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philadelphia

cultural  
ALLIANCE



pennsylvania  
COUNCIL ON THE ARTS

*Building stronger communities takes creativity.*

**CREATIVE  
ENTREPRENEUR  
ACCELERATOR  
PROGRAM**

**WE ARE ON THE  
LAND OF THE  
LENAPE PEOPLE**

# WELCOME

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Temple SBDC

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Widener SBDC

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**Stephanie Lerner (she/her/hers)**  
Director of Grantmaking

**Sarah Christy (she/her/hers)**  
VP, Finance & Operations



# AGENDA

- About the Cultural Alliance and the Pennsylvania Council on the Arts
- Creative Entrepreneur Accelerator Program
- Application Process and Timeline



**ABOUT THE  
CULTURAL  
ALLIANCE**

**AND THE  
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.

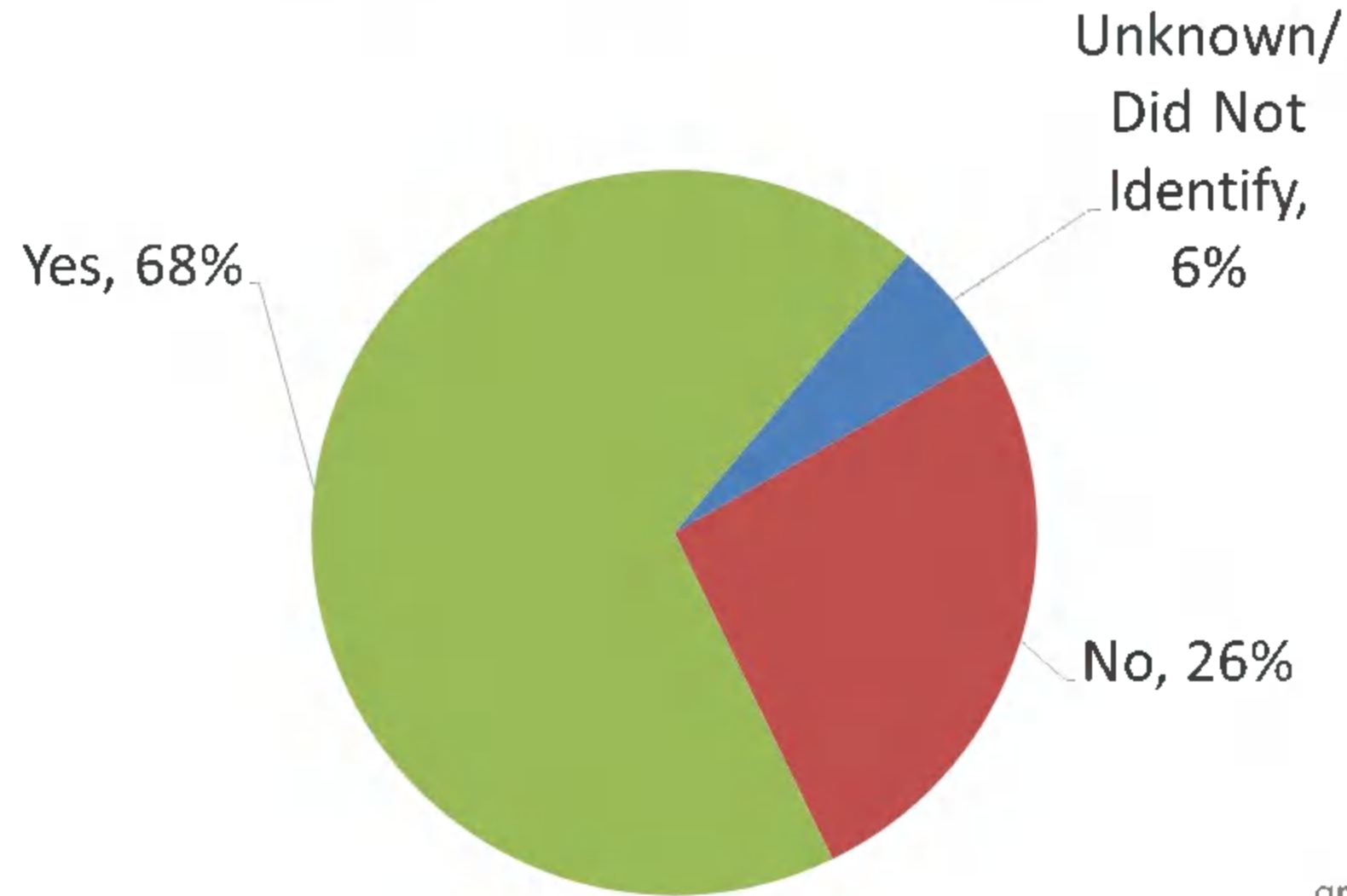
The Cultural Alliance works with the PCA as a local partner and facilitates grant programs throughout Bucks, Chester, Delaware, Montgomery and Philadelphia counties.



# CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM

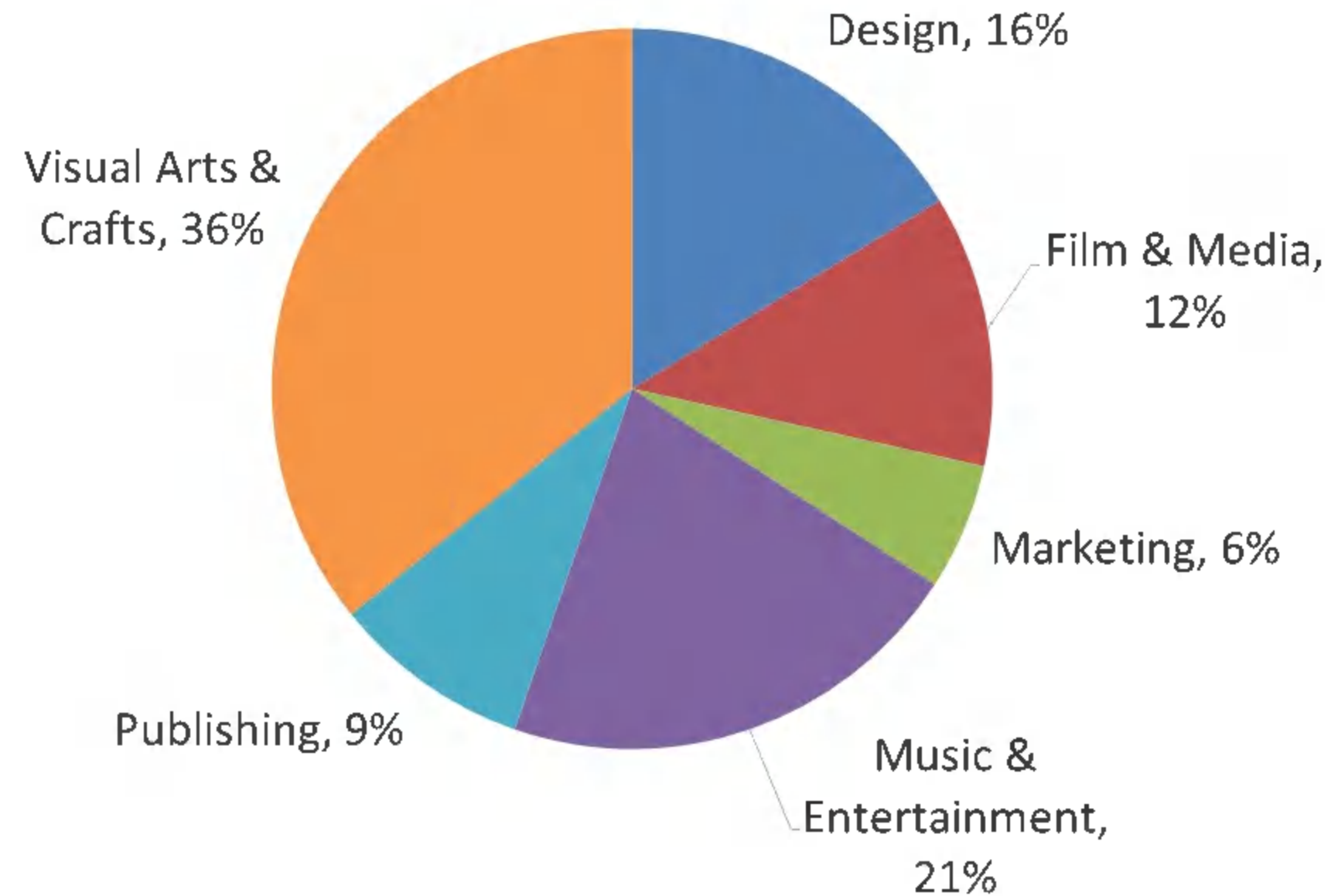
- Grant of \$2,000 plus business consultation support
- Launched in 2021
- To date, 123 grants totaling over \$241,000 have been distributed
- Minimum 51% of funds reserved for Black, Indigenous, or persons of color (BIPOC), or individuals residing in low-income communities.

