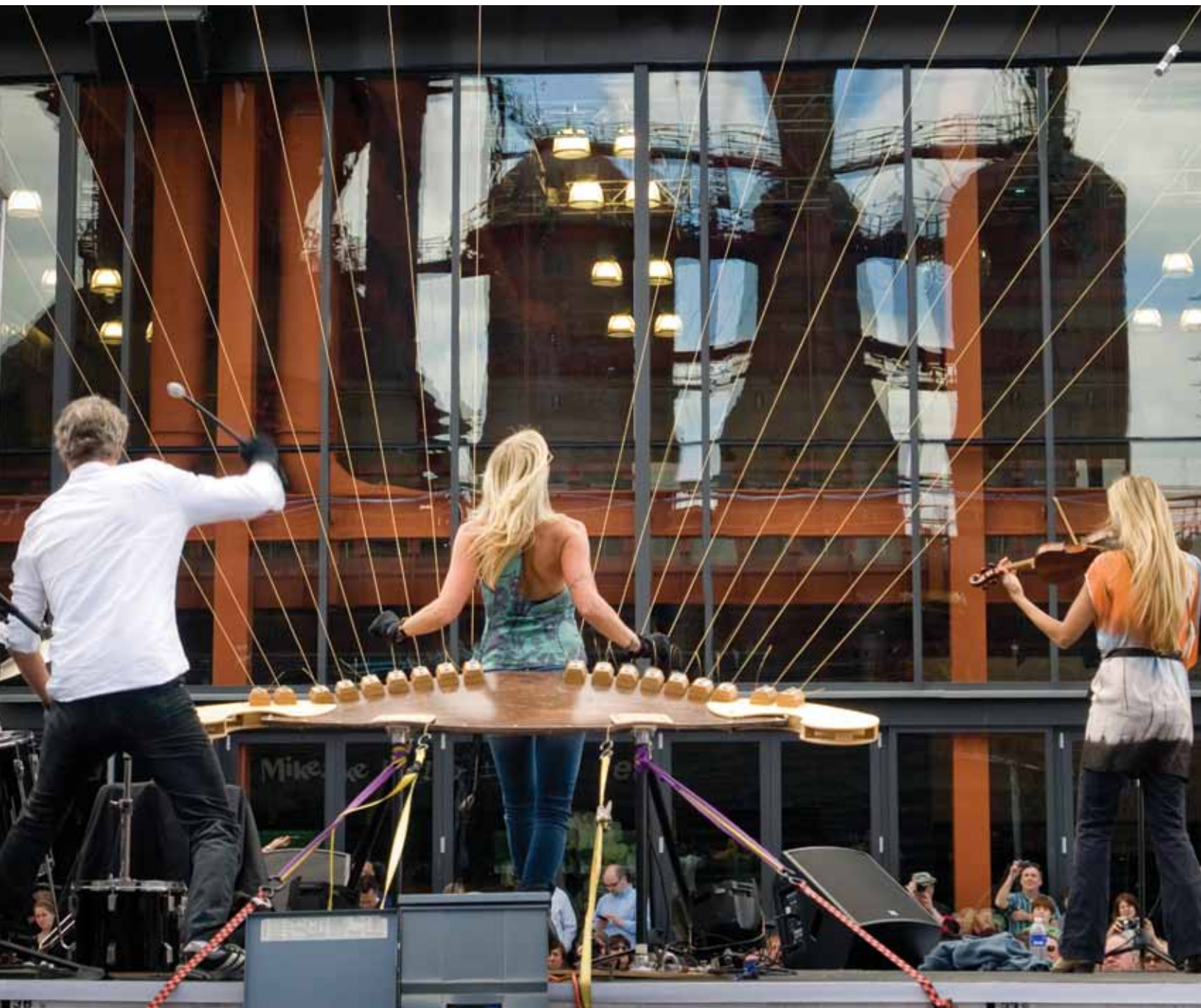


# ArtsQuest Annual Report 2011





# ARTSQUEST<sup>™</sup>

center



# Transforming the Community

While there have been many periods of growth and change in ArtsQuest's™ history, 2011 was indeed a watershed year for the organization. During our 28th year, we continued the progression that began with Musikfest® in 1984, Christkindlmarkt® in 1993 and the Banana Factory® in 1998 as we introduced SteelStacks™ to our community.

World-renowned neon artist Stephen Antonakos named his sculpture on the entrance to the ArtsQuest Center "Transformation," a title that is significant not only for the artwork, but also for the SteelStacks project in the midst of the former Bethlehem Steel plant. The SteelStacks campus, which was still under construction in 2011, has resulted in a dynamic, new destination for arts, culture and education in the Lehigh Valley, providing numerous programs and events that attract the region's residents and tourists to our growing and economically robust area.

Perhaps even more interesting is that ArtsQuest's 28 years of endeavors recently received academic recognition in a white paper, Creative Placemaking, published for the National Endowment for the Arts' Mayors' Institute on City Design.

"In creative placemaking, partners from public, private, nonprofit and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities," the publication states. "Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire and be inspired."

As the NEA and many national foundations have discovered, creative placemaking is essential to the vibrancy of communities throughout the world, and one of the best examples of this type of redevelopment through the arts found right at the base of the former Bethlehem Steel blast furnaces – SteelStacks!

The development of SteelStacks represents the epitome of ArtsQuest's dual mission of economic development through creative placemaking and increasing access to the arts for everyone. In June 2012, the commitment of ArtsQuest and all of our partners over the last 28 years was affirmed in a report issued by the Federal Reserve Bank of Philadelphia. That report, In Philadelphia's Shadow: Small Cities in the Third Federal Reserve District, concludes that of 13 cities in the Federal Reserve's district that had populations of 50,000 or more in 1950 with at least 25 percent of the workforce engaged in manufacturing, Bethlehem tops the list in economic vitality.

The city was first in median household income and median residential sales prices, and it also had the lowest vacancy rate and percentage of residents relying on public funds. It also had the second lowest unemployment rate and the second highest percentage of residents 25 and older with college degrees.

Bethlehem's success today is a tribute to many good decisions that have been made by the leadership of the community over the past 60 years. Among these have been the persistent efforts of ArtsQuest and our many partners in assuring a vibrant arts scene in our community. The flourishing sidewalk cafés, local retail businesses and hotels, along with a resurgence of vitality on the city's SouthSide with the development of SteelStacks, are a specifically demonstrable result of the continuous cultural investment in Bethlehem's downtowns.

On behalf of everyone at ArtsQuest, we thank our many partners, especially those who saw the visions of Musikfest, Christkindlmarkt, the Banana Factory and SteelStacks before those visions were realized. It has taken many years to reach this point of being able to support not only the regional artist community and their endeavors for creative outlets, but also the growing creative industries in the region. While 2011 was one of the most challenging years in ArtsQuest's history, we see great opportunity ahead, not just for us, but also for the arts and for the continued economic development and revitalization of Bethlehem and the Lehigh Valley. ArtsQuest's mission and vision will continue to support the cultural and economic development of our community for many years to come.



