

# A Matter of Principles

# A Matter of Principles



In 1997, as the Banana Factory was being built, ArtsQuest, then known as the Bethlehem Musikfest Association, was engaged in the planning process. Based on the expansion of the organization with Christkindlmarkt Bethlehem in 1993 and the creation of the new art center, the Board of Trustees adopted a new mission statement: "to celebrate the arts and culture of the diverse peoples of the Lehigh Valley."

With such a broad statement it was important to create a statement of principles by which the organization would be guided in fulfilling its mission. Those principles, amended only a few times, are the foundation by which ArtsQuest has transitioned into a major arts, cultural and educational resource for the Lehigh Valley:

ArtsQuest will promote the heritage and culture of the diverse peoples of the Lehigh Valley by:

- I. Using arts and culture as key elements of economic development for our urban communities
- II. Providing quality cultural programming for families
  - Presenting local, regional, national and international visual and performing artists
  - Constantly upgrading the quality of all programs
  - Being an inclusive organization for youth, children at-risk, seniors and individuals with special needs
- III. Partnering with business organizations, educational institutions, government agencies and other not-for-profit organizations
- IV. Maintaining a strong, clear communication network for all stakeholders, including volunteers, donors, staff, vendors and the community
- V. Empowering volunteers to govern the organization, and to develop and produce cultural programs that meet community needs
- VI. Developing a staff that demonstrates the exce<mark>llence of the organization and works in harmony with each other and the volunteer corps</mark>
- VII. Providing education in the creative arts in areas not well represented by traditional educational institutions in the community and becoming a resource for arts education and arts-in-education for the region

As we look back on the eight years since the mission statement and principles were adopted, it is valuable to reflect on ArtsQuest's many accomplishments through the successful application of the principles. We thank the thousands of donors, artists, educators, patrons, volunteers, staff and partners who have contributed to the success of our programs and to making the Lehigh Valley a much more creative place for all of us.

As we approach the SteelStax project - with more partners and the opportunity to develop great new arts, cultural and educational programs for our community - for ArtsQuest the future is a matter of principles!

Jeff Parks

President ArtsQuest













# Using Arts and Culture as Key Elements of Economic Development for Our Urban Communities.



Since its founding, ArtsQuest has been committed to community revitalization through the arts. Musikfest rapidly became one of the largest music festivals in the United States. In 2005, more than one million people attended the festival, viewing more than 500 live musical performances by some 300 musical groups. Originally proposed to bring visitors to downtown Bethlehem's historic district during a time of the year other than Christmas, the event now serves as a second "Christmas" for merchants, while providing the greater Lehigh Valley with an annual cultural highlight.

Musikfest 2005 attracted visitors from more than 30 states and several foreign countries. Anecdotes abound of people who "discovered" Bethlehem during the event and chose to relocate in the Lehigh Valley, either for retirement or simply to experience the great quality of life in the region. During the first Musikfest in 1984, there were two boarded up stores on Main Street and no "Restaurant Row" on Broad Street. While Musikfest is a great event for the residents of the region, it is also a multi-million dollar promotion for the city's historic downtown.

In 1993, ArtsQuest introduced Christkindlmarkt Bethlehem to enhance the Christmas season activities in the region and provide a fund-raising event for what was to become the Banana Factory. The event supported Bethlehem's holiday tourism program and increased traffic for the downtown retail sector. And after losing money for the first five years, it began to show a profit in 1998, just in time to support the operating expenses of the Banana Factory.

Three years after Christkindlmarkt opened its doors, ArtsQuest announced that it was purchasing the former D. Theodoredis and Sons banana distribution warehouse - a building that had been vacant for seven years - on Bethlehem's South Side. South Bethlehem was an area in transition, with a few pioneer "trendy" stores near Third and New Streets, and some restaurants and shops on Fourth Street catering to the local student community. Today, there are 15 restaurants within a 10-minute walk of the Banana Factory, and just across Second Street there is a former Bethlehem Steel building that is now a complex featuring condominiums, a restaurant, a health club and parking deck. The condominiums are selling for \$150,000-\$500,000, highlighting the fact that the South Side transition has indeed been a very positive one.

In addition to its commitment to Bethlehem, ArtsQuest has assisted neighboring cities through various programs. In 2004 and 2005, it presented the famous von Trapp children at the Scottish Rite Cathedral, 15th and Hamilton Streets in Allentown, as part of its holiday programming. Each year some 9,000 guests, including more than 150 charter tours, attended the shows, with many of them dining and lodging in Allentown.

