

# **THE 2005-2010 CULTURAL ARTS PLAN MONMOUTH COUNTY, NJ**

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## **A BLUEPRINT FOR THE ARTS**

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**Developed for  
The Monmouth County Arts Council**



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**Prepared by**



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## **I. INTRODUCTION: DESCRIBING THIS DOCUMENT**

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Planning is a part of civic life and function. Throughout New Jersey and around the country, people regularly gather to shape plans for the future of their communities addressing topics that range from economic impact to schools to greenways and recreation.

Cultural arts plans are an important part of any region's overarching planning. Arts and culture are vital and essential assets within communities and regions. And so, planning for their sustainability, their accessibility to residents, and their use in building quality of life and economic strength is an important civic responsibility.

Cultural arts plans, like all types of broad civic plans, are policy documents, intended to reflect priorities voiced by those agencies and organizations directly impacted – i.e. arts organizations, individual artists and arts enterprises – and by those whose fields and communities are also impacted by the arts, such as educators, economic development leaders, funders, tourism and marketing agencies. Based on considerable dialogue and research, the plans provide goals and benchmarks to guide the work of all these agencies and organizations.

This plan was developed to guide the Monmouth County Arts Council and its colleague public and private agencies throughout the county in fostering and facilitating on-going cultural development during the five year period 2005-2010. The plan is based on broad public input from throughout the county, as well as detailed analysis and responsive planning by the Council board and staff, to ensure that it can be successfully implemented. This plan prioritizes objectives and strategies for MCAC and for overarching cultural development, examines and calls for needed resources; and addresses how MCAC will build its visibility and leadership capacity through the implementation of the cultural arts plan.

To undertake this plan, the Monmouth County Arts Council received a 2004 grant from the New Jersey State Arts Council. With this grant it commissioned the cultural development planning firm ArtsMarket, Inc., ([www.artsmarket.com](http://www.artsmarket.com)) to facilitate the research and planning process. A steering committee and partnership team bringing together MCAC, Monmouth University, the Monmouth County Planning Department, and other civic leaders was formed and contributed to the design of the planning process.

Interviews and round tables with government leaders, civic leaders, arts and cultural organization leaders, artists, planners and funders were held beginning in August, 2004. In addition, a survey for public input was broadly distributed to the Monmouth County Arts Council's database, was promoted in the Council's bi-monthly newspaper, the *State of the Art*, and distributed by direct email from ArtsMarket. The consultants also completed a geodemographic analysis of the County to examine the nature of interests and support levels for the arts, and utilized US Census data to count the number of individuals employed both in the arts and entertainment sector, and in the broader "creative" sector in Monmouth County. This plan also incorporates by reference a local cultural plan conducted by ArtsMarket during the same time period for the Borough of Red Bank: many of the interviewees and participants in that planning process also participated here. Approximately 75 people attended various roundtable discussions and/or were interviewed as a part of the process.

## **II. EXECUTIVE SUMMARY OF GOALS AND OBJECTIVES**

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### **1. BUILD A STRONG ARTS AND CULTURAL IMAGE FOR MONMOUTH COUNTY.**

- Fund and implement a county-wide arts marketing plan.
- Assist county arts organizations to increase participation in the arts.
- Develop and implement a marketing services organization (MSO) mechanism.

### **2. FOSTER COMMUNITY ARTS DEVELOPMENT.**

- Encourage, foster and facilitate the development of community arts councils.
- Support and facilitate local community planning for cultural districts and arts facilities.
- Strengthen economic opportunities for county artists and arts organizations.

### **3. FACILITATE INCREASED ARTS EDUCATION OPPORTUNITIES COUNTY-WIDE.**

- Publish rosters and directories to assist schools to link to artists and arts organizations.
- Continue to build the Teen Arts Festival.

### **4. INCREASE COUNTY-WIDE FUNDING AND RESOURCES FOR THE ARTS.**

- Provide leadership advocacy for increased public funding from County municipalities.
- Build area corporate and foundation awareness and support for the arts in Monmouth County.

