

LEHIGH VALLEY ARTS & CULTURAL ALLIANCE

# PROSPECTUS



**LACA**

LEHIGH VALLEY ARTS & CULTURAL ALLIANCE



## KEEP IN TOUCH WITH LEHIGH VALLEY ARTS & CULTURAL ALLIANCE



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# Overview

## OUR VISION

To foster a cohesive, connected community of artists, audiences, patrons, and arts and cultural organizations in the Lehigh Valley that ultimately advances a stronger, more impactful, and accessible arts and cultural sector.



## OUR MISSION

To empower a vibrant Lehigh Valley arts and cultural community, foster connections and accessibility, and provide a vigorous voice advocating for art and culture to improve the quality of life for all.



# About Us



*(L to R) Todd Watkins, David Mickenberg, Ann Lalik, Elizabeth Massa, Jacqui Schwartz, Tanya Tyler, Meg Mikovits, Sean King*

The Lehigh Valley Arts & Cultural Alliance (LVACA) is a nonprofit 501(c)3 organization that serves the array of artists and arts organizations integral to the life and vitality of our community.

## OUR TEAM

**Sean King**, Managing Director

**Meg Mikovits**, Assistant Managing Director

**Susan Morelock**, Development & Marketing Manager

**Deborah Rabinsky**, Artistic Operations

**Pas Simpson**, Community Coordinator

## BOARD MEMBERS

**David Mickenberg**, President

**Ann Lalik**, Vice President

**Todd Watkins**, Treasurer

**Elizabeth Massa**, Secretary

**Sumer Noel**

**Andrene Brown-Nowell**

**Jill Odegaard**

**Jim Toia**

**Tanya Tyler**



# Young at Art

March 2024



Since 2015, **Young at Art** has inspired families across the Lehigh Valley with hands-on arts experiences, fostering a love for creativity while promoting nonprofits and small businesses focused on creative education.

In 2024, the event featured youth performances in music, theater, and dance with real-time ASL interpretation for accessibility, along with interactive demonstrations where children explored activities like dance, yoga, and parkour led by some of the region's most dynamic creative education providers.

**Young at Art** continues to champion the transformative power of the arts by making them inclusive, accessible, and vital to the local creative economy.



**500+**

attendees from across the region



**23**

arts & culture organizations



**9**

youth performances



**7**

interactive demonstrations



# Disability Pride Lehigh Valley

July 2024



For the second year, the Lehigh Valley Arts & Cultural Alliance hosted **Disability Pride Lehigh Valley**, a festival fostering a vibrant, inclusive celebration of disability culture at the Arts Park in Allentown.

This event advocates for disability pride and accessibility in all facets of community life by creating a welcoming space where attendees explore resources, participate in accessible games, and enjoy live performances by disabled musicians. In collaboration with The Baum School of Art, the festival also featured an art exhibit showcasing the work of disabled artists, highlighting the diverse talents within the community.

LVACA continues to advocate for making arts and culture accessible to all.



**300+**

attendees from across the region



**40**

artists featured in an exhibition



**32**

vendors



**5**

live performances



# Lehigh Valley Arts + Culture Convening

May 2024



## Lehigh Valley Arts + Culture 2024

championed the arts as a vital force for regional growth and well-being, bringing together over 100 leaders from arts organizations, independent artists, and stakeholders in business, government, education, and philanthropy.

This inaugural event served as a platform to advocate for the arts as a driver of economic vitality and community health, highlighting their essential role in shaping the region's future. Participants collaborated to share ideas and strategies, exploring how to amplify the impact of existing resources while fostering a more inclusive and vibrant arts ecosystem. The event underscored the arts as a cornerstone of the Lehigh Valley's identity, advocating for their integration into all aspects of community life.

