

INSIDE THE



LEHIGH VALLEY ARTS COUNCIL

Arts COUNT: Compounded Impact

For the past thirteen years, it has been a privilege of the Lehigh Valley Arts Council to honor deserving individuals and nonprofits with a PPA Project Stream grant, helping them to produce arts activities locally. It has also been exciting to witness new and repeat applicants connect the community through the arts.

The Pennsylvania Partners in the Arts program is a statewide initiative of the Pennsylvania Council on the Arts, and the Lehigh Valley Arts Council administers the program in Carbon, Lehigh, and Northampton counties. On October 16, 2018 the Lehigh Valley Arts Council will host Arts COUNT 2018 and present awards to fund a wide-range of activities, including cooperative murals, concert series, and various types of workshops and festivals.

A list of the Lehigh Valley's 2018-19 grantees and their awards is provided. You'll notice that eight

of them will be receiving their first Project Stream grant – that's 24%. Remaining steady this year was the \$39,709 available for Project Stream funding. Nevertheless, the number of projects increased from 26 all the way up to 33!

So, did you do the math? That's an average grant award of \$1,203. Not too shabby!

But is it all about the money? "The impact these arts experiences have on the community appears greater than their grant amount suggests," explains Community Engagement Manager, Zach Kleemeyer. "Half of these projects have been funded multiple times and over the years they have been refined, improving their quality." The impact accrues as the project ages.

For more information and descriptions of these arts projects please visit the website: www.lvartscouncil.org/project-stream.com

2018-19 Project Stream Awardees	Grant Amount
Allentown Public Theatre	\$1,232
Appalachian Fiddle and Bluegrass Association	\$1,140
Bethlehem Economic Development Corporation	\$1,250
Bethlehem Fine Arts Commission	\$1,526
Borough of Emmaus	\$1,342
Bradbury-Sullivan LGBT Community Center	\$1,241
Cedar Crest College*	\$1,067
Concord Chamber Singers	\$1,267
Friends of Allentown Parks	\$1,213
Good Shepherd Rehabilitation Network*	\$1,414
Hellertown Area Library	\$784
Holly Roadfeldt *	\$1,055
JCC of Allentown	\$1,307
Jim Thorpe Independent Film Festival	\$1,305
Lehigh Carbon Community College Foundation*	\$1,158
Lehigh University	\$1,250
Lehigh Valley Dance Exchange	\$1,267
Lehigh Valley Girls Rock	\$1,149
Leticia Gutierrez*	\$1,361
Lydia Panas	\$1,066
Mikayla's Voice	\$1,099
Moravian College Music Institute	\$1,232
Nigerian International Association of PA*	\$1,195
Nora Suggs	\$1,092
PA Jazz Collective	\$1,174
Parkland Community Library*	\$1,081
Puertorrican Culture Preservation, Inc.	\$1,294
Saucon Valley Conservancy	\$1,103
Summit Hill Heritage Center	\$1,081
Ukrainian American Heritage Foundation	\$1,267
WDIY 88.1 FM	\$1,307
West Park Civic Association	\$1,241
YWCA of Bethlehem*	\$1,148

*Denotes new grant awardee

Celebrating Membership

The arts count because of you. The Lehigh Valley Arts Council is pleased to honor its membership on Tuesday, October 16, 2018, at Arts COUNT 2018, the annual fall reception and PPA Grant Awards presentation from 5:30-7:30 pm. This year's location presents an inspiring panorama of the region, high atop the eighth floor of the black tower in the Butz Corporate Center, 842 Hamilton Street in Allentown. You are invited to celebrate each other as the Lehigh Valley Arts Council marks 30 years of promoting the value of what you do.

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“This expansive view of the Valley highlights the importance of a regional arts council,” says Executive Director Randall Forte. “While multiple counties, cities and municipalities comprise the Lehigh Valley, we believe that there is one arts community and by working together, we can advance collective growth and increase access to the arts.”

Given the breadth of the arts community and their impact on the local economy and quality of life, the health and sustainability of the arts is clearly a regional concern. According to the recent Arts & Economic Prosperity V study, the nonprofit arts and culture sector is a \$186.4 million industry—one that supports 6,908 full-time jobs and generates \$18.8 million in state and local taxes.

