



CITY OF ALLENTOWN

No 30780

RESOLUTION

R8 - 2024

*Introduced by the Administration on January 17, 2024*

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ARTS COMMISSION  
Al Jacobsen  
Term Expiration: 1/17/2029

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***Resolved by the Council of the City of Allentown, That***

City Council does hereby give advice and consent to the following reappointment to the Arts Commission submitted to this Council by Mayor Matt Tuerk.

**ARTS COMMISSION  
Al Jacobsen (Reappointment)  
Term Expiration: 1/17/2029**

	Yea	Nay
Candida Affa	X	
Ce-Ce Gerlach	X	
Daryl Hendricks	X	
Santo Napoli	X	
Natalie Santos	X	
Ed Zucal	X	
Cynthia Y. Mota, President	X	
TOTAL	7	0

***THIS IS TO CERTIFY, That the above copy of Resolution No. 30780 was adopted by the City Council of Allentown on the 17<sup>th</sup> day of January, 2024, and is on file in the City Clerk's Office.***

  
 \_\_\_\_\_  
 City Clerk



**MATT TUERK  
MAYOR**

435 Hamilton Street  
Allentown PA 18101

OFFICE ♦ 610.437.7546 EMAIL ♦ Matt.Tuerk@allentownpa.gov

**TO:** Michael Hanlon  
City Clerk

**FROM:** Matt Tuerk  
Mayor

**DATE:** January 9, 2024

**SUBJECT:** Authorities, Boards, Commissions Appointments

Mayor Tuerk has approved the following reappointments for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Shannon Fugate	Arts Commission	1/17/2029
Al Jacobsen	Arts Commission	1/17/2029

Fugate and Jacobsen are currently serving on the Commission and will be reappointed to new terms. Both of their current terms expired on January 6, 2024.

RECEIVED

REQUEST FOR APPOINTMENT

DATE 3/19/2019 MAR 25 2019

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: Arts Commission MAYOR'S OFFICE

NAME: Al Jacobsen

HOME ADDRESS: 2850 W. South Street, Allentown, PA 18103

BUSINESS ADDRESS: Miller Symphony Hall, 23 N. 6th St, Allentown, PA 18103

TELEPHONE NO. (RESIDENCE) 845-641-3828 BUSINESS 610-432-7961 x.101

EMAIL: ajacobsen@allentownsymphony.org

PRESENTLY EMPLOYED BY: Allentown Symphony Association, Inc.

JOB TITLE: Executive Director

EMPLOYMENT (Prior): -Pittsburgh Symphony Orchestra - Director of Corporate Support
- Westchester (NY) Philharmonic - Manager, Operations

EDUCATION: HIGH SCHOOL GRADUATE: YES COLLEGE OR UNIVERSITY GRADUATE: YES DEGREE/FIELD OF STUDY

B.A. in Music & B.S. in Management - Binghamton University (SUNY)
M.B.A. (concentration: Org. Behavior/Human Res. Mgmt) - University of Pittsburgh

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES:

Professional Member - League of American Orchestras
Associate Member - New City (NY) Volunteer Ambulance Corps / Rescue Squad
Eagle Scout - Boy Scouts of America

**PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES HELD:**

Treasurer & Board Member - New City (NY) Volunteer Ambulance Corps  
Leadership Development Initiative XXIV Class - Leadership Pittsburgh Inc.  
French horn player - Pittsburgh Philharmonic, Rockland (NY) Symphony Orchestra,  
Binghamton University Symphony Orchestra, Rockland (NY) Youth Philharmonic

DO YOU LIVE IN THE CITY OF ALLENTOWN:  YES  NO

HAVE YOU EVER BEEN ARRESTED?

No

IF SO, WHY?

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

Nothing outside of primary residence.

ARE YOU A REGISTERED VOTER:  YES  NO

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:


The Allentown Symphony Association (ASA) is one of the most important and established arts organizations in Allentown. As the representative of this org. I would bring an important and informed perspective to the Arts Commission, & will work w/ my fellow commissioners to promote & use arts as a catalyst to make Allentown a better place to live, work & play.

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION:  YES  NO

IF YES, EXPLAIN:

**IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE HOW MANY TERMS YOU HAVE SERVED \_\_\_\_\_ AND THE YEAR YOU WERE FIRST APPOINTED \_\_\_\_\_.**

**NOTE: This information will be used for making appointments to authorities, boards and commission and in the event you are appointed/reappointed, it may be used as a news release to identify you to the community.**

  
\_\_\_\_\_  
Signature

3/19/2019  
\_\_\_\_\_  
Date

**Please forward this request for appointment, along with a resume to:**

**Mayor's Office  
City Hall  
435 Hamilton Street  
Allentown, PA 18101**

# Alfred O. Jacobsen

2850 W. South Street  
Allentown, PA 18103  
aljacobsen7@gmail.com  
845.641.3828

## Professional Profile

Forward-looking arts management professional with deep passion and knowledge of the performing arts. Highly organized, plan/goal-driven manager focused on delivering results that meet or exceed expectations. Powerful capacity to communicate in both verbal and written form. Key areas of expertise and experience include not-for-profit institutional and individual fundraising, orchestral operations & touring, consultative selling, classical music (performance & academic studies), organizational behavior (academic studies), project management, and marketing. Additional knowledge in music education and community engagement, board/volunteer management, artistic planning, financial management, and venue/theater management.

## Professional Experience

**Allentown Symphony Association (ASA), Allentown, PA**  
*operating: Allentown Symphony Orchestra; El Sistema Lehigh Valley*  
*owner/operator: Miller Symphony Hall*

### *Executive Director*

10/2018 – Present

- Serve as administrative leader of organization with 27 full and part-time staff
- Oversee and provide leadership for all administrative aspects of organization including artistic planning, marketing & sales, development, education, hall management, finance, and concert production
- Develop annual budget and monitor all expenses of the ASA
- Represent ASA throughout the community and actively seek out partnerships
- Work closely with the Board of Directors in all areas of governance and oversight
- Consult and work with Music Director in developing artistic and educational profile of organization

**Pittsburgh Symphony Orchestra (PSO) & Heinz Hall for the Performing Arts, Pittsburgh, PA**

### *Director of Corporate Support*

5/2014 – 10/2018

- Served as leader of corporate fundraising team with one full-time direct report
- Raised \$16.4M in corporate sponsorships & donations during 10-year tenure
- Raised \$850K over seven years from individuals and institutions for nearby satellite concert series
- Directed annual fundraising event for satellite series
- Project leader for tour fundraising
- Member of cross-departmental staff tour planning committee comprised of colleagues in artistic planning, operations, PR/communications, C-Suite
- Solicited and implemented more than \$100,000 worth of corporate and foundation sponsorships for the 2016 European Tour
- Solicited and implemented five-figure sponsorship for a May 2014 Spring For Music performance at Carnegie Hall in New York City
- Managed two board committees
- Engaged board committee trustees/volunteers in donor prospecting and corporate fundraising activities
- Collaborated with Marketing & Sales, Communications, and Education departments on sponsorship proposals and reporting
- Prospected potential sponsors following a deliberate and proven sales process
- Implemented sponsorship activation and donor benefits that include name/logo recognition, concert tickets, artist meet and greets, and VIP client entertainment
- Served as a member of Heinz Hall Safety Committee

### *Senior Manager of Corporate & Tour Sponsorship*

9/2012 – 4/2014

- Managed cross-departmental team (staff and musicians) to create the PSO's first-ever crowdfunding campaign through Kickstarter.com