



2013 URGENCY GRANT APPLICATION FORM COMMUNITY INVESTMENT GRANTS PROGRAM

HOW TO COMPLETE THIS APPLICATION FORM

1. Applicants are strongly encouraged to read the [2013 Urgency Grant Application Guidelines](http://www.regina.ca/residents/social-grants-programs/community-investments-funding/urgency-fund/) as it provides guidance on answering the questions, including examples and definitions of terms. The Guidelines are available on the Community Investment Grants Program website: <http://www.regina.ca/residents/social-grants-programs/community-investments-funding/urgency-fund/>
2. Applicants are asked to complete this form using a computer by typing in answers below the questions and submitting a hard copy along with supporting documentation (see checklist below).
3. 4 copies of the complete application (application form and supporting documents) must be submitted. Applicants may be required to submit further information upon request.
4. Applications may be submitted in two ways:
 - i. Hand-delivered: Community Development, Recreation & Parks Department, 6th Floor, City Hall, 2476 Victoria Avenue; or
 - ii. Mail: Community Development, Recreation & Parks Department, 2476 Victoria Ave P.O. Box 1790, Regina, SK, S4P 3C8.

QUESTIONS?

Applicants are encouraged to discuss any questions they have regarding their application with City staff. Contact the Community Development, Recreation & Parks Department at 306-777-7507 or via email at: communityinvestments@regina.ca.

The City of Regina asks that applicants do not submit any unnecessary information or more than is requested in this application. We thank you in advance.

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ORGANIZATION

Supporting information to be provided by the requesting organization includes:

- ☒ Active Profile Report from the Corporate Registry of ISC (Information Services Corporation)
- ☒ Most recent Annual Financial Statements for your organizations (audited statements where required by ISC)

Organization's legal name: Prairie Soul Productions Inc.

Contact Information:

Address: 208 Mount Royal Place Phone: (306) 596-7685 Fax: _____
Website URL: www.queencitycruisein.ca

Primary Contact:

Name: Chad Novak Title: President
Phone: (306) 596-7685 Email: chadnovak2012@gmail.com

Secondary Contact:

Name: Nathan Clifton Title: Community Relations
Phone: (306) 520-7577 Email: nathanjclifton@gmail.com

Grant Funding Request:

Name of Initiative: Queen City Cruise In

Please describe your initiative in one sentence: A celebration of the automobile and the automotive industry, with a focus on providing under-privileged and at-risk youth an opportunity to participate in a program that they may not otherwise gain exposure to.

Start and End Dates: Start Date: 01/Jul/2013 End Date: 07/Jul/2013

Amount of Funding Being Requested: \$8000.00 (maximum of \$20,000)

Initiative Type (choose one): ☒ Event ☐ Program/Project ☐ Organizational Development
☐ Other (Please identify): _____

ORGANIZATION (continued)

1. Provide a description of your organization, including the following items where applicable (maximum 2 pages):

- a. Mandate or Purpose

Prairie Soul Productions Inc. is a non-profit corporation that specializes in producing exciting events that intend to give back to the local community in very visible ways; both in taking part in the event, and proceeds from the events themselves.

We, at Prairie Soul Productions Inc., recognize there are a large number of individuals and families in our great city that live in compromised situations. As such, we want to provide them with the means to take part in an event and activities affording them the opportunity, through active participation, to garner knowledge, and gain experience, providing important connections to areas they might not otherwise have the opportunity to experience. It is our hope that this will encourage those great individuals to pursue their life passions, and give them the means to focus on those goals.

The Queen City Cruise In is the first such event to be hosted by Prairie Soul Productions Inc. Our goal, as a community based event, is to ensure inclusivity involving as many groups and individuals as possible.

One such organization is the amazing Chili for Children program that helps provide hot meals to children in North Central Regina, which provides great benefit to many children.

This is just one of the great local organizations that Prairie Soul Productions Inc. is very proud to support.

b. History of Organization

Prairie Soul Productions Inc. was initially created in 2007, based on the idea of providing an alternative life option for children and youth, particularly those at risk or in compromised living situations. Since its inception we have spent a great deal of time formulating and developing our mandate, and in May 2012, incorporated as a Non-Profit Corporation with ISC. Our initial focus will be events built around the automotive industry, as well as motorsports in general. This is recognized by the business community, and general population, as an area that has not been given the same exposure and opportunities in Regina, that it has in other centres in Saskatchewan, and Western Canada.

