



@SJ\_Program  
#SustainableStateNJ

# Creating Vibrant and Thriving Communities



2016 NEW JERSEY SUSTAINABLE SUMMIT



# PRESENTERS

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- **Adam Perle**, *President and CEO, Art Pride Foundation*
- **Cassie Iacovelli**, *Executive Director, MainStreet Hammonton*
- **Jim Donio**, *Managing Director, Eagle Theater*
- **Greg Bender**, *President and CEO, Perth Amboy Arts Council*



# What is ArtPride?

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@artpridenj



- Statewide arts association
  - Theaters, museums, galleries, symphonies, dance groups, arts councils
  - Creative industries
    - Design
    - Publishing
    - Advertising
    - Architecture
    - Film, radio & tv
  - Supporters and suppliers
    - Sound & production
    - Printers
    - Framers
    - Corporate partners
- Only NJ organization that that represents and serves the entire arts community regardless of artistic discipline, size or geographic location



# What does ArtPride do?

- Able to effectively make positive change for artists and arts organizations by working with community leaders, elected officials, non-profit executives, businesses and residents
- Defend, and advocates for the increase in, public funding of the arts at the municipal, county, state and federal levels
- Promote participation in, and value of, arts through a variety of programs and services



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## *Why does art matter?*

“Art is fundamentally about self-expression, community-building and democracy. We need to get past a strictly utilitarian notion of arts and see this as part of the way we understand, experience and embrace the world.”

*Manuel Pastor*

*Professor, Sociology and American Studies & Ethnicity*

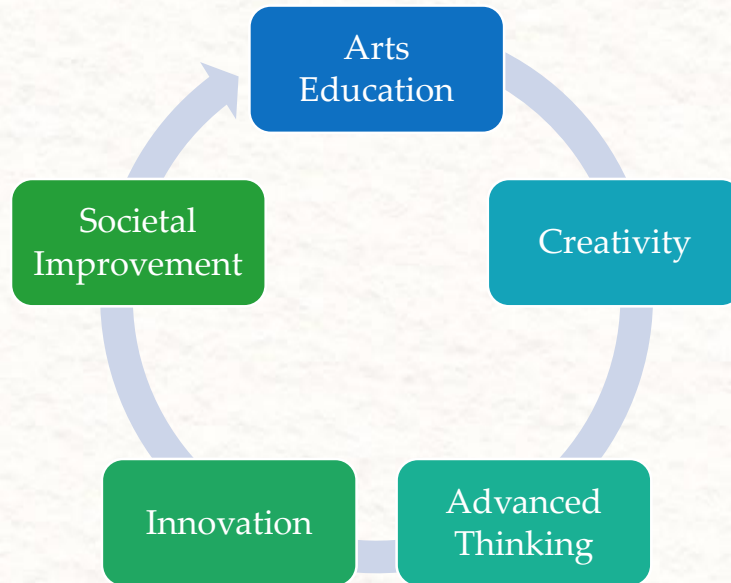
*Director, USC Program for Environmental and Regional Equity*

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# Art Matters: Education



- Enhances general academic achievement
- Improves social and emotional development
- Intrinsic benefit that is at the core of a civilized, sustainable society

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# Art Matters: Healthcare

- Benefits patients and helps contain healthcare costs
- Enhances coping and improve response to treatment
- Reduces the costs associated with extended hospital care and pain medication
- Reduces patients' level of depression and anxiety
- Contributes to patient satisfaction
- Improves providers' recruitment and retention rates

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# Art Matters: Workforce development

- 89% of executives participated in the arts in some way while in school
- 47% of executives say participating in the arts significantly contributed to their success and developed skills they use in their job
- 56% of executives say the arts can develop skills valuable in jobs outside of the creative sector
- 85% of executives say that exposure to arts can significantly develop creativity, a skill that they believe are currently lacking in the workplace among young people
  - Confidence – 82%
  - Ability to work with others – 79%
  - Focus – 78%
  - Perseverance – 73%
  - Work Ethic – 72%
  - Non-verbal communication skills – 69%
  - Accountability – 68%

