



*Commission members attending their board retreat at the Union League of Philadelphia in March 2013.*

# **Cumberland County Cultural & Heritage Commission**



2013 Annual Report

Support for the Cumberland County Cultural & Heritage Commission in calendar year 2013 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

**Ella M. Boykin**, *Chair*

**Suzanne Merighi**, *Vice-Chair*

**Penny Watson, AIA**, *Treasurer*

**Roy Kaneshiki**, *Secretary*

**Jean Jones**

**Merle Z. Silver**

**John Garrison**

**Maria Cerda-Moreno**

**Marianne Lods**

**Carl W. Kirstein**, *Freeholder Liaison*

### Grants Review Panel

**Hector S. Brambila**, *Center for Historic American Building Arts*

**Doris Botts**, *Independent Artist*

**Wheeler Fazenbaker**, *Colonial Bank FSB*

**Caz Boyd**, *South Jersey Cultural Alliance*

**Joan Berkey**, *Architectural Historian*

**Timothy Hart, Esq.**, *Tuckerton Seaport & Baymen's Museum*

**Kirk Wisemayer**, *Jewish Federation of Atlantic & Cape May Counties*

### ADA Advisory Subcommittee

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

**Sandra Rosen**, *County Disabled Advisory Council*

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

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

#### Education Subcommittee

Michael Cagno

Carol Nagao

Amy L Sullivan

Jean Jones

Marianne Lods

#### 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.

## *Organizational Goals*

**Objective #1: Expand financial and staff resources available to the cultural sector.** The Commission is ready to build its budget through taxes, grants and other sources.

### **Rubrics**

- Increase in Commission grants from non-county sources.
- Passage of Open Space Referendum.
- Increase in Commission dollars awarded to local groups.

**Objective #2: Re-align Commission investments to maximize impact.** While it is important that the Commission continue to support organizations without other means of support, it should also begin to more strategically invest in key areas.

### **Rubrics**

- Increase in the number of ethnic organizations receiving support.
- Increase in disabled patrons at cultural events.
- Completion of study of Commission-sponsored events.
- Decrease of Commission staff time devoted to events production.

**Objective #3: Help the cultural community mature.** The Commission can provide a range of assistance to those organizations ready, willing and able to attain higher levels of managerial acumen and aesthetic quality that will lead to ongoing support by State level cultural agencies.

### **Rubrics**

- Increase in number of cultural providers receiving State operating support.
- Increase in private dollars to arts and heritage groups in Cumberland County.
- Increase in attendance at Council-sponsored training workshops.
- Increase in number of initiatives like new cultural venues and artist housing.



**Objective #4: Increase the visibility of arts and heritage events and attractions.**

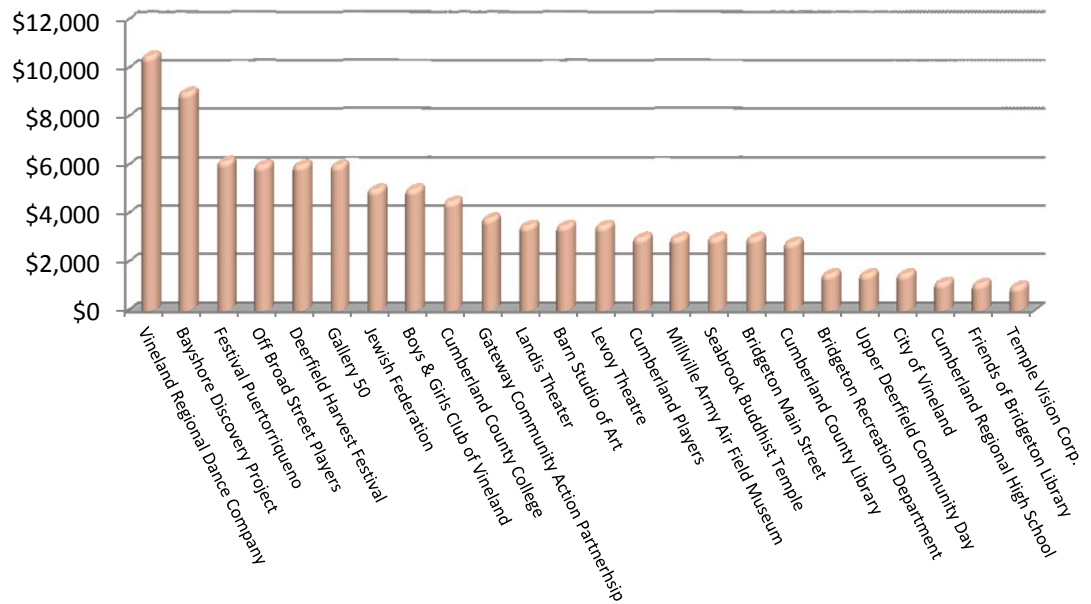
Local arts, cultural and heritage attractions need to build visibility within and beyond the borders of the County/ A wide range of tactics are needed to increase and diversify audience, donors, volunteers, and members, including linking with tourism and economic development agencies.