## SPEAKERS

### Randy Cohen

Vice President of Research  
Americans for the Arts

### Lesia Ukman

Founder  
ProSocial Valuation

## PANELISTS

### Berrisford Boothe

Artist, Curator, Author

### Becky Bradley

Executive Director  
Lehigh Valley Planning Commission

### Leela Breithaupt

Executive Director  
The Bach Choir of Bethlehem

### Jason King Jones

Artistic Director  
Pennsylvania Shakespeare Festival

### Stephen P. Link

Director of Philanthropic Services  
Cornerstone Advisors Asset Management

### J. William Reynolds

Mayor of Bethlehem



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# Lunch & Learn Series

A free monthly lecture series featuring nationally recognized guest presenters. The series focuses on art and accessibility — a pillar of our organizational mission — and aims to inform Lehigh Valley artists, art educators, arts supporters, and arts & cultural venues about ways to make the arts more accessible to all.



## **Accessible Theatre**

Larry Mason, Actor & Director

## **Creative Aging**

Sarah House, Arts for the Aging



## **Assistive Technology in the Arts**

Fatima Nabavian, LVCIL

## **Transformative Public Art**

Jane Golden, Mural Arts Philadelphia



## **Below the Surface: A Perspective on African American Artists and Printmaking**

Curlee Raven Holt, Artist

## **Art-Reach ACCESS Program**

Alex Boyle, Art-Reach

## **Out Beyond**

Maggie Mills, Cedar Crest College  
Michael Freeman, Artist



## **The First Thing About You**

Chaz Hayden, Author

## **Festival UnBound**

Mary Wright & Lisa Jordan, Touchstone Theatre

# Arts & Economic Prosperity 6

2022 – 2023

The Lehigh Valley's arts and culture scene is more than just a source of creativity and entertainment—it's a thriving economic engine and a cornerstone of community well-being. The Lehigh Valley Arts & Cultural Alliance partnered with Americans for the Arts to lead the local effort of the Arts & Economic Prosperity 6 study, a nationwide examination of how nonprofit arts and culture organizations impact economies and communities. Conducted from summer 2022 to summer 2023, the study involved hundreds of organizations and engaged audiences throughout the Lehigh Valley.

## SUPPORTING LOCAL COMMERCE

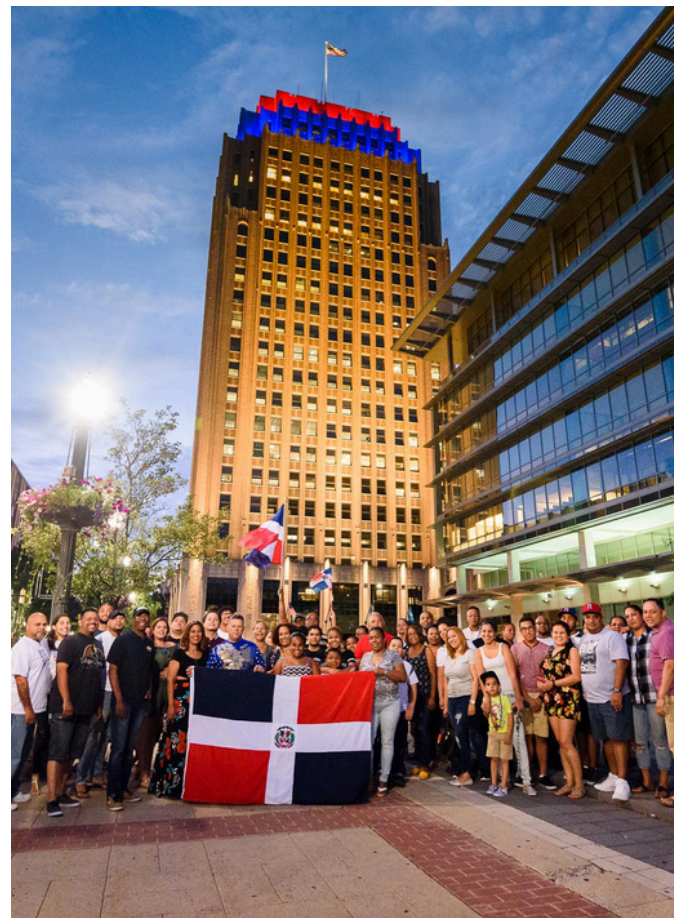
Attending a cultural event is more than just buying a ticket. On average, Lehigh Valley event-goers spend **\$31.75 per person** beyond admission on things like dining, parking, shopping, transportation, and childcare — providing vital income for local businesses.

