

A blueprint for a better NJ through and for the arts



Executive  
Summary

# Harnessing the power of the arts

Healthcare  
Job Creation  
Aging  
Universal Access  
Critical Thinking  
TECHNOLOGY  
Building Community  
Economic Development  
Business Attraction  
Recreation  
Workforce Development  
Drug Prevention  
Lifelong Learning  
Youth-at-Risk  
Imagination  
Civic Pride  
Tourism  
Beautifying Communities  
Civic Engagement  
INSPIRATION  
Tolerance  
EDUCATION  
Personal Enrichment  
Memorializing Our History  
Universal Access  
Healthcare  
Teamwork  
Job Creation  
Property Values  
Discipline  
Cross-Cultural Understanding  
SELF-ESTEEM  
Wellness  
Critical Thinking  
TECHNOLOGY  
Building Community  
Economic Development  
Innovation  
Personal Enrichment  
Creativity  
Tourism  
After-school Activity  
www.ArtsPlanNJ.org  
SELF-ESTEEM

# Arts Plan NJ At-a-Glance

## We **Envision** a New Jersey where:



New Jersey Intergenerational  
Orchestra, Cranford, NJ

- Everyone supports and participates in the arts;
- High quality arts education is an essential part of every learning experience throughout our lives;
- The arts are embedded in economic and community development strategies everywhere and are partners to industries in all sectors;
- Artists are universally viewed as invaluable assets to the well-being of our lives, our communities and our society;
- The arts sector is well-capitalized and uses the full power of technology to achieve its very best and works in every vital sector of our communities;
- The arts are our greatest source of New Jersey pride and our strongest thread connecting people of all races, cultures, beliefs and abilities.

## **Values** Essential to Success

**Inclusiveness**....everyone needs to participate and benefit

**Excellence**....our goal in everything we do and create

**Partnership**....our strength is our connection to all who share a vision of a better New Jersey

**Public Value**....what we strive to create and the main justification for all that we propose to do

**Sharing Knowledge**....among ourselves and with those with whom we would partner

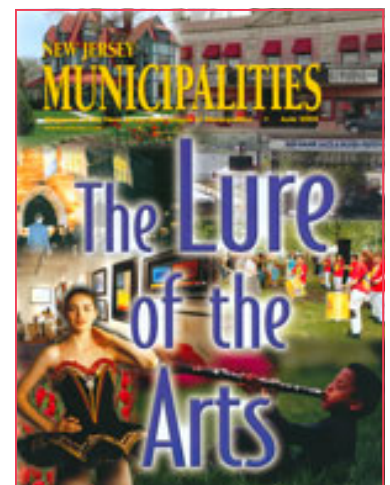
**Stewardship**....a devotion to the very highest standards and to advocacy

## **Goals & strategies** for a better New Jersey through and for the arts

**Grow thriving and vibrant communities through the arts:** The arts become a powerful engine for creating better and more attractive communities by integrating arts policy and goals into the civic agenda, promoting inclusive cultural planning and working closely with business, industry, philanthropy and government at all jurisdictional levels to grow sound, sustainable and thriving communities.

**Build the very strongest arts community possible:** New Jersey will reap the greatest benefits from the arts by creating a strong and resilient capital base, leveraging diverse resources, operating state of the arts facilities, possessing the very best board, staff and volunteer leadership and adopting the very highest standards of operation possible.

**Provide lifelong arts education:** Arts education, taught sequentially and used across the curriculum, is vital to the success of our children in today's world. We must guarantee it in every school and train our artists and educators well. When we make arts education and its practice available to people throughout their lives, we are helping them to live longer, better and more productive lives.



NJ Municipalities Magazine for local officials featured "The Lure of the Arts," a cover story on cultural tourism.

# Arts Plan NJ At-a-Glance

## Goals & strategies (continued)

### **Broaden, deepen and diversify cultural participation:**

Encourage New Jerseyans to engage in the arts in meaningful ways through even more aggressive and creative marketing, forging new relationships within the communities the arts seek to reach, meeting people on their own terms, improving accessibility in every way, sharing resources and success stories, and honoring community and cultural standards.

### **Foster a strong network of support for artists:** Artists are the life-blood of the industry and the creative capital of our state.

Over 50,000 professional artists call New Jersey home. For them to achieve and give us their best, a robust infrastructure of support and service built on superior information and networking, fair compensation, appropriate recognition, job opportunities, expanded markets, and professional development and technical assistance are needed on all fronts.

**Apply advanced technology:** Every goal of this plan is advanced by the effective application of the most modern technology from the creation of art itself, to its marketing, operations, advocacy, accessibility and state of the arts facilities. We need to assess conditions now, build capacity as a priority, and provide both capital and technical assistance on all fronts.



Third Friday Gallery, shopping and dining throughout the Glasstown Arts District in Millville is an event everyone enjoys.

## Action Plan

To achieve its ambitious goals Arts Plan NJ will require broad participation in a range of partnerships and initiatives from all sectors.

- Sustain all gains made under the previous plan
- Mobilize leaders from all fields at the highest levels to address the issues and goals of this plan
- Vigorously grow and strengthen arts advocacy and connect it to fields that share the same goals
- Build partnerships of every meaningful sort, but concentrate foremost on tourism and healthcare, and also in other fields such as libraries, real estate development and with faith and culture based institutions
- Campaign for arts education in our schools and throughout our lives
- Establish a statewide artists service network to help artists achieve their best
- Expand the network of technical assistance services available to arts groups in key areas of interest including finance and accounting, health insurance, strategic planning, technology, connection to business and professional training.
- Find creative ways to grow the resources of the Cultural Trust and develop new, larger and more innovative financial resources for the arts that build capacity, artistry, sustainability and public value. Keep more New Jersey philanthropy in New Jersey
- Conduct a statewide technology audit and create an accessible “virtual” Help Desk through partnerships among the nonprofit, private and higher education sectors.
- Create consensus around a set of accords that establishes the highest standards of commitment to excellence, ethical business practices, inclusiveness, social responsibility and community responsiveness

# A Call to Action — Endorse



Go to [www.artsplannj.org](http://www.artsplannj.org)

1. Learn about the Plan
2. Discover your role
3. Commit to advancing the Plan

## Become an Arts Plan NJ endorser if you believe...

The arts are important to the well-being of New Jersey, its people, communities, economy, education and quality of life. Arts Plan NJ, through its partnerships with other vital sectors of New Jersey, presents viable ways in which to build a brighter future for New Jersey through the development of the arts. I/we endorse it and will participate in its implementation.

## Why Endorse

Endorsement will help you connect the benefits of the arts to your individual, community and professional goals whether they are personal enrichment, quality schools, thriving downtowns, property values, safe streets, etc. Each endorsement is important because it is a commitment to action. Arts Plan NJ proposes six major goals for achieving a brighter future for New Jersey and reaching those goals depends on an army of endorsers from all sectors who bring the Plan to life. Each endorsement is important because it is a commitment to action. If you believe the arts are important to the well-being of New Jersey, its people, communities, economy, education and quality of life, endorse now and define your role in building a better New Jersey for all of us.

## How to endorse

Endorsing Arts Plan NJ is easy.

Step 1: Go to [www.artsplannj.org](http://www.artsplannj.org) and click on Endorse Now!

Step 2: Compare your long-range plan to Arts Plan NJ and discover where your personal, community and professional goals align with the Plan.

Step 3: Take Action: Commit to at least one strategy from the Plan that you will implement in the next 18 months that addresses both your goals and advances Arts Plan NJ.