



Stories from the Heart

The Arts tell us stories about what it means to be human and keep us connected to each other. Arts advocacy requires our ongoing vigilance and passion and the facts about the value of the arts in our community. The time to act is now!

The recent rumblings about drastically cutting the budgets for the National Endowment for the Arts, the National Endowment for the Humanities, and the Corporation for Public Broadcasting are cause to mobilize support for continued government funding for the arts. The Lehigh Valley Arts Council is organizing two advocacy events this summer to showcase stories from the community, and we encourage you to join our collective efforts.

Join us for the Power of Story, the annual membership reception, on July 12, 2017, from 5:30 p.m. to 7:30 p.m. in a storefront studio at the new Strata East apartment complex in downtown Allentown. Featured guest and international artist Thomas Mann will speak about his latest community arts residency, Trajectory Heart, in which a small team of students and professional artists will be working with Mann to create a sculpture during the month of July. Upon completion, the work will be transported throughout the region and photographed in various sites as a way for the community to interact with the sculpture.

What's your story? We invite you to share a moment when the arts touched your life. Topics may include your most memorable arts experience, a creative accomplishment, finding a lifelong friend, or the power of the arts to heal the spirit or simply create joy. Videographer Marco Calderon will be on-site to capture your story on film, or you may choose to write it down for recording or publication. Every story strengthens arts advocacy; the louder our collective voice, the more powerful the message. Help us build a library of stories to unveil at the Whose Business is the Arts? public forum to be held



Call for Stories

Every story strengthens arts advocacy. The Lehigh Valley Arts Council invites you to share a moment when the arts touched your life. Express yourself in a medium of your choice: a song, poem, video, image or the written word.

Stories will be gathered at the annual membership reception, The Power of Story, on July 12, 2017, and will be unveiled at the Whose Business is the Arts? forum on September 8, 2017. Ultimately, the stories will be archived on LVArtsCouncil.org.

Submit here: www.lvartscouncil.org/story

at DeSales University in Center Valley on September 8, 2017, from 8:30 a.m. to 11:30 a.m.

Together, we continue to write the economic story of the arts in the Lehigh Valley! Ninety-seven local nonprofits participated last year in Arts & Economic Prosperity V, an economic impact study of the nonprofit arts and cultural industry. Every five years, the Arts Council partners with Americans for the Arts to collect and analyze data from our region. The 2012 study determined that nonprofit arts and culture are a \$208 million industry in the Lehigh Valley—one that supports 7,000 jobs and generates \$21 million in local and state revenue. On September 8, 2017, the Arts Council and the Lehigh Valley Partnership will release the newest evidence at the Whose Business is the Arts? forum.

For those of us who love and live the arts, we are united through a shared belief that the arts are essential to our lives and our community. Lend your voice in support of the arts.

ARTS COUNCIL MATTERS

Grant Funding Available

The Lehigh Valley Arts Council is pleased to announce that the PA Partners in the Arts (PPA) 2017–18 Project Stream Grant application is now available on the LVArtsCouncil.org website for individuals and small community groups to access. PPA is a program of the Pennsylvania Council of the Arts, and the Lehigh Valley Arts Council begins its twelfth year as a partner for this region. The amount of funding available has increased by \$5,000 for a total of \$39,709. Last year, twenty-two applicants were awarded funding for a myriad of projects, and the average grant size was \$1,500. Check out the website for a complete list of funded projects.

The Project Stream Grant offers up to \$2,500 to eligible individuals and community groups to conduct arts activities for the public in the counties of Lehigh,

Northampton, and Carbon. Activities must occur between September 1, 2017, and August 31, 2018. The deadline for submission is June 20, 2017. Aspiring applicants are strongly encouraged to attend one of the following workshops that discuss eligibility and the review criteria. Applicants who attend a workshop generally score higher with the panel of adjudicators.

May 4, 2017, 4:00 p.m. to 5:30 p.m.

Anita Shapolsky Art Foundation
20 West Broadway, Jim Thorpe

May 9, 2017, 4:00 p.m. to 5:30 p.m.

Lehigh Valley Arts Council
840 Hamilton Street, Allentown

May 16, 2017, 4:00 p.m. to 5:30 p.m.

The Art Establishment
945 Broadway, Fountain Hill

Please RSVP your intention to attend a session by e-mailing PPA Coordinator Zach Kleemeyer at PPA@LVArtsCouncil.org. Remember to bring a copy of the grant guidelines and your ideas and questions about a project.

Call for Arts Administration Interns

If you have an interest in pursuing arts administration as a career, the Lehigh Valley Arts Council offers an internship in grant-making that provides hands-on experience. Student interns will work under the supervision of the PA Partners in the Arts (PPA) Coordinator throughout the four-month process, from May through August, and learn the basics of writing a successful grant. The interns will create panel books, assist with the panel review, and gain insight from the panelists' discussion on how to effectively integrate the review criteria into the narrative.

For those students who attend colleges in the Lehigh Valley, the interns are invited to the ArtsCOUNT 2017 grant award ceremony and advocacy rally in October. For more information on how to apply, contact PPA Coordinator Zach Kleemeyer at PPA@LVArtsCouncil.org.

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. News items must be received by the fifth of the month preceding publication.

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Our Mission:

To promote the value of the arts; to foster collaboration in the community; and to 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.

**Save the date for the
LVAC Membership Reception:
July 12, 2017.**

Promoting the Value and Impact of the Arts in the Lehigh Valley

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THE INSIDE TRACK

Kudos to painter **Jacqueline Meyerson** for the recognition she received for two of her

paintings recently. *Portland Coast* garnered an award for line and shape in the American Artists Professional League Landscape, Seascape, Streetscape show. *Hang Ups* has been awarded the Jack Richeson & Co. Silver Award in this year's Enduring Brilliance exhibition of the Pastel Society of America.

The **Bel Canto Children's Chorus of the Bach Choir of Bethlehem** has hired Silagh White as a new staff administrator.

For a listing of disability-friendly events, go to LVArtsCouncil.org/access.

NEW MEMBERS

Individual
Heather Harlen

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Lehigh Valley Chorale

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Ah-Ha! Arts Management

ONE LAST THOUGHT

How well do we know our audience? Beyond their names, addresses, demographic and psychographic profiles, do we listen to them describe what the event means to them or their feelings about it?

The term "audience engagement" has become very popular in the arts and culture lexicon. It traditionally refers to such practices as lectures, open rehearsals, talk backs—any number of participatory activities that seek to attract and maintain audiences. It's a good thing. It's a great thing if these activities are integral to a philosophy that places the audience member as central to the event. The more engaged the patrons, the more long-lasting their experience and the deeper their relationship to the arts.

Randall Forte