

ARTSQUEST





the ART of CELEBRATION

This past year was a watershed year for ArtsQuest. In celebrating 25 years of Musikfest and 10 years of the Banana Factory we had the opportunity to look back at where we have been, as well as the excitement of looking forward to where we are going on our journey “to celebrate arts and culture in the Lehigh Valley.”

ArtsQuest was founded in 1984, as the Bethlehem Musikfest Association, with the purpose of developing a music festival that would build on Bethlehem’s musical heritage, expose people to the joy of diverse musical artists and their dynamic expressions, and invite residents and guests to see the beauty of a community that has three centuries of architecture in one of Pennsylvania’s first historic districts. In 1984, downtowns all over Pennsylvania were struggling as they competed, unsuccessfully, with suburban malls. Broadcast music was controlled by a few record companies on a limited number of AM and FM stations, and Bethlehem Steel - the economic bastion of the region - had gone through two successive layoffs that turned out to be only the beginning of the end of the company.

My personal term for Musikfest in 1984 was “Operation Bootstrap,” as in the old saying “pulling yourself up by your bootstraps.” It was pretty clear that if we did not help ourselves, no one else was going to.

It is a credit to the long-term leadership in Bethlehem that Musikfest had a great “stage” with the historic district in downtown Bethlehem - the Victorian streetscape (installed in the 1970s), the parklands along the Monocacy Creek (developed in the late ‘50s from a junkyard), the parklands along the Lehigh Canal (developed in the 1960s), City Hall and its expansive



plaza (also developed in the ‘60s), the Sun Inn and its courtyard (developed in the 1970s), the Colonial Industrial Quarter (developed in the 1770s and restored in the 1970s) and, of course, the jewel of Bethlehem, the colonial Moravian buildings on Church Street. Musikfest gave people the opportunity to explore this beautiful downtown in the context of a European-style festival carrying food and beverage in the streets, dancing and interacting with street performers and really looking at the architecture as it supported musicians of all stripes.

The rest, as they say, is history: 25 years, more than 20 million visitors, an annual economic impact of \$37 million, generations of family memories and an economically viable downtown.

While I have many memories of working hard to make the festival a success, like most of our patrons, I also have many family memories of Musikfest. From my son working in a Coke booth at the age of 6 to my grandmother’s last visit to Festplatz at the age of 94, Musikfest has been a family event for me as well. At its heart, Musikfest is still a family celebration for all who choose to enjoy it – and thanks to the amazing support of the business community and our members, the event is perhaps the last major music festival in the country with no admission fee.

The Banana Factory continues to be a place where creativity exudes from every corner. ArtsQuest continues to offer access to visual arts through the galleries at the Banana Factory, as well as visual arts courses of all varieties. This past year was the second full year of operation of GlassWorks, the region’s only hot glass studio. In addition to hundreds of adult students, GlassWorks became one of a handful of glass studios in

the country to offer hot glass classes to students ages 12-14 through the afterschool B-Smart program for at-risk students from Bethlehem Area School District middle schools. The Banana Factory also continues to attract dynamic local artists as residents of the 28 studios in the building.

The Banana Factory Council (our volunteer leaders) decided to celebrate the 10th Anniversary in a unique way. Photography student Estizer Smith of Easton requested a grant to support development of a work about Lowndes County, Alabama, where her father worked as a civil rights worker in the 1960s. The council, along with an anonymous donor, provided support for two trips to Alabama and the printing of the first few books for the project. This led to the publication of the book “Back to Lowndes County” and several speaking engagements for Ms. Smith at Lehigh Valley schools. She had the opportunity to explore racism and the impact of the civil rights movement with students for whom this is ancient history.

For the Christmas season, ArtsQuest continued its efforts to collaborate with all of the organizations that operate holiday events to make access to these events even easier. In 2008 Historic Bethlehem Partnership signed on to the new ArtsQuest box office system, LehighValleyTix.org, and experienced great success in the sales of its walking tours, bus tours and carriage rides. The ChristmasCity.org website provided patrons access to more than 35 different events and activities.

We thank our dedicated volunteers, our generous sponsors and members, Bethlehem Mayor John Callahan and his predecessors, the members of Bethlehem City Council, the talented visual and performing artists, and all those who have helped us achieve our goal of providing access to the arts to the residents of the Lehigh Valley and our guests. We look forward to the next 25 years with great excitement as we pursue the development of SteelStacks and the dynamic new arts and cultural programming that will be made possible with this new cultural campus.

Jeff Parks

Jeff Parks
President



“I was fortunate enough to play the 2008 Bethlehem Musikfest in conjunction with an appearance at the Moravian Book Shop. We had a couple of hours each day to wander the town and enjoy other performers. Not only is the festival fantastic, the bookstore is one of the best in the country. And, of course, WDIY Radio rapidly became my favorite station. Thanks for letting me get to know you!”

