

ArtsQuest

2007 ANNUAL REPORT

ENRICHING
YOUR WORLD
THROUGH

Creativity



Enriching THROUGH CREATIVITY

How does a homegrown organization provide arts and cultural programs, support economic development and serve special needs clients with educational programs?

The answer to this question is found within the 25-year history of ArtsQuest. As a nonprofit organization with the broad mission of celebrating arts and culture, ArtsQuest is guided by community volunteers who bring the needs of the community front and center as the focus of this very unique organization. All nonprofit leaders are expected to have the "elevator speech" to describe their organization, its mission and what it does. I'm afraid that my speech requires a visit to the Empire State Building – with a few minutes at the top. But as we approach our 25th Anniversary, a bit of reflection is appropriate.

ArtsQuest is an organization that offers arts and cultural experiences for residents who wish to express their artistic capabilities, for diverse audiences who want to appreciate visual and performing arts from the community and around the world, and for special needs individuals who have the capacity to be creative or experience the creativity of others.

In 2007, ArtsQuest presented more than 600 live musical performances at Musikfest, Christkindlmarkt Bethlehem and the Banana Factory. Sixty percent of the groups who performed were from the greater Lehigh Valley, thus making ArtsQuest the largest presenter of local music. Giving exposure to regional artists is an important part of our work. Through the gallery shows at the Banana Factory, we offered exposure for dozens of professional artists, as well as hundreds of students from our community. At the Banana Factory we offer classes, workshops and camps in a variety of artistic endeavors, with special emphasis on photography, glass and ceramics.

ArtsQuest traces its roots to the early 1980s when the Lehigh Valley had its greatest unemployment in 30 years, as the country began its long transition from a manufacturing-based economy to a knowledge-based economy. Downtowns throughout the country were in decline and Bethlehem's north side downtown had two boarded-up, empty buildings. Musikfest was created to bring people to Bethlehem's struggling downtown and to celebrate the musical heritage of the city. The results of the first Musikfest convinced the residents of the Lehigh Valley that downtown Bethlehem was a great place to enjoy. The rest, as they say, is history.

"Holy Infancy students have enjoyed art classes at the Banana Factory since its beginning days. Each year 150 - 200 students from Pre-School through Grade 8 experience a variety of art forms. They have painted murals, molded clay sculptures, formed masks, designed jewelry, mosaics and fabric art. What a wonderful experience for them!"

"I'm so happy Holy Infancy students have been able to have the benefit of art classes at the Banana Factory. They love working with the artists and are so proud of their work. I really appreciate that teachers and artists plan together, so that art is integrated with the curriculum."

~Sister Therese
Assistant Principal, Holy Infancy School



In 1996, ArtsQuest announced the purchase of the old Theodoreis & Sons banana distribution warehouse for a community arts center. Since its opening in 1998, the Banana Factory has had a transformative effect on Bethlehem's south side. Today both of Bethlehem's downtowns are viewed as models of urban revitalization in the state and nationally. In 2007, ArtsQuest's economic impact on the Lehigh Valley was \$39 million or the equivalent of 1,474 full-time jobs. The benefits of a strong arts and cultural program for the community continue to contribute annually to the economy of the region and the health of Bethlehem's downtowns.

ArtsQuest's services as an educational organization extend throughout the community. In addition to the Banana Factory's 360 art classes, camps and workshops, for which scholarships are available to any youth or adult in-need, ArtsQuest is the largest provider of after-school enrichment programs for the Bethlehem Area School District. This includes our signature B-Smart program for at-risk middle school students.

In conjunction with the United Way of the Greater Lehigh Valley and a grant from PPL, ArtsQuest offers its unseenamerica photography program in elementary schools throughout the Lehigh Valley. For the third year in a row the Banana Factory, in partnership with Colonial Intermediate Unit 20, offered an art exhibit of the work of autistic students from the region. And our summertime BananaWORKS program, presented with the Private Industry Council of the Lehigh Valley, provides teenagers with valuable employment experience while creating a public piece of art for the community. At Musikfest 2007, with its theme of "One World, Many Rhythms," area residents were offered a complimentary world music education with 10 days of great music from around the world.

And so at the quarter-century mark, ArtsQuest has evolved into a multiple service agency. The Pennsylvania Council on the Arts considers us the eighth largest arts organization in the Commonwealth, and the largest outside of Philadelphia and Pittsburgh. The Lehigh Valley Convention and Visitors Bureau sees ArtsQuest's programs as the second largest tourism attraction in the region. But to regional artists, ArtsQuest is an organization that presents a platform for their creativity. For thousands of children, ArtsQuest provides a creative learning experience and lots of fun as well. And for hundreds of thousands of adults, ArtsQuest offers a chance to take a break and enjoy the lively creative arts that enrich our lives and sustain our souls.

