



# Cultural Alliance of York County

## Artist Resources

### Introduction

Whether you are in the process of starting your own small creative business, expanding your entrepreneurial skills, or refining and exploring new avenues in your creative practice, the Cultural Alliance has resources for individual creators.

In partnership with the Pennsylvania Council on the Arts and the York County Economic Alliance (YCEA), the Creative Accelerator program offers small business consulting, creative mentorship(?) and grants for artists and creators in York County.

**Based on our data from 2020 and 2021, our ongoing Racial Equity work, and a workgroup of local artist leaders and liaisons, the CAYC has created a new format for the distribution of these resources to artists in York County.**

In order to connect artists with valuable business and skill building services, as well as create more authentic relationships between artists in our community, the path to connecting to resources from the Cultural Alliance will no longer start with a written application. **We will be empowering a team of Navigators, hired and trained by the Cultural Alliance, to work with artists seeking resources for an idea.** These Navigators will provide business development resources, advice and insight into their development plan, as well as work with the artist to submit their application for up to \$2500 in grant funds if their idea has been green-lit for funding.

Fill out a letter of interest (a simple form which lets us know who you are and what types of resources you are looking for), and we will pair you with a Navigator to get you started on your next steps.

### The Process

1. Artist/creator fills out the Letter of Interest by clicking "Apply" in the blue box at the top, right hand corner of this text box.
2. Within a week, you will be paired with a Navigator who's expertise fits your needs.
3. You will have up to 3, one-hour meetings with your navigator (in-person or virtual). These meetings are meant to:
  1. Get to know you as an artist and hear about OR help you figure out what your goals are.

2. Ask questions about and assess ideas that you have to move your career forward
3. provide access and recommendations to any additional resources. small business workshops, classes, and other resources which would be provided at no cost.
4. If you and your Navigator decide grant funds are part of the resource plan to move forward, Navigators will green-light a full grant application to be completed online. You will only be asked to fill out a full application if you have already been approved for funding.
5. Grants will be awarded quarterly in January, March, June and September in the order that they were approved by Navigators. If there are more applications than funding, applications will be awarded based on time-sensitivity decided on by a panel of Navigators.

If you have difficulty or challenges using a computer, contact Rita Whitney at [rita@culturalyork.org](mailto:rita@culturalyork.org) or 717-812-9255 for assistance.

## **TIMELINE**

Creative Accelerator Grants are rolling. An artist may begin the process by filling out an LOI at any time, and the Creative and Navigator work together to determine next steps. If a Creative comes to the Navigator from the beginning with a fully formed and achievable idea, the process can move very quickly. If there is a business plan to be written or additional education or resources needed, the Navigator will support through that process for the amount of time it takes, including up to 3, one-hour meetings.

Grant funding is distributed quarterly in January, March, June and September to those Creatives who have been recommended for funding by a Navigator.

## **POTENTIAL RESOURCES AVAILABLE**

- Pairing with a mentor from Score, YCEA or CAYC Navigator
- Small Business Workshops in-person and online through YCEA and Score
- Networking opportunities
- Guidance from Navigators on how to fulfil on your ideas
- Referrals to arts organizations, event organizers, or internship opportunities.
- \$500-\$2,500 in grant funding can be requested, but most awards average under \$2,000

## **TYPES OF OPPORTUNITIES ELIGIBLE FOR FUNDING**

- Travel, transportation, and lodging costs including food
- Registration fees
- Tuition costs for a course outside of a degree or certificate program
- Shipping costs for artwork, supplies, and other materials
- Printing costs and materials
- Web hosting and fees associated with website development
- Professional consultant fees and services

- Purchase of equipment
- Studio/rehearsal/retail space rent
- Project-based work or costs related to the creation of artwork
- Professional fees for workshops, consultants, and career coaching
- Participation in events, trade shows, festivals, etc. that offer access to audience and revenue generation potential
- Research and development
- Marketing and promotion
- Reasonable fees for supporting/collaborating artists

## WHAT IS NOT ELIGIBLE FOR FUNDING?

- Tuition for coursework within a degree or certificate program
- Work that has already been created or activities that have already taken place
- Ongoing work or business expenses
- Activities that have a religious purpose.
- Payments to lobbyists
- A full- or part-time staff position
- Medical fees and most legal or accounting fees
- Food and hospitality costs

## ELIGIBILITY

### WHO IS ELIGIBLE TO APPLY?

To be eligible to receive creative entrepreneur accelerator program resources, you must:

- Be at least 18 years old
- Reside in York County for at least one year prior to application.
- Be in good standing with all reporting requirements for any previously-funded CAYC grants.
- Have a gross annual revenue (total amount of money paid to you in a calendar year) of less than \$200,000.
- Funding priority will be given to creative entrepreneurs/artists who identify as Black, Indigenous, or people of color ("BIPOC") and those who are located in and whose work benefits low-income communities as defined by the Small Business Administration.
- Artists/creators who work at partner organizations of the CAYC may apply with opportunities for their own creative and/or business skill development unrelated to the work they do for the organization.

**Creative Entrepreneurs and Creators working in the following fields are also specifically eligible to apply:**

Marketing – Advertising and marketing agencies & professionals

Architecture – Architecture firms & architects

Visual Arts & Crafts – Galleries, artists, artisans & makers

Design – Product, interior, graphic, and fashion design firms and designers

Film & Media – Film, video, animation, TV & Radio businesses

Digital Games – Companies, programmers & individuals producing games.

Music & Entertainment –Producers, venues, musicians & performers  
Publishing – Print or electronic businesses & content creators, editors & writers

## WHO IS NOT ELIGIBLE TO APPLY?

Resources and grants are not available to the following individuals or organizations:

- Individuals enrolled in a degree or certificate program in the arts at the time of application are not eligible to apply.
- Previous grant recipients cannot receive funding more than once within a calendar year.
- Members of CAYC staff

## OTHER FUNDING CONSIDERATIONS

1. Available funding may impact the timing of grant awards.
2. Whenever possible, CAYC strives to award applicants who have not been awarded grants in recent cycles.

## TECHNICAL SUPPORT & OTHER SERVICES

For any of the services listed below, contact Grants staff at [rita@culturalyork.org](mailto:rita@culturalyork.org) or by phone at (717) 812-9255. **TECHNICAL SUPPORT** We are available to provide you any technical support you might need. If you don't have a computer, you are welcome to set up an appointment with staff for assistance. **ACCESSIBILITY** We are happy to provide documents or information in alternate formats to make our processes more ADA-accessible. **TRANSLATION SERVICES** We can arrange translation services if you or someone you know would like to receive information about CAYC services or to submit a grant application in other languages.

Contact the Cultural Alliance of York County at 717-812-9255 or email [Rita@culturalyork.org](mailto:Rita@culturalyork.org) with any grant questions.