



## Arts Count Rallies the Arts Community

The Lehigh Valley Arts Council observes National Arts and Humanities Month with Arts Count 2015, an arts rally and awards ceremony, on Tuesday, October 13, 2015, at the Lehigh Valley Charter High School for the Arts from 5:30 to 7:30 p.m. This year's gathering also celebrates the new and expanded Charter Arts facility at Third and Polk streets in South Bethlehem.

"We are very excited to offer the arts community an opportunity to tour this 80,000 square-foot facility," says Executive Director Randall Forte, "now equipped with a recording studio, a black box studio, four dance studios, expanded art studios and gallery, and a 350-seat performing arts theatre. Wow!"

Arts Count serves as the occasion for the Lehigh Valley Arts Council to distribute grant awards to the Pennsylvania Partners in the Arts (PPA) Project Stream recipients in Carbon, Lehigh, and Northampton counties. The Project Stream is open to individual artists and community groups who apply for support of an arts-related project with strong public impact. More than \$34,000 in state funds will be awarded to twenty-six applicants for activities taking place from September 1, 2015, through August 31, 2016.

"Arts Count celebrates the public/private partnerships that fuel the arts in our region," says Forte, "and features local business and foundation leaders giving testimony on the value and impact of the arts." Locally elected officials are invited to present checks to the grant recipients from their districts. In keeping with the spirit of camaraderie, Arts Council members are encouraged to bring a guest and rally for the arts.

PPA, an initiative of the Pennsylvania Council on the Arts, is designed to widen the circle of funding opportunities in support of arts activities throughout the Commonwealth. The grant application and award process is administered by the Arts Council staff, who convene advisory panels from the cultural community to review the proposals for artistic excellence and public impact.

This year, grant activities will reach a wide range of constituents, from young children to senior citizens, and engage audiences in projects that include Latin, Native American, and Asian cultural festivals; multidisciplinary

endeavors in dance, theatre, film, photography, and music; public arts events, classes, and exhibits in sculpture gardens, heritage centers, county museums, campus galleries, bus shelters, and city streets. Among this year's grantees, there are ten first-time grantees.

The October reception is supported by PPL and is free to members of the Arts Council and to grant recipients; the cost to guests and nonmembers is \$10. Refreshments will be served. R.S.V.P. to 610-437-5915 to attend.

For information about the PPA grant application, contact PA Partners in the Arts Coordinator Marilyn Roberts at [ppa@LVArtsCouncil.org](mailto:ppa@LVArtsCouncil.org).

### 2015–16 PROJECT STREAM GRANT RECIPIENTS

Allentown Public Theatre  
Anna Chupa  
Anthony Smith / Art Registry  
Bethlehem Fine Arts Commission  
Borough of Emmaus  
Church of the Manger  
Friends of the Allentown Parks  
Hispanic American League of Artists  
Lehigh River Blues Jam  
Lehigh Valley Dance Exchange  
Lydia Panas  
Marilyn Hazelton  
Martha Monroy  
Michelle Neifert  
Moravian College Music Institute  
Museum of Indian Culture  
Nora Suggs / Fairfield Duo  
Northampton County Historical & Genealogical Society  
PA Jazz Collective  
Penn State Lehigh Valley Art Gallery  
Puerto Rican Culture Festival  
Sarah Steele / Shakespeare in the Park  
Summit Hill Heritage Center  
Totts Gap Arts Institute  
Ukrainian American Heritage Foundation  
WDIY 88.1 FM Public Radio

## Arts and Economic Prosperity V

The Lehigh Valley Arts Council has once again partnered with the Americans for the Arts to participate in Arts and Economic Prosperity V, a national economic impact study of the nonprofit arts industry.

It is well known that an active arts community can have a profound impact on the economy and quality of life in the region. During 2011, the Arts Council gathered data from ninety-one nonprofit cultural organizations in this region, plus conducted audience intercept surveys at sixteen cultural events throughout the year. The results were significant, and the Arts Council shared the information initially at a public forum, "Whose Business is the Arts?" in June 2012, and thereafter, at service clubs and local departments of community and economic development offices. After five years, the region is ready for an updated regional study in order to provide current data and address challenges and future growth.

The Arts Council will commence gathering the data in January 2016 and compile information throughout the year. In January 2017, planning will begin for the public forum, scheduled for the following July.

This study will be customized to our region (Lehigh, Northampton, and Carbon counties) and focus on three key areas:

1. Expenditures by nonprofit arts organizations
2. Induced spending by arts audiences
3. Cultural tourism behavior of our local and nonresident arts audiences

As a partner community, the Lehigh Valley region will receive the following benefits:

1. Detailed report describing the economic impact of our community's nonprofit arts organizations and their audiences
2. Significant national and local visibility
3. Detailed financial data about our local arts industry
4. Aggregate numbers of arts volunteers and volunteer hours logged in 2015

Data collection and analysis are important advocacy tools to keep the value of the arts front and center. This will be the fifth economic impact study that the Arts Council has administered for the region.

