



Cumberland County Cultural & Heritage Commission



2011 Annual Report

Support for the Cumberland County Cultural & Heritage Commission in calendar year 2011 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; and the Cumberland County Board of Chosen Freeholders.



COMMISSION & COMMITTEES

Cultural & Heritage Commission

Roy Kaneshiki, *Chair*

John Garrison, *Vice-Chair*

Ella M. Boykin, *Treasurer*

Suzanne Merighi, *Secretary*

Jean Jones

Patricia Gale

Penny Watson, *AIA*

Richard D. Bermúdez, *M.Ed.*

Marianne Lods

Joseph Polhamus, *Emeritus*

Samuel L. Fiocchi, Sr., *Freeholder Liaison*

Grants Review Panel

Amy L. Sullivan, *Riverfront Renaissance Center for the Arts*

Drucilla E. Lindsey, Ph.D., *Lindsey Designs & The Lindsey Gallery*

Jody Hirata, *SVP, Colonial Bank FSB*

Caz Boyd, *South Jersey Cultural Alliance*

Joan Berkey, *Architectural Historian*

ADA Advisory Subcommittee

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

Sandra Rosen, *County Disabled Advisory Council*

Patricia Gale, *Commission Liaison*

East Point Artists' Day Subcommittee

Gail Robinson

Liz Nicklus

Nancy Mulick

Tricia Dufford

Andrew Sarclette

Patricia Gale

Education Subcommittee

Michael Cagno

Carol Nagao

Amy L Sullivan

Jean Jones

Patricia Gale

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.

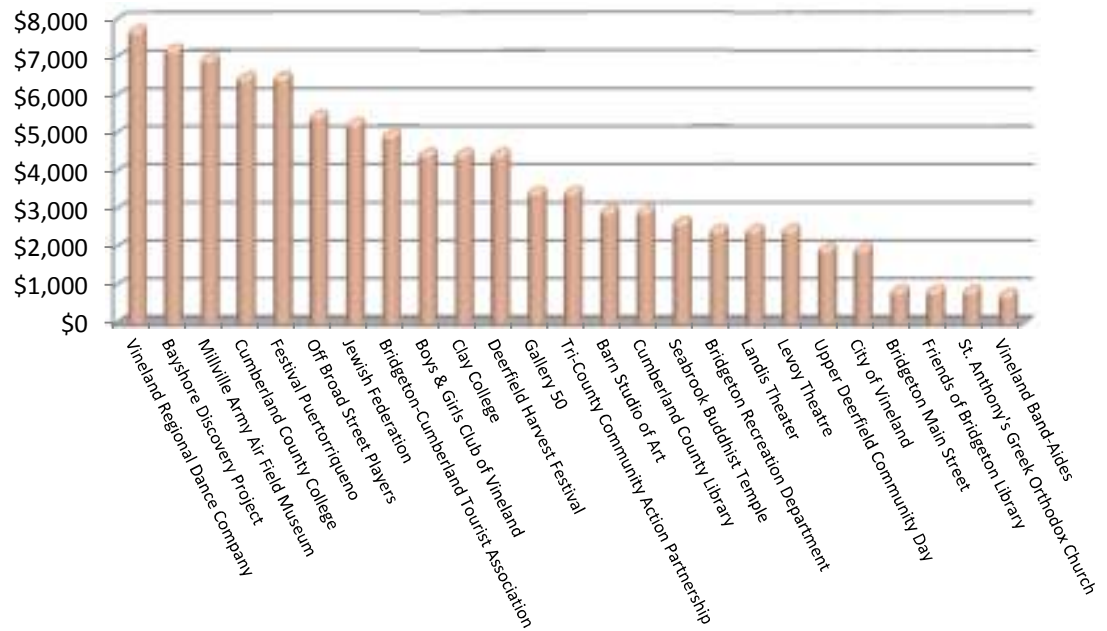
The Cultural & Heritage Commission mission and vision statements were revised and updated in October 2007 as a result of the long-range planning process.



