

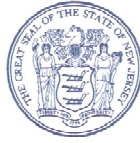


Arts Smart Investment: Economic Prosperity through the Arts



Thursday, November 15, 2007
10:45 am—12:00 noon, Room 405
at the
NJ State League of Municipalities 92nd Annual Conference

Panel presented by:
ArtPride NJ Foundation
New Jersey State Council on the Arts/Department of State
New Jersey State League of Municipalities



State of New Jersey

DEPARTMENT OF STATE

NEW JERSEY STATE COUNCIL ON THE ARTS

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November 15, 2007

Dear Municipal Officials:

The New Jersey State Council on the Arts (NJSCA) and ArtPride NJ Foundation are delighted to be a part of the 92nd Annual Conference of the NJ State League of Municipalities. Considering the competition for your time at the conference, we are so pleased you have chosen to attend, **“Arts Smart Investment: Economic Prosperity through the Arts.”**

A 2007 U.S. Conference of Mayors proclamation urges mayors “to build partnerships with local arts agencies and other members of the arts and humanities community.” In New Jersey and around the country, local officials are realizing that investment in the arts is critical to the vitality, viability and livability of our cities and towns. We hope today’s session will offer inspiration as well as tools to connect the arts to almost every priority on your municipal agenda.

We hope you also had the opportunity to visit our booth (#2124) during this year’s conference to “Discover Jersey Arts” and how they benefit your community! The exhibit featured New Jersey tile artist, Susan Casper, who demonstrated her work and encouraged conference attendees to participate in creating a community work of art! A similar work was created two years ago by artist Erin Endicott, a beautiful weaving which is now hanging in the League’s historic offices in Trenton.

After the League Conference, please continue to use ArtPride NJ Foundation (www.artpridenj.com), as well as the NJ State Council on the Arts (www.njartscouncil.org), as your source for information on the arts. Visit our websites for ideas on arts programming, funding, information on economic impact of the arts, contact information for county arts agencies, speaker bureaus and to sign up for an Enews letter on the public value of the arts. For additional resources on the arts and economic prosperity we hope you find the ones listed on the back cover of the program helpful.

Thank you for sharing our vision of strong, healthy, vibrant and creative New Jersey communities made better still through the arts.

Sincerely,

Carol A. Herbert
Chair
NJ State Council on the Arts

Mark E. Packer
President
ArtPride NJ Foundation



Secretary of State Nina Mitchell Wells and
Trenton Mayor Doug Palmer welcome you to:

Arts Smart Investment:



Economic Prosperity through the Arts



Thursday, November 15, 2007
10:45 am—12:00 noon
Room 405, Atlantic City Convention Center

Discover how New Jersey leaders have built more vibrant communities by investing in the arts. Mayors of Englewood and Millville will tell success stories driven by community arts partnerships. Learn new ways to increase quality of life and economic benefit to your town. Bring your questions for a Q & A at the end.

Secretary of State Nina Mitchell Wells, Moderator
Trenton Mayor Doug Palmer, Presiding

Panelists:

James F. Quinn, Mayor of Millville
Michael J. Wildes, Mayor of Englewood
Jean Holtz, V.P., New Brunswick Development Corporation (DEVCO)
Jef Buehler, State Coordinator/Director/ Main Street NJ/Office of Smart Growth

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Speaker Biographies

Doug Palmer (Presiding on behalf of the League of Municipalities) is Trenton's first African American Mayor in the city in which he was born and raised. He was first elected in 1990 and re-elected four times since. Palmer's focus ranges across the spectrum of urban policy issues, from homeownership opportunities and quality of life services to a strategy for reclaiming neighborhoods and producing business and economic growth. Palmer is credited with helping the city become home to the country's first federally-funded Weed and Seed anti-drug program, which helps rebuild inner-city communities. The Hampton University grad is also president of the U.S. Conference of Mayors and a member of the bipartisan group, Mayors Against Illegal Guns Coalition.

