



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

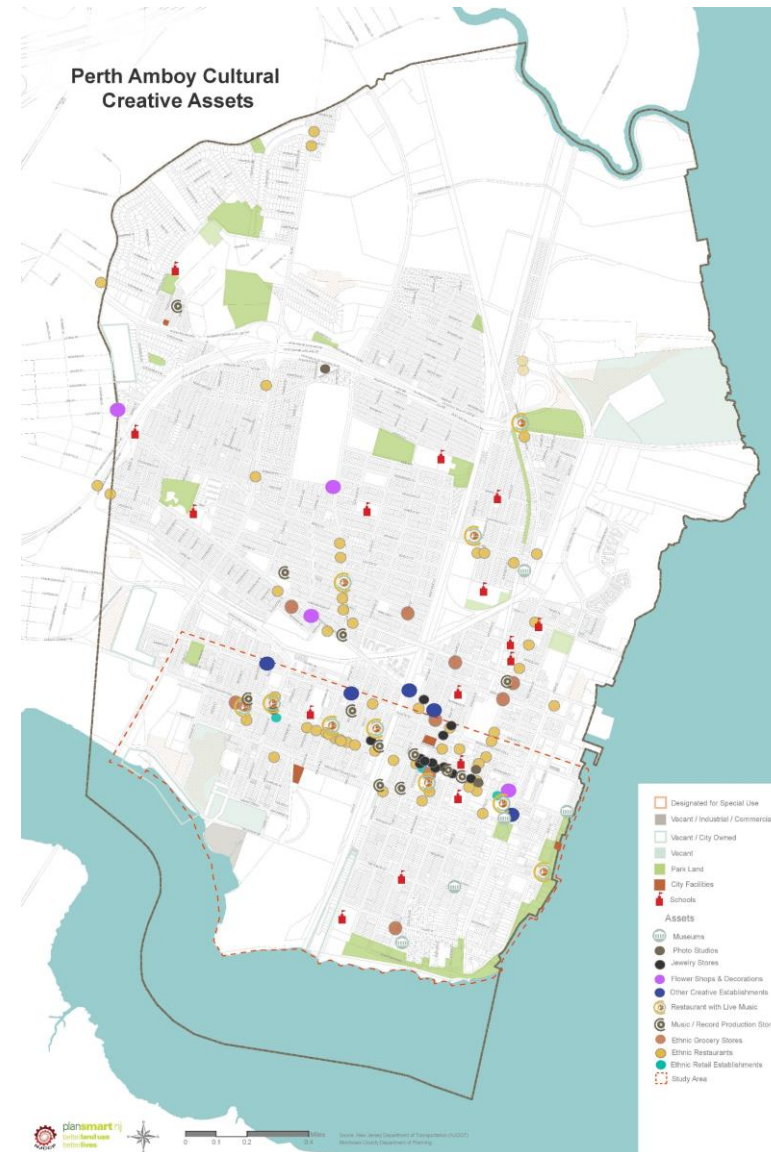
ESTABLISH A CREATIVE TEAM

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



CREATIVE ASSETS INVENTORY

Listing of creative activities and places,
or people involved 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.



STRATEGIES AND ACTIONS

08 COMMUNITY, CULTURAL, & EDUCATIONAL RESOURCES

03. Culture and Entertainment

Capitalize on existing historic and cultural assets in neighborhoods to create new and improve existing public spaces, facilities, and districts

Newark is the arts and cultural capital of New Jersey. The city is home to hundreds of arts and cultural organizations, which in addition to enhancing the quality of life in Newark are also a significant industry: one that generates over \$177 million in economic activity and supports more than 4,500 full time jobs. In fact, Newark ranks fifth among cities of comparable populations in terms of total non-profit arts industry expenditures – after Minneapolis, St. Paul, Atlanta, and Miami.¹ Each year, the Prudential Center alone attracts more than one million people to Newark's downtown.

Promotion of and investment in arts and culture brings enormous value to cities. In addition to increasing the sense of a city's uniqueness and fostering community pride, art and culture also provides direct economic benefits: creating jobs, promoting tourism, raising property values, attracting new residents, increasing the number of visitors, and creating small business opportunities. Arts and culture have been used successfully as major components of downtown and neighborhood revitalization efforts.

