



Crowd-Funding: What It Means for the Arts

In the increasingly competitive environment for arts funding, artists and emerging organizations are finding both access and success through crowd-sourcing platforms.

As part of its Professional Development Series, the Lehigh Valley Arts Council is presenting a crowd-funding seminar, featuring the largest arts fiscal sponsor in the country, Fractured Atlas, on Tuesday, June 2, 2015, at Penn State Lehigh Valley from 5:30 to 8:00 p.m.

Fractured Atlas helps more than 3,500 artists and organizations in every discipline to find funding and other resources to support their creative projects. With fiscal sponsorship, one can solicit tax-deductible donations and apply for grants; the sponsored project might be a one-time collaboration or an independent artist or even an arts organization that does not have its own 501(c)(3) status.



Theresa Hubbard

“The popularity of crowd-funding is definitely on the rise,” says Randall Forte, executive director of the Lehigh Valley Arts Council. “We are pleased to offer the arts community this opportunity to learn firsthand how it works.”

Fractured Atlas Project Specialist Theresa Hubbard from the New York office will serve on a panel with local arts professionals who have used the program. Hubbard will explain the application process and many of the ancillary benefits that the company provides, such as marketing and ticketing services.

The basic criteria for eligibility to attain a fiscal sponsorship are:

1. You must be a professional or organizational member of Fractured Atlas.
2. You must submit the online application.
3. Your project must be artistic.
4. Your project must have some public benefit and be non-commercial in nature.

Refreshments will be provided. The fee is \$30 for Lehigh Valley Arts Council members, \$50 for non-members. Registration is required. To order tickets, visit www.LVArtsCouncil.org.

Plan Ahead

Preparations are underway for a series of public events taking place in the next few months and designed to help strengthen the region’s cultural infrastructure. These events include grant and fundraising seminars for artists and emerging arts groups, networking opportunities at the spring and fall membership receptions, and the launch of two regional marketing initiatives that will expand access to new audiences. Registration is required for all events by calling 610-437-5915 or e-mailing info@lvartscouncil.org.

May 5, 7, 12, and 13, 2015: PA Partners in the Arts (PPA) Project Stream Workshops. Artists, grant writers, and volunteers will have the opportunity to review PPA’s eligibility rules; detailed criteria; narrative and budget

requirements; and digital work samples that make a successful application. PPA Project Grants awarded will provide up to \$2,500 to eligible individuals, community groups, and nonprofit organizations to conduct arts projects that have a significant public component. The grant application and award process is locally administered by the Lehigh Valley Arts Council staff. To register for one of these free 2015 Project Stream workshops, e-mail Marilyn Roberts at ppa@lvartscouncil.org.

TUESDAY, MAY 5
Memorial Library of Nazareth & Vicinity
295 E. Center Street, Nazareth
4:00–5:30 p.m.

ARTS COUNCIL MATTERS

Plan Ahead *(continued)*

THURSDAY, MAY 7

Bethlehem Area Public Library
11 W. Church Street, Bethlehem
4:00–5:30 p.m.

TUESDAY, MAY 12

Lehigh Valley Arts Council
840 Hamilton Street, Suite 201, Allentown
4:00–5:30 p.m.

WEDNESDAY, MAY 13

Macungie Institute
510 E. Main Street, Macungie
4:00–5:30 p.m.

June 2, 2015: Crowd-Funding: What It Means for the Arts (see article above).

June 9, 2015: Art Is a Verb! Let's All Do It! This year's spring membership reception embraces the excitement and promise of greater cultural accessibility. The Lehigh Valley Arts Council will unveil our user-friendly, redesigned website, LVArtsCouncil.org, including the new portal, ArtsandAccess.org, an offshoot of our main site specially

designed to stand alone as a central hub for accessible cultural events and local resources. In addition, three prominent cultural leaders will be celebrated for their vision in expanding access. A popular occasion for members to renew their connection to the arts and to each other, the event will take place from 5:30 to 7:30 p.m. at Good Shepherd Rehabilitation Hospital, 850 S. Fifth Street, Allentown, in the Health & Technology Center. Generously underwritten by PPL and Cohen, Feeley, Altemose & Rambo, refreshments are provided. Members attend for free; non-members pay \$10. Register at info@lvartscouncil.org.

June 20, 2015: Wood & Steel: A Studio Tour with Furniture Designer & Craftsman Bill Kreider. Inspired by unconventional and discarded items, often with historical context, Bill's designs use contemporary lines to offset traditional materials. Come join the tour from 11:00 a.m. to 12:30 p.m. at 127 N. Lumber Street, Allentown, for this final event in the 2015 Arts Alive Series, and discover the artistry of turning industrial debris into true masterpieces. Members pay \$15; nonmembers, \$20.

July 1, 2015: Audience Analytics of Greater Philadelphia and Lehigh Valley Region. After two years of introducing cultural nonprofits to the data-analysis training, tools, and expertise to grow customers and revenues through streamlined access to substantial, targeted arts patron data, the Cultural List Exchange Co-Op (CLEC) is ready to launch its partnership with the Greater Philadelphia Cultural Alliance. This partnership will allow participating Lehigh Valley arts organizations to access research on patrons in both the Lehigh Valley and Greater Philadelphia regions, while facilitating the ability to request and share patron lists to be used in targeted, direct mail campaigns. To gain access to this expanded market, contact Kimberly Infante at clec@lvartscouncil.org

July 24, 2015: Arts & Access Launch Party. Good Shepherd Rehabilitation Hospital invites the community to attend the launch of Arts & Access, a yearlong celebration honoring the twenty-fifth anniversary of the passage of the Americans with Disabilities Act through the lens of the arts. Cosponsored by the Arts Council and the Lehigh Valley Partnership for a Disability Friendly Community, Arts & Access offers a monthly series of varied arts events that highlight the accessibility of the region's cultural organizations. The festivities include a meet and greet with donors and proud celebrants, plus an opportunity to pledge support anew to the ADA moving into the next twenty-five years. All are invited to this free event at Good Shepherd Rehabilitation Hospital, 850 S. Fifth Street, Allentown, from 5:00 to 7:00 p.m. Access to the Health and Technology Center is via the third floor of the garage.

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 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.

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**THE
INSIDE
TRACK**

Best wishes to Kathryn Burke on her retirement as director of the **Martin Art Gallery** at

Muhlenberg College this summer.

Congratulations to the Art is a Verb: Let's All Do It! honorees for their vision and leadership in reaching out and accommodating people with disabilities: Jessica Bien, General Manager at **Muhlenberg College Theatre & Dance**; Ricardo Viera, Director/Curator of **Lehigh University Art Galleries and Museum**; and Nora Suggs, Executive Director of **SATORI**.



NEW MEMBERS

Student

Michele Sherman

Individual

Andrew Bartos
Matthew Blum
Wendy Bookhultz

Household

Gina & David Kormanik
Lucie & Thomas Martin
Scott & Megan Snyder

Business

The Art Establishment
Out of Our Minds
Art Studio
Pennsylvania Philharmonic

**ONE
LAST
THOUGHT**

I was on my way to a meeting last week, walking past a small gathering in front of the PPL Center as an amplified voice introduced “the next Senator for Pennsylvania, Ed Pawlowski!”

You’ve got to be kidding—really? When did a sports arena for a minor league hockey team achieve the status of a civic monument?

It got me thinking...Is public sculpture passe? Do public officials use public art as a backdrop for civic announcements anymore? Ironically, the Soldiers and Sailors Monument was looming large on the candidate and his supporters from its vantage point on Center Square. That monument is a memorial to all war veterans and reminds us that governing is serious business.

Randall Forte