

THROUGH CREATIVITY

2006 ANNUAL REPORT





For 23 years, ArtsQuest has dedicated itself to its mission "to celebrate arts and culture." Our commitment goes much deeper than providing the best special events, music and visual arts the Lehigh Valley and the nation have to offer. Rather, it's a celebration of the creativity that lies in each and every one of us.

Through the programs of the Banana Factory, the music of Musikfest and the holiday cheer of Christkindlmarkt, ArtsQuest tapped into the creativity of more than 1.2 million people in 2006. While showcasing visual artists, craftspeople and musicians, the organization invited people from near and far to actively take part in the creative process by exploring gallery exhibitions, participating in art classes and workshops, joining in special events and dancing, singing and performing in the annual musical celebration that is Musikfest.

At the Banana Factory, creativity flourished throughout the year, as the art center added new visual art programs, expanded its photography offerings at the Olympus Digital Imaging Center and launched the GlassWorks hot glass studio.

GlassWorks, which opened in September, immediately became a hub of creativity. The studio attracted professional glassblowers from throughout the region – including renowned glass artists such Daisuke Shintani, Hank Adams and Eric Goldschmidt – while

presenting classes and workshops that filled to capacity. In addition, the studio attracted numerous people who desired to learn more about the art of glass and watched live glassblowing demonstrations on First Fridays and during special events. Since its inception, GlassWorks has had an immediate, positive and lasting impact on thousands of people.

Creative expression was evident in other areas of the Banana Factory as people took part in the Olympus Digital Imaging Center's expanded programming featuring basic photography classes and specialized weekend workshops, and more than 400 attended Fire & Ice, an elegant evening that raised funds for the GlassWorks studio and its artistic programs. The art center also offered 20 dynamic exhibitions, ranging from a showing of photographs from influential German photographer Heinrich Hauser to the "Free the Artist" exhibit highlighting vibrant artwork created by children with autism.

In 2006, participation in classes and workshops increased more than 100 percent, as more than 1,200 students expanded their creativity. Overall, the Banana Factory shared art with more than 20,000 visitors through its programs, exhibitions and special events.

Our partners - Pennsylvania Youth Theatre and the Hispanic American League of Artists - also experienced growth, with more than 1,000 students attending the organizations' educational programs at the Banana Factory. In 2007, the art center also became the home of two regional artists' organizations, Bethlehem Palette Club and the Penn Dragons. The former is a longstanding organization uniting area painters, while the latter is a regional group of flameworkers. Both organizations hold their meetings at the Banana Factory, which also provides office space for the National Society of Painters in Casein & Acrylic, the national organization representing the casein and acrylic mediums.

In August, people from near and far were treated to the Fire & Ice of Musikfest, as the streets, parks and plazas of Bethlehem came alive with the sounds of more than 500 musical performances. Designed to showcase the incredible music of artists in the Lehigh Valley's own backyard, as well performers from around the world, the festival served as a melting pot for musical expression and creativity.

The talents of many Lehigh Valley artists were showcased on several of the festival's stages, as well as during special events such as the Stars of Bethlehem vocalist competition and the Regional Band Showcase. Partnerships with nonprofit organizations such as Godfrey Daniels, Lehigh Valley Folk Music Society, Bethlehem Opera Theatre, Lehigh Valley Charter High School for the Performing Arts and Hispanic American League of Artists resulted in a variety of creative programming, including Salsa music, opera and more. When the music ended on Aug. 13, more than 1.1 million visitors, 1,800 volunteers and 160 sponsors had taken part in the creativity, resulting in the most successful run in Musikfest's 23-year history.