Source: "Unmasking Business Success",  
Theatre Forward 2015

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# Art Matters: Community (Re)Development

- Creative placemaking and cultural planning has positive effects on:
  - Residents' attachment to their communities
  - Local economic conditions
  - Attractiveness of quality of life
  - Addressing complex issues—such as discrimination, social inequity, or uneven access to quality public spaces
  - Arts & cultural activity (specifically infrastructure supporting artist and arts organizations)

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New Jersey state  
**arts funding**  
comes from the  
hotel room tax 🛎



**Bottom line?** Every nickel of public  
arts funding supports \$1  
of local economic impact



### New Jersey's Creative Industry:

- 20,120 arts-related businesses (4%)
- Employing 75,454 people (1.7%)
- Non-profit museums, symphonies and theaters to for-profit film, architecture and design companies

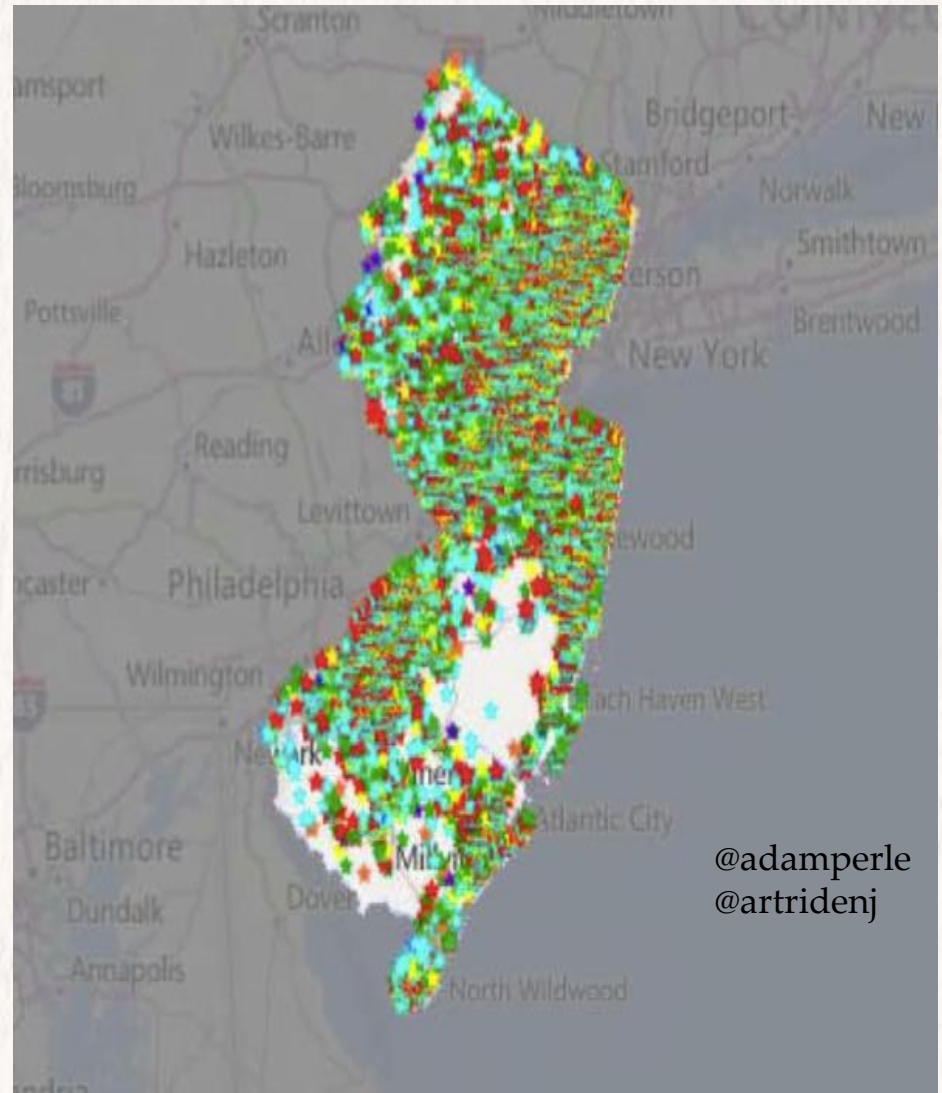
### Arts businesses, and the creative people they employ:

- Stimulate innovation
- Strengthen New Jersey's competitiveness in the marketplace
- Play an important role in building and sustaining economic vitality

More info in 2017 via

Arts & Economic Prosperity VI!