### **Rubrics**

- Increase in number of listings, features, and reviews in regional press.
- Increase in collaborative initiatives among Cultural Council members.
- Increase in regional and national print, broadcast, and web-based media coverage of County as a rural cultural destination.
- Increase in numbers of new residents on cultural boards and as volunteers.

***The Cultural & Heritage Commission mission and vision statements were revised and updated in October 2007 as a result of the long-range planning process.***

  
**18% increase in # of re-grants from previous 5-year average**  
  
**12% decrease in request amount for re-grant funds from previous 5-year average**

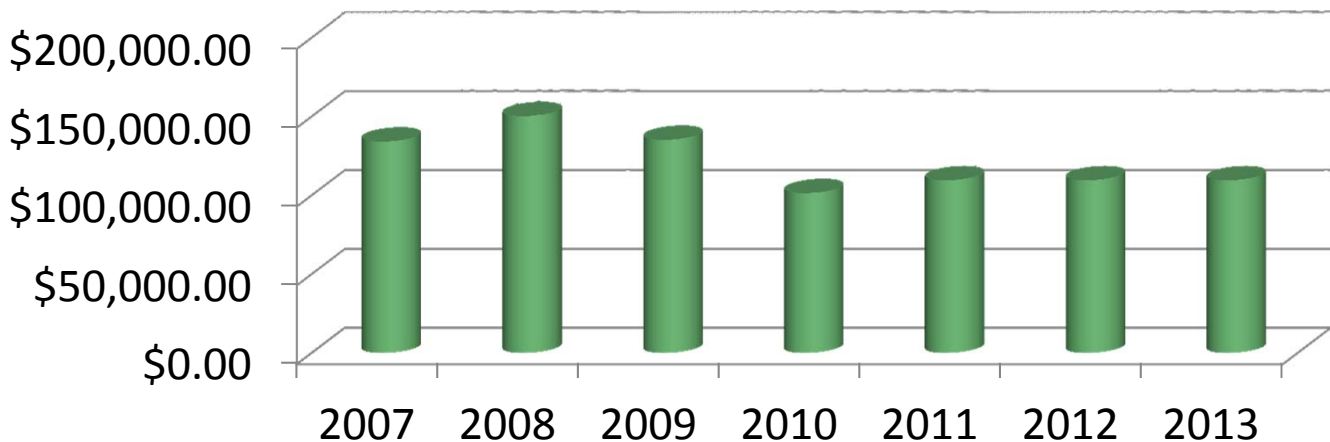




In 2013, the Cumberland County Cultural & Heritage Commission re-granted \$95,000 of State Council on the Arts Local Arts Programming block grant funds to 24 non-profits. The awards ranged from \$10,500 to \$1,000, which funded events and programs in all three urban cores (Bridgeton, Millville and Vineland) as well as several rural communities.