BIPOC Grantees 2021-23

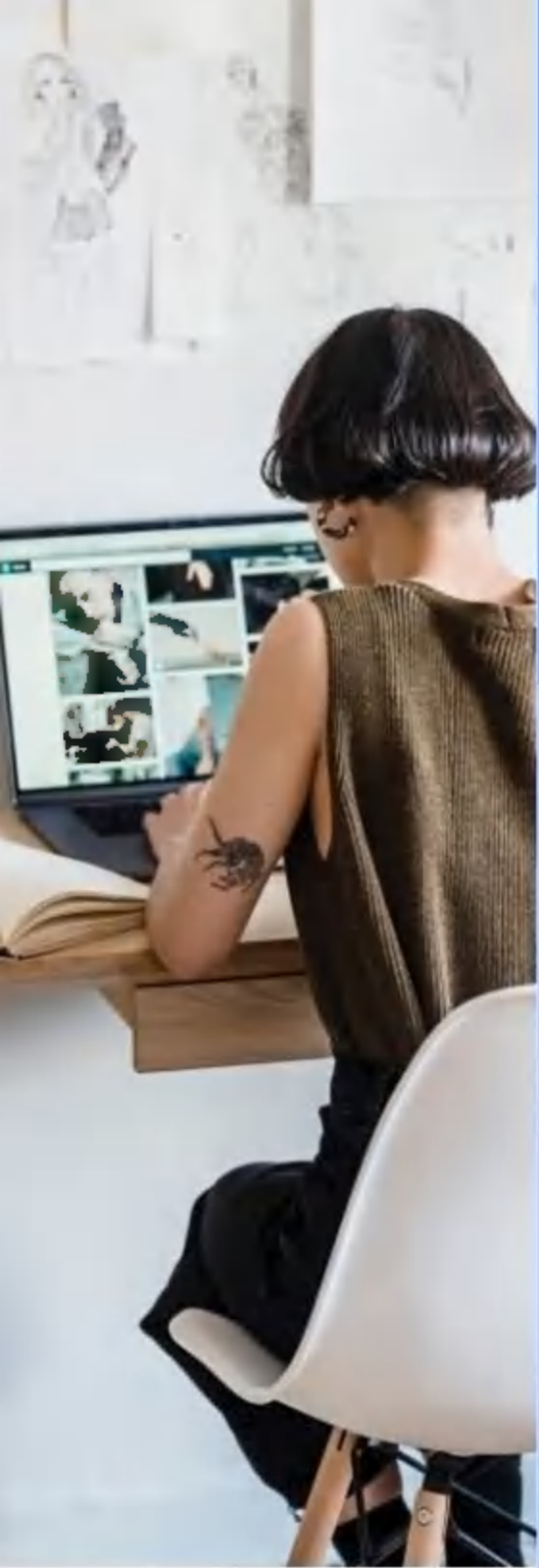


# CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM

## Grantees Creative Fields 2021-2023 123 total grants







# TIMELINE

## 2024 CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM



## HOW TO APPLY STEP 1: CHECK ELIGIBILITY

To be eligible, applicants must:

