

2024-25 Creative Entrepreneur Accelerator Program Info Session



Your Hosts

- Rachael Hartman, Community Impact Director
- Krista Williams, Grants & Scholarship Administrator

Centre Foundation

Community Foundation serving Centre County since 1981

Our mission: to inspire and facilitate a culture of giving and engagement that cultivates a vibrant, equitable, and inclusive community

Over \$4m invested in our community annually through programs, scholarships, and grants

Agenda

- Creative Entrepreneur Accelerator (CEAP) Overview
- Guidelines and Eligibility
- Application Process

Creative Entrepreneur Accelerator Program



Pennsylvania Council on the Arts

- The mission of the **Pennsylvania Council on the Arts (PCA)** is to strengthen the cultural, educational, and economic vitality of Pennsylvania's communities through the arts.
- **Overarching value: diversity, equity, and inclusion** – Promote equitable access for all Pennsylvanians to participate fully in a creative life and in the diverse forms of arts and culture in the commonwealth.
- **Learn More:** <https://www.arts.pa.gov/>

Creative Entrepreneur Accelerator Program

- Partnership between the Pennsylvania Council on the Arts, PPA Partners, and SBDCs serving creative entrepreneurs in Centre, Clinton, Clearfield, and Huntingdon counties
- Pairs creative entrepreneurs with access to free small business consulting services and \$2,000 grants to form or grow your creative small business
- Centre Foundation has issued 23 grants for a total of \$45,475

Summer 2024 Timeline

- **Application opens:** Tuesday, June 25
- **Application closes:** Thursday, August 15
- **Award notification:** September 2024
- **Grant activity period:** September 2024 – September 2025
- **Final report due:** October 2025

Winter 2025 Timeline

- **Application opens:** January 2025
- **Application closes:** March 2025
- **Award notification:** April 2025
- **Grant activity period:** April 2025 – April 2026
- **Final report due:** May 2026

Guidelines and Eligibility

Guidelines

- Guidelines available online: **Creative Entrepreneur Accelerator**

GUIDELINES FOR PA COUNCIL ON THE ARTS

Creative Entrepreneur Accelerator Program

Agency Mission
To strengthen the cultural, educational, and economic vitality of Pennsylvania communities through the arts.

Overarching Value: Diversity, Equity, and Inclusion
Priority qualitative goals for all Pennsylvanians to participate fully in the economic and cultural benefits of arts and culture in the commonwealth.

Due Date: TBD by the PA Partners in the Arts (PPA) partner organization for your region. Please contact your regional PPA partner organization for the exact date.

Application Deadline: Applications accepted on a rolling basis.

Grant Amount: Ranges from \$500 - \$2,000, in addition to business planning resources.

Creative Entrepreneur Accelerator Program Description and Purpose
This program is designed to pair access to existing small business consulting services with financial resources up to \$2,000 for creative entrepreneurs who aspire to start their own for-profit business or who operate an existing for-profit micro business. Creative entrepreneurs are invaluable assets to communities. They lead innovation, deliver creative products and services, generate economic opportunity, and build community identity. Assisting creative entrepreneurs is part of the pathway to recovery and increased opportunity within a rapidly changing economic environment.

Additionally, this program advances and prioritizes the Pennsylvania Council on the Arts' overarching value of diversity, equity, and inclusion and prioritize investment in creative entrepreneurs who identify as Black, Indigenous, or persons of color (BIPOC) or those located in and whose work benefits low-income communities as defined under federal guidelines. For the purpose of the Program, low-income communities are those where the poverty rate is greater than or equal to 20% or the median family income is less than or equal to 80% of the area median income. (You may use [this tool](#) to help determine whether you are located in a community that is classified under federal guidelines as low-income.)

