

# ARTSQUEST™

imagine that



2013 Community Impact Report





DAVID HAPPEL



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CRAIG ROBERTS

FRONT COVER PHOTOS: DAVID HAPPEL, JOE LEDVA  
BACK COVER PHOTOS: KEITH HUYLEBROECK, FRANK T. SMITH



The arts have the ability to touch us in ways we could have never imagined.

*The joy and pride felt by student musicians performing live in front of family and friends....*

*That 'aha' moment when the brush strokes you're putting on canvas start to take that magical form you've envisioned...*

*The incredible feeling when you're enjoying your favorite musical act with thousands of others who've gathered to share the same experience...*

In 2013, ArtsQuest strengthened its dedication to presenting quality music and arts experiences for the community by expanding its arts and educational programming, while at the same time stepping up its commitment to using arts and culture as key tools supporting economic development and tourism in our region.

From the Three Kings Celebration at SteelStacks in early January, through the dropping of the giant PEEPS® Chick at PEEPSFEST® on New Year's Eve, more than 3 million people experienced the nonprofit's 1,500 concerts, classes, festivals, cultural events, art exhibits and more, resulting in an economic impact in the region of more than \$87 million.





MARK DEMKO

Making calls to agents, negotiating artist fees, scrambling to fill performance spots left open when a band had to cancel.....

While this may sound like a typical day for the ArtsQuest staff who book Musikfest, it was also an eye-opening lesson experienced by more than two dozen local high school students in 2013.

As part of "Marketing Musikfest 30," a new educational program between ArtsQuest and the Bethlehem Area School District, students from Bethlehem's Freedom and Liberty high schools had the unique opportunity to book and present eight acts at Musikfest last summer. During their spring semester, the students enjoyed classroom presentations by ArtsQuest staff on festival marketing, public relations, event setup, concert production and more. Then, they took all they'd learned and applied it to booking acts for the festival's Plaza Tropical stage. The end result was a unique music-in-education experience that touched their lives forever.

"As a school district, we are trying to make learning more relevant to students' interests and career paths," says Bethlehem Area School District Assistant Superintendent of Education Dr. Jack Silva. "Our partnership with ArtsQuest on this unique Marketing Musikfest 30 course has become a model for future high school electives. If I was a student, I would love to be in this class."

**“ This performance will go a long way in showcasing the talented students and the positive things that can come when your school, district and community insist on supporting the arts in our schools. ”**

– Chris Connelly, Director of the Bangor Select Choir, which performed on stage with Foreigner at Musikfest 2014

**Through ArtsQuest's educational initiatives, thousands of area young people enjoyed dynamic music and art experiences that complemented and enhanced their learning in the classroom. Just a few examples included:**

- 11 high schools from Pennsylvania and New Jersey performing in front of hundreds of guests as part of the SteelStacks High School Jazz Band Showcase in February and March.
- Hundreds of students from the Bethlehem area enjoying free art and education experiences through programs such as the B-Smart Afterschool Enrichment Program and Faces of the SouthSide documentary photography program.
- The Bangor High School Select Choir joining legendary rock band Foreigner on stage at Musikfest to help the group sing its smash hit, "I Want to Know What Love is."
- Dozens of students showcasing their artistic talents in the Young Artist Exhibition at the Banana Factory.
- Holy Infancy Catholic School students enjoying free arts programming at the Banana Factory each week as part of their regular school curriculum.



BOB YURKO

In 1998, ArtsQuest opened its Banana Factory community arts center in a renovated Banana distribution warehouse, creating a new destination for people to experience the world of the arts. Last year, the arts center unveiled a new way to experience art from around the world as it launched the heART Workshops, a series of art presentations featuring acclaimed artists from Europe, Africa and North America.

Designed to encourage creative self-expression as a dynamic path to wellness, heART included workshops by artists as diverse as Native American John Fitzgerald Toya of New Mexico, Rusted Root founding member and percussionist Jim Donovan, Norwegian Vedic painter Ingunn Moseng and Nigeria's Ibiyinka Alao. The goal - to touch the community in a whole, new way, highlighting the incredible power of the arts.

In 2013, ArtsQuest also welcomed the Pediatric Cancer Foundation of the Lehigh Valley (PCFLV) to the Banana Factory, giving the nonprofit a new home on Bethlehem's SouthSide. As a result of the partnership, the PCFLV has been able to expand its reach to Bethlehem and surrounding communities, providing even more programming focused on helping children, families and their caregivers impacted by cancer.

