

Cultivating Creativity

ELEVATING THE HUMAN SPIRIT
THROUGH CREATIVITY



2006 ANNUAL REPORT





Creativity Flourishes in the City, Streets and Studios

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

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

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

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

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

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

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

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

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

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

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

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



Banana Factory



Christkindlmarkt



Musikfest

Enriching the Community Through

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

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

B-Smart – The award-winning after-school enrichment program for at-risk middle school students expanded to include elementary school students and the world of glass art. Glassblowing has added another strong component to the B-Smart program, teaching students valuable life skills such as teamwork and the need for creative expression and thought.

Peace Ceremony – In February, the art center invited people from all walks of life to participate in a World Peace Flag Ceremony. The event, held in conjunction with the United Nations' 60th anniversary, included young people from several area schools.

BananaWORKS – This signature program celebrated its 10th anniversary by pairing 25 inner-city teens with three artists to create beautiful public art for the entire community to enjoy. Participants learned the value of teamwork, the importance of creative expression, how to create a résumé and more in this arts and education program providing them with their first real-world work experience. Since 1997, 18 BananaWORKS projects have been completed in the community.

PASELA – A collaboration between Northampton Community College, ArtsQuest and 15 other partner organizations, PASELA brought artists, educators, parents and community members together to create an environment where the arts are an integral part of children's lives and educational experiences. More than 200 children ages 2-6 throughout Bethlehem were able to experience the arts through this program, one of only 30 in the nation.



In 2006, BananaWORKS projects were completed in Easton and Bethlehem.

Creative Programming

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

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

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

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



As part of Pennsylvania’s State Festivals and Fairs Initiative, area film festivals presented independent films at Musikfest’s Cinema and Draft Night.

Creative Partnerships Make It Happen

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

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

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

The Partners of SteelStax

ArtsQuest
PBS 39

Steel Stax Resident Performing Arts Partners

Bethlehem Area Vocational-Technical School Academy of Video and Media Arts
Bethlehem Opera Theatre
Hispanic American League of Artists
Pennsylvania Sinfonia Orchestra
Pennsylvania Youth Ballet
Pennsylvania Youth Theatre



The glass art community is thriving at the new GlassWorks studio.

Nonprofits – Performing Arts Programs:

Acoustic Roadshow
Asociación de Músicos Latino Americanos
Aspire Chorus from Thomas Jefferson Elementary School
Bethlehem Area Moravian Trombone Choir
Bethlehem Opera Theatre
C4 Singers
Cambiata Singers, Saucon Valley Middle School
Chime Time and Senior Voices from St. Stanislaus School
Community Music School
Devotion Dances from Northampton High School
East Hills Middle School – 6th Grade Chorus
Emmaus High School Chorale
Farmersville Elementary School Choir
Freedom High School “Les Chanteurs”
Godfrey Daniels
Hispanic American League of Artists (HALA) - Salseros 2006
HALA – SUYA 2006 (Synergies of Urban Young Artists)
Janosik Polish Dance Ensemble and Monique Legaré
International Dance Company
Lehigh Saengerbund Chorus

Lehigh Valley Charter High School for the Performing Arts
Lehigh Valley Cloggers
Lehigh Valley Folk Music Society
Lehigh Valley Jazz Ensemble
McDade School of Irish Dance
Mock Turtle Marionette Theatre
Moravian Clarinet Choir
O’Grady Quinlan Academy of Irish Dance
Our Lady of Perpetual Help English Handbell Choir
Pennsylvania Youth Theatre
Saucon Valley Elementary Panther Players
Senior Girl Scout Troop 225
Shawnee Middle School Chorale
Sing Out! Magazine
Students of LVC-PMTA Teachers
The Sharon Plessl School of Dance and Excel Dance Company
The Philadelphia Songwriters Project
William Allen High School Chorale



The Southside Arts Collaborative culminates with a performance at Musikfest 2006.