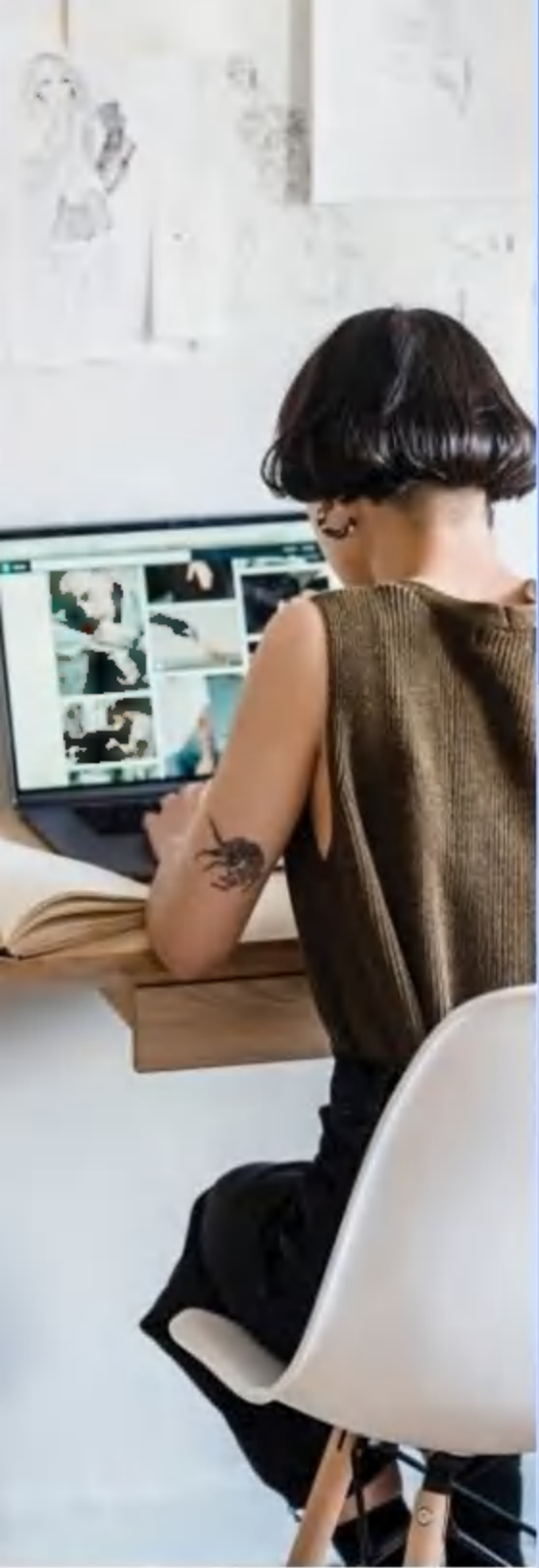
- Be at least 18 years of age.
- Be a current resident of Pennsylvania for at least one year.
  - To apply through the Cultural Alliance, you must reside in Bucks, Chester, Delaware, Montgomery, or Philadelphia county.
- Creative entrepreneur's business must have gross revenue less than \$200,000
- Be a creative entrepreneur intending to form or already operating a for-profit business in Pennsylvania within one or more of the following creative industry areas:
  - Marketing
  - Architecture
  - Visual Arts & Crafts
  - Design
  - Film & Media
  - Digital Games
  - Music & Entertainment
  - Publishing
- 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).

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# TIMELINE

## 2024 CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM



## HOW TO APPLY STEP 1: CHECK ELIGIBILITY

Verify your eligibility via the Eligibility Checklist Form on our website  
[www.philaculture.org/CEA](http://www.philaculture.org/CEA)



### Process and timeline

#### Step 1: Confirm your eligibility



[Click here to complete the eligibility form.](#) If you are eligible, you will receive information about the next steps in the process.

This grant program offers \$2,000 in support to creative entrepreneurs starting a business or currently operating a micro-business with gross revenue less than \$200,000 in Philadelphia, Bucks, Chester, Delaware, and Montgomery counties. Eligible applicants must participate in creative fields such as marketing, architecture, visual arts, crafts, design, film and media, digital games, music, entertainment, publishing, or a similar creative field. Creative entrepreneurs are eligible to apply for the Creative Entrepreneurs Accelerator Program once every three years. Non-profit organizations are not eligible for funds through this program.

