

# BUILDING STRONGER COMMUNITIES TAKES CREATIVITY

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## **A state is only as strong and competitive as its communities.**

- Communities compete for residents, a talented workforce, and investment.
- A robust creative sector is a competitive differentiator for Pennsylvania communities.

## **When looking to capture attention, the quality of place makes a difference.**

- Thriving arts and culture activities and amenities are natural attractors for visitors, residents, investment, and to incentivize relocation of talent critical to a community's prosperity.
- The creative sector not only raises the visibility of communities but also adds \$30 billion to our economy and employs more than 175,000.

## **Did you know PA's creative sector employment numbers rank 7<sup>th</sup> in the nation?**

- Creative sector assets are fundamental to prosperity, as many commonwealth communities—both rural and urban—face challenges related to business starts, population loss, and access to capital.
- The PCA is doing its part to connect PA communities with relevant tools and game-changing opportunities.

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## **TOOLS TO HELP MAKE YOUR COMMUNITY COMPETITIVE**

- [Grants for Arts Organizations and Arts Programs](#) – Ensure your community offers a variety of cultural amenities that enhance quality of life.
- [Creative Communities Initiative](#) – Jump start your quality of place with multi-year assistance up to \$100,000. Reactivate your main streets and commercial corridors, develop signature cultural events, or attract entrepreneurs and other key professional talent.
- [Pennsylvania Creative Business Loan Program](#) – Grow creative industries in your community with access to patient and flexible capital ranging from \$5,000 to \$250,000.
- [Creative Entrepreneur Accelerator Program](#) – Make your entrepreneurial ecosystem shine and attract and retain entrepreneurs in your community with access to free business development consultation and financial assistance of \$2,000.

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## **ABOUT THE PENNSYLVANIA COUNCIL ON THE ARTS**

The PCA's mission is to strengthen the cultural, educational, and economic vitality of Pennsylvania's communities through the arts.

The PCA supports jobs, builds communities, inspires lifelong learning, promotes the Commonwealth and sparks innovation through its portfolio of funding opportunities. The PCA [reaches all 67 counties in Pennsylvania](#) through its investments in arts and cultural production, creative placemaking, accessibility, capacity building, arts in education, and the growth and sustainability of creative small businesses and creative entrepreneurs.

**Agency Mission**  
To strengthen the cultural, educational, and economic vitality of Pennsylvania's communities through the arts.

**Overarching Value: Diversity, Equity, and Inclusion**  
Promote equitable access for all Pennsylvanians to participate fully in a creative life and in the diverse forms of arts and culture in the Commonwealth.

[arts.pa.gov](http://arts.pa.gov)