

2010 ArtsQuest™

Annual Report





Intro

In 2010 ArtsQuest was once again able to serve more than 1.2 million people with arts and cultural programs, with more than 80 percent paying no fee for these services and programs. Whether they are attendees at Musikfest, visitors to the art galleries at the Banana Factory, or participants in our community outreach programs, ArtsQuest is privileged to offer a diversity of educational and cultural experiences to young and old, rich and poor, people of all ethnic, religious and cultural backgrounds, from the Lehigh Valley and beyond.

2010 was an amazing year for Christkindlmarkt Bethlehem, which saw its third best attendance ever. And it was a year in which we experienced excellent weather for Musikfest, again with near record attendance. In addition, it was one of the best years ever for the Banana Factory's educational programs.

The year was also a watershed year for ArtsQuest as construction began on the new ArtsQuest Center at SteelStacks in January 2010. Through the generosity and support of the public and private sectors, both the ArtsQuest Center and the entire SteelStacks campus will come alive in 2011 with music, dance, cinema, new festivals and arts education programming for the entire region.

On behalf of ArtsQuest we thank all of those who have supported the development of arts and cultural programming for our community, as well as those who have participated in the many opportunities offered by ArtsQuest to experience life exercising their creativity and imagination. We look forward to enhancing those opportunities as we advance our mission of being "an international model for providing access to exceptional artistic, cultural and educational experiences promoting individual and community creativity, enlightenment and fulfillment."

Sincerely,

Jeffrey A. Parks
President & COO
ArtsQuest

Music

Look at the lineup for Musikfest 2010, and the first thing that probably grabs your attention is the headliners - rockers like the Counting Crows, Heart, Styx and The Doobie Brothers; country star Martina McBride; pop sensation Selena Gomez and more.

Take a closer look at schedule, however, and another thing you might notice is that the majority of performers at the 10-day festival are actually local and regional acts - artists from Pennsylvania and neighboring states, including many who live and/or work in the Lehigh Valley.

For more than a quarter-century, ArtsQuest has dedicated itself to providing the residents of the region and beyond with dynamic festivals, concerts and music and art experiences, the majority of them absolutely free to attend. Along the way, an integral component of that mission has always been to showcase the exceptional musicians, singers and performers found right here in our own back yard, providing these artists with opportunities to not only share their talents with others, but also support their livelihood as well.

“It is truly an honor and validation to be asked by ArtsQuest to perform at any of its events and venues. Even more compelling are the festivals where our names are right among commercial artists, and the same for local vendors who are right aside those vendors who travel the country. ArtsQuest has provided many of us an avenue to develop as artists right here in our own back yard.”

~Bev Conklin of Catasauqua, vocalist for The BC Combo

In 2010 approximately 750 of the acts that performed at Musikfest, Christkindlmarkt Bethlehem, First Night Bethlehem and the Banana Factory were from within a three-hour drive of Bethlehem. And, of that number, 33 percent were from the Lehigh Valley and surrounding counties.

Through performances at ArtsQuest’s festivals and events, local professional and emerging artists are not only doing something they love to do, they’re also playing an important role in helping to stimulate the economy, promote the region as a quality tourism destination and enhance the quality of life for hundreds of thousands of people annually.



DAVID HAPPEL

Art

For one week each spring, ArtsQuest welcomes throngs of excited Bethlehem elementary school students to the Banana Factory's Crayola Gallery for an art show unlike any other - the Fifth Grade Annual Exhibition.

On the walls and on tables in the gallery, the children explore paintings, sculpture, collage, mixed media works and more, hundreds of pieces of art all created by them. For the students, the annual display of art is one that's eagerly anticipated, especially since it presents them with a rare opportunity to display their work in a public gallery setting.

"This exhibit gives talented students the opportunity to exhibit their artwork. It also gives the average art student the chance to have a piece in an exhibition," says Spring Garden Elementary School art teacher Patricia Check, coordinator for the exhibition. "Thanks to the Banana Factory, our students have the opportunity to exhibit their artwork in a public setting and to have family see the work as well."