Nina Mitchell Wells, Esq. (Moderator) was sworn in as New Jersey's 32nd Secretary of State in January 2006. She began her distinguished career as a public servant, educator, philanthropist and attorney nearly 30 years ago. Drawing upon her diverse career experiences, she has built broad coalitions, public-private partnerships, and creative programs in order to nurture and promote New Jersey's vast cultural resources. Named in 1996, one of the "100 Most Influential New Jerseyans," Secretary Wells has served as a trustee of numerous secondary and collegiate institutions, cultural foundations, philanthropic organizations and other nonprofit organizations.

Panelists

Mayor James F. Quinn of Millville is serving his 3rd term as Mayor since 1997. He also served as Cumberland County Freeholder Director for 2 of his 8 years on the board of freeholders. Mayor Quinn is also President, Owner/Operator of Quinn Broadcasting which includes the local Cable Channel Two and WSNJ Radio, a company he founded in 1977. During his tenure and his participation in Main Street NJ, first floor occupancy has increased from 60 to 92 percent, property values have tripled, and Millville's *Third Friday* events have attracted between 1,000 and 3,000 visitors to the borough's thriving arts district. Millville has been chosen to host a conference tour for the upcoming National Main Streets Conference in Philadelphia. Mayor Quinn's latest achievement was the adoption of the Revenue Allocation District legislation which will make funds available for the rehabilitation of some of Millville's oldest wards and districts.

Mayor Michael J. Wildes After winning two terms on the City Council, Mayor Wildes was elected Englewood, New Jersey's Mayor in November of 2003 and again to a second term in November 2006. He is a partner with the leading immigration law firm of Wildes & Weinberg. A former Federal Prosecutor with the United States Attorney's Office in Brooklyn (1989-1993), Wildes has testified on Capitol Hill and is an internationally renowned immigration attorney. Having represented numerous outstanding entertainers, artists, and personalities with regard to their U.S. immigration visa needs, he is frequently a legal commentator/analyst for network television and has welcomed scores of celebrities; entertainers and musicians to the BergenPAC Theatre in his city. The Mayor takes great personal pride in the partnerships that the Theatre has developed.

Jean Holtz is Vice President, Communications and Operations, at New Brunswick Development Corporation (DEVCO), a nonprofit urban development company that has overseen investment of nearly \$2 billion in redevelopment projects since 1996. Until recently, Holtz also served as Acting Executive Director for New Brunswick Cultural Center, Inc., the nonprofit advocacy organization managing the evolution, improvement, and expansion of the downtown cultural and entertainment district and its various performing arts organizations and venues. She is currently chair of the Freehold Borough Educational Foundation, a board member of ArtPride NJ Foundation, and former vice chair of the New Jersey Higher Education Student Assistance Authority. Holtz earned a Masters in Public Administration from Rutgers.

Jef Buehler, State Coordinator/Director/ Main Street New Jersey/Office of Smart Growth provides training and technical assistance to 26 Main Street programs statewide. He also gives downtown revitalization assistance and presentations to communities around the state and country and serves as the administrator of the nationally recognized Downtown Revitalization Institute. Previously, Buehler worked for the Office of Research and Policy Development in NJDCA's Division of Housing and Community Resources; was a community organizer and housing advocate in Camden; and served as a Peace Corps volunteer in the Dominican Republic. Buehler holds a Masters in Public Administration from Rutgers.

Arts Smart Investment:

Economic Prosperity through the Arts

The arts create and sustain public value in a wide range of important ways both intrinsically to the lives of people and instrumentally to the advancement of communities. They are unique and singularly important because of their transformative power. On a personal level, the arts foster beauty, creativity, originality and vitality. They inspire us, sooth us, provoke us, engage us and connect us as people, cultures and communities. They teach us empathy and tolerance. But why should local officials include the arts in their economic and community development planning? Because the arts:

- are the single greatest factor that has tripled property values and tax revenues in downtown Millville.
- attracted 25% more diners to New Brunswick restaurants on nights when theatres are active.
- are one of the top reasons corporations and businesses cite for where they decide to locate, stay and expand.
- attract cultural tourists that will spend nearly twice the time and money as the average visitor and return more often.
- are a major factor in reversing the trend of outflight that is bringing population back to Red Bank.