The artistic creativity also flourished in downtown Bethlehem throughout the holiday season, as Christkindlmarkt featured its most diverse artisan and musical lineups ever and was named one of the top five holiday markets in the world by Travel & Leisure Magazine, the von Trapps returned for a series of soldout holiday performances and ArtsQuest presented Emerald Star, a Celtic holiday celebration through music, Irish dancing and storytelling. Christkindlmarkt Bethlehem set a record in attendance, with 61,000 people visiting the family holiday marketplace. Through ArtsQuest's holiday offerings, 23 school groups and community art organizations were able to share their talents and missions, while tens of thousands experienced the power of the arts and the rich history of Bethlehem and the Lehigh Valley.

In August, Money Magazine named Bethlehem one of the 100 Best Places to Live in the United States. The city was the only one in Pennsylvania to make the list, and one of the reasons listed for the honor was the abundance of special events and leisure activities. Congratulations to all of our volunteers, donors, sponsors, staff, partner organizations and government leaders for cultivating creativity in our community.







Enriching the Community Through

As part of its commitment to making the arts accessible to everyone, ArtsQuest constantly focuses on developing dynamic, new ways for people to express their creativity.

Through programs at the Banana Factory and in various schools throughout the region, 20,000 students were able to express their creativity through the visual arts and education programming presented by ArtsQuest:

- **B-Smart** The award-winning after-school enrichment program for at-risk middle school students expanded to include elementary school students and the world of glass art. Glassblowing has added another strong component to the B-Smart program, teaching students valuable life skills such as teamwork and the need for creative expression and thought.
- **Peace Ceremony** In February, the art center invited people from all walks of life to participate in a World Peace Flag Ceremony. The event, held in conjunction with the United Nations' 60th anniversary, included young people from several area schools.
- **BananaWORKS** This signature program celebrated its 10th anniversary by pairing 25 inner-city teens with three artists to create beautiful public art for the entire community to enjoy. Participants learned the value of teamwork, the importance of creative expression, how to create a résumé and more in this arts and education program providing them with their first real-world work experience. Since 1997, 18 BananaWORKS projects have been completed in the community.
- PASELA A collaboration between Northampton Community College, ArtsQuest and 15 other partner organizations, PASELA brought artists, educators, parents and community members together to create an environment where the arts are an integral part of children's lives and educational experiences. More than 200 children ages 2-6 throughout Bethlehem were able to experience the arts through this program, one of only 30 in the nation.



Creative Programming

Young people were also positively impacted through community outreach efforts such as the Northampton County Juvenile Justice Center Program and unseenamerica photography project, as well as exhibitions such as "The Young Artists Annual," showcasing the works of area high school students, and "The Bethlehem Area School District Annual 5th Grade Exhibition." The "Free the Artist" exhibition of creative work by students with autism, which was presented in conjunction with Colonial Intermediate Unit 20, provided a creative outlet for the students and focused the attention of the community on these often overlooked young people.

In addition, the Banana Factory reached out to children at Musikfest through a variety of arts and education activities at the festival's Banana Island. By expanding arts and crafts activities, creating a Fire & Ice Lane for young people to display their art and adding other fun, educational events and activities, the art center enriched the quality of life for thousands of children and their families.

At Musikfest, several creative partnerships led to new events and activities designed to expand programming, increase cultural awareness and introduce new people to the festival and the Lehigh Valley. Through events such as Hip-Hop Day, Dancing with the Local Stars, a Night in Paradise singles evening and culinary events including Soul Food Sunday, Sagra Cooks and the PA Preferred Best Chef of Pennsylvania Competition, new people experienced Musikfest and joined in the culture of creativity the festival promotes.

At Dankeplatz, a collaborative effort between ArtsQuest, Hispanic American League of Artists, The SouthSide Film Festival and the Philadelphia Film Festival resulted in the first Cinema and Draft Night. The event, a showcase for independent films and art cinema, added another element to America's Music Festival while paving the way for a much larger collaborative effort in 2007.



Creative Partnerships Make It Happen

ArtsQuest's events, activities and programs wouldn't be possible without creative collaborations with other organizations.

