improve business operations, and/or increase or diversify audiences or revenue;
- Purchase and/or rental of machinery and equipment directly related to the authorized project;
- Marketing/promotion costs, only as part of a broader project and if deemed essential to the success of the project (e.g. to promote a new offering developed as part of the project, to target a new audience base);
- Pro-rated salaries/wages directly related to staff time spent on the project;
- Legal, administrative, accounting, licensing, permits;
- Acquisitions of proprietary processes;
- Supplies, transportation; and
- Other costs that are reasonable, incremental and directly attributable to activities necessary to achieve desired results, as specified by the agreement.

Examples of ineligible costs include:



- Refinancing of existing debts or amortization or depreciation of assets;
- Ongoing operational activities;
- Infrastructure improvements such as construction, expansion, or modification of buildings;
- Presentation of festivals, one-time or new events/celebrations related to holidays (e.g., Canada Day);
- Salaries and benefits of employees not contributing to the project and artists' fees
- Ticket subsidization;
- Prize money or merchandising and promotional products (e.g., gifts, caps, pencils, mugs, etc.);
- Land acquisition and goodwill;
- Entertainment expenses; and
- Donations, dues, and membership fees.

PrairiesCan reserves the right to make the final determination on the value of contributions, the inclusion of any in-kind contributions, and to exclude expenditures deemed to be ineligible or outside the scope of the project.

Costs incurred prior to the Proposed Project Funding Start Date will not be eligible.

Project costs incurred by the applicant in the absence of a signed funding agreement with the RDA are incurred at the sole risk of the applicant.

**Type \***

Indicate if the cost is capital (e.g. purchase of equipment and associated costs such as installation) or non-capital (e.g. salaries, professional fees, maintenance).

**Amount \***


The anticipated amount of the cost item.


**Total Project Costs**

Automatically sums the cost items listed above.

NOTE: This total must equal the **Total expenditures** from the Cash Flows section below.



To add a project cost item, click on the  button and the following window will appear for you to provide the information. Click the **Submit** button once complete. You will still have the ability to edit the project cost item after hitting this **Submit** button.

 Create x

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**Description \***

**Type \***

Non-Capital  Capital

**Total costs \***

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## Cash flows

### Fiscal Year (Ending March 31): 2024/25

#### Total Fiscal Expenditures

Anticipated total project costs incurred in 2024/25.

#### RDA Funding

The amount of RDA funding being requested to support 2024/25 expenses.

#### Non-RDA Funding

Automatically generated: the expenditures not covered by RDA funding.

### Fiscal Year (Ending March 31): 2025/26

#### Total Fiscal Expenditures

Anticipated total project costs incurred in 2025/26.

#### RDA Funding

The amount of RDA funding being requested to support 2025/26 expenses.

#### Non-RDA Funding

Automatically generated: the expenditures not covered by RDA funding.

### Fiscal Year (Ending March 31): 2026/27

## Total Fiscal Expenditures

Anticipated total project costs incurred in 2026/27.

## RDA Funding

The amount of RDA funding being requested to support 2026/27 expenses.

## Non-RDA Funding

Automatically generated: the expenditures not covered by RDA funding.

Fiscal Year (Ending March 31) ↑	Total Fiscal Expenditures	RDA Funding	Non-RDA funding	
2022/23	\$0	\$0	\$0	⌵
2023/24	\$0	\$0	\$0	⌵
2024/25	\$0	\$0	\$0	⌵
2025/26	\$0	\$0	\$0	⌵
2026/27	\$0	\$0	\$0	⌵

1. To enter cash flow information, click the **down arrow** on the far right for the fiscal year you are interested in. Click the **Edit** option that appears.
2. Enter the *Expenditures* and *RDA Amount Requested* information and then hit **Submit**. You will still have the ability to edit the project cost item after hitting this **Submit** button.

✎ Edit ×

Fiscal year (Ending March 31) \*

2022/23

Expenditures \*

\$ 0

RDA Amount Requested \*

\$ 0

Submit

## RDA funding requested \*

This is the sum of the **RDA Funding** column in the Cash Flows section. It is automatically calculated.

## Total expenditures \*

This is the sum of the **Total Fiscal Expenditures** column in the Cash Flows section. It is automatically calculated.

NOTE: This total must equal the **Total project costs** from the Project Costs section above.

### Total non-RDA funding \*

This is the sum of the **Non-RDA Funding** column in the Cash Flows section. It is automatically calculated.

NOTE: This total must equal the **Amount provided by funding partners** from the Funding Partners section below.

The solid arrows point to the fields that must balance and the dotted lines indicate what column is being summed to produce those totals.

**FUNDING** ✓

Calculated fields will be populated / recalculated on selecting "Save" at the bottom of the page.