Jeff Parks  
President and Chief Quest Officer



Sam Torrence  
ArtsQuest Board of Trustees Chair



***“While the blast furnaces at the former Bethlehem Steel have gone cold, the visionaries at ArtsQuest have kept the best of the past and found new ways to make it the future. Music, visual art, drama and all of the vibrancy that comes with the arts is thriving in SouthSide Bethlehem. I am confident that the ArtsQuest Center will impact millions of people, enriching—and possibly changing—their lives in ways we will never know.”***

Pennsylvania First Lady Susan Corbett  
Pennsylvania Council on the Arts Chair



RYAN HULVAT

***“Thank you very much for creating such a cool new venue. This is a wonderful opportunity for your community to create new music and art and produce wonderful festivals and concerts. What was once the industrial heart of the community is now the performing arts heart of the community. Everyone benefits.”***

Steve Miller

# SteelStacks - A New Era Begins

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For decades, the area around Bethlehem Steel's towering blast furnaces on Bethlehem's SouthSide was filled with the sounds of hammering, clanging and machinery as men and women hard at work made the steel that helped build our nation. Then, in fall 1995 - after 120-plus years of steel manufacturing on the site - it all went silent, as the iconic mill produced its last piece of steel ever.

Today, more than 15 years after Bethlehem Steel closed its doors, the old industrial plant that was once the heart and soul of the community is once again alive with sounds - this time those of guitars, drums, singing and people laughing and having a great time - as guests from near and far enjoy the music, arts and cultural programming at SteelStacks.

On April 14, 2011, the SteelStacks era officially began when more than 500 people gathered in the new Musikfest Café™ to celebrate the opening of the ArtsQuest Center. Pennsylvania First Lady and Pennsylvania Council on the Arts Chair Susan Corbett attended as guest speaker, affirming the importance of the arts in developing and sustaining communities in the Commonwealth. In the days that followed, the ArtsQuest Center's Frank Banko Alehouse Cinemas opened, bringing year-round independent, foreign, scientific and documentary film programming to the Lehigh Valley, and music legend Steve Miller entertained SteelStacks supporters and donors at a special gala and performance to christen the new contemporary performing arts center. During the show, Miller presented ArtsQuest President Jeff Parks with a specially made Martin Guitar to celebrate the opening of SteelStacks.

The year 2011 also featured numerous other highlights at SteelStacks including a special artist's residency by MASS Ensemble during the public grand opening celebration in early May, as well as the opening of the Levitt Pavilion SteelStacks™ July 2. MASS Ensemble, which included a large earth harp whose strings ran from the Air Products Town Square to the roof of the ArtsQuest Center, was a popular attraction, drawing audiences in to experience SteelStacks for the first time. The Levitt Pavilion, made possible through a partnership between the Bethlehem Redevelopment Authority, national Levitt Pavilions and ArtsQuest, was a tremendous success, attracting more than 24,000 people to 40-plus free performances through Labor Day weekend.

One of the goals of SteelStacks was to create a destination that would draw the community together, and the campus definitely fulfilled that promise in 2011. At the TD Bank Stage on the Air Products Town Square, the ArtsQuest Center's Capital Blue Cross Creativity Commons, the Levitt Pavilion and the Musikfest Café presented by Yuengling, more than 400 live performances were offered to the community during the first eight months SteelStacks was open, with many of them absolutely free to attend. In addition, the Frank Banko Alehouse Cinemas offered 43 feature films, along with dozens of other repertoire films, drawing 25,000 guests to the ArtsQuest Center.

The opening of SteelStacks also meant new festivals for the community such as RiverJazz™ presented by Concannon Miller, ¡Sabor! Latin Festival™, SteelJam™, Blast Furnace Blues™ presented by Highmark Blue Shield and Oktoberfest presented by Yuengling. Musikfest, Christkindlmarkt Bethlehem, the InVision Photo Festival™ and PEEPS Fest™ also expanded to the campus, ensuring there was something going on nearly every weekend of the year.

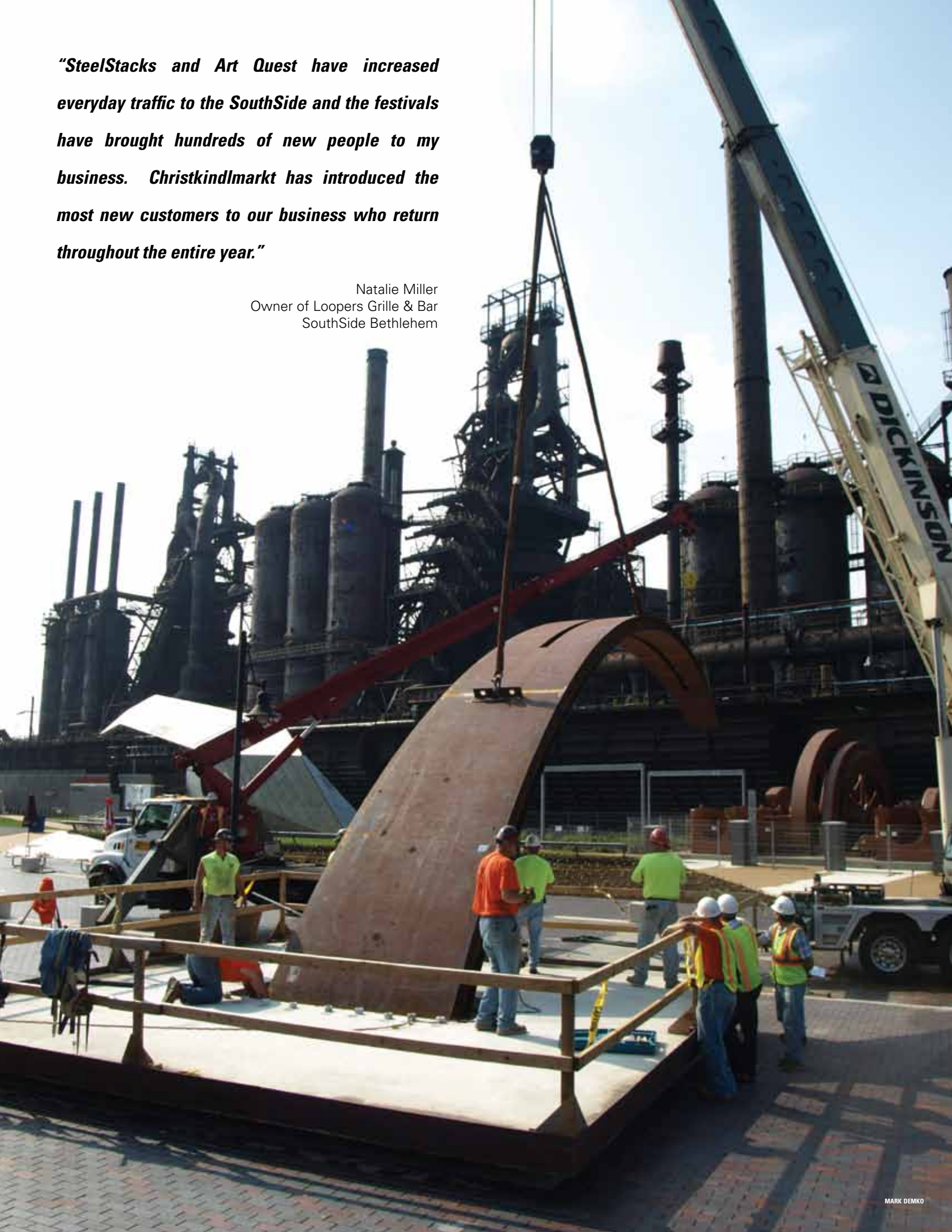
As a place for community celebration, SteelStacks features ample facilities for holding public events. With that in mind, 44 nonprofit organizations used the facilities at SteelStacks at no charge during 2011. In addition, 27 nonprofits held their fund-raising events at the ArtsQuest Center. And thanks to the support of Embassy Bank, patriotic holidays including Memorial Day, Flag Day, Independence Day and Veterans Day are now celebrated at SteelStacks.