Each year, ArtsQuest partners with many businesses, educational institutions and governmental agencies to help fulfill its mission. In 2006, the creative vision was taken to a whole, new level when PBS 39 announced it was joining ArtsQuest in the development of the SteelStax arts, broadcasting, education and entertainment complex. This unique partnership of arts and media will result in a state-of-the art, 45,000-square-foot Broadcast Center for PBS and a 63,000-square-foot Performing Arts Center for ArtsQuest that will be home to a 450-seat theater, the 400-seat Musikfest Café showcasing live music and a two-screen art cinema highlighting independent films, documentaries, children's programs and more.

When it opens its doors, SteelStax will be a bustling, creative environment teeming with collaboration, creativity and the arts. Already, six other area arts and education nonprofits have signed on to become resident partners in the building and will have office, studio and performance space at SteelStax. Through the individual programming of each partner and collaboration between the groups, it is estimated that SteelStax will result in 250-300 musical, visual and performing arts events being presented annually and attract arts enthusiasts from throughout the Mid-Atlantic region.

The Partners of SteelStax

ArtsQuest **PBS 39**

Steel Stax Resident Performing Arts Partners



Nonprofits - Performing Arts Programs:

Acoustic Roadshow

Asociación de Músicos Latino Americanos

Aspire Chorus from Thomas Jefferson Elementary School

Bethlehem Area Moravian Trombone Choir

Bethlehem Opera Theatre

C4 Singers

Cambiata Singers, Saucon Valley Middle School

Chime Time and Senior Voices from St. Stanislaus School

Community Music School

Devotion Dances from Northampton High 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 2006

HALA – SUYA 2006 (Synergies of Urban Young Artists)

Janosik Polish Dance Ensemble and Monique Legaré

International Dance Company

Lehigh Saengerbund Chorus

Lehigh Valley Charter High School for the Performing Arts

Lehigh Valley Cloggers

Lehigh Valley Folk Music Society

Lehigh Valley Jazz Ensemble

McDade School of Irish Dance

Mock Turtle Marionette Theatre

Moravian Clarinet Choir

O'Grady Quinlan Academy of Irish Dance

Our Lady of Perpetual Help English Handbell 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 - Visual Arts Programs

ASPIRE Bethlehem Area School District Bethlehem Palette Club Boys and Girls Club of Allentown **Bread and Roses Group Broughal Middle School Catholic Charities Corning Glass** Colonial Intermediate Unit 20, **Autistic Support** Community Services for Children Cops N Kids Literacy Program

Fountain Hill Elementary School Freemansburg Elementary School Girls Scouts of the Greater Lehigh Valley

Glass Art Society

Hanover Elementary School

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

Milford Public School (Milford, N.J.)

Moravian Village

National Society of Painters

in Casein & Acrylic **Newspapers in Education**

Northampton Community College

Northampton Juvenile Justice Center

Northeast Middle School

PASELA

Penn State University Lehigh Valley Campus

Pennsylvania Career Link, **Private Industry Council**

Pennsylvania Youth Theatre

Philadelphia Calligraphers' Society Philadelphia Water Color Society

South Bethlehem Neighborhood Partners

SouthSide Arts Collaborative Spring Garden Elementary School

Touchstone Theatre

United Way

VIA of Lehigh Valley

WDIY Public Radio

Nonprofits were also a part of the Musikfest Community Partners Program. Under this program volunteers for the organization contribute time to help Musikfest. In return, ArtsQuest makes a donation to the organization.

Bethlehem Schwaebisch Gmuend Association **Bethany UCC** Bethlehem Catholic High School Freedom High School Hogar Crea of Freemansburg

Lehigh Valley Gravity Soccer Club Share Care **Unity Church** William Allen High School

Grants & Supporters

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Partners in Community Giving Agere Systems Inc. Air Products and Chemicals Inc. Alvin H. Butz Inc. Atlantic Leasing & Rental Company B. Braun Medical Inc. Bank of America Foundation Bethlehem Apparatus Company Inc. Bethlehem Area School District **Bethlehem Housing Authority** Capital Blue Cross

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Community Action Committee

of the Lehigh Valley

Conectiv Energy - Bethlehem Plant County of Northampton

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Beall & Linny Fowler

Guardian **Holt Foundation**

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District Attorney Just Born Inc.