Two River Theatre Company, an anchor in the Red Bank Arts District

When surveyed by the NJ State Council on the Arts and the NJ State League of Municipalities, more than half of New Jersey mayors indicated that the arts address these municipal challenges:

- beautifying the town
- enriching recreation opportunities
- bringing people downtown
- increasing property values
- encouraging cross-cultural understanding
- contributing to health and wellness
- developing tourism
- creating a sense of identity, place, and pride
- improving education
- helping at-risk youth

“The arts-based economic revitalization has brought about a virtual renaissance in Millville’s historic downtown. Since the inception of the downtown Arts District, Millville, NJ has seen the arrival of 83 new businesses and over \$22 million invested in real estate, new construction, rehabilitation and new public spaces. The business vacancy rate has dropped from 50% to 8% in the last six years and 95 new jobs were created in 2006 alone.”

— JAMES F. QUINN
MAYOR, MILLVILLE

Economic Impact of the Arts in New Jersey

The nonprofit arts in New Jersey is a \$1.5 billion annual industry that supports 17,000 arts-related businesses and employs or supports the employment of over 80,000 New Jerseyans. More than 50,000 professional artists call New Jersey home and this year alone the nonprofit arts will produce over 10,000 public events and draw audiences in excess of 18,000,000 people. Those patrons will spend more than twice the cost of their tickets in the local economy. The arts are good business and artists are powerful creative capital.

The growing creative economy, a set of interlocking industries that depend on creativity and innovation for their success, will compose a much larger sector of the economy of the future. People and resources gravitate to places where a creative economy flourishes and the arts industry is an essential component of it. A strong cultural landscape in New Jersey not only attracts businesses, but a highly skilled and creative workforce as well. In 2007, New Jersey ranked eighth in the nation in numbers of arts-related employment and businesses. In addition, jobs in the arts and creative industries are growing sometimes at rates two and three-times the rates of other industries. This is particularly true in New Jersey where our geographic boundaries border two giant international markets that work to our advantage.

The arts actually connect and enhance virtually every priority on the civic agenda whether the issue is quality schools, thriving downtowns, tax revenues, property values, and even safe streets. What's more, they help build identity and civic pride. Over the past few years look at what the arts have done for Newark, Jersey City, Morristown, New Brunswick, Englewood, Rahway, Montclair, Cape May, Millville, Red Bank and Collingswood just to name a few. These are practical dollar and cents proof that the arts are smart investments that return more than they take and lead to the vitality and durability of local economies and the improvement of neighborhoods, communities and our entire state.

Spotlight on Arts-based Development

(excerpted from a recent issue of Jersey Arts e-News, an e-newsletter published by ArtPride NJ Foundation and the NJ State Council on the Arts to inform legislators about the public value of the arts. To subscribe visit: www.njartscouncil.org and search Jersey Arts e-News).

Developers and tenants have recognized Newark's renewed potential and the city is witnessing the return of numerous businesses, restaurants and not least of all, community pride. Key in the revitalization of the area is **Newark's Downtown Arts District** made up of a growing number of Council supported cultural organizations including The Newark Museum, the New Jersey Performing Arts Center (NJPAC) and the New Jersey Symphony Orchestra (NJSO) who patrons support the nearby shops, restaurants and hotels which are now even more accessible thanks to the even more accessible Newark Light Rail station and its NJ Walk of Fame.

"Prudential has been in Newark for nearly 130 years and that was the compelling reason for us to be part of the NJPAC, Prudential Hall. What you need is to have people come to the city to live and to work. And to do that, you have to have a great sense of pride. We have world-class arts here now, but the facility has also created an uptick in Class A office space and more commercial development. That is what we were hoping for."

**Arthur F. Ryan, President and CEO,
Prudential Financial**



The opening of the **South Orange Performing Arts Center (SOPAC)** is part of a grand plan to revitalize South Orange and the neighboring communities. The State Arts Council helped to support the planning process through funds to the Seton Hall University Arts Council whose goal is to make the area a thriving cultural destination.