Download the Creative Entrepreneur Accelerator Program Info sheet (PDF)

Eligibility and Additional Information

Applicants must:

- Have not received Creative Entrepreneur Accelerator Funding in the past three years (Creative Entrepreneurs are eligible to apply for the Creative Entrepreneur Accelerator Program once every three years);
- Be at least 18 years of age and a current resident of Pennsylvania for at least one year;
- Creative entrepreneur's business must have gross revenue less than \$200,000;
- Be a creative entrepreneur intending to form a business or operating a business in Pennsylvania within one or more of the following creative industry areas:
 - Marketing - Advertising and marketing agencies & professionals
 - Architecture - Architecture firms & architects
 - Visual Arts & Crafts - Galleries, artists, artisans & makers
 - Design - Product, interior, graphic, and fashion design firms and designers
 - Film & Media - Film, video, animation, TV & Radio businesses
 - Digital Games - Companies, programmers & individuals producing games.
 - Music & Entertainment - Producers, venues, musicians & performers
 - Publishing - Print or electronic businesses & content creators, editors & writers

Eligible Uses of Funds
Funds must support business formation or development. Eligible uses include:

- Professional fees for workshops, consultants, and career coaching
- Participation in events, trade shows, festivals, etc. that offer access to audience and revenue generation potential.
- Business development fees for courses or seminars for business skills.
- Research and development.



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- Marketing and promotion.
- Development or upgrades to technology related to business practices.
- Studio/warehouse/retail space rent.
- Reasonable fees for supporting/collaborating artists.
- Purchase of supplies and/or equipment.

Funds Cannot Be Used For The Following Purposes:

- Activities outside the funding period.
- Activities that have a religious purpose.
- Payments to lobbyists.
- Activities for which academic credit is given.
- Offsets to regular business operating costs, including regular salary or wages.
- Hospitality, food, or beverages.

Application Process
This program is administered regionally by the PCA's [Pennsylvania Partners in the Arts \(PPA\) Offices](#). In cooperation with a network of small business development organizations, including [the PA Small Business Development Centers](#). To learn more about the program in your county and participating referral coordinators, contact your regional [PPA office](#).

- Creative entrepreneurs will first receive consultation services from and business plan review by a local small business development organization (known as "referral coordinators" for the purposes of this program). Business consultation services will be provided at no cost to interested creative entrepreneurs. (See "Referral Process" below)
- Referral coordinators can guide entrepreneurs with the processes and methods for starting a business, development of a sound business plan, and business growth and sustainability strategies.
- Once a referral coordinator has reviewed a creative entrepreneur's business plan, they will refer the creative entrepreneur to the regional PPA partner organization.
- Upon receiving the referral, the PPA partner will send application materials to the creative entrepreneur.
- After receiving an eligible and complete application, the PPA partner will enter into an award agreement with the creative entrepreneur and process a grant up to \$2,000. (See "Referral Process" below)

Referral Process

- Eligible entrepreneurs must engage a PPA Partner designated Referral Coordinator in at least one consultation regarding a business formation or development activity.
- The Referral Coordinator will confirm that the client has demonstrated appropriate business planning as defined by the program guidelines (see below).
- The Referral Coordinator must submit a completed referral form to the PPA Partner.
- Referral of a creative entrepreneur to a PPA Partner does not guarantee funding will be made; the PPA Partner will make determinations of eligibility and availability of funds.

For the purposes of the Program, "viable business plan" means evidence of planning directed at forming a for-profit business or pursuing sustainable growth opportunities for an existing for-profit business. Evidence of planning may take a variety of forms and may be assessed by the Referral Coordinators' existing methods of working with clients. Examples of appropriate planning include, but are not limited to:

- New business brief.
- Completed Business Model Canvas.
- Participation in business planning workshop.
- Streamlined pitch deck.
- Recorded business pitch presentation.
- Extensive business plan.

About the Pennsylvania Council on the Arts (PCA)
The PCA is a state agency under the Office of the Governor. The PCA's mission is to strengthen the cultural, educational, and economic vitality of Pennsylvania's communities through the arts. By leveraging the immense potential of Pennsylvania's arts and cultural sector, the PCA supports jobs, builds community, inspires lifelong learning, promotes the



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commonwealth nationally and internationally, and sparks innovation. For more information about the PCA, visit [arts.pa.gov](#).