~Janis Ian



the ART of MUSIK

Musikfest Turns 25

From its humble beginnings in 1984 as a small, grassroots festival featuring six stages and 118 performers, Musikfest has grown into one of the top music events in the nation, thanks to the support of the community, hundreds of performers, dozens of local businesses and corporate partners and some 2,000 volunteers.

In 2008, Musikfest celebrated 25 years of family-friendly, quality musical entertainment by presenting a dynamic lineup of more than 300 performers that included Stone Temple Pilots, Lonestar & Diamond Rio, John Fogerty, Boston, John Gorka, Citizen Cope, Christian McBride and The Dixie Hummingbirds. A record 1.15 million visitors, 2,143 volunteers and 150 corporate and business partners joined the celebration, helping to make the festival the most successful in the event's 25-year run!

For ArtsQuest, Musikfest has always been much more than simply presenting quality, free music for people to enjoy. Our organization strives to provide enriching educational experiences featuring the amazing sounds created around the world. In 2008, the festival's "Art of Musik" theme invited audiences to explore the art behind the music through special workshops, theme nights and new events and attractions:

NEW EXPERIENCES – Lyrikplatz, Musikfest's newest stage, featured singer-songwriters from throughout the nation, including folk icon Janis Ian. The venue, located in the historic district off Main Street, offered guests

an opportunity to enjoy acoustic music in an intimate setting under the stars. Several new theme days also provided audiences with opportunities for in-depth exploration and enjoyment of music as diverse as surf rock, polkas, Irish music and funk.

EDUCATIONAL WORKSHOPS – Hundreds of people discovered the magic in music thanks to the "Art of Musik," a free music education workshop series at Moravian College. The series provided excellent opportunities to learn more about various styles, instruments and song composition, offering insight into the wonderful world of music.

SHARING ARTISTIC VISIONS – ArtsQuest has always supported unique artistic visions, providing platforms for artists to share their creativity with the public. In 2008, Australian performing arts troupe Strange Fruit captivated audiences as it performed its mix of theater, dance and circus techniques, all while perched atop 10-foot poles. The performances were unlike any other in the history of the festival, delighting young and old alike.





the ART of CREATIVITY

ArtsQuest's Programming Benefits the Community

At the core of ArtsQuest's mission—celebrating arts and culture—is presenting quality arts programming that enriches lives and engages the community. Each year, ArtsQuest reaches out through its festivals, special events, activities and the classes at the Banana Factory to provide the best quality programming and art education.

In 2008, ArtsQuest provided concerts, gallery exhibitions classes and cultural experiences enjoyed by more than 1.2 million people. This included the more than 500 free performances at Musikfest, 17 gallery shows at the Banana Factory, dynamic after-school programs for area elementary and middle schools and reduced studio rental fees for the Banana Factory's 28 resident artists. More than 30,000 young people were touched by the power of the arts as they explored arts and crafts at Musikfest, participated in classes and summer camps at the Banana Factory or were involved in one of the numerous programs ArtsQuest presents in conjunction with more than 55 schools and community partners.

Highlights included:

THE ART OF MUSIKAL CRAFTS – Thousands of children from all walks of life created, explored and imagined as ArtsQuest presented its most diverse lineup of arts and crafts ever at Musikfest. Highlighting the experience was a weeklong visit by renowned visionary artist Mr. Imagination, who helped children unleash their creativity by making musical instruments out of bottle caps.

B-SMART – ArtsQuest's signature educational program, presented via a partnership between the Banana Factory and the Bethlehem Area School District, continued to expand, offering Bethlehem area middle school students engaging educational opportunities in glassblowing, ceramics, painting, videography and more. Nearly 200 children participated in the program, a 15% increase over previous years.



“Inspired teachers, creative pupils and the energy and skills of the talented people who make the Banana Factory work so well have given all of us at Bread and Roses continual inspiration.”

~ Esther Cohen
Founder of the national unseenamerica program

JEWELRY STUDIO – The Banana Factory opened its new jewelry studio in fall of 2008, providing opportunities for the public, B-smart students and artists to express their creativity by learning goldsmithing, wire wrapping and other techniques for crafting beautiful jewelry.

FIRST FRIDAY OPEN HOUSES – Through talking with resident artists, enjoying free glassblowing demonstrations in GlassWorks and exploring the dynamic gallery exhibitions at the Banana Factory, hundreds of people each month are exposed to the arts. First Fridays also offer quality opportunities for emerging artists and students to showcase their work for the community to enjoy.