Overall, ArtsQuest's visual arts programming touched the lives of more than 25,000 people via programs like free First Friday open houses, 25 visual art exhibitions at the Banana Factory and SteelStacks, and more than 325 art classes and workshops. In November, the nonprofit also partnered with Olympus Imaging America to bring the world of photography to the Lehigh Valley, showcasing acclaimed photographers from across the country as part of the fourth-annual Olympus InVision Photo Festival. More than 1,500 people attended the event, meeting and learning from world-class artists like Eugene Richards, Olivia Bee, Stephen Wilkes, Chase Jarvis and Olympus Trailblazer Victor Rodriguez Jr.



## VISUAL ARTS PARTNERS

- Bethlehem Area School District
- Bethlehem YMCA
- Commonwealth Connections Academy
- Construction Specifications Institute
- The Goddard School of Easton
- The Goddard School of Bethlehem
- Healing through the Arts
- Hispanic Center of the Lehigh Valley
- Lehigh Arts Alive
- Lehigh Art Alliance
- Lehigh University
- Lehigh University Community Service Office
- Lehigh Valley Child Care Centers
- Lehigh Valley Middle School
- Lincoln Elementary School/The United Way
- LIVESTRONG Foundation
- Mars Chocolate, North America
- Mercer College
- Mosser Village Family Center
- Pediatric Cancer Foundation of the Lehigh Valley
- Red Hat Society
- Rodale, Inc
- Rutgers Preparatory School
- The Cancer Support Community of the Lehigh Valley
- The Creative Center NYC
- The Swain School
- Tamaqua Area Middle School
- Valley Youth House
- Yellow Breeches Educational Center





RYAN HULVAT

In February 2013, the Lehigh Valley lost a dear friend, dynamic leader and one of the kindest, most compassionate people around when longtime Bethlehem resident Marlene 'Linny' Fowler passed away. One of the region's leading supporters of arts and education, Linny touched the lives of tens of thousands of people over the years, many of them children and young people in need.

In the mid-'90s, she helped ArtsQuest build and launch the Banana Factory, which has since welcomed more than 20,000 young people through its doors for classes and educational experiences. In addition, she and her husband, Beall, were among the initial supporters of the SteelStacks project in its earliest days.

Fowler was a member of the ArtsQuest Board of Trustees, ArtsQuest Foundation Board of Trustees and the ArtsQuest Visual Arts Board. In addition to ArtsQuest, she and Beall supported many other community and educational organizations including the Baum School of Art, DaVinci Science Center, Hogar Crea, Lehigh Carbon Community College, Lehigh Valley Child Care, Northampton Community College SouthSide Center, ProJeCt of Easton, Roberto Clemente Charter School, St. Luke's University Health Network, State Theatre, Touchstone Theatre and Valley Youth House's Camp Fowler.

***Linny, all of us at ArtsQuest miss you each and every day!***

## LEHIGH VALLEY PHOTO MONTH PARTNERS

- Allentown Art Museum
- Allentown Art Works
- Alternative Gallery
- Artfully Elegant
- Baum School
- Bethlehem Fine Arts Commission
- Bethlehem House Art Gallery
- Eagles Nest Gallery Nazareth HS
- Fox Optical
- Gallery at St. John's
- Hillcrest Camera Club
- iMiJ Shop
- Kemmerer Museum
- Kutztown University
- Lehigh University
- Lehigh Valley Camera Club
- Lehigh Valley Charter High School for the Performing Arts
- Merchantile Home
- Miller Symphony Hall
- Moravian College
- Muhlenberg College
- Nazareth Center of the Arts
- Northampton Community College
- Nurture Nature Center
- Penn State
- Re:Find
- Santa Bannon Fine Art Gallery
- Sigal Gallery
- Silver Images Gallery
- State Theater