Nonprofits – Visual Arts Programs

ASPIRE	Hispanic American League of Artists	Northeast Middle School
Bethlehem Area School District	Holy Infancy School	PASELA
Bethlehem Palette Club	International Society of Glass Beadmakers	Penn State University
Boys and Girls Club of Allentown	Lafayette College	Lehigh Valley Campus
Bread and Roses Group	Lehigh Art Alliance	Pennsylvania Career Link,
Broughal Middle School	Lehigh Carbon County	Private Industry Council
Catholic Charities	Community College	Pennsylvania Youth Theatre
Corning Glass	Lehigh University	Philadelphia Calligraphers' Society
Colonial Intermediate Unit 20,	Lehigh Valley Charter School	Philadelphia Water Color Society
Autistic Support	for the Performing Arts	South Bethlehem Neighborhood Partners
Community Services for Children	Milford Public School (Milford, N.J.)	SouthSide Arts Collaborative
Cops N Kids Literacy Program	Moravian Village	Spring Garden Elementary School
Fountain Hill Elementary School	National Society of Painters	Touchstone Theatre
Freemansburg Elementary School	in Casein & Acrylic	United Way
Girls Scouts of the Greater Lehigh Valley	Newspapers in Education	VIA of Lehigh Valley
Glass Art Society	Northampton Community College	WDIY Public Radio
Hanover Elementary School	Northampton Juvenile Justice Center	

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

Bethlehem Schwaebisch Gmuend Association	Lehigh Valley Gravity Soccer Club
Bethany UCC	Share Care
Bethlehem Catholic High School	Unity Church
Freedom High School	William Allen High School
Hogar Crea of Freemansburg	

Grants & Supporters

Aetna Foundation Inc.	Beall & Linny Fowler	Pennsylvania Department of Community
Partners in Community Giving	Guardian	and Economic Development
Agere Systems Inc.	Holt Foundation	Pennsylvania Educational Improvement
Air Products and Chemicals Inc.	John M. Morganelli Esquire,	Tax Credit Program
Alvin H. Butz Inc.	District Attorney	PNC Bank
Atlantic Leasing & Rental Company	Just Born Inc.	PPL
B. Braun Medical Inc.	Kohl's	Herman & Claire Rij
Bank of America Foundation	Lafayette Ambassador Bank	Ardeth Rodale
Bethlehem Apparatus Company Inc.	Lehigh County	Sheila Fortune Foundation
Bethlehem Area School District	Lehigh Valley Hospital & Health Network	Slate Belt Industrial Land
Bethlehem Housing Authority	Martin Guitar Charitable Foundation	Development Company Inc.
Capital Blue Cross	Martin Guitar Company	Sovereign Bank
City of Bethlehem	Mervin L. Brenner Foundation Inc.	Sovereign Bank Foundation
Community Action Committee	MetLife Foundation	Starters Riverport
of the Lehigh Valley	Mid Atlantic Arts Foundation	The Century Fund
Conectiv Energy - Bethlehem Plant	The Morning Call	The R. K. Laros Foundation Inc.
County of Northampton	National Endowment for the Arts	U.S. Department of Education
DP Partners	Osram Sylvania	Wachovia Foundation
Easton Area School District	Penn State University	
Embassy Bank for the Lehigh Valley	Pennsylvania Council on the Arts	



Business and Corporate Partners:

6 abc WPVI-TV
 AAA East Penn
 ABE Fence
 AD Computer Corporation
 Adams Outdoor Advertising
 Aesculap
 Aesthetic Surgery Associates
 Air Products and Chemicals Inc.
 Alaska Wilderness League
 Albarell Electric Inc.
 All About Singles
 Alvin H. Butz Inc.
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 Bank of America
 Banko Beverage Company
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 & Cellars Ltd.
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 Brickman Group Ltd.
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 Christmas City Printing
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 Clipper Magazine
 CMC Sound
 Coca-Cola Bottling Company
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 HealthAmerica
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 Lehigh Valley Magazine
 Lehigh Valley Real Estate Weekly
 Lehigh Valley Style
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 Straub Dodge Chrysler Jeep
 Sundance Vacations Inc.
 Target Select Cable LLC
 The Express-Times
 The Morning Call
 T-Mobile
 Trans-Bridge Lines Inc.
 Tribune Direct
 TruGreen ChemLawn
 U. S. Foodservice Inc.
 UGI Utilities Inc
 Verizon Wireless
 VIP Barber Shop
 Waste Management
 WDIY-FM Community
 Public Radio
 Weidenhammer Systems
 Werkheiser Electric
 Westgate Mall
 WFMZ-TV/Channel 69 News
 WGPA Radio Sunny 1100
 Wink Interactive
 WNTP 990 AM
 WZZO-FM Z-95
 Xtreme Window Tinting
 Zag Marketing

Creatively Communicating the Message

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

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

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

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

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

"Best Commemorative Poster" - Silver - 2006 Official Poster

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



A mother and daughter shop at Christkindlmarkt Bethlehem.