As people learned about SteelStacks, more and more guests came out to enjoy the music, festivals and special events taking place there. By Dec. 31, 2011, more than 500,000 people had visited the site, many for festivals such as Musikfest and Christkindlmarkt Bethlehem, and others for private events and activities held by businesses and nonprofits. The opening of SteelStacks was the first time in history that the western end of the former steel plant was open to the public. Not only was this a new experience for many, it also meant that this former industrial plant would once again be the center of community life for many generations to come.



***“SteelStacks and Art Quest have increased everyday traffic to the SouthSide and the festivals have brought hundreds of new people to my business. Christkindlmarkt has introduced the most new customers to our business who return throughout the entire year.”***

Natalie Miller  
Owner of Loopers Grille & Bar  
SouthSide Bethlehem



# Economic Development Through the Arts

***“The arts and cultural sector is the nation’s most under-rated economic engine, producing millions of well-paying jobs. It is our most competitive sector. Many nations are challenging American science and engineering prowess, but few successfully do so in visual arts, a diverse music portfolio, digital media, design and writing...”***

Creative Placemaking, National Endowment for the Arts, 2010

Part of ArtsQuest’s mission has always been supporting economic development in Bethlehem and the Lehigh Valley through the arts. The Lehigh Valley Arts Council recently released a report that showed the arts had an economic impact of nearly \$208 million in the Lehigh Valley in 2010. Of that number, ArtsQuest represented approximately \$39 million, or nearly 20 percent of that figure.

In 2011, using the same economic formula, the total impact of ArtsQuest was estimated at \$77 million including all of the activities at SteelStacks from April-December 2011. This formula takes into consideration not only the direct expenditures of the organization, but also the expenditures of the audiences that attend its programs and events.

Perhaps the most significant economic impact of ArtsQuest and its programs relates to the ability of businesses in the Lehigh Valley to attract and retain a creative workforce. Recruiters for many for-profit and nonprofit organizations in the region use ArtsQuest programs at the Banana Factory and SteelStacks as recruiting tools to attract creative individuals to work, live and play in the Valley. ArtsQuest, through its diverse variety of visual and performing arts programs, cultural events and educational opportunities, has added a substantial cultural element to the region, one that rivals those in communities that are much larger than the Lehigh Valley.

During construction of SteelStacks, more than 200 jobs were created for the construction industry. More importantly, with the opening of the ArtsQuest Center an additional 142 direct and indirect full-time equivalent jobs were created just through this one project.

While SteelStacks provides significant cultural benefits to Lehigh Valley residents, it has also added to the tourism draw of the region, supplementing ArtsQuest’s Musikfest and Chriskindlmarkt festivals. In addition to 500,000 people attending the many cultural events and festivals at SteelStacks in 2011, daily tours of the former Bethlehem Steel site were offered by the Historic Bethlehem Partnership. These tours, which ran all but three days from April 15-Dec. 31, attracted 2,132 visitors to the site. ArtsQuest also produced the 30-minute documentary *Bethlehem: The Christmas City*, which details the history of Bethlehem from its founding in 1741 to the present, including extensive information about Bethlehem Steel. The film, which is shown daily at the ArtsQuest Center, has been seen by thousands of people since its first screening.

SteelStacks has created a unique destination, which, in partnership with the nearby Sands Casino Resort, will enhance tourism for Bethlehem and the Lehigh Valley to an extent not before seen. ArtsQuest’s contributions to cultural tourism have been significant, and they will continue to be an important part of attracting visitors and conference and convention businesses to the Lehigh Valley for decades to come.

***“ArtsQuest, with the opening of the SteelStacks campus, has filled an important need in the Lehigh Valley’s offerings – consistent, high-quality evening entertainment. Prior to the opening of the campus, Lehigh Valley had evening entertainment but it was not available every night. Now we can recommend it since there is activity nearly every night.”***

Mike Stershic,  
President, Discover Lehigh Valley



***"Music lifts lives, brings us together and creates community. Levitt Pavilion SteelStacks and ArtsQuest are realizing these truths brilliantly. What an amazing gift for the Lehigh Valley and beyond."***

Elizabeth Levitt Hirsch, Levitt Pavilions Board President



***“SteelStacks has jump started interest in redeveloping other buildings on the site. I am confident that the public investment we have made will spur another wave of private investment on the site. Bethlehem already has a reputation as one of the best places in the country to live, raise a family and start a new business, and SteelStacks will take our city to another level.”***

Bethlehem Mayor John Callahan



# Increasing Access to the Arts

ArtsQuest has long been dedicated to providing access to exceptional artistic, cultural and educational experiences. Through the presentation of music, visual arts, film, arts education, youth programming and cultural events, the organization is able to touch the lives of more than 1.3 million people annually.

With the opening of SteelStacks, ArtsQuest has been able to greatly increase the music and art performances and programs it offers. Today, people from throughout the region are able to enjoy more than 1,000 concerts and events presented by ArtsQuest, with approximately 80 percent of guests enjoying them free of charge. The development of SteelStacks has radically changed the landscape of South Bethlehem, replacing an abandoned Brownfield with dynamic music venues, festivals, quality children's programming, a farmers market and much more.

