



2012 Bridgeton Cinco de Mayo

Cumberland County Cultural & Heritage Commission



2012 Annual Report

Support for the Cumberland County Cultural & Heritage Commission in calendar year 2012 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.



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Cultural & Heritage Commission

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Penny Watson, AIA, Secretary

Jean Jones

Patricia Gale

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Richard D. Bermúdez, M.Ed.

Marianne Lods

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

Wheeler Fazenbaker, Colonial Bank FSB

Caz Boyd, South Jersey Cultural Alliance

Joan Berkey, Architectural Historian

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

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

Sandra Rosen, County Disabled Advisory Council

Patricia Gale, Commission Liaison

East Point Artists' Day Subcommittee

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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.

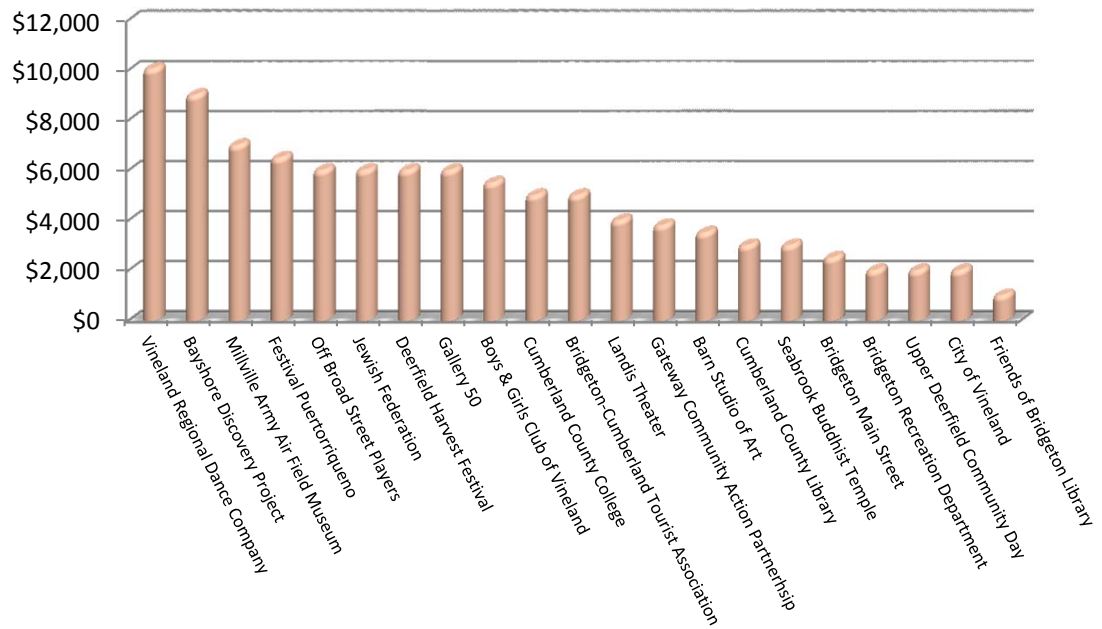
Local arts, cultural and heritage attractions need to build visibility within and beyond the borders of the County/ A wide range of tactics are needed to increase and diversify audience, donors, volunteers, and members, including linking with tourism and economic development agencies.

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.