UNSEENAMERICA – From 2007 to 2008, the unseenamerica documentary photography program presented by the Banana Factory doubled in size to include six schools in three school districts. As a result, approximately 100 elementary school students enjoyed rewarding educational experiences after school.

ARTSQUEST SCHOLARSHIPS – Twenty-two individuals experienced visual arts classes thanks to support from private donors and money raised by ArtsQuest's various fund-raising events.

ARTIST IN RESIDENCE PROGRAM – Dozens of children at 13 schools learned about the art, history and culture of the Pueblo Indians when Native American John Fitzgerald Toya visited the Lehigh Valley in April and May. Toya's program stimulated their imagination by combining art, story and performances of the traditional Native American Eagle Dance. In October, esteemed glass artist Paul Marioni visited GlassWorks, offering opportunities for school and university students to observe and learn from one of glass art's true masters.





the ART of COMMUNITY

'Christmas City' Unites Bethlehem in Celebration

The holiday season is a time for families and communities to unite in celebration, and in no place is that more evident than in beautiful historic Bethlehem, the Christmas City.

In 2008, Bethlehem's "Christmas City" celebration, led by ArtsQuest and anchored by Christkindlmarkt Bethlehem, brought together area nonprofits, churches, the City of Bethlehem and local tourism and economic development organizations for a holiday experience enjoyed by tens of thousands. From the popular live Christmas pageant and Moravian Music Christmas concerts to delightful Cirque shows and historic-themed tours, more than 35 family events and attractions were spread out over 35 days. Through the combined efforts of all organizations, Christmas City is now one of the nation's premier destinations for people looking to experience the magic of the holiday season.

Through the marketing and promotional efforts of ArtsQuest, the Lehigh Valley Convention and Visitors Bureau, Lehigh Valley Chamber of Commerce and Historic Bethlehem Partnership, Bethlehem's holiday events and attractions were featured in several of the nation's foremost publications, including TIME, USA Today, The Washington Post, MSNBC and numerous other print and online publications. Radio stations from New York to California and Michigan to Virginia also showcased the city's holiday happenings.

"The branding of Christmas City has drawn greater attention to the Bethlehem area, and once here visitors discover other parts of the Lehigh Valley for dining



and shopping," says Michael Stershic, president of the Lehigh Valley Convention and Visitors Bureau. "The holiday season has a significant impact on the region at a time when travel to the region is usually slower than at other times of the year."

The Christmas City festivities concluded Dec. 31, as nearly 5,000 people from throughout the region came together to welcome in the New Year at ArtsQuest's First Night Bethlehem, helping the organization launch into a new year of music, art and magic.

Christmas City 2008 Partners

30th Annual Live Bethlehem Christmas Pageant
ArtsQuest
Bach Choir of Bethlehem
Ballet Guild of the Lehigh Valley
Bethlehem Historic District Association
Central Moravian Church
City of Bethlehem
Comfort Suites of Bethlehem
East Hills Moravian Church
Edgeboro Moravian Church
Historic Bethlehem Partnership
Lehigh & Keystone Valley Model Railroad
Lehigh Valley Chamber of Commerce
Lehigh Valley Convention and Visitors Bureau
New Bethany Ministries
Pennsylvania Youth Theatre
Touchstone Theatre

"The City of Bethlehem would like to thank ArtsQuest, Lehigh Valley Convention and Visitors Bureau, Lehigh Valley Chamber of Commerce and Historic Bethlehem Partnership for all of their promotional efforts this holiday season. The positive publicity and national visibility helped foster the economic growth of our community. The city's Christmas events and activities are definitely one of the reasons Bethlehem is one of the safest, most prosperous cities in the Commonwealth."

~John Callahan
Mayor of Bethlehem



“(SteelStacks) will become a major attraction and focal point for the brilliant development taking place in Bethlehem’s SouthSide and strengthen the already vibrant tourism and cultural offerings.”

~John Conklin
Northampton County Administrator

the ART of TRANSFORMATION

SteelStacks is Shaping the Future of the Arts

Imagine a gathering place for the arts, where music, cinema, theater, dance and multimedia all come together on a grand scale - an artistic melting pot so unique it's hard to put into words.

Well, now there is a word: “SteelStacks.”

At the SteelStacks campus, featuring ArtsQuest’s Performing Arts Center, young and old alike will be invited to embrace the arts like never before as they enjoy a plethora of stimulating sights, sounds and experiences. A sampling of the numerous events, attractions and activities visitors from near and far will be able to explore includes:

MUSIC – The Musikfest Café, which will showcase the greatest musical diversity of any venue in the region, will feature performances 360 days a year via live concerts, Sunday jazz and Gospel brunches, Saturday morning “KidTunes” programs for families and more. Four new festivals will highlight jazz, blues, folk and jam bands, while an outdoor music pavilion will offer free, live concerts in a variety of genres during the summer months.

