

# ARTSQUEST™

imagine that

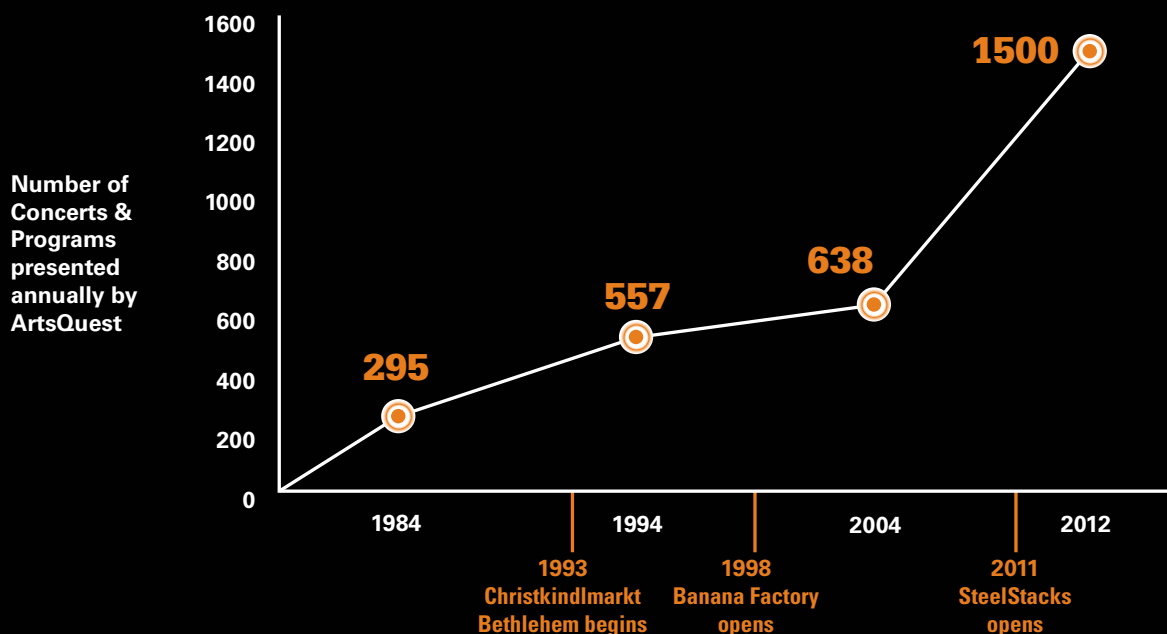


2012 Community Impact Report



“As a 1977 Freedom High School graduate now living in Denver, my family and I have attended many wonderful concerts and events at Musikfest over the years. Since the new facilities have opened at SteelStacks, we’ve already seen several shows and are very grateful for all that ArtsQuest, its staff, donors, members and volunteers have done to move Bethlehem so far forward on the arts and entertainment scene. Bethlehem now really rocks better!”

– Eric J. Schachter





# Access to the Arts 365

Welcome to the 2012 ArtsQuest Community Impact Report which looks back on a landmark and incredibly important year. In 2012, ArtsQuest™ presented over 1,500 classes, concerts and events, with more than 60 percent of our programming available to the community free of charge.

## ***Think about that for a minute.***

From Grammy-nominated artists at the Levitt Pavilion to New York-based dancers on the Air Products Town Square to musicians from 28 states and six countries who performed at Musikfest, few communities in the United States have access to the breadth of programming that ArtsQuest offered in 2012, our first full year of operations at SteelStacks™.

In addition to the sheer magnitude of programming we offer, we also offer the **depth** of programming that doesn't always grab headlines but is just as important to what we do and who we serve.

Beyond the more than one million people that enjoy our major festivals and events, ArtsQuest has a profound impact on individuals from all walks of life. You can see it in the faces of at-risk youth as they learn from photographers who have traveled the world. As part of a partnership with local hospitals, you can hear it in the voices of cancer patients who are taking art classes specifically designed to help them cope and recover. You can see it in action at the Banana Factory where we offer scholarships to any adult or youth who wants to take a class but can't afford it. And finally, you can see it in every crowd that enjoys a performance by musicians on any or all of our free stages. **Every single one of these performers is paid for their talent, even when you and your friends and family enjoy it for free.**

None of this, however, could happen without the support of the Greater Lehigh Valley and beyond. We are fortunate to have the support of so many individual donors, corporate and organizational partners, volunteers and ArtsQuest members. But our work is not done. In fact, we have only just begun. And you can help us get there.

As many of you know, the weather in 2011 resulted in a significant financial shortfall which was especially challenging as we were just opening up the ArtsQuest Center in May. Over the past year, our amazing staff has worked tirelessly with the support of the community to close our operating deficit while maintaining the high quality of programming that people have come to expect from ArtsQuest over the last 29 years.

If you haven't been to SteelStacks to take in a movie, see a live performance, enjoy a historical walking tour of the campus or just sit at the base of the majestic blast furnaces, we encourage you to come explore what many have called the most unique arts and cultural campus in America. We also encourage you to become a member and join the more than 2,100 strong who not only enjoy great benefits, but help to support all of the high quality, free programming we present each year.

Our mission is simple: to provide access to diverse arts and cultural programming to the residents of the Lehigh Valley and beyond in order to drive economic development in urban areas. And we invite you to be a part of that mission as we continue to transform Bethlehem's South Side and make the Lehigh Valley a tremendous place to live, work and play.

Imagine that.



Jeff Parks  
President and Chief Quest Officer



Sam Torrence  
ArtsQuest Board of Trustees Chair

## **ArtsQuest 2012 by the Numbers**

**1,200,000 - Festivals & Events Attendance**

**10,000-plus – Youth Enjoying Free Arts Programming & Activities**

**1,500 - Total Classes, Concerts & Events**

**700 - Free Musical Performances**

**338 - Visual Arts Classes**

**238 – Music Concerts with Admission**

**165 - Frank Banko Alehouse Cinemas Films**

**99 - Local Artists & Groups Performing at ArtsQuest Events**

**70 - Comedy Shows**

**21 - Art Exhibitions**

**11 - Arts & Cultural Festivals**



# Education and Outreach

Whether presenting free family events throughout the year or offering innovative, impactful visual arts programs for the community, ArtsQuest continually strives to provide new ways for people to access and experience the arts.

Each year hundreds of public and private school students enjoy arts education programs at the Banana Factory®, SteelStacks and throughout the region as a result of partnerships between ArtsQuest and local schools, businesses and community organizations such as the United Way, Hispanic Center Lehigh Valley and the SteelStacks Partnership for Education and Outreach, which has pledged \$4.2 million for educational programs over a 10-year period.

Through programs such as the B-Smart afterschool enrichment program with the Bethlehem Area School District; the BananaWORKS summer job skills and employment program for teens; and Faces of the SouthSide, the documentary photography program that pairs young people with award-winning photographers such as retired United Nations Photo Unit Chief John Isaac, young people of all ages are enjoying enriching, life-shaping experiences through the arts.

At St. Luke's University Health Network, the power of the arts is evident through the work of passionate and compassionate Banana Factory artist Karen Steen, the resident artist for ArtsQuest's innovative Inner Artist program. Made possible through the support of the Creative Center and the LIVESTRONG Foundation and St. Luke's, Inner Artist has touched the lives of more than 150 children and adults with cancer, as well as their caregivers, providing these individuals with a creative outlet that helps combat the stress, anxiety and feelings of helplessness that often come from battling the disease.