BananaWORKS, the Banana Factory's summer job skills and public art program, has also had a positive effect throughout the region, resulting in public pieces of art at Sacred Heart and St. Luke's Hospitals in Allentown, the Lehigh Valley Velodrome in Trexlertown and Easton High School's Cottingham Stadium in Easton.

Another project taking place in Easton has had a profound impact on some of the region's at-risk youth. At the Northampton County Juvenile Justice Center, ArtsQuest's three-year program with the center provides art instruction and special creative projects for teens seeking a better direction in life. The theme of the program in 2005 was overcoming adversity, as the youth met with and learned from successful individuals who overcame great odds to become positive role models and driving forces in the community.

Each year the ArtsQuest staff is contacted by communities near and far to assist with solutions for their urban revitalization issues. In 2005, guests from three states and several Pennsylvania communities visited the Banana Factory to get ideas on how they can apply this concept to their community. Most flatteringly, the City of Reading created GoggleWorks, a super-sized Banana Factory, in an old goggle factory located in its downtown.

During his successful campaign for office, Reading Mayor Tom McMahon visited the Banana Factory and vowed that if he were elected, Reading would have a cultural center modeled after ArtsQuest's. Now it does, as the GoggleWorks opened its doors in September of last year!

As 2005 drew to a close, ArtsQuest also unveiled plans for SteelStax, a 21st century arts, entertainment and cultural complex that will help shape Bethlehem and the Lehigh Valley for decades to come.

Developed jointly by ArtsQuest and PBS 39, along with other nonprofits such as Bethlehem Opera Theatre, the Hispanic American League of Artists, Pennsylvania Youth Ballet and Pennsylvania Youth Theatre, SteelStax will feature several spaces and buildings for broadcasting, music and performing arts. Planned for the complex are a broadcast center, 3,500-seat performing arts center, 450-seat theater for performing arts and the 400-seat Musikfest Café, which will showcase live music. Also included will be an art cinema highlighting art films, documentaries, film festivals, remastered classical movies and children's programs, as well as classrooms and rehearsal spaces for several of the nonprofit partners.

With so much growth, it's not hard to see why for ArtsQuest it has always been a matter of principles!





# Providing Quality Cultural Programming for Families.



ArtsQuest is dedicated to continuing the Lehigh Valley tradition of providing a great quality of life for families. It is guided in this endeavor by three directives:

### 1. Presenting Local, Regional, National and International Visual and Performing Artists

Each year ArtsQuest offers exposure to hundreds of local and regional visual and performing artists. In 2005, 193 local musical groups were presented at Musikfest, Christkindlmarkt and the Banana Factory. From public school jazz bands to talented classical trios, ArtsQuest was pleased to showcase many of the talented musicians who call the Lehigh Valley home.

For local visual artists, the Banana Factory has become a hub for celebrating the diversity of the local arts scene. In 2005 more than 800 artists exhibited their work at 19 shows in the art center's galleries. Exhibits ranged from those showcasing the works of local art organizations such as the Arts Community of Easton and Lehigh Art Alliance, to shows highlighting the art of regionally- and even nationally-known artists such as Steve Tobin, Richard Redd, Curlee Raven Holton and Ed Kerns.

In addition to showcasing local acts, Musikfest also features some of the biggest names in the music world. Last year's list of performers included internationally-renowned performers such as Keith Urban, The Beach Boys, Clay Aiken, George Thorogood, Michael Feinstein, Susan Tedeschi, T.S. Monk, Loudon Wainwright III and dozens of others.

The Banana Factory also reached throughout the country and around the globe via national exhibitions such as "Botanical Fantasies" and "Lasting Impressions." In addition, the art, culture and history of the Southwest's Native Americans were highlighted through the residency of John Fitzgerald Toya, a painter, potter and musician from the Jemez Pueblo in New Mexico.



#### 2. Constantly Upgrading the Quality of All Programs

Each year ArtsQuest raises the bar for its delivery of quality cultural programs. The year-long Native American theme celebrated by the organization in 2005 was reflected in the design of the Musikfest poster by Mr. Toya, who had a one-month residency at the Banana Factory in April.

This artist amazed and educated more than 1,000 students during his residency through his visual art and his culture's Eagle Dance, a ceremony rarely performed outside the Pueblo. In addition, the Star Feather Singers and the Seasonal Dancers from the Jemez Pueblo were the artists in residence at Musikfest, bringing an authentic southwestern Indian flair to the event.

The Native American theme was also highlighted at Musikfest through a visit by The Artrain, the nation's only art museum on a train. Its exhibit, "Native Views: Influences of Modern Culture," gave Musikfest attendees a glimpse of contemporary American Indian art and philosophy. Capping off the celebration of Native Americans was an American Indian Symposium at the Banana Factory. One of the first of its kind in the country, the standing room only event brought together Native American leaders from five different nations.