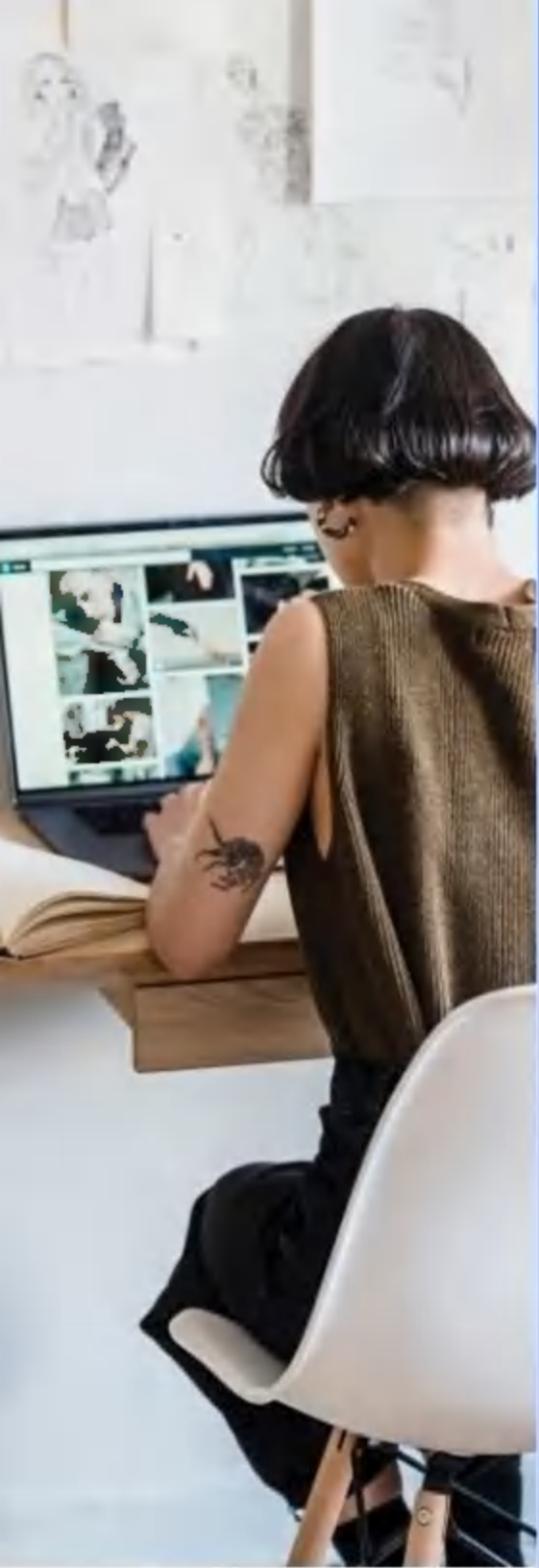
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# TIMELINE

## 2024 CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM



## HOW TO APPLY STEP 1: CHECK ELIGIBILITY

Verify your eligibility via the Eligibility Checklist Form on our website

[www.philaculture.org/CEA](http://www.philaculture.org/CEA)



### 2024 Creative Entrepreneur Accelerator Grant Program: Eligibility Checklist

Thank you for your interest in the Creative Entrepreneur Accelerator grant program. The following are a series of questions which will verify your eligibility to apply for the program. Please click through and answer each question.

If you are eligible, the end of the form will provide information on next steps in the grant process.

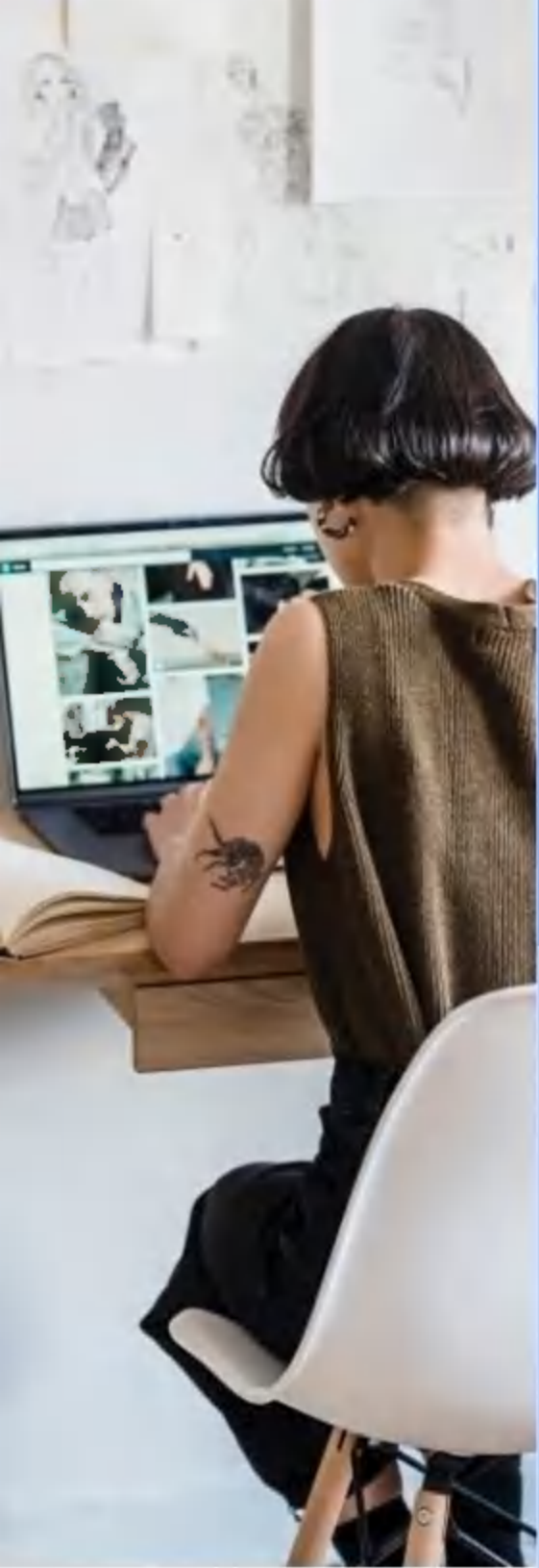
\* 1. Are you 18 years of age or older?

