

# INSIDE THE



LEHIGH VALLEY ARTS COUNCIL



## Spring Expo Showcases Fun-filled Day in the Arts

The Lehigh Valley Arts Council is excited to announce that the 4th annual Young at Art Expo will occur on Saturday, March 9, 2019, from 10:00am to 2:00pm. The 2019 spring expo will once again be held at Penn State Lehigh Valley in Center Valley and features hands-on activities, a treasure hunt, and as many as twenty exhibitors who offer lessons in the performing, literary, media and visual arts to kids of all ages. Admission to this fun-filled day is FREE to the public.

“Young at Art is a day devoted to creative exploration,” says Executive Director Randall Forte. “Last year we welcomed over 950 parents and children to our event so we have

expanded the floor plan to accommodate even more visitors.”

Young at Art was created to instill a love for the arts in young people and provide parents a one-stop shop to help them select the appropriate summer class for their child’s creative development. The day’s festivities will also showcase an arts demonstration or performance every fifteen minutes, so kids will have a chance “to imagine what kind of artist” they want to be this summer. Parents can collect information on different programs and witness first-hand how the arts ignite their children’s imagination.

## Incentive Grants for Greater Inclusion

The Lehigh Valley has a rich and diverse arts culture, but too often those experiences are closed to people with disabilities, the fastest growing minority in the region. The Lehigh Valley Arts Council’s Arts & Access Always program seeks to benefit the more than 86,000 people with disabilities by providing them greater access to a wider array of cultural experiences. The program is also designed to strengthen the capacity of cultural nonprofits to serve this community by providing marketing support, training and specialized equipment, and incentive grants that actively engage persons with disabilities in the arts.

The Lehigh Valley Arts Council is offering three types of Incentive Grants for Greater Inclusion to arts nonprofits to encourage them to adopt cultural access as a core value. Each of these grants require a dollar match and are intended to help fund new arts initiatives. On Wednesday, January 30, 2019, the Arts Council will host a grant seminar for prospective applicants to review the guidelines and eligibility requirements and answer questions. The seminar will occur from 4pm to 5pm in the 2nd Floor conference room at the Butz Corporate Center, 840 Hamilton St., Allentown.



The Power of Story project is an advocacy campaign that emphasizes through personal reflection how the arts change lives. Sharing a moment when the arts touched your life has great power! Here is an inspiring story submitted by Jude Chase:

“Seven and a half years ago, I was crossing the street on a rainy day and the creek was rising. A little old lady was driving by, looking at the creek and not at me. The next thing I remember was waking up in a hospital two weeks later and not knowing why. Until that day, I was in charge of the IT department at an Elections Dept in CA. When I went home, I couldn't remember how to turn on the computer. What I did remember was how to draw and how to paint. Art builds my brain every day in wondrous panoply.”

If you have a story you wish to share, visit [www.lvartscouncil.org/why-we-exist/the-power-of-story/](http://www.lvartscouncil.org/why-we-exist/the-power-of-story/)

## ONE LAST THOUGHT

Reflection for an arts administrator is too often co-opted by an encroaching deadline. And yet, unless we assess our performance at year's end, listen to our constituents, and evaluate our successes and challenges, we risk losing our relevance.

Note to myself: The Arts Council is approaching the end of 2018, the end of our fiscal year on August 31st, and the end of our first thirty years in business. Take the time!

Meanwhile, here are two principles that have served me well as an arts administrator.

- 1) *I choose the quality of gratitude in my life.* I am very appreciative of the friends I have found and the volunteers and members for their service and generosity. The arts truly build community.
- 2) *Learning and laughter create successful events.* For those of you who were fortunate to witness John Waters' keynote address at the Creatvie Exchange expo too many years ago, there are photos of you literally doubled up in laughter. Yes, the arts bring great joy.

Over the next year we will be reaching out to our community to learn more about you and your relationship with the arts.

Happy New Year!

*Randall Forte*

## THE INSIDE TRACK

Poet **Marilyn Hazelton** announces the publication red lights, Volume 15, No.1, a book of tanka verses, in early 2019.

**The Bach Choir of Bethlehem** has released their newest recording in celebration of the 120th anniversary of The Bach Choir and the 35th anniversary of artistic director and conductor Greg Funfgeld. The double-cd set contains J. S. Bach's *Cantata BWV 21* and Handel's *Ode for Saint Cecilia's Day*. The recording is available for sale or download at many outlets, including Amazon, Apple itunes, Spotify, and at [bach.org](http://bach.org).