Other ArtsQuest honors in 2006 included:

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

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

Lehigh Valley Magazine - Best Place for Live Music - Musikfest

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

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

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



George Hrab and the Geologic Orchestra at Musikfest 2006.

Creative Resources are the Driving Force

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

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

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The ArtsQuest staff honors Banana Factory Volunteer of the Year Greg Doll (center).

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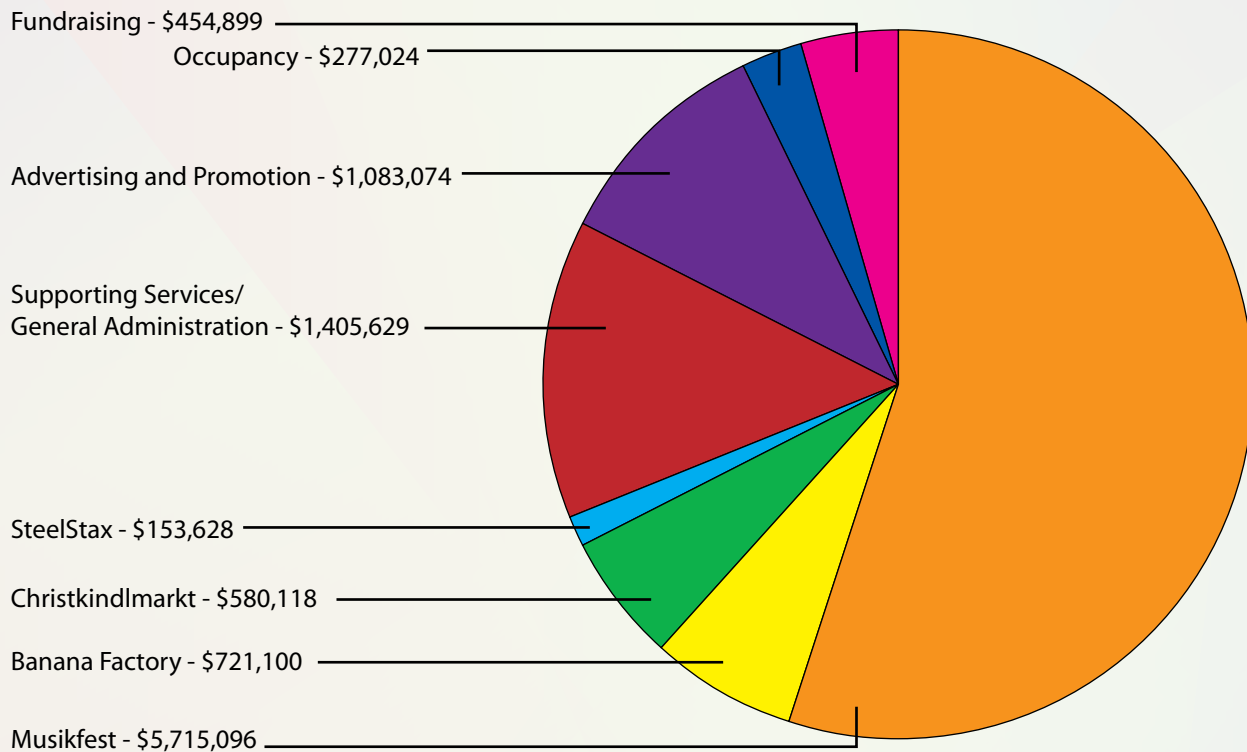
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Financial Summary