39% increase in # of re-grants from previous 5-year average



7% increase in request amount for re-grant funds from previous 5-year average

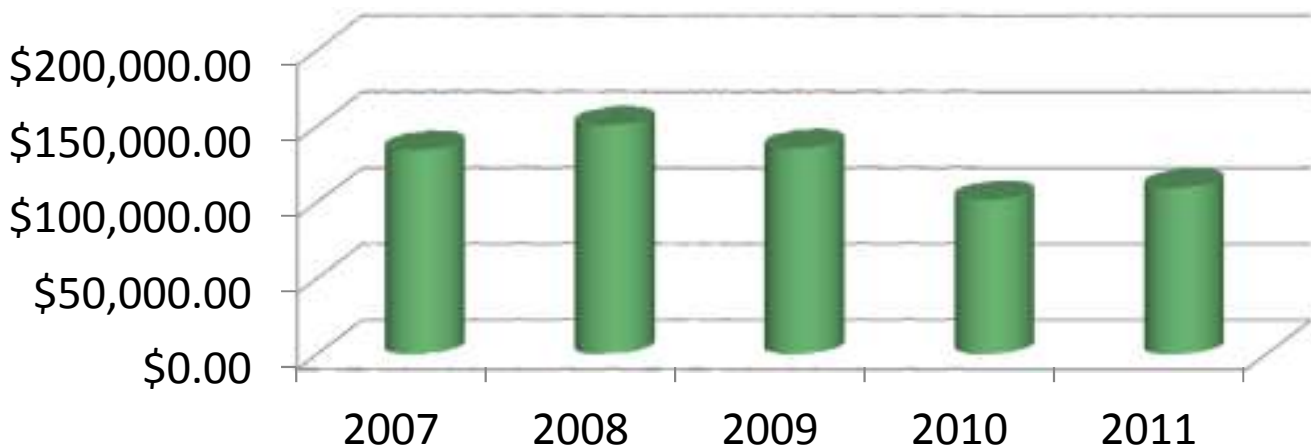




In 2011, the Cumberland County Cultural & Heritage Commission re-granted \$95,000 of State Council on the Arts Local Arts Programming block grant funds to 25 non-profits. The awards ranged from \$7,750 to \$800, which funded events and programs in all three urban cores (Bridgeton, Millville and Vineland) as well as several rural communities.

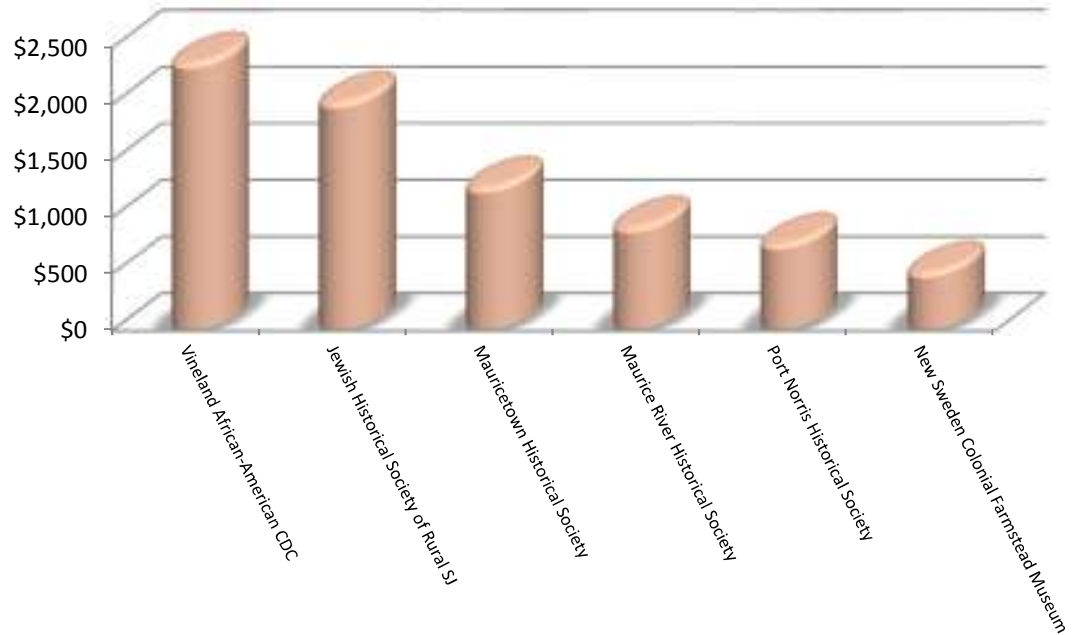
The funding included 22 special projects, such as Bay Day, Southern Shore Music Festival, Bridgeton's Cinco de Mayo, Deerfield Harvest Festival, Jewish Film Festival, Greek Festival, and the Obon Festival among others. Three of the re-grants went towards general operating support of Cumberland County College's theater arts program, Gallery 50 in Bridgeton and the Off Broad Street Players.