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

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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 arts; to encourage and support artists and their development; to assist arts organizations; and to facilitate communication and cooperation among artists, arts organizations, and the community.



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



What a phenomenal launch of the Arts & Access celebration during the last weekend of July! More than 150 proud celebrants attended the launch party at Good Shepherd's Health & Technology Center, while

two local theatrical performances accommodating people with visual and hearing loss, *Rapunzel* and *Hello Dolly*, sold out!

After nearly eighteen months in development, more than thirty cultural organizations have teamed up with social service agencies to create a schedule of forty-five performances, exhibitions, film screenings, public meetings, and lectures through June 2016, to intentionally reach people with disabilities and their families and friends.

These unique events include sensory-friendly performances for children with autism and tactile explorations of 3-D images of artwork for people with visual loss. Check out the new web portal, [ArtsandAccess.org](http://ArtsandAccess.org), and meet some of the people behind the scenes whose lives have been positively impacted by greater accessibility. There is also an online calendar of disability-friendly events that helps you plan ahead.

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

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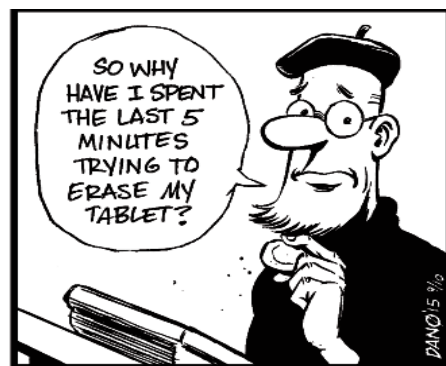
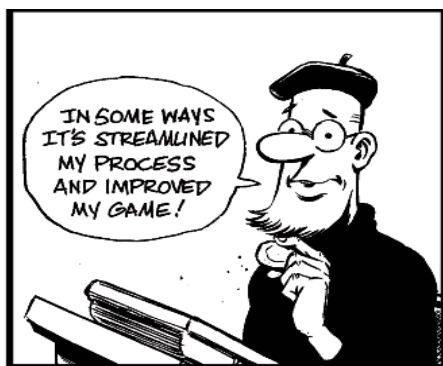
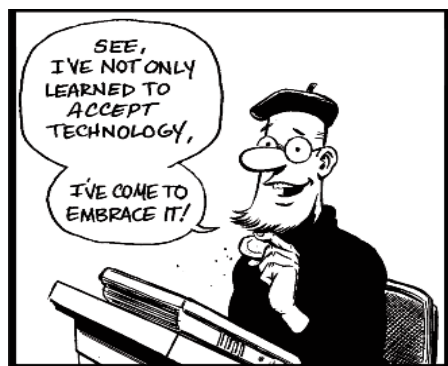
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**THE INSIDE TRACK**

Welcome to Paul Nicholson, the new director of the **Martin Art Gallery** at Muhlenberg

College in Allentown.

In August, **Mock Turtle Marionette Theater** and Anne Hills were selected by the New York International Fringe Festival to perform *The Morning Time of Now*, an original play about Opal Whitely.

**NEW MEMBERS**

**Individual**

Scott Berman  
John Black  
Nancy Lloyd  
Marie Tweed

**Nonprofit**

PBS 39  
St. Peter's  
Concert Series

**Household**

Joseph Fulfs  
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**ONE LAST THOUGHT**

How do you want your state tax dollars spent? Arts advocacy requires an ongoing conversation with both our elected and appointed government officials. Since negotiations for the state budget have stalled, it's time for citizens to help to set priorities. Let the Commonwealth's current budget impasse

prompt you to contact your representatives and remind them with a personal story of how much the arts mean to you and your family.

A father wrote to me about the sensory-friendly performance of a children's play attended by his child with autism. He thanked Muhlenberg Summer Music Theatre for its effort to understand the daily challenges faced by families like his. "Our son may not have the chance to do so many things in life that others do," he said. "It was a very special day."

A thriving arts community does not exist in isolation. While engagement in the arts affects people in deeply quiet ways, the arts experience can unite us around shared values:

- We believe that everyone in the Lehigh Valley deserves access to our rich diverse arts culture.
- We take pride in locally produced arts experiences; they are integral to the region's cultural infrastructure.
- We realize that the arts are essential to our economic vitality and quality of life.

The Lehigh Valley is the third largest region in the state; it deserves recognition and its equal share of reallocated state tax dollars. An individual story sends a powerful message. Many stories command attention.

*Randall Forte*

Inside the Arts