



—KARL STIRNER—
ARTS TRAIL

MESSAGE FROM LEADERSHIP

Dear Friends and Partners,

Since it was formed as a 501(c)(3) nonprofit organization in 2016, Karl Stirner Arts Trail Inc. (KSAT Inc.) has worked to improve the KSAT and expand the programming that makes it such an incredible asset to the Easton community. Through these efforts and those of our partners, there are now more than two dozen artworks along the trail; the Young Masters Wall has played host to a rotating array of creative work by local children, adults, and community-based organizations; and the Artful Dash 5K run/walk, Come as You Art kids' costume parade, and Winter Solstice event (just to name a few) have developed into regular community happenings. The progress has been truly remarkable.

2022 was a year of transition for KSAT Inc. With the addition of several new board members and succession in leadership positions, 2022 was a perfect time for the board to re-examine our strategic priorities to ensure that they align with our vision for the KSAT and that they meet the needs of our community in a "not-quite-post-pandemic" world. We invite you to learn a bit more about these priorities throughout this report. As always, we welcome your ideas and input on how we can work together to make sure that the KSAT remains a place where all members of our community feel welcome and represented.

We also recognize that our work would not be possible without the support of our community partners, the generosity of our donors and sponsors, and the tireless efforts of our many committee members and volunteers. The KSAT would not be what it is today without your support, and for that, we are eternally grateful.

With deepest gratitude,

Jim Toia, Executive Director & Curator
Melissa Starace, Board Chair

UPDATED MISSION AND VISION FOR 2023-25

Since creating its initial strategic plan in 2017, KSAT Inc. has made significant strides toward accomplishing the four primary objectives laid out in that plan:

OBJECTIVE #1

Create a world-class public art venue that enhances the community's access to a diverse array of public artworks and attracts local, regional, and national audiences.

- The KSAT has hosted more than two dozen permanent and temporary artworks by a mix of national and regional artists.

OBJECTIVE #2

Work collaboratively with artists and educational institutions to leverage research, pedagogical, and community educational opportunities presented by the KSAT.

- KSAT Inc. has collaborated with Lafayette College, Nurture Nature Center (NNC), Lehigh Valley Engaged Humanities Consortium, and others to host various art exhibitions, artist talks, seminars, lectures, and symposia along the trail. These include the KSAT Young Masters Wall program, the Bushkill Bug Symposium, various Walk-and-Talks in collaboration with NNC, and more.

OBJECTIVE #3

Support the improvement of the local and regional economy, with a particular focus on enhancing Easton's growing creative economy and tourism industries.

- KSAT Inc. spearheaded the acquisition of the former Easton Iron & Metal property along Bushkill Drive. KSAT Inc. is working closely with the city of Easton, Redevelopment Authority of Easton, and VM Development Group to plan the mixed-use redevelopment of the site to include an extension of the KSAT and new educational, residential, and commercial opportunities.

OBJECTIVE #4

Establish and maintain funding mechanisms and financing frameworks that allow for the long-term sustainability of KSAT Inc. and the implementation of its mission and objectives.

- KSAT Inc. has created a foundation of financial support for its activities through a mix of private donors, foundation partners, program sponsors, and public grants. After having chaired KSAT Inc.'s board since its inception, in 2021 Jim Toia became the organization's first executive director and curator. Jim's experience and the financial commitment shown by the board in hiring him in this capacity will solidify the long-term sustainability of the organization.

To say that a lot has changed in the world and in Easton since 2017 would be quite an understatement. In response, in 2022 the board undertook a strategic planning process aimed at re-examining our vision for the trail, the mission of KSAT Inc., and the strategic priorities that will guide our efforts in the years to come.

MISSION STATEMENT

Karl Stirner Arts Trail Inc. fosters opportunities for the community to experience the interconnectedness of art with nature, history, and health & wellness in a natural urban environment. KSAT Inc. achieves its mission by encouraging the activation of the Karl Stirner Arts Trail with cultural, environmental, educational, and recreational opportunities.