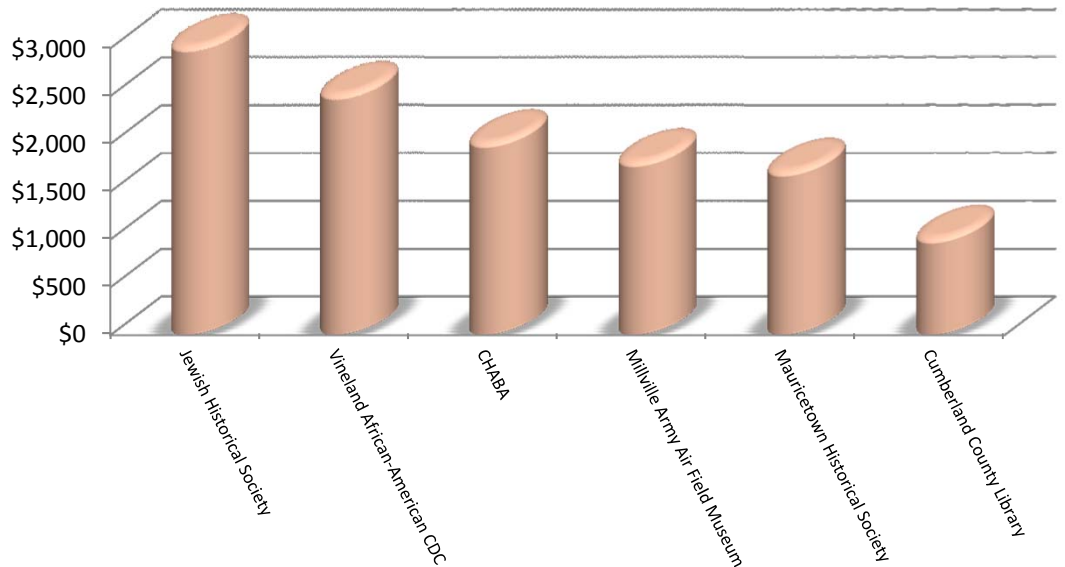
The funding included 18 special projects, such as Bay Day, Festival of Lights, Bridgeton’s Cinco de Mayo, Deerfield Harvest Festival, Jewish Film Festival, a Jazz Cabaret, and the Obon Festival among others. Three of the re-grants went towards general operating support of the Cumberland Players, Gallery 50 in Bridgeton and the Off Broad Street Players.

A new funding category was established in 2013 known as General Program Support, which permitted multiple arts-related projects from a single re-grantee to be funded in the same year.