In the winter of 2005, ArtsQuest introduced "Winterlude," a series of musical performances and art workshops at the Banana Factory. The series offered a diversity of art activities, including local and national performing artists and visual art workshops and special events such as Doll Making, American Indian Crafts and a Japanese Tea Ceremony with a Raku kiln firing demonstration.

Thanks to Olympus America Inc., the Banana Factory unveiled the state-of-the-art Olympus Digital Imaging Center in October. The 15-station classroom, with a professional grade photo printer capable of producing poster-sized prints, expanded educational opportunities at the Banana Factory immensely. The classroom was immediately put to use for public classes and the B-Smart after-school enrichment program for area elementary and middle school students.

### 3. Being an Inclusive Organization for Youth, Children At-risk, Seniors and Individuals with Special Needs

The hallmark of ArtsQuest is that it makes visual and performing arts accessible to everyone. Many of the arts and cultural services are provided through the organization's own programs, while some are offered through partnerships with other organizations. The following is an abbreviated list of some of the ways in which ArtsQuest reaches out to the community and its diverse groups:

**B-Smart** – This after-school enrichment program introduces elementary and middle school students to traditional fine arts and new mediums such as digital photography and videography

**BananaWORKS** – A unique job skills program for teenagers offered in partnership with Pennsylvania Career Link – Private Industry Council

**Holy Infancy School** – Every grade at this private school takes 16 weeks of art education programs at the Banana Factory

**KidsPeace** – This national program for kids in crisis conducts workshops with the Banana Factory

**Unseenamerica photography program** – The Banana Factory has taught more than 100 elementary and middle school students to use cameras and take good photographs

**VIA** – ArtsQuest provides visual arts workshops for adults with disabilities



# Partnering with Business Organizations, Educational Institutions, Government Agencies and Other Not-for-profit Organizations.

Each year, ArtsQuest partners with many businesses, educational institutions and governmental agencies to help fulfill its mission. In 2005, the list included:

#### Nonprofits - performing arts programs:

**Acoustic Roadshow** AMLA (Asociación de Músicos Latino Americanos) Bell Choir of St. John's **United Church of Christ** Bethlehem Area Moravian Trombone Choir Bethlehem Opera Theatre C4 singers Cambiata Singers, Saucon Valley Middle School Cantabile Children's Choir Cathy & Marcy Guitar Workshop for Children Charger Records - East Hills Middle School East Hills Middle School 6th Grade Chorus **Emmaus High School Chorale** Farmersville Elementary School Chorus Flamenco Tablao Dance Company Freedom High School "Les Chanteurs" **Godfrey Daniels** 

HALA – SUYA '05 (Synergies of Urban Young Artists) HALA - Salseros 2005 Janosik Polish Dance Ensemble and Monique Legaré International **Dance Company** KAZKA Ukrainian Folk Ensemble L.E. Dieruff High School Band Lehigh Saengerbund Chorus Lehigh Valley Chamber Orchestra Lehigh Valley Charter School for the Performing Arts **Lehigh Valley Cloggers** Lehigh Valley Folk Music Society Lehigh Valley Jazz Ensemble Mock Turtle Marionette Theatre Nazareth Middle School Burgundy Team Our Lady of Perpetual Help **English Handbell Choir** 

Parkland High School Strolling Strings Pennsylvania Youth Theatre Saucon Valley Elementary Panther Players Senior Girl Scout Troop 225 Senior Voices and ChimeTime Shafer Singers, The Cheerful Chimers and Roadrunner Ringers (from Shafer Elementary) Students of LVC-PMTA Teachers The Bach Choir of Bethlehem The Bethlehem Music Settlement The Difference The Paula McManus School of Irish Dancing The Philadelphia Songwriters Project The Sharon Plessl School of Dance and Excel Dance Company Tri-lingual Roman Catholic Mass U.S. Naval Academy Band "Next Wave" William Allen High School Chorale

#### Nonprofits - visual arts programs:

**ASPIRE** Bethlehem Area School District Childcare Bethlehem Palette Club Bethlehem YMCA **Bread and Roses Group Broughal Middle School** Calypso Elementary School **Catholic Charities** Colonial Intermediate Unit 20, Autism Community Services For Children Cops N Kids Literacy Program **Donegan Elementary School** East Hills Middle School Fountain Hill Elementary School Freemansburg Elementary School **Governor Wolf Elementary School** 