VISION STATEMENT

The KSAT will be the premier cultural destination in the region that brings art experiences to our natural surroundings and public space. The KSAT will encourage civic dialogue among people present in the wonder of nature and art in an urban environment. We seek to achieve this vision by showcasing how the arts, our environment, and creativity can transform and revitalize communities through collaborative partnerships with the city of Easton and community members.

STRATEGIC PRIORITIES FOR 2023-25

EXPAND and diversify organizational infrastructure, funding streams, and partnerships.

- Strategically expand KSAT Inc.'s professional staffing capacity to increase the organization's ability to achieve its mission.
- Improve communication about KSAT Inc.'s mission, activities, and collaborative opportunities with established partners.
- Enhance outreach and communication with past and prospective donors about opportunities to support the organization through major gifts, project- and program-specific donations, and the KSAT Partnership Program.
- Build relationships with and seek financial support from government agencies, private foundations, and other institutions whose mission and goals align with KSAT Inc.
- Secure funding for an endowment to support the ongoing operations of the KSAT.
- Ensure organizational policies and procedures embrace KSAT Inc.'s commitment to diversity, equity, and inclusion.

ESTABLISH a three-year "signature project" cycle that allows KSAT Inc. to focus on mission-critical activities and plan multi-year projects and programming.

- Year 1: Host an artist residency that includes a new work installed along the trail with accompanying community events, lectures, and a publication documenting and commemorating the residence.
- Year 2: Host a large-scale gala that showcases new artworks installed along the KSAT since the last showcase, reviews programming successes, and honors key partners and donors.
- Year 3: Host a triennial exhibition along the KSAT modeled after European biennale-style contemporary art exhibitions.

SOLIDIFY AND STRENGTHEN programming that aligns with KSAT Inc.'s mission.

- Focus KSAT Inc.-sponsored projects and programming on the interconnectedness of art with nature, history, and health & wellness.
- Grow and continually improve KSAT Inc. community-based programming.
- Strengthen collaborations with like-minded organizations and citizen groups looking to partner with the KSAT on programming opportunities.

KSAT IN THE NEWS

- **Hexenkopf Rock project to highlight the Lehigh Valley's unique history**
The Lafayette – Feb. 25, 2022
- **Karl Stirner Arts Trail celebrates a decade of nature and artistry**
The Lafayette – Feb. 4, 2022
- **Explore the Creative Side of Pennsylvania**
Livability.com – July 2, 2022
- **New Art Along the Karl Stirner Arts Trail – Photos**
The Morning Call – July 11, 2022
- **Talking Business with Becky Bradley: Upholding democracy in our public spaces**
The Morning Call – July 28, 2022
- **Incredible Pennsylvania Biking Trails**
VisitPA.com – Aug. 22, 2022
- **Easton commits to funding for Easton Iron & Metal remediation, with new bridge to trail**
Lehigh Valley Live – Sept. 19, 2022
- **Karl Stirner Arts Trail bridge officially renamed in Easton dedication ceremony**
Lehigh Valley Live – Oct. 19, 2022
- **Roads, trails, and a world-class track. Why the Lehigh Valley is a cycling mecca.**
Lehigh Valley Live – Nov. 22, 2022
- **The photographer's favorites**
Lafayette News (online) – Dec. 19, 2022

