



Creative Entrepreneur Accelerator: Info Session

greater
philadelphia cultural
 ALLIANCE



Introductions

- Allie Vanyur, Greater Philadelphia Cultural Alliance
- Tom Bonner, Greater Philadelphia Cultural Alliance



Where does this funding come from?

Pennsylvania Council on the Arts - a state government agency

Pennsylvania Partners in the Arts:

- 13 regional partner organizations
- Localized decision-making
- Grants in all 67 PA counties

Greater Philadelphia Cultural Alliance: Bucks, Chester, Delaware, Montgomery, Philadelphia



Creative Entrepreneur Accelerator

Designed to provide creative entrepreneurs who aspire to start their own for-profit business or who operate an existing for-profit micro business with access to existing small business consulting services *and* financial resources.

Why Creative Entrepreneurs?

- 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.
- Providing a pathway for creative entrepreneurs to grow their businesses strategically helps foster thriving Pennsylvania communities that are great places to work and live.



Referral Coordinators

- Temple University SBDC (Philadelphia, Montgomery, and Bucks Counties)
- Widener University SBDC (Delaware and Philadelphia Counties)
- Kutztown University SBDC (Chester County)
- Lehigh University SBDC (Upper Bucks and Northern Montgomery Counties)
- The Enterprise Center (specifically for BIPOC entrepreneurs with existing businesses)



Who can apply?

- 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



Eligible Uses of Funds

Grant amounts range from \$500-2,000

ELIGIBLE USES OF FUNDS

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

INELIGIBLE USES 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 salaries or wages



How to Apply

STEP 1: CLIENT INFORMATION FORM

- Complete the client information form via Submittable
- <https://philaculture.org/sites/default/files/CEA%20Client%20Information%20Form%20PDF.pdf>
- If you are determined to be eligible, you will receive a message connecting you with one of the designated referral coordinators.



How to Apply

STEP 2: REFERRAL

- Meet with a referral coordinator either through a one-on-one consultation or by participating in a business planning workshop.
- The referral coordinator will submit a referral form to the Cultural Alliance determining if you qualify for a full application.
- Referral of a creative entrepreneur to a PPA Partner does not guarantee funding will be made. The Cultural Alliance will make determinations based on eligibility and availability of funds.



Referral Criteria

- The Referral Coordinator will confirm that you have demonstrated appropriate business planning.
- “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.. Examples include, but are not limited to:
 - New business brief
 - Completed Business Model Canvases
 - Participation in business planning workshop
 - Streamlined pitch deck
 - Recorded business pitch presentation
 - Extensive business plan



How to Apply

STEP 3: APPLICATION

- Once an approved referral has been received, you will be sent the full application to complete online via Submittable.
- <https://philaculture.org/sites/default/files/CEA%20Application%20Form%20PDF.pdf>



Timeline

Applications will be accepted on a rolling basis.

Funding decisions will be made four times throughout the year for *completed applications*.

- December 1, 2021
- February 1, 2022
- May 2, 2022
- August 1, 2022



Funding

- 55% of the total funds will be reserved for entrepreneurs who identify as BIPOC and those who are located in low-income communities as defined by the Small Business Administration.
- If you receive funding, you will complete an award agreement and provide payment information.
 - Payment options: ACH direct deposit to a bank account or alternative options



Reporting

One year after you receive your award, you will be asked to complete a final report that details how the funds were used and the impact of the funding and business consulting on your business.



Submittable

- All of the applications and forms will be completed through Submittable
- If you are unable to complete the application electronically, we can make other accommodations
- Easy to use, comprehensive how-to guides, helpful customer service
- Create an account at submittable.com
- Use the email address that you would like to receive notifications about your application.
- Enable notifications to your email - all communication about your application will be made through Submittable
- Go to: philaculture.submittable.com
 - Click on the **Creative Entrepreneur Accelerator: Eligibility Form**
- Submittable automatically saves your work

Questions?

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