

### ABOUT ABC

Arts Build Communities is a new initiative led by Rutgers University's Professional Development Institute to help public agencies, nonprofit organizations, artists, funders and policy makers make better choices regarding arts and community and economic development. We will offer continuing education and technical assistance, and create New Jersey's first Cultural Vitality Index.

ABC will help leaders by:

- Creating an online knowledge center and annual Cultural Vitality Index for the state of New Jersey.
- Providing training and continuing education to public officials and their advisors, representatives of arts organizations, civically-engaged creative professionals, and others who work to enhance the social and economic well-being of New Jersey's communities.
- Providing technical assistance to communities and arts organizations in community and economic development, management and strategic communications.

### Priorities for 2009

- Raise awareness of ABC with elected and appointed officials
- Promote more cultural planning
- Connect arts with municipal and county goals

### Projected ABC activities include

- Annual Cultural Vitality Index of New Jersey's communities. Similar to the Legislative District Data Book produced by Rutgers University's Center for Government Services, the Cultural Vitality Index will measure indicators of cultural development and planning in the state's 566 municipalities and 21 counties. We will also produce an annual report assessing cultural development trends and conditions, as well as identifying model practices in New Jersey. Policymakers and planners will be able to use the Index and report to assess the cultural health of their communities and to explore improvements in their policy making and planning.
- Training and development in cultural planning and policymaking.



*Key activities include training and technical assistance for those involved in arts and community-based economic development and an annual Cultural Vitality Index of New Jersey's communities.*

*This index will be a "one-stop shop" that funders, elected and appointed officials, organizational directors and their representatives can use to help make cost-effective about community and economic development initiatives involving arts and culture.*

### Contact

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- Demonstrate the value of arts to community and economic well-being

#### Support arts in New Jersey

- Increase the public's perceived value of the arts
- Increase local investments in the arts

#### Develop leaders for all of the above goals

### Arts Build Communities Council members

- Amy Simon, Executive Director, New Jersey Arts Incubator
- Ann Marie Miller, Executive Director, ArtPride New Jersey
- Anna Aschkenes, Executive Director, Middlesex County Cultural and Heritage Commission
- Barbara Heisler Williams, Principal, Integral, Inc.
- Isabel Nazario, Associate Vice President for Public Partnerships in the Arts and Humanities, Rutgers University
- Isha Vyas, History Services Coordinator, Middlesex County Cultural and Heritage Commission
- Jef Buehler, State Coordinator/Director, Main Street New Jersey and Improvement District Programs
- Karen Pinzolo, Arts Plan NJ Implementation Coordinator
- Lois Saperstein, Executive Director, Center for the Arts, Rutgers University
- Marianne Lods, Executive Director, Millville Development Corporation and Main Street Millville
- Mary Eileen Fouratt, President, Association of County Cultural & Heritage Agencies & Executive Director, Monmouth County Arts Council
- Niquole Primiani, Program Officer, New Jersey State Council on the Arts
- Norman Glickman, University Professor, Rutgers, The State University of New Jersey
- Randall Solomon, Executive Director, New Jersey Sustainable State Institute
- Steve Runk, Executive Director, New Jersey State Council on the Arts
- Stuart Meck, Director, Center for Government Services, Rutgers University
- Suzanne Ishee, Founder/Producer, Broadway Center Stage
- Virginia Steele, Executive Director, Rutgers-Camden Center for the Arts
- William Dressel, Executive Director, New Jersey League of Municipalities

#### **Arts Build Communities staff**

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