



Arts Count: Add Up the Numbers

On October 4, 2012, the Lehigh Valley Arts Council presented ARTS COUNT, the annual arts rally and grant awards ceremony for the Pennsylvania Partners in the Arts (PPA) Project Stream Grant Program. Eighty-five members and their guests gathered at the Nurture Nature Center in Easton for a celebratory reception and networking event. Community leaders joined Executive Director Randall Forte in congratulating the awardees with \$20,000 in state grants for a variety of projects that will take place between September 1, 2012, and August 31, 2013. Grant activities will reach a wide range of constituents, from young children to senior citizens, and engage audiences in projects that include visual art exhibitions and installations; orchestra and band concerts; and performances, workshops and classes in poetry, theatre and dance. Easton Mayor Sal Panto, State Representative Robert Freeman, and Lehigh Valley Community Foundation Executive Director Bernard Story provided testimonials on the value the arts bring to our local economy and quality of life.

The PPA Program is administered locally by the Lehigh Valley Arts Council and is one of two statewide partnership programs that the Pennsylvania Council on the Arts (PCA) established in order to widen the circle of funding opportunities and encourage local decision making. The Allentown Art Museum is the local partner for the PCA's Arts-in-Education Partnership and offers professional development for teaching artists and funding for arts-in-education residencies in grades K–12. This year the Allentown Art Museum will administer \$41,555 in artist residency programs.

The PCA also provides operating support for thirty-two cultural nonprofits in the region for an additional \$327,850 (see chart).

Public funding for the arts supports a vital industry, and the return on the investment is more than tenfold. According to the recent economic impact study, "Arts & Economic Prosperity IV," the annual economic impact of the nonprofit arts industry in the Lehigh Valley is \$208 million, and the arts generate 7,114 full-time equivalent jobs and \$13.2 million in state tax revenues.

When one compares the PCA's annual allocation to the Lehigh Valley of nearly \$390,000, it is evident that this partnership between the state and the region's nonprofit arts sector has served both the Lehigh Valley and the Commonwealth very well.

2012–13 OPERATING SUPPORT RECIPIENTS

Allentown Art Museum	\$30,864
Allentown Band	\$3,565
Allentown Music Festivals, Inc.	\$2,000
Allentown Symphony Association	\$18,680
Arts Community of Easton (ACE)	\$2,000
ArtsQuest	\$77,428
Bach and Handel Chorale, Inc.	\$2,000
Bach Choir of Bethlehem	\$15,069
Ballet Guild of the Lehigh Valley	\$2,857
Baum School of Art	\$15,317
Camerata Singers	\$2,000
Chamber Music Society of Bethlehem	\$2,000
Civic Theatre of Allentown	\$11,912
Godfrey Daniels	\$3,514
Lafayette College Art Galleries	\$4,330
Lafayette College Performance Series	\$9,848
Lehigh University Art Galleries	\$5,411
Lehigh Valley Arts Council	\$3,084
Lehigh Valley Association of Independent Colleges Dance Consortium	\$4,710
Lehigh Valley Storytelling Guild	\$2,000
Mayfair, Inc.	\$6,104
Muhlenberg College Summer Music Theatre	\$4,766
PA Presenters	\$2,344
Pennsylvania Shakespeare Festival at DeSales University	\$19,548
Pennsylvania Sinfonia Orchestra	\$4,015
Pennsylvania Youth Theatre	\$8,363
Repertory Dance Theatre	\$3,982
Satori	\$2,000
SouthSide Film Festival	\$2,000
State Theatre Center for the Arts, Inc.	\$27,959
Touchstone Theatre	\$7,789
Zoellner Arts Center at Lehigh University	\$20,392

Membership Benefits

The Lehigh Valley Arts Council continues to provide enhanced membership benefits with discounts to an array of arts experiences, professional development workshops, and networking opportunities.

- ARTix Passport to the Arts allows you to buy one, get one free ticket to a variety of seasonal concerts and productions. Check out the *Arts Calendar* for a schedule of holiday events!
- December 1, 2012: “Pulling out the Stops” invites you to join organist Rebecca Kleintop Owens at the Central Moravian Church in Bethlehem for an “organ crawl.” Explore the cavernous world of the pipe organ to experience how its 3,057 pipes produce music. Meets from 10:30 a.m. to noon. Fee: \$10 for Lehigh Valley Arts Council members; \$15 for nonmembers.

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.

Phone: (610) 437-5915 E-mail: info@LVArtsCouncil.org
Fax: (610) 437-5259 Website: www.LVArtsCouncil.org

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.