*Source: Americans for the Arts*



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# Arts & Sustainability: Why?

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## Sustainable Jersey Actions

- Creative Placemaking
  - Concerted effort to tie your cultural assets to economic development, the economic benefits of a Creative Placemaking Plan will not be a by-product, but rather a targeted strategy which will amplify the benefits
- Utilizing Your Creative Assets
  - Recognize the breadth of assets which exist in the area and begin to mindfully engage with those assets
  - Serves as a catalyst for community and local economic growth
  - Bridge between other Sustainable Jersey actions and activities
  - Provides far-reaching benefits and opportunities leading to social inclusion, community pride and stewardship

Thank you!



# Creating Vibrant and Thriving Communities:

*Hammonton*

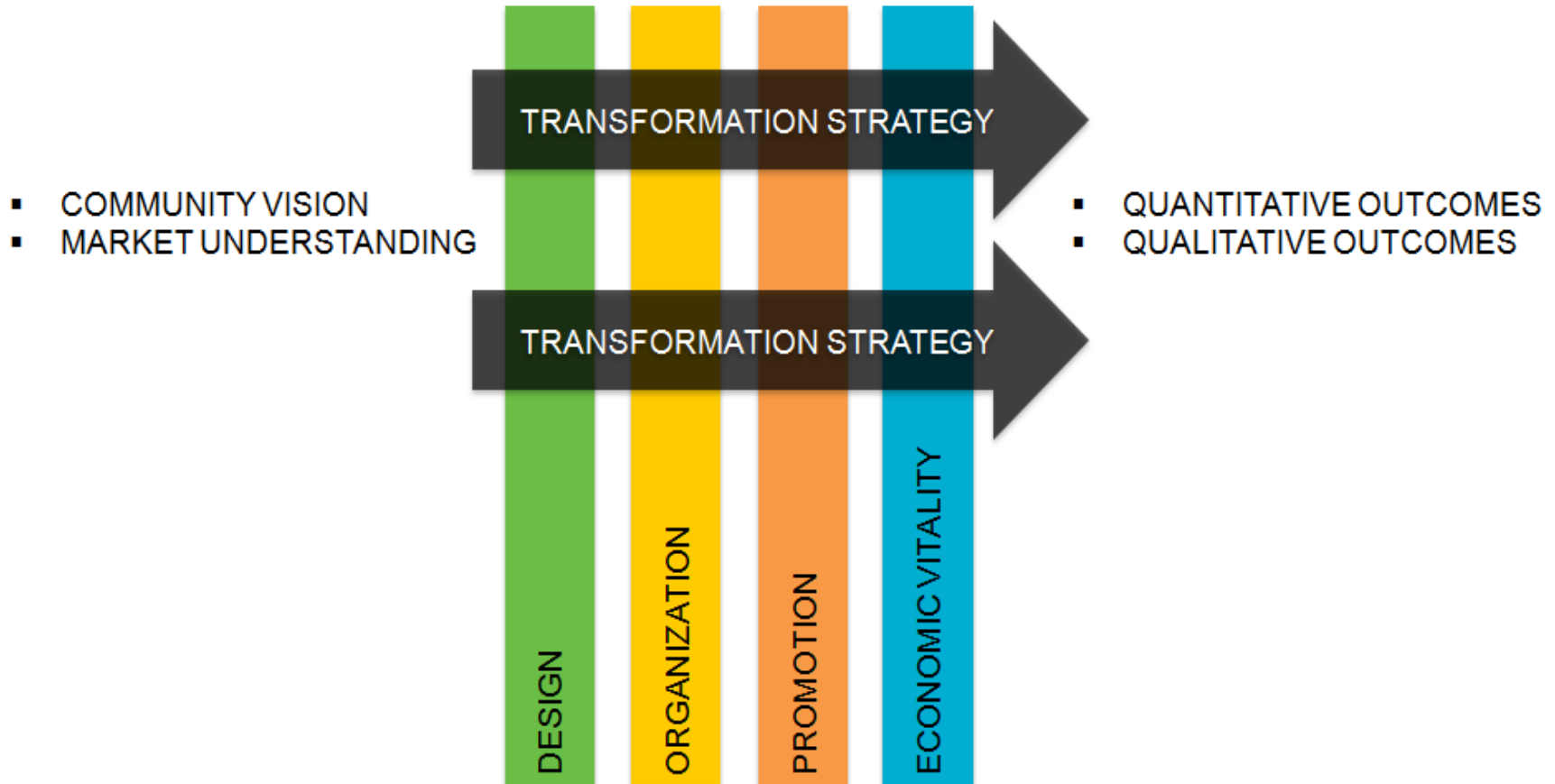
Cassie Iacovelli, MainStreet Hammonton  
Jim Donio, Eagle Theatre