2022 PROGRAMMING AND COMMUNITY OUTREACH

- KSAT Inc. created the first KSAT-themed calendar covering Earth Day 2022 through Earth Day 2023. The calendar was used for promotional purposes, as a donor appreciation gift, and some were available for purchase via consignment at participating Easton-area retailers, with proceeds helping to defray the cost of printing the calendar.
- Executive Director Jim Toia spoke about the KSAT at a virtual event in March, Community Convening: Reimagining Trails through Arts and Culture, hosted by the Arts Council of Park City and Summit County based in Park City, Utah.
- The Rose Bench, a sculptural stone bench with an inspirational inscription that was donated to the KSAT by the Rose family, was installed near the labyrinth.
- KSAT Inc. hosted an event recognizing the contributions of key KSAT volunteers in April. The event was very well-attended, and various volunteers received copies of the KSAT Earth Day calendar and prints from Easton artist and animator Maciek Albrecht.
- In April, Executive Director Jim Toia hosted a tour of the KSAT with several of the artists participating in the Nurture Nature Center's (NNC) *Climate Conversations: All We Can Save* gallery show featuring eight female artists whose work is inspired by climate resiliency.
- In May, the KSAT hosted a bird-watching/identification Walk-and-Talk along the trail coordinated by NNC.
- Heidi Wiren Bartlett's *Upriver* installation and performance took place in July. The performance was attended by approximately 125 people and was followed by a series of sound meditation events in Lafayette College's Grossman Gallery through a collaboration among the KSAT, Lafayette College, and Bartlett. The project also resulted in five related art pieces being installed on the trail, some of which are semi-permanently placed.
- KSAT Inc. coordinated with the city of Easton on the design and installation of signage and protective fencing at the several-hundred-year-old "witness tree" sycamore near the Richard McAteer Memorial Bridge ("blue bridge").
- Two Steve Tobin sculptures owned by KSAT Inc. were installed near the community garden at Easton's Lower Hackett Park. New plaques were also placed at several other KSAT Inc.-owned Tobin sculptures not located along the KSAT.
- KSAT Inc. produced and distributed several editions of its *Steps Along KSAT* newsletter.
- KSAT hosted a lecture and walk along the trail in September with KSAT artist David Kimball Anderson.
- KSAT and the city hosted an event in October to dedicate and rename the "blue bridge" as the Richard McAteer Memorial Bridge in honor of a KSAT founding board member and all-around trail champion, the late Dick "Mac" McAteer. A new plaque adorns the bridge, commemorating Mac's service to the KSAT and the city.
- The fifth annual Artful Dash 5K run/walk was held in October. With 220 participants and a broad array of sponsors, this was our most successful run/walk ever both in community participation and fundraising.
- The Come as You Art kids' costume parade was held in October and continues to grow in attendance. Sponsorships were up significantly from previous years, and there are plans for the 2023 edition to include an accompanying dog parade, Come as You Art.
- KSAT's fifth annual Winter Solstice event was held in December. Participants gathered at Thrive Easton at the Simon Silk Mill for hot chocolate and children's stories, after which Easton Big Easy Brass Band leader Jeremy Joseph led a procession to celebrate the winter season along the KSAT.
- Throughout the fall of 2022, KSAT Inc. worked on creating a new online trail map and visitor's guide, which was completed and unveiled in January 2023. In spring of 2023, the guide will be supplemented with new trail signage that will incorporate QR code technology to tie artworks and other landmarks along and near the trail to the online map and guide.

FINANCIAL SUMMARY

In 2022, KSAT Inc.'s annual revenue generally returned to pre-pandemic levels, reaching \$121,099.