With this record of cultural development, community development and educational enrichment, we relish the opportunities for the community as we move forward with the SteelStax project in the coming years. We thank everyone who has helped us to continue to make the Lehigh Valley a great place to live, work and raise a family.



Jeff Parks
President, ArtsQuest



"ArtsQuest is the cornerstone of the Lehigh Valley's thriving arts and music community, providing the area with countless opportunities to view and hear both nationally recognized artists and local talent. For local musicians, though, ArtsQuest has an even more important role than entertainment. Between Musikfest, First Night and Christkindlmarkt, ArtsQuest has proven to be an ally to local musicians, paying a good wage and providing superior sound equipment and staff to all the acts, national and local. I wish every employer I work with would take a lesson from ArtsQuest!"

~ Sarah Ayers
Blues singer and favorite at
Musikfest, Christkindlmarkt Bethlehem
and First Night Bethlehem

Enriching

THE COMMUNITY THROUGH THE ARTS

At ArtsQuest, reaching out and transforming lives through the arts has always been the main thrust behind the organization's drive to develop and implement dynamic arts and educational events, activities and programs. In 2007, more than 1.2 million people were able to experience and enjoy a wealth of music, visual arts and cultural opportunities designed to enrich, inform and entertain. Through the outreach efforts of the Banana Factory, some 25,000 young people were positively influenced by the arts as ArtsQuest partnered with more than 50 schools and community-based organizations throughout the region.

Highlights of 2007 included:

ONE WORLD, MANY RHYTHMS - Musikfest's 2007 theme brought music from around the globe to the Lehigh Valley's doorstep, providing more than a million people with opportunities to learn about the rhythms of the world. The festival's educational component included a world music symposium featuring renowned experts in the field of ethnomusicology, a Musikfest passport and contest highlighting musical styles from six continents and creative "One World, Many Rhythms" art programming for children at Banana Island.

COMPASS Community Schools - As part of Community Partners for Student Success (COMPASS), the Banana Factory was able to share the arts with dozens of students through a mosaic and mural program with Calypso Elementary School of Bethlehem and unseenamerica documentary photography programs at Roosevelt and Central elementary schools in Allentown and Lincoln

"I made a paperweight for my sister, glass beads and a pendant for my mom. When I saw them, I was like, 'Wow, I can't believe I made these!' If it was up to me, I'd be at the Banana Factory every day!"

~ John Hernandez
14, the recipient of a 2007 scholarship to attend a GlassWorks at the Banana Factory summer camp



Elementary School in Bethlehem. Administered by United Way of the Greater Lehigh Valley and funded through a generous contribution of Earned Income Tax Credits from PPL Corp., COMPASS is a strategic partnership designed to transform schools into the hub of their community through extended hours, extended services and extended relationships. The Banana Factory is playing an important role in this process by providing enriching, quality after-school programs designed to engage and educate youth.



ARTSQUEST SCHOLARSHIP PROGRAM –

Thanks to private donations and proceeds from ArtsQuest fund-raising events, a record 24 people - including 21 children - received scholarships to experience Banana Factory visual art classes and summer camps.

CINEMA AND DRAFT NIGHT – In an effort to showcase the quality independent film festivals held throughout the Commonwealth, ArtsQuest, in conjunction with the Pennsylvania Fairs and Festivals Initiative, hosted “August Indies – Cinema and Draft Night” during Musikfest 2007. The event was popular with film fans while highlighting events as diverse as the SouthSide Film Festival, HALA PA Cine Latino, Erie Horror Fest and the Johnstown Film & Wine Festival.

B-SMART – More than 100 at-risk Bethlehem Area School District middle school students were able to study glassblowing, clay, digital photography and more as part of the Banana Factory’s award-winning after-school enrichment program.

GLASSWORKS - The Banana Factory’s hot glass studio welcomed its first visiting artists in residence, nationally-known glass artists Einar and Jamex de la Torre, who gave demonstrations to students from Tyler School of Art, Rochester Institute of Technology and the B-Smart program, helping to enrich the students’ educational experience. The studio also provided more than 30 artists from throughout the region with opportunities to demonstrate and create their glass art.

A HOME FOR THE ARTS – ArtsQuest’s Banana Factory provides administrative and/or studio space for several dynamic nonprofit arts and educational groups, including Pennsylvania Youth Theatre, Hispanic American League of Artists, Bethlehem-Vocational Technical School’s Academy of Video and Media Arts, Bethlehem Palette Club, Penn Dragons and the National Society of Painters in Casein & Acrylic. By providing a home for these organizations, ArtsQuest plays an important role in helping the groups achieve their missions and objectives as they share their arts and arts programming with thousands each year.