# Refreshed Main Street Approach

*A common-sense, strategy driven framework that guides community-based revitalization efforts. The 4 Point Approach is used as a guiding framework.*



# Refreshed Main Street Approach



# About MainStreet Hammonton

- Established in 1993, as a program of the Hammonton Revitalization Corp., non-profit economic development corporation.
- One of the longest, most sustainable, Main Street programs in New Jersey
- A community revitalized with public and private resources.

# MainStreet Hammonton – Arts Incubator



The turning point for MainStreet Hammonton came when a focus on fostering the arts became an obsession for the organization and its stakeholders.



# MainStreet Hammonton – Arts Incubator

Arts organizations, festivals, and experiences were given a place to form, they were nurtured and grew under MainStreet.



# MainStreet Hammonton – Arts Incubator



- Arts Center
- Artist Studios
- Arts on the Avenue
- Third Thursdays
- Teen Arts Festival
- Art District
- Eagle Theatre



# Eagle Theatre – Economic Development



- Restored and reopened in 2009
- Established as professional theatre in 2014
- Ripple effect: restaurants, arts businesses
- Statewide and national attention to area







# Joint Marketing

## DOWNTOWN HAMMONTON

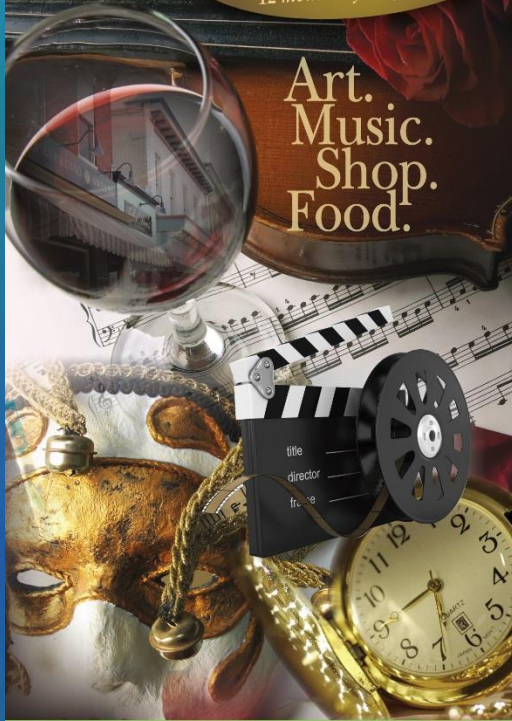
Plan ahead.  
See you  
Downtown!

PRESENTS

6-9pm

THIRD Thursday  
HAMMONTON  
12 months of shopping fun.