Yes

No







# TIMELINE

## 2024 CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM



## HOW TO APPLY STEP 2: MEET WITH REFERRAL PARTNER

Who are the Referral Partners?



**Small Business Development Center**  
**Temple University**

*Helping businesses start, grow, and prosper.*

How do I meet with them?

After you complete the Eligibility Checklist, you will receive a scheduling link to set up a meeting.



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# TIMELINE

## 2024 CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM



## STEP 3: COMPLETE THE APPLICATION

The Cultural Alliance will accept applications beginning on Wednesday, May 1, 2024 at 9:00 a.m.

Following meeting with a Referral Partner, you will receive an email prior to the application opening.

Applicants must submit application materials through the Cultural Alliance's Submittable system.

Applications will be reviewed on a first come, first served basis until the application portal closes on Friday May 31, 2024 at 5:00 p.m.

Only applicants who have completed a meeting with a Referral Partner will be considered. However, meeting with a Referral Partner does not guarantee that a grant will be made.

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# APPLICATION TIPS



- Read the Guidelines thoroughly.
- Create a Submittable account ahead of time.
- Save a draft of the Application and answer questions ahead of time.
- Double check/proofread your application.
- Ask questions if you are unsure of anything
- Read our announcement updates



# TIMELINE

## 2024 CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM

### CHECK ELIGIBILITY

**Step 1:** Complete the form to determine if you meet all eligibility requirements



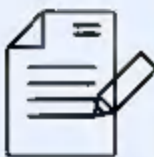
### MEET WITH PARTNER

**Step 2:** Meet with referral partners between March 4-April 30, 2024



### APPLY

**Step 3:** Submit your application between May 1-31, 2024



### NOTIFICATION & AWARD

**Step 4:** Awardees will be notified in July 2024 and funds will be delivered in August 2024



### UTILIZE

**Step 5:** Spend! One year term to spend award funds



### REPORTING

**Step 6:** Final reports are due September 2025



## STEP 4: NOTIFICATION & AWARD

After being notified, grant recipients will be required to sign a Grant Award Agreement.

Once you sign the Grant Agreement (submitted via Submittable) you will then be asked to complete an Evaluation Survey (approx. 20 minutes) from PCA's Evaluation Partner.

Following completion of the survey, funds will be sent electronically via bill.com.

