



*Executive Director Matt Pisarski with Brandi Grosso of Vineland Public Library and Nadine LaFond, curator of the Epistle of Resilience: Haitian Youth Therapy Art traveling exhibit.*

# **Cumberland County Cultural & Heritage Commission**



2016 Annual Report

Support for the Cumberland County Cultural & Heritage Commission in calendar year 2016 was provided by the New Jersey State Council on the Arts/Department of State, a Partner Agency of the National Endowment for the Arts; the New Jersey Historical Commission; the New Jersey Council for the Humanities; the National Park Service and the Cumberland County Board of Chosen Freeholders.



## COMMISSION & COMMITTEES

### Cultural & Heritage Commission

**Roy Kaneshiki**, *Chair*

**Merle Z. Silver**, *Vice-Chair*

**Maria Cerda-Moreno**, *Treasurer*

**Yogesh Thakur**, *Secretary*

**Ella M. Boykin**

**Penny Watson, AIA**

**John Garrison**

**Suzanne Merighi**

**Marianne Lods**

**Thomas Sheppard**, *Freeholder Liaison*

### Grants Review Panel

**Will Boyer**, *Photographer/Metal Sculpturist*

**Erika Gardner**, *Gloucester County Cultural & Heritage Commission*

**Todd Sciore**, *Newfield National Bank*

**Nadine LaFond**, *Independent Artist/Musician*

**Joseph Letizia**, *Tattoo Artist*

**Diane Macris**, *Gloucester County Cultural & Heritage Commission*

### ADA Advisory Subcommittee

**David J. Grennon, Jr.**, *County Office on Aging & Disabled*

**LuAnn Parkin**, *County Disabled Advisory Council*

**Penny Wells**, *County Disabled Advisory Council*

#### Battle of Dallas' Landing Committee

Dr. Richard Hunter

Captain Joshua Silver

Michael Adelberg, MA, MPP

#### West Jersey Time Traveler Subcommittee

Meghan Wren

Lisa Jester

Penny Watson, AIA

## *Mission*

The mission of the Cumberland County cultural & Heritage Commission is dedicated to the development and promotion of public interest in the arts and history of local and county cultural traditions.

## *Long Range Plan*

In 2013, the Commission updated its five-year long-range plan due to four key findings revealed since the last plan had been completed:

1. **The Great Recession:** Between 2007 and 2009, Cumberland County suffered a precipitous economic decline, with unemployment peaking at 14.4%. This resulted in declines in donations, grants, memberships, and other revenue for local arts and cultural organizations;
2. **Philanthropy:** At the same time it was determined that Cumberland County actually ranks in the top 18% of U.S. counties in terms of generosity, with donations and philanthropic giving with over \$3 million annually provided by local residents;
3. **Collaboration:** Collaborative action is growing in the county, including tourism development packages, advertising co-ops, countywide events, and shared services;
4. **Growing Disparities:** Cumberland has become a minority/majority county with growing ethnic diversity. While populations and audiences diversify, cultural community leadership has lagged behind, and there is a growing need to build diversity to promote organizational health.

Consequently, the long-range goals of the Commission were expanded and clarified to concentrate on two main areas:

1. **Help arts and heritage organizations achieve long-term stability:** While the previous plan concentrated on strategic planning and governance, this new plan expands on these goals with the intent to build vitality, relevancy, and financial sustainability into the cultural and history organizations throughout the county.;
2. **Build Cumberland County into a culture/eco destination:** Utilize the rural and natural attributes of the county to build economic activity and tourism which links culture, history and the environment.

From these two goals came four objectives:

- |  |  |
|--|--|
| 1. <b>Build Consistent Branding;</b>     | 3. <b>Implement fundraising metrics;</b> |
| 2. <b>Support Effective Fundraising;</b> | 4. <b>Build diversity in governance</b>  |

Several strategies were formulated to accomplish these goals by 2018 with metrics to guide the path to successful completion.

*The Cultural & Heritage Commission mission and vision statements were revised and updated in October 2013 as a result of the long-range planning process.*

## *Strategies & Implementation Schedule*

**Online Toolbox:** The Commission should establish an online portal where its grantees can access current materials in fundraising, marketing and impact assessment materials. 2016 Implementation goals:

- Update and promote.

**Regular Get-Togethers:** The Commission should establish regular social events for cultural and history organizations in order to build trust and spark ideas for collaborations. 2016 Implementation goals:

- None

**Matching Grants:** The Commission should establish a program of matching grants to motivate fundraising professionals and allow donors to effectively double their donations. 2016 Implementation goals:

- Evaluate results of Year 1 implementation;
- Modify program accordingly.