Each year ArtsQuest also offers more than 300 ways for the community to learn about the arts via its visual art classes, workshops and summer camps, providing children and adults with diverse opportunities to explore glassblowing, ceramics, painting, jewelry making and other art forms. Last year, more than 1,300 people took advantage of these opportunities, enjoying enriching experiences throughout the year.

## Education and Outreach Highlights

- **145 Bethlehem middle school students enjoyed quality art experiences afterschool at the Banana Factory, resulting in increased GPAs and lower rates of absenteeism for these students.**
- **175 Holy Infancy Catholic School students visited the Banana Factory year-round for their art programming as part of their school curriculum.**
- **Thousands of children and adults enjoyed free family programming through the Peas & Qs family series at the ArtsQuest Center and the Family Movie Series at the Levitt Pavilion.**
- **An estimated 10,000 children enjoyed free art activities at Musikfest's Banana Island.**
- **More than 50 children took part in the Three Kings Celebration at the Banana Factory.**
- **ArtsQuest offered scholarships for art classes to children and adults who were unable to afford the cost of tuition.**
- **Dozens of area students shared their work with the community in the Lehigh Valley Charter High School for the Performing Arts and Young Artists Annual exhibits.**

## SteelStacks High School Jazz Band Showcase

Sharing the stage with the revered Preservation Hall Jazz Band would be an honor for any music group, but it's an especially memorable moment when you're a saxophonist in a high school jazz band.

In an effort to shine the spotlight on the region's talented high school jazz groups, ArtsQuest, along with several community-focused partners, launched the SteelStacks High School Jazz Band Showcase in 2012. The competition, which featured 10 high schools, gave young musicians the opportunity to perform in a professional music venue before a live audience, while at the same time bringing hundreds of people together to celebrate the truly American music form known as jazz.

When the last note was played, the Boyertown Area Senior High School Big Band claimed top honors, but each and every student who took part in the event was a winner.

"Winning was a thrill for our students, but not as much as the opportunity to perform jazz and express themselves for such an appreciative audience," says Glen A. Brumbach, director of the Boyertown band. "It is so wonderful to see students being rewarded for their hard work and devotion to America's original music art form. This event was a great experience for all of the groups that participated."

### SteelStacks High School Jazz Band Showcase Partners

- King, Spry, Herman, Freund & Faul LLC
- 69-WFMZ-TV
- Green Leaf Productions
- Moravian College Music Department

“Over the past five years, the B-Smart afterschool and summer programs have reached as many as 200 Broughal Middle School students providing them with quality art education in a safe and positive environment. B-Smart has provided our students with valuable experiences and has allowed for our students to identify new talents and interests.”

– Alicia Creazzo, School Coordinator at Broughal Middle School









# Visual Arts

Visit the ArtsQuest Center at SteelStacks' Musikfest Café™ presented by Yuengling, and one of the first things you'll notice isn't the sound of music. Rather, it's the stunning glass sculpture created by John Choi, Dennis Gardner and the other artists of the ArtsQuest Glass Studio at the Banana Factory.

Located in the center of the ArtsQuest Center's spiral staircase, "The Four Elements" is a dynamic work of art that features more than 900 custom-crafted pieces of glass. Working with a team of artists and students, it took Choi and Gardner almost 18 months to design and create, with the last three weeks spent hand-setting each glass piece on the sculpture's armature.

"When people look at 'The Four Elements,' I hope it gives them a sense of excitement and reminds them of what's really important in life," says Gardner. "One of the reasons we created this work of art is to highlight the fact that the ArtsQuest Center is a cultural arts center that showcases a variety of art forms. While many people visit the building for concerts, we want this piece to remind them of the important role the visual arts play in our lives."

From the stairways of SteelStacks to the classrooms of the Banana Factory, the visual arts indeed played a huge role in thousands of people's lives in 2012. The InVision Photo Festival attracted a record number of guests, while also welcoming a title partner in Olympus America Inc., one of the worldwide leaders in photography. More than 30 galleries and museums also partnered with ArtsQuest for Lehigh Valley Photography Month, an event started in 2012 to showcase the art of photography and help promote the region as a primary destination for arts programming.

For well over a decade, the Banana Factory has been one of the anchors of SouthSide Bethlehem's monthly First Friday celebrations, and 2012 saw a resurgence in the event's popularity, with more than 6,000 people attending the open houses to enjoy the exhibitions, meet with the art center's resident artists and experience demonstrations in jewelry, ceramics, glassblowing and more.

Overall, ArtsQuest presented 21 exhibitions at the Banana Factory and ArtsQuest Center in 2012, showcasing the work of artists from throughout the region and around the nation. We also welcomed four new resident artists to the Banana Factory - Thomas Shillea, Arturo Cabrera, Holly Ann Fields Scott and Trisha Mae Samuel, adding to the art center's diversity and creativity.

As for the ArtsQuest Glass Studio, it enjoyed its most successful year ever. In addition to 'The Four Elements,' the studio saw a nearly 10-percent increase in glass class attendance, while its mobile glass unit became a major attraction at both Musikfest and Christkindlmarkt, with crowds gathering to watch the artists hard at work creating wonderful works of art.

## Making a Masterpiece

How 'The Four Elements' Came Together

Time to Complete – 18 Months

Number of Pieces – 900-plus

Weight – 3,700 pounds

Height – 40-feet tall

Donors - Hal and Terri Lubsen

With Support From: International Association of Bridge, Structural & Ornamental Ironworkers Local #36, Sobrinski Painting, Albarell Electric, John Raymond and Barry Isett & Associates

## Visual Arts Partners

- Adorama
- Allentown Art Museum
- Allentown Art Works
- Ambre Studios
- Antonio Salemme
- Artfully Elegant
- ASA Packer Elementary School
- The Baum School of Art
- Brooklyn Brewery
- Broughal Middle School
- Calypso Elementary School
- Canon Corporation
- Central Elementary School
- Connections Academy
- Eagle Nest Gallery
- Early Childhood Education Center
- East Hills Middle School
- Floreant Projects Gallery
- Forks Township
- Fox Optical Gallery
- Friendship Framing
- The Gallery at St. John's
- The Gallery at the JCC
- Girl Scouts of Eastern PA
- Henrietta & Andrew Bollinger
- Historic Bethlehem Museums and Sites
- Holt Foundation
- Home & Planet
- Homebase
- iMiJ Shop
- Kutztown University
- Lehigh Area Middle School
- Lehigh Valley Charter High School for the Performing Arts
- Lehigh University Art Galleries
- Lehigh Valley Young Photographers Invitational
- Lincoln Elementary School
- Lisa Mills
- Mercantile
- Moravian College
- The Nazareth Center for the Arts
- Northampton Community College
- Northeast Middle School
- Penn State Lehigh Valley
- Rick Holt
- Roy A. Gruver
- Rutgers Preparatory School
- Santa Bannon/Fine Art
- Sigal Museum
- Silver Images
- Soft Machine Gallery
- State Theater[Brown-Daub Gallery
- Towner Group
- USA Mills
- Valley Youth House
- William Penn Elementary School
- Yellow Breeches Educational Center



## Performing Arts

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Offering quality, free music and art programming has always been a cornerstone of ArtsQuest's primary focus - making the arts accessible to everyone while at the same time helping to drive economic development in urban areas. And while Musikfest may be the single, largest example of this, perhaps nowhere is this philosophy more evident today than at SteelStacks' TD Community Stage, where guests from near and far experience free concerts all year long.