(L-R) Adam Falk and Doug Oines of Clearview Cinemas, William Calabrese, South Orange Village President and SOPAC Representative, Joseph DiVincenzo, Essex County Executive and Armando Fontourn, Essex County Sheriff

Thanks in large part to the New Brunswick Cultural Center, the City of New Brunswick has also experienced a major resurgence. When the local arts venues are in full swing, the restaurants are overflowing. Studies show that 40-60% of arts patrons in New Brunswick eat at a downtown restaurant before or after an event. For example, the Council-supported State Theatre seats 1800, that means over 1000 people will flood local restaurants as the result of just one sold out event on one night, and they are not alone. The combination of arts activity at other nearby venues including the world class George Street Playhouse and Crossroads Theatre bring 400,000 people to New Brunswick each year. (www.NewBrunswickArts.org)

"The arts in New Brunswick have grown to become a \$35 million business. The multiplier effect has resulted in increased parking revenue and a preponderance of successful restaurants and entertainment establishments -- all the while contributing to the vitality of the city. More importantly, this growth is now providing the catalyst for further major redevelopment within the cultural district that will spur continued growth for the arts, and establish New Brunswick as a model urban environment."

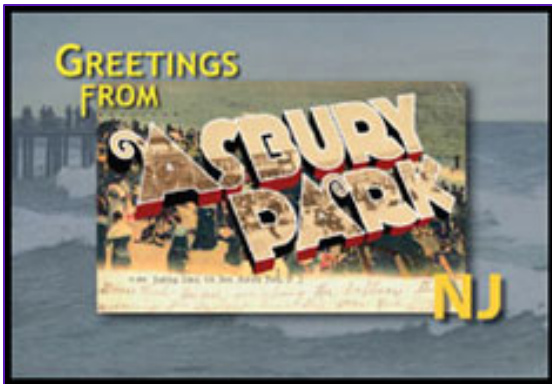
Jean A Holtz, V.P., New Brunswick Development Corporation (DEVCO)

"There is a definite correlation between a successful, vibrant downtown and the arts. In a general sense, downtowns that have rich cultural offerings attract many more people who in turn contribute to the overall economy of the business district and the town as a whole."

Michael Fabrizio, President, Downtown New Jersey

Red Bank has been called the "Cultural Mecca" of Monmouth County and understandably so. Home to such impressive venues as the Two River Theatre and the Count Basie Theatre, the nonprofit arts in Red Bank are a \$13.3 million industry that not only attracts tourists but residents as well. Red Bank's population has increased by 20% in the last 10 years and commercial and residential property values have multiplied. Thanks to the Monmouth County Arts Council (MCAC), the arts are firmly integrated into the city's plan for continued redevelopment. (www.monmouthartscouncil.org)

Places to Watch...



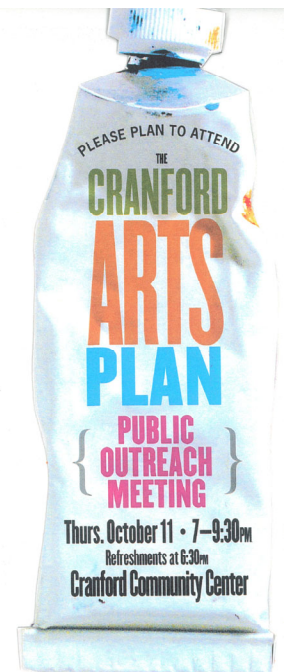
This NJN State of the Arts Special explores Asbury Park which is undergoing yet another transformation

Communities throughout New Jersey are emerging with powerful arts and cultural assets, and while we watch the landscape literally change we can feel the resurgence of economic vitality throughout our state. According to *Money Magazine*, Americans cite a "good arts scene" as the number four reason to relocate to an area and the lack of one as the number four reason to leave. New Jersey's communities are on the right track.