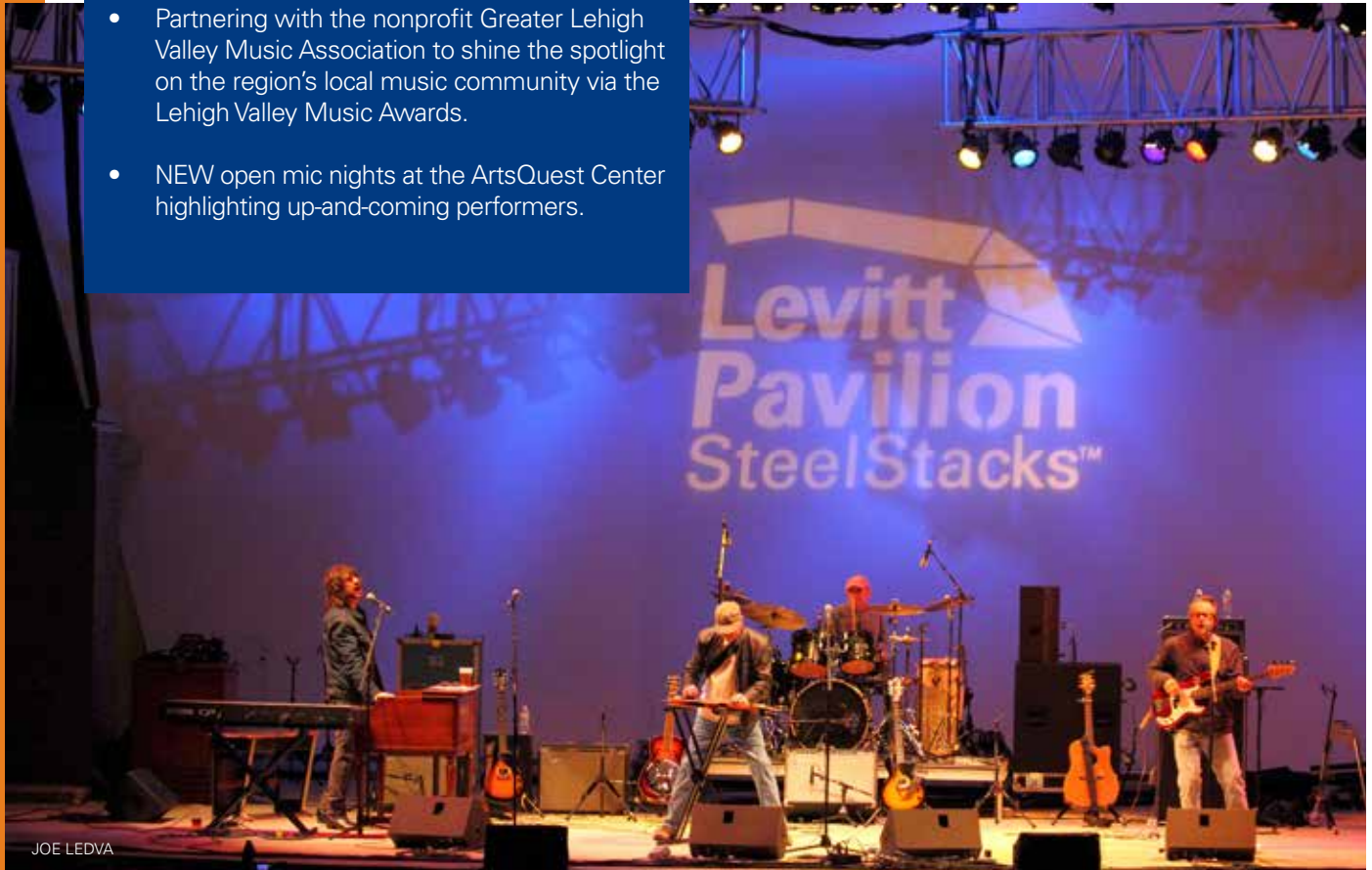
# Performing Arts

**ArtsQuest's performing arts programs also touched the community in numerous ways including:**

- 50 FREE concerts during the Levitt Pavilion SteelStacks Summer Concert Series presented by Highmark Blue Shield. Over 53,000 guests attended, a 53-percent increase from 2012.
- 90-plus comedy performances ranging from improv shows by local comedy troupes to stops by renowned comedians like Tracy Morgan and Tig Notaro.
- The Greater Lehigh Valley Filmmaker Festival - showcasing the work of talented local filmmakers.
- 128 free shows on the TD Bank Community Stage at SteelStacks, providing exceptional, free live music for the community while giving dozens of local bands and musicians the opportunity to support their livelihood.
- Free Fridays by DanceNow SteelStacks – highlighting contemporary dance by some of New York City's finest artists.
- The NEW Levitt Pavilion Family Movie Series
- Partnering with the nonprofit Greater Lehigh Valley Music Association to shine the spotlight on the region's local music community via the Lehigh Valley Music Awards.
- NEW open mic nights at the ArtsQuest Center highlighting up-and-coming performers.

