

Nicole Hayes Harrell

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Cover Story - International Festivals & Events Association's Winter Industry Magazine



BETHLEHEM, Pa. – [Musikfest](#), twice named the No. 1 Music Festival in North America by the USA Today/10Best readers' poll, kicked off with a sold-out crowd on Aug. 5, 2021. ArtsQuest's 38th annual festival, which features live musical performances on stages throughout Bethlehem, Pennsylvania, came together in record time this year thanks to the flexibility of artists, the demand from local businesses and a strong partnership with the City of Bethlehem.

Overall, an estimated 1,127,000 people attended Musikfest in 2021 and the 11-day festival had an estimated \$67 million impact on the Lehigh Valley Region of Pennsylvania. The 'fest featured approximately 500 free performances from more than 300 musical artists, providing paying gigs for musicians after a challenging year and a half in the

industry. Highlights of this year's 'fest included headlining acts Darius Rucker, Zedd, Sam Hunt, Shinedown, Phillip Phillips, Preservation Hall Jazz Band, Jimmie Allen, Colin Hay Band, The Wood Brothers, Black Violin, Hector Tricoche and Michael Stuart.

"More people than ever stopped me during Musikfest and said, 'we needed this,'" ArtsQuest COO, Curt Mosel said. "A few months ago, we did not even know if we would be able to have Musikfest. To see it all come together has been incredible. None of this would be possible without the hard work of our team, hundreds of dedicated volunteers, sponsors, members and local businesses and community leaders."

Musikfest featured 150 corporate sponsors, more than two dozen artisans/retailers and over 30 food vendors. In

2021, Musikfest also introduced The Inclusion Zone, a sensory-supportive space that provided services, tools and amenities to benefit individuals with sensory-processing difficulties of all ages and abilities. Alongside regular programming, in honor of those impacted by COVID-19, ArtsQuest and another local nonprofit, New Bethany Ministries, joined forces to present Poppies of Remembrance, Lanterns of Hope. Artists were asked to #PauseTheMusik and red lanterns were illuminated in honor of those we lost, those still struggling and those fighting on the frontlines of the pandemic. Proceeds benefited both organizations. This year's original [Musikfest poster painting](#), created by Pennsylvania artist Mandy Martin, was auctioned off with all proceeds benefitting The Fund for Racial Justice and Equity

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(FRJE) powered by the United Way of the Greater Lehigh Valley. ArtsQuest and the City of Bethlehem annually welcome visitors from across the country and around the globe to Musikfest. Established in 1984, the festival provides opportunities for hundreds of performers, as well as local and regional small businesses, to support their livelihood via performances, food stands, artisan booths and more. This past year and a half, the future of the 'fest was unclear. ArtsQuest was not able to announce plans until May 2021, meaning the timeline for putting together one of the largest free music festivals in the country was condensed to only a couple of months. As a nonprofit arts and cultural organization that offers 50 percent of its programs annually for free, ArtsQuest was hit hard by the COVID-19 related shutdowns. In

a typical year, ArtsQuest presents more than 4,000 in-person programs and events for the community, including 800 free concerts year-round. In March 2020, the ArtsQuest team went from planning a busy summer schedule, to not being able to offer a single piece of programming overnight, losing 90 percent of its revenue streams in the blink of an eye. ArtsQuest worked closely with the Bethlehem Health Bureau and the region's two largest health care networks to put on the safest event possible in 2021. The organization also welcomed input from the community and a large group of self-identified "Musikfest Super Fans" during the planning process. In 2020, the organization created a virtual 'fest which had a \$2.5 million economic impact on the region with fans viewing the streams from more than a

dozen countries and 150 cities in the U.S. The next Musikfest is set for Aug. 5 – 14, 2022. Visit musikfest.org for more information. ArtsQuest's mission is to provide access to exceptional artistic, cultural and educational experiences using arts and culture as key elements of economic development for our urban communities. ArtsQuest™ supports this mission via the presentation of performing and visual arts, film, arts education classes and outreach, youth programming and cultural events. Aside from Musikfest, ArtsQuest provides countless opportunities for the community to enjoy, year-round.