## State Council on the Arts Block Grant Funding



  
**3% increase in # of re-grants from previous 5-year average**  
  
**39% increase in request amount for re-grant funds from previous 5-year average**

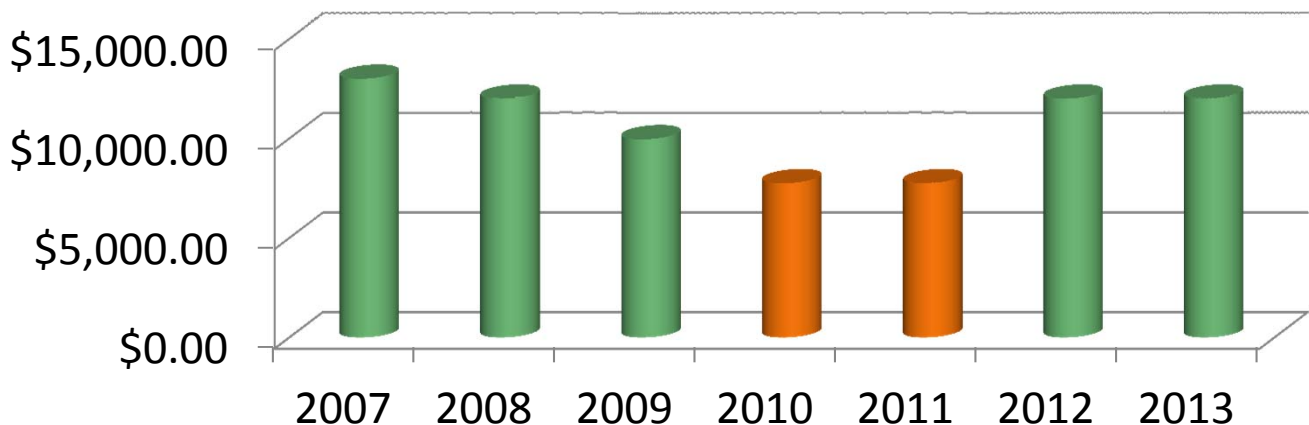


In 2013, the Cumberland County Cultural & Heritage Commission re-granted \$12,000 in N.J. Historical Commission GOS grant funds to 6 history non-profits. The awards ranged from \$1,000 to \$3,000, which funded events and programs throughout the county.

The funding included an exhibit on the Jewish histories of Bridgeton, Millville and Vineland, neighborhood preservation workshops in Bridgeton’s historic district and a celebration of Martin Luther King, Jr.’s history and significance. As well, the funding provided general operating support to the Mauricetown Historical Society and Millville Army Air Field Museum. The Cumberland County Library received funding to conduct four American Historical Theater portrayals of Sojourner Truth, Matthew Henson, Abraham Lincoln, and Annie Oakley.

## History Re-grant Funding

■ N.J. Historical Commission      ■ County funded



**Winter Eagle Festival:** The 2013 Eagle Festival was held on Saturday, February 9<sup>th</sup>. The Commission in collaboration with Clay College provided a children's activity table of Sculpey clay. Jackie Sandro of Clay College along with several members and staff of the Commission supervised the day's activities.

**Senior's Month Concert:** The joint Senior's Month concert was presented by the Bay-Atlantic Symphony at Cumberland County College on May 4<sup>th</sup>, with the Commission providing funds to allow 50 seniors from Cumberland County to attend. This program is a collaborative effort between the Commission, the County Office on Aging and Bay-Atlantic Symphony. The Commission also provided funding to offset the costs of the Senior's Art Contest held in Cumberland County.

**Disability Awareness Day:** A collaborative effort with the Disabled Advisory Council, this event was held on Saturday, October 26<sup>th</sup>. The Commission presents a display of cultural activities in the county which are fully accessible and speaks about its dedication to accessibility in its programming.



*The Snake Brothers performing at the 2013 Artists' Day in Mauricetown.*



*2013 Plein Air Award Winner Chuck Law*

**Encore Awards:** The 2013 Encore Awards were held on Wednesday, May 22<sup>nd</sup> at the Landis Theater in Vineland. The Commission selected Mark Melamed to receive the award, with Patricia Gale accepting on his behalf. The Commission secured thirteen seats at the event, which was one of the largest entourages in attendance that evening.

**Artists' Day:** East Point Artists' Day was held on Saturday, September 14<sup>th</sup> in Mauricetown. Partnering with the Mauricetown Historical Society, the event included performances by The Snake Brothers and Steve Byrne along with ten 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. The move to Mauricetown was identified as a tremendous success, as the artists sold several pieces and even secured commission work. The attendees were pleased with the various activities and the Historical Society was a fantastic partner, conducting special programming and providing numerous volunteers to help with the day.

**Plein Air Competition:** The Plein Air Competition, a joint program with Gallery 50, was held on August 24<sup>th</sup> and included 16 artists producing twenty-two works of art. Judging was performed by Glenn Rudderow and Chuck Law won first place.

**Website:** The Commission's website, [cculturalheritage.org](http://cculturalheritage.org), received 1,435 site visits in 2013, which is a **8% increase** in website traffic from the previous year. Additionally, the Commission launched [cumberlandhistorical.org](http://cumberlandhistorical.org), a website dedicated to the West Jersey Time Traveler initiative and historic sites throughout the county. This new website received 970 site visits in its first full year of operation. 28% of the site visits originated through mobile devices scanning QR codes located at each historic structure, meaning they were at least 275 physical visits to the structures highlighted, with the Bethel A.M.E. Church in Greenwich being the most popular.



