



Ray O'Connell, Interim Mayor
City of Allentown
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Allentown, PA 18101-1699
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TO: Michael Hanlon
City Clerk

FROM: Ray O'Connell *ROC*
Interim Mayor

DATE: June 17, 2019

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor O'Connell has approved the following appointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Shannon Fugate	Allentown Arts Commission	01/06/2024

Ms. Fugate is Executive Director at Baum Art School. She is replacing Renee Lorenzetti. Ms. Fugate's resume is attached.

ROC/kal

Attachments

RECEIVED

MAY 21 2019

REQUEST FOR APPOINTMENT

DATE 5/20/19

MAYOR'S OFFICE

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO:
Allentown Arts Commission

NAME: Shannon Fugate

HOME ADDRESS: 111 Gap Rd Macungie PA 18062

BUSINESS

ADDRESS: 510 W. Linden Street, Allentown PA 18101

TELEPHONE NO. (RESIDENCE) 484-426-4476 **BUSINESS** 610-433-0032

EMAIL: shannon@baumschool.org

PRESENTLY EMPLOYED BY: The Baum School of Art

JOB

TITLE: Executive Director

EMPLOYMENT (Prior): Program Director, GoggleWorks Center for the Arts

EDUCATION:

HIGH SCHOOL GRADUATE:	☒ YES	☐ NO
COLLEGE OR UNIVERSITY GRADUATE	☒ YES	☐ NO
DEGREE/FIELD OF STUDY	Fine Arts	

BFA, Studio Art, Kutztown University, Summa Cum Laude

AFA, Associate in Fine Art, Keystone College, Magna Cum Laude

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES:

Member, National Guild of Community Schools of the Arts

Member, Pennsylvania Association of Nonprofit Organizations

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES HELD:

Allentown Arts Academy Board, member

Americans for the Arts, past member

Rider Pool Collective Impact Fellow, 2018.

DO YOU LIVE IN THE CITY OF ALLENTOWN: ☐ YES ☒ NO

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

As the leader of a community based art school located in the midst of the downtown revitalization, my job responsibilities in sustaining one of the city's anchor arts institutions are closely tied to the success of the city. My interest is not personal, however. As a leader of a nonprofit institution, I am a steward of community resources, and would extend that role into service on the arts commission.

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:

I have extensive background in community arts education, significant contact with the arts community, and over 15 years of arts education programming experience. My particular strengths focus on strategies in the arts for community building, particularly in developing educational opportunities for urban youth in art, design, and fashion.

During my last decade of service at The Baum School, my accomplishments include stabilizing the school's finances after a period of transition and economic downturn, expanding existing partnerships and establishing new partnerships in the community, and more than doubling our community outreach efforts and fundraising to provide nearly \$300,000 of free arts education programming to Allentown residents, particularly youth.

My affiliation with the school, my relationship with the community, and partnership with the arts organizations and community partners would add dimension to the existing work of the arts commission. I am interested in collaborating with city government, private businesses, the nonprofit community, and our Allentown neighbors to strengthen and encourage the arts community in Allentown, and to use the arts in innovative ways to improve the lives of our city's residents.

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

IF YES, EXPLAIN: A conflict of interest has potential to arise in an instance where charitable support could be decided by the Arts Commission to be directed to The Baum School of Art, in which case I would be certain to recuse myself in any vote. I am not currently aware of any existing conflict of interest that would present itself, however. Given that other arts organizations' leadership is currently represented on the city arts commission, I assume that this type of conflict of interest would be easily addressed within existing processes.

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.

Hannon Wright
Signature

5/20/19
Date

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

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



SHANNON FUGATE

The Baum School of Art
510 W. Linden Street
Allentown, PA 18101
www.baumschool.org
484-426-4476
shannon@baumschool.org

PROFESSIONAL EXPERIENCE

Executive Director

The Baum School of Art, Allentown PA
2010 - Present

Responsible for leadership in the day to day operations, planning, marketing, fundraising and strategic planning for a community based, nonprofit art school located in the heart of downtown Allentown, PA, offering classes, exhibition space, programs, and events for children, teens, and adults, in art, design, and fashion. Programs in painting, drawing, photography, fashion design, sculpture, ceramics, jewelry, graphic design and other media are offered, including tuition-based and outreach classes for 5,000+ community members both on site and off site, as well unique partnerships including a credit based partnership with Lehigh Carbon Community College as the downtown location for Fine Arts, Graphic Design, and Fashion Design Associate's Degrees.

- Responsible for developing and maintaining a strategic plan and operating budget of approximately \$1.3 million annually, leading the school through and away from a financial crisis of a major deficit in 2010, to a positive operating balance for over 6 years as well as doubling endowment growth.
- Management of 6 administrative staff and approximately 35 part time teaching artists
- Shepherded the delicate transition of existing leadership into retirement and redeveloped an active, engaged, and enthusiastic board of trustees after a rocky succession.
- Expanded and fully funded free after school program for under-served students to include all 14 elementary schools and all middle schools in the Allentown School District.
- Developed and expanded fully funded off-site programming in partnership with United Way, Communities In Schools, 21st CLCC and other community groups to bring hands on arts education programming into Allentown neighborhoods.
- Developed unique partnerships with local nonprofit groups and businesses to promote STEAM (Science, Technology, Engineering, Arts, and Math) curriculum in a

variety of program models, and created an 8 week summer camp program for tweens and teens in fashion design.