**Cultural Hub:** The Commission should establish a cultural hub, or central meeting place where arts and heritage providers can find research supplies, periodicals and assistance. 2016 Implementation goals:

- Build out space;
- Secure furniture, fixtures;
- Establish operating guidelines;
- Open office;
- Promote Cultural Hub.

**Cultural Coach:** The Commission should establish a program of sustained nurturing through a “cultural coach” who can work with groups on a regular and ongoing basis. 2016 Implementation goals:

- Cultural Coach begins work in Cultural Hub.

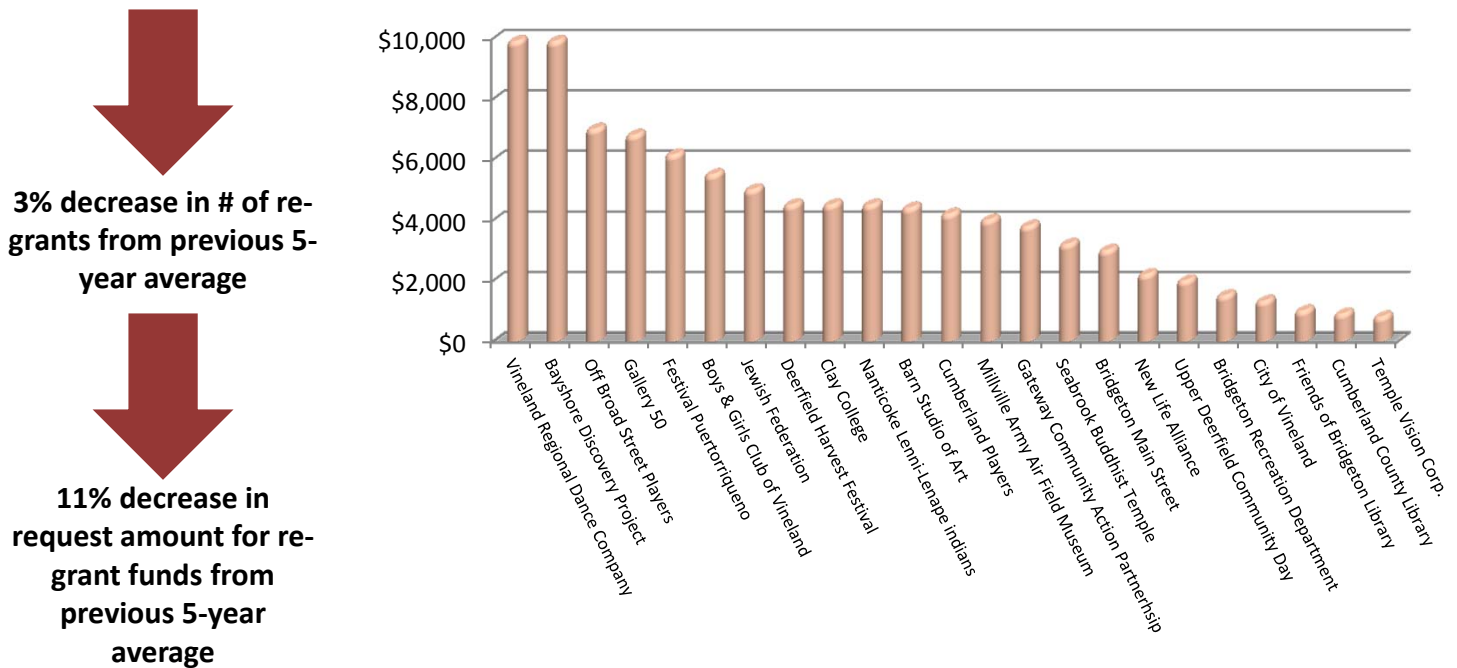
**Eco- and Agri-Tourism:** The Commission should establish a collaborative program of promoting the County’s natural resources and commerce derived from natural resources, linking it with the region’s arts and cultural offerings. 2016 Implementation goals:

- Continue collaboration and cross promotion with commercial entities that utilize the land;
- Continue incorporating natural resources and volunteer collaborations as Commission goals.

**Cultural Trust:** The Commission should establish a trust or fund to support cultural organizations in the county. 2016 Implementation goals:

- Research opportunity and costs;
- Ad hoc committee presents recommendations.