Nicole Harrell is the Director of Communications at ArtsQuest.

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Inside ArtsQuest – Quarterly Magazine



ARTSQEST HOSTS RECORD-BREAKING OKTOBERFEST

New programs and an expanded festival footprint led to increased food and beverage sales for local businesses and vendors.

BY NICOLE HARRELL

ArtsQuest's 11th annual Oktoberfest, presented by Lehigh Valley International Airport (ABE), returned to the SteelStacks campus supporting local businesses, performers and vendors. During the first two weekends of October, an estimated 42,000 people attended the outdoor festival.

"It was a joy to welcome the public back to our campus for this popular festival," Kassie Hilgert, President and CEO of ArtsQuest said. "This year's mix of programming, paired with support from our corporate and community partners, hit just the right note. The numbers show there was clearly an appetite for this event, and it was great to see people of all ages enjoying the fall fun."

The festival featured craft beers from Yuengling, Hofbräu, Samuel Adams, Dogfish Head and more with over a dozen retailers and crafters setting up shop at the Künstler Markt crafters' village. Hungry festival goers also had their pick of fall fare from Karl Ehmer's Smoked Meats, to desserts from Waffle de Lys, to chef creations from Palette & Pour, the new full-service bar and quick-service kitchen located on the first floor of the ArtsQuest Center. Indications, from a number of the small businesses operating at the festival, show food and beverage sales were up significantly when compared to both 2019 and 2018.

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a wonderful and rewarding experience,” Leo Osanitsch of Karl Ehmer Smoked Meats said. “Thank you to the organizers, staff and volunteers with ArtsQuest and a huge thank you to all of the patrons who continue to support our business. For us, it’s not just about selling our product, we enjoy sharing and celebrating German heritage. It’s fulfilling to be able to do something like this and interact with the diverse crowd who attends this annual festival.”

Highlights of this year’s Oktoberfest included Pierogipalooza, an experiential dining experience. The new event, originally scheduled for one day only on Sat., Oct. 2, was so popular, it returned on the second Saturday of the festival. Attendees purchased passports and sampled their choice of any six pierogi creations at different spots on the SteelStacks campus.

After sweating out the minutes and stiff arming the competitions for years, Oktoberfest 2021 became the official site of the Pennsylvania State Steinholding Championship. The championship, produced in partnership with the US Steinholding Association and presented by Samuel Adams,

Sun., Oct. 10.

ArtsQuest also expanded the festival footprint, offering free musical performances Friday and Saturday nights during Oktoberfest on the Levitt Pavilion SteelStacks stage, presented by Lehigh Valley Health Network, now part of Coordinated Health. Acts included Boat House Row - A Yacht Rock Experience, The Discoteks, Renaissance Orchestra and Vanessa Collier.

Dragtoberfest, presented by Jack Daniels, and the Hasselhoff off contest drew lively audiences to the Oktoberfest Arena. The adorable dachshund dog parades and races also returned, delighting attendees of all ages. Other activities included axe-throwing and the Kong Pong

Tourney, presented by Yuengling.

Aside from Oktoberfest, ArtsQuest provides countless opportunities for the community to enjoy year-round, including different musical, artistic, cultural and educational experiences on its campus at the SteelStacks and Banana Factory. To ensure the future of ArtsQuest, visit artsquest.org/ donate.

“Thank you to the organizers, staff and volunteers with ArtsQuest and a huge thank you to all of the patrons who continue to support our business.”

- Leo Osanitsch, Karl Ehmer Smoked Meats

Top photo take of two Oktoberfest guests enjoying their time. Bottom photo: One of the fabulous Queens that entertained fans during Dragtoberfest in the arena.