The Bethlehem Area School District's fifth grade art exhibition is just one example of the variety of ways in which ArtsQuest's arts and education programming is having a positive impact in the community. From BananaWORKS, which pairs at-risk teens with a Banana Factory artist to create a public work of art, to the B-Smart afterschool enrichment program, which introduces more than 200 Bethlehem middle school students annually to the arts, ArtsQuest's art programs are touching the lives of thousands of children, teens and adults each year.

A MESSAGE OF HOPE - THE INNER ARTIST PROGRAM

In fall 2010, the Creative Center of New York, Lance Armstrong Foundation/LIVESTRONG, St. Luke's Hospital & Health Network and ArtsQuest joined together to launch "Inner Artist," an innovative artist-in-residence program that provides high quality art experiences to children and adults receiving care and treatment through St. Luke's cancer centers. The first program of its kind in Pennsylvania, Inner Artist is designed to empower patients - through the artistic process - to direct their energies towards health and wellness and improve their outcomes and healthcare experiences.

Since its start, more than 100 cancer patients have been touched by the power of the arts while working with Artist in Residence Karen Steen. As a result of their experiences, 95 percent of those surveyed by LIVESTRONG say they would recommend the program to others affected by cancer.

"It helps not only those who participate but also neighboring patients who enjoy watching; (it) takes our minds off where we are for a while," says one Inner Artist participant. "I love this program. It gives me a reason to look forward to treatment."



Festival & Cultural Events

It's chilly outside, but the atmosphere inside the Banana Factory is absolutely sizzling as hundreds of people pack the Banko Family Gallery to listen to noted photographer Larry Fink.

As the initial presenter at the first-ever InVision Photo Festival, Fink takes his audience on an amazing journey though his five-plus decades as professional photographer whose work has appeared everywhere from the Museum of Modern Art to The New York Times and advertising campaigns for Smirnoff and Bacardi. Esteemed professional photographers sit side by side with emerging artists, college students and art enthusiasts, following Fink along every twist and turn as he reveals how he captured some of his most famous images.

InVision's artist in residence, Fink is one of several renowned photographers who helped ArtsQuest launch the region's first photography festival in November 2010. Other artists who offered workshops and presentations throughout the weekend included former United Nations photo chief John Isaac, National Geographic's Michael 'Nick' Nichols, and Alex Webb and Peter van Agtmael from the prestigious Magnum Photos of New York. Designed to appeal to photography aficionados from all walks of life, the festival also showcased photos by college students from throughout the Northeast, as well as the work of the participants in the Photo Design Project, a unique job skills program that teaches young people photography, graphic design, desktop publishing and journalism skills.

With support from The Holt Foundation, The Rider Pool Foundation, Dan's Camera City and American Photo, InVision highlights one of the many ways that foundations, area businesses and community organizations are partnering with ArtsQuest to present unique and enriching arts and cultural experiences for the community. By festival's end, more than 2,300 people visited the Banana Factory to enjoy the presentations, hands-on workshops and exhibitions, paving the way for an even larger photography celebration in November 2011 - the initial Lehigh Valley Photography Month, showcasing exhibitions and workshops at 40 different venues throughout the region.



Education & Outreach

If you stopped by the corner of First Street and Founders Way in Bethlehem in 2010, you were guaranteed to see construction crews hard at work, pouring foundations and erecting steel beams to establish the backbone of what would soon become the new ArtsQuest Center at SteelStacks, a 64,000-square-foot contemporary performing arts center located on the site of the former Bethlehem Steel plant.

For the leaders of several community-focused businesses, the new construction taking place on the former industrial site symbolized a new beginning for what was once the second largest steel manufacturer in the nation. But it also marked the launch of a much larger vision – enhancing the community through high-quality arts and educational programs for generations to come.