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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.

- February 1 & 2, 2013: Design for Survival™ (D/S) with Thomas Mann. Entrepreneurial thinking and tactics for artists. This workshop was developed by Thomas Mann to answer a continuing demand from artists for access to small business management know-how and career development. Mr. Mann has been presenting his D/S workshop continuously since 1989 for schools, universities, guilds, art councils, and art centers all across the United States and Canada. The content of the workshop is applicable to all artists, beginner to advanced, working in all art/craft mediums. Meets at Penn State Lehigh Valley, 2809 Saucon Valley Road, Center Valley, from 9 a.m. to 4 p.m. (lunch break at noon) on both days. Tuition: \$150 for Lehigh Valley Arts Council members; \$200 for nonmembers. Register at LVArtsBoxOffice.org.
- January–March 2013: Arts Entrepreneurial Workshop. The Arts Council offers a professional development course (for nonprofit members only) that aims to nurture a cultural nonprofit organization’s entrepreneurial spirit in keeping with the organization’s mission. In the course, “innovation teams” of three people are formed and trained to imagine new ways to raise earned revenue. Each team 1) examines the nine components of a business model and identifies and analyzes these components within its specific organization; 2) explores innovative and interactive brainstorming methods of discovering new revenue-raising ideas; 3) learns how to effectively evaluate viability of ideas; and 4) develops a presentation to compete for a \$2,500 stipend to launch its idea. The course meets for 5, 2½-hour evening sessions at the Butz Corporate Center, 840 Hamilton Street (second floor conference room), Allentown. The cost for a three-member team is \$275.
- April 2013: “Estate Planning for the Artist.” Intellectual property attorney Kattina Barsik addresses issues that many maturing artists are facing: What happens to an artist’s body of work after death? What are the options? What are the tax ramifications for the estate? Meets at Butz Corporate Center, 840 Hamilton Street (second floor conference room), Allentown, from 5:30 to 8:00 p.m. Fee: \$25 for Lehigh Valley Arts Council members; \$40 for nonmembers.

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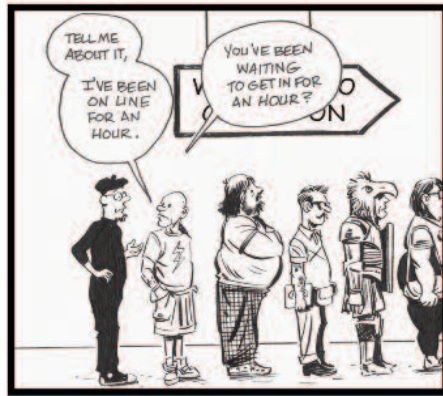
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THE INSIDE TRACK

Kathryn Craft's debut novel, the story of a dancer with body-image issues whose first friends outside

the dance world help her reconstruct life and career after a disastrous 14-story fall, will be published by Sourcebooks in late 2013.

The **Concord Chamber Singers** announce the new appointments of conductor/director Dr. Jennifer Kelly and accompanist Anna Maria Marzullo.

In October, photographer **Lydia Panas's** work was featured in Festival PhotoVisa 2012 in Krasnodar, Russia.

The Women's Blues Alliance has merged with Second Story Blues to form the **Second Story Blues Alliance**, a member-only, non-profit organization that supports blues artists in their efforts to achieve their goals.

The U.S. Dept. of the Interior has designated Historic Moravian Bethlehem as a National Historic Landmark District. Kudos to the **Historic Bethlehem Partnership**.

NEW MEMBERS

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ONE LAST THOUGHT

Why are there always millions of dollars spent on elections but never enough money to govern? Candidates will spend more than \$2 billion on this election while they are screaming about a \$10 trillion national debt. Has our democracy, "this great experiment," been reduced to who has the most money for

advertising to attack their opponents with falsehoods and innuendo? Public service is tainted when candidates disrespect their opponents—it reflects a disrespect for the office and, ultimately, a cynicism for the electorate.

If ever there was a case to be made to expand arts in our schools, now is the time. The arts encourage civic engagement by nurturing a free exchange of ideas in the context of mutual respect for someone who has a differing point of view. The arts are not just passion and volume (that's propaganda!) but appeal to reason and aesthetics. The arts teach skills we admire in our elected officials: empathy and problem solving. As citizens, maybe we need to evaluate a candidate's capacity to lead by his/her involvement in the arts. Don't forget to vote!

Randall Forte