CINEMA – The two-screen ArtsQuest Cinema at the Performing Arts Center will feature international, national and local independent films; Saturday morning family programming; cinema education and discussion groups; film series and festivals; and special activities and events for youth.

COMMUNITY – SteelStacks’ Town Square and Creativity Commons will become the region’s new “living room,” with opportunities for community gatherings, lively discussions, outdoor movies, eating out and more. The SteelStacks campus will also feature shopping at arts and farmer’s markets, as well as the latest 21st century technologies for interacting with distant friends, playing games and researching information.



EDUCATION – Visual arts exhibitions, youth programs, musical workshops and filmmaker panels are just a few of the many ways children, artists and the public will be able to enrich their lives through learning at SteelStacks.

THEATER – Arts organizations from throughout the community, including SteelStacks resident partners Pennsylvania Youth Theatre, Pennsylvania Youth Ballet and the Hispanic American League of Artists, will have opportunities to present theater and dance in the 450-seat theatre at the Festival Center, which will be completed during the second phase of construction.

On Aug. 10, SteelStacks supporters enjoyed a preview of the future of the arts during the first “SteelStacks Celebration,” held adjacent to Bethlehem’s iconic blast furnaces. The evening showcased the music of Mingo Fishtrap, the tantalizing rhythms and dancing of Alo Brazil and a spectacular view of Musikfest’s 25th Anniversary fireworks as the blast furnaces were illuminated with brilliant lights, symbolizing the bright future of arts and culture in the region!



the ART of GIVING

**Community Partners Make
the Mission Real**

Thousands of people from all walks of life dancing in the streets during Musikfest...

The sparkle in a young child's eye when she realizes that her thoughts and ideas can be brought to life on canvas or the potter's wheel...

Families laughing, learning and spending quality time together as they visit Christkindlmarkt and historic Bethlehem during the holidays...

While ArtsQuest is dedicated to providing quality arts and educational opportunities for everyone to enjoy, it's the support of hundreds of partners from the business, philanthropic and local communities that makes its programs and events possible.

When corporations, nonprofits, government agencies and educational institutions unite in support of the arts, it's a win-win situation for everyone. Young people discover the power of the arts, the region's quality of life is enhanced and doors are opened for people to enjoy opportunities they may otherwise have been unable to experience.

From the many local and regional businesses that assist ArtsQuest, to the many schools and community groups that come together to help the organization present high-quality arts programming for youth, the community is committed to helping ArtsQuest achieve its mission of celebrating arts and culture throughout the region.

ArtsQuest thanks the numerous individuals, foundations and organizations that annually support its efforts - giving back and supporting the arts have made a major difference in countless people's lives over the years!

2008 Performing Arts Partners

Acoustic Road Show
 Artistas y Músicos Latino Americanos
 Bethlehem Area Moravian Trombone Choir
 Blue Ribbon Cloggers
 C4 Singers
 Chime Time and Senior Voices from St. Stanislaus School
 Community Music School
 East Hills Middle School 6th Grade Chorus
 East Hills Middle School Guitar Group
 Emmaus High School Choral Department
 Farmersville Elementary School Chorus
 Fellowship Ringers, St. John's UCC, Nazareth
 Flamenco Tablao
 Freedom High School "Les Chanteurs"
 Girl Scout Cadet Troop 830
 Godfrey Daniels
 Hispanic American League of Artists (HALA) - Salseros 2008
 HALA - SUYA 2008 (Synergies of Urban Young Artists)
 Holy Infancy Strings
 Jamani Drummers
 Lehigh Clarinet Choir
 Lehigh Valley Academy Chorus
 Lehigh Valley Charter High School for the Performing Arts
 Lehigh Valley Cloggers
 Lehigh Valley Folk Music Society
 Lehigh Valley Piano Music Teachers Association
 Lehigh Valley Youth Jazz Ensemble
 LEPOCO Singers
 Lopatcong Middle School Chorus
 McDade School of Irish Dance
 Mercy Special Learning Center Tone Chime Choir
 Middle-earth Studios
 Monarch Dance School
 Moravian Clarinet Choir

MusicMakers Broadway Cabaret
 Nazareth Middle School
 New Beginnings Here & Now Performing Arts Center
 North Penn Singers
 O'Grady Quinlan Academy of Irish Dance
 Palisades High School Choir (Madrigal Singers)
 Pennsylvania Youth Theatre
 Philadelphia Songwriters Project
 Pohatcong School
 Raub Middle School Chorus
 Saucon Valley Cambiata Singers and Brass Choir
 Senior Adult Activity Center of Saucon Valley
 Sharon Plessl School of Dance and Excel Dance Company
 Shawnee Middle School Chorale
 Sing Out! Magazine
 SouthSide Film Institute
 William Allen High School