In fall 2010 ArtsQuest announced The SteelStacks Partnership for Education and Outreach, an education-based initiative funded by Air Products, C.F. Martin & Co. Inc., Lehigh Gas Corp., PNC Bank and PPL Corp. The partnership, made possible through the Commonwealth of Pennsylvania’s Neighborhood Partnership Program, is investing \$4.2 million over a 10-year period into a series of programs at SteelStacks and the Banana Factory that are aimed at providing quality arts and educational opportunities for Bethlehem Area School District students, parents and caregivers, as well as residents of south Bethlehem and beyond.

The SteelStacks Partnership for Education and Outreach was developed to address three major community development goals: foster urban revitalization to enhance the quality of life in the community, increase levels of educational attainment for area residents, and create new educational opportunities and resources for the city’s SouthSide. Among the programs that are being funded are after-school enrichment programs such as ArtsQuest’s B-Smart program, a teen mentoring program, job skills initiatives and more. SteelStacks will also engage the SouthSide community through the presentation of a diverse range of arts and cultural programming throughout the year. SouthSide residents, most of whom live within walking distance of the SteelStacks campus, will be able to enjoy free, family-friendly concerts and numerous special events and presentations aimed at strengthening the quality of life in the community.

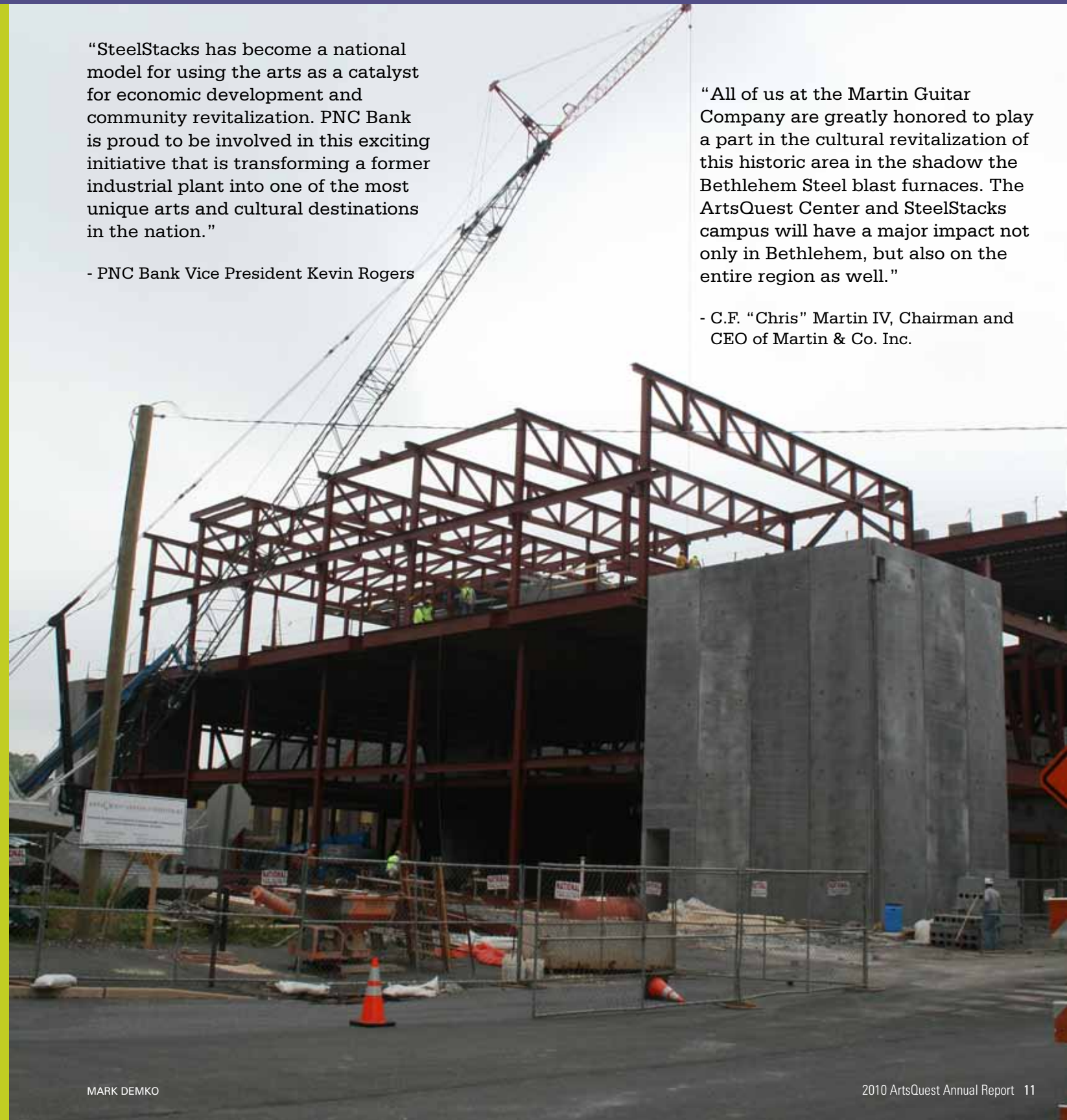
“The SteelStacks campus will provide dynamic educational opportunities and resources for children as well as adults,” says Air Products Manager of Community Relations & Philanthropy Laurie Gostley-Hackett. “These programs will positively impact approximately 2,500 Bethlehem Area School District students and 5,000 parents, caregivers and children annually. Air Products is honored to be a partner in this project, which is helping to create a brighter future for everyone.”