Hispanic American League of Artists Holy Infancy School **Kids Cooperative** KidsPeace Lafayette College Lehigh Arts Alliance Lehigh University Lehigh Valley Charter School for **Performing Arts** Lehigh Valley Child Care Lincoln Elementary School Marvine Elementary School **Monocacy Manor** Moravian College Moravian Village Nitschman Middle School

Hanover Elementary School

Northampton Community College Northampton Juvenile Justice Northeast Middle School **PASELA** Penn State University North Campus Pennsylvania Career Link, **Private Industry Council** Pennsylvania Youth Theatre Pinebrook Services for Children and Youth South Bethlehem Neighborhood Partners SouthSide Arts Collaborative Spring Garden Elementary School The Black Feather Foundation The DaVinci Center The Wellness Community Touchstone Theater VIA of Lehigh Valley

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 Area Jaycees Community Service Group Girl Scouts KidsPeace Lehigh County Juvenile Probation NAACP of Easton NETwork of Young Professionals Northampton County Adult Probation Northampton County Juvenile Probation oFF tHE cOUCH gANG Single Volunteers of Bucks County St. Anne's Youth Group VIA of the Lehigh Valley Volunteer Center of the Lehigh Valley

#### Governmental units and agencies:

Bethlehem Area School District
Bethlehem Housing Authority
City of Bethlehem
Commonwealth of Pennsylvania, Department of Community
and Economic Development
Easton Area School District
Lehigh County
National Endowment for the Arts
Northampton County
Pennsylvania Council on the Arts
Pennsylvania Educational Improvement Tax Credit Program
United States Department of Education



#### **Business and corporate partners:**

6 ABC WPVI-TV AAA East Penn **ABE Fence AD Computer Corporation** Adams Outdoor Advertising **Aesculap** Agere Air Products and Chemicals Inc. Albarell Electric Inc. Alcoa Foundation Alvin H. Butz Inc. **Aramark Corporation** Ashley Development B Braun Medical Inc. B. F. Brown & Company Inc. **Baby J Productions** Bank of America Banko Beverage Company BarnHouse Village Banquet **Facility** Bennigan's Grill & Tavern Bethlehem Dairy Store Binney & Smith Inc. Blue Mountain Vineyards & Cellars Ltd. Boulevard Frame & Art Brickman Group Ltd. Brown-Forman Beverages Cantelmi's Hardware Capital Blue Cross Cat Country 96 Christmas City Printing Citadel Communications **Clear Channel Communications** Clipper Magazine CMC Sound **Cobalt Computers** Coca-Cola Bottling Co. of the Lehigh Valley Comfort Inn Bethlehem Comfort Suites of Bethlehem Commerce Bank Community Action Committee of the Lehigh Valley Concannon Miller & Co. P.C. Conectiv Contractor's Equipment Inc. Convergent Communications

Coordinated Health

**DP** Foundation

Dan Schantz Farms

& Greenhouses

Management Inc. Crowne Plaza

Cornerstone Advisors Asset

**Darlington Exterior Services** Days Inn & Conference Center Diageo Dicks Catering & Concessions Inc. dotster Eastern PA Business Journal Edwards Business Systems Inc. Elite Limousine **Embassy Bank** Entenmann's Bakery **Erie Insurance Group** Fairfield Inn & Suites by Marriott First Commonwealth Federal Credit Union First Star Savings Bank Fitzpatrick, Lentz & Bubba PC **Four Points Sheraton Beall and Linny Fowler** Fowler & Peña Creations Fritch Inc Fromm Electric Supply Corporation Fulton Financial Advisors G & L's Sign Factory G. M. Taggart & Associates GBS Teleproductions Glasbern Good Shepherd Rehabilitation Hospital Guardian Hale Trailer, Brake & Wheel Hampton Inn & Suites -**Bethlehem** Hawk Mountain Bed & Breakfast HCR ManorCare Highmark Blue Shield Hilton Garden Inn/Staybridge Suites HOLA! 1600 AM WHOL Holiday Inn Bethlehem Holiday Inn Conference Center - Breinigsville **IESI PA Bethlehem Corporation** Imirage Inc. Jangle Advertising Jeras Corporation John J. Zeiner & Sons Just Born Inc.

