



Executive Director Matt Pisarski with Sharon Keifer of Gallery 50, Inc. and Chuck Law, one of the winning artists in the 2015 Cohansey Riverfest Plein Air Competition.

Cumberland County Cultural & Heritage Commission



2015 Annual Report

Support for the Cumberland County Cultural & Heritage Commission in calendar year 2015 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

Penny Watson, AIA, Chair

Roy Kaneshiki, Vice-Chair

Merle Z. Silver, Treasurer

Maria Cerda-Moreno, Secretary

Ella M. Boykin

Yogesh Thakur

John Garrison

Suzanne Merighi

Marianne Lods

Thomas Sheppard, Freeholder Liaison

Grants Review Panel

Will Boyer, Photographer/Metal Sculpturist

Doris Botts, Independent Artist

Todd Sciore, Newfield National Bank

Nadine LaFond, Independent Artist/Musician

Joseph Letizia, Tattoo Artist

Diane Macri, Gloucester County Cultural & Heritage Commission

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

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. Build Consistent Branding;**
- 2. Support Effective Fundraising;**
- 3. Implement fundraising metrics;**
- 4. Build diversity in governance**

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. 2014 Implementation goals:

- Place template for certification of incorporation on website;
- Place template for bylaws on website;
- Promote both;
- Survey grantees to determine types of toolbox documents needed;
- Determine sources for toolbox materials;
- Determine how to update annually.

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. 2014 Implementation goals:

- Bring this idea to cultural leaders;
- Determine optimum format and location;
- Issue invitation to cultural leaders.

Matching Grants: The Commission should establish a program of matching grants to motivate fundraising professionals and allow donors to effectively double their donations. 2014 Implementation goals:

- Determine amount of dollars to designate for matching pool;
- Develop guidelines.

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. 2014 Implementation goals:

- Follow the development of the Arts and Business Innovation Center;
- Determine program and physical requirements for Cultural Hub;
- Discuss build-out costs, rental fees and locational issues with key constituents.

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. 2014 Implementation goals:

- Identify skill sets and experiences needed for Cultural Coach;
- Determine costs associated with Cultural Coach.



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. 2014 Implementation goals:

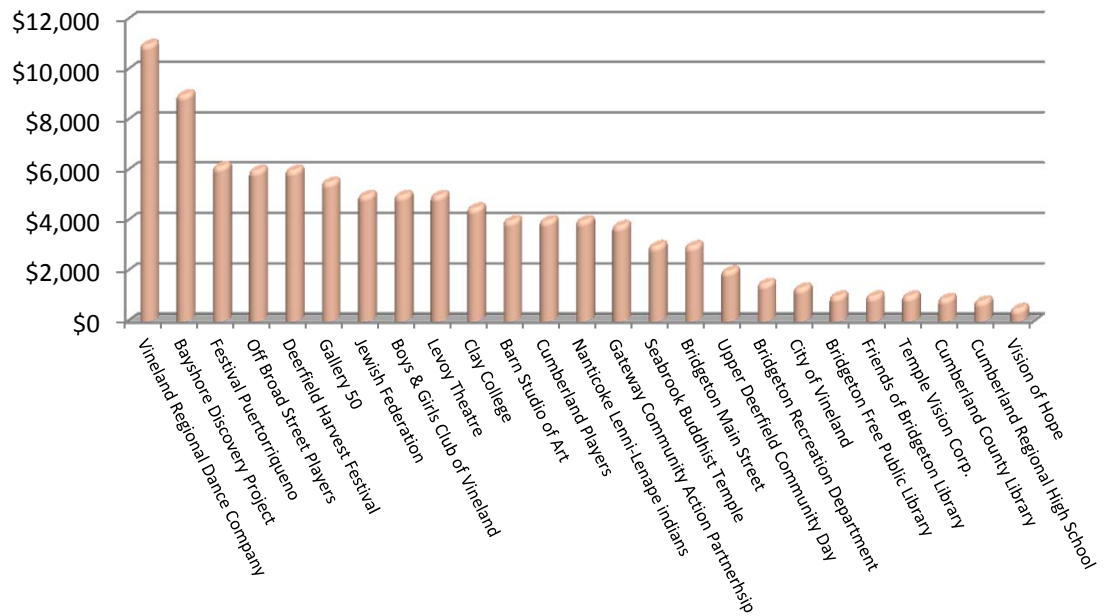
- Identify natural resources and agricultural entities that may be collaborators for arts and culture;
- Organize meetings with leaders to discuss collaborations.