2% increase in # of re-grants from previous 5-year average

11% decrease in request amount for re-grant funds from previous 5-year average

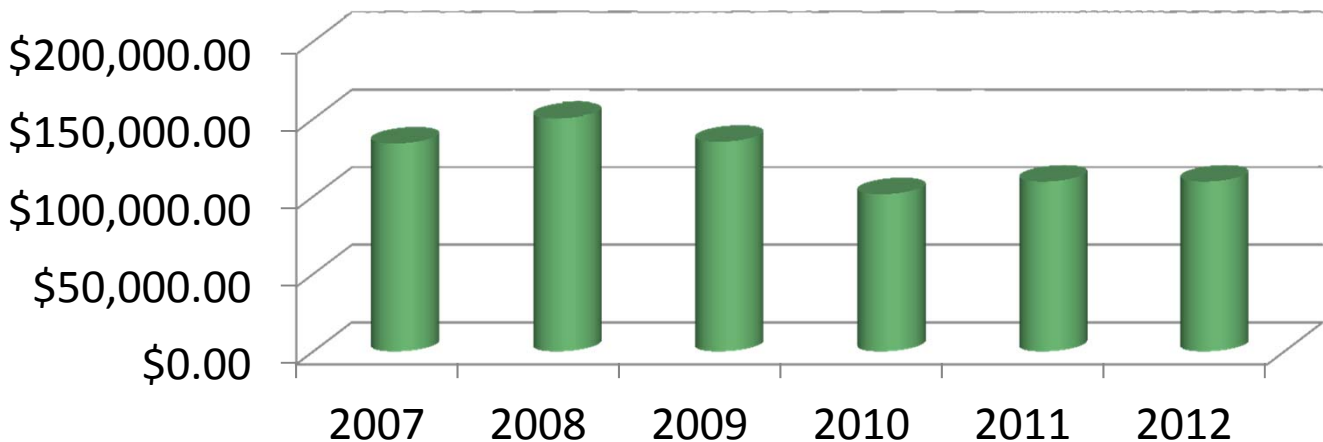


In 2012, the Cumberland County Cultural & Heritage Commission re-granted \$95,000 of State Council on the Arts Local Arts Programming block grant funds to 21 non-profits. The awards ranged from \$10,050 to \$800, which funded events and programs in all three urban cores (Bridgeton, Millville and Vineland) as well as several rural communities.

The funding included 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 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