## NEW MEMBERS

INDIVIDUAL: Jane Holland

HOUSEHOLD: Joe & Sally Corvino

AD)))

## Two-day Audio Description Training for the Performing Arts



*Audio Description assists patrons who are blind/low vision about visual content essential for comprehension*

**Trainees will experience an audio described performance of Checkov's *The Cherry Orchard***

@ DeSales University

FEB. 23 & 24

2/23 — 10am to 5pm @ LEHIGH VALLEY ARTS COUNCIL

2/23 — 7:15pm to 10:30pm @ DeSales University

2/24 — 10am to 12:30pm @ LEHIGH VALLEY ARTS COUNCIL



Registration is \$50 for Adults;  
\$40 for LVAC Members; \$15 for Students

**For more information: [www.LVArtsCouncil.org](http://www.LVArtsCouncil.org)**

(Spring Expo, continued from pg. 1)

“My girls loved the different activity tables and face painting,” said Hazel Singleton, mother of two fun-loving girls, ages 7 and 4. “They also enjoyed the live performances which made it more entertaining.”

The expo serves as a marketing vehicle for the cultural groups to reach their target audience. Among them include Community Music School, Banana Factory, Appalachian Fiddle & Bluegrass Association, Young Peoples Philharmonic, and the Mayura Academy of Dance.

Lunch will be available for purchase, and parking is free. For more information, visit [LVArtsCouncil.org](http://LVArtsCouncil.org).

(Incentive Grants, continued from pg. 1)

**Descriptions:**

- 1) Audience Accommodation Grant: A (1:1) matching grant of up to \$350 to accommodate for the first time an otherwise under-served segment of the community with disabilities, including but not limited to, individuals with hearing and visual loss, autism, mental health illness, or physical limitations.
- 2) Artist Contract Grant: A (2:1) matching grant of up to \$500 to contract an artist with a disability to perform, exhibit, design or produce a public art event.
- 3) Accessible Engagement Grant: A (2:1) matching grant of up to \$1500 to engage a group of people living with a disability by teaching an artistic practice that culminates in a public performance or exhibition.

(NOTE: Applicants must be experienced and skilled at

working with a population with disabilities.)

**Key Features**

**Deadline for submission is March 15, 2019**

- Application is for events that have not occurred. The activities period is from July 1, 2019–June 30, 2020.
- Applicant must be a member of the Lehigh Valley Arts Council
- Applicant may apply only to one (1) Incentive Grant per grant period.
- Event must reflect the Arts & Access Always mission and goals.
- Applicant eligibility requirements differ per Incentive Grant.
- Applicant must attend the grant seminar or submit a letter of intent by February 10.

Please rsvp by January 20 at 610-437-5915 or [info@lvartscouncil.org](mailto:info@lvartscouncil.org).



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**Our Mission:**  
To promote the value of the arts, foster collaboration in the community, and encourage arts engagement for all people in the Lehigh Valley.

The Lehigh Valley Arts Council is a Pennsylvania Partner in the Arts, a program of the PCA.



**Inside the Arts** is a bimonthly publication of the Lehigh Valley Arts Council, 840 Hamilton St., Suite 201, Allentown, PA 18101.

EDITOR-IN-CHIEF Randall Forte

Call for submission guidelines: New items must be received by the fifth of the month preceding publication.

Phone: (610) 437-5915 | Fax: (610) 437-5259

Email: [info@LVArtsCouncil.org](mailto:info@LVArtsCouncil.org)  
Website: [LVArtsCouncil.org](http://LVArtsCouncil.org)

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**Advertising Opportunitites**

**ARTS CALENDAR:** bi-monthly print publication. Two ad sizes:

1/8 page (3.625" x 2.25") B&W. Cost: \$75

1/4 page (3.625" x 4.75") B&W. Cost: \$150

**Deadline:** 5th of the preceding month of publication (Ad is due January 5th for Feb/Mar issue)

Distribution: 3,250 copies.

**FLYER INSERTS:** 2000 copies provided by client.

Size: 8 1/2 x 11 page (20 lb) printed on one or both sides. Cost: \$250.

**Deadline:** delivered by 10th of preceding month of publication.

**RUSH TICKET SALES:** Affordable last minute e-campaign to promote and sell tickets via LVArtsBoxOffice to performances and events. E-mail campaign sent to our distribution list of 10,000 addresses and posted to our Facebook page (over 4,500 followers). Cost:\$60

**Deadline:** three days prior to campaign

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(as of 12/18/2018)