

# INSIDE THE



LEHIGH VALLEY ARTS COUNCIL



## Spring into Art

Say “goodbye” to old man winter and “welcome” to spring and the young at art. **The 4th Annual Young at Art Expo** arrives just in time for families to shake off the winter’s doldrums and enjoy a fun-filled day of creative exploration. The expo takes place on **Saturday, March 9, 2019, from 10:00am to 2:00pm at Penn State Lehigh Valley** in Center Valley, and features eighteen exhibitors who offer lessons in dance, music, theater, and visual arts. Admission to the festivities is FREE to the public.

Parents will appreciate this one-stop shop to help them select the appropriate summer class for their child’s creative

development. Their kids will revel in the day’s variety that showcases a different arts demo or performance every fifteen minutes. From the vendors’ treasure hunt, to a martial art demonstration, to face painting or creating your own musical instrument, there is something to ignite every child’s imagination.

“Every year we strive to enhance the experience for both our vendors, and the public,” says Executive Director Randall Forte. “This year we encouraged more cultural diversity by offering scholarships to unconventional cultural organizations, such as

*(Continued on page 2)*

## Workshops to Encourage Grant Submissions

In 2018, the Lehigh Valley saw thirty-three PPA Project Stream grants awarded.

*The recipients:* Artists, nonprofits, and community groups

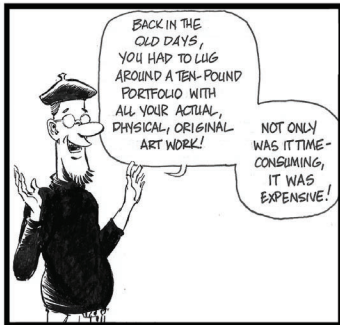
*The average grant:* Just over \$1,200

*The purpose:* To help produce arts projects that would reach underserved groups and neighborhoods in the Lehigh Valley

Maybe you aren’t too familiar with the PPA Project Stream grant, but you would consider applying because having an impact in your community is important to you. Well then, do we have something for you! Each year the Lehigh Valley Arts Council offers several free workshops for aspiring applicants, each designed to answer questions about the grant opportunity and encourage submissions. The Arts Council staff will be there to help attendees fully understand the guidelines.

Through its partnership with the Pennsylvania Council on the Arts (since 2005), the Arts Council has been charged with the responsibility of administering the PPA Project Stream. More information on this opportunity and a list of previous grantees can be found on our website, [www.LVArtsCouncil.org](http://www.LVArtsCouncil.org).

In May of 2019 the Arts Council will host three workshops for the Lehigh Valley community, one in each county: Carbon, Lehigh, and Northampton.



(Spring into Art continued from page 1)

Mikayla's Voice, Museum of Indian Culture, and the Puertorrican Culture Preservation." Also new this year, is a legacy project in partnership with Central Elementary in Allentown and City Center Lehigh Valley, which will be on display. The Arts Council engaged art teacher Angela Emili and her students to research and identify artists within their family tree.

**Additional Exhibitors include:** Allegro Dance Studio LLC; Appalachian Fiddle and Bluegrass Association; Arts Academy Charter Middle School; Arts Academy Elementary Charter School; ArtsQuest's Banana Factory Arts Center; Civic Theatre of Allentown; Community Music School; Girl Scouts of Eastern Pennsylvania; Lehigh Valley Martial Arts; Mikayla's Voice; Moravian College Music Institute; Penn State Lehigh Valley; Repertory Dance Theatre; The Art Establishment; The Baum School of Art and Young People's Philharmonic

**Young at Art is made possible through the generosity of the following sponsors:** Just Born Inc; City Center Allentown; PNC Bank; B Braun; and EBC Printing.

## 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

(Workshops continued from page 1)

## The workshops have been scheduled for:

**Tuesday, May 7 from 4:00-5:30 pm**

Anita Shapolsky Art Foundation  
20 W Broadway, Jim Thorpe, PA 18229

**Thursday, May 9 from 4:00-5:30 pm**

St. John's Lutheran Church  
200 S Broad St, Nazareth, PA 18064

**Wednesday, May 15 from 4:00-5:30 pm**

Bradbury-Sullivan LGBT Community Center  
522 W Maple St, Allentown, PA 18101

**Interested in attending a workshop? Send Zach Kleemeyer an email at [ppa@lvartscouncil.org](mailto:ppa@lvartscouncil.org).**

## New Online Calendar Opportunity

The Lehigh Valley Arts Council and Discover Lehigh Valley are teaming up to produce a more robust, online calendar of the events in the region. Beginning March 2019, the Arts Council will upload its Arts Calendar listings of more than 100 cultural nonprofits and businesses onto to DLV's events calendar. The Arts Council will continue to publish its bimonthly print version, but now will be able to leverage that information for greater impact.

"It makes sense," says Arts Council Executive Director Randall Forte. "We're both regional organizations. When we come together to promote all of the arts in the region, everyone wins: the arts consumer has more choices, the organizations attract larger audiences, and local businesses thrive."

In order to expedite the process, arts council members are being asked to submit their information in one of two ways:

- 1) Provide your season brochures (print and/or electronic format) in advance to the Lehigh Valley Arts Council office.
- 2) If you do not produce a season brochure, submit individual events electronically on a specialized online form (one event per form; the entire run of a play or exhibit is considered one event). The deadline for individual event listings remains the same, the 5th of the preceding month of publication. Contact the office for link to the form.

The office anticipates some hiccups with this expansion, but with patience and perseverance we will all benefit. As the editor of the Arts Calendar, Operations Manager **Tara Henninger** ([operations@lvartscouncil.org](mailto:operations@lvartscouncil.org)) is your contact person.

# Promoting the Value & Impact of the Arts in the Lehigh Valley

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(as of 2/14/2019)

## ONE LAST THOUGHT

Does regionalism exist?

This year marks the 30th anniversary of the Lehigh Valley Arts Council and my own 20th anniversary as Executive Director. I have witnessed tremendous growth of the arts during my tenure, including more than fifteen newly-constructed or expanded performing arts venues and museums. This figure does not include the commercial entertainment facilities but given the totality of offerings, it really isn't surprising that attendance dropped by 1.4 million people to cultural nonprofits during the fiscal year ending 2015. How many cultural facilities within a region of 1100 square miles and 725,000 residents are sustainable over time?

What is surprising is that the corporate leadership has not supported a regional cultural plan. Gripping doesn't count as leadership.



## THE INSIDE TRACK

Welcome to **Anelise Diaz**, the new Education Director at the Pennsylvania Shakespeare Festival.



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 **Mary Ann Dunwoodie**:

“When I lost my eyesight 13 years ago, I was devastated and ready to give up. I felt I had no purpose anymore. A friend got me some canvases and paints and encouraged me to give painting a try. Painting has given me a second sight and I don't feel depressed anymore. My dad was an artist who attended the American Art League school and was quite inspiring to me. I also feel that it's God-inspiring.”

**SHARE  
YOUR STORY  
IN SUPPORT OF THE ARTS.**

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/)

## NEW MEMBERS

**INDIVIDUAL:** Samuel Delgado, Jeane Chesterton, Andrew Henry

**NONPROFIT:** Mikayal's Voice, Puertorrican Culture Preservation

### INSIDE THE

LEHIGH VALLEY ARTS COUNCIL



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COMMUNITY ENGAGEMENT COORDINATOR

#### 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.

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Publication of *Inside the Arts* is supported in part by grants from the Harry C. Trexler Trust, the Pennsylvania Council on the Arts, and the County of Lehigh.