Kevitch & Altobelli

Kohl's

Keystone Nazareth Bank & Trust

Kistler O'Brien Fire Protection

Lafayette Ambassador Bank

Las Vegas Sands Corporation

Lehigh Cement Company Lehigh Pizza Lehigh Valley Cardiology A<mark>ss</mark>ociates Lehigh Valley Carpenters Union Local #600 Lehigh Valley Community Foundation Lehigh Valley Hospital & Health Network Lehigh Valley Magazine Lehigh Valley Style Life Church Longswamp Bed and Breakfast Looper's Grille & Bar Lisa Lake Photo Design Lutron Electronics Company Inc. MAB Paint Company Mack Trucks Inc. Martin Guitar Company Merge Merry Maids MetLife Michael Dunn Company Michael Thomas Floral Design Morning Call MRK Networks Inc. Nassau Broadcasting National Endowment for the Arts Nazareth Pallet Company Inc. Northampton Community College Olympus America Inc. Frank E. & Seba B. Payne Foundation **PBS 39** Pennsylvania Council on the Arts Pennsylvania Dept. of Community and Economic Development Pennsylvania Lottery Pennsylvania School of Business Pennsylvania State University - Lehigh Valley PenTeleData Plantique Inc. **PNC Bank** PPL **Pulse Weekly** Quiet Core Inc. R.K. Laros Foundation

Radisson Hotel Bethlehem

Ramada Inn Residence Inn by Marriott Richard S. Horvath Sr. Electrical Contracting Inc. Rider-Pool Foundation Rileighs Outdoor Decor Rodale State Representative TJ Rooney Sayre Mansion Inn SCCI Hospital Service Electric CATV-2 ServiceMaster by Round the Clock Cleaning Shafer Family Charitable Trust Sheila Fortune Foundation Siemens VDO Automotive Corporation Sign Design Associates Inc. Slate Belt Industries Soft Rock 100.7 Sovereign Bank Spillman Farmer Shoemaker St. Luke's Hospital & Health Network Starfish Brasserie Staybridge Suites Stiegler, Wells, Brunswick & Roth Straub Chrysler Jeep Target Select Cable LLC The Express-Times The Globe Inn The Irregular T-Mobile Trans-Bridge Lines Inc. Tribune Direct TruGreen ChemLawn UGI Utilities Inc. U. S. Foodservice Inc. Verizon Wireless Waitz Corporation Walmart - Bethlehem Waste Management WDIY-FM Community **Public Radio** Weidenhammer Systems Werkheiser Electric Westgate Mall WFMZ-TV/Channel 69 News WGPA Radio Sunny 1100 WNTP 990 AM WPPA-WAVT

WZZO-FM Z95

## Maintaining a Strong, Clear Communication Network for All Stakeholders, Including Volunteers, Donors, Staff, Vendors and the Community.

ArtsQuest prides itself in its communications with its various stakeholders via:

**Fest.org** - The organization's primary website is the central point for exploring the many facets of ArtsQuest and its programs online. Websites for the Banana Factory, Christkindlmarkt Bethlehem, Musikfest and SteelStax can be accessed from this central point. In 2005 the combined ArtsQuest websites received more than 50 million hits from more than 110,000 different IP addresses.

**E-Quest** - ArtsQuest's electronic newsletter, e-quest is sent out bi-weekly during most of the year, weekly in June and July and daily during Musikfest. It now reaches more than 21,000 individuals.

**Quest Quarterly** – The organization's newsletter is printed quarterly and mailed to some 8,500-plus stakeholders.

ArtsQuest Extranet - Housed on the fest.org website, this site is the information resource for the 75 volunteers who serve on ArtsQuest's board and councils, as well as the staff. Through the Extranet, volunteer leaders and staff have 24/7 access to minutes, agendas, reports, the long-range plan, annual goals, by-laws and other vital information.



## Empowering Volunteers to Govern the Organization, and to Develop and Produce Cultural Programs that Meet Community Needs.

Through a well developed committee structure in which staff, volunteers, community members and advisors participate in planning and executing programs, ArtsQuest remains highly responsive to community needs. Beginning with its hands-on Executive Committee, which meets monthly with the ArtsQuest president and vice president, and reaching into every function of the organization, volunteers work hand in hand with staff to conceive, plan, develop, implement and evaluate programs. ArtsQuest thanks and salutes the following volunteers who gave their time and talents to help make its programs so successful

#### ArtsQuest **Board of Trustees**

Allen Billiard Ed DeGrace **Edward Dougherty** Sandor Engel Iva Ferris Linny Fowler Gerry Gillispie Cindy Glick Tony Hanna Mark Jobes Kris Kapoor Arthur Katsaros Walter Keiper Tom Kelly Vicki Mavk Jeffrey Parks Peggy Plympton Janet Stainbrook Donna Taggart Helene Whitaker Steven Woods David Yanoshik

#### **ArtsQuest Foundation Board**

**Gregg Feinberg** Linny Fowler Kris Kapoor Art Katsaros Jeffrey Kurtz Marna Hayden Jack Yaissle

#### **Executive Committee**

Sandor Engel Linny Fowler Cindy Glick Peggy Plympton Donna Taggart Helene Whitaker Steven Woods David Yanoshik

