

ARTSQUEST™
imagine that



2014

Community Impact Report

artsquest.org

A LETTER FROM THE PRESIDENT

Six students enjoying a life-changing experience as they discover the art of concert photography while shooting The Avett Brothers from the media pit at Musikfest's Sands Steel Stage....

2,000 people coming together to enjoy a free concert by The Smithereens at the Levitt Pavilion...

10,000 people cheering every kick, pass and goal while watching the U.S. take on the world in the FIFA World Cup™.....

For more than 30 years, ArtsQuest has been about bringing our community together through shared music, arts and cultural experiences. In my first few months as President & CEO of this incredible arts and cultural organization, I saw this countless times, through events and programs touching almost every aspect of our community – music festivals, educational programs for young people and, yes, even a huge soccer viewing party at the base of the old Bethlehem Steel blast furnaces.

Since last summer, I've had the opportunity to meet so many of you, and the number-one thing that stands out to me is how passionate you are about our programming and the important role our organization plays in our community.

Well, it's because of you - our dedicated volunteers, ArtsQuest Members, sponsors, community & educational partners and, of course, the public - that we are able to offer such a diverse array of music, art and educational experiences. In fact, this past year we presented a record 2,000 individual programs and events representing everything from cinema and contemporary dance to music and the visual arts. Most importantly, approximately 65 percent of this programming was absolutely free for our community to attend.

Since the opening of SteelStacks just a few years ago, ArtsQuest's programming and mission have expanded significantly. Thanks to our nonprofit's dynamic senior leadership team, innovative programming and the support of our community, the organization is gaining a reputation as a leader in using the arts as a catalyst for urban revitalization and economic development.

ArtsQuest is committed now more than ever to offering exceptional arts and cultural experiences that enhance the quality of life in the region, while continuing to use the arts to bolster economic development in our city and our community. There's still much work that needs to be done. But, with your support, we look forward to providing even greater access to arts education and arts & cultural programs in the decades to come.

Sincerely,



Kassie Hilgert
ArtsQuest President and CEO



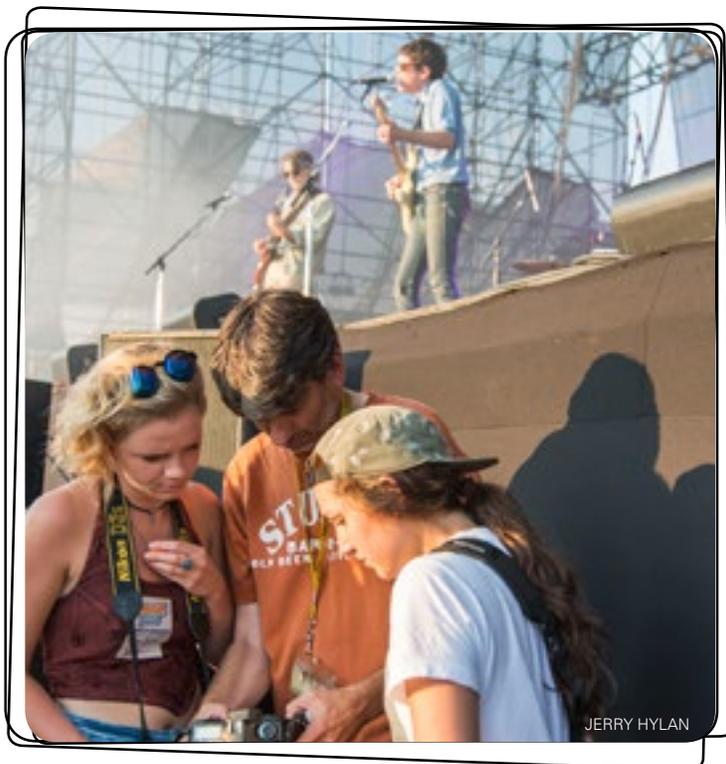
EDUCATION AND OUTREACH

For nearly 50 years, he's been known as the leader of The Moody Blues – the voice and author behind timeless classics like "Tuesday Afternoon" and "Nights in White Satin."