2013 Google Analytics summary for [cculturalheritage.org](http://cculturalheritage.org)



2013 Google Analytics summary for [cumberlandhistorical.org](http://cumberlandhistorical.org)

**SSRDMO Marketing Grants:** In 2013 the Commission continued its partnership with the County Tourism Advisory Council and the Southern Shore Region Destination Marketing Organization. A grant of \$16,500 was partially re-granted to 10 non-profits within Cumberland County with a portion used to fund two new Commission vertical banners.

**Advocacy:** In August 2013, Raymond Sotnychuk of Vineland requested assistance to preserve his property, known as the Arbuckel House. The Commission assisted by connecting him with the State Historic Preservation Office, which in December determined that the Arbuckel House is in fact eligible for State and National listing.

**Paid Advertising:** The only paid advertising the Commission participated in during 2013 was a full-page dedication in the Encore Award playbill.



Revolutionary battle site to be studied via federal grant to Commission

This isolated spot, site of the Battle of Ocher, Landing during the Revolution, may also be the subject of an archeological investigation. There is a federal grant of \$400,000 to study what's believed to be the only official military action in the county during the American Revolution.

The grant, which is part of the American Battlefield Protection Program, focuses on the Battle of Ocher Landing, a deadly 1781 confrontation along the Maurice River between continental troops and British invaders. At least seven locations are said to have died in the skirmish after they reportedly tried to force their way onto a small ship now what is now known as Fort Thomas.

Arts, history groups may apply now for 2014 grants

Looking for a way to fund your organization's local history and cultural non-profit groups in Cumberland County are invited to apply to the Cultural & Heritage Commission's annual program of grant opportunities. One of the Commission's chief functions is to develop and facilitate services available grants that will increase the visibility of local and county history, art and cultural values and traditions within the county. Each year Cumberland County receives "Block Grants" from the Arts (NSCA) and the New Jersey Historical Commission (NJHC). A Block Grant is a program to fund the projects and activities of several organizations. The NSCA and NJHC review the blocks, and based on the quality of the proposed programming and the anticipated value to the community, allocate funds from their annual budgets to the County. Cumberland County is the fifth highest county recipient of the

**Newsletter:** The Commission's electronic newsletter produced 12 monthly editions in 2013 covering in-county cultural events, programming updates of the Commission and cultural interest stories. All newsletters are archived and available on the Commission's website, and are emailed to all County government employees and individuals who have provided their email addresses via the Commission's website or sign-up forms at Commission events. Between the two groups, this totals a monthly email distribution of just over 800 people.



**American Battlefield Protection Program Grant:** The Commission submitted a grant application to the National Park Service in January 2013 to fund an archaeological and interpretive study for the battle site of Dallas' Landing on the Maurice River. The battle occurred in August 1781 between continental troops and Tories as they approached one another's small sailing vessels. Between seven and fifteen royalists were said to have died during the rout, and their bodies were allegedly laid to rest in a field near the Maurice River and Port Norris. The Commission was one of only 24 nationally to be awarded this grant in 2013, and the funding will cover documentary research, metal detecting and ground penetrating radar analysis, interpretation and State and National Register nomination work.

**By-Laws and Strategic Long-Range Plan Updates:** The Commission completed the process to update its 5-year strategic plan in 2013, including a board retreat held in March located at the Union League of Philadelphia. Facilitated by Nancy Moses and Rachel Dukeman, the work program also includes an update to its by-laws and the creation of protean by-laws to be used as a template for other organizations to improve their governance. One revelation discovered in the analysis was that nationwide Cumberland County ranked in the top 18% of counties in terms of philanthropic giving by its residents.