Through festivals such as RiverJazz, Blast Furnace Blues and the ¡Sabor! Latin Festival, as well as the DANCENOW SteelStacks contemporary dance programs, the new cabaret series and other innovative programs, audiences are experiencing a diverse array of entertainment, much of which was previously only available in larger metropolitan areas. The organization has also been able to enhance and add to its arts education programming for children, with school programs by renowned artists such as MASS Ensemble and Zany Umbrella Circus, as well as children's performances at Peas & Qs and the Levitt Pavilion Family Series presented by Good Shepherd Pediatrics. In addition, it continues to provide quality educational programs for school students through the Banana Factory community arts center. From the B-Smart afterschool enrichment program for Bethlehem area middle school students, to the BananaWORKS summer art and job skills program for teens, ArtsQuest is having a positive impact on hundreds of students throughout the region, many of whom are at-risk.

Larger festivals such as Musikfest and Christkindlmarkt Bethlehem are attracting people from throughout the region and across the country to SouthSide Bethlehem and SteelStacks, making the city one of the premier destinations in the Northeast for arts and cultural programming. In total, more than 500,000 people from 30-plus states visited the SteelStacks campus in 2011, with the end result being an economic impact of nearly \$30 million in the community.

## 526 Reasons to Love SteelStacks

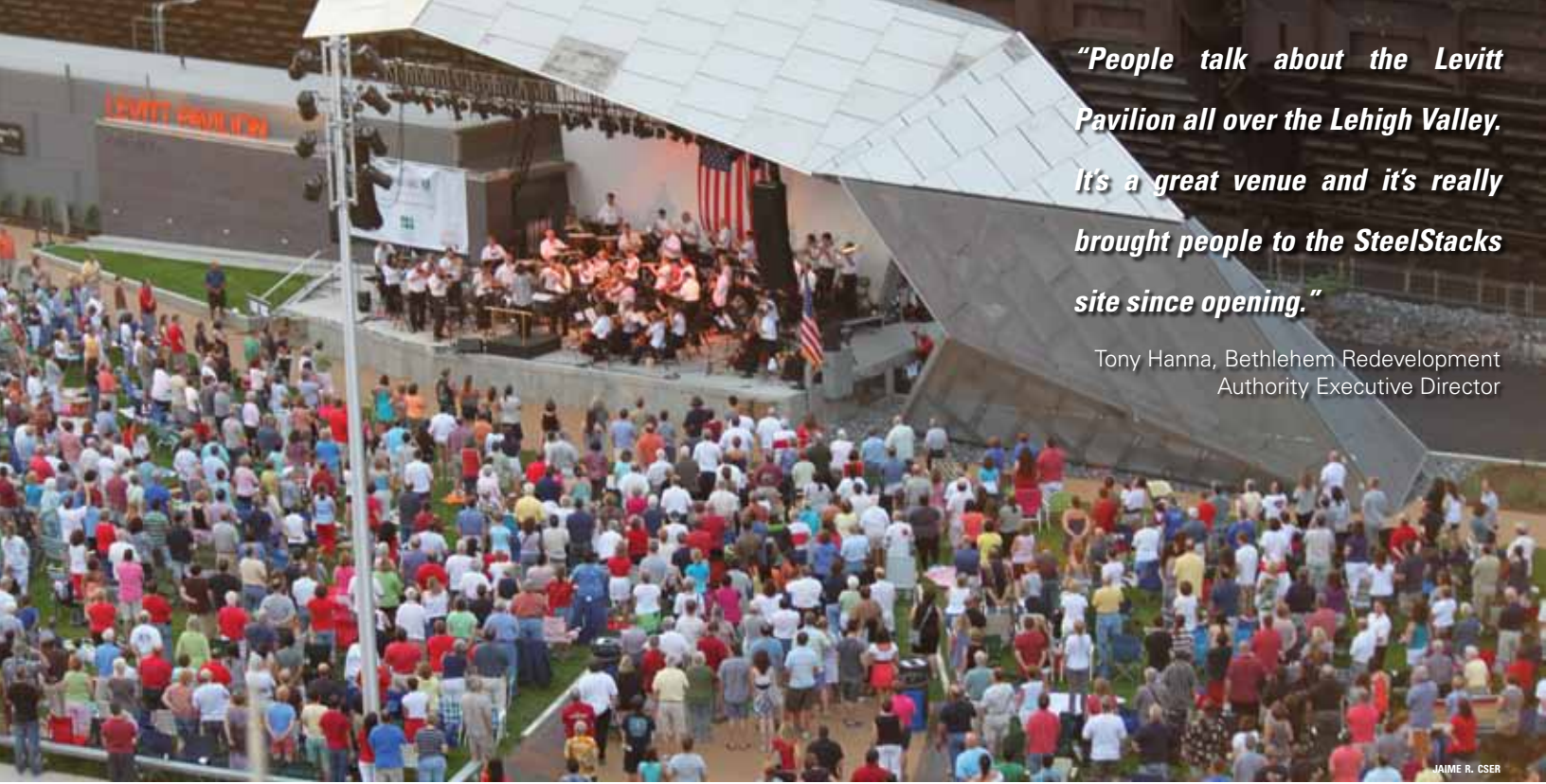
From April-December 2011, audiences were able to enjoy 526 new programs, performances, exhibitions and special events at SteelStacks. That's nearly a 100-percent increase in ArtsQuest's community programming from 2010 to 2011. Here's a look at how it all breaks down:

- 219 – Free Performances at the TD Bank Community Stage/ Air Products Town Square and the ArtsQuest Center Capital BlueCross Creativity Commons
- 109 – Concerts in Musikfest Café presented by Yuengling
- 100 – Films in Frank Banko Alehouse Cinemas
- 44 – Free Concerts at Levitt Pavilion SteelStacks
- 36 – Children's Peas & Qs Programs
- 5 – New Festivals
- 8 – Art Exhibits at Alvin H. Butz Gallery in the ArtsQuest Center
- 5 – DANCENOW Performances
- 2 – Cabaret Shows

# Appreciating the Arts

The work of local, regional and internationally known artists is featured prominently at SteelStacks, adding to the beauty of the revitalized former steel mill.

In 2011, four major public art pieces – The Bridge and The Flame by Elena Colombo, Celebration of Life by Salma Arastu and Transformation by Stephen Antonakos - were installed on the campus, while eight visual arts exhibits were offered at the ArtsQuest Center's Alvin H. Butz Gallery.



***"People talk about the Levitt Pavilion all over the Lehigh Valley. It's a great venue and it's really brought people to the SteelStacks site since opening."***

Tony Hanna, Bethlehem Redevelopment Authority Executive Director

## Levitt Pavilion

On a picture-perfect evening last July, hundreds of people from throughout the Lehigh Valley gathered on the former Bethlehem Steel site in Bethlehem. Once home to more than 30,000 men and women who toiled to make the steel that helped build our country's bridges, skyscrapers and warships, the long-closed former steel plant was now reborn as a destination for celebration and song!