In addition to creating and administering quality programming that has a powerful impact today, ArtsQuest continues to invest heavily in the Lehigh Valley's cultural future by researching and developing programming that will enrich the region in the coming years. In August, the organization, in conjunction with SteelStax partner PBS 39, unveiled the SteelStax Cultural Enhancement Plan outlining 13 new music, art and cultural festivals and celebrations that could be held at the arts and entertainment complex. The public has been invited to share input and feedback on these community-focused events ranging from blues and jazz festivals to international and culinary events. In addition, ArtsQuest announced plans to create a 23,000-square-foot multi-use events center to be constructed at the former Bethlehem Steel Turn and Grind Shop. The building will accommodate large-scale history, natural resource and art exhibitions, as well as music events, conferences and community functions, making it a valuable addition to Bethlehem and the Lehigh Valley.

With one hand on the present and the other on the pulse of the future, ArtsQuest continues to build towards a culturally rich and diverse future for the Lehigh Valley and surrounding region.



In 2007, the public had the opportunity to enjoy 510 different musical groups and performers presented by ArtsQuest during Musikfest, Christkindlmarkt, First Night Bethlehem, Fire & Ice and First Friday open houses. In addition, 50 visual artists from throughout the region were presented with opportunities to share their skills and talents and enrich the lives of others by serving as teachers, artists or assistants for programs, projects and classes of the Banana Factory.

"Having experienced great loss, I needed an outlet to help 'process' those feelings. ArtQuest and the Banana Factory provided that through their personal support and instruction in photography. Now that I've added this medium to my list of life's coping skills, I've also gone back to one of the things I had 'lost' - teaching. I am teaching young people in unseenamerica that through the expression of photography they, too, can constructively channel their life's experiences in a way that is empowering."

~Estizer Smith
Former teacher and Banana Factory photography student who now teaches the Banana Factory's unseenamerica program

Partnerships ENRICH US ALL

When it comes to ArtsQuest's arts and cultural programming, there's no doubt that collaboration is the key.

Each year, ArtsQuest partners with numerous nonprofits, businesses, educational institutions and government agencies to help fulfill its mission of celebrating arts and culture. In 2007, there was perhaps no better example of a creative partnership enriching the community than Christmas City, the new 40-day celebration of the holiday season in Bethlehem conceived by ArtsQuest.

Designed to market Bethlehem's holiday events and attractions under one brand and showcase the city as a premier destination to visit during the Christmas season, Christmas City was a unique collaboration uniting ArtsQuest, Historic Bethlehem Partnership, the City of Bethlehem, Lehigh Valley Convention and Visitors Bureau, Central Moravian Church and the city's merchants. The celebration, which featured an expanded Christkindlmarkt Bethlehem open seven days a week and new holiday attractions such as the Cirque des Amis acrobatic spectacular and Moravian Music Christmas Concerts, was a hit with visitors, attracting people from all 50 states.

By the time the Christmas City celebration ended, a record 65,000 people had visited Christkindlmarkt, more than 4,000 had taken tours of Historic Bethlehem Partnership's Colonial Industrial Quarter, 3,625 had enjoyed Cirque des Amis and some 3,000 had attended the Moravian Music Christmas Concerts. Capping off the festivities was a successful First Night Bethlehem, during which 5,000 people enjoyed music, art and fireworks throughout the city, giving hope to an even brighter year for arts and culture in 2008.



VISUAL ARTS PARTNERS

ASPIRE

Allentown School District
Bethlehem Area School District
Bethlehem Fine Arts Commission
Bethlehem Palette Club
Boys and Girls Club of Allentown
Bread and Roses Group
Broughal Middle School
Calypso Elementary School
Catholic Charities
Central Elementary School
Corning Glass
Colonial Intermediate Unit 20
Autistic Support
Community Artists of Bethlehem
Community Services for Children
Cops N Kids Literacy Program
Fountain Hill Elementary School
Girls Scouts of the Greater Lehigh Valley
Glass Art Society
Hispanic American League of Artists
Holy Infancy School
International Society of Glass Beadmakers
Lafayette College
Lehigh Art Alliance
Lehigh Carbon County Community College
Lehigh University
Lehigh Valley Charter School for the Performing Arts
Lincoln Elementary School
Moravian Village
National Society of Painters in Casein & Acrylic
Newspapers in Education
Northampton Community College
Northampton Juvenile Justice Center
Northeast Middle School
PASELA
Penn Dragons Glass Bead Society
Penn State University - Lehigh Valley Campus
Pennsylvania Career Link, Private Industry Council
Pennsylvania Youth Theatre
Philadelphia Calligraphers Society
Philadelphia Water Color Society
Roosevelt Elementary School
Route 222 Corridor Anti-Gang Initiative
Saucon Valley Elementary School
South Bethlehem Neighborhood Partners
SouthSide Arts Collaborative

