

# 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 more than \$28 billion to our economy and employing more than 165,000.

## 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 for entrepreneurs up to \$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)



**FOR IMMEDIATE RELEASE**

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## **New Data Show Pennsylvania’s Creative Sector Contributions to the State Economy Jumped 8.5 Percent to \$28.6B**

*Some industries within the sector have yet to fully recover to 2019 numbers.*

**Harrisburg** – Newly released data from the Bureau of Economic Analysis (BEA) and the National Endowment for the Arts (NEA) show significant contributions by the creative sector to U.S. gross domestic product (GDP) in 2021. Up 8.5 percent from 2020, Pennsylvania’s creative sector added more than \$28.6 billion to the Commonwealth’s economy, employing more than 165,000 FTE positions and providing \$14 billion in compensation. BEA data reflect that Pennsylvania ranks seventh in the nation for creative sector employment and eighth in the nation for creative sector GDP.

“The BEA numbers tell the story of how both nonprofit and for-profit creative enterprises shape PA communities for tomorrow — contributing to their vitality as they work to become and remain competitive, attractive, and meaningful places for residents, visitors, and investment,” **said Karl Blischke, Executive Director of the Pennsylvania Council on the Arts.**

The BEA’s Arts and Cultural Production Satellite Account (ACPSA) tracks the annual economic value of arts and cultural production from 35 industries — including both commercial and nonprofit entities. The 2021 data pinpoint the national and state-level contributions of the sector to the nation’s economy after the first year of the pandemic.

Nationwide, arts and culture account for more than \$1 trillion in value added to the U.S. economy, 4.4 percent U.S. GDP, and 4.9 million jobs. [A fact sheet for Pennsylvania is available on the BEA website.](#) An [interactive dashboard by state is available here](#), made possible through the BEA’s partnership with the NEA and the National Assembly of State Arts Agencies.

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For more information on [the Pennsylvania Council on the Arts](#), please visit the website or follow PCA on [Facebook](#).

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