



Arts Count Celebrates 2012–13 Project Stream Grant Recipients

Pennsylvania Partners in 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 in the Lehigh Valley. The Lehigh Valley Arts Council celebrates its eighth year as the PCA’s regional partner with the announcement of the Pennsylvania Partners in the Arts Project Stream Grant recipients in Carbon, Lehigh, and Northampton counties. More than \$20,000 in state grants will be awarded to twenty-four projects at the annual awards reception, Arts Count, to be held at the Nurture Nature Center in Easton on Thursday, October 4, 2012, from 5:30 to 7:30 p.m.



“This was a strong year for innovative and quality applications,” says Randall Forte, executive director of the Lehigh Valley Arts Council. “Congratulations to the very deserving applicants!”

The awards ceremony is an integral part of the grants process. “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 areas. In keeping with the spirit of camaraderie, Arts Council members are also encouraged to attend and rally support for the arts.

Each year, the Lehigh Valley Arts Council invites individual artists, arts organizations, and community groups to apply for up to \$3,000 in PPA Project Stream Grant funding. The grant application process is coordinated by Arts Council staff and reviewed by panelists from the local arts and business community. The average grant this year is \$842.

In this grant cycle, nine applicants will be awarded more than \$1,000 for their projects and seven applicants will receive \$520; fourteen of the grants are in the range of 40% to 50% of the requested amount. Grant activities will

take place between September 1, 2012, and August 31, 2013, and will reach a wide range of constituents, from young children to senior citizens, and will engage audiences in projects that include visual art exhibitions and installations; orchestra and band concerts; and performances, workshops, and classes in theatre and dance.

The Nurture Nature Center at 518 Northampton Street, Easton, uses science, art, and dialogue to help communities address local environmental risks. The reception is sponsored by Embassy Bank and is free to members of the

continued on next page

2012–13 PROJECT STREAM GRANT RECIPIENTS

Allentown Public Theatre	\$520
Allentown School District Foundation	\$415
Friends of Music of Bethlehem	\$520
FUSE art infrastructure	\$1,216
Historic Bethlehem Partnership	\$520
Lehigh Valley Dance Exchange	\$842
Leola Shearer	\$618
Listen Live Music, Inc.	\$520
Lydia Panas	\$753
Mock Turtle Marionette Theater	\$1,216
Muhlenberg College Piano Series	\$1,373
Nazareth Center for the Arts	\$1,002
Nora Suggs	\$1,002
Nurture Nature Center	\$701
Pen Argyl Athletic & Park Association	\$618
Penn State Lehigh Valley	\$753
Pioneer Band of Allentown	\$520
Sarah Steele—Allentown Shakespeare in the Park	\$1,310
Summit Hill Heritage Center	\$842
The Shelley Oliver Tap Dancers	\$1,216
Ukrainian American Heritage Foundation	\$1,310
Valley Contra Dance	\$520
W. Duane Vaden	\$520
Young People’s Philharmonic of the Lehigh Valley	\$1,373

ARTS COUNCIL MATTERS

Arts Count Celebrates *(continued)*

Arts Council and to grant applicants; the cost to non-members is \$10. Refreshments will be provided. R.S.V.P. to info@LVArtsCouncil.org.

For more information on the PPA awards event, please visit www.LVArtsCouncil.org or contact Randall Forte at 610-437-5915. For more information on the PPA grant application process, e-mail ppa@LVArtsCouncil.org.

Arts Alive

You asked for more! Here it is! Arts Alive is an arts enrichment series for our members who are eager to enter behind the scenes of the arts experience and rub shoulders with the creative process.

On Saturday, December 1, 2012, the Lehigh Valley Arts Council presents “Pulling Out the Stops!” with organist Rebecca Kleintop Owens at the Central Moravian Church,

73 W. Church Street, Bethlehem, from 10:30 a.m. to noon. Ms. Owens will lead an “organ crawl” into the cavernous world of the pipe organ to experience how its 3,057 pipes produce music.