#### **Banana Factory Council**

Beth Bover Angelika Cornelius Tom Dorshimer **Linny Fowler** Gerry Gillispie Cindy Glick **Becky Gorton** Kelly Gould Robert Hereck Mark Jobes Cathy Leiber Ben Marcune

Judge F.P. Kimberly McFadden Barbara Pavlo Jane Pearson Frank Shipman Mary Stubbmann

#### Christkindlmarkt Council

Sally Albano Diane Donaher Kate Ferenzy Iva Ferris **Barry Gebhart** Bruce Hoegg Marc Kaminetsky Dale Kochard Lvnn Loaue Cleo Smith Donna Toro Ron Unger Ken White David Yanoshik

#### **Musikfest Council**

**Neal Apgar** 

Allen Billiard Ed Boksan Tom Byrnes Nancy Clark Norberto Dominguez Michael Dunn Ryan Dunn Sandor Engel Barbara Gilchrist Sylvia Hand Robert Hunsicker Mary Jo Johnson Ann Knerr Robert Moran Erv Nothstein Mary Pongracz William Raven Myra Rivera Jack Schildt Dr. Joseph Zasik

#### Communications

Committee David Blankenship Iva Ferris Joseph Mikitka Phil Moskowitz Janet Weiss Dave Worman

#### **Festival Design and Logistics Committee**

Neal Apgar Jim Band Dave Blankenship George J. Boksan Paul Fistner Barbara Gilchrist Rick Hawk Walter Keiper Mary Beth Leeson Tim Mease **Bob Michel Bob Moran** George Radecsky

#### **Finance Committee**

Robert R. Windolph

Jack Schildt

Jeff Zaun

Allen Billiard Gerry Gillispie Mark Jobes Peggy Plympton Helene Whitaker

#### **Flower Committee**

Sharon Andrews Jim Brand Linda Galitis **Deb Healing** Marie Tracey

#### Food Vendor/ **Beverage Committee**

Mary Ann Bishop Ed Boksan Nicole Clater Wilbur Freitas Deborah J. Flammer Paul Fistner Gayle Hancock Frank Heffelfinger Mary Hitcho Sandra Gerencher Barbara Gilchrist George & Lauren Radecsky Jack Schildt Patricia Sharp John Shivok David Swartley Connie Ulans

Jeff Zaun

#### **Long Range Planning Committee**

Sandor Engel **Gregg Feinberg** Gerry Gillispie Cindy Glick Dale Kochard **Kevin Pennington** Peggy Plympton Janet Stainbrook Donna Taggart Helene Whitaker Steven Woods Jack Yaissle

#### **Marketing Committee** Vern Anderson

Kelly Gould Paul Joly Tom Kelly Paul Leese Cathy Leiber Lvnn Loque Tom Pippet Bill Raven Jan Schwoyer Andrew Stanton Reno Unger

#### **Merchandise Committee**

Kimberly Bluder Elayne Dellatore Deborah Flammer Svlvia Hand Brenda Martin Roberta Moyer Donna Toro Kathy Trinkle Lauren Radescky

#### Musikfest Program

**Committee** John Caviston Jo Ann Gassner Donna Grims Linda Mover-Piatt John Pavis Ginny Ranieri Steve Reese Lyn Ricker Renee Saleh John Schoeller Mary Wozniak

#### **Nominations Committee**

Ed DeGrace Diane Donaher Frank Shipman Janet Stainbrook Donna Taggart Helene Whitaker Dr. Joseph Zasik

#### Parking & Transportation Committee

**Neal Apgar** Francis Barron Chris Christian Thomas JeBran David Kravatz Fred Mill **Hector Nemes** Vincent Quinn Ernie Schatz Steve Schmitt Robert Windolph

#### **Safety Committee**

Patricia Black **Fd Boksan** Alan Bosch Jane Briggs John Caviston Linda Cornman Thomas Decker Holly Hartigan **Bob Hrichak** Chris Jordan Lisa Koza Mary Beth Leeson Ann M Panik Keith Simon Tom Slapinsky Garrett Smith Janet Weiss Dr. Joseph Zasik

#### Security Committee

Neal Apgar Richard Blake George Boksan Sandor Engel Edward Shupp Dr. Joseph Zasik

#### Sign Committee

**Neal Apgar** William Gerencher Gerald Hoagland George & Lauren Radecsky John Shivok Doris Stecker Norb Szymanski Jack Schildt