“SteelStacks has become a national model for using the arts as a catalyst for economic development and community revitalization. PNC Bank is proud to be involved in this exciting initiative that is transforming a former industrial plant into one of the most unique arts and cultural destinations in the nation.”

- PNC Bank Vice President Kevin Rogers

“All of us at the Martin Guitar Company are greatly honored to play a part in the cultural revitalization of this historic area in the shadow the Bethlehem Steel blast furnaces. The ArtsQuest Center and SteelStacks campus will have a major impact not only in Bethlehem, but also on the entire region as well.”

- C.F. “Chris” Martin IV, Chairman and CEO of Martin & Co. Inc.



Leadership

For more than seven and a half years, Jim Sciascia has been greeting Banana Factory Gallery Shoppe guests with a warm, friendly smile and a cheery ‘hello.’ While he has never counted the time he has spent taking inventory, displaying merchandise and helping customers with their purchases, the hours have added up over the years, and in fall 2010 Sciascia became the first ArtsQuest volunteer ever to log more than 2,000 hours in the store.

While the retired Air Products technician is proud of his accomplishment, what’s really important to him is the fact that he’s part of an organization that brings so much to the community. From free music and art programming that reaches thousands of people throughout the year, to arts-in-education programs that touch the lives of hundreds of at-risk young people annually, Sciascia knows he’s donating his time and talents to support a great cause.

“Volunteering is fun for me - I really have fun doing it. Plus, it really gives me a sense of fulfillment,” he says.

A resident of Bath, Sciascia is just one of the record 2,576 volunteers, including 48 corporate groups, who lent a hand to ArtsQuest in 2010. From the volunteer leaders who serve on ArtsQuest’s boards and committees, to the more than 2,000 individuals who volunteer at Musikfest every summer, these friendly, passionate, community-minded individuals provide strength, stability and vision that touch every aspect of the organization. Thanks to their dedication, hard work and amazing efforts, more than one million people from near and far are able to enjoy quality music, art and educational experiences in Bethlehem and the Lehigh Valley each and every year!

2010 VOLUNTEERISM BY THE NUMBERS

In 2010 ArtsQuest volunteers donated 61,773 hours. That’s an average of 24 hours or three full work days volunteered by each person. Or, if you add it all up, it’s the equivalent of more than seven years of volunteering by these dedicated individuals.