The president of Prairie Soul Productions Inc. was born and raised in Moose Jaw, Saskatchewan; the son of a journeyman mechanic and well-known local drag racer at Saskatchewan International Raceway, as well as a very well-known local used-car lot owner, and lover of anything with four wheels and an engine. This passion for the automobile was something that Prairie Soul's president, Chad Novak, shared with his father, and over the course of his childhood and youth, he discovered that there was a need for more focus on alternatives for children and youth in both Moose Jaw and Regina. As a teenager, Novak having had the opportunity to learn, partake and experience first hand the joy, camaraderie and sense of community participating in events such as racing, assisted in sewing the seed for "community service". This built the foundation, culminating with the incorporation of Prairie Soul Productions Inc. as Novak's desire to provide opportunities for youth giving them the chance to succeed in life by giving an alternative to those youth that desired something, and also giving back to the community in a non traditional manner.

President Chad Novak also has a strong passion for politics and affecting change, and as such, in 2012, he ran for Mayor of Regina, following up on his pursuit of preventing school closures in Moose Jaw in 2007, and working to ensure that due diligence was followed in major capital projects in both Regina and Moose Jaw. It was because of this social involvement that Novak found his ability to raise a public profile. Taking this energy, Novak chose to use this to the benefit of Prairie Soul's in a very positive fashion by becoming the Promotions Director for the Regina Auto Racing Club in 2013 (AKA Kings Park Speedway). This opportunity will further assist him to raise the profile of not only the event, but the automobile industry as a whole, and the beneficiaries of the event, as it provides a very unique life alternative to youth of all backgrounds, that they may not otherwise be aware of, or have the opportunity to pursue without such organizations like Prairie Soul Productions Inc. providing that hand up.

c. The primary programs/services your organization offers

Our initial focus will be on the automotive industry and events, celebrating the rich history of the automobile in the Regina area (Regina was home to a GM manufacturing plant in the 1920's through the 1950's), and working hard to provide alternate career paths for individuals through exposure and education to the many career fields in the automotive industry. There are reputable mechanic and autobody courses at SIAST, and other Canadian and US institutions that specialize in the motorsports industry in particular, one very notable institution is UTI, which could be considered the Harvard of trade schools.

While Prairie Soul's primary goal is not a charity per se, we do believe strongly in giving back to the community in more ways than just providing a life-skill option. We are also committed to giving back 50% of all net proceeds from our events to local charities. In 2012, and again in 2013, that charity is the Chili For Children Program. The key to the success of the event is ensuring all businesses, funding and sponsorship is predominantly local, to profile and enhance the automotive industry in Regina. This donation back to the community is to organizations that have demonstrated a need and efficiently manage their operations, so that a majority of the funds can directly benefit their program and not administration.

2. Does your organization have any unpaid accounts with the City of Regina (ie. taxes, utilities, tickets, permits, etc.)? If yes, what are they?

No.

PROGRAM MERIT

3. Provide a brief summary of the initiative (500 words or less), including the background and context under which it has been identified as an urgent initiative for the organization. Address what you will do, how and when you will do it, who will be involved, and what you will accomplish.

The Queen City Cruise In is a very unique initiative that provides children and youth with an alternate career path/life option they may not otherwise be exposed to in their traditional way of life. With a focus on the at-risk population, but open to the entire population, our goal is congruent with the City of Regina's Vision, which is to improve the quality of life and contribute to Regina's vision of becoming Canada's most vibrant, inclusive, attractive, sustainable community, where people live in harmony and thrive in opportunity. As well, building upon the City of Regina's Mission Statement, Prairie Soul Productions Inc. will be responding to community needs, and have a clear community impact, by allowing the at-risk and otherwise underprivileged youth not only take part directly in the planning and execution of these events, but also to enjoy the benefits and rewards of helping out, by exposing them to what it feels like to work on a race car, or ride along in a race car, and other unique experiences that only Prairie Soul can offer them.