#### **Banana Factory Special Events** Committee

Barbara Altemus Peg Apgar Kimberly Bluder Beth Bover Louise Disney **Nancy Flounders** Linny Fowler Kelly Gould Rita Koller Luanna LaBriola Judge F.P. Kimberly McFadden Barbara Pavlo Patricia Sharp Patricia Sheppard Carol Shriver Mary Stubbmann Cvnthia Workman

#### Stage Committee

Sharon Andrews Linda Galitis Hope Hechler Brian Hieter Robert Michel Kim Morris Clark Mutchler Paul Narsavage Gary Rieger Steve Topp Gene Traupman Judy Yuhas

#### **Volunteer Committee**

Sally Albano Ed Boksan Pat Black Linda Cornman Ed DeGrace Deborah Flammer Bill Gerencher Svlvia Hand Holly Hartigan Patsy Hebor Brenda Martin **Bob Michel** Mary Pongracz Cindy Schappell Ken White **Bob Windolph** Cindy Workman Lou Yurkanin

# Developing a Staff That Demonstrates the Excellence of the Organization and Works in Harmony with Each Other and the Volunteer Corps.

The ArtsQuest staff features a well-rounded group of professionals whose mandated priorities are teamwork, professional development and goal attainment. The staff is generally recognized as one of the best special events groups in the country and is developing a reputation for its delivery of quality arts and education programs.

Jeff Parks President

Walt Keiper Vice President

Kim Plyler
Director of Marketing and Public Relations

Ron Unger
Director of Advancement

Ray Neeb

Director of Operations

Janice Lipzin

Director of Visual Arts and Education

Becky Hurley
Director of Community Relations,
Human Resources

Craig Pearce <u>Director of Performing Arts</u>

Steve Ott

Director of Merchandise

Pat Kesling
Director of Development

Ann Abadessa Director of Finance

Gary Onuschak
Director of Information Systems

Susan Drexinger
Director of Hospitality

Mark Demko Associate Director of Marketing and Public Relations Kay Moran
Assistant Director of Finance

Donna Schudel Assistant Director of Visual Arts and Education for the Banana Factory

Karen DeLuca Office Manager

Brenda Pisani

Advancement Associate

Angel Gable Graphic Designer

Jon Lunger Marketing Manager

Josh Hannon
Event Manager

Joe Penzes
Production Manager

Jim Keeler
Ticketing Manager/Finance Assistant

Ruthie Knowles

Database Entry Assistant

Krista Laubach Administrative Assistant for the Banana Factory

Lois Baker Office Assistant for the Banana Factory

Dawn Jastrzemski Gallery Assistant Providing Education in the Creative Arts in Areas Not Well Represented by Traditional Educational Institutions in the Community and Becoming a Resource for Arts Education and Arts-in-education for the Region.

Arts education takes place in many ways and with diverse peoples. Through relationships with dozens of qualified artist educators, ArtsQuest is able to work with community organizations and provide resources for art education. In 2005, it provided art education resources for:

- Bethlehem Area School District After School Partnership for Instruction, Recreation and Enrichment (ASPIRE)
- Bethlehem Area School District Fifth Grade Art Exhibit
- Community Services for Children/Head Start
- Lehigh Valley Child Care
- Northampton Community College Art As a Way of Learning
- Northampton Community College Promoting And Supporting Early Literacy Through the Arts (PASELA)

While offering more traditional art instruction in mediums such as painting, drawing and stained glass, ArtsQuest - at the Banana Factory's Fowler Arts and Education Center - is focusing on three areas that are underserved in the Lehigh Valley - photography, ceramics and glass. With the completion of the Olympus Digital Imaging Center in fall 2005, Lehigh Valley residents can now learn to use their new digital cameras and take professional quality photographs. In addition, with the Banana Factory's traditional photography darkroom donated by the Laros Foundation in 2003, students can learn the art of developing their own color and black & white photographs.

The Banana Factory's ceramics classroom is perhaps the most popular classroom in the building. With daytime and evening use via Holy Infancy School, various after-school programs and adult instruction, the classroom's two kilns are operating at full capacity. The Raku kiln donated by the Laros Foundation allows students to practice the centuries-old Japanese ceramic art of Raku, and future goals call for the expansion of the ceramics program.

By the end of 2005, plans were also completed for the installation of the Lehigh Valley's only glassblowing and flame working teaching facility. Scheduled for completion in October 2006, the new glass studio will offer opportunities for students and the public to learn the art of glass blowing, as well as feature more specialized workshops and seminars with nationally-renowned visiting glass artists.

