



NASAA

2025 Learning Series

**State Arts Agency
Cross-Sector Strategies**

Healing, Bridging, Thriving:

A Summit on Arts and Culture in our Communities



“The arts are medicine, and the arts are a source of healing. And that’s why they deserve prioritization and investment, and they deserve our attention as we think about how to address this loneliness epidemic.”

U.S. Surgeon General Vivek H. Murthy

Healing, Bridging, Thriving: A Summit on Arts and Culture in our Communities
January 30, 2024

NEA Pilot Initiative:

Advancing Social Connection and Belonging



Nationwide Demonstration Projects

Nine Awards

Supplemental Funding for State and Jurisdictional Arts Agencies

Two Funding Tiers: \$25K or \$75K

Photo by Cfreedom Photography, courtesy of
Ashé Cultural Arts Center in Louisiana.

State Arts Agency Cross-Sector Strategies

More Than Murals





Tifton and Tift County
Tourism Resource Team Report
Georgia Department of Economic Development



Georgia Municipal Association (GMA)

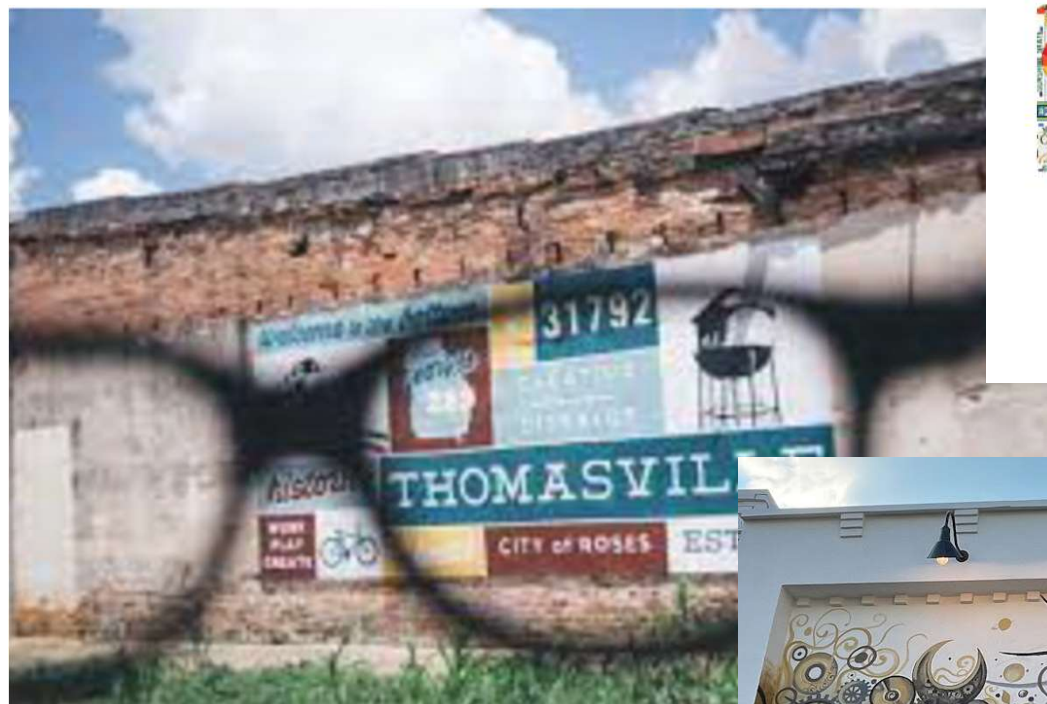


Cindy Eidson
Director of Community and Economic
Development
Georgia Municipal Association

How do we get them to work together?



Thomasville



call to ARTISTS
DUE SOUTH2024: Strings Attached

Public Art Competition Apply HERE
U.S.A .73 mm

The Center is seeking artists to create original works of art for a public art exhibition during the annual DUE SOUTH art, food, and music festival.

Apply by December 11!



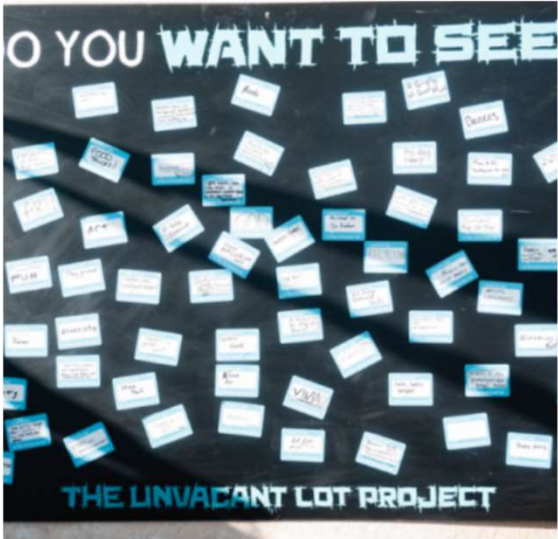
Who should attend?