Art.  
Music.  
Shop.  
Food.



MainStreet Hammonton evening event

## HAMMONTON

WHERE ART & WELL-LIVING COME TOGETHER.

Minutes from everywhere. Exit 28 off the Expressway—  
halfway between Philly and A.C., or straight down Rt. 206, from Medford.

Every Friday 4pm - 8pm til Sep. 24



First-class Wineries • European Style Markets • Farms & Farm Houses • Outdoor Activities • Richard Stockton College Campus • Year-round Festivals & Events

Featuring 6 creative reasons to visit downtown Hammonton. New classes this fall. Most shops open Friday 'til 8:00pm. See you then!

**Paul Morris DANCEXPLOSION LLC**

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116 Bellevue Avenue • Hammonton NJ 08037 • 609-784-1303  
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a culturally diverse  
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www.theeagletheatre.com

Stockton College expanding its presence in Hammonton

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THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

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find your creative side.

studios, galleries,  
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South Jersey's Creative Connection

For more information contact  
MainStreet Hammonton (609) 567-7914

www.DOWNTOWNHAMMONTON.COM

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**HAMMONTON**  
Live Well!  
cafeterias, shops, arts, markets

Join us every Third Thursday of the month!

### January - "She" Girl's Night Out

Celebrating Women with live music, salon specials, food, drink, and fashion, and sales, sales, sales!

### February - Amore, An Italian Love Affair

Love is in the air. Downtown's shops, galleries and eateries offer a full array of specials, sales and fun in true Italian fashion.

### March - Cinema

Enter the world of motion pictures as downtown Hammonton puts you on the set of unforgettable films.

### April - Garden Party

Spring is in the air as shops, restaurants and galleries bloom with colorful exhibits of art, floral fantasies and musical tones.

### May - Retro... Remember When

Walk down memory lane with a retro view of fashion, art, food and music from decades past.

### June - Discover-A Global Showcase

Take a trip around the world and enjoy a magical journey without leaving your favorite downtown.

### July - Good Old Summertime

Stroll a warm summer evening downtown the good old fashioned way with fun foods, art, and shopping.

### August - Hot, Hot, Hot-A Latin Evening

Feel the beat and get the rhythm of Latin culture through food, art, fashion, dance and music!

### September - Bellevue Empire

We're "Putting on the Ritz" as downtown reminisces the Prohibition Era.

### October - Savor the Season Harvest Celebration

Experience the aromas of autumn downtown. Savor the season through food, art, shopping and more!

### November - A Holiday Renaissance Evening

Enjoy an enchanted Medieval evening downtown. Food. Art. Shopping. Music & More.

### December - Glitz, Glimmer & Holiday Shimmer

Enjoy the sights and sounds of the season as the downtown lights up with food, art, shopping, music & more!



Funded partly through South Jersey Industries Social Investment Program and Branch Banking and Trust Company