At Musikfest 2014, Justin Hayward, along with his fellow bandmates, was known as something else - a supporter of the arts and an individual who's committed to giving back. In addition to performing a dynamic, career-spanning concert at the festival, The Moody Blues also assisted ArtsQuest by partnering on a photography workshop and fundraiser called PHOTOPASS, designed to help raise funds to support ArtsQuest's arts and educational programming for the region. Participants in the photography workshops learn the ins and outs of concert photography from veteran concert photographer Brian Hine, who has photographed hundreds of shows for Rolling Stone, Time and other publications, while also having the exclusive opportunity to photograph the festival like the working media, including at the Sands Steel Stage.

"We're happy to be a part of the 'PHOTOPASS' series, benefitting the ArtsQuest Artist & Arts Education Funds, and to give students an opportunity to experience a day in the life of a rock photographer."

– Justin Hayward, The Moody Blues



Since its inception in 2013, nearly 60 students of all ages have taken part in PHOTOPASS, with their tuition fees helping to raise more than \$15,000 to support ArtsQuest's free programming for the region. Other artists who have lent a hand for the unique educational experience at Musikfest and SteelStacks include Alan Jackson, The Avett Brothers, Weezer, Steely Dan, STYX, Norah Jones and Puss n Boots, Modest Mouse, Foreigner, Avenged Sevenfold, George Thorogood, Southside Johnny, David Bromberg, Blind Boys of Alabama, Preservation Hall Jazz Band and more.

PHOTOPASS is just one example of how ArtsQuest's unique educational programming is having a positive impact on the lives of thousands of individuals throughout the region. In 2014, people of all ages benefitted from the organization's music, arts and cultural programs including....

- A record **14 high schools** enjoying a unique music-in-education experience by participating in the SteelStacks High School Jazz Band Showcase, won by Quakertown High School.
- More than **200 Bethlehem area students** taking part in arts enrichment programs such as the B-Smart afterschool program, Holy Infancy Arts Education Program and Faces of the SouthSide photo documentary initiative.
- **30-plus students** from Liberty and Freedom High Schools participating in the Marketing Musikfest class, which culminates with each school presenting four artists at Musikfest.
- **100 Donegan Elementary School children** enjoying the "Art Smart" summer school program, concluding with a guided tour at SteelStacks.
- **20 children and adults in-need**, ranging in age from 4 to 60, experiencing visual arts classes and camps through the ArtsQuest Scholarship Fund.
- **65 students** having the opportunity to showcase their artistic talents in a professional gallery setting by taking part in the Olympus InVision College Photography Exhibition and Young Artists Annual Exhibition.
- **568 people** attending the Robin Williams Film Series at SteelStacks following the acclaimed actor's passing, helping to **raise more than \$2,500** to support the Greater Lehigh Valley Chapter of the American Foundation for Suicide Prevention.

VISUAL ARTS

For painter Todd Stone, few days are as permanently etched in memory as that fateful day in September 2001 when he witnessed first-hand the tragic events that took place in Manhattan.

Following the initial shock and devastation of 9/11, Stone returned to his work, documenting on canvas the terrible changes and the massive hole in the New York City skyline. For 13 years, he followed the rebuilding process, and starting in 2013 he began painting from his new arts studio, located on the 67th floor of the new 4 World Trade Center.

The end result of Stone's efforts is "Downtown Rising - Studies in Resilience," a series documenting the 9/11 tragedy and the rebirth of the World Trade Center. In the fall, the Bucks County artist shared his work and his stories, not only through the exhibition, but also through a special gallery talk that offered insight into his life and his work.

For Stone, the exhibit, which was part of ArtsQuest's new Artists Among Us residency series, was an opportunity to pay tribute to the human spirit and the capacity to rebuild, even in the face of terrible tragedy. For ArtsQuest, Stone's show was an opportunity to introduce the public to one of the renowned artists living and working in the region, the primary focus of the series.