Specifically, the Queen City Cruise In will be a week-long celebration of the rich heritage and history of the automobile in the Regina area, noting how important the automotive industry has been in shaping the Regina that we know today. We will be having a variety of community displays that will be setup around Regina, where we will involve the youth, with adult supervision, to staff the display, wherein they will explain the rich history and answer questions the community may have about our efforts. In preparation for these displays, we will provide educational seminars for the volunteers to ensure they are informed and provided with the history of Regina and the automobile. Of note are the GM Assembly Plant that existed in Regina from the 1920's through to the 1950's, as well as a history of notable politicians that were involved in the automotive scene in one fashion or another. These are key aspects of Regina's history that few are aware of, that have indeed shaped our community and our culture, far more than anyone would reasonably expect.

COMMUNITY NEED

4. What is the gap in the community that this initiative is meeting? (500 words or less)

The Queen City Cruise In is desperately needed in our community for a variety of reasons. Most importantly, to provide an alternate career path/life option for at-risk and under-privileged youth, that may not otherwise be exposed to in their traditional way of life. We intend to involve the youth in very important roles throughout the planning and execution of this event, which will allow them to improve and/or develop their management skills, as well as providing them with hands-on experience with event planning and volunteer organization. Further, during the event, we hope to involve them in a dramatic way that would include direct participation in the execution of the event, such as setting up and taking down displays, assisting with the setup and take down of our Monster Ride Truck and other vehicles and equipment that need the assistance. We feel this knowledge and experience is unique to the Queen City Cruise In, in that there are few community events with a focus on something that doesn't appear, on the outside, to be a "work" effort, but more of an entertaining way for them to get the experience while participating in an event that could be exciting for them as well. This would demonstrate to all involved that if you pursue life options that you truly enjoy, "work" doesn't have to be boring.

Another community benefit, indirectly, is to the automotive industry, which is a very important piece of the economic puzzle that makes up Regina's business community. They have noticed a dramatic decrease in business over the past decade or so, and have rarely requested or received assistance from outside organizations to improve that economic spinoff in our community. They have been very frustrated with this, and understandably, they have been focusing on managing their own businesses to take the time to understand why this has been happening, especially in recent years, where Regina has otherwise seen a very dramatic economic upswing, along with the rest of Saskatchewan. Saskatoon is a prime example of the out-of-the-box thinking to involve the automotive scene in a more direct way, both for businesses, but more importantly, focusing on the social impact that it can have on our society. A successful program that the Saskatoon Police Service has been managing for a few years now, is when they pull someone over for dangerous driving, speeding, stunting, or a speed contest, not only do they give them a citation, but also a pass to Saskatchewan International Raceway (SIR), the local drag strip, in an effort to show them there is a legal and safe environment and option for them to take that kind of activity to. SIR has noticed a dramatic

increase in their Street Legal Program over the past decade, and they credit a majority of it to this program in particular. The community benefits in a tremendous way by this effort, because it gives those youth an alternative option to crime or other mischiefs, as well as making the roads much safer.

Regina certainly needs more involvement from our municipal government, and preferably other levels as well, and that can only benefit our community. Not only does it make our roads a safer place for everyone to drive and exist in harmony, but it provides another recreational opportunity for the youth that may otherwise find "less useful" ways to spend their time. The Regina business community certainly recognizes this need and the benefits, and it is events like those that Prairie Soul Productions Inc. is promising to deliver that can certainly help them revitalize their industry, and also give back to the community in a noticeable way. In the long term, the goal is to develop a social appetite and desire for a World-Class Motorsports Facility, which would incorporate a variety of recreational and career opportunities for youth in the Regina area, as well as educational opportunities that currently do not exist

COMMUNITY IMPACT

Please review the **Guidelines – Appendix B Reporting on Performance** before completing this section.

5. Describe the expected outcomes or results that you expect to achieve. Your expected outcomes should flow directly from the activities and community needs described in previous questions. Include the performance indicators you will use to measure the outcomes and determine the success of the program. (500 words or less).

It will ensure that there are a diverse range of sports and recreational opportunities that exist within the City that are accessible to marginalized and at-risk populations. We will be working with a variety of local organizations and charities to ensure a maximum level of success, including the Regina Auto Racing Club, Queen City Motorsports Association, and the Chili for Children Program, to name but a few. It should be noted that each of these organizations are also non-profit and/or charity programs, with an express intent to provide a unique opportunity to the community, as well as giving back in a very visible way.