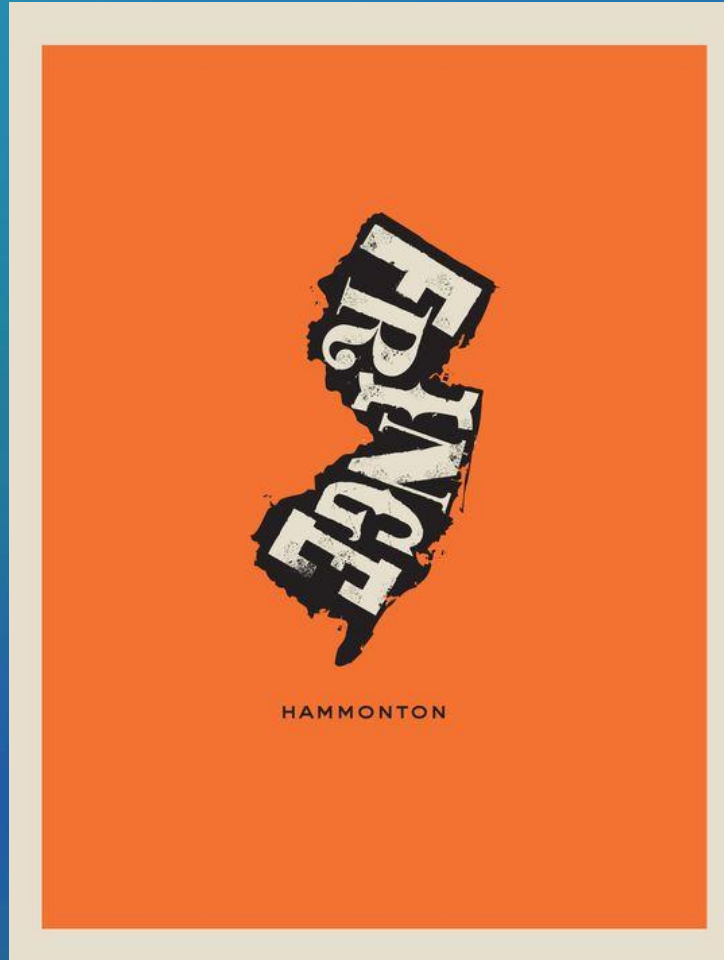
For a complete list of event happenings or more info visit:  
downtownhammonton.com



# Joint Marketing

- Cooperative Marketing Committee
- Public relations & cross-promoted events
- Tie-ins with for-profit businesses
- Video, Art Matters NJ, PBS Documentary
- Destination Marketing Organization

# On the Horizon



- Jersey Fringe Festival
- Creative Placemaking
- Improvement District



## 2 Key Takeaways:

1 - Establish or find an existing non-profit organization to act as an arts incubator.

2 - Joint marketing for the arts and for-profit businesses and integrate them into all activities and messaging.



## Final Thought

*Communities need to be  
prepared in case they  
succeed.*



CITY OF PERTH AMBOY  
THE HONORABLE MAYOR WILDA DIAZ



# CREATIVE PERTH AMBOY

ENHANCING QUALITY OF LIFE AND PROMOTING ECONOMIC DEVELOPMENT  
THROUGH ARTS AND CULTURE







## **Background**

**The Creative Perth Amboy Plan, 2016 APA NJ winner “Outstanding Plan for 2016 – Municipal”, focused on using arts and culture to foster economic development and improve quality of life**

**Funded from an “Our Town” grant from the National Endowment for the Arts (NEA) and funds from the Dodge Foundation.**

## **Process**

**Creative Team of 20 artists, stakeholders and officials from Perth Amboy developed the plan over the course of two years:**