Cultural Trust: The Commission should establish a trust or fund to support cultural organizations in the county. 2014 Implementation goals:

- Develop ad-hoc committee to oversee research;
- Meet with authority on charitable trusts.

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

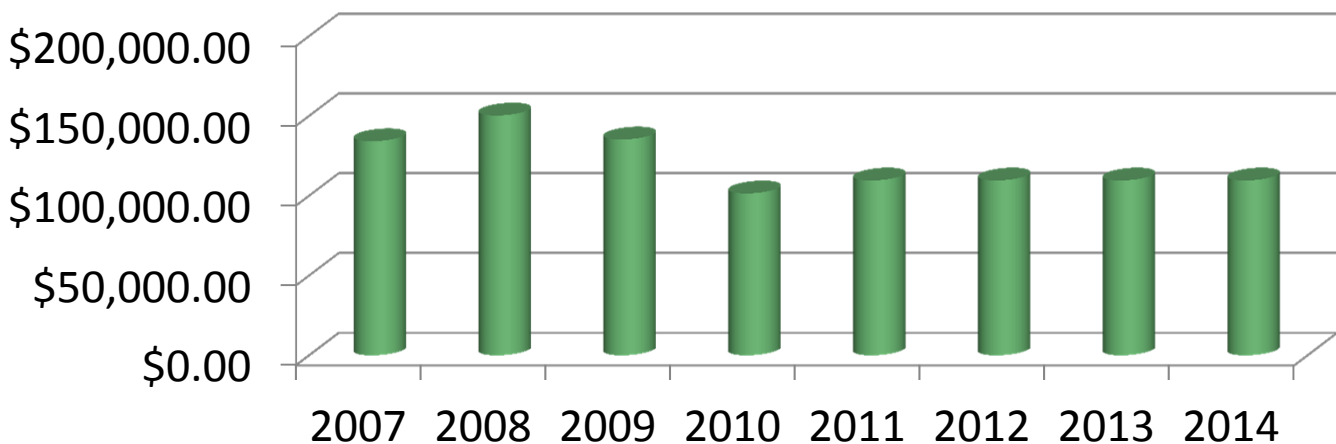

1% increase in # of re-grants from previous 5-year average

31% decrease in request amount for re-grant funds from previous 5-year average

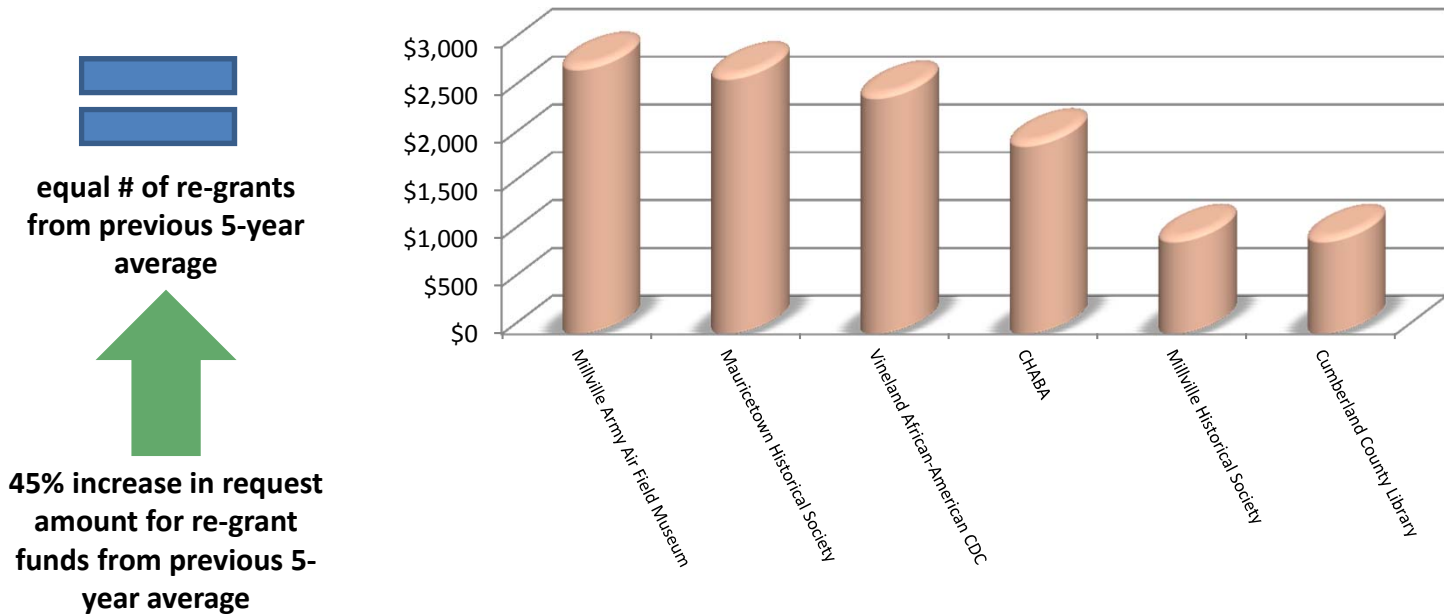


In 2014, the Cumberland County Cultural & Heritage Commission re-granted \$95,000 of State Council on the Arts Local Arts Programming block grant funds to 25 non-profits. The awards ranged from \$11,000 to \$500, which funded events and programs in all three urban cores (Bridgeton, Millville and Vineland) as well as several rural communities.

