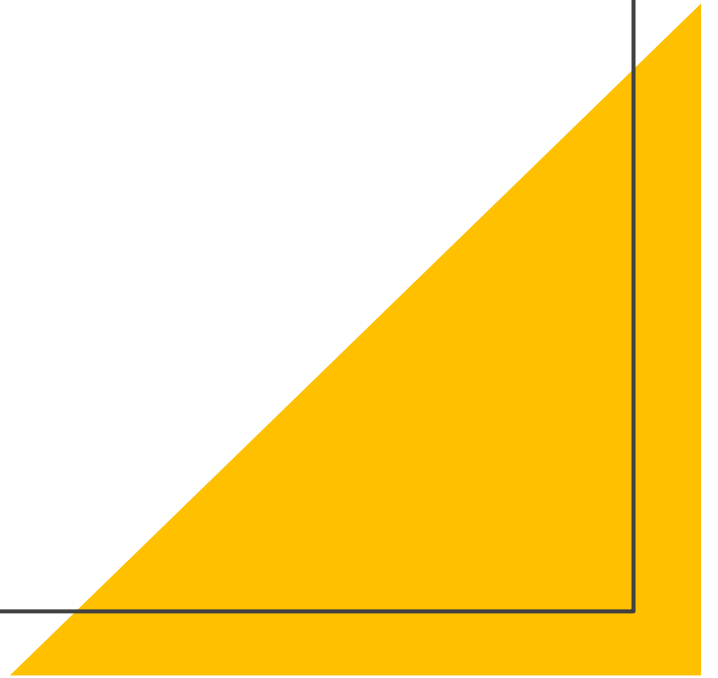
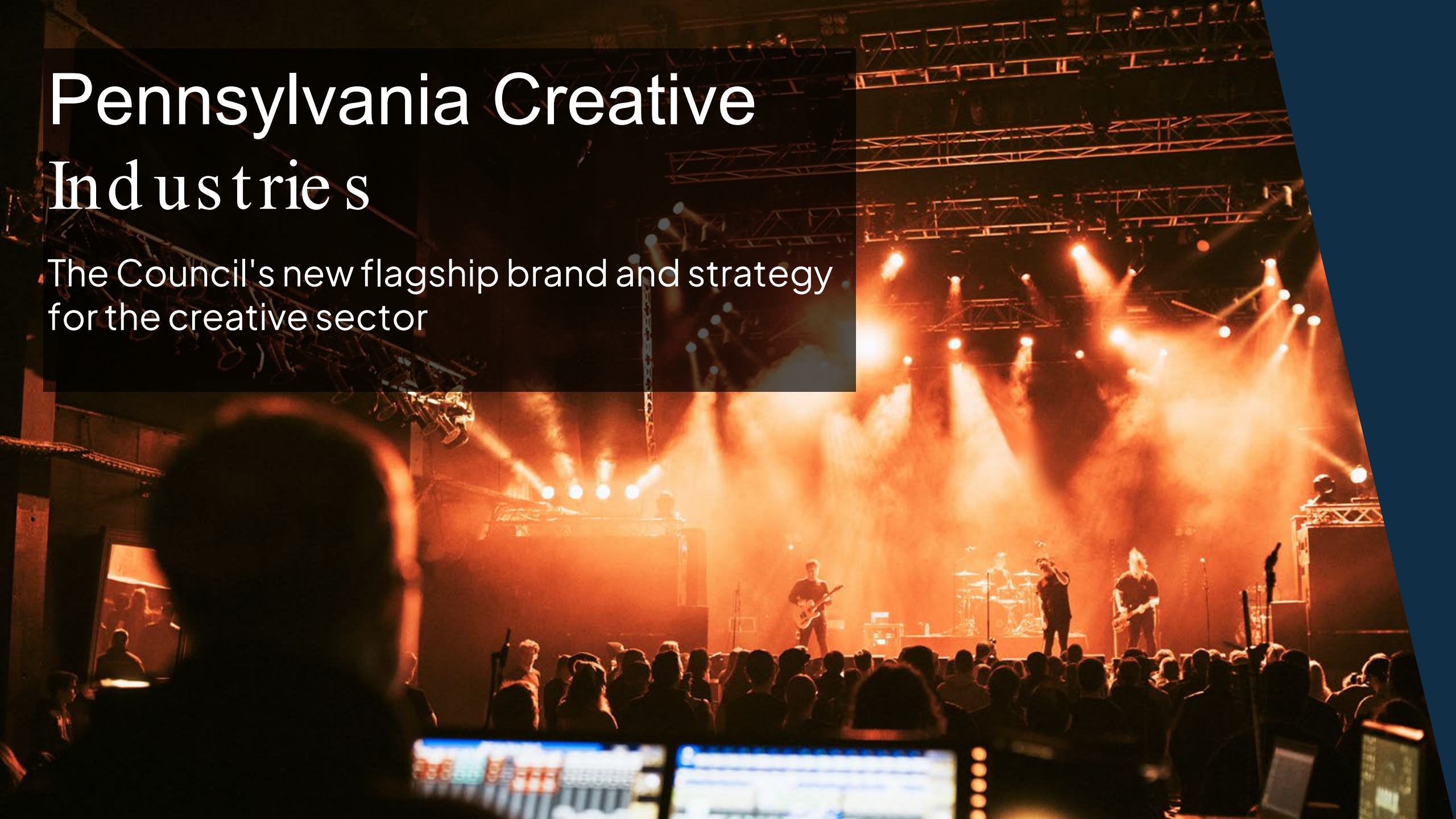