From the very first notes of the very first Musikfest, ArtsQuest has dedicated itself to providing access to quality music and arts programming for the region, the vast majority of it absolutely free. Over the past three decades, the nonprofit has presented more than 10,000 free concerts at Musikfest, a remarkable number that's made possible thanks to the support of thousands of volunteers, hundreds of dedicated corporate partners and the organization's many supporting members.

In 2013, Musikfest reached a major milestone as it celebrated its 30th year. More than 930,000 people came out to experience the event, with guests attending the festival from 41 states, seven Canadian provinces and even Europe. In addition to enjoying 10 days of music, food and fun, they had a huge impact on the region's economy and the local business community, staying in area hotels, eating at local restaurants and enjoying many of the other attractions in the Lehigh Valley.



JOE LEDVA





## PERFORMING ARTS PARTNERS

- Acoustic Road Show
- Allegro Dance Company
- Bethlehem Municipal Band
- Blue Ribbon Cloggers
- Brandywine Heights Choir
- Cantabile Children's Choir
- Community Music School
- Dieruff High School
- East Hills Middle School 6th Grade Chorus
- Emmaus High School Choral Department
- Farmersville Elementary School Chorus
- Freedom High School Les Chanteurs
- 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
- Lower Macungie Middle School
- Mercy Special Learning Center Tone Chime Choir
- Monarch Dance Company
- Moravian Clarinet Choir
- Nazareth Middle School
- Nazareth High School Chamber Strings Group
- O'Grady Quinlan Academy of Irish Dance
- Palisades High School Choir (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
- YOUNiversity of Music and Arts
- Young Musician's Club

## LEVITT COMMUNITY PARTNERS

Advanced Military Aerospace Science Academy  
 Appalachian Fiddle and Bluegrass Association  
 American Red Cross  
 Animals in Distress  
 Camelot for Children  
 Diakon Adoption Agency  
 Dream Come True  
 Families First  
 Greater Lehigh Valley Music Association  
 Hispanic Center of the Lehigh Valley  
 KidsPeace  
 Lehigh Valley Humanists  
 Luminaria Night  
 Lutheran Church of the Holy Spirit  
 Pinebrook Family Services  
 SouthSide Film Festival  
 Strive Inc.  
 Valley Youth House  
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 WDIY  
 Women's 5K Classic



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## 2013 cultural event programming highlights included:

- More than 8,500 people attended PEEPSFEST®, enjoying two days of free programming as the event celebrated its 5th year.
- 53,000 people experienced the 21st year of Christkindlmarkt Bethlehem, providing a boost to the holiday tourism season in the Christmas City.
- ArtsQuest partnered with Equality Pennsylvania, Pennsylvania Diversity Network and Pride of the Greater Lehigh Valley to present the LGBT Film Series, helping to raise awareness of lesbian, gay, bisexual and transgender issues.
- The NEW Art & Architecture Tours at SteelStacks provided over 700 people with the opportunity to discover the rich history and amazing art on the former Bethlehem Steel plant.
- 46,000 people enjoyed more than 125 different films at the Frank Banko Alehouse Cinemas including award-winning movies like *12 Years a Slave* and *Dallas Buyer's Club*.

From the sultry sounds of salsa, to the fabulous flavors of Latin America, the Sabor Latin Festival has taken the community by storm. In just three years, the event has grown into one of the premier celebrations of our Latin community, with free music, arts and cultural programming for three days each June.

Through the support of community organizations such as the Hispanic American League of Artists (HALA), Hispanic Center Lehigh Valley, Borinqueneers, Latin American Motorcycle Association and the SouthSide Branch of the Bethlehem Area Public Library, Sabor is able to showcase a diverse array of cultural programming, adding to the great, free music and family activities enjoyed by all. In 2013, approximately 10,000 people attended the festival, making it the most well-attended in the event's history.

During 2013, ArtsQuest was also recognized for its cultural programming in the community when the National Endowment for the Arts provided the nonprofit with a \$50,000 Art Works Grant to help support its jazz-focused initiatives throughout the year. Benefitting from the grant were RiverJazz presented by Concannon Miller, the Jazz Cabaret Stage at Musikfest and the SteelStacks High School Jazz Band Showcase.



DAVID HAPPEL

In 1984, a dedicated group of individuals came together to lend a hand at a brand-new event in Bethlehem's downtown called Musikfest. From that small group of volunteers some 30 years ago, ArtsQuest's volunteer team has grown into a force of more than 2,200 strong, helping with everything from setup and takedown at Musikfest, to serving as hosts at the ArtsQuest Center's Frank Banko Alehouse Cinemas and ushering at the Musikfest Café. In 2013, volunteers donated an astounding 46,372 hours, with some individuals travelling from as far away as Florida, South Carolina and Arizona to help out at ArtsQuest events.