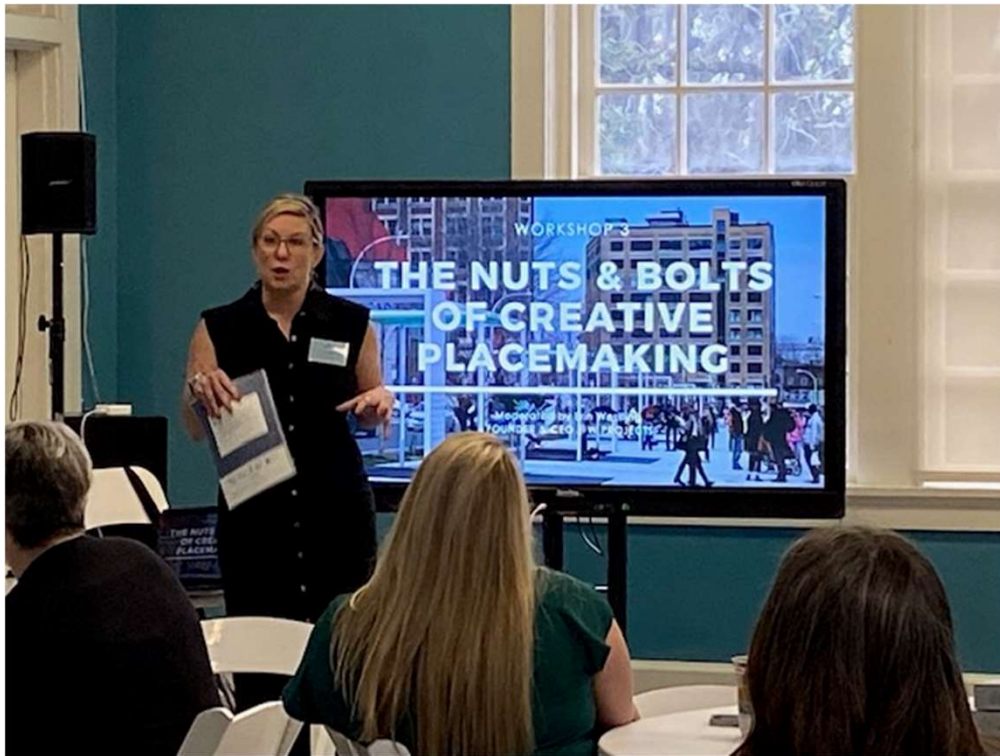
Day 1



Tour of Thomasville



Day 2



PLAN YOUR PROJECT

COMMUNITY CHALLENGE

COMMUNITY ASSETS

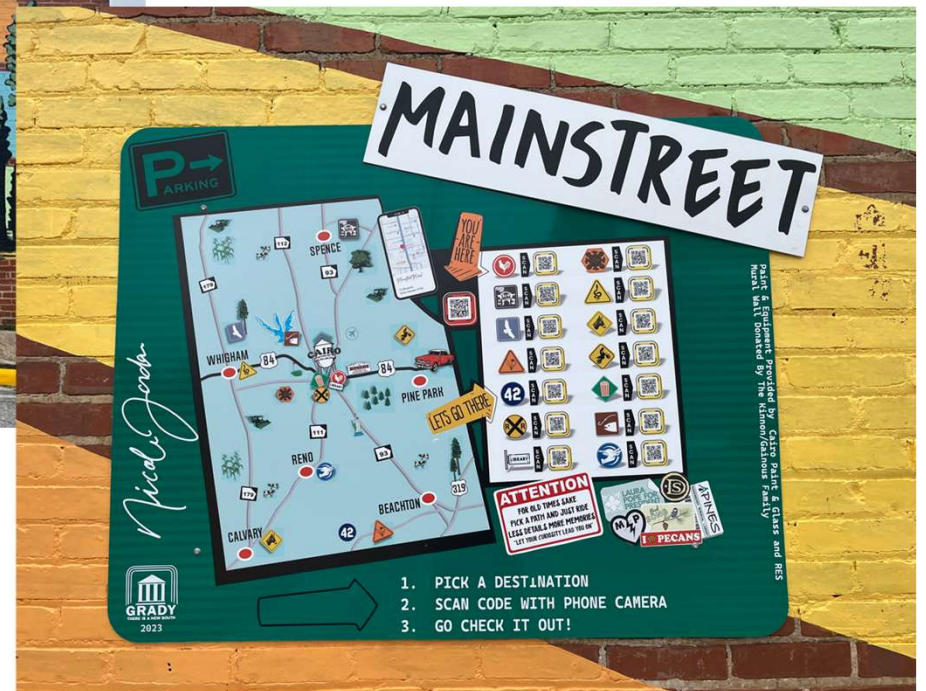
CONCEPTUAL IDEAS (S.W.O.T)