#### Project Costs

Description	Type	Amount
Example	Capital	\$1,000,000
<b>Total project costs</b>		\$1,000,000

#### Cash Flows

Fiscal Year	Ending March 31) ↑	Total Fiscal Expenditures	RDA Funding	Non-RDA funding
2022/23		\$500,000	\$250,000	\$250,000
2023/24		\$500,000	\$250,000	\$250,000
2024/25		\$0	\$0	\$0
2025/26		\$0	\$0	\$0
2026/27		\$0	\$0	\$0
<b>Total expenditures</b>		\$1,000,000	<b>Total RDA funding requested</b>	<b>Total non-RDA funding</b>
			\$500,000	\$500,000

#### Funding Partners

Funding Partner	Funding Category	Funding Confirmed	Amount
Applicant	Non-Government   Non gouvernemental	Yes	\$250,000
province	Government, Provincial   Gouvernement provincial	Yes	\$250,000
<b>Total Amount provided by funding partners</b>			\$500,000

## Funding partners

### Funding Partner

Please note that the first entry in the list of funding partners is reserved for your own organization (the “Applicant”). Add other funding partners or contributors, if any, in subsequent rows.

Identify all potential project contributors that will provide funding as a monetary contribution or in-kind contribution.

Note: recipients must ensure all contributions (including in-kind contributions) are clearly verifiable.

### Funding Category

Select from the drop-down menu the description that best reflects the funding source.

### Funding Confirmed

Indicate if the funding has been confirmed.

In the case where your organization (Applicant) is a source of funding, indicate yes if you have cash on hand.


### Amount

The anticipated amount of funding this partner will provide.

### Amount provided by funding partners

Automatically sums the funding amounts listed above.

NOTE: This total must equal the **Total non-RDA funding** from the Cash Flows section above.

1. To add a funding partner, click on the  button and the following window will appear for you to input the information. Click the **Submit** button once complete. You will still have the ability to edit the project cost item after hitting this **Submit** button.

### General

Funding Partner \*

Source

Confirmed

Amount \*

Submit

- To edit what your organization will be contributing towards this project, click the **down arrow** on the far right for the fiscal year you are interested in. Click the **Edit** option that appears and a similar pop-up window as shown above will appear.

### Funding Partners

+ Add New Funding Partner

Funding Partner	Funding Category	Funding Confirmed	Amount
Applicant			\$0

**Briefly describe any partnerships (non-financial and financial) for this project (maximum of 1,200 characters including space): \***

Describe your management team and board of directors (including any advisors) as well as partnerships, if applicable, that would be important to the success of the proposed project.

If the project is collaborative in nature and benefits multiple performing arts entities, list the names of the project partners (performing arts entities) and include any additional project partner locations where benefits of this project may accrue. Furthermore, provide a description of how this project will benefit the project partners involved.

## **Signing authority**

Indicate here the individual within your organization who has signing power / the authority to enter into an agreement. This person may be different from the contact person.

### **Title \***

Provide the contact person's job title (e.g., President, Executive Director).

### **Email address \***

The email at which the primary contact may be reached.

## **Diversity and inclusion**

The Government of Canada is committed to diversity and inclusion so that all Canadians have the opportunity to participate in and contribute to the growth of the economy. Gender and diversity data collected may be used for research, statistics, program and policy evaluation, risk management, strategy development, reporting, and gender-based analysis (including GBA+). This information can help the Government of Canada monitor progress on inclusive access to federal support programs and services; to identify and remove barriers; and, to make changes to improve inclusive access. The Government of Canada understands that participation of underrepresented groups is an integral part of building strong and inclusive communities and economy.

No personal identifying information will be shared. Aggregate and anonymous data may be shared with other federal organizations and/or published for reporting and monitoring purposes.

Note: If your organization is applying as an eligible not-for-profit performing arts producing organization that is from or has a mandate to support Indigenous or other underrepresented groups, such as racialized, Official Language Minority, and 2SLGBTQI+ communities, please complete and submit the [PPAI – Supplemental Form](#) (see below under Documents) with your EOI.

### **Is your organization majority (i.e. over 50%) owned or led by individuals who self-identify as:**

Definition: majority owned or led is defined as individuals with long-term control and management of the organization and an active role in both strategic and day-to-day decision making.

If applicable, please indicate whether your organization is led or majority-owned by one or more of the listed groups. Note that this information will not be used in the assessment process. Aggregate and anonymous data may be shared with other federal organizations, and/or published for reporting and monitoring purposes. If you do not know if a particular group is involved in the management team, or prefer not to answer, please select 'prefer not to answer/do not know' from the drop-down box.

**Will your project directly support any of the following diverse groups?**

This question is regarding the people that will benefit from this project. Will your project directly support any of the groups listed? If so, please answer 'yes'. If you do not know if your project will directly support a particular group, or prefer not to answer, just leave the field blank.