## THE ARTS & CULTURE ECONOMY

In 2022, the Lehigh Valley's nonprofit arts and culture sector generated a remarkable **\$171.4 million in economic activity**. This included **\$80.6 million** spent directly by organizations and **\$90.8 million** in event-related spending by attendees. This spending supported **2,590 local jobs**, contributed **\$104.0 million in personal income**, and generated **\$32.1 million in tax revenue** across local, state, and federal governments.

## ARTS & CULTURE IS GOOD BUSINESS

Nonprofit arts & culture organizations employ residents, make purchases from nearby businesses, and promote the Lehigh Valley through their marketing and events. These organizations spent **\$80.6 million** in 2022, supporting **1,456 jobs** and generating **\$17.6 million in tax revenue**.





# Mural Projects

LVACA actively participates and encourages the creation of murals as a means of neighborhood improvement, economic development and education. We have partnered with regional organizations to install murals while also training a new cohort of mural artists to work throughout the Valley while earning a living wage as an artist.



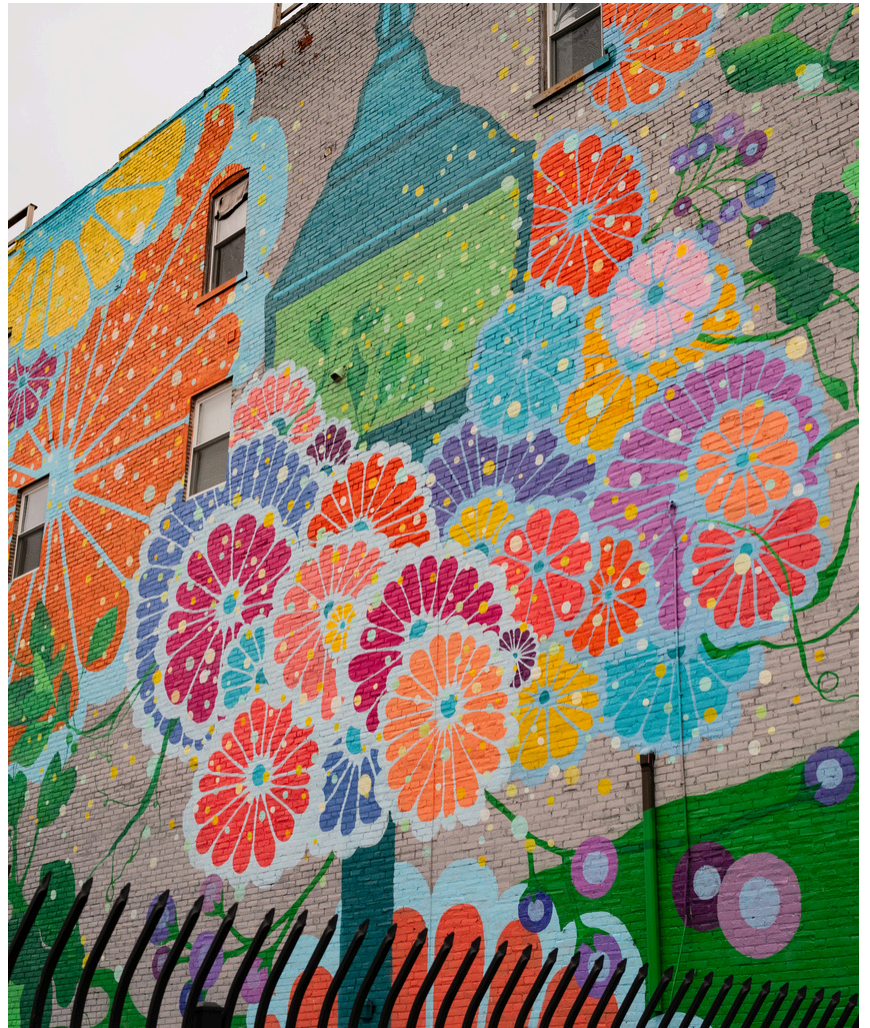
**325+**

children involved in the creation of the murals



**3**

new murals installed in Downtown Allentown



## IN BLOOM

Artists Pau Quintanajornet  
& Kyle Edwards

1033 Hamillton Street, Allentown

This vibrant 9,450 square foot mural depicts boldly colorful flowers and greenery is a celebration of art and community in the heart of Allentown's Downtown West neighborhood.



# Mural Projects



## THE AFFINITY CONTINUUM

Artist Carla Majczan

815 Hamilton Street, Allentown

The STEAM mural is the result of a collaboration between Lehigh Valley Arts & Cultural Alliance (LVACA), the Lehigh Valley Children's Centers Inc. (LVCC), and the Da Vinci Science Center. Local artist and Bethlehem Area School District art teacher Carla Majczan worked with more than 300 LVCC children to design the mural, which marries elements from original artworks generated by the students, likenesses of several students included in the project, and Majczan's own imagery.





# Mural Projects



## SYMBOLS OF FREEDOM

Artist Monica Salazar

31 S. 9th Street, Allentown

Mural Artist Monica Salazar worked with 25 children from the Fine Feather Foundation summer camp to collaboratively design this mural. Over the course of several workshops, students worked to draw, sculpt, and arrange the final mural design. For inspiration, students visited Camp Fowler in Orefield to see and experience nature firsthand. Monica synthesized the student-driven material to prepare and execute the final piece.