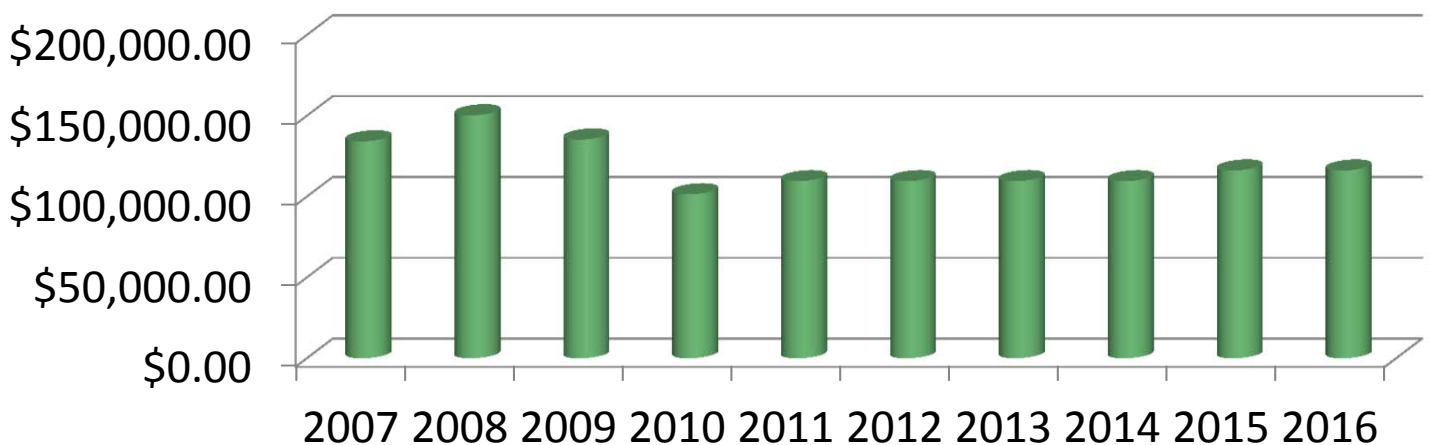
Green indicates completion while Red indicates either not accomplished or still in process.




In 2016, the Cumberland County Cultural & Heritage Commission re-granted \$96,070 of State Council on the Arts Local Arts Programming block grant funds to 23 non-profits. The awards ranged from \$9,900 to \$800, which funded events and programs in all three urban cores (Bridgeton, Millville and Vineland) as well as several rural communities.


The funding included 20 special projects or general programming, such as Bay Day, Festival of Lights, Bridgeton's Cinco de Mayo, Deerfield Harvest Festival, Jewish Film Festival, a Jazz Cabaret, and the Obon Festival among others. Three of the re-grants went towards general operating support of the Cumberland Players, Gallery 50 in Bridgeton and the Off Broad Street Players.

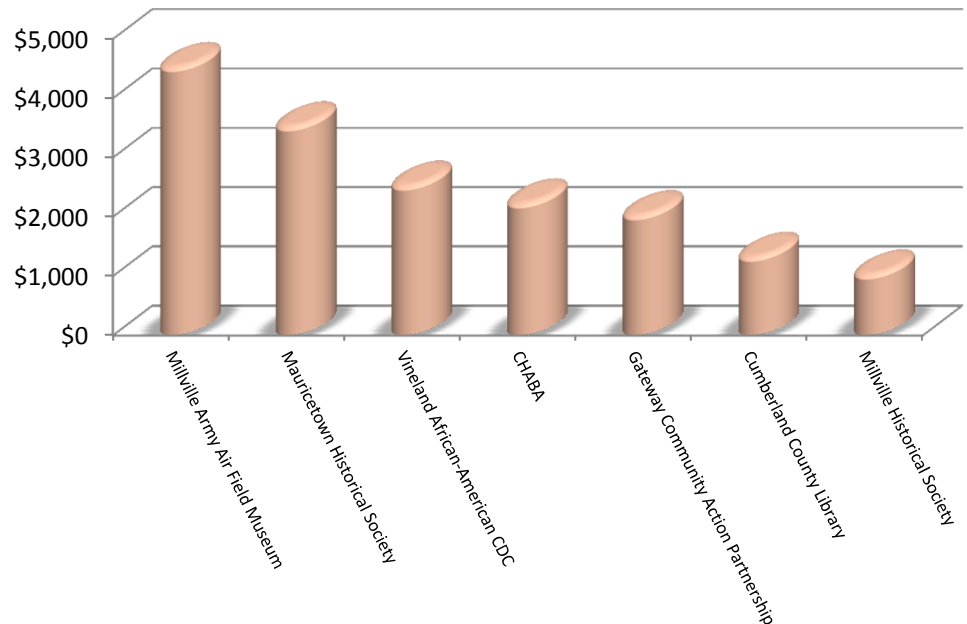
## State Council on the Arts Block Grant Funding