During its first full year, the TD Community Stage offered 178 shows, with a strong focus on the amazing artists and performers who live and work right here in our own backyard. In fact, ArtsQuest has placed an even greater emphasis on showcasing local musicians since SteelStacks opened, with 99 artists and groups from the region featured at the stage and at ArtsQuest festivals in 2012.

"TD Bank had our team onsite before the ArtsQuest Center was complete, looking at site plans and discussing sponsorship opportunities," said Erica Wurster, TD Bank Vice President of Field Marketing. "The TD Community Stage was the perfect fit for us and coincides with our North American Sponsorship Strategy - Music."

Thanks to the support of TD Bank, Air Products, Capital Blue Cross and other partners, the TD Community Stage offers a diverse array of sounds throughout the year. But it's just one example of ArtsQuest's commitment to providing affordable access to exceptional music and art year-round.

At the Levitt Pavilion, audiences enjoy free concerts every weekend from Memorial Day through Labor Day, with more than 50 performances in all. In just two short years, the pavilion has attracted a huge following, with 56,000 people attending the concerts made possible by Highmark Blue Shield.

The Musikfest Café presented by Yuengling, located in the ArtsQuest Center at SteelStacks, continues to showcase artists from around the globe while presenting the best in indie rock, blues, folk and more. In its first full year of operation, the Café put SteelStacks on the national map when it was named by Pollstar, the concert industry's leading trade publication, as one of the Top 100 club-sized music venues in the world.

Cinema and comedy also take center stage at SteelStacks throughout the year, with the Frank Banko Alehouse Cinemas offering a diverse array of independent, foreign and documentary films, as well as dozens of improv and stand-up comedy shows. In addition to award-winning films like *Silver Linings Playbook*, *The Artist* and *Moonrise Kingdom*, the cinemas host special events and programs that appeal to a wide range of audiences including the Greater Lehigh Valley Filmmaker Festival, the LGBT Film Series, talk-backs with local filmmakers, and the only area presentation of *Live from NY's 92nd Street Y*, a satellite broadcast series that features lectures and presentations by nationally recognized political figures, entertainers and newsmakers.



## SteelStacks - Where the Arts Take Flight

Over the past two years, partnerships with a number of arts innovators has made it possible to bring the best in contemporary dance, cabaret and other arts to SteelStacks and the Lehigh Valley.

The Cabaret Series at SteelStacks, started by Broadway actress and ArtsQuest Performing Arts Board member Linnie Godfrey, took full flight in 2012 with a diverse slate of cabaret and theater-related programming. Among the artists to take the stage were Emily Bergl of *Desperate Housewives*, a talented singer and dancer who packed the Musikfest Café for her April show, *NY I Love You*.

The DANCENOW SteelStacks program, established by ArtsQuest Performing Arts Board member Robin Staff, regularly showcases contemporary dance performers, including many artists who rarely perform in the Lehigh Valley. Other examples of new programming include *The Writer's Salon*, presented by Sharon McCarthy and Surge Communications, which brings together fans of the literary arts; and the Appalachian Fiddle and Bluegrass Association's monthly shindigs, which introduced many new people to the sounds of bluegrass.

"This region has always been and continues to be bustling with artists," says Staff. "The more we expand and bring high-quality art here, the more we will continue to attract new recruits like myself who are so stimulated and excited by what the area offers."

Highlighting the innovativeness of the SteelStacks and its programming in 2012 was a \$10,000 innOVATION Grant ArtsQuest and the City of Bethlehem received from Ovation and Americans for the Arts. SteelStacks was one of only a handful of innOVATION Grant recipients nationwide, with the project being recognized for the significant role it's playing in economic development and neighborhood renewal.

**"I have been to nearly 700 concerts around the region and across the country in dozens of venues and have not experienced a facility that rivals the ArtsQuest Center for atmosphere, acoustics, food and beverage options, friendliness of staff and even cleanliness of the bathrooms. I will not hesitate to make the 75-minute drive from my home to attend another event at your facility. You have a new supporter for life."**

– Brian McGovern



## Performing Arts Partners

- Acoustic Road Show
- Allegro Dance Company
- Bethlehem Municipal Band
- Blue Ribbon Cloggers
- Brandywine Heights Choir
- C4 Singers
- Community Music School
- East Hills Middle School 6th Grade Chorus
- Emmaus High School Choral Department
- Farmersville Elementary School Chorus
- Flamenco Tablao
- Freedom High School Les Chanteurs
- Girl Scout Cadet Troop 830
- Godfrey Daniels
- Hispanic American League of Artists (HALA)
- HALA – SUYA 2008 (Synergies of Urban Young Artists)
- Holy Infancy Strings
- Harrison Morton School Choir
- Jamani Drummers
- 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
- McDade School of Irish Dance
- Mercy Special Learning Center Tone Chime Choir
- Monarch Dance Company
- Moravian Clarinet Choir
- Nazareth Middle School
- Nazareth High School Chamber Strings Group
- New Beginnings Here & Now Performing Arts Center
- O'Grady Quinlan Academy of Irish Dance
- Palisades High School Choir (Madrigal Singers)
- Performing Artist Learning Center
- Philadelphia Songwriters Project
- Pohatcong School
- Saucon Valley High School Choir
- Saucon Valley Music
- School of Rock
- Sharon Plessl School of Dance
- The Lesson Center
- Twin Rivers Music Ensemble
- West End Music and Lesson Studios
- William Allen High School Chorale
- YUniversity of Music and Arts
- Young Musician's Club

“Bethlehem’s annual Christmas celebration has a positive impact that goes well beyond the holiday season. Each year, countless visitors discover the many wonderful restaurants, museums and merchants that call the city home, then come back throughout the year to shop, dine and patronize many of the downtown businesses.”

– Bethlehem Mayor John Callahan





# Cultural Events

Everyone knows the arts have impact! But it's more than the nice, fuzzy feeling you get when you're looking at a pretty painting or listening to your favorite song.

Music and art have long played key roles in economic development, tourism and attracting people to downtowns, ultimately having a huge impact on local and regional economies.

In 2012 ArtsQuest's five major festivals - Musikfest®, Christkindlmarkt Bethlehem®, Oktoberfest presented by Yuengling, PEEPSFEST™ and the ¡Sabor! Latin Festival™ - attracted more than one million people to Bethlehem, exposing guests to the city's beautiful, historic district and SteelStacks campus, while providing a boon to the city's restaurants, hotels and businesses.

At Musikfest, an estimated 920,000 people enjoyed more than 500 free concerts over 10 days, with guests visiting from 43 different states, as well as four Canadian provinces. Thanks to a dynamic lineup that included international stars like Sheryl Crow, Daughtry, Boston and Goo Goo Dolls, the festival's Sands Steel Stage hosted 47,736 guests, placing it in the Top 100 amphitheaters worldwide in 2012, according to concert industry leader Pollstar.

Launched in 2011, the ¡Sabor! Latin Festival continued to attract the attention of the region's growing Latino community, with more than 9,000 people attending the three-day event, a 125-percent increase in attendance over the first year. One of the strengths of the event is its diverse array of music, art and family programming, thanks to the support of numerous community organizations including the Hispanic American League of Artists, Hispanic Center Lehigh Valley, Latin American Motorcycle Association and SouthSide Branch of the Bethlehem Area Public Library.