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Inside ArtsQuest – Quarterly Magazine

MEET BART COOPER, THIS YEAR'S MUSIKFEST POSTER ARTIST

Artist Bart Cooper, a native of the Lehigh Valley, aims to bring a message of unity to 2022's Musikfest poster

BY NICOLE HARRELL



Renowned contemporary artist Bart Cooper has created the 2022 poster for Musikfest, ArtsQuest's flagship festival. Cooper hopes this piece, which depicts a father and daughter enjoying the festivities in front of Bethlehem's iconic SteelStacks, will inspire a sense of unity and inclusion.

"It is such an honor to be chosen as this year's poster artist," Cooper said. "I'm from the Lehigh Valley and I have been to Musikfest. I love the setting, there's something for everyone. I am very excited to present this piece and see how the masses receive it."

Cooper says at first, he was nervous to take on the challenge, but once he set a vision and approach, the piece really started to come together. The poster features a father and daughter enjoying the nation's largest free music festival, based on a real-life daddy-daughter duo who go to Musikfest together every year.

"I decided to focus on the people, not the music or the performances," Cooper said. "The father and daughter may have different perspectives, but they experience the same joy and excitement together."

As part of his process, Cooper did a reference photo shoot before sketching and creating the mixed media piece

with digital, original painting and acrylics. When you focus in on the father's sunglasses, you can see former Musikfest performers Black Violin playing on the Wind Creek Steel Stage. The festival's mascot Artie can also be found on a pin worn by the young girl.

"I wanted to recreate a breezy, summer day," Cooper said. "The piece has a nice warm atmosphere when you look at the intensities of the colors."

Cooper wanted to bring a warm vibe to this year's piece, which is highlighted in the color choices of yellows, slight oranges and pinks. For the sky, Cooper sought to create a windy vibe to showcase music in the atmosphere.

"We are honored to work with an artist of Bart Cooper's caliber," ArtsQuest's Lead Creative Juliann Massenheimer, who has overseen the development of the past four Musikfest posters, said. "We have been meeting virtually from afar throughout the past year. It has been so rewarding to see his vision come to life."

Musikfest is set for Aug. 5 – 14, 2022. Additional details about these opportunities will be announced throughout the year. Visit artsquest.org and follow our ArtsQuest, Musikfest and Banana Factory accounts on Facebook, Twitter and Instagram for the latest updates.

"ArtsQuest's mission is to provide access to exceptional artistic experiences to members of our

community," ArtsQuest President and CEO Kassie Hilgert said. "This piece is the perfect bridge to connect fine art with the sights and sounds experienced at Musikfest throughout the last 39 years."

The poster art is just the beginning of Cooper's upcoming work in the Lehigh Valley. ArtsQuest is proud to partner with Faces International and United Way of the Greater Lehigh Valley on an upcoming Heroes exhibition, opening to the public on March 18 at the Banana Factory Arts Center. Cooper will be leading an artist residency program at his alma mater, Whitehall High School, for students from across the Whitehall Copley School District.

Additionally, Bart will be collaborating on educational programs at the Banana Factory for students from across the Lehigh Valley.

The Heroes Exhibition would like to thank presenting partners PPL Corporation and Lehigh Valley Community Foundation, as well as community partners Crayola, Moravian University, United Way Women United, Penn State Lehigh Valley, Capital Blue Cross and People First Federal Credit Union.

Requests for more information about free programs for students can be directed to ArtsQuest's Education Coordinator, Joanne Garcia at jjgarcia@artsquest.org or by visiting artsquest.org.

BART COOPER HEROES MY HEROES ACTUALLY HAVE REAL SUPER POWERS 2022

OPENING TO THE PUBLIC ON MARCH 18
AT THE BANANA FACTORY ARTS CENTER.

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Food & Beverage Magazine – Visit Bucks County



Ice Cream Trail

Follow the Bucks County Ice Cream Trail! Get the scoop on the best ice cream in town! Taste the area's fresh, homemade flavors along our ice cream trail spanning Upper, Central and Lower Bucks County ...