Today, many of the city's cultural institutions face significant challenges, including:

- A recurring fiscal crisis, heightened in times of economic recession;
- A lack of adjacent amenities to encourage repeat and extended visitor stays;
- Physical constraints for meeting current and future needs (e.g., expansion, storage, parking);
- A struggle to capture local and diverse audiences (including current residents and immigrants); and
- Competition with for-profit venues.

Strategy 3.1

Expand the use of art in public spaces to enrich neighborhoods and foster a sense of civic pride and identity

High quality **public art** can help transform public spaces, as well as foster a sense of neighborhood pride and identity. It can also help spur neighborhood revitalization; positively impact neighborhood character and property values; create jobs for local artists; and



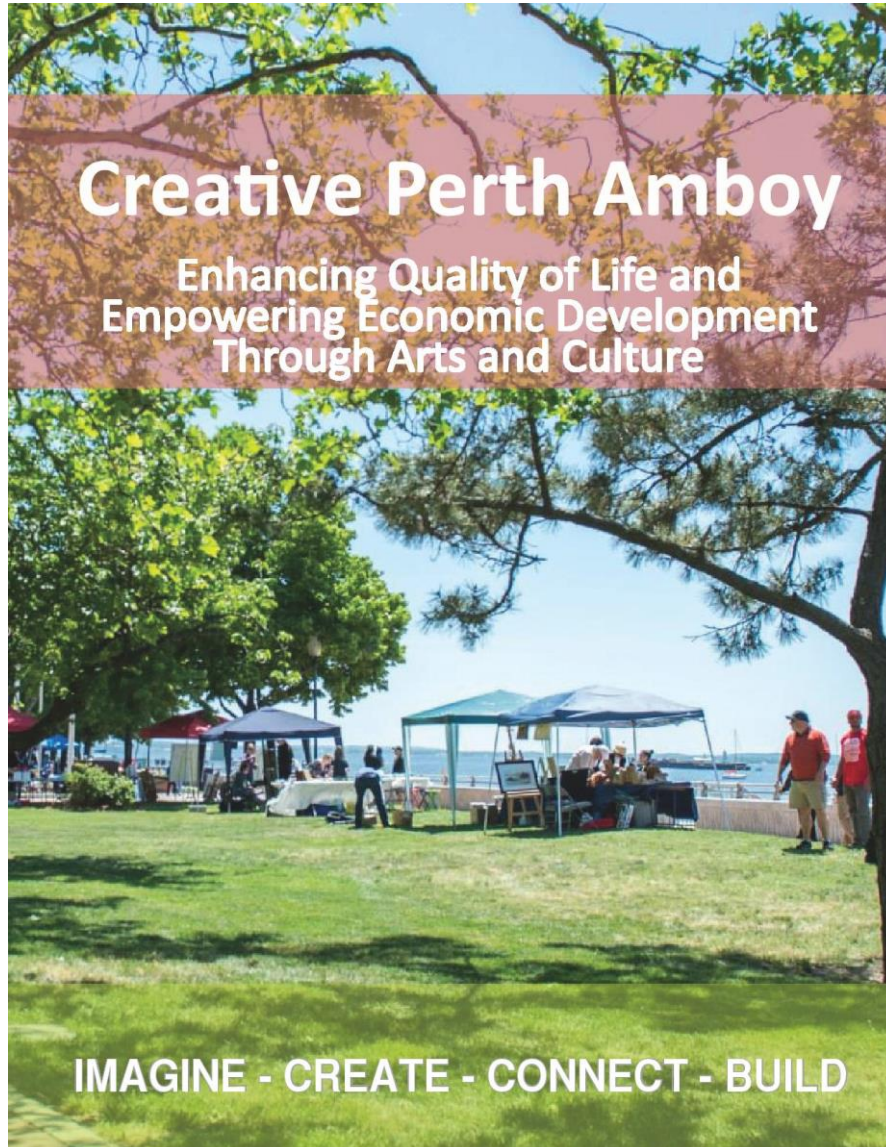
UTILIZE YOUR CREATIVE ASSETS

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



IMAGINE - CREATE - CONNECT - BUILD

THANK YOU

Leonardo Vazquez, AICP/PP

President, Creative Placemaking Communities

Chair, Sustainable Jersey Arts and Creative Culture Task Force

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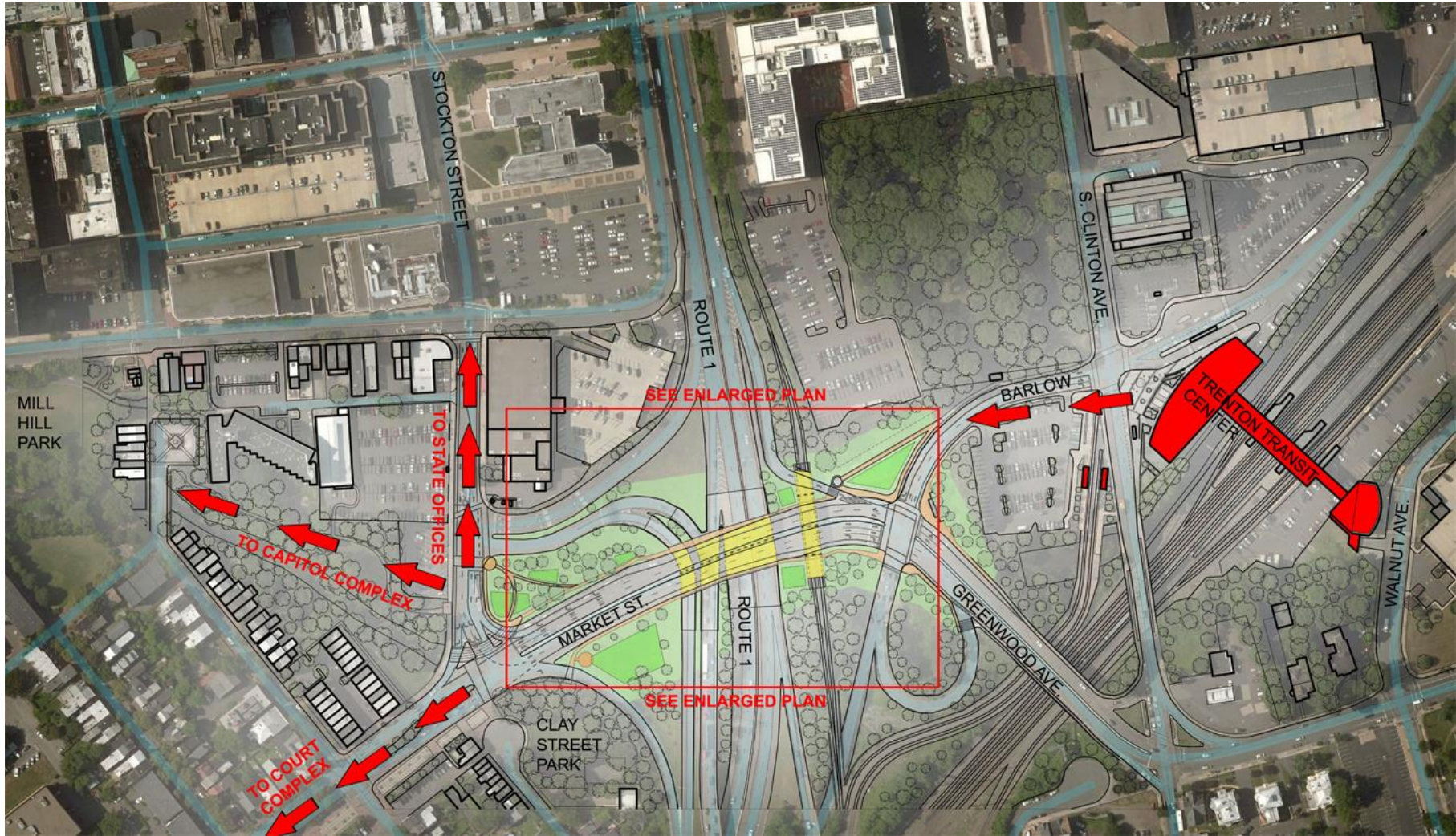
ARTWORKS