### **5. CONTINUE TO DEVELOP THE CAPACITY OF THE MONMOUTH COUNTY ARTS COUNCIL.**

- Align staffing to implement cultural arts plan goals.
- Continue to expand grants and services programs.
- Continue to strengthen fundraising capacity.

### III. THE NEEDS ASSESSMENT: A FOUNDATION FOR THE PLAN PRIORITIES

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#### 1. Marketing, Image, Branding

From the first meeting of the Plan's steering committee through all the subsequent meetings with artists, arts organizations, community groups, and government agencies, one need consistently surfaced as the top priority: build local arts participation by building a strong arts and cultural image for Monmouth County.

This priority contains many important elements that need to be addressed through the cultural plan:

##### Arts Organizations and Artists:

- Need (currently lack) local visibility
- Need “legitimization” and public understanding of their quality and professionalism
- Need to grow audience size and loyalty
  
- Limited resources for marketing
- Limited visibility vehicles/mechanisms

##### County Residents:

- Lack awareness of the abundant arts in Monmouth County
- Often assume “county” based groups are “civic” rather than professional
- Too often leave Monmouth County to go elsewhere for the arts, yet feel it is “too far” to drive to arts destinations in the County
- Limited perception based on low visibility of marketing
- Changing decision patterns – i.e. more last minute ticket purchase

In the needs assessment survey for this plan, Monmouth County arts organizations were asked to rank the level of importance of various needs and themes. On a scale of 1 to 10, with 10 being most important, the top six “most important” were largely reflective of the need to build participation and awareness, including stressing life long learning as a means to build participation.

Building local participation in arts and cultural activities	8.8
Building a strong arts and cultural image for Monmouth County	8.5
Raising awareness about arts and cultural activities in the County	8.4
Increasing the quality of local arts and cultural programming	8.4
Strengthening cultural nonprofit organizations	8.4
More life long learning in culture and the arts for adults	8.4

## 2. Community Development and the Arts

The communities of Monmouth County are rapidly transitioning, growing, and being built out. Some geographic areas of the county will be completely built out within the decade. Others are in the midst of huge redevelopment. The opportunities and the related challenges for nonprofit arts organizations based on these changes are huge. From Freehold to Asbury Park, Red Bank to Long Branch – from the western countryside of the county to the shore towns – artists and arts organizations are seeking space, seeking to hold onto existing space, need to be at the table with developers, and need to protect their ability to continue to afford and operate within the County.

The responses to the needs assessment survey ranked the need for spaces, and hubs or districts, focused on the arts at approximately seven on a 10 point scale. And round tables and interviews repeatedly returned to this issue and need.

### Arts Organizations and Artists:

- Need community arts councils.
- Need suitable performance, exhibition, workspace, and live/work studio space.
- Lack resources and clout to secure their spaces in the face of rapid redevelopment.
- Need to work with developers.
- Need a coalition between arts nonprofits, artists, arts entrepreneurs, creativity businesses.

### Municipalities:

- Need community arts councils.
- Want the presence of the arts to anchor revitalization and neighborhoods
- Need hubs and districts themed around the arts, such as the Long Branch Arts and Entertainment District, and Red Bank Arts Corridor.
- Need to get the arts at the table with developers for win-win solutions.
- Need a streamlined and effective way to work with the arts sector.

### **3. Funding: Stabilizing and Developing Arts Organizations**

As noted earlier in this document, most of the arts organizations in Monmouth County are volunteer run or employ only a few people. They are small enterprises, and many – especially the burgeoning new theaters in the county – have grown rapidly. Even the Monmouth County Arts Council is a model of rapid growth: five years ago it had 35 members; today, that number has grown to 74 or more.

The emergence of numerous high quality, founder-driven arts organizations in the County is a powerful phenomenon that demonstrates a growing, vital arts community. (This profile of young and new dynamic professional arts organizations looks much the same as was evident in larger urban centers in the state and region 25 years ago.) At the same time, there are a number of arts organizations that have a long history – some formed over fifty years ago.