2005 was an important year in the history of ArtsQuest as it continued to explore the opportunities for creativity in the Lehigh Valley. During the year, the organization was honored with numerous awards including:

Morning Call Readers' Choice Awards – Best Winter Festival – Christkindlmarkt

Morning Call Readers' Choice Awards – Best Summer Festival – Musikfest

Morning Call Readers' Choice Awards – Best Live Music Venue – Musikfest

IFEA Regional Award – Silver Best Tee Shirt – Musikfest

IFEA Regional Award - Gold Best Marketing Material - Festpod

Lehigh Valley Magazine - Best of the Valley - Independent Art Gallery to View - Banana Factory

Lehigh Valley Magazine - Best of the Valley - Festival - Musikfest

Lehigh Valley Magazine – Best of the Valley – Live Music Venue – Musikfest

Looking back, however, the best awards were those that are measured in the experiences of the people ArtsQuest serves during the year through culturally enriching programs. Each and every person deserves access to the arts and, most importantly, the arts that they wish to experience.

At ArtsQuest, we seek to make that possible. For us, it's simply...

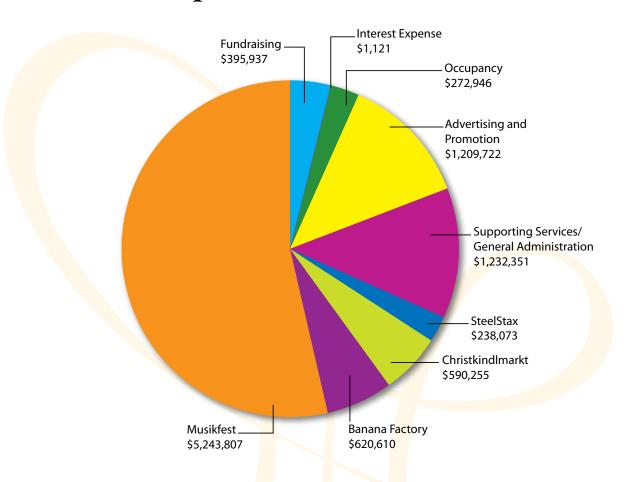
A Matter of Principles

## Financial Summary

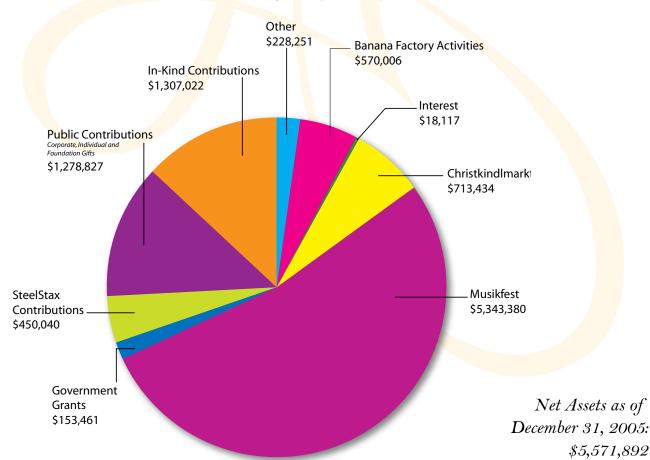
Consolidated Financial Statement of ArtsQuest and the ArtsQuest Foundation for the fiscal year ending December 31, 2005

	December 31,	
	2005	2004
ASSETS		
Current Assets		
Cash and cash equivalents - unrestricted	\$ 656,350	\$ 337,714
Accounts receivable, less allowance of \$3,500	150,347	114,965
Pledges, less allowance of \$0	587,250	425,268
Inventory	121,665	113,506
Prepaid expenses	4,719	10,935
Total Current Assets	1,520,331	1,002,388
Property, Furniture and Equipment,		
Net of Accumulated Depreciation	3,466,927	3,666,998
Other Assets		
Restricted cash - Endowment Fund	164,051	200,703
Restricted investments	248,591	0
Pledges receivable	619,797	875,557
Deposits and other assets	4,057	2,675
	1,036,496	1,078,935
Total Assets	\$6,023,754	\$5,748,321
LIABILITIES AND NET ASSETS		
Current Liabilities		
Current portion of long-term debt	\$ 0	\$ 76,838
Accrued expenses and other current liabilities	186,418	96,629
Accounts payable	265,444	260,678
Total Current Liabilities	451,862	434,145
Commitments		
Net Assets		
Unrestricted		
Capital	3,466,927	3,590,160
Other unrestricted	252,730	152,294
Total Unrestricted	3,719,657	3,742,454
Temporary Restricted	878,750	618,965
Permanently Restricted, Endowment Fund	973,485	952,757
Total Net Assets	5,571,892	5,314,176
Total Liabilities and Net Assets	\$6,023,754	\$5,748,321

## Expenses - \$9,804,822



## Revenue - \$10,062,538







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