July 2, 2011 marked a magical night for the Lehigh Valley and Eastern Pennsylvania as the City of Bethlehem christened its Levitt Pavilion with a free concert featuring the music of the one and only Marcia Ball. On the amphitheater's lawn, people sat in chairs, relaxed on blankets and danced the night away while the four-time Grammy nominee and eight-time Blues Award winner served up her special blend of boogie woogie, zydeco and soul. The community came out en masse, highlighting what makes each and every Levitt Pavilion so special in the communities they call home.

At the heart of the Levitt Pavilion is a simple yet impactful mission – bring the community together through music. Each Levitt presents a diverse lineup of FREE summer concerts, ensuring there's something for everyone, no matter their interests and no matter their age. At SteelStacks, the Levitt Pavilion serves as one of the anchors of the site, its 21st century design a stark yet beautiful contrast to the towering blast furnaces and former industrial buildings on the site. The amphitheater, with its sweeping, green lawn, brings a much-needed natural element to the site, one that's otherwise dominated by browns, reds and other industrial hues.

From Independence Day weekend through Labor Day weekend, audiences at the Levitt Pavilion experienced a vast array of concerts including rock, blues, R&B, country, Celtic and Latin music as part of the inaugural Highmark Blue Shield Summer Concert Series. On Wednesday nights, the pavilion put the spotlight on talented local artists from throughout the region, while on Sunday evenings, families enjoyed shows by popular children's performers at the Levitt Family Series presented by Good Shepherd Pediatrics.

Making all of the quality, free music possible was an amazing partnership that started with Sands BethWorks Retail LLC donating the land for the amphitheater, followed by the City of Bethlehem Redevelopment Authority and Mortimer Levitt Foundation coming together to build the dynamic music venue. The pavilion, developed by prominent design firm Wallace Roberts & Todd, is now managed by ArtsQuest, with its summer concert series programmed by the volunteer-based Friends of the Levitt Pavilion Board, along with support from dedicated community partners such as Highmark Blue Shield, Good Shepherd and Mack Trucks.

During its inaugural year, Levitt Pavilion SteelStacks presented 44 summer concerts, attracting more than 24,000 people to SteelStacks. A site that had once served as the economic lifeblood of the community but had long been closed was once again teeming with life, highlighting the Levitt Pavilion's amazing ability to draw people together by sharing with them the world of music.



## Levitt Pavilion SteelStacks Inaugural Lineup

### JULY

July 2 - Marcia Ball  
July 3 - A & C La Banda  
July 6 - Mambo Kaliente  
July 7 - The Revelations featuring Tre Williams  
July 8 - Red Elvies  
July 9 - The Lustre Kings  
July 10, 5 p.m. - Kiddle Karoo  
July 10 - One World Tribe  
July 13 - The Dan May Band  
July 14 - Charles Walker Band  
July 15 - Eilen Jewell  
July 16 - String Fever  
July 17, 5 p.m. - Guy Mendilow Band  
July 17 - Luis Josel y su Swing Bachatero  
July 20 - Orquesta Yarey  
July 21 - Deb Callahan Band  
July 22 - Rani Arbo & Daisy Mayhem  
July 23 - Telesma  
July 24, 5 p.m. - Rocknoceros  
July 24 - Manny Colon & Elio Villafranca  
July 27 - Jibaro con Tumbao  
July 28 - Eric Tessmer Band  
July 29 - Foggy Mountain Hilton  
July 30 - Ambrosia  
July 31, 5 p.m. - Cathy & Marcy  
July 31 - Suzette Ortiz & Her Latin Sounds

### AUGUST

Aug. 3 - Ajar  
Aug. 4 - Smokin' Joe Kubek & B'Nois King  
Aug. 17 - Wiso Aponte  
Aug. 18 - John Lee Hooker, Jr.  
Aug. 19 - The Doc Marshalls  
Aug. 20 - Papo "Forajido" Gely y Los Latinos del Son  
Aug. 21, 5 p.m. - Seona McDowell  
Aug. 21 - The Young Dubliners  
Aug. 24 - The Singing Boys of Pennsylvania  
Aug. 25 - Curtis Salgado  
Aug. 26 - Shotgun Party  
Aug. 27 - Tequila Mockingbird Orchestra  
Aug. 28, 5 p.m. - Moona Luna  
Aug. 28 - HuDost  
Aug. 31 - Ashe Latin Jazz Ensemble

### SEPTEMBER

Sept. 1 - Pat Wilder Band  
Sept. 10 - Blood, Sweat & Tears  
*Levitt Pavilion SteelStacks Benefit Concert*

***"Music is a language that interconnects all cultures and has a way of bringing together people from all walks of life. The summer-long free concerts at Levitt provide that invaluable opportunity. Highmark constantly looks to strengthen our communities through creative programs, vibrant partnerships and strategic giving. Our partnership with Levitt Pavilion is a perfect example and we are so very proud to be a part of that experience."***

Jane Stone, Community Affairs, Highmark Blue Shield

## Friends of the Levitt Pavilion SteelStacks Board of Trustees

James Creedon, Chair  
*Senior Vice President Construction, Facilities and Operations, Temple University*

Mary Stubbmann, Vice Chair  
*COO, Aesthetic Surgery Associates*

Claudia Benner, Secretary  
*Community Volunteer*

Carla Kevitch, Treasurer  
*Community Volunteer*

Beth Boyer  
*Community Volunteer*

Jeffrey Hunsicker  
*Forensic Consultant*

Victor Schmidt  
*Vice President, Kraemer Textiles*

Kathy Vossough  
*Deputy Director Community & Economic Development, City of Bethlehem*

Billy Kounoupis  
*Owner, Billy's Downtown Diner*

## Levitt Pavilion Corporate and Community Partners

- Aesthetic Surgery Associates
- Baby J Productions/Sabroso Video
- Bethlehem Area School District
- Boyle Construction Inc.
- City of Bethlehem
- County of Northampton
- Dale & Georgia's Biscuit Co.
- El Shaddai Bethlehem Ministries
- Embassy Bank
- Fowler & Peña Creations
- Glazier's Furniture
- Good Shepherd Rehabilitation Network
- Gurdy Beauty Salon
- Highmark Blue Shield
- Kenneth Kitay & Associates, LLC
- lehighvalleylive.com
- Levitt Pavilions
- Mack Trucks, Inc.
- Mortimer & Mimi Levitt Foundation
- Nassau Broadcasting
- Pinebrook Services for Children and Youth
- Profiles Salon
- Sands BethWorks Retail, LLC
- Sands Casino Resort Bethlehem
- TuWay Communications
- West Side Hammer Electric
- WHOL Radio, Inc.
- Word FM









# A Helping Hand

## ArtsQuest Volunteers Make a Difference

When Victor Schmidt moved to Bethlehem in 2010, he was looking for a way to meet new and interesting people. ArtsQuest was a natural fit for the former Berks County resident, since he appreciated how the organization had long dedicated itself to enriching the community through the arts.