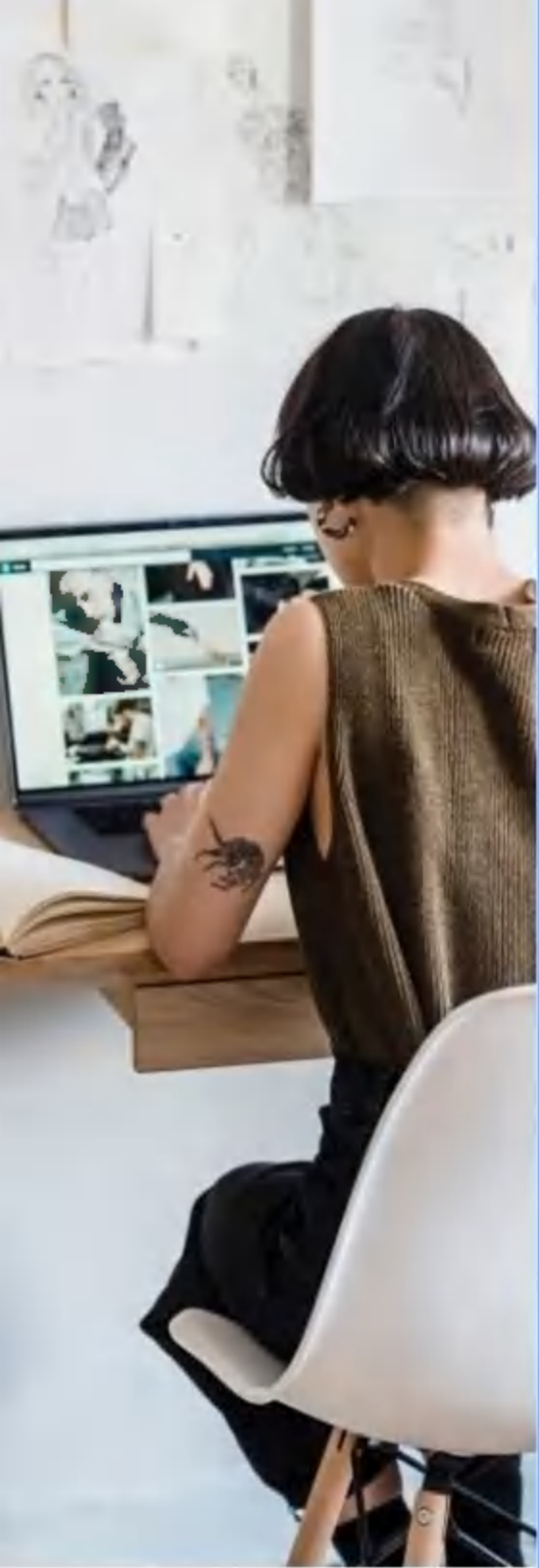
Funds will be delivered in August 2024. The grant period is one year (August 2024 - August 2025) though most grantees utilize funding right away.