Spring on 4th Committee
Touchstone Theatre
United Way of the Greater Lehigh Valley
VIA of Lehigh Valley
WDIY Public Radio



"Participating in B-Smart is an incredible opportunity for our students. Many are students who otherwise would not have the opportunity of participating in art classes. They show a sense of pride and responsibility and are always eager to attend. Outstanding job!"

~ Denise Naut
ASPIRE Coordinator
Northeast Middle School

PERFORMING ARTS PARTNERS

Acoustic Roadshow
Asociación de Músicos Latino Americanos
Bethlehem Area Moravian Trombone Choir
Brownie Troop 8225
Brownie Troop 81010
Brownie Troop 81095
C4 Singers
Cambiata Singers, Saucon Valley Middle School
Cantabile Children's Choir
Chime Time and Senior Voices
from St. Stanislaus School
Community Music School
East Hills Middle School – 6th Grade Chorus
Emmaus High School Chorale
Farmersville Elementary School Choir
Freedom High School "Les Chanteurs"
Godfrey Daniels
Hispanic American League of Artists (HALA)
- Salseros 2007
HALA – SUYA 2007 (Synergies of Urban
Young Artists)
Holy Infancy Strings
Lehigh Valley Charter High School for the
Performing Arts
Lehigh Valley Cloggers
Lehigh Valley Folk Music Society
Lehigh Valley Jazz Ensemble
Liberty High School Women's Chorus
Lopatcong Middle School Chorus
McDade School of Irish Dance
Middle Earth Studios
Moravian Clarinet Choir

New Beginnings Here & Now Performing
Arts Center
O'Grady Quinlan Academy of Irish Dance
Our Lady of Perpetual Help English Handbell Choir
Palisades High School Choir
Pennsylvania Youth Theatre
Saucon Valley Elementary Panther Players
Senior Girl Scout Troop 225
Shawnee Middle School Chorale
Sing Out! Magazine
Students of LVC-PMTA Teachers
The Sharon Plessl School of Dance
and Excel Dance Company
The Philadelphia Songwriters Project
William Allen High School Chorale

Nonprofits are also part of the Musikfest
Community Partners program. Under this
program, volunteers for the organization
contribute to help Musikfest, and ArtsQuest
makes a donation to the organization. The groups
participating in the Community Partners Program
in 2007 were:

Bethany UCC Church
City Line Little League
Hogar Crea of Freemansburg
Liberty High School Wrestling Club
Montgomery Community College
ShareCare
William Allen High School Boys Basketball Team
William Allen High School Varsity Cheerleaders



“ArtsQuest’s efforts to bring together all the elements of Christmas under the Christmas City USA brand was significant in that it strengthened the perception of the product by our external markets, resulting in bringing more visitors from outside the area to the region. The importance of unifying everything under such a strong and easily recognized brand made our job of promoting the Christmas season much easier. The development of an excellent single website for the holiday season was an additional critical element in the program’s success. ArtsQuest made this an exceptional year for the holidays.”

*~Mike Stersbic
President
Lehigh Valley Convention and Visitors Bureau*



SUPPORTERS

Aetna Foundation Inc.
Partners in Community Giving
Dr. Jay H. Apfelbaum
Ms. Hasanna Birdsong-Trapani
Mr. Joseph Coyle
Ms. Denise Cunningham
Emil J. Diiorio
Gabe Epperson
Mr. & Mrs. Dennis Feeley
Marlene and Beall Fowler
Mr. Dan Gaumer
Ms. Sara A. George and Mr. Steve Flood
Michael L. Heck
Mr. Randy Krail
Ms. C. Eileen Kutzler
Mr. Christian Martin, IV and Ms. Diane Repyneck
Mr. & Mrs. Thomas E. McClaskie
Shirin Nabati
James & Peggy Nallo
Mr. & Mrs. Herman L. Rij
Mr. & Mrs. Anthony Rodale
Ms. Ashley Russo
National Penn Bank
Snyder Hoffman Associates
Windsor Deli