  
13% increase in # of re-grants from previous 5-year average

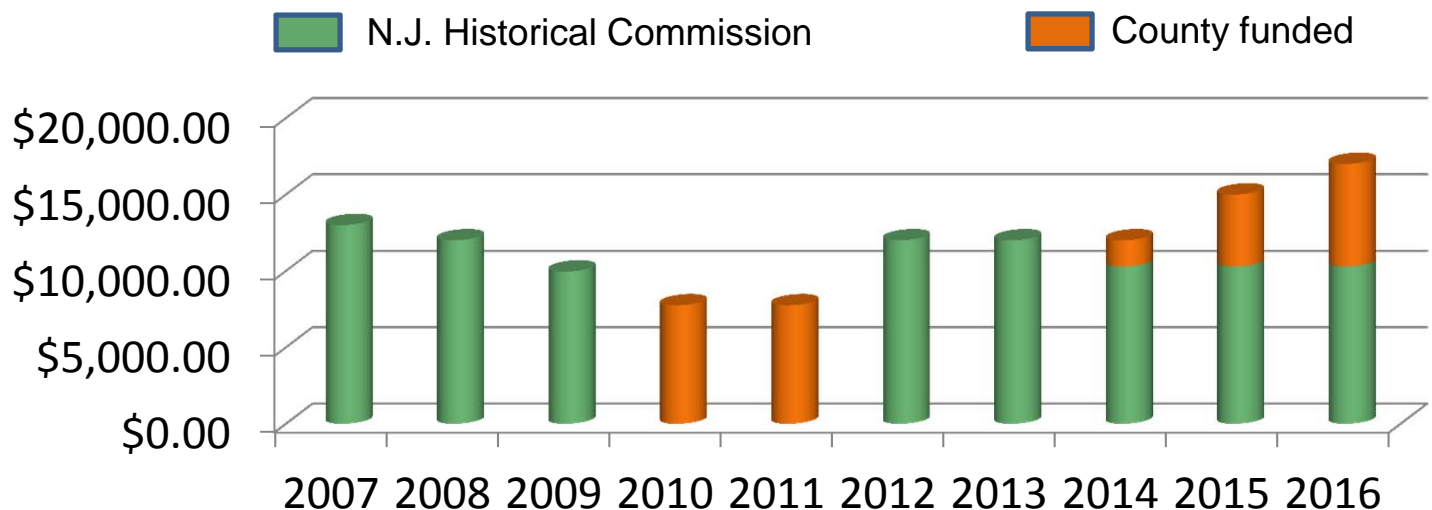
  
99% increase in request amount for re-grant funds from previous 5-year average



In 2016, the Cumberland County Cultural & Heritage Commission re-granted \$17,000 in re-grant funds (\$10,290 from N.J. Historical Commission GOS grant funds and \$6,710 from Commission operating funds) to 7 history non-profits. The awards ranged from \$1,000 to \$4,500, which funded events and programs throughout the county.

The funding included an historic structure analysis of the nail house in Bridgeton, living history presentations on Abraham Lincoln and Madame C.J. Walker, underground railroad bus tours, a veterans' oral history project, a celebration of Martin Luther King, Jr., and operating support for the Mauricetown Historical Society.

## History Re-grant Funding



**Winter Eagle Festival:** The 2016 Eagle Festival was held on Saturday, February 6<sup>th</sup>. The Commission in collaboration with Clay College and the Riverfront Renaissance Center for the Arts provided children's activity tables of Sculpey clay and other crafts. Jackie Sandro of Clay College and Diane Roberts of RRCA, along with several members and staff of the Commission supervised the day's activities.

**Creative Spaces Artists' Forum:** Through a special co-sponsorship with the State Council on the Arts, the Commission held an artists' forum on April 30<sup>th</sup> on creative placemaking. With speakers from throughout southern New Jersey, the event attracted over 50 regional artists.



Speakers' Panel at Creative Spaces Artists' Forum

**Senior's Month Concert:** The Commission provided funding to offset the costs of the Senior's Art Contest held in Cumberland County organized by the County Office on Aging.

**Artists' Day:** Artists' Day was held on Saturday, September 10<sup>th</sup> in Mauricetown. Partnering with the Mauricetown Historical Society, the event included performances by The Snake Brothers and Steve Byrne along with twelve artists conducting plein air painting, a "Paint Mauricetown" tent for visitors and children to try their hand at plein air painting and open house tours of the Compton House and Hoy House.



Yvonne Mucci painting in plein air at the 2016 Artists' Day in Mauricetown.



Maryanne Cannon

**Encore Awards:** The 2016 Encore Awards were held on May 24<sup>th</sup> at the Eagle Theater in Hammonton. The Commission selected Maryanne Cannon, a noted artist, business owner and community advocate from Millville to receive the award. The Commission always supports this event with a strong attendance.

**Plein Air Competition:** The Plein Air Competition, a joint program with Gallery 50 in Bridgeton, was held on August 27<sup>th</sup> and included nearly 30 artists. Judging was performed by Glenn Rudderow and Michael Budden of Chesterfield, New Jersey won first place. Artists from as far afield as New Castle, Delaware and East Lansdowne, Pennsylvania came to participate in the event.