Through the programming of the Banana Factory arts education center, ArtsQuest offers dynamic programs, exhibits and educational experiences that touch the lives of

thousands of people each year. In 2014, the nonprofit also partnered with Adams Outdoor Advertising on a new public art initiative called ArtPop Lehigh Valley, a juried competition that resulted in six area artists having their work showcased on prominently placed Adams billboards in the region for an entire year.

ArtPop grabbed the attention of the artists' community, with more than 75 individuals submitting work for the competition. It also caught the eye of area residents, with thousands of motorists noticing the artists' billboards as they buzzed by on some of the Lehigh Valley's busiest thoroughfares. The result has been increased exposure for the artists, as well as excellent promotion of the region's diverse arts community.

"The fact that we had 75 people enter this inaugural competition highlights the incredible passion, dedication and involvement our artists have with our community," says Lehigh University Art Galleries Director/Curator and ArtPop Lehigh Valley Jurying Panelist Ricardo Viera. "These submissions were all excellent and represented a wide range of two- and three-dimensional mediums, making the panel's decisions extremely difficult."

Thanks to new programs such as Artists Among Us and ArtPop, ArtsQuest was able to markedly expand access to arts and artists in the region. In addition to free First Friday open house celebrations and more than 25 exhibits at the Banana Factory and SteelStacks, the organization also presented 358 art classes, workshops and summer camps – a new record. In addition, it launched new arts enrichment programs such as "Art Smart" at Donegan Elementary School, reaffirming its commitment to arts education programming benefitting area children and schools.

Inaugural ArtPop Lehigh Valley Winners:

Theo Anderson, Allentown, PA
24 Cattle – Authur, Nebraska
(Pigment Print)

Hong Tatt Foo, Schnecksville, PA
Autumn/Joy
(Acrylic on Water Paper)

Matt Halm, Macungie, PA
People's Choice Award Winner
Orpheus & Eurydice, 1945
(Mixed Media)

Michael Hess, Allentown, PA
Lilith in Crimson
(Oil on Hardboard)

Julie Miller, Allentown, PA
The Arrival
(Photo Collage/Digital Drawing)

Olaf Starorypinski, Emmaus, PA
Faces of the Lehigh Valley
(Photograph)



JULIE MILLER



MICHAEL HESS



HONG TATT FOO

VISUAL ARTS

2014 VISUAL ARTS PARTNERS

- B. Braun Medical
- Bethlehem Area School District
- Bethlehem Palette Club
- The Cancer Support Group of The Lehigh Valley
- Crayola International Team
- The Creative Center NYC
- Fleetwood Area Middle School
- Healing Through the Arts
- Historic Bethlehem Museums and Sites
- Hollidaysburg Area School District
- International Materials Institute for New Functionality in Glass at Lehigh University
- Lehigh University Arts Alive
- Lehigh University Residence Life
- Lincoln Leadership Academy
- LIVESTRONG Foundation
- Mars Chocolate North America
- Mars Global Services
- Moravian College
- Mosser Village Family Center
- Olympus America, Inc.
- Pediatric Cancer Foundation of the Lehigh Valley
- Redco Foods



ELIZABETH WIGGINS



ELIZABETH WIGGINS

2014 LEHIGH VALLEY PHOTO MONTH PARTNERS

- Allentown Art Museum
- Alternative Gallery
- Artfully Elegant
- Baum School-Rodale Family Gallery
- Bethlehem Fine Arts Commission
- Bethlehem House Art Gallery
- Bethlehem House Contemporary Art Gallery
- Dan's Camera City
- Eagles Nest Gallery, Nazareth Area High School
- Fox Optical & Gallery
- Gallery at St. John's
- Hillcrest Camera Club
- Lehigh Valley Photography Club
- iMiJ Shop
- The Kemerer Museum of Decorative Arts
- Lehigh University Art Galleries
- Lehigh Valley Charter High School for the Arts
- Miller Symphony Hall
- Moravian College
- Nazareth Center for the Arts
- Northampton Community College
- Nurture Nature Center
- Olympus Imaging America
- Santa Bannon Fine Art Gallery
- Silver Images Ray Smicker
- State Theatre
- Steve Tobin