GRANTS

Air Products and Chemicals Inc.
Bank of America
Bethlehem Area School District
Capital BlueCross
Cohen & Feeley
Conectiv Energy
County of Lehigh
County of Northampton
Crayola
Doris Duke Charitable Foundation
Embassy Bank for the Lehigh Valley
Just Born Inc.
Kohl’s
Lehigh Cement Company
Lehigh Valley Hospital & Health Network
The Martin D. Cohen Family Foundation
Northampton County Bar Association &
Attorney Referral Service
Pennsylvania Council on the Arts
Pennsylvania Performing Arts on Tour
PNC Bank
PPL
Quota International of Bethlehem
Charitable Trust
Sheila Fortune Foundation
Sovereign Bank Foundation
Spillman Farmer Architects
Wachovia Foundation

BUSINESS AND CORPORATE PARTNERS

6abc
 AAA Moving and Storage
 ABE Fence
 AD Computer Corporation
 Adams Outdoor Advertising of
 the Lehigh Valley
 Advil
 Aesculap
 Aesthetic Surgery Associates
 Air Products and Chemicals Inc.
 Albarell Electric Inc.
 Alvin H. Butz Inc.
 Aquafresh
 Aramark Corporation
 Ashley Development
 B. Braun Medical Inc.
 Bank of America
 Banko Beverage Company
 BarnHouse Village
 Bennigan's Grill & Tavern
 Best Western Lehigh Valley Hotel
 & Conference Center
 Bethlehem Apparatus
 Company Inc.
 Bethlehem Dairy Store
 Bethlehem Parking Authority
 Blue Mountain Vineyards &
 Cellars, Ltd.
 Boulevard Frame & Art
 Brickman Group, Ltd.
 Brown Printing Inc.
 Brown-Forman Beverages
 Capital BlueCross
 Mr. & Mrs. Anthony Carfagno
 Cat Country 96
 Chase Card Services
 Christmas City Printing
 Clear Channel Communications
 Clipper Magazine
 CMC Sound
 Coca-Cola Bottling Company of
 the Lehigh Valley
 Comfort Inn Bethlehem
 Comfort Suites Bethlehem
 Commonwealth of Pennsylvania
 Department of Community &
 Economic Development
 Concannon Miller & Co P C
 Contractor's Equipment Inc.
 Convergent Communications
 Cooper Electric Supply
 Corporation
 Coordinated Health
 Cornerstone Advisors Asset
 Management Inc.
 Corporate Environments
 County of Northampton
 Courtyard by Marriott
 Crayola
 Crowne Plaza Allentown
 Dan Schantz Farms &
 Greenhouses
 Darlington Exterior Services
 Days Inn Conference Center
 Desmond Pools & Spas
 Diageo
 Edwards Business Systems Inc.
 Elite Limousine
 Events Staging
 Fairfield Inn & Suites by Marriott
 First Star Savings Bank
 Four Points Sheraton
 Hotel & Suites
 Fowler & Peña Creations
 Fritch Inc.
 Fulton Financial Advisors
 Funstuff Inc.
 G & L's Sign Factory
 GBS Teleproductions
 GEICO
 Glasbern
 Good Shepherd Rehabilitation
 Hospital
 Gross, McGinley, LaBarre &
 Eaton, LLP
 Guardian
 Hale Trailer, Brake & Wheel
 Hallmark
 Hampton Inn & Suites
 Bethlehem
 Hayden Resources
 HCR ManorCare
 Highmark Blue Shield
 Hilton Garden Inn
 Allentown Airport
 Hilton Garden Inn
 Allentown West
 HOLA! RADIO 1600/1400 AM
 Holiday Inn Conference Center
 Holiday Inn Express
 Hotel & Suites
 Homewood Suites by Hilton
 Honest Tea
 Hotel Bethlehem
 Initial Tropical Plants
 IntegraONE
 Integrity Mechanical Inc.
 Jangle Advertising



John J. Zeiner & Sons
 Just Born Inc.
 Keystone Nazareth Bank
 and Trust
 Kistler O'Brien Fire Protection
 Kitchen Magic
 Knightsbridge Group
 Lafayette Ambassador Bank
 Lafayette Inn
 Landmark Communities Inc.
 Lehigh Cement Company
 Lehigh Pizza
 Lehigh Valley Cardiology
 Associates
 Lehigh Valley Carpenters Union
 Local #600
 Lehigh Valley College
 Lehigh Valley Hospital &
 Health Network
 Lehigh Valley Magazine
 Lehigh Valley Real Estate Weekly
 Lisa Lake Photo Design
 Looper's Grille & Bar
 Lutron Electronics Company Inc.
 MAB Paint Company
 MacIntosh Linen
 Mack Trucks Inc.
 Martin Guitar Company
 McDonald's
 Mentos
 Merry Maids
 MetLife
 Michael Dunn Company
 Michael Thomas Floral Design
 Mid Atlantic Waterproofing
 Minuteman Press
 MRK Hostwindow
 Nassau Broadcasting
 Nazareth Pallet Company Inc.
 Northampton Community
 College
 Osram Sylvania
 PBS 39
 Penn's Peak
 Pennsylvania Lottery
 PenTeleData
 Plantique Inc.
 PNC Bank
 PPL
 Pulse Weekly