Started in 1993, to help boost tourism in Bethlehem during the holiday season, Christkindlmarkt has also continued to grow over the years, becoming one of the premier holiday events in the Lehigh Valley and the Northeastern United States. In 2012 the festival achieved two major milestones, celebrating its 20th year while also welcoming its one-millionth visitor, Autumn Gilbert of Weatherly, Pa. More importantly, it attracted 61,000-plus visitors to Bethlehem during the holiday season, helping to make Christmas in the Christmas City a joyous time for all.



## ArtsQuest's 2012 Festivals

- **Blast Furnace Blues presented by Highmark Blue Shield**
- **Christkindlmarkt Bethlehem**
- **Greater Lehigh Valley Filmmaker Festival**
- **Musikfest**
- **Nowadays (Indie Rock)**
- **Oktoberfest presented by Yuengling**
- **Olympus InVision Photo Festival**
- **PEEPSFEST presented by Just Born**
- **RiverJazz presented by Concannon Miller**
- **¡Sabor! Latin Festival**
- **SteelJam**

# Partnerships

While millions of football fans get psyched for the Super Bowl every February, hundreds of local culinary event fans get pumped for ArtsQuest's Souper Bowl, the delicious fundraiser that takes place every January.

Benefitting the ArtsQuest's Arts Education Programming Fund, the Souper Bowl is made possible thanks to the tremendous support of nearly 30 area restaurants that donate their time and sensational soups for the event.

Since its launch in 2010, the Souper Bowl has become an important element of ArtsQuest's fund-raising efforts, with sold-out crowds sampling dozens of savory soups while helping to raise money for the nonprofit's arts and education programs for young people. In 2012, approximately 450 people attended the event, generating \$10,000 to help fund programs like the B-Smart afterschool program, SteelStacks High School Jazz Band Showcase and more.

Thanks in large part to the support of 125 national and local corporations and businesses, 100-plus community groups and schools, 2,000 ArtsQuest Members and thousands of volunteers, ArtsQuest is continually able to grow and enhance its music and art offerings for the community. Through a wide variety of initiatives and programs, the organization and its many partners are working together to improve access to the arts, while improving the quality of life for all.



DIANE RICHTER

## 2012 Souper Bowl Partners and Participants

### Restaurants

- Aramark
- Benner Street Restaurant
- Blue Sky Café
- Cactus Blue Mexican Restaurant
- Cathy's Creative Catering & Café LLC
- Copperhead Grille
- Curious Goods at the Bake Oven Inn
- DiMaio's Restaurant
- Don Pablo's
- The Farmhouse
- Goosey Gander Caterer & Deli
- The Gyro Company
- Hampton Winds/NCC
- Hanoverville Roadhouse
- Hops Fogelsville Hotel & Hops at the Paddock
- Iron Lakes Country Club
- Jumbars
- Miguel's Restaurant & Lounge
- Molly's Irish Grille
- Morgan's
- Strange Brew Tavern
- Thyme Restaurant & Bar
- Tilted Kilt
- Wegmans of Bethlehem
- Zoup! of Easton

### Judges

- Dr. Johnny Chung, Kevitch & Chung Aesthetic Surgery Associates
- Denise Conlin, Lehigh Valley Style
- Chris Line, The Gourmet Guy
- Kelly Huth, Express-Times
- Al Stubbmann, Chef

### Sponsors

- Kevitch & Chung Aesthetic Surgery Associates
- 100.7 WLEV



# Business and Community Partners

4KidsinPa.com	Clear Channel Radio - Philadelphia	Good Shepherd Rehabilitation Network	lehighvalleylive.com	Rileighs Outdoor Decor
6abc	Coca-Cola Bottling Company of the Lehigh Valley	Greater Lehigh Valley Chamber of Commerce	Lutron Electronics Company, Inc.	RMG Insurance
A D Computer Corporation	Cohen, Feeley, Altemose, Margolis & Rambo	Green Leaf Productions	MacIntosh Linen	Rothrock Motor Sales Inc.
A-1 Limousine	Comfort Suites Bethlehem	The Guardian	Mack Trucks, Inc.	Sands Casino Resort Bethlehem
AAA East Central	Concannon Miller & Co., PC.	The Hartford Financial Services Group	Marketing Werks	Sayre Mansion Inn
AAA Moving and Storage	Connoisseur Media, LLC	Highmark Blue Shield	Mary Kay	Service Electric Cable TV & Communications
ABE Fence	Contractor's Equipment, Inc.	Hilton Garden Inn Allentown Airport	Merry Maids	ServiceMaster by Round the Clock Cleaning
Action Marketing Group	Convergent Communications	Holiday Inn Allentown	MetLife East Penn Financial Group	Shookie's Interactive Entertainment
Adams Outdoor Advertising of the Lehigh Valley	Cooper Electric Supply Corporation	Holiday Inn Express Hotel & Suites - Cherry Lane	MetroPCS	Sign Design Associates, Inc.
Aesculap	Cornerstone Financial Consultants, LTD	Holiday Inn Express Hotel & Suites - High Point Boulevard	Michael Thomas Floral Design	Smile Krafters
Aetna	Courtyard by Marriott	Homewood Suites by Hilton Bethlehem	Mid Atlantic Waterproofing	Sonicbids Corporation
Afilias	Courtyard by Marriott - Bethlehem	Hotel Bethlehem	MINI of Allentown	St. Luke's University Health Network
Air Products	Crayola	Hyatt Place	Minuteman Press of Allentown	Starters Riverport
Albarell Electric, Inc.	Cumulus - Harrisburg	ICON	The Morning Call	Staybridge Suites Allentown/Bethlehem Airport
Allentown Art Museum	Cumulus Media	IESI PA Bethlehem Corporation	Nassau Broadcasting	Times-Shamrock Communications
Alliance Agency	Cumulus Media - Wilkes-Barre	IndependenceIT	National Hospice and Palliative Care Organization	Trans-Bridge Lines Inc.
ATR Systems, Inc.	D. G. Yuengling & Sons	Ironton Telephone Company	National Penn Bank	Tri Outdoor, Inc.
B. Braun Medical, Inc.	Dan Schantz Farms & Greenhouses	Jewish Federation of the Lehigh Valley	Nazareth Pallet Company, Inc.	Trifecta Technologies
Baby J Productions/ Sabroso Video	Dan's Camera City	John J. Zeiner & Sons	New York Life Insurance Company	True North Advertising and Marketing
Bank of America	Darlington Exterior Services	Just Born, Inc.	Olympus America, Inc.	TruGreen
Banko Beverage Company	Days Inn Allentown/ Bethlehem	Kistler O'Brien Fire Protection	Operation Homefront of PA & Delaware	UGI Utilities Inc.
Basement Services 911	Dorney Park & Wildwater Kingdom	Kitchen Magic	Owens Corning	United Airlines
Bath Fitter	Downtown Bethlehem Association	Kohl's	PA Virtual Charter School	US Foods
Best Western Lehigh Valley	Edwards Business Systems, Inc.	Lafayette Ambassador Bank	PEEPS & Company	Velocitel, Inc. for AT&T
Bethlehem Dairy Store	Embassy Bank	The Lafayette Inn	Pennsylvania Lottery	Viamedia
Bethlehem Orthodontics	Enterprise Holdings Foundation	Lehigh Pizza	Penske Truck Leasing	Waitz Corporation
Boulevard Frame & Art Brickman Group, Ltd.	The Express-Times	Lehigh Valley Black News Network	PenTeleData	Waste Management
Brown-Forman Beverages	Facts Fitness	Lehigh Valley Carpenters Union Local #600	PGB Trust & Investments	WDIY 88.1
C. F. Martin & Co.	Fritch, Inc.	Lehigh Valley Easy Pages	Plantique, Inc.	Wells Fargo
Cabot Creamery	G & L's Sign Factory	Lehigh Valley Economic Development Corporation	PNC Bank	Werkheiser Electric
Capital BlueCross	Garden State Fireworks	Lehigh Valley Health Network	Pottstown Mercury	WFMZ-TV/Channel 69 News
CE Roth	GMR Marketing, LLC	Lehigh Valley International Airport	PPL	WGPA Radio Sunny 1100
Center for Business & Industry		Lehigh Valley Style	PrimoHoagies	WHOL Radio, Inc.
Christmas City Printing			Raven One To One Marketing	WNTD/WFIL
Chrysler			Relix Media Group	Word FM
Cigars International, Inc.			Response Event Services, LLC	WXLV FM
Clear Channel Communications - Allentown			Richard S Horvath Sr Electrical Contracting Inc.	WXPN 88.5 FM
Clear Channel Entertainment - Philadelphia				