JEFF PARKS - DARING TO DREAM

Three decades ago, a small nonprofit with one staff member, one volunteer and a young lawyer at the helm dared to dream, creating a music festival that would hopefully help boost the spirits of a city that was in the midst of an economic downturn, with its largest employer, Bethlehem Steel, laying off hundreds of employees and its downtown struggling to compete with the newly opened malls and shopping centers.

Fast forward 30 years and today that nonprofit, ArtsQuest, is the seventh largest arts and cultural organization in the state and one of the leading arts and cultural nonprofits in the nation.

Thanks in large part to the innovativeness, creativity and hard work of Jeff Parks, Bethlehem and the region are now home to:

MUSIKFEST:

The nation's largest free music festival – offering 10,000 free performances and attracting more than 27 million people since 1984.

BANANA FACTORY:

The community arts education center that provides arts programming for at-risk youth, 30 studios for resident artists and 300-plus classes and summer camps for all ages.

STEELSTACKS:

A unique revitalization of the former Bethlehem Steel mill, this arts and cultural campus on Bethlehem's SouthSide draws close to one million people to Bethlehem annually.

From a team of three to a staff of 200, ArtsQuest has grown to become a nationally recognized model for economic development, urban revitalization and community engagement through the arts. Today, more than 1.5 million people annually enjoy its programming, with the organization having an economic impact of more than \$100 million annually.

Jeff, all of us thank you for your dedication, passion, leadership and love for the arts and your city!

The Staff, Boards, Volunteers, Members and Partners of ArtsQuest



PERFORMING ARTS

Thirty-one years ago, the City of Bethlehem's primary industry, Bethlehem Steel, was on its way down, leaving thousands of people without jobs and a huge hole in the city's economy. At the same time, a small community festival began with the novel concept of presenting free music as a way to elevate the spirit of the community and attract visitors to the struggling downtown, which was losing ground to malls and suburban development.

Today, that festival, Musikfest, is the largest free music festival in the nation, with 500-plus free performances on 15 stages, while that old steel mill is now home to SteelStacks, the arts and entertainment district that features a dozen music and art festivals, as well as hundreds of concerts, films, comedy shows and family programs throughout the year. Combined, these events draw more than 1.5 million people annually to a city that's home to only 75,000 people.

For more than three decades, ArtsQuest has been focused on using music and art as key tools for supporting economic development and urban revitalization in the region. Led by Musikfest, the organization provides the region with access to more than 800 free music performances throughout the year, as well as a variety of art, dance and other programming.

At Musikfest 2014, audiences were able to enjoy more than 325 artists, the overwhelming majority of them free, while also discovering new artistic programming including aerial arts by Aerial Mind, contemporary dance by DANCENOW SteelStacks and head-turning performances from The Netherlands-based Close Act Theater, whose performances of "Saurus," featuring 18-foot-tall 'dinosaurs' walking amongst the crowds, delighted patrons of all ages. The diverse array of artists and programming, coupled with some great summertime weather, led to a near-record crowd of 1.15 million, with people coming from 43 states, as well as Australia, Belgium, Brazil, Canada, Chile, England and Puerto Rico.

In recent years, ArtsQuest has also stepped up its efforts to help stem 'brain drain' in the region, working closely with a number of partners to develop creative programming designed to keep the best and brightest young talent right here in the Lehigh Valley after graduating from college. In 2014, the organization debuted the Yuengling Summer Concert Series in partnership with D.G. Yuengling & Son, helping to present indie and rock acts appealing to younger demographics. The series began with a sold-out show by Modest Mouse, while also offering concerts by Tegan & Sara and Third Eye Blind. Other highlights included the addition of the new SteelStacks Improv Comedy Festival in February, a record 48,886 people attending films at the Frank Banko Alehouse Cinemas and partnering with the Greater Lehigh Valley Music Association on the Lehigh Valley Music Awards, celebrating the region's dynamic music community.