Quota International of
 Bethlehem Charitable Trust
 Ramada Inn at the Malls
 Residence Inn by Marriott
 Richard S. Horvath, Sr. Electrical
 Contracting Inc.
 Rileighs Outdoor Decor
 Sands BethWorks
 Sayre Mansion Inn
 Sensodyne
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 Communications
 ServiceMaster by Round the
 Clock Cleaning
 Shammy Shine Car Washes
 Shell Oil
 Sign Design Associates Inc.
 Snyder Hoffman Associates
 Sonicbids Corporation
 Spectrum Glass Company
 St. Luke's Hospital & Health
 Network
 Starfish Brasserie
 Starters Pub
 State Theatre Center for
 the Arts Inc.
 Stiegler, Wells, Brunswick & Roth
 Straub Dodge Chrysler Jeep
 Sundance Vacations, Inc.
 TH Properties
 The Express-Times
 The Morning Call
 T-Mobile
 Trans-Bridge Lines Inc.
 Tribune Direct
 TruGreen ChemLawn
 TuWay Communications
 U. S. Foodservice Inc.
 U.S. Army
 UGI Utilities Inc.
 United HealthCare
 Univision 65
 Vacation Village Resorts
 Verizon Wireless
 Viamedia
 Wahl Clippers
 Waste Management
 WDIY-FM Community
 Public Radio
 Werkheiser Electric

Westgate Mall
 WFIL/WNTP
 WFMZ-TV/Channel 69 News
 WGPA Radio Sunny 1100
 Window Pros Inc.
 WXPB
 WZZO-FM Z-95

"Musikfest is a showcase of musical talent which also showcases sponsors and the Lehigh Valley area. Drawing more than one million people, it is a unique regional experience made possible through corporate support and sustained by public support. With goals of increasing our visibility in the Lehigh Valley while making our community a great place to live and work, an investment in Musikfest makes perfect sense to PNC. In addition to providing an opportunity to be a good community partner, our Musikfest sponsorship offers us opportunities for client entertainment, branding and partnering with a high-quality arts organization."

~Peter J. Danchak
 President
 PNC Bank, Northeast PA



Enriching THE MESSAGE

At ArtsQuest, each and every day is filled with moving stories of dedicated volunteers, talented and creative artists just waiting to share their inspiration and people young and old whose lives have been touched by the organization's award-winning arts and education programs.

Through strategic marketing, public relations and brand recognition efforts, ArtsQuest is constantly working to share these incredible stories with the media, the community and all of its valuable members and partners.

In November and December, Christmas City captured the attention of people coast to coast, as media near and far picked up on the unique holiday celebration taking place throughout Bethlehem. The city's holiday events and activities, including Christkindlmarkt Bethlehem and First Night Bethlehem, were featured prominently in print publications and on television programs and websites throughout the United States and Canada, including MSN.com, C-SPAN, Jeopardy, Southeastern Airlines Magazine and Canada Today, helping to expand ArtsQuest's reach throughout North America.

Musikfest's global music celebration in 2007 also garnered significant attention, capturing honors both locally and on the national level. At the International Festivals & Events Association's 52nd Annual Convention & Expo in Atlanta, the festival earned a Gold Pinnacle Award for its "One World, Many Rhythms" website and Silver Pinnacle Award for "ArtsQuest Total Access," a 30-minute television show produced by 69-WFMZ-TV.

Other Musikfest honors included:

Morning Call Readers' Choice Awards—"Best Festival"

Morning Call Readers' Choice Awards—"Best Live Entertainment"

Morning Call Readers' Choice Awards—"Best Live Music Venue"

Lehigh Valley Magazine's 'Best of the Valley' – "Best Festival"

In 2007, ArtsQuest also focused on stepping up its efforts to communicate with key audiences through the development of the new the SteelStax Transformations newsletter, enhancement of its social media outreach and MySpace community, and development of the new Christmas City website, brochure, map and daily schedules. During the holiday season, 680,000 of the schedules and 75,000 of the maps were distributed throughout Bethlehem and surrounding communities.

"Through our partnership with ArtsQuest, we will now be able to offer the essence of the Christmas experience to more people. As individuals come to this setting they will be exposed to many of the rich Moravian traditions which have helped define Bethlehem and the Christmas City."