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Steven & Barbara Diamond	Jim & Donna Keeler	Harold & Susan Quinque	Mahesh M. Vyas
Karen Doll	Walter Keiper & Betsy Kline	David L. & Norita H. Rehrig	Laurie & Paul Wallace Theisen
Jeffrey T. Dorio	Dolores Kelhart	Frank Reichl	Debra J. White
Bridget Dorsey	Lyndon & Linda Kohl	Shirley A. Reifsnyder	David & Monica Willard
Helen V. Dungan	Bill & Carol Kreitz	David & Joann Ring	Victoria & William Wise
Mike & Gail Dunn	C. Eileen Kutzler	Monica & Drew Werkheiser	David A. Wohlreich
Mohamed & Nora Ann El-Aasser	Barbara LaNave	Billie Rodger	George & Stephanie Yagojinski
Roberta Epstein	Jeffrey Leas	Jane H. Rohrbach	Paul Zondlo



MARK DEMKO

## Volunteers

In 1988, Chris and Kim Letourneau moved to the Lehigh Valley from New Jersey, discovering Musikfest their first summer here. The couple was so moved by the festival and the impact it had on the region that they have attended every one since, making the event a family affair in more ways than one.

"We started volunteering at Musikfest years ago with our children," Kim says. "We wanted them to understand the value of volunteering in the community. Now community service is a part of who they are. They don't hesitate to step up to do good for others."

For the Letourneaus, having the entire family volunteer together makes their volunteer efforts even more rewarding. Their daughter Mariel, 24, and son Patrick, 22, both started volunteering with ArtsQuest at age 12. The couple's passion for Musikfest even convinced Chris' six brothers and their families to attend the event, with the family affectionately dubbing it "LetourneauFest." Visit the festival year in and year out, and you'll see the Letourneaus working on the EcoSquad, ushering at the Sands Steel Stage or helping out at Plaza Tropical, making sure everyone at the event has a great time.

It's no secret that one of the primary reasons for ArtsQuest's success is the incredible talents and dedication of the organization's board members and volunteers. From the more than 1,800 people who lend a hand at Musikfest, to the dynamic individuals who are helping to shape ArtsQuest's mission and future by serving as volunteer leaders on boards and committees, volunteers are involved in every aspect of the organization.

In 2012, ArtsQuest's 2,500-plus volunteers donated more than 60,000 hours of time, with volunteers coming from seven different states. ArtsQuest thanks each and every one of these individuals for their support - your hard work, enthusiasm and smiling faces helped more than one million people enjoy memorable experiences at our festivals, events and programs!

**ArtsQuest 2012 Volunteers**  
Free festivals like Musikfest, PEEPSFEST and the ¡Sabor! Latin Festival, would not be possible without the help of our dedicated volunteers.

**In 2012, ArtsQuest volunteers donated 61,784 hours of time. If each volunteer were paid the minimum wage for each hour worked, that would equal nearly \$450,00 in wages alone. Volunteers are an invaluable resource not only for ArtsQuest, but also for the entire community as well.**

**Musikfest – 1,778**

**Steel Stacks – 862**

**Christkindlmarkt  
and PEEPSFEST – 276**

**Banana Factory – 25**

**= 2,941 Total Volunteers**



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*Principal, Fowler & Peña Creations*

G. K. Kapoor, Secretary  
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Carol Koenig  
*Owner/Designer, Carol Koenig Interior Design*

Mary Jo Serfass  
*President, Thermoplastic Valves, Inc.*

William Negron  
*Technical Media Arts Director, Lifechurch*

Julie Profilet-Saucier  
*Business Manager, Spillman Farmer*

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*Vice President, Lehigh Valley Health Network*

Marna Hayden  
*President, Hayden Resources*

Ann Knerr  
*Trans-Bridge Lines*

Sonia Finnegan  
*Account Executive, Capital Blue Cross*

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*Performing Artist, Singer, Actress*

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*EVP & CFO, PPL Corp.*

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Olaf Starorypinski  
*Photographer*

# Members Make It Happen

The support of the community has helped ArtsQuest more than double its programming in the past two years. While corporate partners and volunteers have played key roles in making all of the free programming at SteelStacks and the Banana Factory possible, so has the support of the organization's 2,000-plus members.

In 2012, ArtsQuest Membership continued to grow, with the number of members increasing 11 percent from 2011. Members came from 16 different states, with individuals joining from as far as South Carolina, Florida and Colorado, all in an effort to support ArtsQuest's goal of providing exceptional access to the arts.



## Supporting the Nonprofit Community

As a leading charitable institution in the Lehigh Valley, ArtsQuest supports requests from numerous charities by donating "in kind" tickets for concerts and events, as well as festival merchandise. In 2012, we were able to assist with 170 requests, helping these organizations raise funds to support their missions and their programming.

Producing Musikfest is a major community effort, and several community organizations participate directly with ArtsQuest to produce the event, with each utilizing the festival as a fundraiser. Our long-term partners include:

**Hogar Crea of Bethlehem** - a food vendor at Musikfest for more than 25 years, offering their famous shish kabobs at Handwerkplatz.

**Holy Infancy Church** - a vendor at Plaza Tropical since the venue's founding in 2000. Many church members work for weeks preparing the Puerto Rican and Portuguese specialties served at "The Melting Pot."

**Share Care Faith In Action** - a faith-based volunteer organization that supports the needs of the elderly in the community. Share Care has served the needs of festival attendees for years at the Potty Platzen, with donations from the festival supporting the organization's operations.

Several organizations also provide volunteers to ArtsQuest for staffing parking lots and clean team positions. In return, ArtsQuest makes a donation to them. In 2012, these groups included:

- Bethlehem Catholic Girls Basketball
- Bethlehem Catholic Girls Softball
- Bethlehem Police Explorers
- Boy Scout Troop #309
- Freedom High School Boys Basketball
- Hogar Crea of Freemansburg
- United Care of All Ages
- William Allen H.S. Cheerleaders
- Share Care Faith In Action



Numerous organizations in the community are also offered parking lots by area businesses for which they charge patrons and retain the fees to support their organizations. The impact of Musikfest is reflected in the enhanced ability of these charitable groups to fulfill their mission.