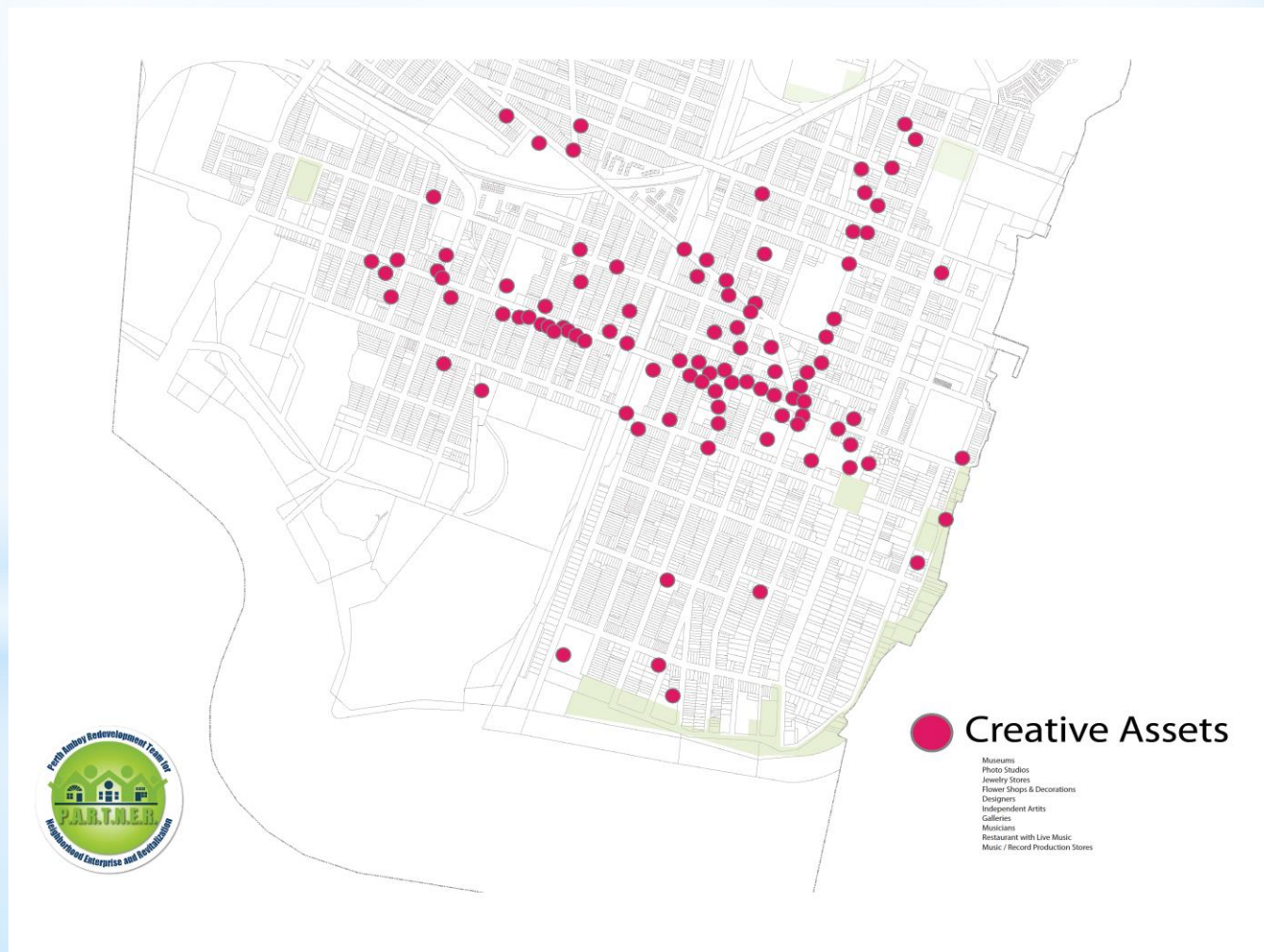
- **Monthly strategy meetings and coaching from NCCPM**
- **BOOTS ON THE GROUND: Conducted interviews with residents, businesses and local artists**
  - **Physical surveys of the City to determine size and location of creative assets.**
  - **Conducted mapping of potential sites for future creative uses.**
- **Completed Plan forwarded to the Mayor and City Council**
- **Plan maps and strategies displayed for residents at City Gallery**



