

Building stronger communities  
takes creativity



# 2024 Music Industry Summit





# Pennsylvania Council on the Arts - Who we are and what we do

## PCA Goals

- Strengthen PA Communities through the Arts
- Connect and increase access to lifelong learning through the arts
- Champion public awareness and appreciation of the arts in PA communities



## **Creative Industries:**

Provide creative services

Create and promote intellectual property products

## **For example:**

marketing, architecture, visual arts and crafts, design,  
film and media, digital games, performing arts,  
music and entertainment, and publishing.

## PA Creative Industries

	<u>2021</u>	2022
<b>Value Add</b>	\$28.6 Billion	\$30.1 Billion
<b>Jobs</b>	165,000	175,000
<b>Compensation</b>	\$14 Billion	\$15 Billion

# PA's Creative Workforce

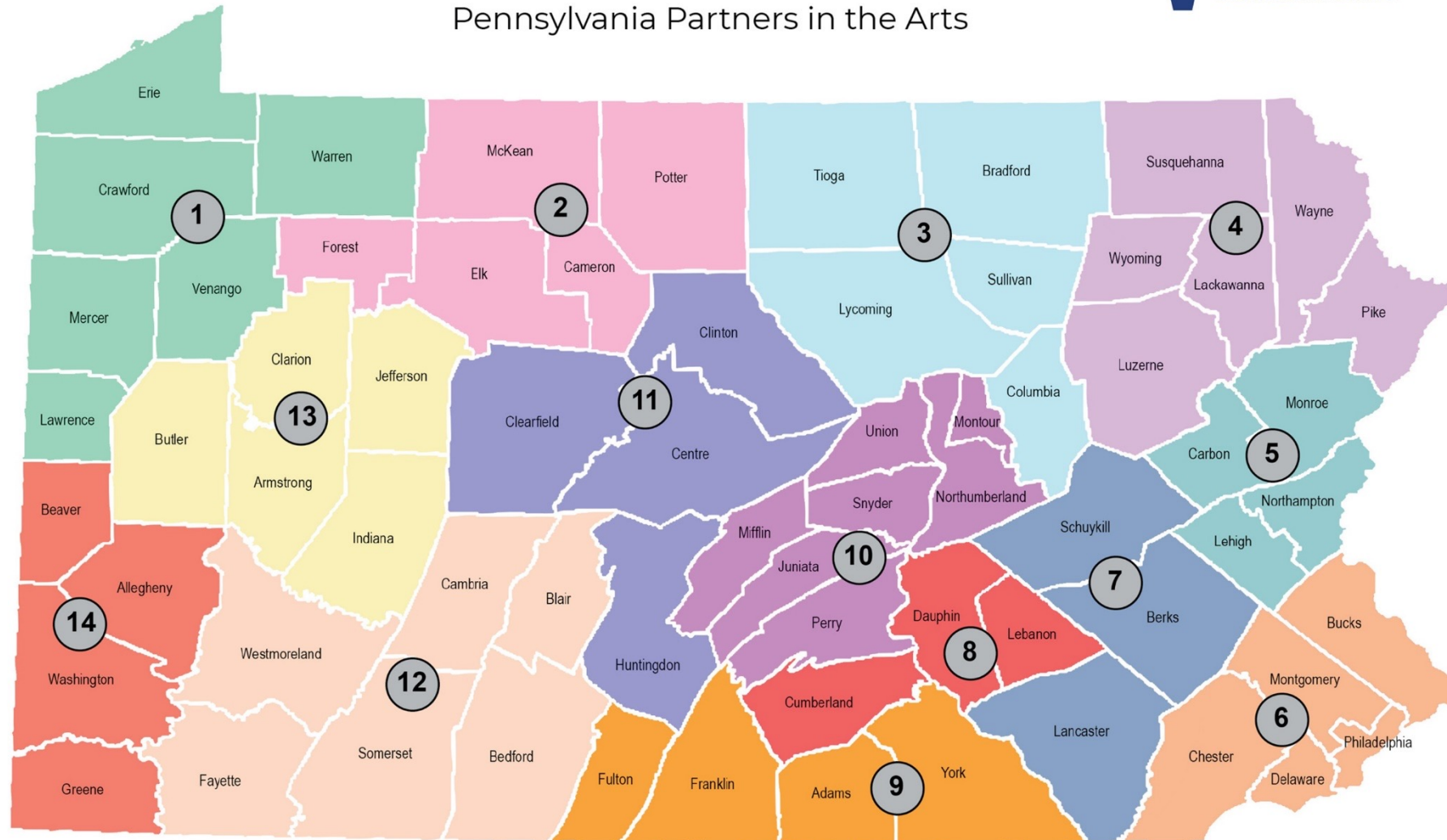
University of Pennsylvania Study “Understanding PA’s Creative Workforce” will be released in fall 2025. Will look at the size, composition, geography, challenges & opportunities.

[PDE Career Ready Regions](#) – helping connect people and demystify career pathways and workforce opportunities.

[PCA's regional arts partners](#) – Arts in Education, Folk and Traditional Arts and Pennsylvania Partners in the Arts

# COMBINED PARTNERSHIP MAP

Arts in Education  
Folk & Traditional Arts  
Pennsylvania Partners in the Arts







*Arts in Education Partnership*



# ***What is an AIE Residency?***

A substantial period of time (10-20 days) in which an artist(s) work intensively with small groups of students (“core groups”) on a project that enhances what is already happening in the classroom, after-school or community setting. The artist’s role is that of facilitator and advisor on necessary skills in their particular art form.

Residencies typically require a 1:1 match. Artists are paid between \$200-\$350 a day. Rolling Deadline through the PCA’s Arts in Education Partners



*Pennsylvania Partners in the Arts  
Partnership (PPA)*

# Creative Entrepreneur Accelerator



DON'T QUIT YOUR  
DAYDREAM

Is designed to pair access to existing small business consulting services in addition to, financial resources, for creative entrepreneurs who aspire to start their own for-profit business or who operate an existing for-profit micro business (under \$200,000 revenue). The purpose is to help creative entrepreneurs grow their business, audience, and revenue.

Supports a wide variety of creative industries including but not limited to; marketing, architecture, visual arts and crafts, graphic design, fashion design, film, animation, gaming, publishing, and music and entertainment.

Grants up to \$2,000 along with the required connection and business planning with the Small Business Development Center (SBDC) in their region or a referral partner in the region that helps with business development and planning.



# *Creative Business Loan Fund*

- **Types of qualifying businesses include (but are not limited to)** craft manufacturers; recording studios; media, visual, and performing arts; graphic and fashion design; architecture, design, and fabrication firms; and arts schools.
- **Creative Business Loan Fund**
  - Up to \$250,000 (avg. loan is \$110,000)
  - Administered by [Bridgeway Capital](#) (western PA), [Rising Tide](#) (Greater Lehigh Valley) and [Community First Fund](#) (eastern PA)
  - Prioritizes lending to businesses in low-income or rural communities and BIPOC owned businesses.
- **Eligible loan uses:** working capital; equipment purchases; renovations to retail, production, or office space; and, in limited cases, building acquisitions. Loan amounts vary, ranging from a few thousand dollars to an average loan size of \$110,000, though larger requests are considered.

# Thank you!

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