

INSIDE THE



LEHIGH VALLEY ARTS COUNCIL



Reaching Higher

Each year in October, the Lehigh Valley Arts Council hosts Arts COUNT to celebrate the entrepreneurial spirit of arts and culture producers from the Lehigh Valley. More precisely, the event honors individuals, community groups, and small nonprofits that have been approved for Project Stream grant funding in the coming year. There are 33 grantees this year! Inviting the Arts Council's membership to honor the new Project Stream recipients is a key part of the grant process and relationship building within the three-county region.

Thirteen years ago the Arts Council began its relationship with the Pennsylvania Council on the Arts, a state agency directing this funding stream for locally produced, community-impacting, arts activities that reach underserved populations. In preparation for the event we reflected on the partnership that has enabled us to serve this region. Since 2005, we have distributed exactly \$429,535 in Project Stream grants, as well as helped to

support projects produced by 159 unique recipients! How many of them might you know? A complete list of the grantees, by year, can be found on our website here: www.lvartscouncil.org/lv-ppa-project-stream-grantees.

Arts COUNT 2018 succeeded because more than 130 people came out (and raised their hands!) in support of local visionaries for the region's arts and culture, and because we secured newly appointed state and regional leaders to address the group. Our speakers were: Karl Blischke, Executive Director of the PA Council on the Arts, and Alex Michaels, Incoming President of Discover Lehigh Valley. Whenever a crowd of this size is brought together there needs to be a clear take-away message: The Arts count in the Lehigh Valley!

To view 100+ photos from the event follow the Arts Council's Facebook (@LVArtsCouncil) or visit our website, here: www.lvartscouncil.org/what-we-do/ppa-funding/arts-count.

Plan Ahead

The Lehigh Valley Arts Council is pleased to announce the fourth annual Young at Art Expo will take place on Saturday, March 9, 2019. Held at Penn State Lehigh Valley from 10:00 a.m. to 2:00 p.m., this spring expo invites families with children of all ages to enjoy an entertaining and creative day of arts exploration—FREE to the entire community.

Young at Art was created to instill a love for the arts in young people, while providing a one-stop shop for parents to explore the range of arts offerings in the region. The expo proved the perfect platform to connect families with cultural groups, and the continued popularity of the event attracts twenty vendors and 950 parents and their children annually.

The day will be jam-packed with hands-on activities and performances by the participating groups, from dance routines and theatre workshops to arts demonstrations and craft projects. Kids of every age and ability can sample the arts in multiple disciplines, while parents gather information about classes and summer camps.

CALLING ALL VENDORS

If your arts business offers children's classes and summer camps, Young at Art may be the ideal opportunity to meet your target audience,

(Plan Ahead, continued from pg. 1)

engage families and promote your youth programming.

AS AN EXHIBITOR, YOU'LL HAVE THE OPPORTUNITY TO:

- Attend the Expo with representatives and set up your table space with promotional materials.
- Provide a small activity at your table for children to enjoy – as part of the Arts Council's Passport Game, where kids will be guided through the Expo with a map and receive stamps for each activity. A prize will be awarded upon completion of the game.
- Take part in the Showcase – there are three staging areas available for demos or activities. 15-minute time slots are scheduled and reserved on a first-come, first-serve basis.

EXHIBITORS WILL RECEIVE:

- One 7ft long table with skirting, two chairs, and an Exhibitor identification sign. Access to electricity is available upon request prior to event. Stamps will be provided for the Passport Game.
- Organizational listing in the Expo Resource Program, which is distributed to each family at the door.

- Complimentary continental breakfast beginning at 9:00am. Lunch is available for purchase on-site.
- Invitation to attend our marketing seminar, "Best Booth Ever," one month prior to the event. This professional development seminar will take place at Penn State Lehigh Valley, and it will give Exhibitors a chance to learn best practices to promote themselves.

REGISTRATION:

Fee: \$210. Deadline: January 15, 2019. Exhibitors must be a Lehigh Valley Arts Council organizational member in good standing and will have their choice of table location on the event Map. (Please indicate your requests on the Registration Form. Reservations will be held once payment is received. Space is limited, and available on a first-come, first serve basis.