Grants & Opportunities for Pennsylvania's Creative Sector



Pennsylvania Creative Industries

The Council's new flagship brand and strategy for the creative sector



What are Creative Industries?



**ADVERTISING
& MARKETING**



ARCHITECTURE



CRAFTS



DESIGN



**VISUAL ARTS,
MUSEUMS & GALLERIES**



CREATIVE TECH



**PERFORMING ARTS
& MUSIC**



**FILM/VIDEO,
PHOTOGRAPHY & BROADCAST**



PUBLISHING

Pennsylvania's creative sector added more than \$30.4 billion to the Commonwealth's economy, employing more than 189,700 FTE positions and providing \$14.6 billion in compensation. – 2023 U.S. BEA Report



Why Creative Industries and
future opportunities for the
sector?

New Strategic Framework

- Regional focus groups across the state attended by nearly 150 individuals
- A survey completed by more than 800 grantees
- A first-of-its-kind focus group with 19 Pennsylvania state agencies
- Interviews with creative sector policy leaders
- A review of public sector strategies from across the globe.



New Strategic Mission

Empower, connect, and amplify creatives and creative industries and their contributions to Pennsylvania's communities, economy, and workforce.

Five Key Areas

- Asset Development
- Workforce Development
- Community Development
- Visibility
- Policy



Understanding Pennsylvania's Creative Workforce

Study conducted by University of Pennsylvania Weitzman School of Design

How many Pennsylvanians work in creative professions?

Where are they located?

What kinds of companies or organizations do they work for?

How do individuals characterize their work?

What do they say they need to be successful?

What We Learned

- Roughly 245,000 Pennsylvanians work in creative jobs – one of the largest creative workforces nationwide.
- Creative work is concentrated in major metros, but widespread.
- Creatives work in almost 50 different Pennsylvania industries, including those not traditionally considered “creative.”
- Creatives report working in nearly 40 different professional categories.





Continued...

- Creatives are enthusiastic about their work and most career development supports, except access to finance.
- Compensation varies widely depending on profession, self-employment status, and demographics.
- Up to 45% of creatives are self-employed, and may wear many “hats.”
- Roughly 1/5th of creatives have considered leaving PA.

Strategic
Opportunities
Moving
Forward

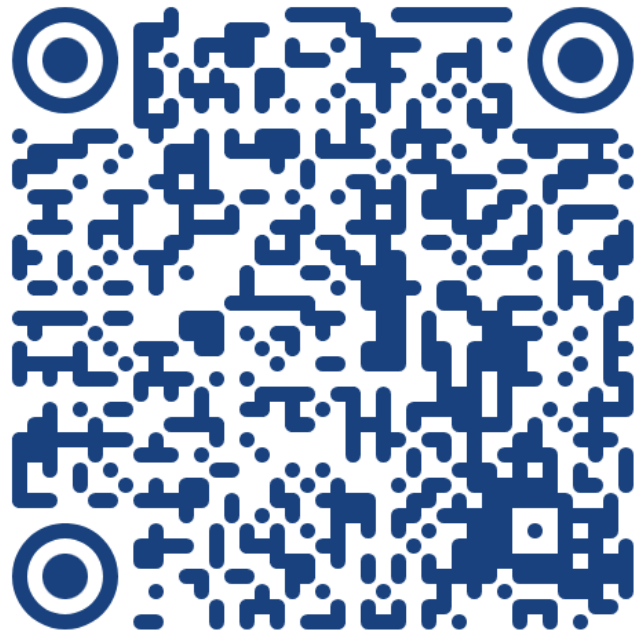
Focus on workforce retention and competitive wages