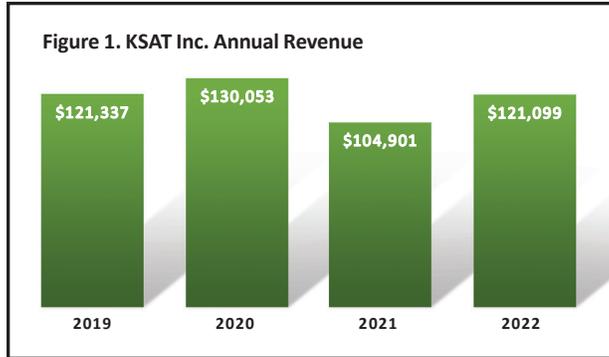


Figure 2. 2022 Income by Sources

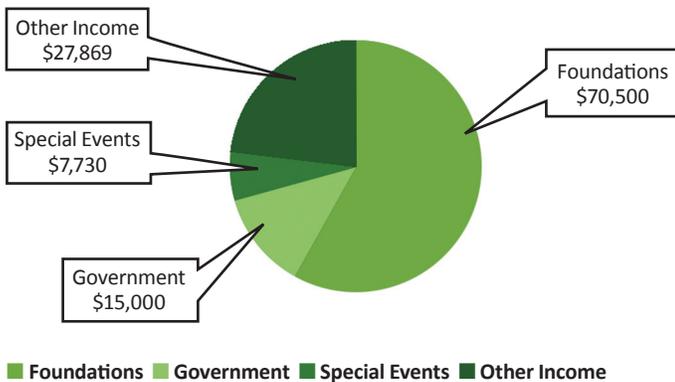


FIGURE 2 shows the various sources of income for 2022. As has been historically true for the organization, the majority of income came via several private foundations. The next largest source was other income, which is comprised of individual and corporate donations, sponsorships, etc. KSAT Inc. received \$15,000 in 2022 from Northampton County through its Grow NORCO program. Finally, special events (largely the Artful Dash 5K run/walk) generated \$7,730 for the year.

Figure 3. 2022 Expenses by Category

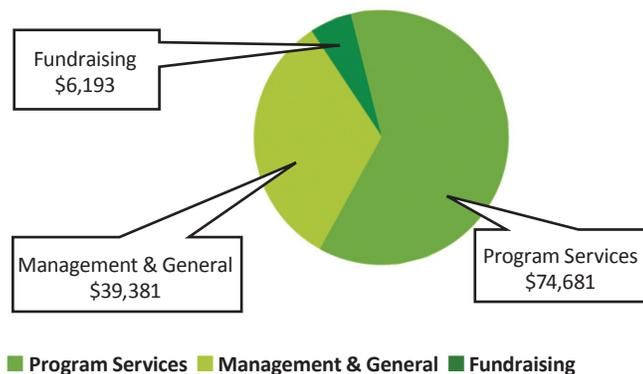


FIGURE 3 shows how funds were expended in 2022. The majority of expenses (62%) were associated with providing program services, with 33% going toward management and 5% to fundraising.

RECOGNIZING OUR PARTNERS

The success of the KSAT is due in large part to the passion of our partners and the generosity of our benefactors. It is only through your commitment and support that the KSAT has developed into such a tremendous asset for the community, and we look forward to deepening and expanding these partnerships in the years to come.

We recognize and express our deepest appreciation to the following donors and sponsors who contributed \$10,000 or more to KSAT Inc. in 2022:

- A.P. Kirby Jr. Foundation
- Bowls Foundation
- George Ball
- LVEHC Mellon Grant/Lafayette College
- M&C Somewhere Foundation
- Northampton County
- Salamander Fund
- The Lee and Peter Fund

We also thank the following donors and sponsors who contributed between \$500 and \$9,999 to KSAT Inc. in 2022:

- Daniel Cohen
- Easton Outdoor Company
- Gene and Joan Witiak Fund
- Harmony Animal Hospital
- Integrated Automotive Services Inc.
- John McCurdy
- Lehigh Valley Health Network
- Monica Seligmann and Chuck Peterson
- Nancy and Jim Handzo
- Unity Bank
- Ute and Gladstone "Fluney" Hutchinson

We also recognize these partners for their past and continuing collaboration and support for KSAT-related projects, programming, and initiatives:

- Easton Mayor Sal Panto
- Easton City Council
- Easton Public Works Department
- Redevelopment Authority of Easton
- Lafayette College Galleries
- Northampton County Executive Lamont McClure
- Northampton County Council
- Nurture Nature Center

BOARD & ADVISORY COUNCILS

Jim Toia, Executive Director and Curator

KSAT INC. BOARD OF DIRECTORS

Melissa Starace, Ed.D. (President) – Associate Vice President of Institutional Advancement, DeSales University