To reserve your space, complete the Exhibitor Registration Form (yellow page) and mail in with payment to: Lehigh Valley Arts Council, 840 Hamilton Street, Suite 201, Allentown, PA 18101. Unfortunately, Lehigh Valley Arts Council is unable to issue refunds due to Exhibitor cancellation. For more information, visit www.lvartscouncil.org/young-at-art

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: \$60

Deadline: three days prior to campaign

Champions (\$2,500+)

Air Products Foundation
Anonymous
The Century Fund
Charles H. Hoch Foundation
County of Lehigh
Crayola LLC
Randall & Johanna Forte
Wm. Beall Fowler
Janet Goloub
Harry C. Trexler Trust
Lehigh Valley Partnership
Pennsylvania Council on the Arts
Sylvia Perkin Perpetual Charitable Trust

Ambassadors (\$1,000+)

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Just Born Inc.
Keystone Savings Foundation
Kraft Hillman Family Fund, a donor advised charitable fund of the Lehigh Valley Community Foundation.
Peoples Security Bank & Trust
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Patrons (\$250+)

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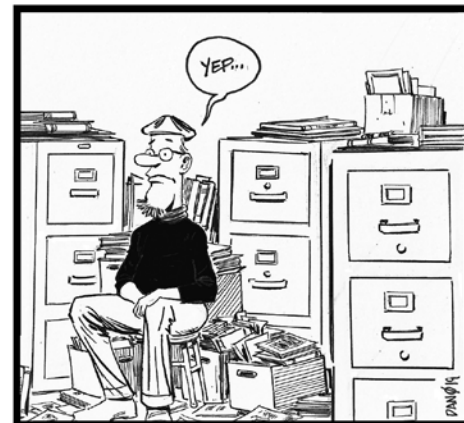
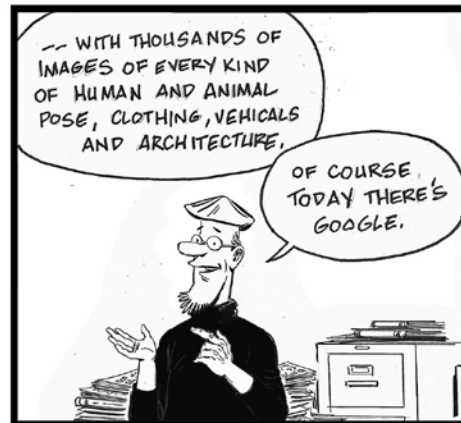
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Friends (\$25+)

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Sheryl & Rance Block
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Loren Marquardt
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Peter & Amy Melick
Robert & Linda Mericle
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Henry & Phyllis Perkin
Randall Douglas Perry
Marianne & Stephen Phillips
Roger & Marie Phillips
Marilyn Roberts & Sue Sneeringer
Jim & Carol Redenbaugh
Dr & Mrs Robert Rienza
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Stephanie Wolf
Alice Yeakel
Christy Yerck-Smith
Ellen & Gary Zuby



THE INSIDE TRACK

Michael Reese Much

FRMS had an image accepted in the 2018 Nikon Small World photomicrography international competition, which selects 100 images submitted by microscopists from around the world. Michael's image is a detail of an Imperial Male Moth Antenna.

The U.S. Department of Education named the **Lehigh Valley Charter High School for the Arts** a 2018 National Blue Ribbon School. This prestigious honor was given to only 349 schools in the nation this year

NEW MEMBERS

INDIVIDUAL: Natalie Searl
HOUSEHOLD: Megan & Karsten Finke, Danie & Christen Reichle, Brian Kidd, Jack & Debbie Jeff



Feel the Power

The Power of Story project is an advocacy campaign that emphasizes through personal reflection how the arts change lives. Sharing a moment when the arts touched your life has great power!

So, what's your story? Maybe your most memorable arts experience? Or a tale about the power of the arts to heal the spirit or simply create joy? You're invited to help build a library of impact on the Arts Council's website in support of the arts. Express yourself in a medium of your choice: a song, poem, video, image or the written word. With each story, we strengthen arts advocacy.

ONE LAST THOUGHT

My two-and-a-half year old grandson loves music, so we got him a child's ukulele for his last birthday. He enjoys performing, strumming while singing songs he has learned at pre-school or in the car. Like most kids his age, he wants to hear his favorites over and over again, committing them to memory.

He has built quite an eclectic repertoire, including standards like Twinkle, Twinkle, Old MacDonald, and Itsy Bitsy Spider. He stayed with us last weekend, and in the middle of his "concert" began singing to me: *Old man take a look at my life, I'm a lot like you were.*

I didn't know whether to laugh or cry, I do know I will never forget it.

Randall Forte

INSIDE THE
LEHIGH VALLEY ARTS COUNCIL

Arts

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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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EDITOR-IN-CHIEF Randall Forte

Call for submission guidelines: New items must be received by the fifth of the month preceding publication.

Phone: (610) 437-5915 | Fax: (610) 437-5259

Email: info@LVArtsCouncil.org

Website: LVArtsCouncil.org

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