The passion, dedication and commitment of ArtsQuest's volunteers, coupled with the incredible support of our 125 community-focused corporate partners and 2,080 supporting members, has made all the difference in the world, not only to us, but also to our 1.3 million guests. Because of you, we're able to provide hundreds upon hundreds of free programs and events for the residents of our region and beyond.

ArtsQuest thanks all of you - our board members, volunteers, partners and ArtsQuest Members - for being such integral and important part of our festivals, events and educational programming - we simply could not do it without you!



## **30-Year Musikfest Volunteers**

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- Bethlehem Area School District
- Bethlehem Redevelopment Authority
- City of Bethlehem
- County of Northampton

### CULINARY PARTNERS

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- Amy's Sweets & Treats
- Around the World in 80 Cakes
- Beyond Cakes
- Connie's Cakes and Cookies
- Cozze Cakes
- Delightful Designs
- Iron Lakes Country Club
- Kym's Creations Bakery

#### Souper Bowl

- Bacon
- Bethlehem Brew Works
- Cathy's Creative Catering & Café
- Copperhead Grille
- Curious Goods at the Bake Oven Inn
- DiMaio's Restaurant & Pizzeria

- Divine Dining
- Forks Mediterranean Deli
- Gander Room
- Hampton Winds at NCC
- Hops Fogelsville Hotel & Hops at the Paddock
- Iron Lakes Country Club
- La Tosca
- Leaf Restaurant Cigar Bar and Lounge
- Lehigh Catering
- Marblehead Chowder House
- Molly's Irish Grille
- Riverton Hotel & Restaurant
- Thyme Restaurant & Bar at the Architect's Golf Club
- Vintage Restaurant & Bar and the Club at Morgan Hill



HOWARD PITKOW

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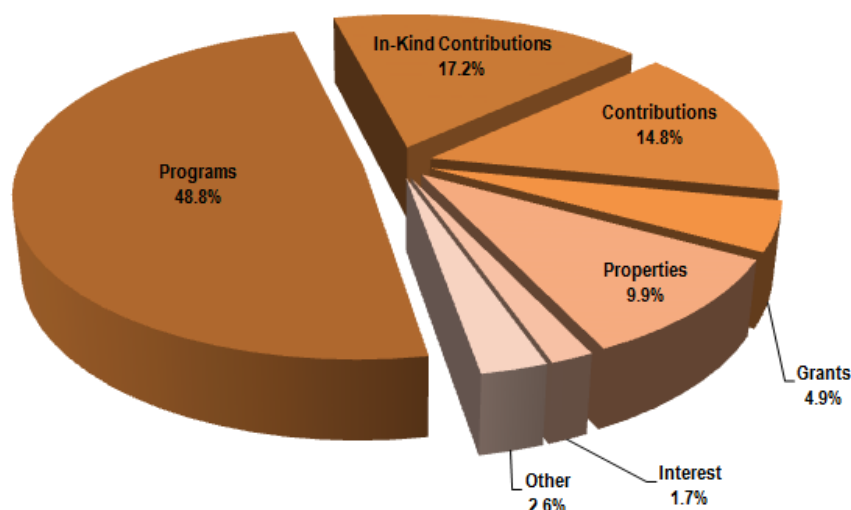


DENNIS GARDNER

## Revenue Highlights

Total ArtsQuest revenues of \$18.8M was a slight decrease from 2012 overall. In-kind contributions and programs and festival revenues accounted for \$12.4M or 66% of total unrestricted revenue while other contributions and memberships provided 8% of total unrestricted revenue. Unrestricted support and revenue was used to pay for current operations, while restricted operating support and revenue reflects contributions from multi-year gifts and pledges for use in future years. Net restricted operating support and revenue from multiyear gifts totaled \$1.7M in 2013.

### Total Support and Revenue - \$18,831,783



## Expense Highlights

ArtsQuest expenses totaled just under \$20M in 2013. Program services, which includes festival operations, accounted for 79%, or \$15.8M, while general administrative costs was 7%, or \$1.4M. Occupancy costs including property maintenance and operating costs of those properties was 8%, or \$1.7M. Despite an almost 11% increase in festival and occupancy costs over 2012, program costs were reduced 10% from last year, resulting in a net 1% increase in total spending over 2012.

### Total Expenses- \$19,954,128