Ed Kerns (Vice President) – Eugene H. Clapp II '36 Professor of Art Emeritus, Lafayette College (retired)

Michiko Okaya (Treasurer) – Director of Art Galleries and Art Collection, Lafayette College (retired)

Monica Seligmann (Secretary) – Art Consultant and Educator, Allentown Art Museum (retired)

Amy Boccadoro – West Ward Resident

Anthony Crisafulli – Chair of Visual Arts and Design, University of North Alabama

Jim Edinger – Easton City Council

Theresa Hogan – Attorney, HoganLaw

Rachel Hogan Carr – Executive Director, Nurture Nature Center

David Hopkins – Director of Public Works, City of Easton

Gladstone "Fluney" Hutchinson – Associate Professor of Economics, Lafayette College

Charles Karam – Manager of Consulting Services, Datacor Inc.

Donna Kneule – Director of Design Services, Lafayette College (retired)

Emil Lukas – Artist

Lynn Schoof – Communications Manager, Via of the Lehigh Valley

Claudia Volpe – Director, Petrucci Family Foundation Collection of African American Art

Wendy Wilson-Fall – Director of the Africana Studies Program, Lafayette College

Luke Wynne – Luke Wynne Photography and Adjunct Professor of Digital Photography, Moravian College

KSAT Inc. also thanks Joe Biondo, Owner of Biondo + Projects, whose term on the board ended in 2022, as well as ad hoc board member Rob Christopher, conservation manager with the city of Easton.

KSAT ARTS ADVISORY COUNCIL

Edward W. Ahart, Esq. –

Partner at Schenck, Price, Smith & King LLP and Lafayette College Trustee Emeritus

Naomi S. Antonakos –

Stephen Antonakos Studio LLC

Berrisford Boothe – Associate Professor

of Art, Lehigh University

Karin Bravin – BravinLee Programs

Willie Cole – Artist

David Dallas – President, Dallas Group, and Chair, Unity Bancorp

Jane Kheel Stanley – Vice President of the Board, Nurture Nature Foundation

Bruce Maggin – Principal, H.A.M. Media Group, and Lafayette College Trustee Emeritus

David Mickenberg – Chair, Lehigh Valley Arts and Cultural Alliance

Phil Mitman – Former Mayor, Easton, and Executive Director, Easton Area Industrial Land Developers

Tom Moran – Chief Curator, Grounds for Sculpture, Hamilton, N.J. (retired)

Leslie Muhlfelder, Esq. – VP of Human Resources and General Counsel, Lafayette College

Mark Mulligan – CEO, VM Development Group

Sal Panto Jr. – Mayor, Easton

Gretchen Rice – Consultant, VM Development Group

Edward Shaughnessy – Attorney, Law Offices of Edward P. Shaughnessy

Gary Snyder – President, Gary Snyder Fine Art Projects

Dan Weiss – President and CEO, Metropolitan Museum of Art

KSAT LAFAYETTE COLLEGE ADVISORY COUNCIL

Susan Averett – Economics

David Brandes – Civil and Environmental Engineering

Ben Cohen – Engineering Studies

Dru Germanoski – Geology and Environmental Geosciences

Art Kney – Civil and Environmental Engineering and Landis Center for Community Engagement

Robert Mattison – Art

Michael McGuire – Civil and Environmental Engineering

Lee Upton – English (retired)

Nancy Waters – Biology



IN MEMORIAM: REMEMBERING RICHARD “MAC” MCATEER

KSAT visionary and founding KSAT Inc. board member Richard “Mac” McAteer passed away on December 29, 2021. The following is modified from an official statement released by KSAT Inc. Vice President Ed Kerns and endorsed by the board. It is printed here with the generous permission of Mac’s wife, Mary Jane.

Richard McAteer was a friend, mentor, and civic servant. In our current world of speed, change, and instability, Mac was a steady friend who imagined daylight when it seemed impossible.