~Rev. Dr. Douglas Caldwell
Central Moravian Church



Enrichment COMES FROM WITHIN

ARTSQEST'S VOLUNTEER COMMUNITY

ArtsQuest's diverse and talented volunteer community is the driving force behind all of the organization's events, activities and programs.

From docents who help out in the Banana Factory's Binney & Smith Gallery and ushers who seat guests at Musikfest, to hardworking individuals who volunteer at the ArtsQuest offices year-round and the dedicated board, council and committee members who are actively involved in planning throughout the year, volunteers are an integral part of every aspect of the organization.

ArtsQuest appreciates the donation of time and talent provided by each and every one of its valued volunteers. Their annual acts of kindness are a vital part of helping the organization fulfill its mission.





"I was born and raised in south Bethlehem; I've been in Bethlehem all my life. I love the community, I love to showcase it and I love to show it off. And what better way to get visitors coming to Bethlehem than Musikfest. There's the self-satisfaction, there's the pride in the festival and in the community, plus it's like a big party that you look forward to going back to every year, just getting together with old friends."

~ Paul Fistner
24-year Musikfest volunteer and member of ArtsQuest's Festival Design and Logistics, Food & Beverage, Sign and Volunteer Committees



In 2007, more than 2,300 volunteers assisted ArtsQuest with its programming. This included 1,901 people at Musikfest, 367 during Christmas City events and 35 at the Banana Factory. Combined, these dedicated individuals provided more than 42,200 hours of service to ArtsQuest and the community.



2007

ARTSQEST BOARD OF TRUSTEES

Allen Billiard
Diane Donaher
Edward Dougherty
Michael Dunn
Sandor Engel
Iva Ferris
Marlene "Linny" Fowler
Joan Fredericks
Gerry Gillispie
Kelly Gould
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Peggy Plympton
Pete Ramos
Cheryle Russo
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Donna Taggart
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Helene Whitaker
Steven Woods

ARTSQEST FOUNDATION BOARD

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Donna Taggart
Samuel Torrence
Helene Whitaker
Steven Woods

BANANA FACTORY COUNCIL

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Corliss Bachman

Allen Billiard
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Ed Boksan
Norberto Dominguez
Michael Dunn
Ryan Dunn
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Robert Hunsicker
Mary Jo Johnson
Ann Knerr
Lisa Pektor
Tom Pippet
Lyn Ricker
Myrna Rivera
Cheryle Russo
Jack Schildt
Fred Stellato

ARTSQEST MEMBERSHIP COMMITTEE

Madeline Brown
Robert Brown
Jackie Byrnes
Kay Cowen
Malcolm Cowen
Phyllis Facchiano
Tony Favinger
Irvin Segreaves
Yvonne Segreaves
Diane Seyfried
Fred Shunk
Ginny Shunk
Patty Sharp
Wayne Sharp

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COMMITTEE**

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Peggy Plympton
Fred Stellato

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COMMITTEE**

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James Catrini
Iva Ferris
Joseph Mikitka
Phil Moskowitz
Janet Weiss
Dave Worman

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COMMITTEE**

Hasanna Birdsong
Ed Boksan
Ryan Dunn
Gerry Gillispie
Mary Jo Johnson
Michelle Lawall
Joe Lennert
Andy Montero
Christine Perrucci
Donna Taggart
Samuel Torrence

**FESTIVAL DESIGN
AND LOGISTICS
COMMITTEE**

Neal Apgar
Jim Brand
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& Public Relations

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Visual Arts and Education
Manager