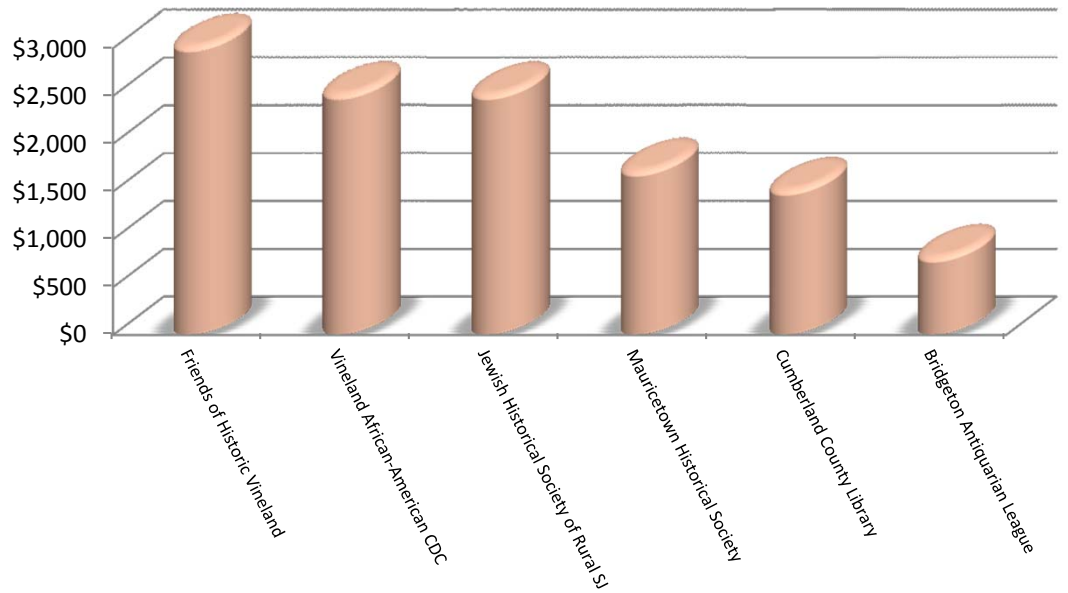




7% increase in # of re-grants from previous 5-year average



19% decrease in request amount for re-grant funds from previous 5-year average

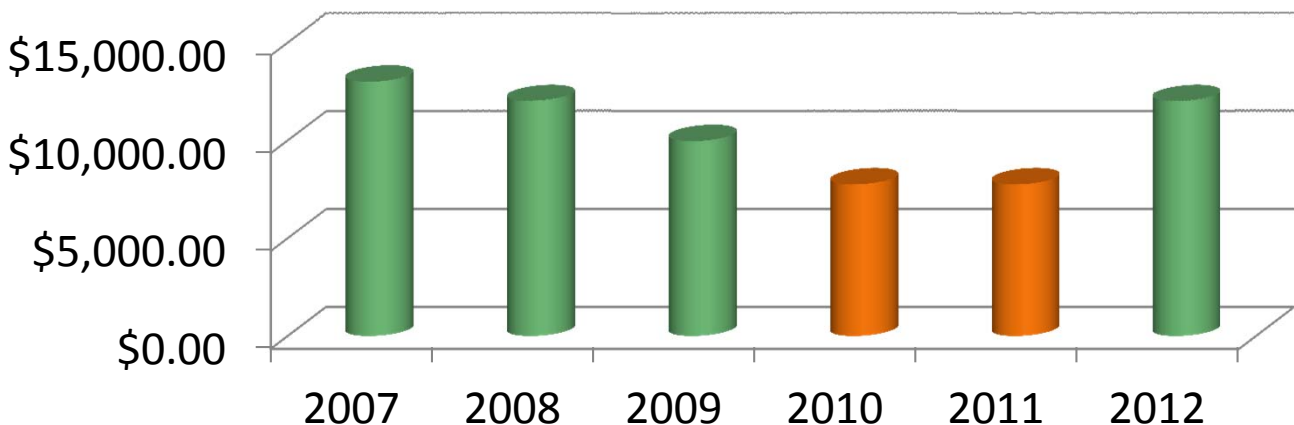


In 2012, the Cumberland County Cultural & Heritage Commission re-granted \$12,000 in N.J. Historical Commission GOS grant funds to 6 history non-profits. The awards ranged from \$800 to \$3,000, which funded events and programs throughout the county.

The funding included a photography exhibit of Cumberland County synagogues, the publication of *Bridgeton, New Jersey: City on the Cohansey*, a celebration of Martin Luther King, Jr.'s history and significance, and Founder's Day in Vineland. As well, the funding provided general operating support to the Mauricetown Historical Society. The Cumberland County Library received funding to conduct four American Historical Theater portrayals of Edgar Allen Poe, Phillis Wheatley, Mary Read, and Harriet Tubman.

History Re-grant Funding

■ N.J. Historical Commission
 ■ County funded



Winter Eagle Festival: The 2012 Eagle Festival was held on Saturday, February 11th. 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 12th, 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 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.



2012 Encore Awards at Landis Theater in Vineland

Encore Awards: The 2012 Encore Awards were held on Thursday, May 17th at the Landis Theater in Vineland. The Commission selected Bob and Alan Woodruff to receive the award and between Commission members and guests of the Woodruffs, almost 20 people attended the awards through the Commission's effort. The Commission made a strong effort over the previous 18 months to have the Encore Awards relocated to Cumberland County. With the change of venue, the format of the event was changed to a more Oscar-like vibe, which was highly praised by the attendees.

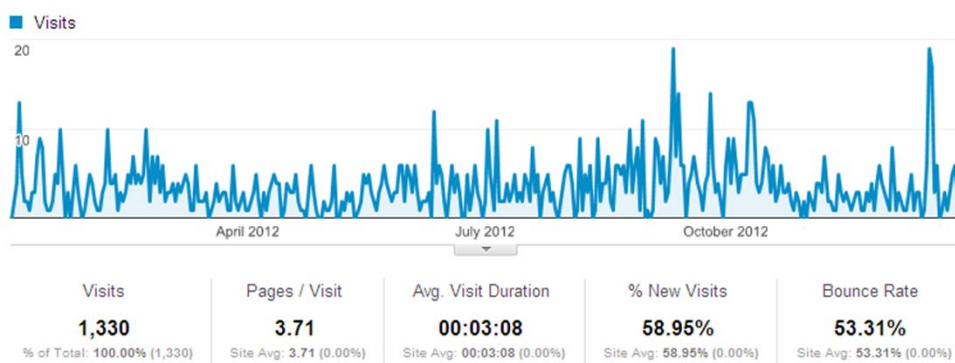
East Point Artists' Day: East Point Artists' Day was held on Saturday, September 17th and included performances by The Snake Brothers and Steve Byrne along with ten artists conducting plein air painting, a "Paint the Lighthouse" tent for visitors and children to try their hand at plein air painting and 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 Protect the Maurice River.