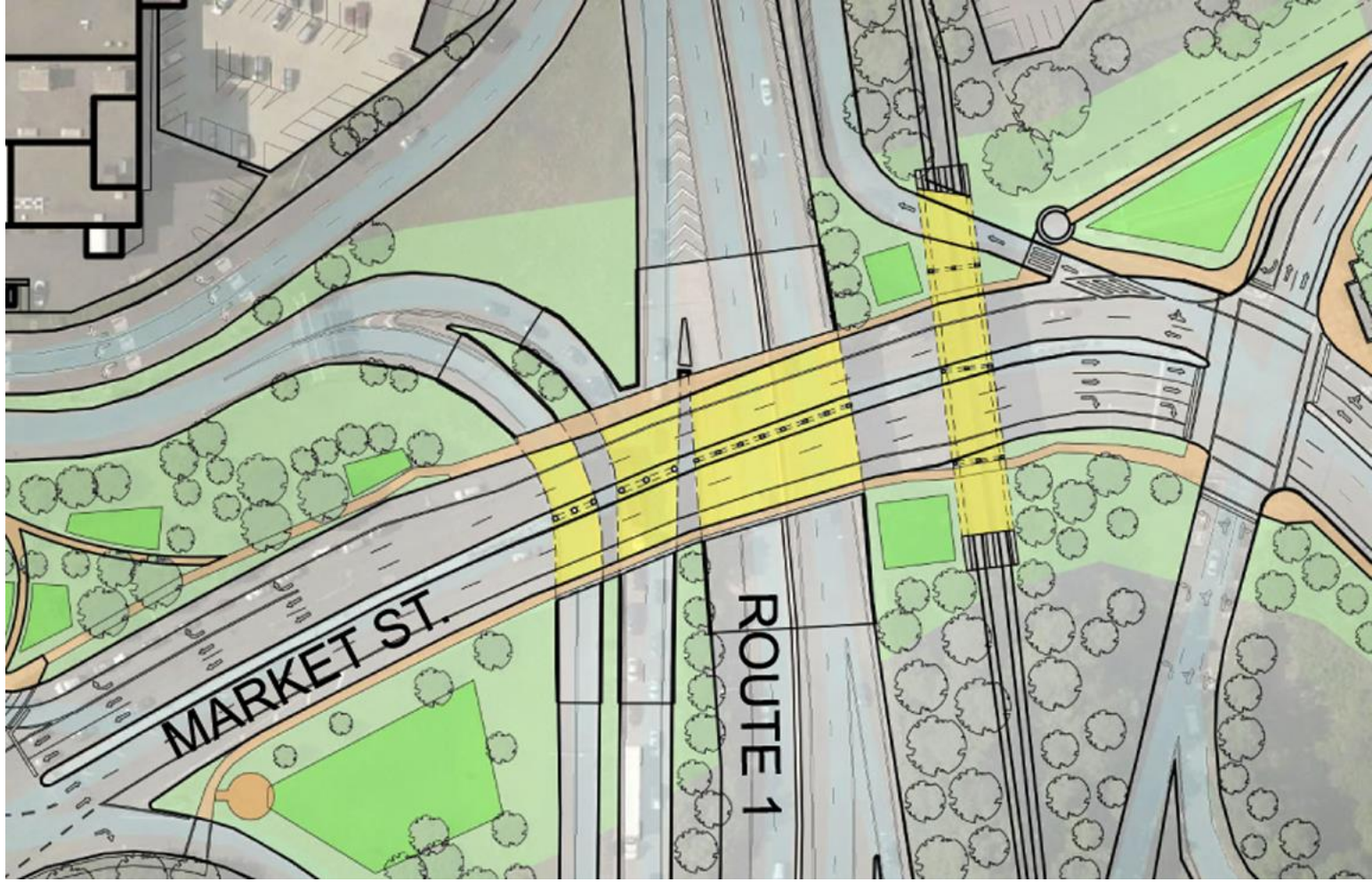
19 Everett Alley, Trenton, NJ 08611

www.artworkstrenton.org 609-394-9436



**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.**



Rendering by Jonathan Conner

NJ Mayors Committee on Arts & Culture



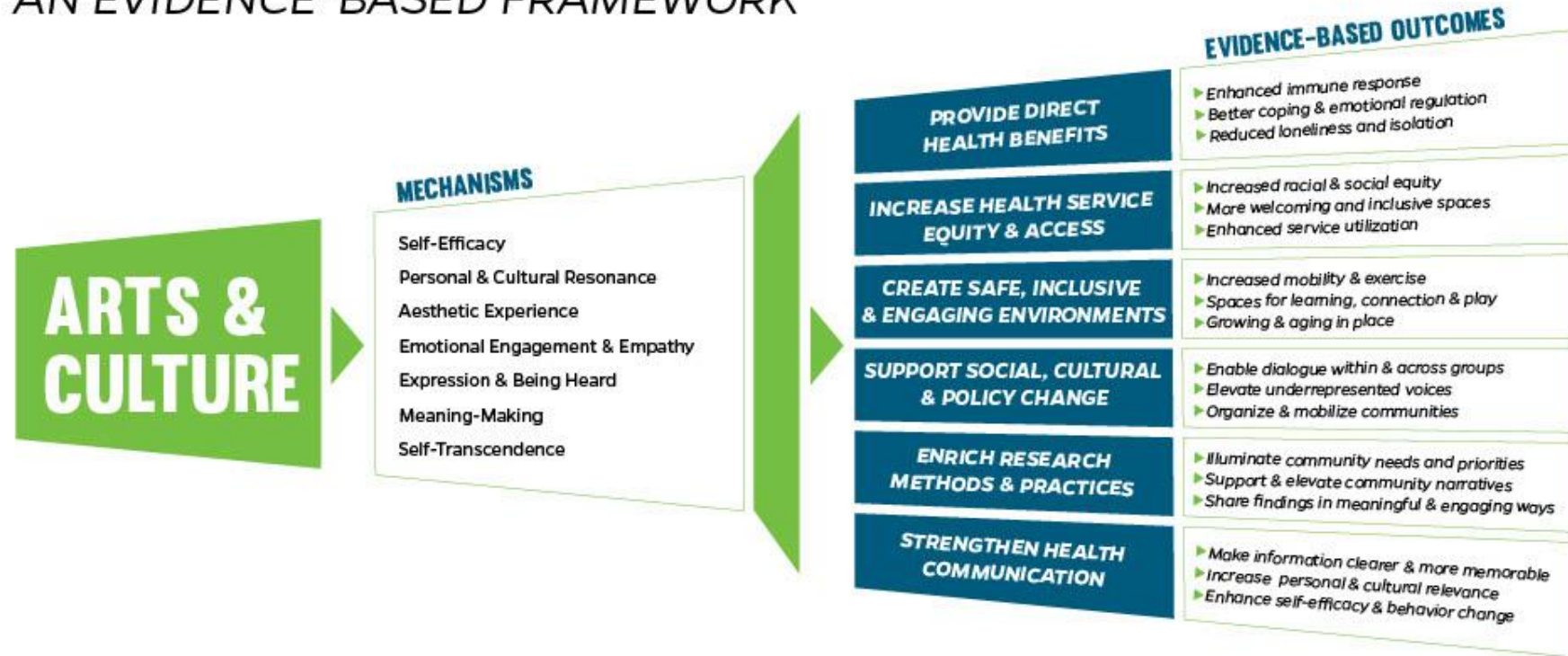
- Information on federal & state funding
- Ordinance library
- Economic impact of arts data
- Best practices
- Persuasive arguments for arts projects

For details, contact Ann Marie Miller
at ArtPride New Jersey: amiller@artpridenj.org



ARTS & CULTURE IN PUBLIC HEALTH

AN EVIDENCE-BASED FRAMEWORK



<https://municipal-artist.org/get-started/>

Municipal — Artist Partnerships
🔍 Search topics & tools ×
🏠 Get Started
🌱 Nuts and Bolts
🔗 Profiles
📊 Tools and Resources
✳️ About this Guide



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



Cycle Funded By:



PSEG
Foundation

Applications Due:

**Friday,
Feb 11**



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



Energy Program Webinars

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>

The background features a repeating pattern of interlocking diamond shapes. The primary color is a deep red. Overlaid on this are two sets of parallel lines forming diamond outlines: one set in a vibrant yellow and another in a forest green. The lines are thick and create a sense of depth and movement.

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
<https://www.sustainablejersey.com/resources/presentations/webinars/#c3372>