In terms of  
**GENEROSITY**  
Cumberland County  
is in the  
**TOP 18 %**

**West Jersey Time Traveler:** The Commission was the proud recipient of an American Association for State and Local History Award of Merit at its national conference in Birmingham, Alabama in September for the work completed through the West Jersey Time Traveler project. An unsuccessful grant application was submitted to the N.J. Historical Commission to conduct interior assessments of the historic sites in the project leading to interior photography. Additionally, the Commission requested the expenditure of un-allocated funds from a previous Historical Commission grant to add at least two additional sites to the project.



Rachel Dukeman

**Workshops:** On August 28, 2013 the Commission and the County Office for Aging and the Disabled facilitated a Disabled Accessibility Workshop held at the Bayshore Center of Bivalve, which showcased the extensive work done to the historic shipping sheds to ensure accessibility. On September 12, 2013, the Commission hosted a Grant Writing Workshop at Gallery 50 in Bridgeton facilitated by Rachel Dukeman, a next-generation cultural marketing specialist from Philadelphia.

**Special Requests:** The Commission received several requests for special funding in 2013. In January, the Commission granted \$500 to the City of Vineland for the rehabilitation of the mural of Carl Arthur. In February it granted \$500 to the Bridgeton Rotary for signage related to the historic spike machine located in Bridgeton City's Park. That same month \$500 was granted to the County Office on Aging to offset the costs of the Older Americans Art Exhibit and Competition.



**Governance:** After over 25 years of service, Commission member Patricia Gale retired from service and her seat was filled in February 2013 by Merle Z. Silver, an avid patron of the arts and naturalist from Port Elizabeth. As well, due to conflicting commitments Richard Bermudez had to resign from the Commission in 2013 and his seat was filled in November by Maria Cerda-Moreno, an architect residing in Bridgeton.

**Budget:** The Commission's total income in 2013 came to \$159,846. A full **86%** of this income was from grant sources and an additional **0.5%** provided through the trust account. **99.5%** of this income was expended in 2013, with the remaining 0.5% deposited in the trust account (100% of grant funds were fully expended). The Commission's Trust Account balance on December 31, 2013 was \$1,755.65 with no expenses and \$756.17 in income posted in the year. There were three line items that came in over budget: website maintenance expenditures, West Jersey Time Traveler and food expenses – all other items either came in at or below budget.