Plein Air Competition: The Plein Air Competition, a joint program with Gallery 50, was held on August 25th and included 9 artists and included nearly twenty works of art. Judging was performed by Glenn Rudderow and Ellen Gavin won first place for the second year in a row.



Commission members Patt Gale and Roy Kaneshiki with Matthew Pisarski at the 2012 East Point Artists' Day in front of one of the new Commission banners.

Website: The Commission's website, cculturalheritage.org, received 1,330 site visits in 2012, which is a **30% decrease** in website traffic from the previous year. Additions to the website in 2012 included the increase from 54 artists included in the Artists' Directory to **59** artists (8% increase) registered as of December 31, 2012. However, analysis shows that the least visited pages of the website are the artists directory, calendar of events and newsletter archive, while the most visited are the grant opportunities page. Work was also directed to a new historic architecture website, which is planned for release in 2013.



2012 website activity summary via Google Analytics

Advocacy: On May 22nd, the Commission hosted the N.J. State Council on the Arts in Millville. The Council's regular meeting was held at the Riverfront Renaissance Center for the Arts followed by a luncheon at WheatonArts sponsored by the Commission. This was an opportunity for Council members to familiarize themselves with the county and provided a venue for Commission members to network.

In July 2012, the Commission passed a resolution supporting a grant application to NJDOT for the Broad Street Bridge Keeper's House.

The Commission wrote a letter of support in August to the State Historic Preservation Office for the repairs to the Bridgeton Raceway embankments..

Paid Advertising: The only paid advertising the Commission participated in during 2012 was a full-page dedication in the Encore Award playbill.

Newsletter: The Commission's electronic newsletter produced 12 monthly editions in 2012 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, which is a reduction from last year to the sale of the Cumberland Manor resulting in a reduction of the County workforce..



Historic East Point Lighthouse opens doors for annual 'Artists' Day Open House'

East Point Lighthouse, the last remaining lighthouse on the New Jersey side of the Delaware Bay, will be the site of the annual "Artists' Day Open House" on Saturday, Sept. 15, when the 163-year-old structure opens its doors and surrounding landscape to artists of all ages.

The day will feature painting time by local artists, with whom the public is encouraged to interact, tours of the lighthouse and music entertainment. There will also be a tent set aside for children to test their artistic talents.

History

Built in 1849, the lighthouse is situated on the east bank of the Maurice River in Heislerville. It was originally illuminated by an oil lamp burning whale oil and operated over the years by sea "keepers" and their families who lived on site. The last such employee left near the end of September, 1911.

For years afterward, until the attack on Pearl Harbor, the lighthouse continued to provide its beacon of light to travelers through an automated system that would

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Above: a full view of the historic lighthouse; at left, those attending last year's event stroll among the artists to observe their interpretations of the bay and surroundings.



Schedule on Page 2

Grant Writing Workshop set for Sept. 5

The Cumberland County Cultural & Heritage Commission will present its latest *Programming for Success* workshop, "Grant Writing and Social Media for Non-Profits," on Wednesday, Sept. 5, from 6 to 8:30 p.m. at the Levoy Theater, 126-130 N. High Street, Millville. The workshop will

be facilitated by Rachel Dukeman, a cultural marketer and planner headquartered in Philadelphia.

Ms. Dukeman is a principal with the firm of R&R Creative and is an expert with new media specializing in enlivening public experiences in ways that appeal to diverse audiences.