ArtsQuest's Impact on the Region

- **\$100 million** annual economic impact
- **65 percent** of ArtsQuest programming is free to attend
- **200 new** full-time, part-time and seasonal jobs created since 2011
- Provides paid performance opportunities for more than **100 local music performers** annually
- More than **70 different artists** teach programs at the Banana Factory, with all paid for sharing their talent and creativity

PERFORMING ARTS

2014 PERFORMING ARTS PARTNERS

- Acoustic Road Show
- Allegro Dance Company
- Arts Academy Charter School
- Blue Ribbon Cloggers
- Brandywine Heights Choir
- Bucks County Folk Society
- Cantabile Children's Choir
- Community Music School
- Dieruff High School
- East Hills Middle School 6th Grade Chorus
- Emmaus High School Choral Department
- Farmersville Elementary School Chorus
- Freedom High School Les Chanteurs
- Girl Scouts of Eastern PA
- Godfrey Daniels
- Hispanic American League of Artists (HALA)
- Holy Infancy Strings
- Harrison Morton School Choir
- Irish Stars Parker School of Irish Dance
- Lehigh Clarinet Choir
- Lehigh Valley Academy Chorus
- Lehigh Valley Charter High School for the Arts
- Lehigh Valley Cloggers
- Lehigh Valley Folk Music Society
- Lehigh Valley Music Teachers Association
- Lopatcong Middle School Chorus
- Lower Macungie Middle School
- Mercy Special Learning Center Tone Chime Choir
- Monarch Dance Company
- Moravian Clarinet Choir
- Nazareth Middle School
- Nazareth High School Chamber Strings Group
- O'Grady Quinlan Academy of Irish Dance
- Palisades High School Choir (Madriga Singers)
- Philadelphia Songwriters Project
- Pohatcong School
- Saucon Valley High School Choir
- Saucon Valley Music
- School of Rock
- Sharon Plessl School of Dance
- The Lesson Center
- West End Music and Lesson Studios
- William Allen High School Chorale
- Young Musicians Club



JONATHAN DAVIES

LEVITT PAVILION STEELSTACKS

Levitt Pavilion SteelStacks Attracts Record Number of Attendees

Since opening in 2011, the Levitt Pavilion has touched the lives of tens of thousands of area residents through its presentation of 50 free, high-quality concerts for the region each summer. In 2014 the pavilion, which is overseen by the nonprofit Friends of the Levitt Pavilion, continued to expand its programming by adding a free family movie series on Wednesdays and a summer concert movie series on Sundays. Coupled with dynamic performances by artists such as The Smithereens, Coco Montoya, Casey Abrams and Badfinger, the Levitt set a new attendance record, drawing more than 65,000 people to SteelStacks, a 27-percent increase over the previous year.



2014 LEVITT PAVILION STEELSTACKS DONORS AND SPONSORS

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LEVITT PAVILION STEELSTACKS



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STEELSTACKS

SteelStacks Wins International ULI Honor

In 2014, SteelStacks was honored with a prestigious Urban Land Institute Global Award for Excellence for its role in helping to redevelop one of the largest Brownfields in the nation. The ULI Awards of Excellence, in their 36th year, recognize real estate projects around the globe that achieve a high standard of excellence in design, construction, economics, planning and management. SteelStacks was among the 13 real estate development projects selected as winners in the competition.

“The ULI Global Award of Excellence is a very prestigious honor, and we are proud to be included among some of the most creative and innovative land use and real estate development projects in the world,” says Bethlehem Mayor Robert Donchez.