Re-grantee organizations included theatre troupes, music ensembles, visual arts galleries, music theatre, dance groups, municipalities, ethnic organizations, religious entities, libraries, education systems, and social service non-profits.

State Council on the Arts Block Grant Funding



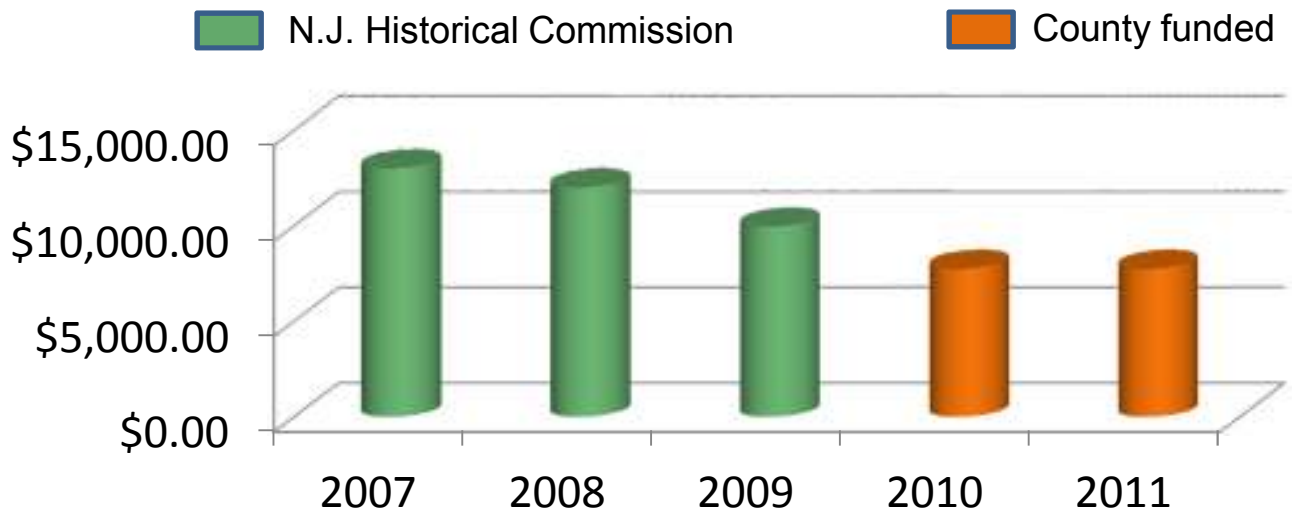

7% increase in # of re-grants from previous 5-year average

24% decrease in request amount for re-grant funds from previous 5-year average



In 2011, the Cumberland County Cultural & Heritage Commission re-granted \$7,750 of its Freeholder operating support funds to 6 history non-profits. The awards ranged from \$500 to \$2,350, which funded events and programs throughout the county.

The funding included an exhibit of Cumberland County Jewish Women of Significance, a professional inventory and conditions assessment of artifacts in the New Sweden collection, and a celebration of Martin Luther King, Jr.’s history and significance. As well, the funding provided general operating support to the Mauricetown and Maurice River Historical Societies. The Port Norris Historical Society notified the Commission in the summer of 2011 that it would not be able to conduct its grant-funded programming, and the award was re-allocated to the Mauricetown Historical Society to assist in the State and National Register listing of the Society’s headquarters, the Edward Compton House.

History Re-grant Funding



Winter Eagle Festival: The 2011 Eagle Festival was held on Saturday, February 5th. 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 7th, 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.