Gallery 50, Inc. September 2016 Reception

**Shades of Past, Colors of Present – Preserving Caribbean Cultural Heritage in New Jersey:** The Commission partnered with WheatonArts and Cumberland County College on a year-long series of events celebrating Caribbean culture. The success of this collaborative effort will likely result in similar programming in future years.

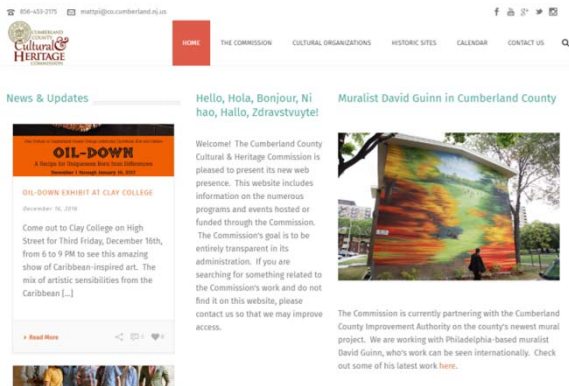




**Website:** The Commission launched a new website in 2016 with a new primary url: [www.cumberlandnjart.org](http://www.cumberlandnjart.org). The new website automatically scales to fit smartphones and includes all the features of the previous website in a cleaner format. It also links to the Commission's numerous social media accounts.

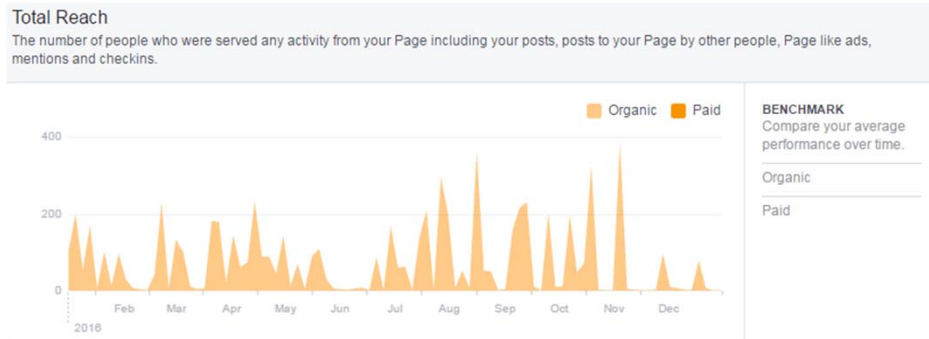


**Social Media:** 2016 saw expansive use of the Commission's multiple social media accounts. The Facebook page, which was originally created on August 30<sup>th</sup>, 2014 and had 176 followers at the end of that year, at the end of 2016 was up to 427. The Commission posted 19 Tweets in 2016 and attracted 234 page visits and 164 followers on Twitter. All workshops held by the Commission in 2016 were video recorded and posted on YouTube, where they were viewed 185 times, more than doubling audience impact. The Commission currently has 9 videos on YouTube. On Instagram, the Commission has 61 followers and 21 posts.



[www.cumberlandnjart.org](http://www.cumberlandnjart.org)

**Paid Advertising:** The Commission paid for advertising in the 2016 Encore Award playbill, as well as promotion in Vista Bueno, a Vineland-based Spanish-language paper.



2016 Facebook page post reach

**Advocacy:** The Commission grew its advocacy in 2016, with memberships in the South Jersey Cultural Alliance, ArtPrideNJ, Greater Philadelphia Cultural Alliance, American Association for State and Local History, and the Association for Cultural and Heritage Commissions.

**Signage:** Upon the completion of the archeological research related to the Revolutionary Skirmish on the Maurice River, the Commission completed and installed an informational sign located on the docks of the Bayshore Center at Bivalve, which is near where the skirmish likely occurred on the river.

**Espacios Creativos: Interactue Localmente**  
... un foro de debate y oportunidad de trabajo en red para artistas de la region

**Sabado, 30 de Abril, 2016 1 - 4 PM**  
**Luciano Conference Center**  
**Cumberland County College**  
**3322 College Drive, Vineland, NJ**

**Tara Rea** actual presidenta de la PAF Coalition, un espacio creativo sin fines de lucro en Woodbury, NJ. Tara ha liderado los esfuerzos de la PAF Coalition en impulsar la prosperidad en las comunidades a través de iniciativas y eventos ricos en arte, cultura y diseño sostenible.

**Melanie Stewart** es docente asociada de Performing Arts en la Rowan University donde ella lidera los esfuerzos de la Rowan para crear espacios creativos en Glassboro, NJ. Actualmente está en etapa de vision y planificación de la experiencia de Seawell, una de las iniciativas mas recientes en el sur de New Jersey.