Kohl's

Lafavette Ambassador Bank

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The Morning Call

National Endowment for the Arts

Osram Sylvania Penn State University

Pennsylvania Council on the Arts

Pennsylvania Department of Community and Economic Development

Pennsylvania Educational Improvement Tax Credit Program

PNC Bank

PPL

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Starters Riverport The Century Fund

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Lehigh Valley **Cardiology Associates Lehigh Valley Carpenters** Union Local #600 Lehigh Valley Hospital & Health Network Lehigh Valley Magazine Lehigh Valley Real Estate Weekly Lehigh Valley Style Lisa Lake Photo Design Lutron Electronics Company Inc. **MAB Paint Company** Mack Trucks Inc. Martin Guitar Company Dr. MaryBeth Marcincin Merge Merry Maids MetLife Michael Dunn Company Michael Thomas Floral Design Mid Atlantic Waterproofing MRK Hostwindow MRT Consulting Nassau Broadcasting Nazareth Pallet Company Inc. New York Urban **NEWVISION** Communications Inc. **Northampton Community** College NURD Inc. Olympus America Inc. **PBS 39** Pennsylvania Lottery PenTeleData Pierce Promotions & Event Management Inc. Plantique Inc. **PNC Bank Pulse Weekly** Richard S. Horvath, Sr. Electrical Contracting Inc.

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Creatively Communicating the Message

Through its award-winning programming and strategic public relations and marketing efforts, ArtsQuest is constantly striving to ensure that the community, media and its stakeholders are aware of its mission, goals and accomplishments in promoting arts and culture. In 2006, the organization was recognized by receiving several honors:

Christkindlmarkt Bethlehem – In December, Travel & Leisure Magazine named Christkindlmarkt one of the top five holiday markets to visit in the world.

State Festivals and Fairs Initiative – As part of Gov. Edward Rendell's Festivals and Fairs Initiative, Christkindlmarkt was selected as a top recipient for the program. As one of the leading events in the state, Christkindlmarkt was given additional exposure through state marketing programs and featured throughout the Commonwealth as a great holiday tourist destination.

Musikfest – At the International Festivals & Events Association's 51st Annual Convention & Expo, the premier trade conference for the festivals and events industry, Musikfest captured three top honors:

"Best Promotional Brochure 4 or More Colors" - Silver - 2006 Brochure

"Best Commemorative Poster" - Silver - 2006 Official Poster

"Best Miscellaneous Multimedia" - Silver – "Musikfest Radio" Online Radio Player



Other ArtsQuest honors in 2006 included:

The Morning Call Readers Choice Awards - Best Winter Festival - Christkindlmarkt

The Morning Call Readers Choice Awards - Best Outdoor Festival - Musikfest

Lehigh Valley Magazine - Best Place for Live Music - Musikfest

Lehigh Valley Magazine - Best Place for Viewing Art - Banana Factory

Lehigh Valley Magazine - Best Place to Purchase Art - Banana Factory

ArtsQuest also enhanced communications with its stakeholders by introducing a new, full-color Quest Quarterly newsletter that goes out to more than 10,000, redesigning its E-quest electronic newsletter which reaches more than 30,000 and developing new, more comprehensive websites for the Banana Factory, Musikfest and Christkindlmarkt.



Creative Resources are the Driving Force

ArtsQuest's educational programs, outreach efforts and community events would not be possible without the dedicated volunteers, community members and staff who actively participate in every step of its planning and development process. By tapping into the knowledge, experience and enthusiasm of these many creative individuals, ArtsQuest is able to develop high-quality programming that meets the needs of the vibrant and growing Lehigh Valley community.

ArtsQuest would like to thank the following volunteers and staff members for their commitment and hard work in 2006. Their efforts played a major role in the success of the organization and its programs and special events.