STRENGTHS | WEAKNESSES | OPPORTUNITIES | THREATS

Doraville



Cairo



More Than Murals



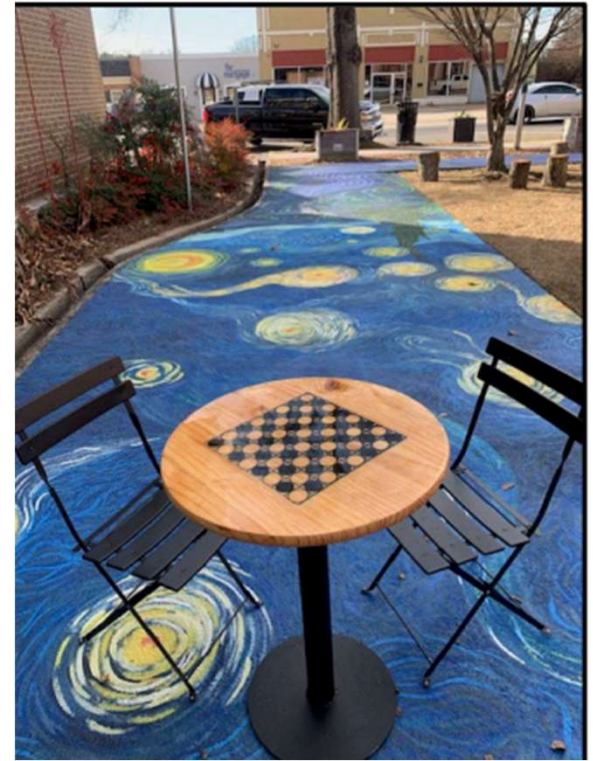
Vidalia



Sugar Hill



Valdosta



Monroe



pennsylvania

COUNCIL ON THE ARTS

pennsylvania
COUNCIL ON THE ARTS

Building stronger communities takes creativity.

Supporting PA's Vibrant Creative Sector

Creative Business Loan Fund

- Rolled out in November 2020.
- Partnership with two PA Community Development Finance Institutions (CDFIs)
Bridgeway Capital
Community First Fund
- PCA provided each with a \$250,000 grant to use for administration, loan loss reserves, and business loans.
- Required match of \$1M
- Prioritizes lending to businesses in low-income or rural communities and BIPOC owned businesses.
- Added Rising Tide Community Loan Fund (Nov. 2023).
- Further expansion planned to better serve PA's rural creative small businesses.



- **How does the PCA define a creative small business?**
 - **A company having 25 or fewer full-time employees with annual revenue under \$250,000.**
 - **Business activities include but are not limited to:**
 - 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**

- **Creative Business Loan Fund**
\$5,000 to \$250,000
- **Prioritizes lending to businesses in low-income or rural communities and BIPOC owned businesses.**
- **Loans can be used for:**
 - **working capital**
 - **property refit/renovation**
 - **real estate acquisition**
 - **purchase of equipment and supplies**
 - **marketing**
 - **access to markets**
 - **business & professional development**
 - **trade shows**

32%
of loans
used
for
real
estate
purchase



37 loans
closed
Avg.
loan
amount
\$131k





BRIDGEWAY CAPITAL

- CDFI = Nonprofit Social Impact Investor
- Serves Western PA, Eastern OH, and Northern WV
- Deploys approx. \$25MM per year in grants and loans
- Loans range from \$5,000 to \$5,000,000
- Offers wide range of business assistance programs
- Focuses on comm. real estate and small businesses
- Owns and operates 7800 Susquehanna Street
- Based in 4 office across region

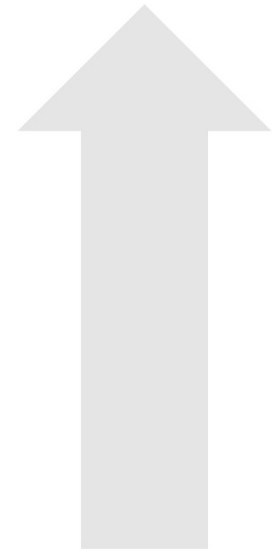
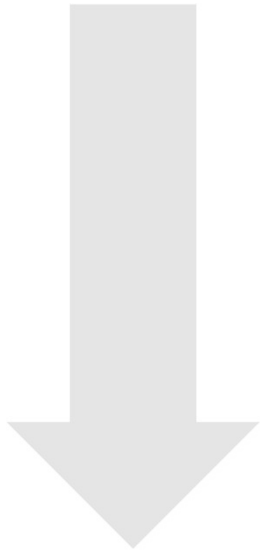
BRIDGEWAY CAPITAL



Empower Underserved Entrepreneurs

**EQUITABLE ECONOMIC
DEVELOPMENT**

Support Disinvested Areas





**BRIDGEWAY
CAPITAL**

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pennsylvania
COUNCIL ON THE ARTS

Building stronger communities takes creativity.

**Sarah Merritt, Director of PA Creative
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