The funding included 21 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

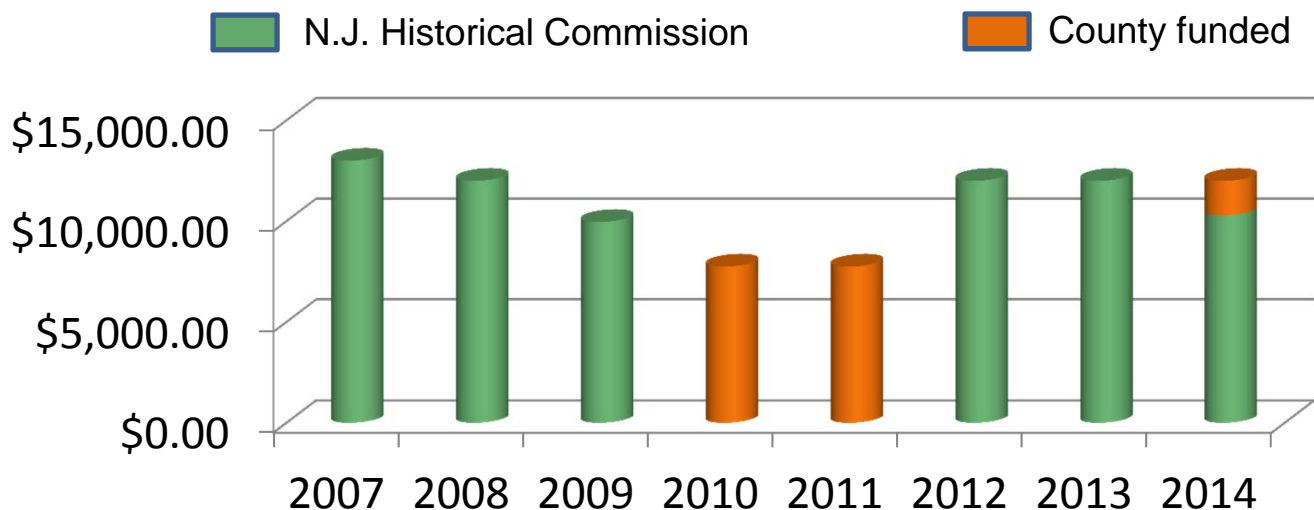




In 2014, the Cumberland County Cultural & Heritage Commission re-granted \$12,000 in re-grant funds (\$10,290 from N.J. Historical Commission GOS grant funds and \$1,710 from Commission operating funds) to 6 history non-profits. The awards ranged from \$1,000 to \$2,800, which funded events and programs 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, Millville Historical Society and Millville Army Air Field Museum. The Cumberland County Library received funding to conduct four American Historical Theater portrayals of Bessie Coleman, Matthew Henson, Abraham Lincoln, and Mary Todd Lincoln.

History Re-grant Funding



Winter Eagle Festival: The 2014 Eagle Festival was held on Saturday, February 8th. 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 3rd, 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 18th. 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. This year, the Commission gave away 30 tickets to the Tommy Dorsey Orchestra concert held at Levoy Theatre to disabled attendees and their companions.



The crowd spilled out onto the street for the 2014 Plein Air Competition reception at Gallery 50.

Encore Awards: The 2014 Encore Awards were held on Wednesday, May 22nd at the Levoy Theatre in Millville. The Commission selected Jean Jones, who retired this year from Commission after more than 25 years of service, to receive the award. The Commission secured twelve seats at the event, which was one of the largest entourages in attendance that evening.

