

# Creative Entrepreneur Accelerator Program



United Way  
of Clarion County

Pennsylvania  
Council on the Arts  
**PARTNER**

# Overview

As part of their new community-centered strategic plan, the Pennsylvania Council on the Arts (PCA) has launched a new program to help creative entrepreneurs grow their businesses and revenue.

This program will advance the PCA's values of diversity, equity, and inclusion by prioritizing investment in socially or economically disadvantaged creative entrepreneurs and those who are located in, and whose work benefits low-income communities. Fifty-one percent of the funds available for distribution in this program will be reserved for Black, Indigenous, or persons of color (BIPOC), or economically disadvantaged creative entrepreneurs and those who are located in and whose work benefits low-income communities.

Low-income communities will be identified using the Small Business Administration's low-income communities map.



## Why Creative Entrepreneurs?

Creative entrepreneurs are invaluable assets to our communities. They lead innovation, deliver creative products and services, generate economic opportunities, and build community identity.

Supporting creative entrepreneurs provides increased opportunities within our rapidly changing economic environment, allowing them to grow their businesses strategically and helping foster thriving Pennsylvania communities that are great places to work and live.

# Purpose

The purpose of this program is to support Pennsylvania's creative entrepreneurs as they grow their business, audience, and revenue. This program will invest in socially or economically disadvantaged creative entrepreneurs. By doing so, the program will advance the PCA's priorities of diversity, equity, and inclusion.

United Way of Clarion County is administering this grant on behalf of the PA Council on the Arts for Armstrong, Butler, Clarion, Jefferson, & Indiana counties.

Grants are \$2,000





# Eligibility

Creative entrepreneurs are eligible to apply for the Creative Entrepreneurs Accelerator Program once every three years. Applicants must:

- Be at least 18 years of age and a current resident of Pennsylvania for at least one year.
- Manage a business with gross revenue of less than \$200,000 or intend to form or operate a business in Armstrong, Butler, Clarion, Jefferson and/or Indiana counties.
- Operate in one or more of the following creative industry areas:



Marketing	Advertising and marketing agencies and professionals
Architecture	Architecture firms and architects
Visual Arts & Crafts	Galleries, artists, artisans, and makers
Design	Product, interior, graphic, and fashion design firms and designers
Film & Media	Film, video, animation, television, and radio businesses
Digital Games	Companies, programmers, and individuals producing games
Music & Entertainment	Producers, venues, musicians, and performers
Publishing	Print or electronic businesses and content creators, editors, and writers

# Eligible Use of Funds

Funds must support business formation or development of a for-profit business. Nonprofit businesses are not eligible for support under this program.

## Eligible uses of grant funds include:

- Professional fees for workshops, consultants, and career coaching
- Participation in events, trade shows, and festivals that could support audience and revenue generation
- Fees for relevant courses or seminars on business development
- Development or upgrades to technology related to business practices
- Marketing and promotion
- Studio, rehearsal, or retail space rentals
- Reasonable fees for supporting or collaborating with artists
- Research and development
- Purchase of supplies and equipment

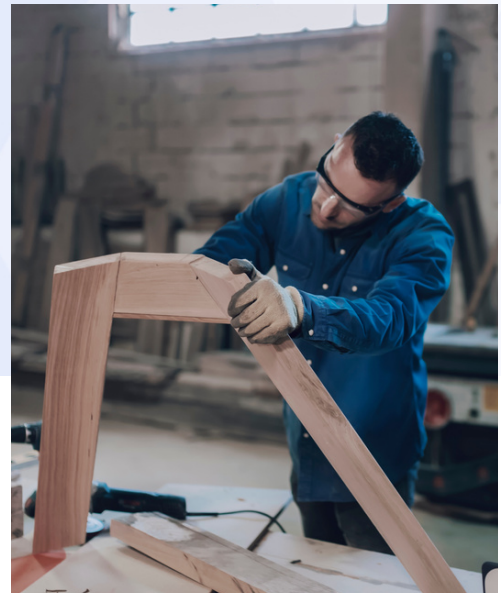
## Ineligible uses of grant funds include:

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



# Submission Process

- Review guidelines and eligibility criteria for Creative Entrepreneur Accelerator Program
- Arrange a meeting with one of the designated Referral Coordinators to create a business plan or review an existing business plan
- After the Referral Coordinator has approved your business plan they will send a referral to United Way of Clarion County
- UWCC staff will contact you, discuss your business and forward you an application
- Complete the application and submit it along with your business plan, and other requested documents
- Final determination of funding will be made by United Way of Clarion County staff
- Referral does not guarantee that a grant will be made or that an entrepreneur will be funded



# Referral Coordinators for Region 13

PennWest Clarion Small Business Development Center  
(Armstrong, Clarion, Jefferson Counties)  
122 Carrier Hall  
Clarion PA 16214-3873  
Phone: (814) 393-2060  
Email: [sbdc@pennwest.edu](mailto:sbdc@pennwest.edu)

University of Pittsburgh Institute for Entrepreneurial Excellence  
(Indiana & Butler County)  
3520 Forbes Ave.  
Pittsburgh, PA 15261  
Phone: 412-648-1544  
Email: [iee@innovation.pitt.edu](mailto:iee@innovation.pitt.edu)

Duquesne University Small Business Development Center  
(Butler County)  
108 Rockwell Hall  
600 Forbes Ave  
Pittsburgh, PA 15282-0103  
Phone: (412) 396-1633  
Email: [duqsbdcc@duq.edu](mailto:duqsbdcc@duq.edu)

Bridgeway Capital  
707 Grant St  
Suite 1920  
Pittsburgh, PA 15219  
Phone: 412-202-2450

PA Wilds Center for Entrepreneurship, Inc.  
739 Big Moores Run Rd  
Coudersport, PA 16915  
Phone: 800-895-1376 x408  
Email: [lknarr@pawildscenter.org](mailto:lknarr@pawildscenter.org)





# APPROVAL CRITERIA



- Entrepreneur intends to form a business or operates a business within the specified creative industry areas in Pennsylvania
- Entrepreneur has a viable business plan or plan that demonstrates knowledge of the following:
  - Understanding of product or services
  - Understanding of target consumer or audience
  - Plan to reach target audience or consumer
  - Clear budget for one year of operation using the funds
  - Goals, benchmarks, and metrics to evaluate success
- Grant-supported activities have strong potential to grow audiences and revenues for the entrepreneur
- The proposed budget and use of funds is appropriate for business goals

We understand that there are a number of different ways to develop and demonstrate a business plan. You can create your business plan in the way that best suits your business's needs, however, submission of a business plan is mandatory.



# Combined Partnership Regions

## Arts in Education Folk & Traditional Arts

### Pennsylvania Partners in the Arts



#### **REGION 1: Erie Arts & Culture**

Serves: Crawford, Erie, Lawrence, Mercer, Venango, Warren  
Web: [erieartsandculture.org](http://erieartsandculture.org)  
PPA Contact: Laurel Mitchell - [laurel@erieartsandculture.org](mailto:laurel@erieartsandculture.org)  
Phone: 814-452-3427 ext. 102

#### **REGION 2: Elk County Council on the Arts**

Serves: Cameron, Elk, Forest, McKean, Potter  
Web: [eccota.com](http://eccota.com)  
PPA Contact: Marisa Gonzalez - [marisa@eccota.com](mailto:marisa@eccota.com)  
Phone: 814-772-7051

#### **REGION 3: Community Giving Foundation**

Serves: Bradford, Columbia, Lycoming, Sullivan, Tioga  
Web: [www.csgiving.org](http://www.csgiving.org)  
PPA Contact: Christine Orlando - [corlando@csgiving.org](mailto:corlando@csgiving.org)  
Phone: 570-752-3930, ext. 2