Disability Awareness Day: A collaborative effort with the Disabled Advisory Council, this event was held on Saturday, October 22nd. 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 provided 50 free tickets for attendees to experience the Bay-Atlantic Symphony's season opening concert in November.



Some of the Sculpey creations from the Eagle Festival

Encore Awards: The 2011 Encore Awards were held on Thursday, May 19th at Bally's in Atlantic City. The Commission selected Austin Gould to receive the award and between Commission members and guests of Mr. Gould, almost 20 people attended the awards through the Commission's effort.

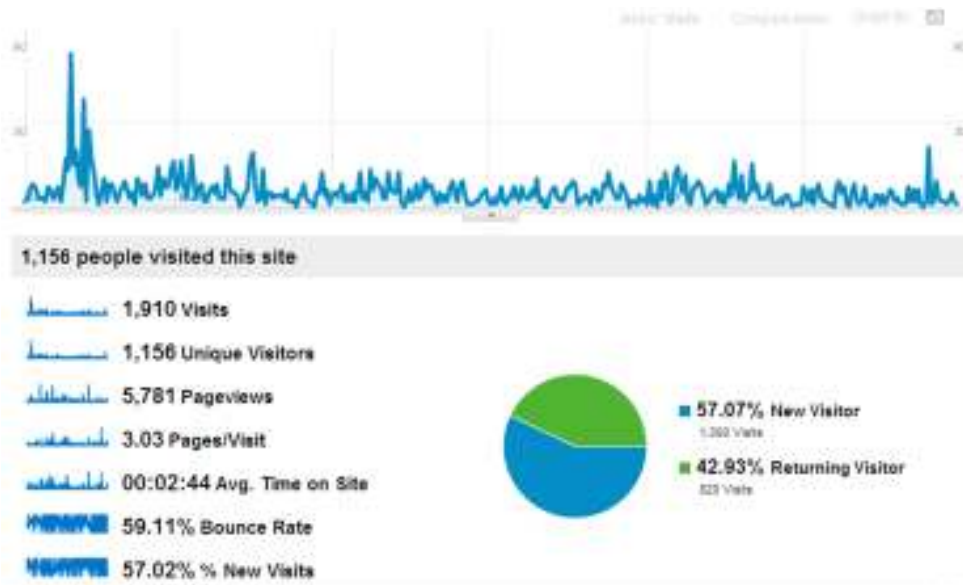
East Point Artists' Day: East Point Artists' Day was held on Saturday, September 17th and included performances by The Snake Brothers and Steve Byrne along with eight artists conducting plein air painting, a "Paint the Lighthouse" tent for visitors and children to try their hand at plein air painting and open house tours of East Point Lighthouse. This event is a collaboration of the Commission, Barn Studio of Art, Maurice River Historical Society, Maurice River Township, and Citizens United to Save the Maurice River. The weather this year was great in the morning, but it began to rain around noon, which put a damper on attendance. John Thornton, an artist and videographer from Philadelphia attended and produced a video of the day which is available to view on the Commission's website.

Plein Air Competition: The Plein Air Competition, a joint program with Gallery 50, was rescheduled twice in 2011 due to inclement weather, and ended up being held on October 29th during a nor'easter. Nevertheless, artists braved the wind and chilling rain and Ellen Gavin won the first place prize.



Matt Pisarski and Ellen Gavin holding her winning artwork.

Website: The Commission's website, cculturalheritage.org, received 1,910 site visits in 2011, which is an **18%** increase in website traffic from the previous year. Additions to the website in 2011 included the digitization of the County's Artists' Directory. With **54** artists registered as of December 31, 2011, the directory includes images of works, biographies, contact information and links to artists' websites and email. The Commission also expanded its web presence by providing its meeting minutes and agendas online. This information greatly expands the Commission's transparency and builds trust among the general public.



2011 website activity summary via Google Analytics

Advocacy: In April 2011 the Commission provided a memo to the Board of Chosen Freeholders encouraging continued support for library services.

In May 2011 the Commission participated in a balloon test in Port Norris to determine the impact of a cell tower proposed to be located on North Avenue. It was determined that the tower presented no negative impact to the historic resources in the APE (Area of Potential Effect).