The issues that come from rapid growth are consistent, and are noted through the high priority given to more grant funding in the survey responses and throughout roundtables.

#### **Arts Organizations and Artists:**

- Are unable to grow to the next level of staffing, production caliber, or marketing/outreach without capitalization.
- Need capitalization and more annual operating funds from more sources.
- Need volunteers, business partners, innovative solutions to growing their enterprises.

#### **Public and Private Sector Funders, and the Public:**

- Don't know the needs and don't understand the potential – excellent - return on investment if more funds were targeted to growing local arts organizations.
- Need businesses and individuals in the county to be tapped more effectively for funds.
- Need townships to provide local grants funding along with the County Arts Council and State Arts Council.
- Need leadership in new solutions that save resources, add resources to the arts.

#### **4. Arts in Education**

Arts educators as well as artists and arts organization representatives who work in the schools K-12 in Monmouth County contributed to this assessment. Conditions of the arts in the schools vary throughout the County, and many issues contribute to the strengths or weaknesses of arts in the schools. While there is consistent desire to see more arts in the schools, there is pragmatism in recognizing it will be difficult, in the context of this plan, to address the many issues of strengthening arts education during the school day. Arts organizations would like to see more partnership with the schools so that they can assist in providing arts education. (Ranked 8.1 on a scale of 1 to 10 in order of importance.)

In addition, educators, county and organizational representatives alike noted the importance of finding alternate ways to increase arts education opportunities, including lifelong learning opportunities. For example, respondents to the needs survey ranked using the arts to help at-risk youth (ranked 8 on a 10 point scale), and through interviews and roundtables noted the importance of building more after-school arts programs and strong summer programs.

##### **Arts Organizations, Artists, and Educators:**

- Seek ways to get more arts into education, especially K-8, consistently throughout the County, using partnerships and residencies.
- Seek opportunities to provide after-school programs and increased summer programs for youth County-wide.
- Opportunities for art clubs – residencies very difficult to offer.

##### **Perceived County Needs:**

- Uneven levels of arts education opportunity for students, especially K-8, throughout the County.
- Some existing programs, perceived extensive need for after-school (latch-key) programs, and more summer enrichment programs at schools and in parks/YMCA(s).
- Funding needed for educators to run programs.

## **5. Visible Arts: Public Art, Festivals, Business Partnerships, Heritage, Neighborhoods**

Making the arts visible and a part of everyone's life are consistent themes from the assessment findings. These themes include building public art programs, signage for arts districts and arts venues, working with downtown businesses to help galvanize development and redevelopment through cultural activity, and ensuring that the diverse and rich heritages of Monmouth County and its residents are all celebrated and accessible.

### **Arts Organizations, Artists, and Community Leaders:**

- Need more partnerships with businesses to increase downtown cultural vitality, festivals and celebrations throughout the County.
- Need to identify Monmouth County as art rich through public art (and local public art policies), arts districts and signage.
- Need to celebrate cultural diversity and the authentic heritage of Monmouth County.

### **Perceived County Needs:**

- More public awareness and celebration of the arts and diverse cultural traditions throughout all County communities.
- Recognition of the arts as a central element of Monmouth County's quality of life.
- To build resident pride in Monmouth County's culture.

## 6. Strong County Arts Council

This planning process demonstrated that the Monmouth County Arts Council has emerged as a strong, well recognized leader within the County's arts and civic infrastructure. It was able to bring to the table artists, educators, county officials, developers and business leaders, and funders to participate in wide-ranging arts development discussions.

Cultural arts planning builds enthusiasm and raises expectations, and the Arts Council seeks to meet those expectations with its own increased capacity to provide services and programs.

### **Arts Organizations, Artists, and Community Leaders:**

- Seek marketing services and coordination.
- Seek continued and increased facilitation and advocacy in local arts planning.
- Need increased access to funders and funding.