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# With Gratitude

We are grateful to the organizations and entities that make our work possible.

## Seasonal Champions



## Program Sponsors



## Community Partner





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# Looking Ahead



## YOUNG AT ART 2025

Young at Art, our annual expo of creative learning, is scheduled for Saturday March 15, 2025 at Penn State Lehigh Valley

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## LEHIGH VALLEY ARTS + CULTURE CONVENING 2025

Scheduled for May 2025, the event will include keynote speakers, breakout sessions, and professional development opportunities.

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## ARTS & CULTURE PROJECT GRANTS

Lehigh Valley organizations and artists will have access to project grants to support creative, community-engaged art projects and programs.

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## STUDY: CREATIVE WORK POST-COVID

This study focused on individual artists and arts and cultural organizations will guide programming, advocacy, and funding efforts, ensuring data-driven support for the region's creative community.

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# Looking Ahead



## HR AND LEGAL SERVICES

We're partnering with the MidAtlantic Employers' Association (MEA) to deliver business solutions to small arts organizations. LVACA members will find comprehensive HR, recruitment, talent development, legal, and compliance help, all in one place, as a benefit of membership.



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## ART-REACH ACCESS

The Art-Reach ACCESS program provides \$2 admission to over 80 cultural sites throughout Greater Philadelphia for individuals receiving public assistance for food or medical benefits. We're facilitating the expansion of the program to the Lehigh Valley in 2025.



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## GREATER LEHIGH VALLEY ARTS PATRON SURVEY

A broad look at the motivations, barriers, and preferences that influence people to engage in arts and culture events. This project is in partnership with The Arts at Lafayette.



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## LEHIGH VALLEY ARTS EDUCATION LANDSCAPE

This project is in partnership with the Dexter F. and Dorothy H. Baker Foundation and will yield a comprehensive overview of youth arts education programming, gaps, and opportunities in the region.



