New Resources for Sustainable Jersey Arts & Creative Culture Actions

December 14, 2021
Housekeeping

- All attendees muted
- Questions? Enter them into the Questions box or raise your hand. All questions will be answered at the end of the webinar.
- Enter the “Audio Pin” if calling in by phone so we can unmute you during the Q&A session to ask your question.
- Webinar recording & presentation will be posted on website by end of week (Resources – Presentations – Webinars – Arts & Culture)
  https://www.sustainablejersey.com/resources/presentations/webinars/#c3372
Presenters

• Leo Vazquez, Creative Placemaking Communities, Arts & Culture Actions Team Leader

• Lauren Otis, Executive Director, Artworks

• Ann Marie Miller, Director of Advocacy & Public Policy, ArtPride New Jersey
ARTS AND CREATIVE CULTURE ACTIONS

Leonardo Vazquez, AICP/PP
Creative Placemaking Communities
Sustainable Jersey Arts and Creative Culture Task Force
ESTABLISH A CREATIVE TEAM

Broad and diverse team to guide and monitor arts activities in the community
CREATIVE ASSETS INVENTORY

Listing of creative activities and places, or people involves in creative sector activities
MUNICIPAL COMMITMENTS TO SUPPORT ARTS AND CREATIVE CULTURE

Rewards municipalities for policies, regulations, etc. that build a more welcoming environment for arts and creative culture.
UTILIZE YOUR CREATIVE ASSETS

Projects involving arts that are supported by the municipality and are designed to enhance community or economic development.
CREATIVE PLACEMAKING PLAN

Municipally-approved plan that connects arts and culture to community and economic development issues
THANK YOU

Leonardo Vazquez, AICP/PP
President, Creative Placemaking Communities
Chair, Sustainable Jersey Arts and Creative Culture Task Force
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South Orange, NJ
Trenton’s Artwalk: from the Trenton Transit Center to downtown; a Sustainable Jersey-funded project.
Current Conditions
A forgotten urban space ripe for reinvention with public art. Using art to improve public safety, encourage healthy behaviors (walking, biking, use of public transit), and improve quality of life.
Murals
And lighting
Using art to turn an urban liability into an asset, with a net benefit to community health and wellbeing.
NJ Mayors Committee on Arts & Culture

- Information on federal & state funding
- Ordinance library
- Economic impact of arts data
- Best practices
- Persuasive arguments for arts projects

For details, contact Ann Marie Miller at ArtPride New Jersey: amiller@artpridenj.org
ARTS & CULTURE IN PUBLIC HEALTH
AN EVIDENCE-BASED FRAMEWORK

MECHANISMS
Self-Efficacy
Personal & Cultural Resonance
Aesthetic Experience
Emotional Engagement & Empathy
Expression & Being Heard
Meaning-Making
Self-Transcendence

PROVIDE DIRECT HEALTH BENEFITS

INCREASE HEALTH SERVICE EQUITY & ACCESS

CREATE SAFE, INCLUSIVE & ENGAGING ENVIRONMENTS

SUPPORT SOCIAL, CULTURAL & POLICY CHANGE

ENRICH RESEARCH METHODS & PRACTICES

STRENGTHEN HEALTH COMMUNICATION

EVIDENCE-BASED OUTCOMES

- Enhanced immune response
- Better coping & emotional regulation
- Reduced loneliness and isolation
- Increased racial & social equity
- More welcoming and inclusive spaces
- Enhanced service utilization
- Increased mobility & exercise
- Spaces for learning, connection & play
- Growing & aging in place
- Enable dialogue within & across groups
- Elevate underrepresented voices
- Organize & mobilize communities
- Eliminate community needs and priorities
- Support & elevate community narratives
- Show findings in meaningful & engaging ways
- Make information clearer & more memorable
- Increase personal & cultural relevance
- Enhance self-help & behavior change

https://response.arts.ufl.edu/we-making-framework

ARTS.UFL.EDU/HEALTHY-COMMUNITIES
Get Started

Municipal/Artist (M/A) partnerships are collaborations between local governments and artists, that use creative processes to engage residents and improve communities.

These partnerships are happening across the United States, and are becoming an important way for both local governments and artists to think outside the box and have a direct impact on communities.
Sustainable Jersey Technical Assistance and Grant Funding Opportunities, Upcoming Webinars & 2022 Certification Application Deadline
2022 Sustainable Jersey Grants Program

View the informational webinar recording and presentation here:
https://www.sustainablejersey.com/grants/pseg-cycle/

Questions? Contact Grants Program Coordinator, Kaitlyn Vollmer at grants@sustainablejersey.com or 609-771-3189
Complete Streets Technical Assistance Program

**DEC 15**
COMPLETE STREETS APPLICATION PROCESS WEBINAR
NOON TO 1PM
Register at bit.ly/CompleteStreetsWebinar2

**FEB 11**
COMPLETE STREETS TECHNICAL ASSISTANCE APPLICATION
DUE BY 11:59PM
Apply at bit.ly/CompleteStreetsTA
Creating a Community Energy Plan: Resources and Technical Assistance
Wednesday, January 12, 2022, 1:00pm-2:30pm
Register at https://attendee.gotowebinar.com/register/636933211259548688

Funding for Transitioning Fleets to EVs
Wednesday, January 26, 2022, 1:00pm-2:30pm
Register at https://attendee.gotowebinar.com/register/8671364841936770573
Certification Deadline:

May 22, 2022
Questions?

• Contact us at info@sustainablejersey.com or call 609-771-2938

• Webinar presentation & recording will be posted on our website here: Resources – Presentations – Webinars – Arts & Culture
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