### **Perceived County Needs:**

- Seek marketing services and coordination.
- Municipal governments, agencies, and private sector look to the Arts Council as the facilitator and planner for the arts.
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## IV. THE PLAN IN DETAIL

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### 1. BUILD A STRONG ARTS AND CULTURAL IMAGE FOR MONMOUTH COUNTY.

The top priority voiced throughout the planning process was building the awareness, image, and interest in the arts within Monmouth County. Monmouth County arts organizations have grown dramatically in quality and quantity. To sustain this growth, it is essential that residents and visitors to Monmouth County learn of the excellent arts available to them, and that Monmouth County become identified with its rich arts offerings. The top goal of this plan for the next five years works to this end.

Strategy	Tasks	Timeline	Responsibility	Benchmarks
A. Implement and fund a county-wide arts marketing plan.	Identify elements of the plan required for success.	2005-06	MCAC, Arts organizations, Marketing Task Force	Marketing plan elements identified; plan developed.
	Establish full time marketing position at MCAC.	2005	MCAC	MCAC expands its marketing capacity.
	Establish a standing arts marketing task force.	2005	MCAC, Arts organizations, County, local tourism agencies.	A standing group of arts marketing professionals, together with county tourism professionals, works to build the image and visibility of all Monmouth County arts.
	Establish mechanisms for more cooperative marketing, planning, and joint-venture advertising. Between arts organizations.	2005-06	MCAC, Task Force	Arts organizations and artists have new tools and opportunities for advertising and news placement.
	Develop on-going partnerships with	2006	MCAC, County and State	

Strategy	Tasks	Timeline	Responsibility	Benchmarks
	tourism agencies and others to fully implement marketing and visibility plan.			
	Identify on-going funding for a comprehensive marketing approach including resident and tourism marketing.	2006-07	MCAC, County Tourism, private sector funders and sponsor organizations, task force.	Marketing Initiative fully funded for multi-year period.
B. Assist county arts organizations to increase participation in the arts.	Expand circulation of the Monmouth County Arts Council newsletter and transform it into a strong marketing tool.	2005-2006	MCAC	New outlets for distribution and larger direct mail list established.
	Work with local media to expand the visibility of arts programming in the county, aiming for weekly events listings such as "What is happening this week".	2006	MCAC, Task Force	Greater media coverage of Monmouth County arts.
	Link all web sites, and build an email list serve for residents.	2006	MCAC	Arts organizations access larger prospective audience; are able to build new relationships.
	Create a "brand" image for Monmouth County Arts and fund a brand campaign.	2006-2010	MCAC, partner agencies, sponsors.	Monmouth County is identified as arts-rich.
	Present more multilingual	2007	Arts organizations	Arts organizations build diverse

Strategy	Tasks	Timeline	Responsibility	Benchmarks
	promotion and productions.			audiences.
	Identify public art and signage opportunities and recommend use of public art/signage to municipalities.	2008-2010	Sandy Hook Partners, MCAC, municipalities	Guidelines and recommendations for public art distributed through MCAC.
C. Develop and implement marketing services mechanisms to assist arts organizations.	Provide training workshops, tools, and links to affordable professional marketing services.	2006-2007	MCAC	A network of marketing providers is linked to arts organizations.
	Identify and secure funding to provide below-cost marketing services to Monmouth County arts organizations and artists.	2008	MCAC	An on-going affordable service system is in place.

## 2. FOSTER COMMUNITY ARTS DEVELOPMENT.

Arts development in communities throughout Monmouth County is flourishing and will continue to develop through the launching of community arts councils, through partnerships between nonprofit arts, arts enterprises, developers and community governments.

Strategy	Tasks	Timeline	Responsibility	Benchmarks
A. Encourage, foster and facilitate the development of community	Provide counsel and facilitation to communities interested in developing their own arts councils.	2005-2010	MCAC, other community arts councils in the County, NJSCA.	All the major communities within the County have community arts councils.