2013 Cultural & Heritage Budget - Year-End Close Out			
Category	2013 Budgeted	2013 Actual	Notes
<b>Marketing Services</b> S-02-G3-717-691-390			
<b>Advertising</b>			
Encore Program Ad	\$ 250.00	\$ 250.00	Full-page ad
<b>Newsletter</b>			
Prestige Publications	\$ 4,100.00	\$ 4,100.00	Carol Smith - Prestige Publications
<b>Website</b>			
	\$ 1,000.00	\$ 1,540.00	Shoot the Moon Communications - website
<b>Workshops</b>			
	\$ 1,000.00	\$ 500.00	Rachel Dukeman - Grant Writing Workshop
<b>Contingency</b>			
Other	\$ 40.00	\$ -	
<b>Subtotal Marketing Services</b>	<b>\$ 6,390.00</b>	<b>\$ 6,390.00</b>	<b>\$ -</b>
<b>Artistic Services</b> S-02-G3-717-691-399			
<b>Teen Arts</b>			
	\$ 1,000.00	\$ 920.85	Nancy Moses - Long-range plan
		\$ 79.15	Shoot the Moon Communications - website
<b>Contingency</b>			
Other	\$ -	\$ -	0
<b>Subtotal Artistic Services</b>	<b>\$ 1,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ -</b>
<b>Promo of the Arts</b> S-02-G3-717-691-997			
<b>Membership Dues</b>			
	\$ 500.00	\$ 50.00	NJ Assoc. of C&H Commissions
		\$ 200.00	Foundation Center Subscription
		\$ 50.00	Southern Shore Region DMO
<b>Architecture Prog.</b>			
	\$ 700.00	\$ 940.00	Shoot the Moon Communications - podcasts
<b>Senior's Month</b>			
Concert Tickets	\$ 1,000.00	\$ 1,000.00	50 tickets
<b>Disabilities Month</b>			
Disability Awareness	\$ 1,000.00	\$ 1,000.00	
<b>Special Requests</b>			
	\$ 1,000.00	\$ 500.00	City of Vineland - Mural
		\$ 500.00	County Office on Aging - Senior Art Show
<b>Artists' Day</b>			
	\$ 3,000.00	\$ 960.00	Music - Snake Brothers and Steve Byrne
		\$ 275.00	Caprioli - Port-o-John
		\$ 225.00	Citizens United - Paint Mauricestown Tent
		\$ 1,500.00	Artists - 10 @ \$150 each
<b>Contingency</b>			
Other	\$ -	\$ -	
<b>Subtotal Promo of the Arts</b>	<b>\$ 7,200.00</b>	<b>\$ 7,200.00</b>	<b>\$ -</b>
<b>G.O.S. TOTAL</b>	<b>\$ 14,690.00</b>	<b>\$ 14,690.00</b>	<b>\$ -</b>
<b>ART RE-GRANT</b>	<b>\$ 95,000.00</b>	<b>\$ 95,000.00</b>	<b>\$ -</b>
<b>HIST. RE-GRANT</b>	<b>\$ 12,000.00</b>	<b>\$ 12,000.00</b>	<b>\$ -</b>
<b>Budget Line Item</b> 2-01-20-717-200-993			
<b>Food</b>			
	\$ 1,000.00	\$ 300.00	Food for Leadership Luncheon Focus Group
		\$ 187.50	Food for ADA Workshop
		\$ 140.60	Food for Grant Writing Workshop
		\$ 338.40	Food for Grants Review Panel
		\$ 89.50	Food for ADA Advisory Subcommittee
		\$ 175.00	Food for Plain Air Reception at Gallery 50
<b>Encore Awards</b>			
	\$ 1,200.00	\$ 1,050.00	14 tickets
<b>Miscellaneous</b>			
	\$ 5,300.00	\$ 275.00	SJCA Memberships Dues - Pilot Program
		\$ 414.00	AASLH Membership Dues - Pilot Program
		\$ 500.00	Bridgeton Rotary - Signage for Spike Machine
		\$ 700.00	Plein Air Awards
		\$ 451.50	Shoot the Moon Communications - Podcasts
<b>Long-Range Plan</b>			
	\$ 8,500.00	\$ 6,643.50	Retreat Expenses & Final Contract Payment
<b>W.J. Time Travel</b>			
	\$ 5,000.00	\$ 9,735.00	Metro Signs
<b>Contingency</b>			
Other	\$ -	\$ -	
<b>LINE ITEM TOTAL</b>	<b>\$ 21,000.00</b>	<b>\$ 21,000.00</b>	<b>\$ -</b>
<b>Trust Account</b> 2-39-TT-717-000-006			
<b>Income</b>	<b>Expense</b>	<b>Balance</b>	<b>Notes</b>
		\$ 999.48	1/1/2013
\$ 150.00		\$ 1,149.48	Merle Silver
\$ 150.00		\$ 1,299.48	Suzanne Merighi
\$ 75.00		\$ 1,374.48	Penny Watson
\$ 75.00		\$ 1,449.48	Matt Pisarski
\$ 75.00		\$ 1,524.48	Marianne Lods
\$ 150.00		\$ 1,674.48	Ella Boykin
\$ 75.00		\$ 1,749.48	Roy Kaneshiki
\$ 6.17		\$ 1,755.65	Annual Accrued Interest
<b>TRUST ACCOUNT TOTAL</b>		<b>\$ 1,755.65</b>	

TOTAL LAP FUNDS '13 = \$109,590  
 TOTAL NJHC GOS FUNDS '13 = \$12,000  
 TOTAL LINE ITEM '13 = \$21,000  
 TOTAL SSRDMO FUNDS '13 = \$16,500