We feel very strongly that the community impact will be very noticeable, where we are providing an alternative and very unique initiative that will be at little or no cost to the participants involved. This is a key feature of the events that Prairie Soul Productions Inc. will host in the future, as we feel very strongly and very committed to providing life-options that otherwise might not be afforded by the marginalized and at-risk youth. An initiative that is very near and dear to the President's heart, as he grew up in a similar environment in Moose Jaw, where he was one of four children, relying on social housing for a portion of his childhood, and growing up in a household that taught him how to sacrifice certain things in life for the betterment of his future. It is the strong ideals that his parents established early in his childhood that still resonate to this very day, and is the inspiration behind the creation of Prairie Soul Productions Inc, and it's mandate.

We recognize that this is certainly not the traditional non-profit type of group that may be recognized in the community, but it is our hope that it inspires more organizations to be developed in a similar fashion, with the primary focus of giving back to the community, instead of focusing purely on making a profit for shareholders. A true inspiration for this mentality is W. Brett Wilson, a strong business-minded entrepreneur, who has a very unique definition of success, and the belief of philanthropy while you are alive, instead of worrying about building up riches and providing a healthy inheritance for children. He had learned that no amount of material possessions can make a person feel full and satisfied in life, and by giving back, he feels that is the true meaning of success. It is our hope to pass on this kind of mindset to current and future generations by being a social inspiration, just as Mr. Wilson has.

Long-term, it is our hope that the quality of life will vastly improve, not only for the marginalized and at-risk youth directly involved, but also for their children and future generations. We realize it may seem idealistic, but it would be ideal if our community had no homelessness issues, and there was no such thing as an at-risk population, as we should all be afforded the same opportunities in life, regardless of our upbringing. We hope to provide a small piece to that puzzle to become a part of the solution by hosting events like this, and developing minds and abilities.

6. How will your initiative support achieving the City's vision, the objective and priorities of the funding stream you've selected? Please reference the relevant Funding Stream priorities, outcomes and long and short-term priorities as they appear in the Application Guidelines.

As outlined above, with a focus on the at-risk population, but open to the entire population, our goal is

congruent with the City of Regina's Vision, which is to improve the quality of life and contribute to Regina's vision of becoming Canada's most vibrant, inclusive, attractive, sustainable community, where people live in harmony and thrive in opportunity. As well, building upon the City of Regina's Mission Statement, Prairie Soul Productions Inc. will be responding to community needs and have a clear community impact, by allowing the at-risk and otherwise underprivileged youth not only take part directly in the planning and execution of these events, but also to enjoy the benefits and rewards of helping out, by exposing them to what it feels like to work on a race car, or ride along in a race car, and other unique experiences that only Prairie Soul can offer them. Finally, specific to the Sports and Recreation funding stream, the ultimate short and long term goal of Prairie Soul Productions Inc. and the Queen City Cruise In, is to provide equitable access to diverse sports and recreational opportunities.

ACCESSIBILITY

7. Is this initiative accessible and open to a diverse group of Regina residents? Is there a cost associated with this program? Address the cost to participate, any subsidies that will be available to participants, the diversity of target audiences who will participate, and how barriers to participation are reduced. See the Guidelines for more information on target audiences and accessibility.

Absolutely, 100% yes, this program is accessible and open to the entire community, as that is one of our primary objectives of existing. As our target market is the marginalized and at-risk population, our goal is to provide all events at little to no cost for participants. Any individual that is able to demonstrate the inability to pay even the minimal cost will be allowed to participate at no charge, and will be subsidized either by our group or a sponsor. We will be approaching many local area first nations communities and community associations in order to spread the word about the event and the potential involvement of their members.

FINANCIAL NEED AND BUDGET

8. Complete the Revenue and Expenses tables below. You're invited to add to the table as required or to supply your own budget, so long as it is legible. Identify all confirmed and expected revenue and expenses of your initiative for the funding period. Note both eligible and ineligible expenses as stated in the Application Guidelines. You may also supply information in your own format to compliment the information you fill out here.