Nonprofits are also part of the Musikfest Community Partners program. Under this program, volunteers for an organization contribute to help Musikfest, and ArtsQuest makes a donation to the organization. The groups participating in the Community Partners Program in 2008 were:

Bethany UCC Church
 Bethlehem Catholic High School
 City Line Little League
 Hogar Crea of Freemansburg
 Liberty High School
 Montgomery County Community College
 ShareCare
 William Allen High School



"We love that we have the opportunity to bring Crayola products, arts and crafts to families, especially at the children's venue. Musikfest provides a great connection to people who love Crayola products."

~Linda Hamilton
 Community Affairs Manager for Crayola



2008 Visual Arts Partners

- ASPIRE

Allentown Art Museum

Allentown School District

ArtsLehigh

Bangor Middle School

Bethlehem Area School District

Bethlehem Housing Authority

Bethlehem Palette Club

Boys and Girls Club of Allentown

Bread and Roses Group

Broughal Middle School

Calypso Elementary School

Catholic Charities

Central Elementary School

Colonial Intermediate Unit 20 Autistic Support

Contemporary Glass Philadelphia

Cops N Kids Literacy Program

The Creative Center, New York City

Five Points Elementary School

Fountain Hill Elementary School

Glass Art Society

Hispanic American League of Artists

Holy Infancy School

Lafayette College

Lehigh Art Alliance

Lehigh University
- Lehigh Valley Charter School for the Performing Arts

Lehigh Valley Camera Club

Lincoln Elementary School

Moravian Village

National Society of Painters in Casein & Acrylic

Northampton Community College

Northampton Juvenile Justice Center

Northeast Middle School

PASELA

Penn Dragons Glass Bead Society

Pennsylvania Career Link, Private Industry Council

Pennsylvania Youth Theatre

Philadelphia Glass Works

Roosevelt Elementary School

Route 222 Corridor Anti-Gang Initiative

Saucon Valley Elementary School

South Bethlehem Neighborhood Partners

Spring on 4th Committee

States of Grace Tibetan Prayer Flags

Touchstone Theatre

Tyler School of Art, Temple University

United Way of the Greater Lehigh Valley

University of the Arts

WDIY Public Radio

Washington Elementary School

WheatonArts & Cultural Center

Business and Corporate Partners

- 2009 US Women's Open

6abc

AAA East Penn

AAA Moving and Storage

ABE Fence

AD Computer Corporation

Adamo Limousine

Adams Outdoor Advertising of the Lehigh Valley

Aesculap

Aesthetic Surgery Associates

Afilias

Air Products

Albarell Electric Inc.

Alliance Architecture

Allied Performance Products, LLC

Altitude Marketing

Alvin H. Butz Inc.

Aquafresh

Aramark Corporation

B. Braun Medical, Inc.

B.F. Brown & Company, Inc.

Babbitt Manufacturing Company Inc.

Bank of America

Banko Beverage Company

Bennett Jaguar

Best Western Lehigh Valley Hotel & Conference Center

Bethlehem Apparatus

Bethlehem Dairy Store

Bethlehem Parking Authority

Bethlehem Rotary Club

Beverly Palm Jewelers

Blue Mountain Vineyards & Cellars, Ltd.

Bosch Rexroth Corporation

Boulevard Frame & Art

Brickman Group, Ltd.

Brinjac Engineering, Inc.

Brown-Forman Beverages

Burt's Bees

Capital BlueCross

Christmas City Printing

City of Bethlehem

Citadel Communications

Clear Channel Communications

Clipper Magazine

Coca Cola Bottling Company of the Lehigh Valley

Comfort Inn Bethlehem

Comfort Suites Bethlehem

Comroe Electric

Concannon Miller & Co., PC

Contractor's Equipment, Inc.

Convergent Communications

Cooper Electric Supply Corporation

Coordinated Health

Cornerstone Advisors Asset Management, Inc.
- Corporate Environments

Courtyard by Marriott

Courtyard by Marriott - Bethlehem

Crayola

Dan Schantz Farms & Greenhouses

Darlington Exterior Services

Days Inn Conference Center

Dean Hawkey Photography

Duane Morris LLP

Edge Restaurant

Edwards Business Systems, Inc.