The Monmouth County Planning board is looking to the Monmouth

County Arts Council to help ensure that the arts are included as a key component in the Coastal Monmouth Regional Plan currently being developed. They have identified towns like Asbury Park, Belmar, Long Branch and Manasquan as culturally rich communities where the arts have a significant impact on both the local economy and that of the County at large.

In Cranford, The Jersey Central Art Studio (JCAS) and the Downtown Management Corporation (DMC) teamed up to promote the arts and art-related businesses in downtown Cranford. In the past year, the two have worked closely with Rutgers University on a market study, known as the Cranford Arts Plan, to determine Cranford's potential as an arts destination. (www.jcas.org)



Resources

www.ArtPrideNJ.com and www.NJArtsCouncil.org



The Community Arts Program of the New Jersey State Council on the Arts supports local arts development, folk and traditional arts, community cultural planning, participation building and connecting the arts to the civic agenda, with special emphasis on improving access to the arts for underserved audiences and communities. The **Arts in Communities Grants** are matching, annual project grants awarded to support new or expanded collaborative projects that connect the arts to people and communities in deep and meaningful ways, and demonstrate the public value that the arts contribute to individuals and civic life. Projects can be in one of four areas: 1) community cultural planning projects, 2) projects that explore lifelong learning in the arts in community settings, 3) projects that connect the arts to another civic sector, and 4) projects that engage artists in the developing community projects or creating new work that reflects and is carried out with the community. www.njartscouncil.org, search: arts in communities.

Americans for the Arts is the nation's leading provider of studies that measure the economic impact of nonprofit arts and culture organizations and their audiences. *The Arts and Economic Prosperity Study* employs an input/output analysis that is highly regarded in the field of economics and the basis of two Nobel Prizes in economics. Costs for economic impact studies range from \$3,500 - \$6,500 depending on population of your municipality. www.americansforthearts.org search: Economic Prosperity. Newark (www.newarkarts.org) and New Brunswick (www.newbrunswickarts.org) have recently participated in this study.

Creative Industries: Business & Employment in the Arts Reports offer a new, research-based approach to understanding the scope and importance of the arts to the nation's economy. While most economic impact studies of the arts have focused on the nonprofit sector (such as our own *Arts and Economic Prosperity* study), *Creative Industries* is the first national study that encompasses both the nonprofit and for-profit arts industry. **Want to know how many creative industries are located in your community?** View the 2007 *Creative Industries* reports for your U.S. Congressional District or your State Legislative District. Go to www.americansforthearts.org search: Creative Industries.

Mobilizing Arts and Cultural Resources for Community Development: A Resource and Workbook
by Partners for Livable Communities

Part resource guide and part workbook, this publication highlights the potential impact that arts have on a community and how to make that impact happen. The resource guide contains over a dozen case studies and examines six approaches to this work. The workbook contains a step-by-step action strategy, including examining resources and starting partnerships. Download for free at www.cultureshapescommunity.org.

The Arts and Smart Growth: The Role of Arts in Placemaking by William Fulton and Morris Newman

Fulton and Newman, commentators on urban planning, metropolitan growth, and economic development, reveal some of the intersections between smart growth and the arts through stories and examples. Download for free at www.smartgrowth.org/pdf/Arts_and_Smart_Growth.pdf.

The Creative Community Builder's Handbook: How to Transform Communities Using Local Assets, Arts, and Culture by Tom Borrup

This guide will assist community builders in understanding the underlying principles of culturally driven community development, providing 10 economic and social capital development strategies with illustrative case studies. The guide also outlines a process for assessing, planning, and implementing creative community building projects. Online at www.fieldstonealliance.org.

Americans for the Arts' Institute for Community Development and the Arts

The Institute was established to provide a research-based understanding of how the arts are being used to address social, educational, and economic development issues in communities across the country. Monographs and reports available for free download include: *Building America's Communities II: A Compendium of Arts and Development Programs* and *Building Creative Economies: The Arts, Entrepreneurship, and Sustainable Development*. Online at www.artsusa.org.