OwowCow Creamery

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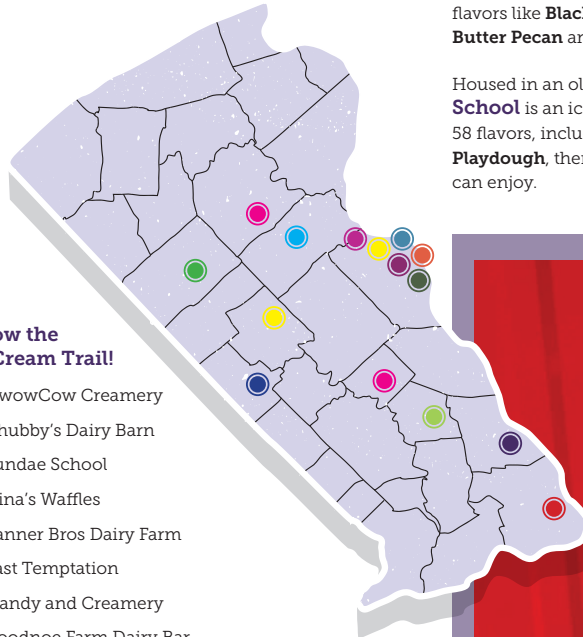


Upper Bucks County

Start your delicious journey at **OwowCow Creamery** in Ottsville. Their ice cream is proudly made with locally-grown and sourced ingredients. The delicious treats are crafted every day from scratch and the virtually recipe-free environment makes for an exciting culinary experience. Come back often for a taste of all four seasons! Favorite flavors include **Banana Caramel**, **Blood Orange Raspberry** and **Sweet Honey Cream**.

Chubby's Dairy Barn, housed in a dairy barn, is a local favorite! Stop by for soft serve, water ice and entertainment for the whole family. Try unique flavors like **Black Raspberry Chocolate Chip**, **Butter Pecan** and **Maple Walnut**.

Housed in an old refurbished school, **Sundae School** is an ice cream lover's dream. With 58 flavors, including **Magical Unicorn** and **Playdough**, there is something everyone can enjoy.



Follow the Ice Cream Trail!

-  OwowCow Creamery
-  Chubby's Dairy Barn
-  Sundae School
-  Nina's Waffles
-  Tanner Bros Dairy Farm
-  Last Temptation
-  Icandy and Creamery
-  Goodnoe Farm Dairy Bar
-  Zebra-Striped Whale
-  Uncle Dave's
-  Dairy Delite
-  Moo Hope
-  Dilly's Corner



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Lower Bucks County

Start this leg of your trip at the **Nina's Waffles** in downtown Doylestown. Try unique ice cream flavor combinations like **Espresso Crunch** and **Cinnamon Bourbon**, while enjoying a taste of Belgium in Bucks County!

Tanner Bros Dairy Farm has been in the dairy business for more than 100 years! Classic flavors include **Rocky Road** and **Peanut Butter Swirl**.

The **OwowCow Creamery** location at Carousel Village in Wrightstown is another must-see shop! Please your palate with the fresh flavors of **Lemon Ginger**, **Amaretto Fudge Swirl** and more seasonal selections.

The **Last Temptation**, doesn't have to be the last stop on your pursuit for sweet treats. This snug shop in New Hope is known for their popular "blend-ins."

I scream, you scream, we all scream for **ICandy and Creamery**! Enjoy locally made ice cream and a variety of candy, including **Shriver's Salt Water Taffy** and **Asher's Chocolate**.

All ice cream flavors featured at **Moo Hope** are hand-churned in New Hope. With more than 50 options, that are always changing, this quaint shop is well worth the visit!

Dilly's Corner at Centre Bridge, serves up American classics. Enjoy a burger on the patio, perfectly paired with your favorite Vanilla, Chocolate or Swirl soft serve ice cream at this old-fashioned joint!

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Central Bucks County

The **Goodnoe Farm Dairy Bar** is no stranger to Bucks County, and neither is its delicious ice cream. The family farm has been passed down through four generations. Their menu includes a variety of flavors, such as **Cherry Vanilla** and **Swiss Chocolate Almond**, that are all made at their nearby farm.