A SouthSide resident, Victor watched the ArtsQuest Center construction over the months with vested interest.

"My cocker spaniel Mocha and I walked down to the SteelStacks site every day during construction, and it was very exciting to watch the progress," he recalls. "I knew I wanted to become part of what was happening at this amazing site."

True to his word, Victor was one of the first volunteers to lend a hand when the ArtsQuest Center opened in April, making sure that guests had a great time on the first night of the Frank Banko Alehouse Cinemas. His partner for the evening, Charlene Ottinger, was a former volunteer with Eastern Salisbury ambulance service and she, too, was looking for a unique way to get involved with and give back to the community.

Victor and Charlene are two of the many examples of how volunteers have been with ArtsQuest every step of the way, from the first Musikfest in 1984 to the first day of the ArtsQuest Center. Each year, more than 2,000 dedicated men and women donate their time and talents so that guests can enjoy music, art, festivals and more, both at SteelStacks and the Banana Factory arts and cultural center.

A frequent patron of the Frank Banko Alehouse Cinemas and First Fridays at the Banana Factory, Victor has since become involved with the Levitt Pavilion, serving as a volunteer on the board. In addition, his family business, Kraemer Textiles in Nazareth, sponsored a Levitt show, giving concert-goers free skeins of their knitting yarn.

For Charlene, the ArtsQuest Center has helped her fill a void left when Eastern Salisbury ended its volunteer ambulance service. She's now a regular usher at the Musikfest Café, plus she also volunteers at First Fridays.

Charlene says one of the joys of volunteering is discovering new bands, with two of her favorite Café shows so far being the Strawbs and the Carl Palmer Band.

"If you are doing an event with a nice group of volunteers, it can turn into a really fun evening out," she says.

ArtsQuest thanks all of the 2,000-plus volunteers who lent a helping hand in 2011 – your support of our programming is greatly appreciated, not only by us, but also by the entire community!

### 2011 Volunteerism by the Numbers

ArtsQuest Volunteers contributed 61,944 hours to the organization in 2011, with an average of 23 hours donated by each person. ArtsQuest would need to hire about 30 full-time staff members to fill the hours contributed by its amazing volunteers!

Number of Volunteers	Event/Program
1,780	Musikfest
257	Christkindlmarkt/Christmas City
592	ArtsQuest Center/Banana Factory
36	PEEPS Fest



ALISTAIR DURIE

## ArtsQuest Leadership

### ArtsQuest Foundation

Jeffrey Kurtz, Chair  
General Manager, MetLife East Penn

Marlene O. Fowler, Vice Chair  
Principal, Fowler & Pena Creations

G.K. Kapoor, Secretary  
Community Volunteer

Mark Jobes, Treasurer  
Vice President, Lafayette Ambassador Bank

Jack Yaissle  
President, Cornerstone Advisors

Arthur Katsaros  
Community Volunteer

Dennis Benner  
Partner, Benner & Piperato

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James Nallo  
Partner, Offset Impressions

G.K. Kapoor  
Community Volunteer

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Stephen Flank  
Community Volunteer

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Donna Taggart  
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*The Total Package*

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Timothy Canfield  
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Ryan Dunn  
*Partner, Dunn Twigg Co.*

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Michael McCarty  
*Vice President, Bank of America*

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*President, Hayden Resources*

Ann Knerr  
*Trans-Bridge Lines*

Kenneth White  
*R. R. Donnelley*

Sonia Finnegan  
*Account Executive, Capital Blue Cross*

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*Principal, Fowler & Pena Creations*

David Sestak  
*Media Five Entertainment*

Mary Beth Golab  
*Senior E-Marketing Specialist, Air Products*

Shirin Nabati  
*Surface Chemistry Discoveries*

Silagh White  
*Director of Arts Engagement and Community Affairs, Lehigh University*

Ricardo Viera  
*Director of Art Galleries, Lehigh University*

David Rehrig  
*Community Volunteer*

David McCormack  
*Owner, American Hairlines*

Olaf Starorypinski  
*Photographer*

Debra Mellish  
*Community Volunteer*

Paul Farr  
*EVP & CFO, PPL Corp.*

## Friends of the Levitt Pavilion

### SteelStacks

James Creedon, Chair  
*Senior Vice President Construction, Facilities and Operations,  
Temple University*

Mary Stubbmann, Vice Chair  
*COO, Aesthetic Surgery Associates*

Claudia Benner, Secretary  
*Community Volunteer*

Carla Kevitch, Treasurer  
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Beth Boyer  
*Community Volunteer*

Jeffrey Hunsicker  
*Forensic Consultant*

Victor Schmidt  
*Vice President, Kraemer Textiles*

Kathy Vossough  
*Deputy Director Community & Economic Development, City of Bethlehem*

Billy Kounoupis  
*Owner, Billy's Downtown Diner*









## Strength in Numbers

One of the reasons that the community is able to experience so many free performances at SteelStacks and Musikfest is the support of ArtsQuest's amazing members. In 2011, ArtsQuest membership grew by almost 40 percent, with members coming from as far away as Massachusetts, Florida, Wyoming and even Australia.

The contributions of ArtsQuest's members play a key role in helping the organization present more than 750 FREE performances for the region throughout the year, and are instrumental in making our education and outreach programs possible. ArtsQuest thanks all of you for your support throughout the year!

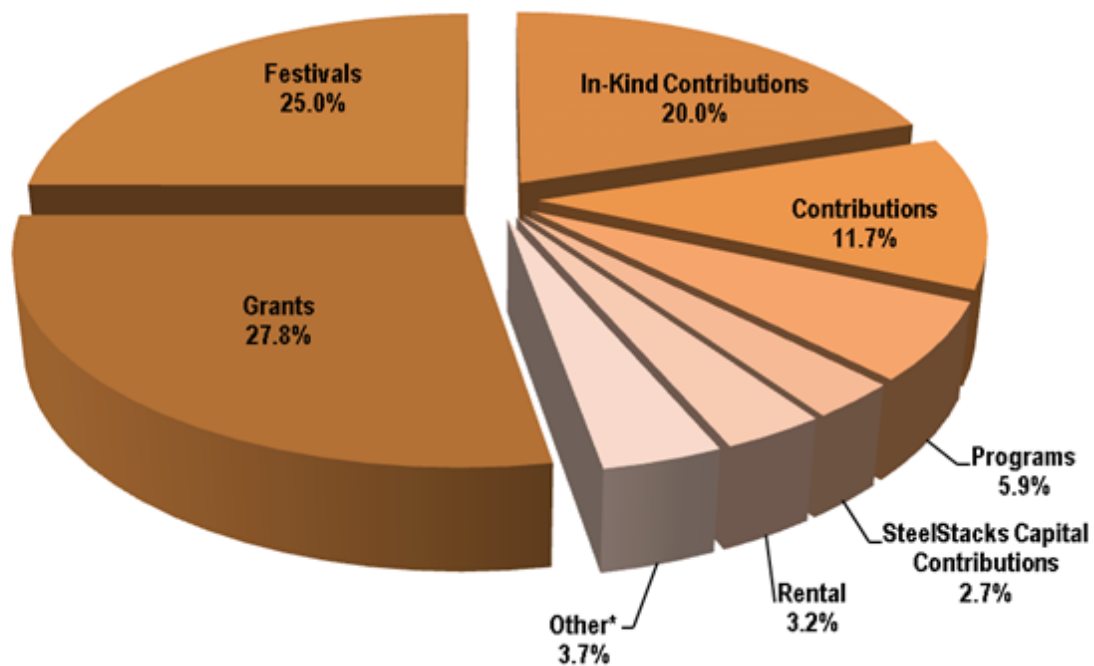
***"I like supporting what I consider a really great cultural organization. Having the opportunity to see and hear live music in the Lehigh Valley almost every night of year...awesome!"***