**Karen Pinczko** fue recientemente recibida como directora ejecutiva de la South Jersey Cultural Alliance y su carrera incluye afiliaciones locales y nacionales, lo mas importante en este contexto es su liderazgo en ArtMattersNJ para ArtPride y ser un organizador y fundador del National Consortium for Creative Placemaking.

**Lauren Otis** es director ejecutivo de ArtWorks Trenton, un centro de arte visual que adopta enfoques innovadores para acercar a la comunidad a través de las artes. Un gran ejemplo es Art All Night, un festival de arte de 24 horas que responde a las demandas experimentales de las audiencias de hoy.

**Mike Cagno** es director ejecutivo de The Noyes Museum of Art de la Richard Stockton University. Previamente participo en la revitalización del distrito de las artes en Millville. Mike ha transformado a la Noyes en una institución del siglo XXI trabajando activamente para ayudar a las comunidades a través de programas de arte en Hammonton, Galloway y Atlantic City.

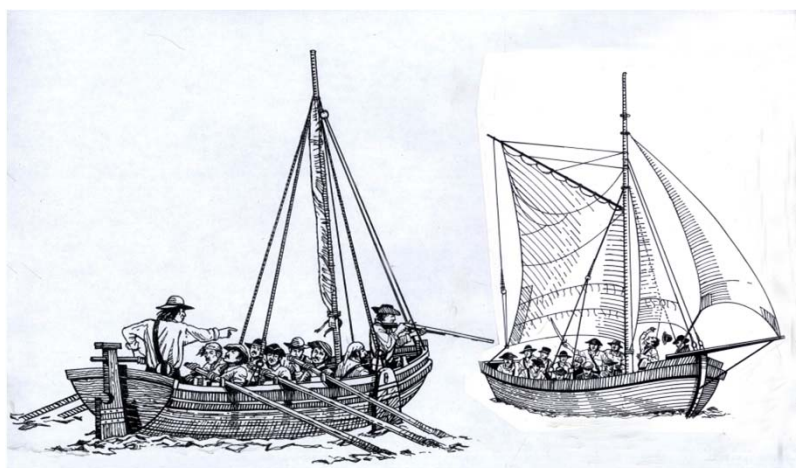
RSVP en [mattpi@cumberlandnj.us](mailto:mattpi@cumberlandnj.us) o (856) 453-2175

La tarifa de registro de \$10 se paga en la puerta, incluye almuerzo y una recepción final con postre

Presentado y co-auspicado por N.J. State Council on the Arts y la Cumberland County Cultural & Heritage Commission

2016 Vista Bueno advertisement

**Newsletter:** With all of the work in the Commission's new website, the newsletter was placed on hiatus with the intent to relaunch once the Commission's web presence is completed.



Rendition of skirmish by William Ternay



**Art EveryWhere Public Arts Program:** The Commission launched its public arts initiative in 2016 with the completion of a wrap-around mural on the new Vineland Boys and Girls Club Teen Center in northern Vineland. Completed by Philadelphia-based artists, The ChromaDolls, the mural received rave reviews and garnered an extreme amount of interest in the creation of additional murals.



The Art Everywhere program also funded a new event in Millville called Arts Aglow. This program encouraged artists to create illuminated artwork on or near the Maurice River in order to encourage innovation in artistic expression.



**Mall Display:** The Commission partnered with the County Tourism Advisory Council to update a cultural display at the Cumberland Mall in Vineland. The display, designed by Jeremy Tenenbaum of VSBA in Philadelphia, combined historic and current images of the county to produce a social media-themed attraction, which lasted about three months, before having to come down for the construction of the new Dick's sports store.



**Workshops:** On August 30 and 31, 2016, the Commission held two workshops – one for arts and cultural organizations and one specifically for history organizations. These workshops explained the re-grant application process and both spent considerable time on building relevancy in programming. The workshops attracted about 50 attendees to each and resulted in considerable interest in the re-grant program.



Grant Writing Workshops

Tuesday, August 30, 2016 – 6:00 pm to 8:00 pm &

Wednesday, August 31, 2016 – 6:00 pm to 8:00 pm

Luciano Conference Center, Cumberland County College

3322 College Drive, Vineland, NJ

Matthew E. Pisarski, Assistant Planning Director, Cumberland County



Workshops sponsored by the Cumberland County Cultural and Heritage Commission and The Board of Chosen Freeholders with the support of the New Jersey State Council on the Arts.

These workshops will provide a step-by-step guide to the Cumberland County Cultural & Heritage Commission's re-grant application process. The guidelines will be reviewed, and the application will be explained in full detail.

This year Cumberland County is offering two workshops. Tuesday's workshop is geared to arts and cultural organizations while Wednesday's workshop is targeted to history organizations and programs. History re-grant funding has been restructured statewide for 2017 with new criteria and an increase in funding. Wednesday's workshop will detail the visioning seen for history activities in New Jersey and the renewed interest in bringing history programming to the forefront of community development.