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# TIMELINE

## 2024 CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM



## STEP 5: UTILIZE THE GRANT!

Eligible use of funds

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

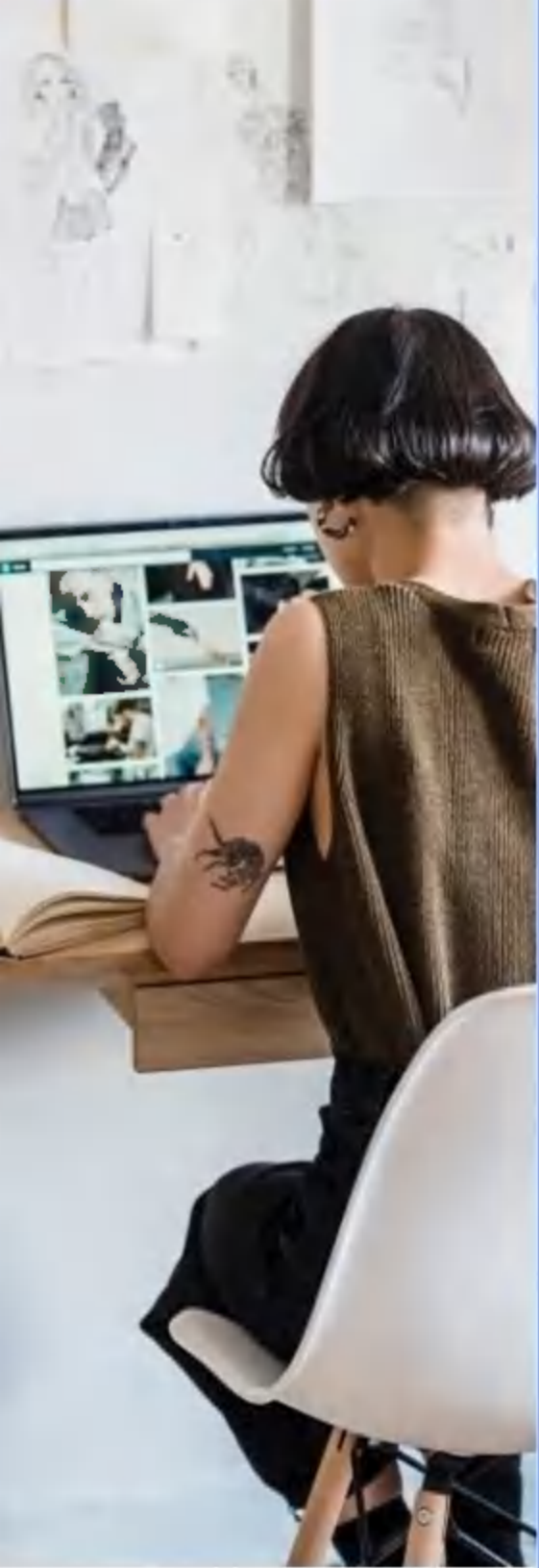
Purchase of supplies and equipment

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# TIMELINE

## 2024 CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM



## STEP 5: UTILIZE THE GRANT!

### Ineligible Use of Funds

- 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

Questions about what is or isn't an eligible expense?  
Email [grants@philaculture.org](mailto:grants@philaculture.org)

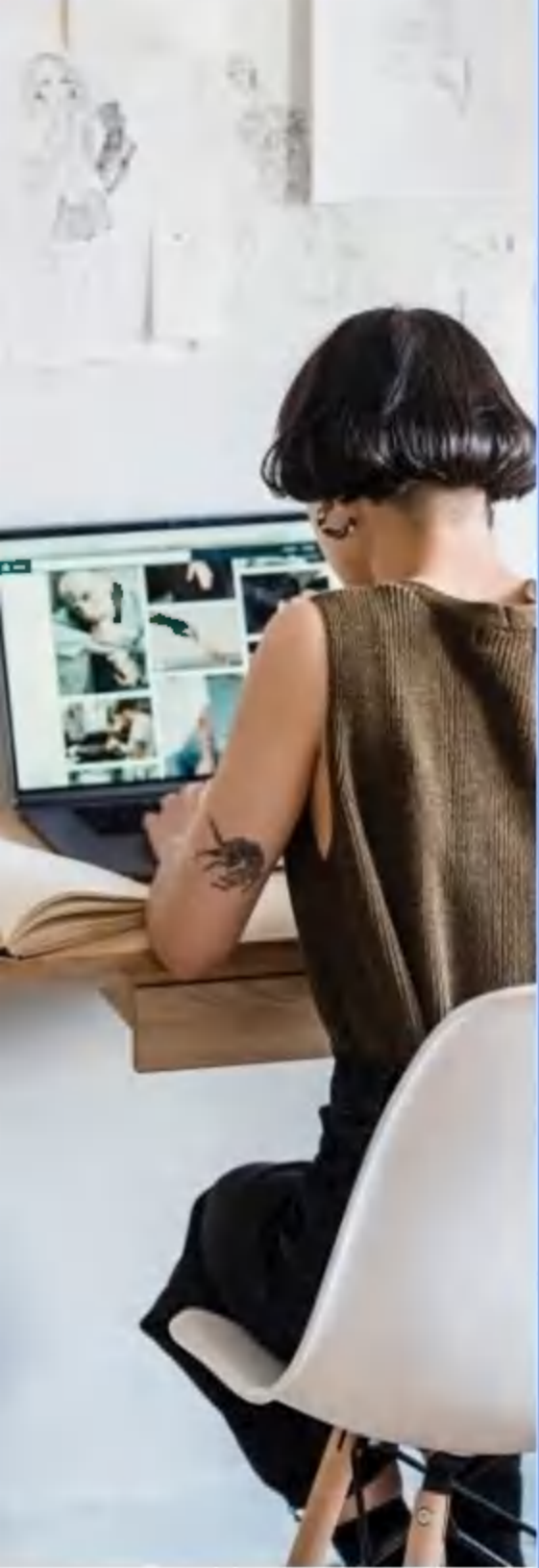
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# TIMELINE

## 2024 CREATIVE ENTREPRENEUR ACCELERATOR PROGRAM



## STEP 6: REPORTING

- A Final Report will be due one year after receiving your grant.
- Applicants must submit a final report on how they used funds.
- Receipts and an itemized list of how funding was spent are a required part of the final report.
- Receipts must total at least \$2,000.

Questions about reporting? Always reach out to [Grants@philaculture.org](mailto:Grants@philaculture.org) at anytime.

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# QUESTIONS & ANSWERS

THANK  
YOU

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