Rachel Akers
Visual Arts and Education
Coordinator

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Banana Factory

Lina Garcia
Administrative Assistant

Angel Gable
Graphic Designer

Jon Lunger
Marketing Manager

Josh Hannon
Events Manager

James Harmon
GlassWorks Creative Director

John Choi
GlassWorks Manager

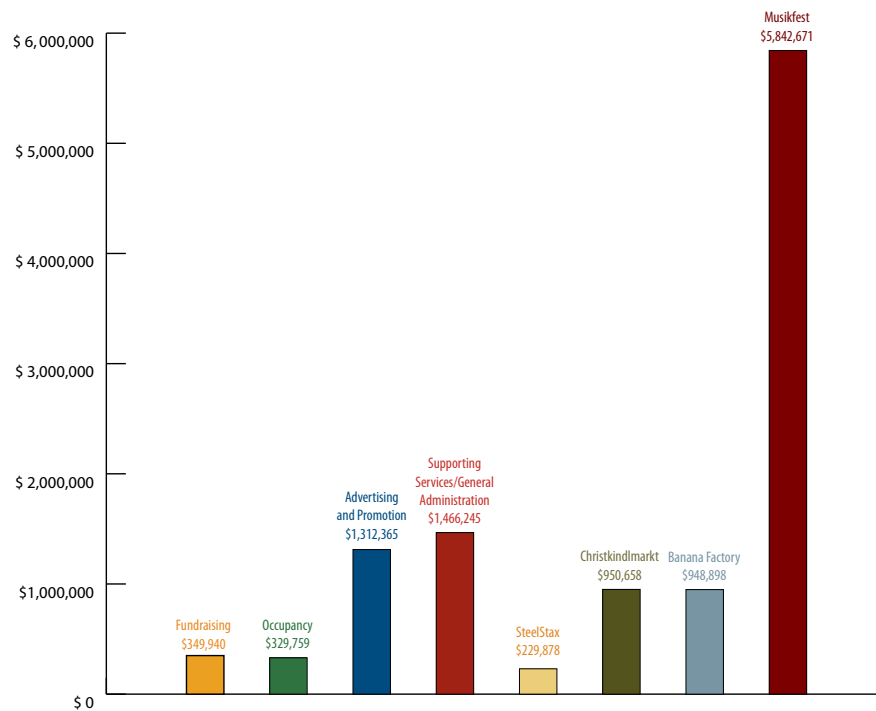
Ruthie Knowles
Database Entry Assistant

Kelly Durie
Office Assistant

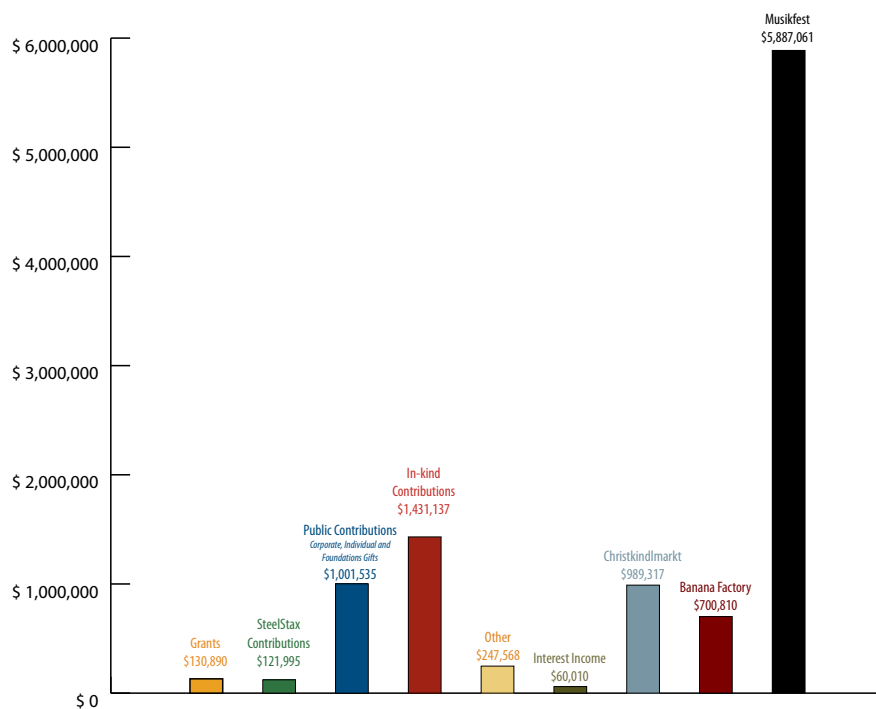
Financial SUMMARY

	Unrestricted
SUPPORT	
In-kind contributions	\$ 1,431,137
Contributions	1,001,538
SteelStax contributions	121,995
Grants	130,890
Total Support	2,685,560
REVENUE	
Musikfest	5,887,061
Banana Factory	700,810
Christkindlmarkt	989,319
Interest income	60,010
Unrealized gains	
Other	247,568
Total Revenue	7,884,768
NET ASSETS RELEASED FROM RESTRICTIONS	
	908,740
Total Support and Revenue	11,479,068
EXPENSES	
Programs	
Musikfest	5,842,671
Banana Factory	948,898
Christkindlmarkt	950,658
SteelStax	229,878
Total Program Services	7,972,105
Supporting services	
General administration	1,466,245
Advertising and promotion	1,312,365
Occupancy	329,759
Total Supporting Services	3,108,369
Fund-raising	349,940
Total Expenses	11,430,414

2007 OPERATING ACTIVITIES - \$11,430,414



REVENUE - \$11,479,068



Net Assets as of December 31, 2007: \$5,533,111