Rob, Center Valley, PA – ArtsQuest Member since 2010

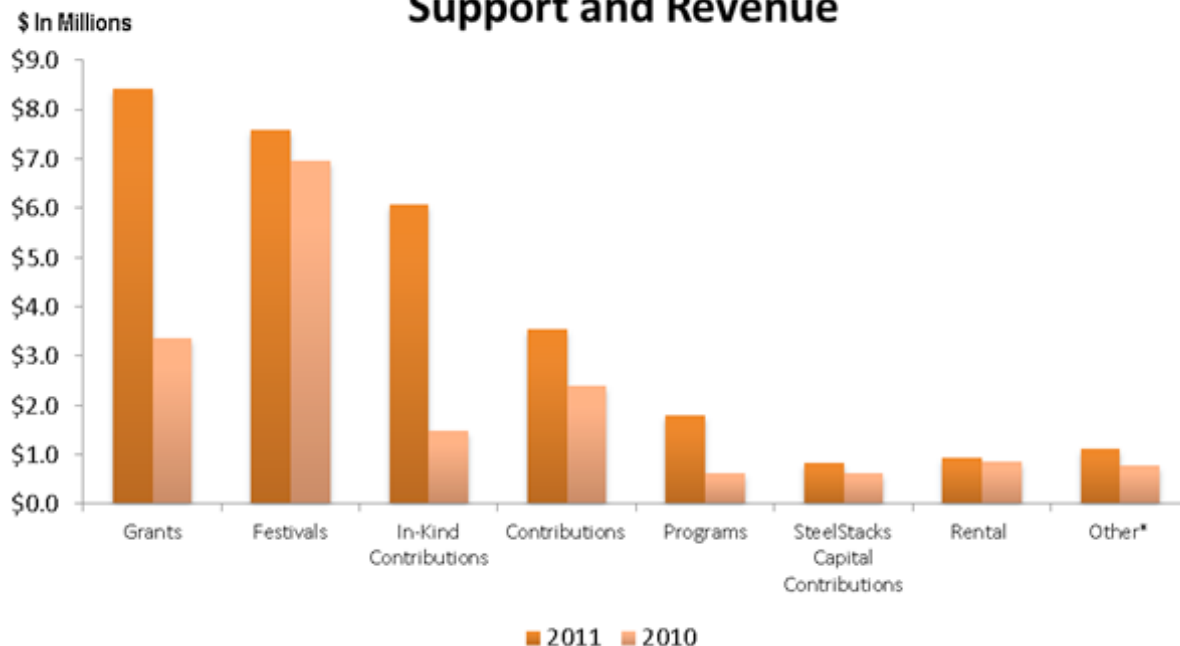
# Revenue Highlights

Overall, revenue in 2011 exceeded those in 2010 by \$13.2 million or 77 percent. The primary contributors were the receipt of \$6.5 million in state Redevelopment Assistance Capital Program grants and \$3.4 million from in-kind contributions of equipment, all of which was incorporated into the cost of the ArtsQuest Center. \$2.2 million in additional festival, box office and event revenues derived from the opening of the ArtsQuest Center.