Elite Limousine

Embassy Bank for the Lehigh Valley

Empire Education Group

Eskandalo Hair Salon

Events Staging

The Express-Times

Fairfield Inn & Suites by Marriott

Fitzpatrick Lentz & Bubba, PC

Florio, Perrucci, Steinhardt & Fader, LLC

FLSmith

Follett Corporation

Four Points Sheraton Hotel & Suites

Fowler & Peña Creations

French & Parrello Associates, P.A.

Fritch, Inc.





Fulton Financial Advisors
G&L's Sign Factory
GEICO
Glasbern
Good Shepherd Rehabilitation Network
Greater Lehigh Valley Chamber of Commerce
Gross McGinley, LLP
Guardian
Hale Trailer, Brake & Wheel
Hampson Mowrer Kreitz Insurance
Hampton Inn & Suites Bethlehem
HCR ManorCare
Highmark Blue Shield
Hilton Garden Inn Allentown Airport
Hilton Garden Inn Allentown West
HMK Insurance
Holiday Inn Conference Center
Homewood Suites by Hilton
Hotel Bethlehem
Human Performance Center
Idearc Media Corporation
IESI PA Bethlehem Corporation
IntegraONE
Intel/Blizzard/Sony Tour
John J. Zeiner & Sons
The Junior League of Lehigh Valley, Inc.
Just Born Inc.
Keystone Nazareth Charitable Foundation
Kistler O'Brien Fire Protection
Kitchen Magic
Lafayette Ambassador Bank
Lafayette Inn
Lehigh Cement Company
Lehigh Pizza
Lehigh Valley Association of Realtors
Lehigh Valley Cardiology Associates
Lehigh Valley Carpenters Union Local #600

Lehigh Valley Health Network
Lehigh Valley Magazine
Lehigh Valley Marketplace
Lehigh Valley Style
Looper's Grille & Bar
Lutron Electronics Company, Inc.
MAB Paint Company
Mack Trucks Inc.
Martin Eurosports
Martin Guitar Company
McDermott Investment Advisors
Merry Maids
MetLife East Penn Financial Group
Michael Dunn Company
Michael Thomas Floral Design
Mid Atlantic Waterproofing
Minuteman Press
The Morning Call
MRK Hostwindow
Nabertherm Inc.
Nassau Broadcasting
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Nazareth Pallet Company, Inc.
North Star Construction Management Inc.
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Ramada Inn at the Malls
Raven One To One Marketing
Renewal by Anderson
Residence Inn by Marriott
Richard S. Horvath, Sr. Electrical Contracting, Inc.
Rileighs Outdoor Decor
Rumi In Song Ensemble
Sands Casino Resort Bethlehem
Sayre Mansion Inn
Sensodyne
Service Electric Cable TV & Communications
ServiceMaster by Round the Clock Cleaning
Sign Design Associates, Inc.
Snyder Hoffman Associates
Sobinski Painting
Sonicbids Corporation

Spillman Farmer Architects
St. Luke's Hospital & Health Network
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Starters Pub
State Theatre Center for the Arts Inc.
Staybridge Suites by Holiday Inn
Stiegler, Wells, Brunswick & Roth
Straub Chrysler Jeep
Subaru
Surgery Center of Allentown
T-Mobile
Trans-Bridge Lines Inc.
TruGreen
TuWay Communications
UGI Utilities Inc.
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U.S. Foodservice, Inc.
ValleEvents, Inc.
Valley National Financial Advisors
Velocity Sports & Entertainment
Verizon Wireless
Viamedia
Waitz Corporation
Wale Apparatus
Waste Management
WDIY-FM Community Public Radio
Werkheiser Electric
Westgate Mall
WFIL
WFMZ-TV/Channel 69 News
WGPA Radio Sunny 1100
Wii
Windsor Deli
WNTP 990 AM
Wydnor Hall Inn

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Grants

Air Products and Chemicals Foundation
Bank of America Foundation
Bethlehem Area School District
Bethlehem Housing Authority
Bethlehem Rotary Foundation
Capital BlueCross
Charity for Children



Conectiv Energy
County of Northampton
Crayola
DP Partners
Embassy Bank for the Lehigh Valley
Follett Corporation
Highmark Blue Shield
Holt Family Foundation
Junior League of the Lehigh Valley
Just Born, Inc.
Kohl's
Lehigh Cement Company
Lehigh County
Lehigh Valley Hospital (Spectrum Admin.)
Martin D. Cohen Family Foundation
Martin Guitar Charitable Foundation
Mid Atlantic Arts Foundation
The Morning Call Charities (McCormick Foundation)
Northampton County
Northampton County Department of Community & Economic Development
Pennsylvania Council on the Arts
Pennsylvania Department of Community & Economic Development
Pennsylvania Performing Arts on Tour
PNC
PPL
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Rodale Press
Sovereign Bank Foundation
Spillman Farmer Architects
St. Luke's Hospital
Verizon Foundation
Wachovia Foundation

“The most enjoyment from volunteering comes from meeting the visitors - meeting people from outside the area, sharing stories, giving directions, having to pronounce local landmarks like ‘Heckewelder Place.’ The visitors make volunteering worthwhile.”