In November 2011 the Commission provided comment regarding intersection improvements at Route 49 and Buckshutem Road, advocating for the habilitation and interpretation of the Ferracute site.

Paid Advertising: The only paid advertising the Commission participated in during 2011 was a full-page dedication in the Encore Award playbill.

Newsletter: The Commission's electronic newsletter produced 12 monthly editions in 2011 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 1,200 people.



Three foreign films to savor in September



A series of three films dealing with aspects of the human condition is entertaining and often comedic style begins at the Landis Theatre in Vineland on Sept. 7 and concludes the following week on Sept. 11 and 14, courtesy of the Jewish Federation of Cumberland, Gloucester and Salem Counties.

The fourth annual Jewish Film Festival also offers the opportunity to combine dinner with a movie at the adjacent Merit's restaurant on two Wednesdays, Sept. 7 and 14. The "dinner and a movie" special for \$27 begins at the restaurant at 6:15 p.m. with the movie starting at 7:30. Tickets for the Merit dinner are \$25 per person per film. The Sunday showing on Sept. 11 begins at 4 p.m.

Following are brief summaries of each film:



"Five Hours from Paris," presented in Hebrew and Russian with English subtitles, tells the story of a romantic young couple Tigal who flee for Los Angeles on their movie twelve and former coexist partner. Unfortunately the Tigal, Lora Lee is involved, who has gone to Canada to take his medical examinations. Set in working class Tel Aviv, the film has been described as a "Chalidetta romantic comedy."

"ARRANGED," performed in English, contains two scenes of different backgrounds—one as





Colors of Hope: In 2011 the Commission facilitated a healing arts initiative in collaboration with South Jersey Healthcare and the Noyes Museum of Art of Richard Stockton College resulting in the purchase and placement of 20 works of local art in the Frank & Edith Scarpa Regional Cancer Pavilion of the SJH Regional Medical Center in Vineland. The culminating reception for this program was held on May 16th.

Commission members and staff attending the Colors of Hope reception

Building History Participation: Funded through an \$18,000 grant from the N.J. Historical Commission, this program selected four history non-profits from Cumberland County to intensively work with three regional experts on building the governance capacity of their organizations. Howard Green, Nancy Moses and Vicki Kramer each spent several months meeting with the staff and governing boards of Mauricetown Historical Society, Millville Army Air Field Museum, New Sweden Colonial Farmstead, and Seabrook Educational & Cultural Center and based on their analyses created a decision tree and step-by-step guide to build governance capacity. The consultants' recommendations were turned into a pilot initiative for implementation in 2012 which provides memberships, conference scholarships, collections policy review, and other tools to build aptitude among staff and boards.

West Jersey Time Traveler: Expanding upon a similar program conducted in Union County, the Commission received a \$12,500 grant from the N.J. Council for the Humanities to produce audio podcasts of 15 historic sites throughout the county. With a proposed completion date in May 2012, the program will result in a new online web presence showcasing the historic structures and sites of Cumberland County along with an event highlighting their significance.

Special Requests: The Commission funded two special requests in 2011; one to the Friends of India Society and the other to the Center for Historic American Building Arts (CHABA). The Friends of India Society received \$500 to offset costs associated with their Kite and Color Festival and Navaratri event. CHABA received \$750 towards its First Annual Historic Preservation Awards held in Bridgeton.



Union Hall in Dividing Creek, one of the sites to be featured in the West Jersey Time Traveler event.

Budget: The Commission's total income in 2011 came to \$161,090. A full **87%** of this income was from grant sources. **99.4%** of this income was expended in 2011, with the remaining 0.6% encumbered. The Commission's Trust Account balance on December 31, 2011 was \$66.55 with no activity posted in the year. There were three line items that came in over budget: website maintenance expenditures, East Point Artists Day and miscellaneous – all other items either came in at or below budget. 2011 marked a **32%** increase in funding income to the Commission as compared to the previous year. This increase was entirely through increased grant funding.

