



GUIDELINES

Rural Enhancement Employment Program 2026-2027

PURPOSE

The purpose of the Rural Enhancement Employment Program (REEP) is to increase and stimulate economic activity and business development among PEI rural businesses while increasing long-term rural-based employment opportunities by providing a wage subsidy to rural PEI businesses.

Businesses can utilize the REEP Program to provide employment for jobs that strengthen rural community capacity and/or enhance the rural economy. The program can also be used to train and mentor new staff. Preference will be given to new businesses (less than 5 years in operation), newly expanded rural based businesses and positions that have the greatest potential to lead to permanent full-time employment.

PROGRAM OBJECTIVES:

The objectives of the program are to:

- Stimulate rural business and community development
- Increase economic activity and vibrancy in rural PEI
- Increase employee workforce skills
- Provide employment that leads to long-term employment opportunities

ASSISTANCE PROVIDED

- The Rural Enhancement Employment Program will fund up to **50% of a position up to a rate of \$18.00/hour** (inclusive of vacation pay) for up to 20 weeks based upon funding of a 40-hour week. Up to 50% of the employer's share of Mandatory Employers Related Costs (MERCs) such as EI, CPP, and Workers Compensation premiums can also be covered.
- Approved applicants are only eligible to receive support for up to two years in a three-year cycle and for one position per fiscal year.

The Program will not provide for non-wage related costs such as materials, supplies, rentals, travel or telephone.

ELIGIBILITY

- Registered businesses located **outside** of the Greater Charlottetown area (including Stratford and Cornwall) and the Urban Core of Summerside are eligible to apply to the program.
- Approved applicants are only eligible to receive support for up to two years in a three-year cycle and for one position per fiscal year.
- Priority will be given to new and newly expanded rural based businesses.

GUIDELINES

1. Businesses interested in participating in the Rural Enhancement Employment Program will apply to the Employment Development Agency outlining details of the project to be undertaken. Applicants must demonstrate that the project meets the Program's objectives and eligibility criteria.
2. Projects should not normally begin prior to approval. Following approval, projects can begin anytime but must be completed by March 31 of the fiscal year it was approved in.
3. Employees must be residents of Prince Edward Island and be eligible to work in Canada.
4. The applicant must agree to allow access to the business by program staff for the purpose of monitoring the project's progress.
5. The proposal must be submitted in accordance with a prescribed application form complete with any required supporting documentation outlined in the application.
6. If the proposal meets the program eligibility and is approved, a project agreement will be forwarded outlining terms and conditions of the assistance.
 - Approved applicants will receive 50% of the approved funds after returning one signed copy of the agreement. The final payment or balance of actual expenditure incurred (whichever is less) will be disbursed upon completion of the project and verification of the required documents.
7. The Program expires annually on March 31 of the fiscal year the application was approved in, and no claims for funding will be accepted with expenditures incurred after that date.

CONTACT INFORMATION

For information on the Program or for general assistance in working out the details of an application, please contact:

Rural Employment Enhancement Program
Elliot Deighan: eldeighan@gov.pe.ca 902-367-7321



Rural Enhancement Employment Program (REEP) Application

For Office Use Only:

Application #:

Date Received:

**Please read the guidelines before completing this application.
Applications will be assessed to ensure program guidelines are met.**

The personal information contained on this form is collected under the legal authority of section 32(1) of the Freedom of Information and Protection of Privacy Act R.S.P.E.I. 1988, c.F-15.01 as it relates to and is necessary for administering the Rural Enhancement Employment Program. If you have any questions about the collection of this personal information, you may contact your nearest SkillsPEI office, or 1-877-491-4766.

PART I – APPLICANT INFORMATION

Business/Organization Name:

Type of Organization (check one): Non-profit Private Sector Municipality

Number of Employees:

Major Product/Service
Provided by Organization:

Civic Address:

Mailing Address:

Postal Code:

E-mail Address:

Telephone:

Fax (if applicable):

Contact Name
(Primary)

Working Title:

Telephone:

Contact Name
(Secondary):

Working Title:

Telephone:

Have you received Rural Enhancement Employment Program funding in the past 2 out of 3 years?* Yes No

Is your business less than 5 years old? Yes No

Will the employee hired have job responsibilities related to a business expansion (such as helping to provide a new service or product)? Yes No

If yes, please describe the type of expansion and how employee responsibilities will relate to it:

Please attach: PEI Business Registry Print Out, Federal (CRA and Workers Compensation Statement with rate.

**Federal (CRA) Business Number:

**PEI Business Registration Number:

**Worker Compensation Number:

**Worker Compensation Rate: \$ _____ /100 _____ year

***Items need to be included prior to application being accepted and assessed.*

PART II – PROJECT DESCRIPTION

A. List position title, start date, finish date and duration.

Position Title	Start Date mm/dd/yy	Finish Date mm/dd/yy*	# of Weeks
Total Number of Position Weeks			

**Payroll generally operates from Sunday to Saturday. Normally you would start on Monday and finish on Friday.*

B. Outline the nature of the work proposed and the expected results of the project.

C. Please briefly explain how the position meets each objective of the Rural Enhancement Employment Program

1. *Stimulate rural business and community development:*

2. *Increase economic activity in rural PEI:*

3. *Increase employee workforce skills:*

4. *Lead to long-term employment opportunities:*

D. What other long-term benefits will be derived from your proposed project?

E. Will you be implementing a training plan (highly recommended)? Yes No

If yes, please attach to application.

F. Are you requesting government assistance from any other programs towards the project? Yes No

If yes, indicate the name of the program:

G. Please calculate the amount of funds your project will require.

Total Number of Positions Weeks	_____	x	_____	x	40 (Hours/Week)	=	
	(From Section E)		(Maximum Wage Rate Including Vacation Pay)				
Add: MERCS (Workers Compensation and Employer's share of wage expenses (10.5%))						+	
Total Cost of Project						=	
Less: Employer's Share						=	
Total Funding Requested						=	

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PART III – Application Checklist

*Applications will be reviewed for completion and assessed based on the program guidelines.
Please review the checklist below to ensure your application is not delayed due to missing information.*

Please note that additional information may be required for some projects.

Please ensure that the following is attached to your application:

- Completed application
- Tax Statement (with CRA number)
- PEI Business Registry Print-out
- Workers Compensation Statement with Rate
- Training Plan (highly recommended)

PART IV – DECLARATION

I have read and fully understand the conditions of this application under the Rural Enhancement Employment Program. I certify that the statements contained in this application and any attachments are to the best of my knowledge true and correct. Where relevant, I agree to allow the announcement of this project/activity or support public information activities related to this project/activity.

Employer's Signature	Name (please print)	Position	Date

Please send applications to skillspei@gov.pe.ca