Matt Pisarski, AICP, PP is the Assistant Planning Director for Cumberland County and Executive Director of the County's Cultural & Heritage Commission.



To register online and for information on this and future workshops, please visit:

[www.cumberlandnjart.org](http://www.cumberlandnjart.org)



All venues utilized by the Commission are wheelchair accessible. Assistive services such as sign language interpreting, audio description, and open captioning are available upon request provided 15 days in advance. Large print publications are available at all times. Please contact the Dept. of Planning for further accessibility details.

All workshops are open and free to the public. Participants are asked to register prior to the event. To register for this and future workshops by phone or email, please contact: Department of Planning 164 W. Broad Street Bridgeton, NJ 08302 (856) 453-2175 Email: [mattpi@co.cumberland.nj.us](mailto:mattpi@co.cumberland.nj.us) or [jennfermo@co.cumberland.nj.us](mailto:jennfermo@co.cumberland.nj.us)

**Special Requests:** The Commission received several special requests in 2016. The Puerto Rican Action Committee requested funds for a Salsa Concert at Levoy, the County Black Hall of Fame requested funds for a teen talent program, funds were provided to Bridgeton Main Street for Juneteenth celebrations, and Vineland Main Street received funds for a series of outdoor movie nights. All four recipients of special request funding became re-grant applicants for 2017 funding, which shows the effectiveness of special requests to build re-grantee partners.

**Governance:** The Commission remained at full capacity in 2016 with 9 active members. The Commission prides itself on its dedication to diverse representation of the county's population.

**Budget:** The Commission's total income in 2016 (not including staffing contributions) came to \$162,080. A full **91%** of this income was from grant sources and an additional **0.5%** provided through the trust account. **100%** of this income was expended in 2016. The Commission's Trust Account was utilized for its intended purpose in 2016 to offset a small gap in the public art programming budget. There were three line items that came in over budget: Art Everywhere, special requests and food, but since these all indicated expansions in programming and since several other line items came in well below budget, these overages are not considered problematic.