Instructions for completing this table:

- a. **Revenue Table:** For revenues, enter each funder on its own line and indicate whether the funding has already been confirmed (i.e. you have a confirmation letter and/or the funds in your account) or in-process (e.g. you're waiting for the results of a funding application). For example, you would list the two provincial government funders on two separate lines and indicate "confirmed" or "in process" for each one separately.
- b. **Expense Table:** The expenses listed should only include those directly relevant for the initiative and should only include eligible expenses (see **Section 2.3 Eligible Expenses** above for details). The table provides four categories of expenses.
 - i. **Administrative costs** include expenses such as staff salaries and operations. Organizations may include an Administration fee to cover the general administration costs (payroll, rent etc.) that are required to support the initiative.
 - ii. **Project/Program costs** include the purchase of supplies, materials and services required to deliver the initiative.
 - iii. **Marketing/Promotions** include expenses for printing, distributing or otherwise promoting the initiative.
 - iv. **Other Expenses** is a general category for any other expenses.

REVENUE	Amount Requested/ Expected	Is this funding confirmed (C) or in process (P)?
Contribution from your Organization	\$ 1000	C
Donations / Fundraising	\$ 5000	P
In Kind Contributions (please describe and list estimated value in the column to the right)		
• Car Washes, Gift Certificates	\$ 1000	C
Sales Revenue (i.e. Program fees, ticket sales, product sales, etc.) Please list:		
• Participant Registrations	\$ 2000	P
Government Contributions:		
• Provincial Government	\$ 5000	P
• Federal Government	\$	C
• Other:	\$	C
Community funders (i.e. United Way):		
•	\$	C
•	\$	C
Other Sources:		
•	\$	C
•	\$	C
Amount Requested from City of Regina	\$ 8000	N/A
Total:	\$ 22000	N/A

EXPENSES	Expense Cost (\$)
Administrative Costs:	
• Staff Costs	\$ 1500
• Insurance, Facility Rental	\$ 4000
Project/Program Costs:	
• Supplies/Materials	\$ 3500
• Kids Area, Entertainment	\$ 3500.00
Marketing/Promotions:	
• Advertising, Program Guides	\$ 5000
Other Expenses:	
• Feature Entertainment Booking Fee	\$ 3500
Total:	\$ 21000

9. Explain why City funds are required and what they will be used for. If the City does not provide funding, what will the impact be to your initiative? (500 words or less)

As we learned from last year, it is essential for our event to have as much help as possible, and given that volunteer staff are difficult to achieve in the summer time frame, we feel that some compensation is required to encourage participation by volunteers. Another significant expense is advertising, which we feel is truly essential in spreading the word of this unique event, and we want to expand the marketing beyond just the Regina area, and encourage more at-risk youth from other communities to come to Regina for this event, and possibly also to find out just what Regina can offer them in a future career or life path. Without the City of Regina funding, it would make a significant impact to our staffing and advertising, which could have a major impact on the success of the event

10. If your initiative generates a profit, how will it be allocated? Explain why.

A portion of the net profit will be reinvested into the 2014 Queen City Cruise In, in order to make the event better and lessen the burden for finding funding, and a portion will be donated to the Regina Charity of Chili for Children that helps provide hot meals for children in North Central Regina. They have expressed extreme gratitude for our assistance in 2012, and we would like to provide another donation to them in 2013, and will be asking for food and/or financial donations at the event as well, to provide a direct benefit to them.

SIGNATURES

Use of Money

The Organization hereby agrees to use any money or services provided to the Organization only in the manner set out in this application. The City reserves the right to demand, at any time, the return of any monies if the Organization uses the money in a manner that, in the opinion of the City, is inconsistent with the objectives of the Community Investment Grants Program or with the description of the intended use of the funds as set out in this application or should it be discovered that the undersigned made a material misrepresentation in the application.

Freedom of Information and Protection of Privacy

The City of Regina is committed to protecting the privacy and confidentiality of personal information. All personal information that is collected by the City is done so in accordance *with The Local Authority Freedom of Information and Protection of Privacy Act*. The information collected in this application will be used to administer the Community Investment Grants Program. De-identified, aggregate information will be used by City of Regina for program planning and evaluation. This application will be distributed to the adjudicators of the Community Investment Grants Program.

Representations

In making this application, we the undersigned Board Members/Executive Director hereby represent to the City and declare that to the best of our knowledge and belief, the information provided in this application and the related attached supporting documents are truthful and accurate and the application is made on behalf of the above-named organization and with the Board of Director's full knowledge and consent.

_____ Board Member Name (print)	_____ Signature	_____ Position	_____ Date
_____ Board Member or Executive Director Name (print)	_____ Signature	_____ Position	_____ Date