Support professional network-building

Focus on supporting the self-employed

Grow Pennsylvania's tourism economy

Future-proof the creative workforce



Understanding Pennsylvania's Creative Workforce Study

Read the report using the QR code or going to
www.pa.gov/agencies/coa/resources/research-and-reports

Pennsylvania Creative Industries Investment Tools



The Tool Kit

- Operating Grants: Asset & Spotlight Programs
- Innovation & Impact Grant
- Creative Districts Program
- Creative Communities Program
- Creative Catalyst Grant
- Creative Entrepreneur Accelerator Program
- Business Loan Fund

Asset Program (New)

Target: Arts organizations across Pennsylvania that provide arts activities and arts programs, and have average revenue size of \$100,000 – \$2,000,000.

Grant Amounts: Between \$10,000 – \$15,000.

Program Management: Administered directly by our staff and supported by the Commonwealth's grants management tools.

Spotlight Program (New)

Target: Arts organizations and arts programs across Pennsylvania that provide arts activities and arts programs, and have average revenue of \$10,000 – under \$100,000.

Grant Amounts: Up to \$5,000.

Program Management: Administered directly by our staff and supported by the Commonwealth's grants management tools.

Innovation & Impact Grant (New)

Focus: Supports new, multi-year strategies and initiatives

Goals: Support for new models, ideas and partnerships that drive innovation and sector visibility

Anticipated Grant Amounts: \$100,000 – \$150,000

Application Due Date: Rolling or until the funds are gone.

Creative Districts (New)

Focus: Support for Creative District coordination and promotion:

- Technical assistance for mapping, planning and implementation.
- Branding and promotion opportunities for visibility.
- Peer learning and networking
- Evaluation and sustainability

Goals:

- Community interaction through public art and programming.
- Economic development and support for creative enterprises.

Timeline: Letter of Interest is due June 12. Application opens Nov. 30

Creative Communities (Continuing)

Focus:

- Supports multi-year funding for place-based, community-driven projects.
- Projects are rooted in deep community engagement, involving artists, designers, and residents to solve local challenges.

Grant Funding: \$25,000 per year for up to four years

Application Due Date: Fall 2026

Catalyst Grant (Continuing)

Focus: Supports projects and events with potential for regional or statewide impact on Pennsylvania's creative sector.

Anticipated Grant Amounts: Up to \$25,000

Support Type: Not for ongoing or regular support; specifically designed for new opportunities in alignment with the strategic plan.

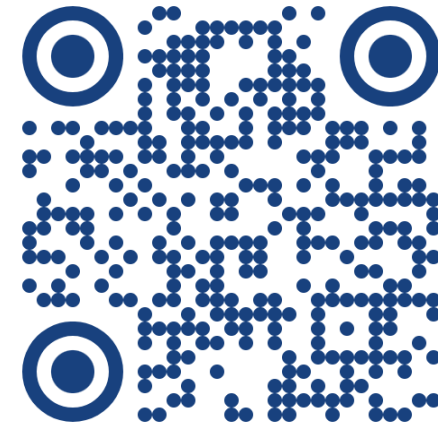
Application Due Date: Rolling or until the funds are gone

Creative Entrepreneur Accelerator (Continuing)

Target: Early-mid stage creative small businesses

Core Offerings:

- Access to small business consulting services
- Financial assistance to support business growth.



Anticipated Financial Assistance: Two funding tiers (TBD)

Starting FY 2026–2027: Bridgeway Capital will take over as the statewide administrator to provide a higher level of support and more direct financial assistance to entrepreneurs.

Business Loan Fund (Continuing)

Target: Small, creative businesses across Pennsylvania, with a focus on underserved, low-income, and rural communities.

Loan Amounts: Flexible financing ranging from a few thousand dollars up to \$250,000.

Program Management: Administered by non-profit Community Development Financial Institutions (CDFIs):

- Bridgeway Capital
- Rising Tide Community Loan Fund

Thank you for building a strong creative PA!