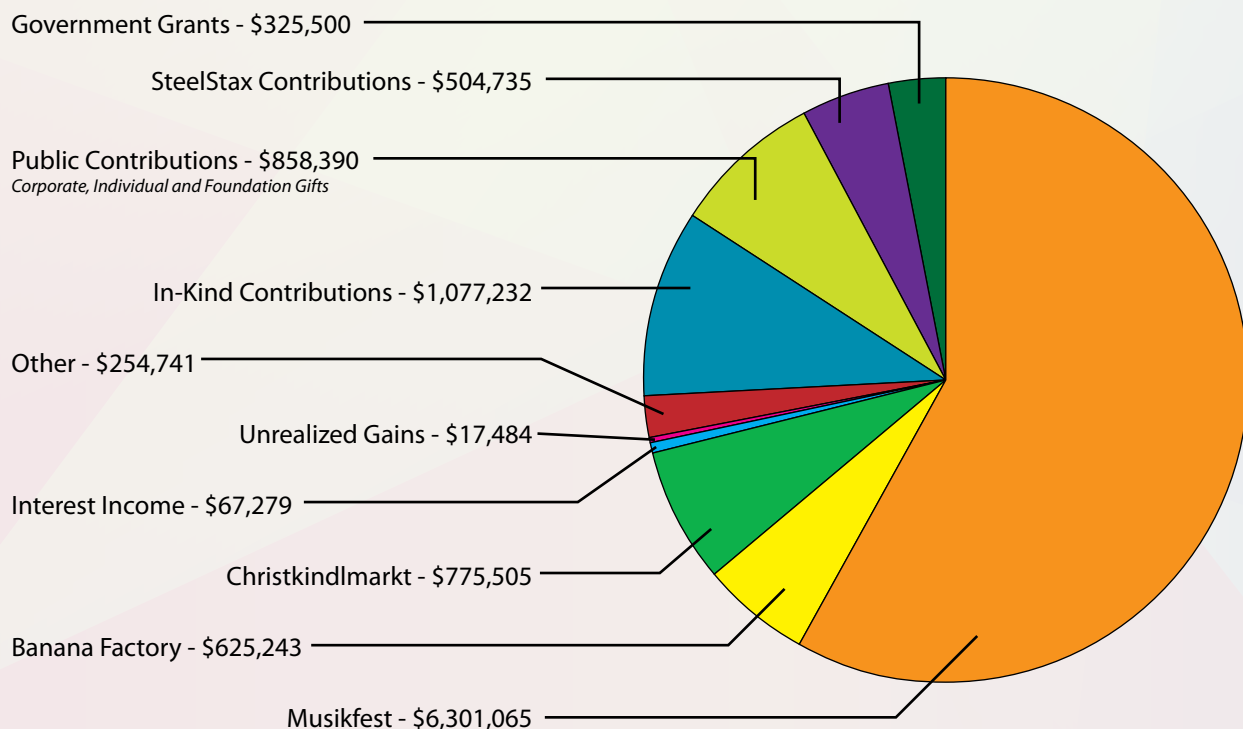
ArtsQuest and the ArtsQuest Foundation consolidated statements of financial position for the fiscal year ending December 31, 2006.

	December 31,	
	2006	2005
ASSETS		
Current Assets		
Cash and cash equivalents - unrestricted	\$ 682,054	\$ 656,350
Accounts receivable, net of allowance of \$2,000 and \$3,500 for 2006 and 2005, respectively	181,518	150,347
Pledges, less allowance of \$0	957,235	587,250
Inventory	78,861	121,665
Prepaid expenses	0	4,719
Total Current Assets	1,899,668	1,520,331
Property, Furniture and Equipment, Net of Accumulated Depreciation	3,537,043	3,466,927
Other Assets		
Restricted cash	455,565	164,051
Restricted investments	238,522	248,591
Pledges receivable	187,683	619,797
Deposits and other assets	1,231	4,057
Total Assets	\$ 6,319,712	\$ 6,023,754
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accrued expenses and other current liabilities	151,106	186,418
Accounts payable	180,108	265,444
Total Current Liabilities	331,214	451,862
Commitments		
Net Assets		
Unrestricted		
Capital	3,537,043	3,466,927
Other unrestricted	541,913	252,730
Total Unrestricted	4,078,956	3,719,657
Temporary restricted	920,122	878,750
Permanently restricted, endowment fund	989,420	973,485
Total Net Assets	5,988,498	5,571,892
Total Liabilities and Net Assets	\$ 6,319,712	\$ 6,023,754

Expenses - \$10,390,568



Revenue - \$10,807,174



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



Celebrating Arts and Culture

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

Looking for opportunities to get involved with your community, go to www.artsquest.org or call 610-332-1300.



25 W. Third St., Ste. 300
Bethlehem, PA 18015
www.artsquest.org