**If yes, please specify (maximum of 1,500 characters, including spaces)**

Provide an explanation of how your project will support these groups.

**Documents**

Upload here the supporting documents to be provided with your EOI.

Upload the following mandatory documents as required by the program:

- Financial statements for the past two years, as well as interim financial statements for at least the last six-month period;
- Identification of other (non-RDA) funding sources;
- Completed [PPAI Supplemental Form for Diversity and Inclusion](#) (if applicable); and
- Other supporting documentation (e.g. business plan, pitch deck) detailing your organization and details about the proposed project.

**PPAI Supplemental Form for Diversity and Inclusion:**

The Government of Canada supports diversity and inclusion.

Eligible not-for-profit performing arts producing organizations that are from\* or have a mandate to support Indigenous or other underrepresented groups, such as racialized, Official Language Minority, and 2SLGBTQI+ communities, must submit a [supplemental form](#) with their online Prairies Performing Arts Initiative Expression of Interest Form. Please enter the information in the space provided.



- Is your organization majority (i.e. over 50%) owned or led by individuals who are from Indigenous or other underrepresented groups, such as racialized, Official Language Minority, and 2SLGBTQI+ communities?
  - Definition: Majority owned or led is defined as individuals with long-term control and management of the organization and an active role in both strategic and day-to-day decision making.

Please identify which underrepresented group(s) your organization is from or has a mandate to support. As well, please provide details on your organization’s mandate to support an underrepresented group and submit any relevant supporting materials, such as your organization’s mission statement or foundational programming and offerings that support the underrepresented group.

## Validation

For this step, any errors or omissions in the form will be brought to your attention and you will be given the opportunity to review them and make any necessary corrections.

## Attestation

Before you can complete and submit your expression of interest, it is necessary in this final step for you to affirm that you are aware of certain statutory obligations, and that your organization meets the eligibility requirements for PPAI. The attestation must be completed by a member of your organization with signing power/authority to enter into a legal agreement. For your reference, the complete text of this attestation is given below.

Please select “I agree” to affirm, and then submit using the “Submit” button.

On behalf of the Applicant Organization, I hereby acknowledge and agree that:

This expression of interest does not constitute a commitment from Prairies Economic Development Canada (PrairiesCan) for financial assistance.

Any person who has been lobbying on behalf of the Applicant Organization to obtain a contribution as a result of this expression of interest is registered pursuant to the *Lobbying Act* and was registered pursuant to that Act at the time the lobbying occurred.

The Applicant Organization is under no obligation or prohibition, nor is it subject to, or threatened by any actions, suits or proceedings, which could or would affect its ability to implement this proposed project.

The Applicant Organization has not, nor has any other person, corporation or organization, directly or indirectly paid or agreed to pay any person to solicit a contribution arising as a result of this expression of interest for a commission, contingency fee or any other consideration dependent on the execution of an Agreement or the payment of any contribution arising as a result of this expression of interest.

Prairies Economic Development Canada (PrairiesCan) and Pacific Economic Development Canada (PacifiCan) are government institutions as defined under the *Access to Information (ATI) Act*. Records in the custody and care of the institution are subject to disclosures under Part 1 and Part 2 of the *ATI Act* with limited exceptions and exclusions.

Personal information collected by PrairiesCan is collected in accordance with section 4 of the *Privacy Act* (R.S.C., 1985, c. P-21). This information will be used to determine eligibility, administer grants and contributions, and evaluate program effectiveness. Personal information collected is described in the Personal Information Bank entitled “Grants and Contributions”, number [PrairiesCan-PPU-055](#). Questions regarding the collection and use of your personal information may be directed to the ATIP Coordinator, PrairiesCan, Canada Place, 1500-9700 Jasper Avenue NW, Edmonton, Alberta T5J 4H7, by telephone at [780-495-0162](#), or by email to [atip-aiprp@prairiescan.gc.ca](mailto:atip-aiprp@prairiescan.gc.ca).

If you choose not to provide the personal information, your application may not be processed.

You have a right under section 12 of the *Privacy Act* to access to your personal information under the control of PrairiesCan as well as a right to request correction of personal information where there is an error or omission. You have the right to [make a complaint to the Office of the Privacy Commissioner](#) under section 29(1) of the *Privacy Act* regarding PrairiesCan’s collection, use, and disclosure of your personal information, processing of your request for correction of personal information or processing of your access to personal information request.

I authorize PrairiesCan, its officials, employees, agents and contractors to make credit checks and enquiries of such persons, firms, corporations, federal, provincial and municipal government departments/ agencies, and non-profit, economic development or other organizations as may be appropriate, and to collect and share information with them, as PrairiesCan deems necessary in order to assess this expression of interest, to administer and monitor the implementation of the subject project, and to evaluate the results of the project and related programs.