## 2011 Total Support and Revenue - \$30,329,616



## Support and Revenue

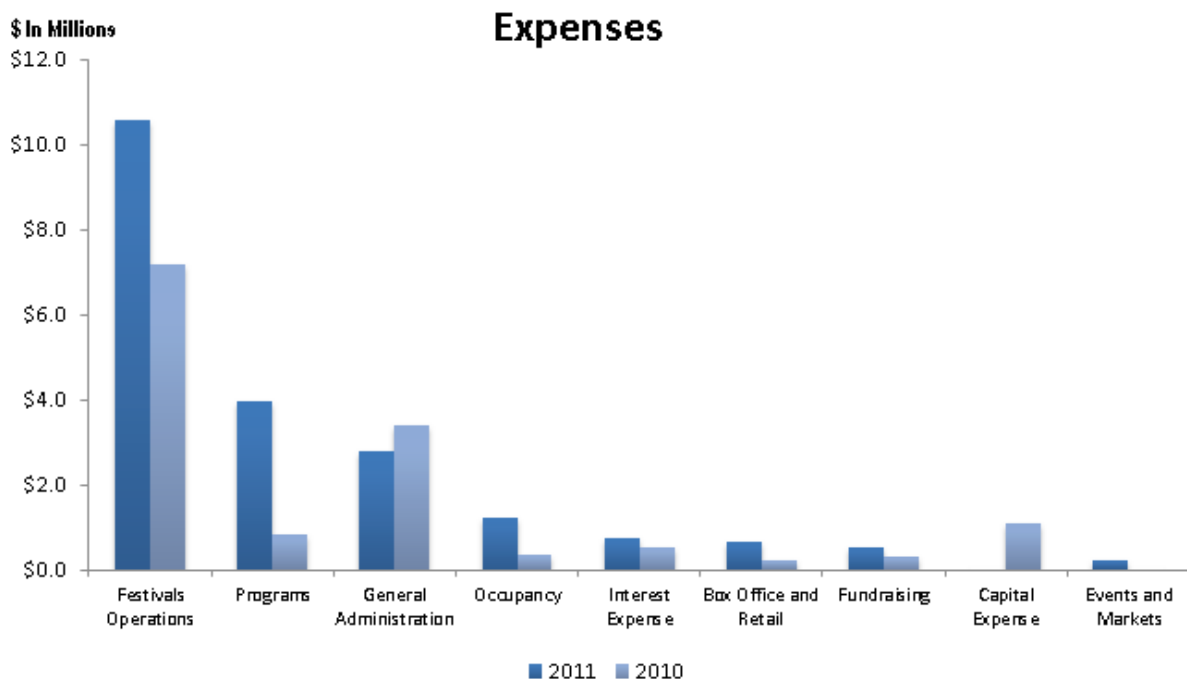
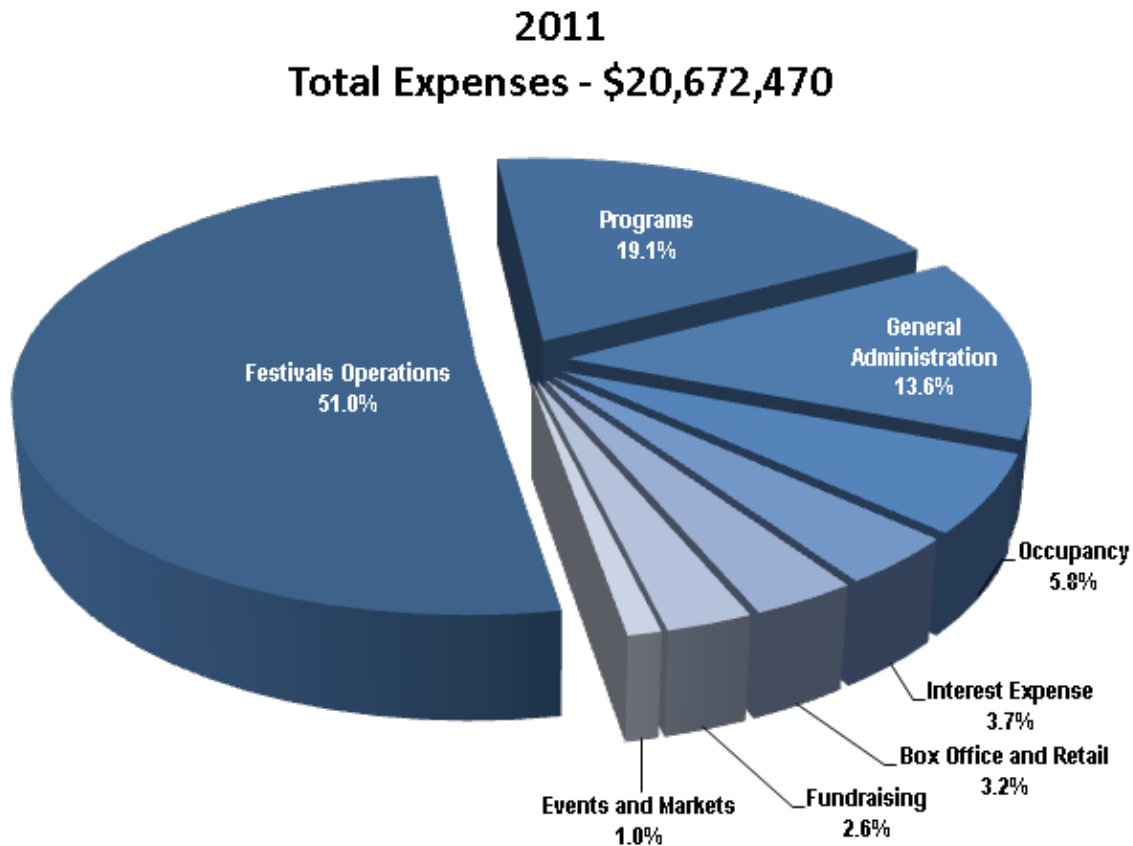


\*Other includes Box Office and Retail, Interest Income and Events & Markets (Events & Markets in 2011 only)



# Expense Highlights

Overall, expenses in 2011 exceeded those in 2010 by \$6.8 million or 49 percent. The increase is primarily due to the opening of the ArtsQuest Center and the related expansion of operations. New program expenditures of approximately \$3.4 million included the operation of the Levitt Pavilion, Musikfest Cafe, Cinema, Town Square and Farmers Market. Four new festivals initiated during 2011 added approximately \$1 million of additional expense and the weather, flooding and expansion of the 2011 Musikfest created an additional \$1.9 million in expenses.





## Corporate and Community Partners

- 401! Creative
- 6abc
- A D Computer Corporation
- A-1 Limousine
- AAA East Central
- AAA Moving and Storage
- ABE Fence
- Accessories Boutique
- Adams Outdoor Advertising of the Lehigh Valley
- Aesculap
- Aesthetic Surgery Associates
- Aetna
- Afiliis
- Air Products
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- Allentown Art Museum
- Allentown Brew Works
- Alvin H. Butz, Inc.
- American Cancer Society
- American Christian School Society
- American Diabetes Association
- American Hairlines
- Angel Flight East
- Anthony Party Rentals
- Apex Events, LLC
- Apotheca Salon & Boutique, LLC
- ATR Systems, Inc.
- B. Braun Medical, Inc.
- Baby J Productions/Sabroso Video
- Bank of America
- Banko Beverage Company
- Bath Fitter
- Best Western Lehigh Valley Hotel & Conference Center
- Bethlehem Business Forms
- Bethlehem Dairy Store
- Bethlehem Housing Authority
- Bethlehem Morning Star Rotary
- Bethlehem Orthodontics
- The Bethlehem Press | East Penn Publishing
- Boulevard Frame & Art
- Brand Connections, LLC
- Brickman Group, Ltd.
- Brown-Forman Beverages
- C. F. Martin & Co.
- Capital BlueCross
- Caruso Benefits Group
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- Christmas City Printing
- Citadel Broadcasting
- City of Bethlehem
- Clear Channel Communications
- Clipper Magazine
- Coca-Cola Bottling Co of the Lehigh Valley
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- Comfort Inn Bethlehem
- Comfort Suites Bethlehem
- Community Action Development Corporation of Bethlehem
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- Concannon Miller & Co., P. C.
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- Cumulus Media
- D. G. Yuengling & Son
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- Enterprise Holdings Foundation
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- Genesco Sports Enterprises
- Good Shepherd Rehabilitation Network
- Greater Lehigh Valley Chamber of Commerce
- Greenleaf Productions
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- The Grotto LLC dba The Bookstore
- The Guardian
- Hale Trailer, Brake & Wheel
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- The Hartford Financial Services Group
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- Holt Family Foundation
- Homewood Suites by Hilton Bethlehem
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- Housing Authority of the City of Easton
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- Just Born, Inc.
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- Kitchen Magic
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- Kohl's
- Lafayette Ambassador Bank
- The Lafayette Inn
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- Lehigh Valley Economic Development Corporation
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- Tri Outdoor, Inc.
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- TuWay Communications
- UGI Utilities Inc.
- US Foods
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- Valley Social Magazine
- Viamedia
- Victory House of the Lehigh Valley, Inc.
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- WGPA Radio Sunny 1100
- WHOL Radio
- WNPV Radio
- WNTP/WFIL
- Women's Leadership Initiative, United Way
- Woodloch Pines
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- WRTI Radio
- WXLV FM
- WXPB 88.5 FM



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