Artists' Day: Artists' Day was held on Saturday, September 13th 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. Although a rainy day, the day remained a success with the Commission increasing the number of paid artists from ten to twelve. The Commission felt the increased number of artists exponentially increased the success of the event, and more artists will be added in future years.

Plein Air Competition: The Plein Air Competition, a joint program with Gallery 50, was held on August 24th and included 29 artists (any 80% increase in the participation rate from 2013) producing 36 works of art. Judging was performed by Glenn Rudderow and Yvonne Mucci of Verga, New Jersey won first place. Artists from as far afield as New Castle, Delaware and East Lansdowne, Pennsylvania came to Bridgeton to participate in the event.

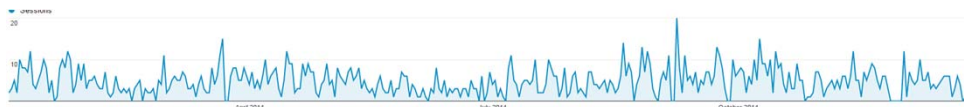


Chuck Law painting in plein air at the 2014 Artists' Day in Mauricetown.

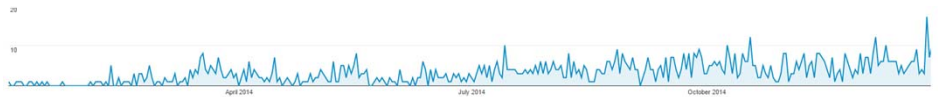
Website: The Commission's website, cculturalheritage.org, received 1,746 site visits in 2014, which is a **22% increase** in website traffic from the previous year. The Commission's history portal, cumberlandhistorical.org received 1,197 site visits in 2014, which is a **23% increase** in its traffic from last year. 27% of the site visits originated through mobile devices scanning QR codes located at each historic structure, meaning their were at least 328 physical visits to the structures highlighted (a **20% increase**), with the David Sheppard House in Bridgeton being the most popular.

Paid Advertising: The only paid advertising the Commission participated in during 2014 was a full-page dedication in the Encore Award playbill.

SSRDMO Marketing Grants: In 2014 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 offset Commission event marketing.