She manages a website on culture in Philadelphia (www.philacultural.com) and holds a Master of Arts degree in Museum Communication from the University of the Arts in Philadelphia, where she was the recipient of the Museum Studies Award for Service to

(Continued on page 2)



Seafood Festival

Saturday, July 21 4-9 pm
600 Block Landis Ave.



Example of re-granted marketing funded through SSRDMO grant.

By-Laws and Strategic Long-Range Plan Updates: The Commission began the process to update its 5-year strategic plan in 2012 and included in the work program 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. Nancy Moses was selected for the strategic plan update and the law firm of Montgomery McCracken Walker & Rhoads was secured for the work on the by-laws.

County Aerial Photos Conservation and Digitization: The Commission made application to the N.J. Historical Commission for a special project grant to converse water damaged mylar aerials of the county from the 1970s and to digitize them. Although the grant application was unsuccessful, the damage was assessed to be minimal and a program of digitization will most likely commence in 2013.

West Jersey Time Traveler: The Commission continued its work on the \$12,500 grant-funded project to produce audio podcasts of 15 historic sites throughout the county. The associated website, www.cumberlandhistorical.org was created and the architectural firm of VSBA, Inc. of Philadelphia was selected to produce the site signage. The timeline was extended to December 2012 with the installation of the signage to extend into early 2013.

County on Canvas Artwork Inventory: The Dept. of Planning & Development's summer intern, Rebecca Ziefle, inventoried, labeled and photographed the artwork held by the county through its County on Canvas program. 105 individual works of art were catalogued in the process.



Rachel Dukeman

Workshops: On September 15, 2012, the Commission hosted a Grant Writing Workshop in Millville facilitated by Rachel Dukeman, a next-generation cultural marketing specialist from Philadelphia.

Special Requests: The Commission funded one special request in 2012 to the County Office on Aging to offset the costs of the Older Americans Art Exhibit and Competition.

SSRDMO Marketing Grants: Starting in 2012, the Commission partnered with the County Tourism Advisory Council to secure annual marketing/tourism funding from the Southern Shore Region Destination Marketing Organization. A grant of \$15,000 was partially re-granted to 8 non-profits within Cumberland County with a portion used to fund new Commission banners and East Point Artists' Day signage. The two new banners are available to re-grantees and were used extensively in 2012 (see page 6 for image).



Example of the West Jersey Time Traveler site signage..

Budget: The Commission's total income in 2012 came to \$158,520. A full **86%** of this income was from grant sources and an additional **0.6%** provided through the trust account. **99.2%** of this income was expended in 2012, with the remaining 0.8% returning to the County general account (100% of grant funds were fully expended). The Commission's Trust Account balance on December 31, 2012 was \$999.48 with no expenses and \$932.93 in income posted in the year. There were five line items that came in over budget: website maintenance expenditures, East Point Artists Day, memberships, Encore Awards, and Long-Range Plan – all other items either came in at or below budget.