Pennsylvania Partners in the Arts (PPA) Overview
Pennsylvania Partners in the Arts (PPA) is a partnership between local organizations and the Pennsylvania Council on the Arts (PCA). Operating in all 67 Pennsylvania counties, the PPA program PCA funds to support a wide variety of local and community arts activities. PPA goals include:

- Expanding constituent access to the arts by (a) making arts programs available to communities that may have been underserved in the past by state arts funding, and (b) supporting a wide variety of arts activities in communities, developed in a variety of local settings.
- Encouraging and supporting local decision making in regranting of arts dollars.
- Increasing awareness of and advocacy for government support and funding for the arts at the local and state levels.
- Enabling the PCA to provide increased assistance to its broad constituency throughout the state.

How to apply
STEP 1 READ THIS DOCUMENT.
STEP 2 APPLY THROUGH the applicable [PPA partner organization](#).

Need help?

- Contact the applicable [PPA partner organization](#) for your region.
- For general questions about the CEA Program and/or the PCA's PPA partnership, contact [Amanda Lewis](#).



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Eligibility

Applicants must:

- Be at least **18 years of age**
- Be a current **resident of Pennsylvania** for at least one year
 - To apply through Centre Foundation, you must reside in Centre, Clearfield, Clinton, or Huntingdon counties
- Manage a business with gross revenue of **less than \$200,000** or intend to form or operate a business in Pennsylvania
- Have not received Creative Entrepreneur Accelerator funding in the past three years

Eligibility, Continued

- Operate in one or more of the following creative industries:
 - **Marketing** – Advertising and marketing agencies & professionals
 - **Architecture** – Architecture firms & architects
 - **Visual Arts & Crafts** – Galleries, artists, artisans & makers
 - **Design** – Product, interior, graphic, and fashion design firms and designers
 - **Film & Media** – Film, video, animation, TV & Radio businesses
 - **Digital Games** – Companies, programmers & individuals producing games
 - **Music & Entertainment** – Producers, venues, musicians & performers
 - **Publishing** – Print or electronic businesses & content creators, editors & writers

Application Process and Online Grant Portal

Step 1: Meet with Referral Coordinator

- Request a **free consultation** with an approved Referral Coordinator
 - Clarion SBDC, Penn State SBDC, St. Francis SBDC, Happy Valley LaunchBox, PA Wilds Center, or Startup Alleghenies
- Referral Coordinator reviews your business plan and refers you to Centre Foundation for grant application



Step 2: Complete the Application

- Centre Foundation will begin accepting applications on **Tuesday, June 25, 2024** at 9:00 a.m. on our online portal
- Following your meeting with a Referral Coordinator, you will receive an email containing the **application URL and access code**
- Applications will be reviewed on a first come, first served basis until the application portal closes on **Thursday, August 15, 2024** at 11:59 p.m.
- Only applicants who have completed a meeting with a Referral Coordinator will be considered. However, meeting with a Referral Coordinator does not guarantee that a grant will be made.

How to Apply

Applications must be submitted through Centre Foundation's Online Grant Portal at www.centre-foundation.org



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Log On Screen



Logon

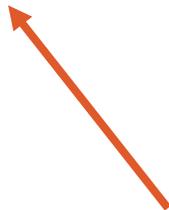
Email Address*

Password*

LOG ON

CREATE NEW ACCOUNT

[FORGOT YOUR PASSWORD?](#)



Welcome to Centre Foundation's online grant portal.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials. For guidance on creating your account and using this system, view [this tutorial](#).

Existing Users: Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.

Not Sure? If you think that you or someone at your organization has already registered in the system, do not create a new account. Please contact Rachael Hartman at rachael@centre-foundation.org or (814) 237-6229 to receive your username.