2014 Google Analytics summary for cculturalheritage.org



2014 Google Analytics summary for cumberlandhistorical.org



Social Media: 2014 marked the launch of the Commission's entrance into social media. The Commission created a Facebook page, Twitter account, YouTube channel and Google+ page. These sites were heavily utilized for marketing and promotion, with tremendous success. The Facebook page was created on August 30th, and by the end of 2014 had 176 followers. The Commission posted 40 Tweets in 2014 and attracted 44 followers on Twitter. All workshops held by the Commission in 2014 were video recorded and posted on YouTube, where they were viewed 88 times, nearly doubling audience impact.



2014 Facebook page post reach

Advocacy: In 2014 the Commission expanded its advocacy memberships by supplementing its South Jersey Cultural Alliance membership with membership to the Greater Philadelphia Cultural Alliance.

Newsletter: The Commission moved its monthly e-newsletter efforts to Constant Contact in 2014, which reduced costs from over \$4,000 annually to less than \$500. Additionally, the analytical abilities of Constant Contact permits the Commission to see the effectiveness of its newsletter and track trends. With a mailing list of 275 individuals, the monthly open rate falls around 50%, which is more than double the average user's open rate.



Constant Contact analysis for January 2015 newsletter

American Battlefield Protection Program Grant: The Commission continued its National Park Service funded 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. On November 21st the first of two public outreach meetings was held in Mauricetown, New Jersey where the completed documentary research was presented and the 85 attendees were able to relay family reminiscences of the event and present previously discovered artifacts for analysis.



West Jersey Time Traveler: The Commission expanded its award winning historic site signage and podcast program with the addition of 4 new sites making a total of 19, adding the Deerfield Presbyterian Church, the Landis Junior High School in Vineland, Trinity A.M.E. Church in Gouldtown, and the Fairfield Old Stone Presbyterian Church.



Cumberland C&H Com. @cumberlandc&h Aug 21
What a great audience! Grant Writing and Audience Demographics Workshop tonight.

Workshops: On August 21, 2014 the Commission hosted its annual Grant Writing Workshop facilitated by Rachel Dukeman, a next-generation cultural marketing specialist from Philadelphia. With over 50 attendees and an additional 33 views on YouTube, the impact was impressive. On September 28th the Commission partnered with SNJToday to present a 21st Century Public Relations workshop in Millville. Facilitated by Terry Carpenter, Kevin Malone, Bryan Klugh, and Rebecca Kowalecicz attendees learned about the effectiveness of social media, website development and videography to expand audiences.



Special Requests: The Commission worked hard to encourage cultural and history non-profits to apply for funding through its re-granting program, using special request funding only for emergency situations. This effort was successful in 2014, with the Commission not receiving any special requests for funding.

Governance: After over 25 years of service, Commission member Jean Jones retired and her seat remains open. Effort was made to find a potential Commission member from the growing sub-Asian Indian community or the growing Islamic community.

Budget: The Commission's total income in 2014 (not including staffing contributions) came to \$162,055. A full **85%** 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 2014, 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, 2014 was \$2,430.65, an increase of **38%**. There were four line items that came in over budget: workshop expenses, membership dues, Artists' Day, 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.