# Nonprofit Partners

ArtsQuest aided other nonprofits in the community in 2012 by making donations and contributions to more than 170 different groups:

Alex's Lemonade	Center for Independent Living	League of Women Voters of NC	Pediatric Cancer Foundation of LV	St. Luke's University Health Network
Allamuchy Township Fire Department	Central Bucks PTO	Lehigh University	Pennsylvania Diversity Network	St. Philip & James School
Allentown Central Catholic High School	Charity for Children	Lehigh Valley Academy	Pennsylvania Municipal League	St. Thomas More School
Allentown Public Library	Children's Home of Easton	Lehigh Valley Ballet Guild	Pennsylvania Sinfonia Orchestra	St. Anne's CYO
America on Wheels	Christ United Church of Christ	Lehigh Valley Business Group	Pennsylvania Youth Theatre	St. Benedict's Prep PTO
American Cancer Society	Coco Foundation	Lehigh Valley Crime Victims Council	Philadelphia Folksong Society	St. Ignatius of Loyala
American Heart/Stroke Association	Community Music School	Lehigh Valley Zoo	Phillipsburg High School PTO	St. Jane Frances de Chantel School
American Legion Auxiliary c/o Post# 173	Community Services for Children	Liberty Bell Elementary School PTO	Preclampsia Foundation	St. Michael the Archangel School
American Lung Association	Coplay Public Library	LifePath	Pride GLV	St. Nicholas Academy
ARCH of Lehigh Valley	Cystic Fibrosis Foundation	Lower Macungie Library	ProJect Easton	StarCross Youth Performing Arts
Assumption of the Blessed Virgin Mary	DaVinci Science Center	Meals on Wheels of Lehigh County	Quakertown Youth Baseball Association	Step By Step, Inc.
Autism Speaks	DeSales University	Middle States Tennis Foundation	Race for Adam	Susan G. Komen Foundation
Avona Elementary PTA	East Stroudsburg University	Miller-Keystone Blood Center	Recovery Revolution	The ARC
Bangor Area School District PTA	Engineers without Border	Monroe County Historical Association	Riverside Festival of the Arts	The Brotherhood of St. John's Church of Farmersville
Belvidere Victorian Days	Epworth United Methodist Church	Montgomery Theater	Rodale Institute	The Center for Grieving Children
BEST, Inc.	Esophageal Cancer Awareness	Moravian Academy Summerbridge Program	Sacred Heart Hospital	The Hillside School
Bethlehem Catholic High School	Fountain Hill Elementary School PTA	Moravian College	Sacred Heart of Jesus Parish School	The Leukemia & Lymphoma Society
Bethlehem Library	Freemansburg Elementary School	Muhlenberg College	Safe Harbor	The Literacy Center
Bethlehem Morning Star Rotary	Girl Scouts	Museum of Indian Culture	Sage Stauffer Memorial Tournament Festival	The Mary Kay Foundation
Bethlehem Rotary	GLVCC Small Business Council	National Kidney Foundation of the Lehigh Valley	Salem Christian School	The Miracle League
Bethlehem Township Lions Club	Governor Wolf Elementary PTA, Inc.	NJ National Guard	Salem Shalters Lutheran Church	The Patriot League
Bethlehem YWCA	Greek Ladies Philoptochos Society	Northampton Community College	Salisbury Middle School PTO	The Salvation Army
Beyond Labels & Limitations	Habitat for Humanity	Northampton Fire Dept.	Saucon Valley Elementary School PTO	Truth for Women
Blue Mountain Health System	Harmony Twp School PTA	Northwestern Lehigh School District PTA	Southern Lehigh Education Foundation	Two Rivers Health & Wellness Foundation
Blue Star Mothers of the LV	Historic Bethlehem Museums & Sites	Notre Dame of Bethlehem	Southside Film Institute	United Way of Greater Lehigh Valley
Boy Scout Troop 144	Hockey Fight MS	Operation Touch of Home	St. Andrews Church	Valley Youth House
Boyertown Elementary PTO	Holy Infancy Church	Our Lady Help of Christians Church	St. Elizabeth of Hungary Catholic Church	Volunteer Center of Lehigh Valley
Boys & Girls Club of Bethlehem	Holy Infancy School	Our Lady of Perpetual Help	St. John Vianney Regional School	Volunteers of America
Bushkill Township Elementary PTA	Humane Society of Berks County	Oxford Central School PTA	St. John's United Church of Christ	Warren County Technical School PTA
CareNet of the Lehigh Valley	Hunterdon Art Museum	PA Shakespeare Festival	St. Joseph the Worker School	Weisenberg Lowhill Township Historical Society
Cathedral Church of Saint Catharine of Siena	Incarnation of Our Lord Parish	Palmerton Hospital Auxiliary	St. Luke's Episcopal Church	Western Salisbury Elementary School PTA
Catholic Health Services	IronPigs Charities	Parkland Community Library		Wildlands Conservancy
Catholic Senior Housing	Ladies Auxillary to Veterans of Foreign Wars	Parkland S. D. Education Foundation		Wilson Borough Elementary School PTA
Cedar Crest College	LCCC	Parkway Manor Elementary School PTA		Wounded Warrior Project





# Levitt Pavilion SteelStacks

Thanks to a partnership between the City of Bethlehem, its redevelopment authority, the national Levitt Pavilions and ArtsQuest, the community is able to enjoy more than 50 free concerts by nationally touring acts each summer at the Levitt Pavilion at SteelStacks.

The 2012 Summer Concert Series presented by Highmark Blue Shield welcomed 54 diverse artists to Bethlehem from Memorial Day through Labor Day weekend, with audiences enjoying everything from rock and roots music to Cajun and Celtic sounds. It all got underway with a smokin' set by the Fabulous Thunderbirds May 26, followed by the out-of-this-world sounds of Mr. Ho's Orchestrion the following evening.

Some of the many other artists who took the stage throughout the summer included The Soul Rebels, Orleans, Firefall, the Duke Ellington Legacy Band, Grammy Award winner Tom Chapin and contemporary Cajun group Feufollet. When all was said and done, more than 32,000 people had attended shows at the Levitt, a 30-percent increase in attendance from 2011.

The Levitt Pavilion SteelStacks' mission focuses on building community through the presentation of high-quality performances, and in 2012 it expanded on this mission by adding the free Levitt Family Movie Series presented by Caruso Benefits Group. Every Wednesday night from mid-June through mid-August, families were invited to bring their blankets and lawn chairs and relax under the stars while enjoying classic kids movies like Cars, The Incredibles and E.T.

Adding to all the excitement was the opening of the Mack Truck Café, a great concession stand with an even greater story behind it.

For more than two months, approximately 35 Lehigh Career & Technical Institute students worked on rebuilding and refurbishing a Titan lent to them by Mack Trucks. The truck - the same model featured in the TV show American Loggers - was then placed on display at the Mack Truck Café just in time for its opening. The students gained valuable, hands-on experience in truck, autobody & collision repair, as well as welding and drafting, while SteelStacks now has one of the most unique concession stands around!