#### **REGION 4: Northeastern Educational Intermediate Unit 19**

Serves: Lackawanna, Luzerne, Pike, Susquehanna, Wayne, Wyoming  
Web: [aienepa.org](http://aienepa.org)  
PPA Contacts: Catherine Richmond-Cullen - [catcullen627@gmail.com](mailto:catcullen627@gmail.com)  
Liz Faist - [lfaist118@gmail.com](mailto:lfaist118@gmail.com)  
Phone: 570-876-9253

#### **REGION 5: Lehigh Valley Community Foundation**

Serves: Carbon, Lehigh, Monroe, Northampton  
Web: [lvcfoundation.org](http://lvcfoundation.org)  
PPA Contact: Monique Moreno - [monique@lvcfoundation.org](mailto:monique@lvcfoundation.org)  
Phone: (610) 351-5355 x17

#### **REGION 6: Greater Philadelphia Cultural Alliance**

Serves: Bucks, Chester, Delaware, Montgomery, Philadelphia  
Web: [philaculture.org](http://philaculture.org)  
PPA Contacts: Allison Vanyur - [allisonv@philaculture.org](mailto:allisonv@philaculture.org)  
Phone: 215-399-3524

#### **REGION 7: Berks Arts Council**

Serves: Berks, Lancaster, Schuylkill  
Web: [berksarts.org](http://berksarts.org)  
PPA Contact: Justin Heimbecker - [Justin@BerksArts.org](mailto:Justin@BerksArts.org)  
Phone: 610-898-1930 ext. 28

#### **REGION 8: The Foundation for Enhancing Communities**

Serves: Cumberland, Dauphin, Lebanon  
Web: [www.tfec.org](http://www.tfec.org)  
PPA Contact: Andrea Iguina-Peréz - [aiguina@tfec.org](mailto:aiguina@tfec.org)  
Phone: 717-236-5040

#### **REGION 9: Cultural Alliance of York County**

Serves: Adams, Franklin, Fulton, York  
Web: [culturalyork.org](http://culturalyork.org)  
PPA Contact: Jennifer Glassmyer - [jennifer@culturalyork.org](mailto:jennifer@culturalyork.org)  
Phone: 717-812-9255

#### **REGION 10: Community Partnerships RC&D**

Serves: Juniata, Mifflin, Montour, Northumberland, Perry, Snyder, Union  
Web: [cpartnerships.com](http://cpartnerships.com)  
PPA Contact: Kiernan Schalk - [kschalk@cpartnerships.com](mailto:kschalk@cpartnerships.com)  
Phone: 717 248-4901

#### **REGION 11: Centre Foundation**

Serves: Centre, Clearfield, Clinton, Huntingdon  
Web: [centre-foundation.org](http://centre-foundation.org)  
PPA Contact: Molly Kunkel - [molly@centre-foundation.org](mailto:molly@centre-foundation.org)  
Phone: (814)237-6229

#### **REGION 12: Westmoreland Museum of American Art**

Serves: Bedford, Blair, Cambria, Fayette, Somerset, Westmoreland  
Web: [thewestmoreland.org](http://thewestmoreland.org)  
PPA Contact: Rhonda Madden - [madden@thewestmoreland.org](mailto:madden@thewestmoreland.org)  
Phone: 724-837-1500 x130

#### **REGION 13: United Way of Clarion County**

Serves: Armstrong, Butler, Clarion, Indiana, Jefferson  
Web: [uwclarionco.org](http://uwclarionco.org)  
PPA Contact: Melissa Fulton - [clarionunitedway@verizon.net](mailto:clarionunitedway@verizon.net)  
Phone: (814) 226-8760

#### **REGION 14: Greater Pittsburgh Arts Council**

Serves: Allegheny, Beaver, Greene, Washington  
Web: [pittsburghartscouncil.org](http://pittsburghartscouncil.org)  
PPA Contact: Shaqui Scott - [sscott@pittsburghartscouncil.org](mailto:sscott@pittsburghartscouncil.org)  
Phone: 412-391-2060 ext. 223