2014 Cultural & Heritage Budget - Final			
Category	2014 Budgeted	2014 Actual	Notes
Marketing Services	S-02-G4-717-691-390		
Advertising			
Encore Program Ad	\$ 250.00	\$ 250.00	
Newsletter			
Prestige Publications	\$ 4,100.00	\$ 506.00	Constant Contact
Website			
	\$ -	\$ 744.00	
Workshops			
	\$ 1,000.00	\$ 500.00	Rachel Dukeman
		\$ 1,750.00	21st Public Relations Workshop
Contingency			
Other	\$ 540.00	\$ 360.00	Recording and Editing of Workshops
		\$ 1,600.00	Assistive Listening Device Equipment
		\$ 180.00	Artists' Day Yard Signs
Subtotal Marketing Services	\$ 5,890.00	\$ 5,890.00	\$ -
Artistic Services	S-02-G4-717-691-399		
Teen Arts			
	\$ 1,000.00	\$ -	
Contingency			
Other	\$ -	\$ 1,000.00	Website Development
Subtotal Artistic Services	\$ 1,000.00	\$ 1,000.00	\$ -
Promo of the Arts	S-02-G4-717-691-997		
Membership Dues			
	\$ 500.00	\$ 50.00	Southern Shore Regional DMO
		\$ 150.00	ArtPride New Jersey
		\$ 350.00	Foundation Center Subscription
		\$ 191.00	Greater Phila. Cultural Alliance
Senior's Month			
Concert Tickets	\$ 1,000.00	\$ 1,000.00	50 tickets - Bay-Atlantic Symphony
Senior Art Show	\$ 500.00	\$ 500.00	Office on Aging
Disabilities Month			
Disability Awareness	\$ 1,000.00	\$ 1,000.00	Disabled Advisory Council
Special Requests			
	\$ 1,700.00		
Artists' Day			
	\$ 3,000.00	\$ 3,260.00	
Contingency			
Other	\$ -	\$ 1,199.00	Website Development
Subtotal Promo of the Arts	\$ 7,700.00	\$ 7,700.00	\$ -
G.O.S. TOTAL	\$ 14,590.00	\$ 14,590.00	\$ -
ART RE-GRANT	\$ 95,000.00	\$ 95,000.00	\$ -
TOURISM RE-GRANT	\$ 16,500.00	\$ 16,500.00	\$ -
HIST. RE-GRANT	\$ 12,000.00	\$ 12,000.00	\$ -
Budget Line Item	2-01-20-717-200-993		
Food			
	\$ 1,000.00	\$ 607.00	Grant Writing Workshop
		\$ 250.00	Plein Air Reception
		\$ 328.00	Grants Review Panel
		\$ 1,020.00	Battle of Dallas' Landing Outreach Meeting
		\$ 145.00	ADA Subcommittee Meeting
Encore Awards			
	\$ 1,200.00	\$ 900.00	12 Encore Tickets
Miscellaneous			
	\$ 7,890.00	\$ 700.00	Plein Air Awards
		\$ 150.00	Plein Air Judging Stipend
		\$ 750.00	30 Levey tickets (Dorsey) for DAD
		\$ 500.00	Honorariums for Grants Review Panelists
		\$ 5,000.00	SNJToday Mini-grant Program (Tech)
		\$ 750.00	CHABA Advertising Grant Offset
Dallas' Landing			
	\$ 7,000.00	\$ 1,000.00	Mauricetown Firehall Rental - Initial Public Mtg.
		\$ 1,165.00	Food for Initial Public Mtg.
		\$ 780.00	SNJToday Video Recording of Initial Public Mtg.
W.J. Time Travel.			
	\$ 5,000.00	\$ 954.00	VSBA Podcast Signage Design Work
		\$ 3,940.00	MetroSigns - 4 signs
History Pilot			
	\$ 1,200.00	\$ 575.00	AASLH Memberships (5)
		\$ 275.00	SJCA Memberships (5)
History Grant Offset			
	\$ 1,710.00	\$ 1,710.00	
Contingency			
Other	\$ -	\$ 3,501.00	Website Development
LINE ITEM TOTAL	\$ 25,000.00	\$ 25,000.00	\$ -
Trust Account	2-39-TT-717-000-006		
Income	Expense	Balance	Notes
		\$ 1,755.65	1/1/2014
\$75.00		\$ 1,830.65	Millville Development Corporation
\$150.00		\$ 1,980.65	Ella Boykin
\$75.00		\$ 2,055.65	Penny Watson
\$150.00		\$ 2,205.65	Merle Silver
\$75.00		\$ 2,280.65	Roy Kaneshiki
\$150.00		\$ 2,430.65	Suzanne Merighi
TRUST ACCOUNT TOTAL		\$ 2,430.65	
TOTAL LAP FUNDS '14 = \$109,590			
TOTAL NJHC GOS FUNDS '14 = \$10,290			
TOTAL LINE ITEM '14 = \$25,000			