ADRIANNE ZIMMERMAN

## Levitt Pavilion Business Partners

- Highmark Blue Shield
- Mack Trucks Inc.
- 100 Flavors LLC
- Boyle Construction
- Caruso Benefits Group
- Connoisseur Media, LLC
- Duggan & Marcon Inc
- Embassy Bank
- Kevitch & Chung Aesthetic Surgery Associates
- Kraemer Textiles Inc.
- lehighvalleylive.com
- Maser Consulting PA
- Service Electric Cable TV & Communications
- TuWay Communications
- Westside Hammer Electric
- Word FM
- WXPB 88.5 FM

## Levitt Pavilion Supporters

- Bethlehem Area School District
- City of Bethlehem
- City of Bethlehem Redevelopment Authority
- County of Northampton
- Levitt Pavilions
- Mortimer & Mimi Levitt Foundation

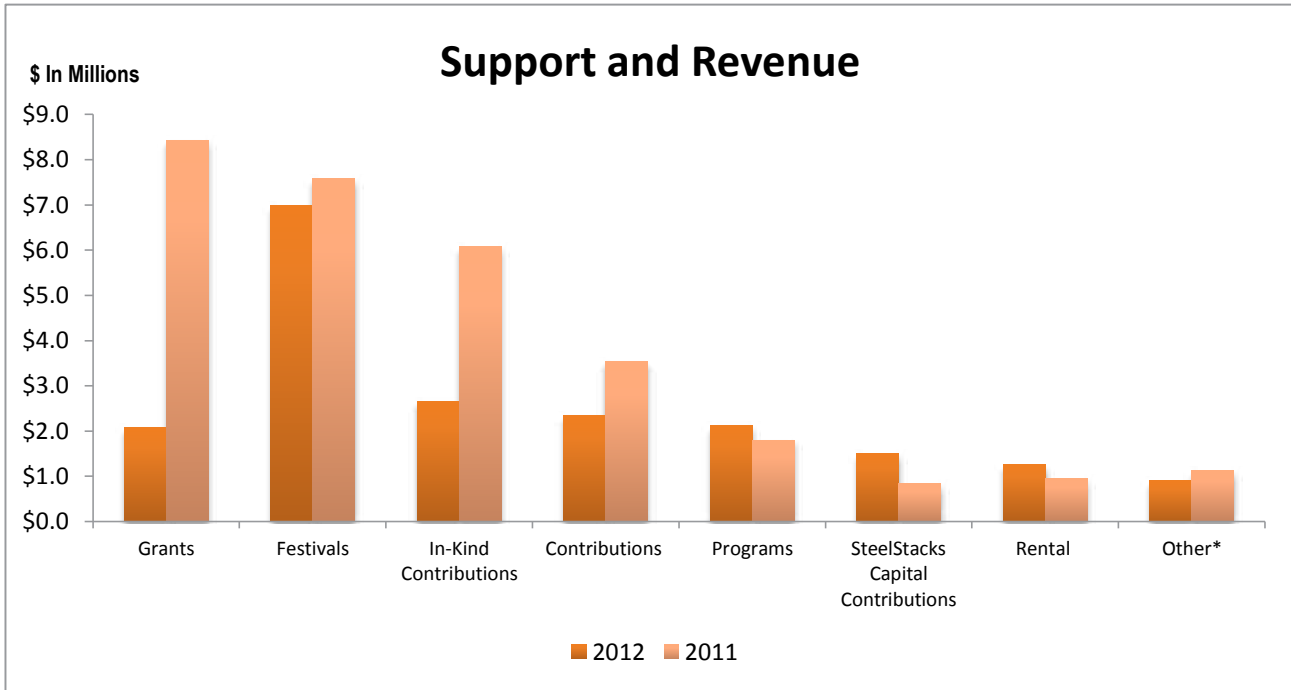
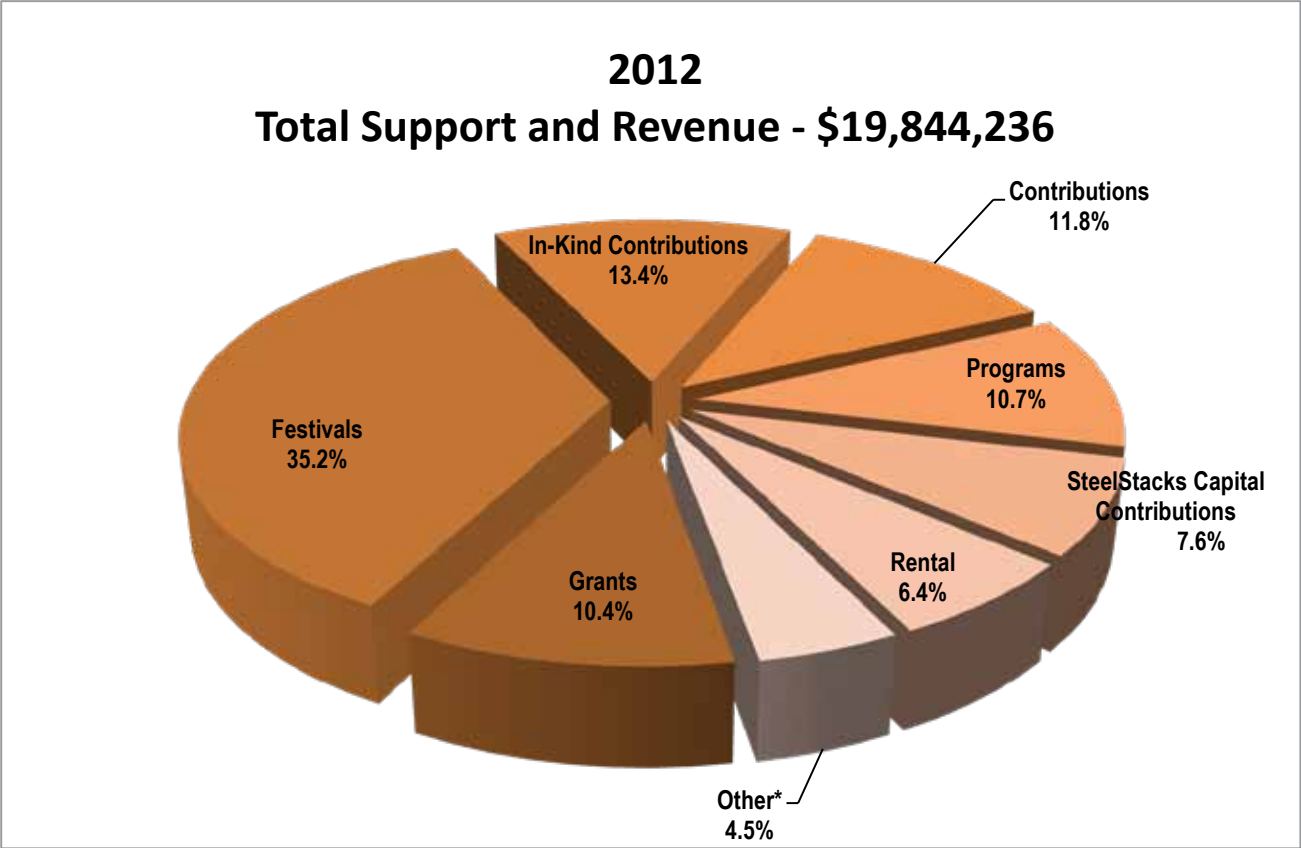
## Levitt Pavilion Nonprofit Community Partners

- American Cancer Society
- American Lung Association
- Appalachian Fiddle and Bluegrass Association
- Bach and Handel Chorale
- Bethlehem Area Public Library
- Boy Scouts of America
- Cancer Support Community
- Families First
- Godfrey Daniels
- Greater Lehigh Valley Music Association
- Habitat for Humanity
- Hispanic Center of the Lehigh Valley
- Lehigh Valley Health Network
- Life Path
- Luminaria Night
- Lutheran Church of the Holy Spirit
- Meals on Wheels
- Pinebrook Family Center
- WDIY

# 2012 Operating Revenues

## Revenue Highlights

Total support and revenue was \$19.8M in 2012 compared with \$30.3M in 2011 noting that 2011 revenue included nearly \$10.0M in contributions from Redevelopment Assistance Capital Program grants and other in-kind contributions of equipment related to the ArtsQuest Center project. Festival revenue was nearly \$7M in 2012, an 8% decrease from 2011, and program revenue which includes programming at the ArtsQuest Center was \$2.1M, up 18% from the prior year. Capital contributions totaled \$1.5M in 2012, an 81% increase over 2011.