Public and nonprofit partners working together to bring new life to the former steel mill include the Bethlehem Redevelopment Authority, City of Bethlehem, Bethlehem Area School District, Northampton County, PBS39 and ArtsQuest. SteelStacks’ master site planning was done by Wallace Roberts & Todd, and architecture and landscape architecture were done by Artefact, Spillman Farmer Architects, URS Corporation, USA Architects and Wallace Roberts & Todd. Lighting at SteelStacks was done by L’Observatoire International and Speirs + Major.

SteelStacks Partnership Celebrates Seven Years of Providing Free Community Arts Programming

Some of the region’s most well-known businesses have quietly partnered with ArtsQuest and its SteelStacks programming partner, PBS39, over the past seven years to present nearly 100 arts, education and literacy programs, touching the lives of more than 75,000 people.

Started in 2008, the SteelStacks Partnership for Education and Outreach is an education-based initiative uniting Air Products, C.F. Martin & Co. Inc., Lehigh Gas Corp., PNC Bank and PPL Corp. with the two nonprofits. Over a 10-year period, the funding partners are investing \$4.2 million in arts and education programs at SteelStacks to help spur economic development on Bethlehem’s SouthSide and enhance the quality of life for area residents.

In addition to supporting the programming at SteelStacks such as the Sabor Latin Festival and PBS39’s Raising & Building Readers literacy program, the partnership has played an important role in supporting economic development in the Lehigh Valley, creating more than 300 direct and indirect construction jobs and over 200 full-time, part-time and seasonal jobs since SteelStacks opened in 2011.



JONATHAN DAVIES

CULTURAL EVENTS

64 countries, 31 days, one goal... and 52,000 people cheering them on!

As a nonprofit arts and cultural organization, ArtsQuest is committed to presenting dynamic experiences that bring the community together, while at the same time supporting the City of Bethlehem and the region in their tourism and economic development efforts.

In 2014, there was perhaps no better example of this than the FIFA World Cup™ SoccerFest & Viewing Party, which drew people from the Lehigh Valley and beyond together in a unique celebration of the World's Game.

From June 12-July 13, nearly 60 FIFA World Cup Brazil™ games were shown on the outdoor television screens at SteelStacks including a giant LED screen brought in just for the festival. Highlighting the one-month event was the single, largest crowd ever at SteelStacks, with a sea of humanity - 10,000 people in all - packing the campus to watch the U.S. vs. Portugal on June 22. Only a few days earlier, SoccerFest also put the Lehigh Valley in the national spotlight, as ESPN offered live look-ins at the crowd gathered at SteelStacks to watch the big U.S. vs. Ghana game.

“The exposure the region received as a result of ESPN’s live look-ins during the U.S.A. match versus Ghana was priceless. We were thrilled by the crowds, the passion and the energy this event generated.”

- Michael Stershic, Discover Lehigh Valley President



FRANK T. SMITH

FIFA World Cup™ SoccerFest

From the start, SoccerFest was a success because it was planned as a community event, developed by a committee of community partners including Discover Lehigh Valley, Lehigh Mining & Navigation and Lehigh Valley United. During the festival itself, attendees were able to experience a variety of soccer and family-related programming, including a soccer clinic for children with disabilities, as professional sports teams such as the MLS' Philadelphia Union and Sky Blue FC women's team joined forces with local youth soccer programs such as Lehigh Valley United and Eastern Pennsylvania Youth Soccer Association. And when SoccerFest was faced with the very real possibility of losing the giant screen before the U.S.A.'s huge quarterfinals match vs. Belgium, the business community rallied around the event, with Coca-Cola Bottling of the Lehigh Valley, Bethlehem Sausage Werke, Discover Lehigh Valley, Lehigh Valley Health Network and Lehigh Valley Hyundai & Phillipsburg Easton Hyundai all donating funds to help keep the screen on site.

On any given day, it was common to see people from throughout the region coming together to watch the games, with members of Lehigh Valley's Brazilian, Mexican, Italian and other communities cheering on their teams. When all was said and done, more than 52,000 people attended the SoccerFest & Viewing Party, including nearly 30,000 for the U.S.' four matches.