<u>Number of Volunteers</u>	<u>Event/Program</u>
2,027	Musikfest
320	Christkindlmarkt/Christmas City
164	Banana Factory/ArtsQuest
65	PEEPS Fest™/PEEPS Fest™ 5K



Corporate & Community Partners

6abc	Bethlehem Morning Star Rotary	Cornerstone Advisors Asset Management, Inc.	Garden State Fireworks	Jeras Corporation	McGinty Brothers, Inc.	PPL	The Cambridge Schools
A D Computer Corporation			GEICO	John J. Zeiner & Sons	Merry Maids	PrimoHoagies	The Express-Times
AAA East Penn	Boulevard Frame & Art	Corporate Environments	Glasbern	Jonna-li Catrini	MetLife East Penn Financial Group	Pulse Weekly	The Lafayette Inn
AAA Moving and Storage	Brickman Group, Ltd.	Coulbourn Instruments & Cobalt Computers	Good Shepherd Rehabilitation Network	Just Born Inc.	Metropolitan Contemporary Glass Group	Randy S. Krail	The Morning Call
ABE Fence	Brinjac Engineering, Inc.	County of Lehigh	Grand Eastonian Suites Hotel	Kamran Afshar	Michael Thomas Floral Design	Raven One To One Marketing	The Warko Group
Adamo Limousine	Brown-Forman Beverages	Courtyard by Marriott - Bethlehem	Greenleaf Productions	Kathy Gray	Mid Atlantic Waterproofing	Renewal by Andersen	Tina M. Merrill-Leonard
Adams Outdoor Advertising of the Lehigh Valley	Camille Eyvazzadeh	Crayola	Guardian	Kistler O’Brien Fire Protection	Minuteman Press	Richard S. Horvath, Sr. Electrical Contracting, Inc.	T-Mobile
Aesculap	Capital Wine and Spirits Company	Dan Schantz Farms & Greenhouses	Hale Trailer, Brake & Wheel	Kitchen Magic	Morning Star Rotary Club of Bethlehem	Rodeway Inn	TruGreen
Aetna	Carol Corriere	Dan’s Camera City	Hampton Inn & Suites Bethlehem	KNBT, Division of National Penn Bank	Nassau Broadcasting	Sam & Betsy Torrence	U. S. Foodservice, Inc.
Afilias	Caruso Benefits Group	Darlington Exterior Services	Harold S. Campbell Foundation	Kohl’s	Nazareth Pallet Company, Inc.	Sands Casino Resort Bethlehem	UGI Utilities Inc.
Air Products and Chemicals Inc.	Charity for Children	David Nepereny	Hasanna Birdsong HDR, Inc.	Lafayette Ambassador Bank	Northampton Community College	Sayre Mansion Inn	United Healthcare
Air Products Foundation	Christmas City Printing	David Willard	HealthAmerica	Lehigh Pizza	Northampton County	Service Electric Cable TV & Communications	United Way of Berks County, Inc.
Albarell Electric Inc.	Citadel Communications	Dickies Apparel	Herman & Claire Rij	Lehigh Valley Carpenters Union Local #600	Offset Impressions	ServiceMaster by Round the Clock Cleaning	United Way of the Greater Lehigh Valley
Altitude Marketing	City of Bethlehem	DP Partners	Highmark Blue Shield	Lehigh Valley Community Foundation	Osram Sylvania	Shahriar Naghshineh	Verizon Foundation
Alvin H. Butz Inc.	Class E-Media	Duane Morris LLP	Hilton Garden Inn Allentown Airport	Lehigh Valley Easy Pages	Owens Corning	Sherwin Williams	Verizon Wireless
Ameriprise Financial	Clear Channel Communications	Ecotech Marine, LLC	Holiday Inn Conference Center	Lehigh Valley Economic Development Corporation	Pearson Funeral Home	Shirin Nabati	Viamedia
Anthony & Evelyn Carfagno	Clipper Magazine	Edge Restaurant	HOLA! RADIO 1600/1400 AM	Lehigh Valley Health Network	Pennsylvania Council on the Arts	Sign Design Associates, Inc.	Waitz Corporation
Aramark Corporation	Coca-Cola Bottling Company of the Lehigh Valley	Elite Limousine	Holland & Knight	Lehigh Valley International Airport	Pennsylvania Lottery Pennsylvania	Sobrinski Painting	Waste Management
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SteelStacks