Creating a New Account

Create New Account

If you already have an Account, click the 'Cancel Account Creation' button to go to the Logon page

 Using the browser's back button will delete your registration information.

 This registration process has multiple steps you must complete before you can apply.

Fields with an asterisk (*) are required.

Organization Information

Organization Name*

If applying for a Creative Entrepreneur Accelerator Program grant, please enter your **business name**.

If applying for a Program Stream or Entry to Program Stream grant from the PA Council on the Arts and you are using a fiscal sponsor, please register using your **fiscal sponsor's information**.

Web Site

EIN / Tax ID (##-#####)*

Telephone Number (###-###-####)*

Using the Access Code

Apply

i If you have been provided with an Access Code, you may enter it in the box at the top of the page.

Quick Search



Creative Sector Flex Fund (2024-25)

Accepting Submissions from 06/04/2024 to 07/25/2024

Creative Sector Flex Fund (2024-25)



The [Creative Sector Flex Fund \(CSFF\)](#) is an initiative of the Pennsylvania Council on the Arts (PCA), a state agency under the Office of the Governor. The mission of the PCA is to strengthen the cultural, educational, and economic vitality of Pennsylvania's communities through the arts. Centre Foundation administers CSFF grants in Centre, Clearfield, Clinton, and Huntingdon counties on behalf of the PCA as a regional Pennsylvania Partners in the Arts (PPA) partner. [Learn more here.](#)

The CSFF program is designed to address the changing needs of dynamic PA arts organizations with average annual revenue between \$10,000 - \$200,000. This grant program incorporates the current needs of the field by offering grantees the flexibility to use \$5,000 grants in ways that ensure the most significant impact for their organizations and communities. Eligible uses of funds are flexible, including the support of applicants' administrative, programmatic, and project-related expenses.

Application Tips

- Read the Guidelines thoroughly
- Create Grant Portal account ahead of time
- Preview the grant application questions
- Be as detailed and specific as possible
- Doublecheck/proofread your application before submitting
- Ask questions if you are unsure of anything

Step 3: Notification & Award

- If awarded, grant recipients will be required to electronically sign a Grant Agreement using Centre Foundation's Grant Portal
- Once you sign the Grant Agreement, you will be asked to complete an Evaluation Survey through PCA's Evaluation Partner
- Following completion of survey, funds will be sent via check in October 2024
- The grant activity period is one year (September 2024 – September 2025), though most grantees utilize funding right away

Step 4: Utilize the Grant!

Grant funds must support business formation or development. **Eligible uses include:**

- Professional fees for workshops, consultants, and career coaching.
- Participation in events, trade shows, festivals, etc. that offer access to audience and revenue generation potential.
- Business development fees for courses or seminars for business skills.
- Research and development.
- Marketing and promotion.
- Development or upgrades to technology related to business practices.
- Studio/rehearsal/retail space rent.
- Reasonable fees for supporting/collaborating artists.
- Purchase of supplies and/or equipment.

Step 4: Utilize the Grant!

Grant funds **cannot be used** for the following purposes:

- Activities outside the funding period.
- Activities that have a religious purpose.
- Payments to lobbyists.
- Activities for which academic credit is given.
- Offsets to regular business operating costs, including regular salary or wages.
- Hospitality, food, or beverages.

Questions about what is or isn't an eligible expense? Contact Krista at krista@centre-foundation.org

Step 5: Reporting

- A **final report** will be due in October 2025, one year after receiving the grant describing the use of funds.
- **Receipts and an itemized list** of how funding was spent are required as part of the final report.
- Receipts must total at least \$2,000.
- You will also be asked to complete a closing Evaluation Survey through PCA's Evaluation Partner.

Get in touch!

Centre Foundation

Web: www.centre-foundation.org

Phone: (814) 237-6229

Rachael Hartman, Rachael@centre-foundation.org

Krista Williams, Krista@centre-foundation.org

Questions?

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