“This event had a tremendously positive impact on the Lehigh Valley, energizing our local youth soccer community, providing a boost to area businesses and helping to support tourism throughout the region,” says Nick Swartz of Lehigh Mining and Navigation and a SoccerFest Planning Committee member.

Other 2014 cultural event and program highlights included:

- **59,665 visitors** attending Christkindlmarkt - a 12 percent increase over 2013 - helping to provide a major boost to the Christmas City's holiday tourism season.
- A record **27,500 people** attending Oktoberfest thanks to D.G. Yuengling & Son, which helped make the arts and cultural festival free for the first time in its history.
- **10,000 people** attending the Sabor Latin Festival to enjoy three days of free Latin music, food and family fun.
- **Nine area filmmakers** being honored with awards at the 2014 Greater Lehigh Valley Filmmaker Festival.
- ArtsQuest partnering with the Bradbury-Sullivan LGBT Community Center and Pride of the Greater Lehigh Valley to present the LGBT Film Series and shine the spotlight on issues facing the LGBT community.

ARTSQUEST VOLUNTEERS - A HELPING HAND

Twenty-seven years ago, Rosa Velasquez relocated to Bethlehem because her job was moving and she instantly fell in love with the landscape and culture the city has to offer. In the ensuing years, she came across Musikfest and knew she had to somehow get involved, so she went to the Banana Factory to inquire about the volunteering process.

Today, she's celebrating her fifth year of volunteering and her three children – Carolina, 31, Cesar Jr., 25, and Cristian, 18, also volunteer with ArtsQuest. The electric atmosphere, variety of music and delicious food vendors make the Musikfest experience truly unique for them. In addition, all four members of the Velasquez family have graduated from the ArtsQuest Ambassador program within the past two years, allowing them to take on additional responsibilities and roles with the organization. Ambassadors are experts on the organization and use their knowledge and skills to represent ArtsQuest and their fellow volunteers throughout the community, as well as promote the mission and values of the nonprofit organization.

"I love volunteering because I meet new people, genuinely good people," Rosa says. "The more you volunteer, the more friends you make along the way."

Residents of Freemansburg, Rosa and her family make up a small portion of ArtsQuest's 2,088 total volunteers, but they have made a huge impact at the organization. In addition to Musikfest, the family has volunteered at Christkindlmarkt, Oktoberfest, RiverJazz and in the Musikfest Café. Rosa especially enjoys working retail volunteer positions, with her favorite item being the Musikfest mug.

As ArtsQuest volunteers, the Velasquez Family is part of a group that in 2014 dedicated 44,882 hours of time, helping ArtsQuest present a wide array of music, art and cultural programming for the region. In 2014, the average volunteer contributed 22 hours to ArtsQuest. Based on figures from the Independent Sector, a coalition of charitable, philanthropic and nonprofit organizations, ArtsQuest volunteers averaged a \$500 donation to the organization (based on the Independent Sector standard volunteer rate of \$22.55 per hour). Add it all up, and it was a roughly \$1.01 million contribution to the nonprofit!

ArtsQuest thanks all of our volunteers and volunteer leadership for their dedication and hard work in 2014 – we couldn't do it without you!



Left to Right: Rosa Velasquez, Cesar Velasquez Jr., Cristian Velasquez, Carolina Velasquez



BEN HALLMAN



KEITH HUYLEBROECK

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- Bath Fitter
- Baxter International
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- Lafayette Ambassador Bank
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- Lehigh Gas Corp
- Lehigh Law Enforcement
- Lehigh Pizza
- Lehigh Valley Carpenters Union Local #600

