

# 2021 IFEA WEBINAR SERIES



## IFEA Webinar on Demand

### How ArtsQuest Successfully Pivoted Amid the Challenges of 2020

**Curt Mosel**

**Chief Operating Officer**

**ArtsQuest, Bethlehem, PA**



On March 19, 2020 Pennsylvania Governor Tom Wolf ordered all non-life-sustaining businesses to close across the commonwealth to help stop the spread of Novel Coronavirus (COVID-19). Not only would ArtsQuest be one of the first organizations to close its doors and one of the last to fully reopen, we needed a plan that would allow us to overcome these most challenging times. We had to change course immediately to preserve the organization and at the same time continue to offer access to the arts as a way of helping small businesses and the community at large. While the pandemic has had a devastating impact for all arts and cultural organizations across the globe, there is always opportunity even in the most desperate situations.

**Curt Mosel** leads the teams responsible for marketing, public relations, ticketing, operations, merchandise, IT and corporate partnership initiatives supporting the nonprofit's arts and cultural programming for the region. These events and programs include Musikfest, the nation's largest free music festival; 12 arts and cultural festivals; and the programs of the ArtsQuest Center and SteelStacks, an adaptive reuse of the city's former Bethlehem Steel plant that has transformed the old mill into a thriving arts and entertainment district.

Curt is a graduate of the University of Iowa, where he earned his bachelor's degree in communications, with a minor in business administration. He began his professional career in entertainment in ticket sales, before advancing into corporate partnerships with the Minnesota Timberwolves and the WNBA's Minnesota Lynx. In addition, he served as Director of Sales for Major League Soccer's Chicago Fire, and spearheaded the marketing efforts for The Morning Call daily newspaper most recently before joining ArtsQuest in 2010.

With his experience in sports & entertainment marketing and event planning, Curt has successfully led the development of several dynamic arts and cultural programs for ArtsQuest and the Lehigh Valley region of Pennsylvania including the FIFA World Cup™ SoccerFest & Viewing Party in 2014 which was named one of the Best New Events of 2014 by the International Festivals and Events Association.

**Length:** 60 Minutes

Webinar on Demand will be sent as an online link along with any supporting document provided.

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**Questions:** Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications Email: [nia@ifea.com](mailto:nia@ifea.com)