CITY OF PERTH AMBOY  
THE HONORABLE MAYOR WILDA DIAZ



## EXISTING INVENTORY OF CREATIVE ACTIVITIES – PERTH AMBOY





## SPACES / OPPORTUNITIES FOR CREATIVE ACTIVITIES

## Appendix B-5

## Potential Arts & Cultural Uses

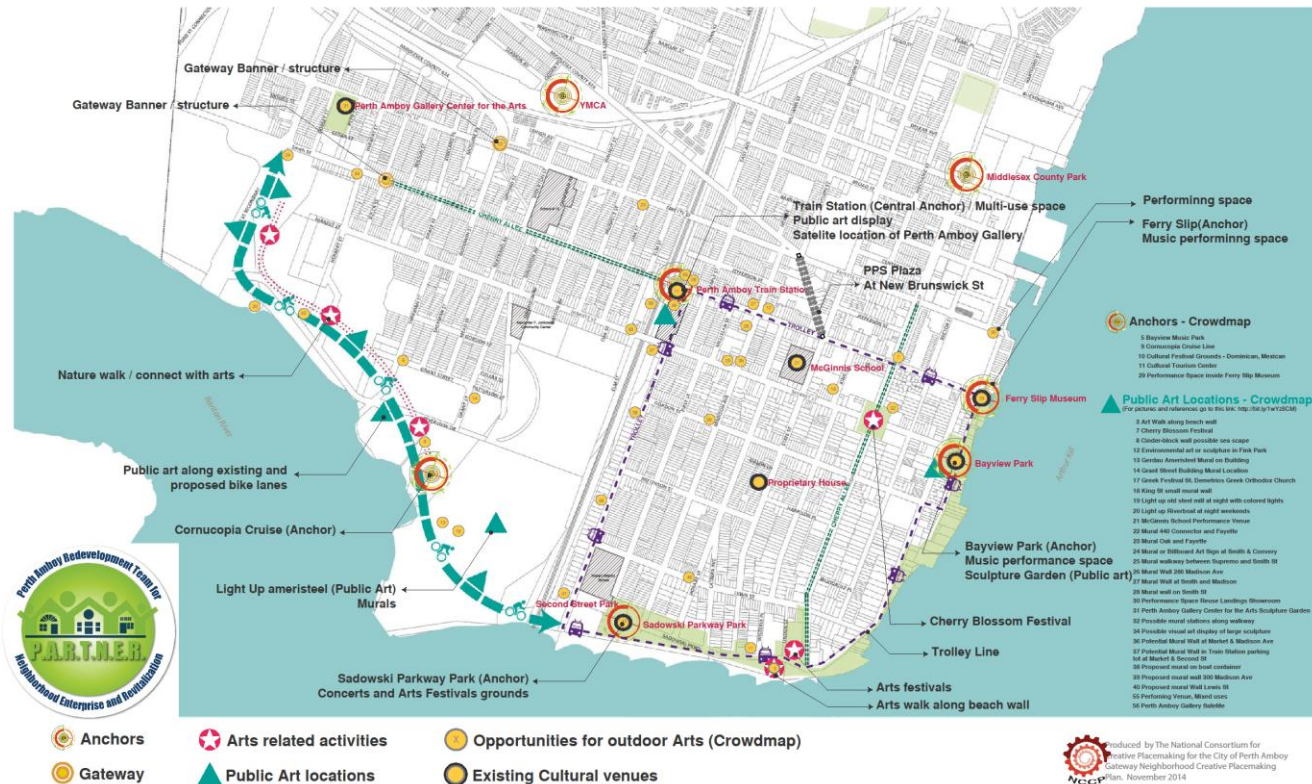






# RECOMMENDED CREATIVE PLACEMAKING STRATEGIES

## Perth Amboy Creative Placemaking Strategies





CITY OF PERTH AMBOY  
THE HONORABLE MAYOR WILDA DIAZ



## STRATEGIES AND PRIORITIES

### Strategy Groupings

- **Imagine:** Focused on existing Artists and Businesses
- **Create:** Visible Public Art / Education Enhancements
- **Connect:** Organize and Structure Arts Leadership
- **Build:** Establish Arts and Cultural Center and Arts District

### Accomplishments to date:

- **City Ordinances for Arts Council and Murals**
- **Establishment of Arts Council**
- **Conducted two annual Waterfront Arts Festivals**
- **Initial murals up**
- **Initiated Arts education program bringing Perth Amboy art students to Rutgers University Mason Gross School of the Arts to view BFA work and to engage the artists**
- **Interactive artists database in development**







## LESSONS LEARNED



- Develop a strategy to promote this plan BEFORE it's complete!!
  - Identify key audiences early
  - Design your communication differently to each group (residents, city officials and business people are different)
  - Regular updates are essential, especially to City officials
  - BOOTS on the GROUND, part two:
    - Present finding in person-not via email- to key decision makers, such as the City Council, Mayor, Zoning Board, BID, the Board of Education and the City Planners.
    - Be as visual as possible
    - Have a Bilingual version of key findings and recommendations