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- Lehigh Valley Health Network
- Lehigh Valley International Airport
- Lehigh Valley Magazine
- Lehigh Valley Music Awards
- Lehigh Valley Restaurant Group/Red Robin
- Lehigh Valley Style
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- Lowe's of Easton
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- Norris McLaughlin & Marcus, P.A.
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- Olympus America, Inc.
- OraSure Technologies, Inc.
- PA Leadership Charter School
- PA Virtual Charter School
- Patient First
- Patriot Workwear
- PBS 39
- Penn Sheet Metal
- Pennsylvania Council on the Arts
- Pennsylvania Housing Finance Agency
- Pennsylvania Lottery
- Penske Truck Leasing
- PenTeleData
- People First Federal Credit Union
- Peoples Security Charitable Foundation
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- Phantom's Hockey
- PJ Whelihan's Pub
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- Sign Design Associates, Inc.
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- Staybridge Suites Allentown/Bethlehem Airport
- Steel Ice Center
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- Sweet Indulgence Cafe
- Tallarico's Chocolates
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- The Fresh Market
- The Knitter's Edge
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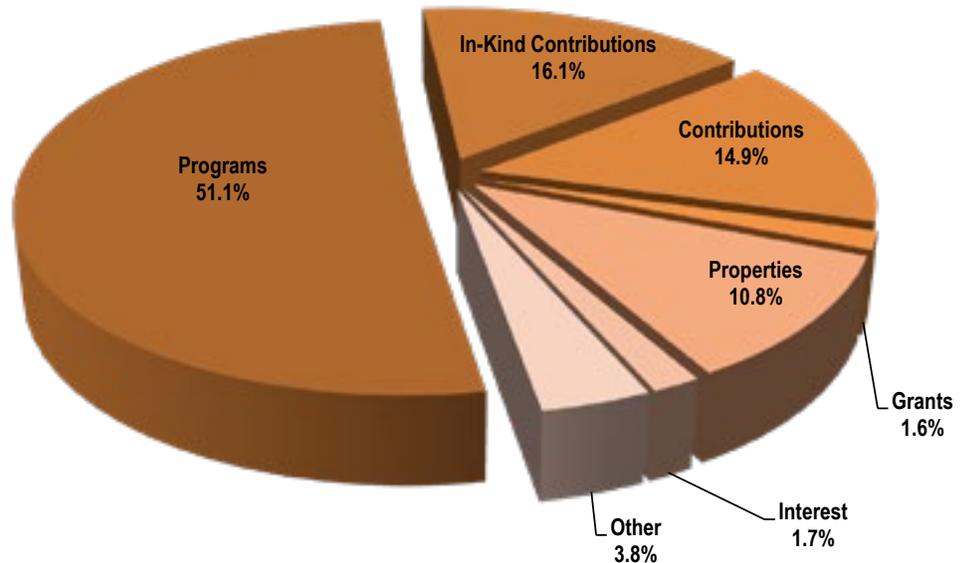
OPERATING REVENUES & EXPENSES

ArtsQuest reports its results using Generally Accepted Accounting Principles (GAAP), which require the organization to record income based on the year funds are raised, not in the year designated for use, among other requirements.

2014 Total Support and Revenue - \$20,364,387

Revenue Highlights

ArtsQuest revenues topped \$20.2M in 2014, an 8% increase over 2013. In-kind contributions and programs and festival revenues accounted for \$13.7M or 65% of total unrestricted revenue, while other contributions and memberships provided 9% of total unrestricted revenue. Unrestricted support and revenue were used to pay for current operations, while restricted operating support and revenue reflect contributions from multi-year gifts and pledges for use in future years. Net restricted operating support and revenue from multiyear gifts totaled \$1.1M in 2014.



2014 Total Expenses- \$21,018,940

Expense Highlights

ArtsQuest expenses totaled over \$21.0M in 2014. Program services, which includes festival operations, accounted for 82%, or \$17.2M, while general administrative costs were 5.1%, or \$1.1M. Occupancy costs including property maintenance and operating costs of those properties were 12.8%, or \$1.6M, down 4.8% from 2013. Total spending overall was up 6% over 2013.