~Mark Pesavento
25-year Musikfest volunteer
B. Braun Medical Employee Relations
Manager and Volunteer Coordinator



the ART of CARING

Volunteers Make It All Happen!

ArtsQuest’s volunteers are the heart and soul of the organization! Volunteers are involved in every aspect of ArtsQuest, from serving as leaders on its boards and councils, to assisting with the programs of the Banana Factory and helping ring in the new year at First Night Bethlehem.

Last year was a record year for ArtsQuest volunteerism, as nearly 2,500 people donated their time and talents to ArtsQuest’s events, activities and programs. The year was especially sweet for 36 individuals and two corporations – Crayola and Just Born Inc. – as they celebrated their 25th anniversary of volunteering at Musikfest.

ArtsQuest thanks all of its dedicated volunteers for their hard work and commitment. Without their help, the organization would only be able to accomplish a fraction of its goals!

2008 ArtsQuest Volunteerism – By The Numbers

2,143	Total Number of Musikfest Volunteers NEW RECORD
291	Total Number of Christmas City Volunteers
50	Total Number of Banana Factory and Year-round ArtsQuest Volunteers



Twenty-five Years of Service

In 2008, 36 individuals celebrated a quarter-century of volunteering at Musikfest. ArtsQuest congratulates these longtime volunteers who have been so integral to the success of the festival!

Row 1 (from right): Patricia Fielding, Alice Schmidli, Mary Pongracz, Mary Korpics, Frances Kostalis, Elsie Pribula, Patricia Hendricks, Bonnie Zsilavec, Karen Bader, Bill Watson

Row 2: Roberta Moyer, Ennio Mariotti, Judy Yuhas, Paul Fistner, Beverly Recchiuti, Karen Yellin, Gerry Gillispie.

Row 3: Eleanor Mickley, Robert Moyer, Peter Behrens, Norbert Szymanski, Dennis Duda, Roberta Turel, Kim Edwards, Erv Nothstein, Gail Hendricks.

Missing are Barbara Altemus, Susan Bechtel, Eve Campbell, Carl Cool, Valerie Ceccherelli, Patricia Holetz, Mary Lou Serafin, Robert Serafin, Mary Lou Straka and Lawrence Yokai.



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Ricardo Viera
Silagh White
David Willard
Barbara Yaissle

Christkindlmarkt Council

Linda Cornman
Diane Donaher
Iva Ferris
Barbara Garrison
Barry Gebhart
Marc Kaminetsky
Dale Kochard
Heather Kuhns
Michelle LaWall
Lynn Logue
Andy Montero
Wendy O'Conner
Rosemary Scardina
John Taylor
Kathy Vossough
Ken White
Cindy Workman

Musikfest Council

Neal Apgar
Corliss Bachman

Allen Billiard
Hasanna Birdsong
Ed Boksan
Sarah Brooks
Tom Davis
Norberto Dominguez
Michael Dunn
Ryan Dunn
Sandy Engel
Steve Flank
Robert Hunsicker
Mary Jo Johnson
Ann Knerr
Jarrett Laubach
Thea Lind
Lisa Pektor
Tom Pippet
Lyn Ricker
Myrna Rivera
Cheryle Russo
Jack Schildt
Fred Stellato

Audit Committee

Mark Jobes
Peggy Plympton
Fred Stellato

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David Blankenship
Iva Ferris
James Hollister
Joseph Mikitka
Kathleen Miller
Phil Moskowitz
Janet Weiss
Dave Worman

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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
George Boksan
Jim Brand
Linda Cornman
Paul Fistner
Barbara Gilchrist
Richard Hawk II
Randy Krail
Bob Michel
Phil Moskowitz
George Radecsky
Jack Schildt
Gene Traupman
Robert R. Windolph

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Cecilia Grube
Deb Healing
Linda Galitis
Marie Tracey
Tony Favinger
Ramona Robison
Cynthia Underhill

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Heather Craig
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Wilbur Freitas
Barbara Gilchrist
Gayle Hancock
Frank Heffelfinger
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Brenda Martin
Dolores Pohl
George Radecsky
Lauren Radecsky
Jack Schildt
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John Shivok
Fred Stellato
Connie Ulans