Ms. Owens, director of music at the historic Central Moravian Church in Bethlehem, graduated with an artist diploma in organ performance from the world-renowned Curtis Institute of Music in Philadelphia, where she studied on a full scholarship with John Weaver. She is an active solo recitalist and clinician, performing concerts and conducting workshops throughout the East Coast, and she performs as an accompanist.

Refreshments will be provided. Admission is \$10 for members; \$15 for nonmembers. Visit lvartsboxoffice.org for tickets.

Cooperative Arts Marketing: What Can It Mean to You?

The Arts Council believes that the arts are essential to the quality of life and the economic prosperity of the Lehigh Valley, one of the fastest-growing regions in Pennsylvania. While three counties and cities and multiple municipalities define our region, there is one arts community, and by working together, we can save time and dollars, learn from each other, and attract a broader audience.

Through our Cooperative Arts Marketing Program, the Arts Council facilitates collaboration among 125 nonprofit arts and cultural organizations. Bimonthly meetings unite the various groups by nurturing an information exchange of best practices and a shared distribution network of promotional materials. The schedule and topics for the next two meetings are as follows.

September 13, 2012: “Data Management—Capturing, Managing, and Using Data,” hosted by Lisa Higgins, PA Shakespeare Festival, and Scott Snyder, Muhlenberg College Theatre & Dance. Location and time: Muhlenberg College, Trexler Pavilion for Theatre & Dance, Allentown, 8:45 a.m.

November 8, 2012: “Surveying your Patrons,” hosted by Roseann Damico Schatkowski, DeSales University. Location and time: DeSales University, Labuda Center for the Performing Arts, Center Valley, 8:45 a.m.

The Cooperative Arts Marketing Program promotes the Lehigh Valley as a culturally rich area by capitalizing on economies of scale through group marketing activities. Increased marketing efforts through print, radio, social media, and the Internet reached more people last year throughout the region. One of our signature promotions is the ARTix Passport to the Arts, the buy one, get one free ticket voucher to twenty-four participating organizations. This year marks the thirteenth anniversary of the passport’s partnership with regional organizations.

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.



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

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THE INSIDE TRACK

Fiber artist **Ted Hallman** taught two workshops this summer at the Georgia O'Keeffe Museum

in Santa Fe. Check out Ted's interview in the August/September issue of *American Craft*.

Kudos to the **Bach Choir of Bethlehem** for receiving the J. S. Bach Foundation Award for its programs for youngsters. The award consists of the proceeds (\$30,000) of an annual benefit concert in St. Gallen, Switzerland.

Mainstreet Brass kicks off the 20th anniversary season of the "Fine Arts at First" series at First Lutheran Church in Carlisle, Pennsylvania, on September 30.

Moravian Archives, on the campus of **Moravian College**, has received a nearly \$150,000 National Endowment for the Humanities grant that will allow the organization to double its storage capacity.

The arts community mourns the loss of musician and educator **Charles McAnall, III**, who passed away in July. Our condolences to his partner Ron DeLong and their family.

NEW MEMBERS

Individuals

Frank Casio
Jessica Dreistadt
Susan Gaydos

Ronald Horvath
Lynne Shampain
Dorothy G. Wallace
Cheryl Wenhold

Household

Bruce Dawson
Regina Harris
Helene Steel

Business

TMD Gallery

ONE LAST THOUGHT

Change is inevitable and sometimes very scary. Technology now dominates the communication landscape and has almost squeezed the intimacy out of reading quietly. Additionally, the rising costs of printing and postage have challenged our ability to continue to produce an eight-page newsletter.

While we must say goodbye to the printed versions of the Membership Profile and Why I Do What I Do personal essay, we remain committed to bringing you these voices from our region's arts community through our website (www.LVArtsCouncil.org), on Facebook (www.facebook.com/LVArtsCouncil), and on our blog, Inside Lehigh Valley Arts (www.lvarsCouncil.wordpress.com).

In keeping with the spirit of camaraderie, the Arts Council will host both a fall and a spring membership gathering so members can literally stay in touch with their colleagues in the arts community. The arts are about LIVE experiences, and we will continue to create opportunities to connect you to art and to each other.