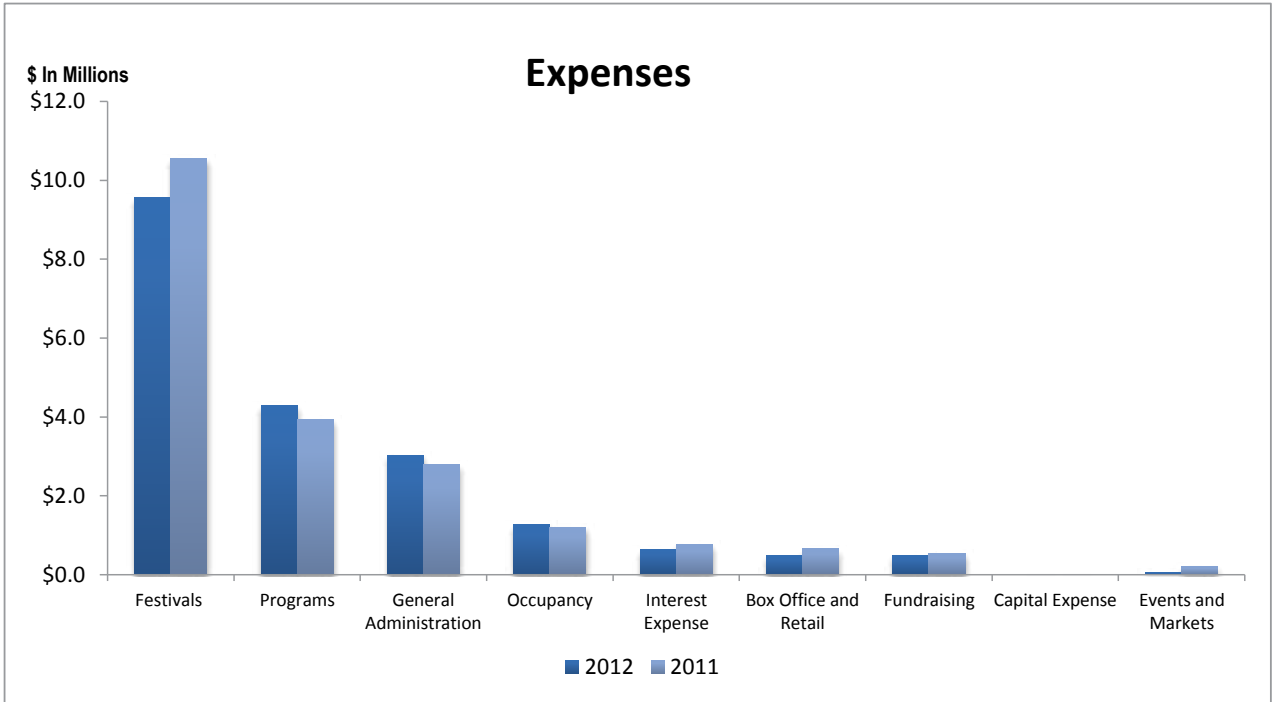
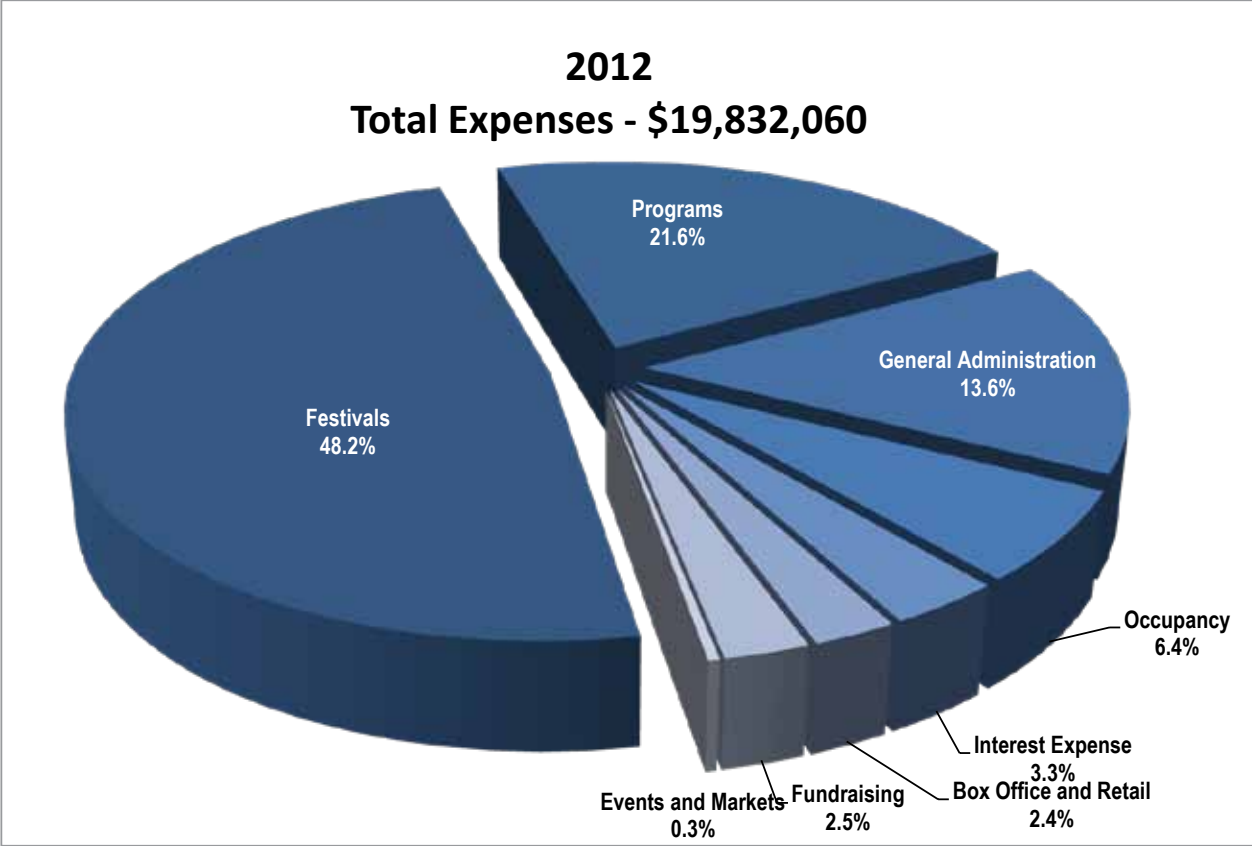
\*Other includes Box Office and Retail, Interest Income, and Events & Markets



# 2012 Operating Expenses

## Expense Highlights

In total, expenses for 2012 were lower than 2011 by \$0.8M or 4%. With the ArtsQuest Center operating for a full year in 2012, costs of operating those programs as well as other general and administrative expenses exceeded 2011 spending by approximately 8% or \$0.6M in total. The increases in program costs over last year were partly offset by lower interest costs and the elimination of expenses related to the opening of the ArtsQuest Center at SteelStacks. Lower performer costs across festivals and programs in 2012 compared with 2011 also contribute to the decrease in Festival costs, year-over-year.





25 W. Third St., Ste. 300  
Bethlehem, PA 18015  
[www.artsquest.org](http://www.artsquest.org)