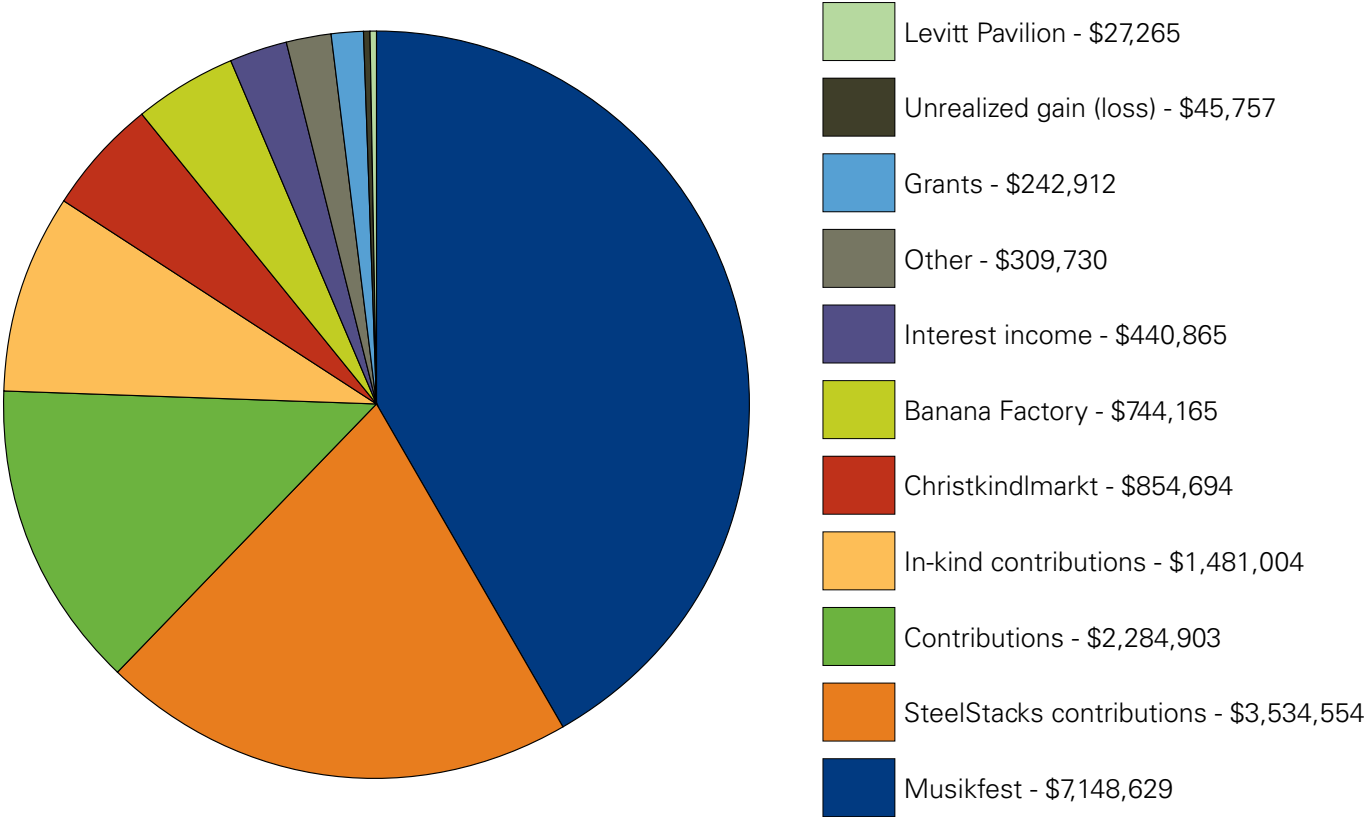
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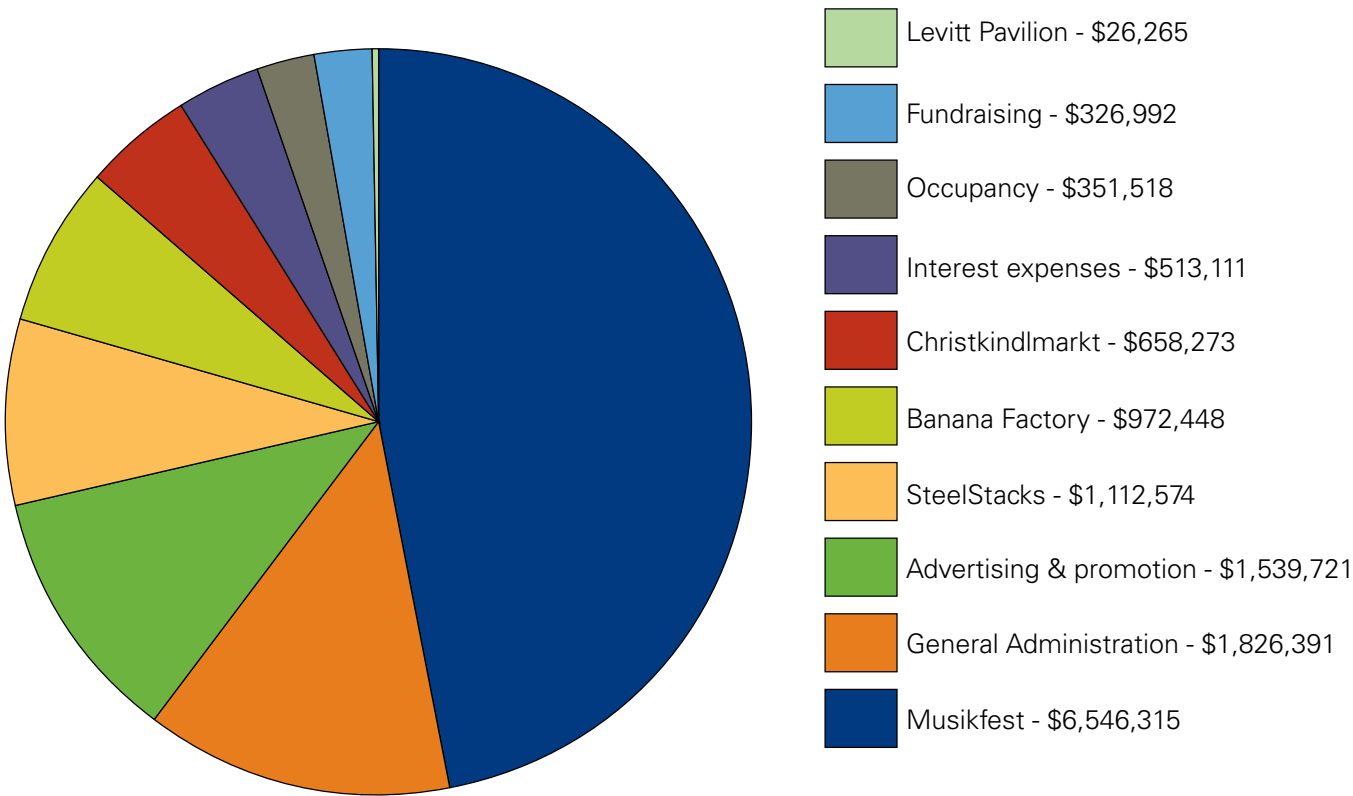


Financial Summary for 2010

Total Support and Revenue - \$17,114,478



Total Expenses - \$11,121,052





25 W. Third St., Suite 300 | Bethlehem, PA 18015-1238
(p) 610.332.1300 | (f) 610.332.1310
www.artsquest.org