2012 Cultural & Heritage Budget - Year-End Close Out			
Category	2012 Budgeted	2012 Actual	Notes
Marketing Services	S-02-G2-717-691-390		
Advertising			
Encore Program Ad	\$ 250.00	\$ 250.00	Full-page advertisement
Newsletter			
Prestige Publications	\$ 4,100.00	\$ 984.60	Remainder paid with 2011 funds
Website			
	\$ 1,000.00	\$ 4,043.75	General Website Maintenance
Workshops			
	\$ 1,000.00	\$ 500.00	Rachel Dukeman for Grant Writing Wksp.
Contingency			
Other	\$ 40.00	\$ 22.50	CCC - Grants Review Panel Room Fee
Subtotal Marketing Services	\$ 6,390.00	\$ 5,800.85	\$ 589.15
Artistic Services	S-02-G2-717-691-399		
Teen Arts			
	\$ 1,000.00	\$ -	
Contingency			
Other	\$ -	\$ -	0
Subtotal Artistic Services	\$ 1,000.00	\$ -	\$ 1,000.00
Promo of the Arts	S-02-G2-717-691-997		
Membership Dues			
	\$ 200.00	\$ 50.00	Southern Shore Region Destination Marketing Org.
		\$ 200.00	Subscription to Foundation Center
Architecture Prog.			
	\$ 1,000.00	\$ -	
Senior's Month			
Concert Tickets	\$ 1,000.00	\$ 1,000.00	50 tickets
Disabilities Month			
Disability Awareness	\$ 1,000.00	\$ 1,000.00	
Special Requests			
	\$ 1,500.00	\$ -	\$500 for Older Americans allocated from 2011 funds
East Point			
	\$ 2,500.00	\$ 400.00	Steve Byrne
		\$ 225.00	Citizens United - Paint the Lighthouse
		\$ 275.00	Caproni - Port-o-John
		\$ 560.00	Snake Brothers
		\$ 1,500.00	Artist Stipends
Contingency			
Other	\$ -	\$ 3,579.15	Partial Payment to Nancy Moses - By-Laws
Subtotal Promo of the Arts	\$ 7,200.00	\$ 8,789.15	\$ (1,589.15)
G.O.S. TOTAL	\$ 14,590.00	\$ 14,590.00	\$ -
ART RE-GRANT	\$ 95,000.00	\$ 95,000.00	\$ -
HIST. RE-GRANT	\$ 12,000.00	\$ 12,000.00	\$ -
Budget Line Item	2-01-20-717-200-993		
Food			
	\$ 1,000.00	\$ 179.00	State Council on the Arts Luncheon
		\$ 144.93	Grant Writing Workshop
		\$ 175.00	Gallery 50 Plein Air Reception
		\$ 89.50	ADA Subcommittee Lunch
		\$ 267.50	Grants Review Panel Dinner
Encore Awards			
	\$ 1,000.00	\$ 1,280.00	16 Tickets
		\$ 75.00	Additional Award
		\$ 681.08	Step and Repeat Banner
Miscellaneous			
	\$ 12,500.00	\$ 517.50	AASLH Memberships (pilot)
		\$ 275.00	SJCA Memberships (pilot)
		\$ 325.00	Advocates for NJ History Memberships (pilot)
		\$ 250.00	Preservation NJ Memberships (pilot)
		\$ 85.00	Clay for Eagle Fest Commission Table
		\$ 700.00	Plein Air Awards to Gallery 50
		\$ 100.00	Conservation Center Assessment
		\$ 150.00	League of Historical Societies Memberships (pilot)
		\$ 100.00	Buttons for HSPV Conference
Long-Range Plan			
	\$ 6,500.00	\$ 8,500.00	50% Payment to Nancy Moses
W.J. Time Travel.			
	\$ -	\$ 3,000.00	VSBA Design Fee for Site Signage
		\$ 1,305.00	Metro Signs Partial Payment for Signs
		\$ 728.00	VSBA Site Visits
Contingency			
Other	\$ -	\$ 800.00	Treasurer's Office Re-allocation
LINE ITEM TOTAL	\$ 21,000.00	\$ 19,727.51	\$ 1,272.49
Trust Account	2-39-TT-717-000-006		
Income	Expense	Balance	Notes
		\$66.55	1/1/2012
\$160.00		\$226.55	John Garrison (Encore)
\$80.00		\$306.55	Millville Dev. Corp. (Encore)
\$80.00		\$386.55	Penny Watson (Encore)
\$80.00		\$466.55	Roy Kaneshiki (Encore)
\$160.00		\$626.55	Suzanne Merighi (Encore)
\$160.00		\$786.55	Ella Boykin (Encore)
\$160.00		\$946.55	Matthew Pisarski (Encore)
\$25.00		\$971.55	Rachel Dukeman (Buttons)
\$25.00		\$996.55	Nancy Moses (Buttons)
\$2.93		\$999.48	Annual Accrued Interest
TRUST ACCOUNT TOTAL		\$ 999.48	
TOTAL LAP FUNDS '12 = \$109,590			
TOTAL NJHC GOS FUNDS '12 = \$12,000			
TOTAL LINE ITEM '12 = \$21,000			