Membership support has sustained the Lehigh Valley Arts Council for thirty years. Over the past three decades, the Arts Council has built a network of relationships to help advocate for pro-arts policies and to maintain the following:

- *Increasing access to cultural events for people with disabilities through the Arts & Access Always program with the Disability Friendly Community*
- *Conducting arts research to measure economic impact of the nonprofit arts industry with the*

Lehigh Valley Partnership

- *Strengthening audience development through a Cooperative Marketing Program with Discover Lehigh Valley*

The Lehigh Valley Arts Council is also one of thirteen Pennsylvania Partners in the Arts and provides funding to artists and community groups to produce public arts activities. Arts COUNT serves as the occasion to distribute awards to the grant recipients from Carbon, Lehigh and Northampton counties. Locally elected officials are invited to present checks to the grantees from their districts.

In such a widespread and diverse region, an arts advocacy organization is vital for providing networking opportunities. Two newly appointed state and regional leaders, Karl Blischke, Executive Director of the Pennsylvania Council on the Arts, and Alex Michaels, President of Discover Lehigh Valley, will address the gathering.

The October reception promises to elevate your spirit, and members are encouraged to bring a guest to the party. The event is free for Arts Council members and grant recipients; the cost to guests and nonmembers is \$10. Refreshments will be served. R.S.V.P. to 610-437-5915 or info@lvartscouncil.org to attend.

Advertising Opportunities

ARTS CALENDAR: bi-monthly print publication. Two ad sizes:

1/8 page (3.625" x 2.25") B&W.
Cost: \$75

1/4 page (3.625" x 4.75") B&W.
Cost: \$150

Deadline: 5th of the preceding month of publication (Ad is due Oct 5th for Nov/Dec issue) Distribution: 3,250 copies.

FLYER INSERTS: 2000 copies provided by client.

Size: 8 1/2 x 11 page (20 lb) printed on one or both sides. Cost: \$250.

Deadline: delivered by 10th of preceding month of publication.

RUSH TICKET SALES: Affordable last minute e-campaign to promote and sell tickets via LVArtsBoxOffice to performances and events. E-mail campaign sent to our distribution list of 10,000 addresses and posted to our Facebook page (over 4,500 followers). Cost: \$6

Deadline: three days prior to campaign

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

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EDITOR-IN-CHIEF Randall Forte

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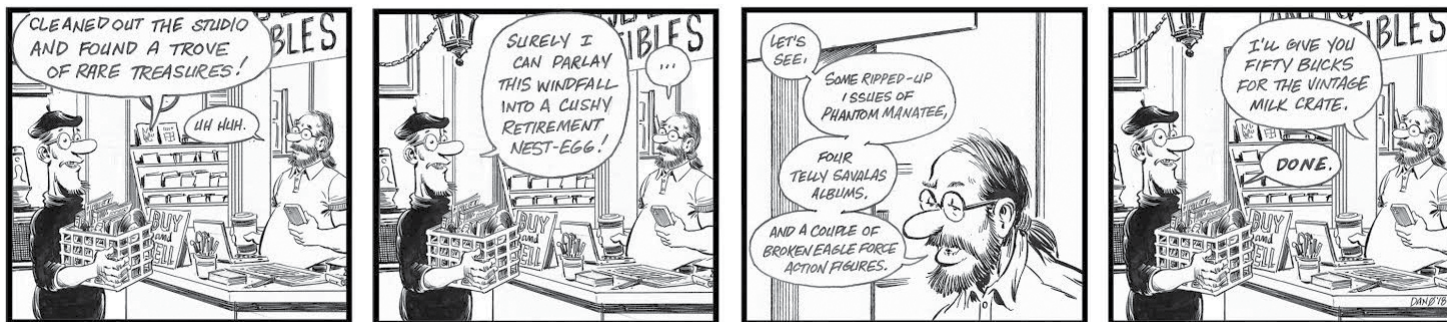
Our Mission:

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



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THE INSIDE TRACK

The **Allentown Symphony Association** has announced the hiring of Al Jacobsen as the new Executive Director. An arts administration professional with more than a dozen years of experience, Jacobsen comes to the Lehigh Valley via the Pittsburgh Symphony Orchestra, where he has spent most of his career in philanthropy and Corporate Support.

NEW MEMBERS

INDIVIDUAL: Joseph Collins, Lisabeth Szilagy
HOUSEHOLD: Roberta & Terrence Hurley
BUSINESS: Gallery 840

ONE LAST THOUGHT

Recently, my wife and I babysat our two-and-a-half year old grandson while his parents were in Pittsburgh for a wedding. Within five minutes of play, all three of us were laughing in delight of each other's company. Children bring joy!

Later that evening, I watched the news on the plight of the migrant children who had been forcibly separated from their parents. No one was laughing.

I keep imagining the horrific anxiety both these children and their parents are experiencing. What have we done? We have robbed these families of joy.

Randall Forte