Glass Committee

Paul Farr
Bruce Lawrence
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Sandy Engel
Gerry Gillispie
Tony Hanna
Dale Kochard
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Steven Woods
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Hasanna Birdsong
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Peter Eschbach
Ann Knerr
Lynn Logue
Kathy McCracken
Kathleen McDermott
Jan Schwoyer
Andrew Stanten
KJ Zabala

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Jackie Byrnes
Mary Cowan
Malcolm Cowan
Phyllis Facciano
Tony Favinger
Diane Seyfried
Patty Sharp
Wayne Sharp
Fred Shunk
Ginny Shunk

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Committee

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Elayne Dellatore
Tanya Doddy
Micaela Haskins
Deb Healing
Alice Karpa
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Lauren Radecsky
Ken White

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Sandy Engel
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Tom Kelly
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Ron Rossi
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Arnie Urban
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William Gerencher
Gerald Hoagland
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Lauren Radecsky
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Norb Szymanski

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McFadden
Barbara Pavlo
Patricia Sharp
Patricia Sheppard
Carol Shriver
Mary Stubbmann
Cindy Workman

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Linda Galitis
Faith Ann Liuzzo-Giordano
Lisa Koza

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Robert Michel
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Gary Rieger
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Mike Vasko
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Gary Litschauer
Mike Nemes
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Janet Weiss

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Neal Apgar
Pat Black
Ed Boksan
Linda Cornman
Paul Fistner
Deborah Flammer
Sylvia Hand
Patsy Hebor
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Mary Pongracz
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Connie Praetorius
Office Assistant

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Hospitality Assistant

Sylvia Hand
Volunteer Coordinator

FINANCIAL summary

ArtsQuest and affiliates consolidated statement of activities for the year ended December 31, 2008, with comparative totals for 2007.

	2008	2007
SUPPORT		
In-kind contributions	\$ 1,919,176	\$ 1,421,137
Contributions	1,646,069	1,012,118
SteelStax contributions	1,233,739	338,755
Grants	159,329	271,712
Total Support	4,958,313	3,053,722
REVENUE		
Musikfest	6,672,117	5,887,061
Banana Factory	811,116	700,810
Christkindlmarkt	760,396	989,319
Interest income	32,725	92,620
Unrealized (loss)/gain	(168,809)	3,927
Other	274,179	247,568
Total Revenue	8,351,724	7,921,305
Total Support and Revenue	13,340,037	10,975,027
EXPENSES		
Programs		
Musikfest	6,219,970	5,842,671
Banana Factory	1,017,259	948,898
Christkindlmarkt	710,013	950,658
SteelStacks	31,632	229,878
Total Program Services	7,978,874	7,972,105
Supporting services		
General administration	1,676,279	1,466,245
Advertising and promotion	1,859,018	1,312,365
Occupancy	315,875	329,759
Total Supporting Services	3,851,172	3,108,369
Fund-raising	342,683	349,940
Total Expenses	12,172,729	11,430,414
CHANGE IN NET ASSETS	1,167,308	(455,387)
NET ASSETS, JANUARY 1	5,533,111	5,988,498
NET ASSETS, DECEMBER 31	\$ 6,700,419	\$ 5,533,111

ArtsQuest and affiliates consolidated statements of financial position

	December 31,	
	2008	2007
ASSETS		
Current Assets		
Cash and cash equivalents - unrestricted	\$ 326,303	\$ 847,709
Accounts receivable, net of allowance of \$2,000 and \$3,500 for 2008 and 2007, respectively	765,805	504,996
Pledges, less allowance of \$25,500 in 2008	935,447	257,369
Inventory	98,571	89,304
Total Current Assets	2,126,126	1,699,378
Property, Furniture and Equipment, Net of Accumulated Depreciation	3,778,171	3,632,983
Other Assets		
Restricted cash	597,328	438,688
Restricted investments	315,534	458,638
Pledges receivable	648,486	155,502
Deposits and other assets	10,279	7,016
Total Assets	\$ 7,475,924	\$ 6,392,205
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable	\$ 349,504	544,922
Accrued expenses and other current liabilities	342,822	191,884
Deferred revenue	31,922	68,458
Total Current Liabilities	724,248	805,264
Long-Term Liabilities		
Deferred Compensation	51,257	53,830
Total Liabilities	775,505	859,094
Commitments		
Net Assets		
Unrestricted		
Capital	3,778,171	3,632,983
Other unrestricted	315,257	494,627
Total Unrestricted	4,093,428	4,127,610
Temporary restricted	1,606,991	405,501
Permanently restricted, Endowment Fund	1,000,000	1,000,000
Total Net Assets	6,700,419	5,533,111
Total Liabilities and Net Assets	\$ 7,475,924	\$ 6,392,205