- Expanded and developed fundraising strategies to increase annual appeal by over 300% and grant revenue by over 150% in five years.
- Created an artist in residence summer program that served over 500 community members in four weeks in its pilot year, creating a site specific installation with participants ranging in age from 1-92.
- Led and expanded a partnership of six arts organizations to provide and implement an interdisciplinary arts camp called City Arts Camp, a tuition based camp for ages 7-11 and a free 40-hour per week camp for Allentown Middle School youth to learn art, music, dance, and theater, with culminating performances for 100 students annually.
- Oversight of all fundraising activities, from grant requests, to fundraising appeals, to special events including the annual fall gala and annual art auction to expand and maintain contributed revenue from individual, corporate, foundation and government sources of funding.
- Oversight of Exhibitions and Collections, including Circulating Picture Club, a corporate rental program, and 12-14 monthly exhibitions and sales of students', regional, national, and international artists' work.
- Hiring and oversight of over 35 teaching artists, six full time and five part time administrative staff
- Close collaboration with local arts organizations and community agencies, as well as the for profit and business development community in a downtown undergoing prominently and nationally recognized revitalization
- Extensive knowledge of local arts heritage, particularly Pennsylvania Impressionism and local visual artists in a variety of media.

Education Director

Studio B, Boyertown, PA

2009-2010

Designed and implemented arts education programming for small nonprofit gallery and education space

- Responsible for the development and implementation of educational programming in a variety of studio and literary disciplines
- Assist in exhibition installation, event planning, budgets, marketing, design and grant writing.

Program Director

GoggleWorks Center for the Arts, Reading PA

2005-2009

Designed and developed the center's tuition-driven and outreach arts education programs for all ages; including glass, ceramics, digital arts, dance/movement, music, drawing and painting, photography, creative writing, sculpture, jewelry design, and woodworking to offer

over 600 classes and programs, and artist residencies to the community at the largest community arts center of its kind in the country.

- Developed a summer camp program for students ages 3-17 that tripled in enrollment in its third year, serving 600 students.
- Oversight of artist residencies, including internationally renown artists Jonas dos Santos, Michael Brolly, and Paula Winokur.
- Created a free after-school program for Reading students at risk (ASAP), ages 5-17 serving over 400 students per year.
- Recruitment and oversight of over 70 teaching artists, as well as full-time educational outreach coordinator, part time program staff, and program volunteers and interns.
- Continued evaluation of all programs, including follow up and maintenance of studio and program policies.
- Continued collaboration with in-house and outsourced graphic and web design, public relations and communications staff to develop accurately present program marketing materials to the community.
- Represented the GoggleWorks' Educational initiatives in large presentation settings, and through the television, radio, printed and electronic media outlets.
- Recruited, trained and led volunteers to reach mission driven objectives, including a program committee comprised of board members, artists, and educators, and a cadre of over 40 classroom assistants and tour guides.
- Began and maintained outreach efforts with schools to enhance K-12 arts integration programming, after-school programs, field trips and intensive art experiences at the center.
- Collaboration with organizations to develop unique arts programming to address diverse community needs; from corporate team building and leadership to professional development for educators.

Production Coordinator

Willow Street Pictures, Reading PA
2004-2005

Management of exclusive fine arts and commercial photography studio specializing in lifestyle and portrait photography, requiring extensive technical knowledge of lighting, digital and film photography, promotions and marketing to sophisticated clientele and the corporate advertising markets in PA and NY.

- Oversight of production workflow, from consultations to shoot schedules, framing schedules, inventory and supplies, client presentations, delivery and/or installation.
- Assisted photographer with shoots, post-production, and finishing
- Sales presentations for sophisticated clientele
- Management of promotional events and marketing

Photography Instructor

The Banana Factory-ArtsQuest, Bethlehem, PA
2004-2006

Enthusiastic, energetic instructor for a variety of silver gelatin and alternative technique classes, as part of the educational programming for kids, teens and adults including:

- Pinhole photography instructor for summer camp programs for students ages 6-13. Provided unique opportunities for kids to build their own cameras and develop their own photographs.
- Basic Black & White Darkroom Photography for adults
- Instructor for nationally recognized program unSEENamerica, a documentary photography and literacy program, in partnership with Bethlehem School District's ASPIRE program.

EDUCATION

BFA, Summa Cum Laude, Kutztown University – Fine Arts

AFA, Magna Cum Laude, Keystone College – Fine Arts

2017-18 Rider Pool Foundation Collective Impact Fellow

SELECTED EXHIBITIONS

2018

"Underpinnings," Cedar Crest College Center for Visual Research and Muhlenberg's Martin Art Gallery

2011-19

The Baum School of Art Faculty and Staff Exhibitions

2009

Works on Paper - Museo del Praia, Maragogi, Brazil

Faculty and Staff Exhibit -GoggleWorks, Reading PA

Compound Eye -Studio B, Boyertown PA

2008

Eponymous -Vida, Scranton PA

2007

Berks Art Alliance Annual Exhibition

2006

Vernacular Spectacular Extravaganza -University of Pennsylvania, Philadelphia PA

Artificial Worlds -Peng Gallery, Philadelphia PA

2005

Re:Collection -Painted Bride Gallery, Philadelphia PA