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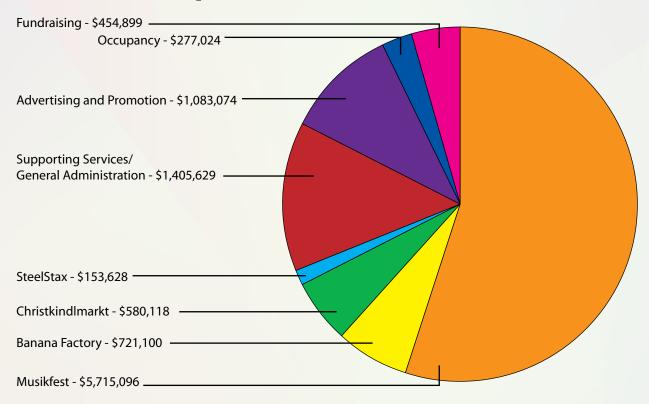
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Financial Summary

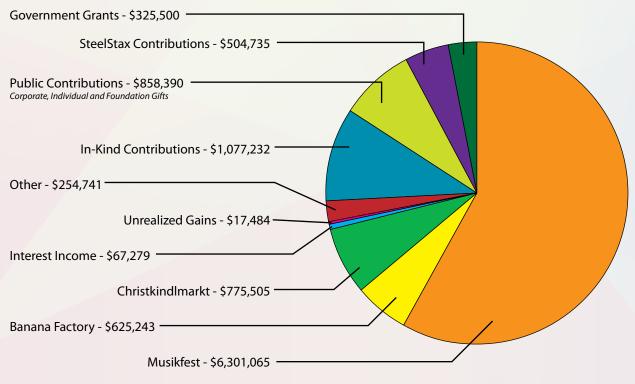
ArtsQuest and the ArtsQuest Foundation consolidated statements of financial position for the fiscal year ending December 31, 2006.

	Decembe	December 31,	
	2006	2005	
ASSETS			
Current Assets			
Cash and cash equivalents - unrestricted	\$ 682,054	\$ 656,350	
Accounts receivable, net of allowance of \$2,000 and \$3,500			
for 2006 and 2005, respectively	181,518	150,347	
Pledges, less allowance of \$0	957,235	587,250	
Inventory	78,861	121,665	
Prepaid expenses	0	4,719	
Total Current Assets	1,899,668	1,520,331	
Property, Furniture and Equipment,			
Net of Accumulated Depreciation	3,537,043	3,466,927	
Other Assets			
Restricted cash	455,565	164,051	
Restricted investments	238,522	248,59	
Pledges receivable	187,683	619,797	
Deposits and other assets	1,231	4,057	
	883,001	1,036,496	
Total Assets	\$ 6,319,712	\$ 6,023,754	
LIABILITIES AND NET ASSETS			
Current Liabilities			
Accrued expenses and other current liabilities	151,106	186,418	
Accounts payable	180,108	265,444	
Total Current Liabilities	331,214	451,862	
Commitments			
Net Assets			
Unrestricted			
Capital	3,537,043	3,466,927	
Other unrestricted	541,913	252,730	
Total Unrestricted	4,078,956	3,719,657	
Temporary restricted	920,122	878,750	
Permanently restricted, endowment fund	989,420	973,485	
Total Net Assets	5,988,498	5,571,892	
Total Liabilities and Net Assets	\$ 6,319,712	\$ 6,023,754	

Expenses - \$10,390,568



Revenue - \$10,807,174



Net Assets as of December 31, 2006: \$5,988,498



Celebrating Arts and Culture

ArtsQuest is a nonprofit organization dedicated to celebrating arts and culture in and around the greater Lehigh Valley. Each year, ArtsQuest presents Musikfest and Christkindlmarkt Bethlehem. The organization also owns and operates the Banana Factory, a community art center and gallery on Bethlehem's SouthSide.