2011 Cultural & Heritage Budget - End of Year Report			
Category	2011 Budgeted	2011 Actual	Notes
Marketing Services S-02-G1-717-691-390			
Advertising			
Encore Program Ad	\$ 250.00	\$ 250.00	Full-page ad
Newsletter			
Prestige Publications	\$ 4,100.00	\$ 4,000.00	12 monthly newsletters in pdf format
Website			
	\$ 1,000.00	\$ 1,415.00	General maintenance
Workshops			
	\$ 1,000.00	\$ 700.00	Kathleen Cavanaugh - Grant Writing Wksp
Contingency			
Other	\$ 40.00	\$ 25.00	SJCA Annual Meeting
Subtotal Marketing Services	\$ 6,390.00	\$ 6,390.00	
Artistic Services S-02-G1-717-691-399			
Teen Arts			
	\$ 1,000.00	\$ 1,000.00	Encumbered for stipends
Contingency			
Other	\$ -	\$ -	0
Subtotal Artistic Services	\$ 1,000.00	\$ 1,000.00	
Promo of the Arts S-02-G1-717-691-997			
Membership Dues			
	\$ 200.00	\$ 50.00	NJ Assoc. of C&H Commissions
		\$ 65.00	Preservation New Jersey
Architecture Prog.			
	\$ 500.00	\$ 500.00	Encumbered for Merch
Senior's Month			
Concert Tickets	\$ 1,000.00	\$ 1,000.00	50 tickets
Disabilities Month			
Disability Awareness	\$ 1,000.00	\$ 1,000.00	Disability Awareness Day cost share
Special Requests			
	\$ 2,000.00	\$ 500.00	Friends of India Society
East Point			
	\$ 2,500.00	\$ 225.00	Citizens United - Paint the Lighthouse Tent
		\$ 275.00	Port-o-Johns
		\$ 400.00	Steve Byrne
		\$ 560.00	Snake Brothers
		\$ 1,200.00	Artist Stipends
Contingency			
Other	\$ -	\$ 500.00	Gospel Music Event
Subtotal Promo of the Arts	\$ 7,200.00	\$ 6,275.00	\$ 925.00
G.O.S. TOTAL	\$ 14,590.00	\$ 13,685.00	\$ 925.00
ART RE-GRANT	\$ 95,000.00	\$ 95,000.00	\$ -
HIST. RE-GRANT	\$ 7,750.00	\$ 7,750.00	\$ -
Budget Line Item 1-01-20-717-200-993			
Food			
	\$ 1,000.00	\$ 83.46	Acme - Grant Writing Workshop
		\$ 105.00	Mori's-SJCA Encore Com. Lunch
		\$ 495.25	CCC - BHP Culminating Session
		\$ 281.00	CCC - Grants Review Panel dinner
		\$ 127.50	Wheat Road - Plain Air reception
Encore Awards			
	\$ 300.00	\$ 240.00	3 tickets to NJSCA Encore Awards
Miscellaneous			
	\$ 5,565.00	\$ 150.00	Foundation Center Subscription
		\$ 1,500.00	Match for Building History Participation
		\$ 700.00	Plain Air Award Funds
		\$ 500.00	Sponsorship of December BDP 2nd Friday
		\$ 750.00	CHABA Special Request
		\$ 500.00	Gospel Music Event - Landis Theater
		\$ 300.00	Joan Berkley Honorarium
		\$ 517.79	Website Maintenance - Loaded Media
		\$ 250.00	Friends of Bridgeton Library lecture series
		\$ 1,000.00	Bay-Atlantic Symphony - DAD tickets
Bldg. History Part			
	\$ -	\$ 1,500.00	Nancy Moses
W.J. Time Travel			
	\$ 6,385.00	\$ 3,000.00	Website design - Loaded Media
		\$ 1,250.00	Podcast Production - Shoot the Moon
Contingency			
Other	\$ -	\$ -	
LINE ITEM TOTAL	\$ 13,250.00	\$ 13,250.00	\$ -

TOTAL LAP FUNDS '11 = \$109,590
 TOTAL NJHC PROJECT FUNDS '11 = \$18,000
 TOTAL NJCH PROJECT FUNDS '11 = \$12,500
 TOTAL LINE ITEM '11 = \$21,000