Head to the eclectic **Zebra-Striped Whale** located in the heart of Newtown for unique creations. This shop features a frozen granite slab where your favorite toppings are hand-whirled into delectable desserts. Tasty flavors include **Mochaccino Coffee**, **Gold Medal Ribbon** and **Sweet Cream**.

Uncle Dave's is the ultimate stop for homemade ice cream! Located at Shady Brook Farm, they focus on using the highest quality ingredients to ensure the delicious taste. The flavors are rotated seasonally so no two visits are the same.

Dairy Delite, located in Levittown, is a local favorite. Stop by for some seasonal soft serve after a day of fun at **Sesame Place**.

For more ice cream stops, visit VisitBucksCounty.com/IceCreamTrail



OwowCow Creamery

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WAVE 3 Chews Food Blog – NBC Louisville

WAVE 3 Chews: Hot chicken spot hopes to be next hot restaurant



LOUISVILLE, KY (WAVE) - Nashville-style hot chicken is coming to Louisville! Will the new restaurant be the city's next hot spot? I'll certainly give it a shot!

Joella's Hot Chicken, located at the corner of Frankfort Avenue and Cannons Lane, started in style! The buzz started on social media and eventually spread all the way to their front door.

On September 1 the restaurant proved the early bird really does "get the worm." The first 100 people in line won a one-year supply of free chicken! As a food blogger, I of course had to check it out! A few people camped out in tents the night before, but many simply woke up early. Members of the crowd received 52 coupons, one a week, for a chicken plate and two sides. T-shirts, glasses and koozies were also given out. No chicken yet, the operational opening has been slightly delayed according to their Facebook page.

The man behind Joella's is no stranger to the Louisville food scene. Tony Palombino is also the founder of BoomBozz and Manny and Merle. The new restaurant will feature five different flavors of chicken as well as local/regional beer.

I'll certainly be using my coupons! Follow me on Twitter to see how it goes! Will you give the new place a try? Tweet your experience using the #wave3chews.

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WAVE 3 Chews: California Pizza Kitchen's new menu stole a pizza my heart!



LOUISVILLE, KY (WAVE) - Grilled ribeye, garlic chicken and roasted halibut? These are not dishes you would typically order at a pizza place, but California Pizza Kitchen's new menu may change your mind! **Oxmoor Center's** General Manager Marcus Posey hosted WAVE 3 Chews, and we were impressed!

The Louisville location has been recently remodeled. The dining area now has a rustic, comfortable, California feel. The menu also got a makeover! The first new dish we tried was the fire-grilled ribeye. This is my favorite cut of steak and it did not disappoint. The 12oz cut is grilled with delicious housemade Pinot Noir sea salt and topped with a bleu cheese butter. The meat is served with roasted fingerling potatoes and a lemon-garlic arugula salad.

The second dish we tried was the roasted garlic chicken. The chicken has a delicious lemon garlic sauce. It is served over fingerling potatoes, cauliflower, Mediterranean herbs and seasonal vegetables.

The third dish we tried was the hearth-roasted halibut. I know what you're thinking, seafood at a pizza place?! It's definitely worth a try though! This wild caught Alaskan Halibut is roasted on a cedar plank and paired with grilled asparagus, butternut squash farro and baby kale.

The fun doesn't stop with the food. California Pizza Kitchen also boasts delicious wines, cocktails and more. They brought a flight of sangria to our table that included orchard and red berry flavors! If you're not looking for drinks, try their new lunch menu. You can create your own lunch duo of pizza plus a soup or salad, a half sandwich plus soup or salad, or just a meal of soup plus salad. We had the chance to try the shaved mushroom and spinach pizza with the farmer's market soup. Click here for a **detailed menu**.

Will you branch out and try the new menu? Let us know what you think! Tweet **@NickiSueNews** using **#wave3chews**! Till next time, happy eating!
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