2016 Cultural & Heritage Budget - 4th Quarter Review			
Category	2016 Budgeted	2016 Actual	Notes
<b>Marketing Services</b> S-02-G6-717-691-390			
Advertising			
Encore Program Ad	\$ 250.00	\$ -	
Newsletter	\$ 750.00	\$ 378.00	Constant Contact - 1 Year
Website	\$ 1,595.00	\$ 978.00	Omni Developers
Workshops	\$ 2,000.00	\$ 1,560.00	Video Recording of 2 Workshops
Contingency			
Other	\$ -	\$ 1,679.00	275 N. Delsea Mural Cost Share
<b>Subtotal Marketing Services</b>	<b>\$ 4,595.00</b>	<b>\$ 4,595.00</b>	<b>\$ -</b>
<b>Promo of the Arts</b> S-02-G6-717-691-997			
Membership Dues			
	\$ 500.00	\$ 50.00	Americans for the Arts
		\$ 50.00	Southern Shore Regional DMO
		\$ 236.00	Greater Philadelphia Cultural Alliance
Senior's Month			
Concert Tickets	\$ 1,000.00		
Senior Art Show	\$ 500.00	\$ 500.00	Older Americans Month - Dept. of Aging
Disabilities Month			
Tickets	\$ 1,500.00		
Disability Awareness	\$ 1,000.00		
Special Requests			
	\$ 1,000.00	\$ 1,000.00	Puerto Rican Action Committee - Salsa Concert
		\$ 423.00	Black Hall of Fame Talent Show
		\$ 500.00	Bridgeton Main Street - Juneteenth
		\$ 2,000.00	Vineland Main Street
Artists' Day			
	\$ 3,500.00	\$ 600.00	Snake Brothers
		\$ 400.00	Steven Byrne
		\$ 225.00	Citizens United
		\$ 150.00	Linda Robinson
		\$ 150.00	Nancy Patterson
		\$ 150.00	Donna Pio
		\$ 150.00	Lynne Jessick
		\$ 150.00	Ellen Nappen
		\$ 150.00	Ellen Gavin
		\$ 150.00	Doris Botts
		\$ 150.00	Charles Law
		\$ 150.00	Dennis Young
		\$ 150.00	Rita Michalenko
		\$ 150.00	Yvonne Mucci
		\$ 150.00	Leslie McGill
		\$ 150.00	Elizabeth Regan
		\$ 150.00	Edward Pio
Contingency			
Other	\$ 6,500.00	\$ 300.00	Ellen Gavin - Logo Design Contest Winner
		\$ 616.00	275 N. Delsea Mural Cost Share
<b>Subtotal Promo of the Arts</b>	<b>\$ 15,500.00</b>	<b>\$ 9,000.00</b>	<b>\$ 6,500.00</b>
<b>G.O.S. TOTAL</b>	<b>\$ 20,095.00</b>	<b>\$ 13,595.00</b>	<b>\$ 6,500.00</b>
<b>ART RE-GRANT</b>	<b>\$ 102,570.00</b>	<b>\$ 96,070.00</b>	<b>\$ 6,500.00</b>
<b>HIST. RE-GRANT</b>	<b>\$ 17,000.00</b>	<b>\$ 17,000.00</b>	<b>\$ -</b>
<b>CCIA Unappr.</b>	<b>\$ 2,125.00</b>	<b>\$ 2,125.00</b>	<b>\$ -</b>
<b>NJSCA</b>	<b>\$ 5,000.00</b>	<b>\$ 330.00</b>	<b>\$ -</b>
Cosponsored			
	\$ 780.00		Non-food Luciano Conference Center Costs
	\$ 219.00		SNJToday video recording & editing
	\$ 250.00		Advertising in Jewish Community Voice
	\$ 170.00		Honorarium for Tara Rea
	\$ 250.00		Advertising in Visto Buono
	\$ 250.00		Honorarium for Melanie Stewart
	\$ 250.00		Honorarium for Michael Cagno
	\$ 250.00		Honorarium for Lauren Otis
	\$ 250.00		Honorarium for Karen Pinzolo
	\$ 560.00		Gravity and Other Myths Tickets Hand-out
	\$ 108.00		Foamcore Signage
	\$ 1,583.00		Brown Family Rice Band
<b>Total</b>	<b>\$ 5,000.00</b>	<b>\$ 5,000.00</b>	<b>\$ -</b>
<b>Budget Line Item</b> 2-01-20-717-200-993			
<b>Food</b>			
	\$ 1,500.00	\$ 180.00	Barn Studio Mtg.
		\$ 2,670.00	Artists Forum
		\$ 150.00	Taste of the Islands - Caribbean Mtg.
		\$ 150.00	Bridgeton Public Library - NUCH Mexican Dance
		\$ 139.00	Wheat Road - Caribbean Mtg.
		\$ 1,365.00	Food for Two Grant Writing Workshops
		\$ 250.00	Bridgeton Library Haitian Art Opening
		\$ 250.00	Vineland Library Haitian Art Opening
		\$ 395.00	Plein Air Reception
		\$ 400.00	WheatonArts Food Sponsorship for Reception
Encore Awards			
	\$ 1,000.00	\$ -	
Miscellaneous			
	\$ 4,490.00	\$ 4,940.00	VSBA, LLC Mail Display Design/Fabrication
		\$ 525.00	Matt Wargo - Photography of County Murals
		\$ 40.00	League of N.J. Historical Societies
		\$ 60.00	Logo Rendering
		\$ 300.00	Jim Albertson - Music for Artists' Day
		\$ 560.00	Posters for Library Exhibits
		\$ 500.00	Matt Wargo - Photo. of Boys & Girls Club Mural
		\$ 162.00	Cintra Prints for Haitian Library Exhibit
		\$ 542.00	Brown Family Rice Band
W.J. Time Travel.			
	\$ 6,500.00	\$ -	
History Memberships			
	\$ 1,000.00	\$ 805.00	AASLH Memberships
History Grant Offset			
	\$ 6,710.00	\$ 6,710.00	
Panel Stipends			
	\$ 600.00		
Plein Air Event			
	\$ 1,000.00	\$ 850.00	Awards + \$150 stipend for judging
Contingency			
Other	\$ 2,200.00	\$ 2,000.00	Omni Developers - Website Design
		\$ 4,557.00	275 N. Delsea Mural Cost Share
<b>LINE ITEM TOTAL</b>	<b>\$ 25,000.00</b>	<b>\$ 25,000.00</b>	<b>\$ -</b>
<b>LINE ITEM SUPPLMT</b>	<b>\$ 3,500.00</b>	<b>\$ 3,500.00</b>	<b>\$ -</b>
<b>Trust Account</b> 2-39-TT-717-000-006			
Income	Expense	Balance	Notes
		\$ 2,944.90	1/1/2016
\$150		\$ 3,094.90	Suzanne Merighi
\$150		\$ 3,244.90	Merle Silver
\$75		\$ 3,319.90	Roy Kaneshiki
\$75		\$ 3,394.90	Marianne Lods
\$190		\$ 3,584.90	Income from Artists' Forum
\$75		\$ 3,659.90	Matthew Pisarski
\$75		\$ 3,734.90	Maria Moreno
13,491		\$ 17,225.90	CCIA
	\$16,190.25	\$ 1,035.65	275 N. Delsea Mural Cost Share
<b>TRUST ACCOUNT TOTAL</b>		<b>\$ 1,035.65</b>	