In the tradition of the iconic Roman emperor Marcus Aurelius and stoic philosophers, Mac exemplified leadership values. In the words of Aurelius, Mac encouraged us to be “simple, good, plain spoken, friends of justice, gracious, affectionate, and strong for the work at hand.”

Mac actively worked to meet the needs of others. He educated himself about civic issues and took a quietly brilliant interest in his community. Mac was a peacemaker too. He solved many an impasse, and he helped Easton discover what it cares about.

For Mac, no act of kindness—no matter how small—was ever wasted.

Mac believed it was time to put back on the civic agenda the importance of public ownership and public good and the value of working together collaboratively, not in competition. He believed there are some essential elements in building the public good that financial markets do not fully consider—like clean air and clean water and a renewed spirit of stewardship of the natural world.

His thoughts and deeds for the public good of this community are embedded in our present and future actions.

Farewell, Mac, we will miss your good counsel, friendship, and unbounded hope for our shared future.

Always in your debt,

Ed Kerns

Vice President of the Board, KSAT Inc.

LOOKING FORWARD

KSAT Inc. and its partners are excited to be a part of several initiatives that will have a lasting positive impact on the Bushkill Drive corridor, the Easton community, and beyond.

LEADING THE TRANSFORMATION OF THE BUSHKILL DRIVE CORRIDOR

KSAT Inc. is part of a consortium spearheading the revitalization of the Bushkill Drive corridor through Easton. Along with the city of Easton, Easton Redevelopment Authority, Nurture Nature Center, and Lafayette College, KSAT Inc. is at the forefront of the effort to transform this important part of the city that connects the Silk mixed-use complex with downtown Easton and Lafayette College’s campus. At the center of these efforts is the redevelopment of the Easton Iron and Metal (EIM) property, a 14-acre former scrapyard located just across Bushkill Creek from the KSAT. While plans are in the early stages, uses under consideration include outdoor facilities to host performances, classes, and educational opportunities; gardens, an arboretum, and other native plantings and horticultural features; and public art installations and programming similar in scale and depth to those along the existing KSAT.

BRINGING NEW NATIONAL AND INTERNATIONAL ARTWORK TO EASTON

As an outgrowth of our updated mission statement and strategic priorities, KSAT Inc. is planning a series of initiatives that will truly transform the way our community engages with the national and international art world. Through a combination of artists-in-residence and group shows and festivals, plans are in the works to host an expanding array of artworks from world-renowned artists in the coming years.

REINFORCING OUR COMMITMENT TO COMMUNITY INCLUSIVENESS

KSAT Inc. is committed to planning projects and programming and seeking out partnerships to ensure that the KSAT is welcoming to all and represents the full diversity of our community. Some specific steps we’re taking include:

- Seeking to add artworks to the trail by artists from traditionally underrepresented communities.
- Supporting the creation/installation of artworks along the trail that educate the community and/or facilitate dialogue about issues of inequality, social justice, and human rights.
- Engaging with community organizations focused on inclusiveness to explore mutually beneficial partnerships.
- Increasing the diversity of the KSAT Inc. Board of Directors and project committees to ensure that a broad array of backgrounds and experiences are represented in KSAT projects, programming, and initiatives.

CONNECT WITH KSAT INC.

Karl Stirner Arts Trail Inc., P.O. Box 1028, Easton, PA 18044

Jim Toia, Executive Director & Curator



1-929-ART-KSAT (278-5728)

info@karlstirnerartstrail.org

www.karlstirnerartstrail.org

 @KarlStirnerArtsTrail

 @ksartstrail

 @KS_ArtsTrail

Karl Stirner Arts Trail Inc. is a 501(c)(3) nonprofit organization, EIN 81-4283487—contributions to which are tax-deductible to the fullest extent permitted by law.

The official registration and financial information of the Karl Stirner Arts Trail Inc. may be obtained from the Pennsylvania Department of State by calling toll-free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.