Strategy	Tasks	Timeline	Responsibility	Benchmarks
arts councils.				
	Provide models, how-to information, and facilitation for community arts councils in the County to identify their own community priorities for arts development, and action plans responding to community needs.	2006-2010	MCAC, NJSCA, funders	Communities do local planning to identify arts development priorities and strategies.
B. Support and facilitate local community planning for cultural districts and arts facilities.	Facilitate and assist in networking between municipal government agencies, community arts councils, artists and developers.	On-going	MCAC, local government planning offices, County Planning Office, and developers.	Effective arts participation in civic planning is established as a standard in the county.
	Provide models, examples, information as a resource to developers, local agencies, and organizations in planning arts facilities and districts. <ul style="list-style-type: none"> <li>• Make use of Middletown Township's success in identifying a building for a nonprofit arts center and subsequently developing it through public-</li> </ul>	2006-2010	MCAC, municipal governments, developers.	<p>MCAC develops a resource guide(s) for planning cultural development.</p> <p>Resources to support local cultural development are identified and used.</p> <p>Communities throughout Monmouth County have established local arts councils, and local arts development plans are implemented.</p>

Strategy	Tasks	Timeline	Responsibility	Benchmarks
	private partnership. <ul style="list-style-type: none"> <li>Assist the Asbury Park arts planning venture, the Sandy Hook Partners arts planning, Red Bank's cultural plan implementation, Long Branch's arts district development, and others as they emerge.</li> </ul>			
	Build partnerships with new ethnic communities and arts organizations.	On-going	MCAC, community arts councils and organizations.	Programming and partnerships with new ethnic communities is offered.
C. Strengthen economic opportunities for county artists and arts organizations.	Facilitate planning to develop economic opportunities for artists, including planning for galleries, live/work spaces, arts facilities and arts enterprises.	On-going	MCAC, municipal governments, arts organizations, downtown associations, Brookdale Community College, and others.	Artists receive effective guidance and counsel in developing their enterprises within Monmouth County.
	Provide guidance on other resources available from county public and private agencies.	2006	MCAC	Resource guides and materials are provided.
	Facilitate the development of new paid professional exhibition and performance opportunities for artists in the County, including public and	2006	MCAC, municipal governments, downtown associations, libraries, and arts/civic venues.	MCAC resource materials link public and private sector entities with artists.

Strategy	Tasks	Timeline	Responsibility	Benchmarks
	private sector enterprise opportunities.			

### 3. FACILITATE INCREASED COUNTY-WIDE ARTS EDUCATION OPPORTUNITIES.

Arts education is fundamental to quality and effective learning for all children, and is the door to a lifetime of arts participation. While sequential arts learning is called for at the state and federal levels, it is often lost due to budget restraints at the local level. This plan calls for championing of quality sequential arts education for all children in Monmouth County, as well as for the development of effective out-of-school and lifelong learning opportunities.

Strategy	Tasks	Timeline	Responsibility	Benchmarks
A. Publish rosters and directories to assist schools to link to artists and arts organizations.	Inventory and create a roster of individual artists and arts organizations that could provide partnerships and residencies, after-school and summer programs.	2006-07	MCAC	On-line roster available to county schools and educational organizations.
	Create a directory of arts teachers for networking and partnerships.	2007-08	MCAC	Comprehensive roster of arts instruction resources available on-line.
	Market rosters and arts funding opportunities to schools, educational organizations, home schoolers.	2007-08	MCAC	Rosters are used to link to arts education providers.
B. Encourage development of after-school programs, and summer arts camps.	Network and facilitate planning with recreation, youth services, and other organizations to build their commitment to offering out-of-	On-going	Parks and Recreation, MCAC, Major arts organizations.	Excellent out-of-school and lifelong learning opportunities are established throughout Monmouth County.  Youth service providers throughout

Strategy	Tasks	Timeline	Responsibility	Benchmarks
	school arts education.			the county add arts education opportunities to their programming.
	Build partnerships with organizations such as Big Brothers/Big Sisters, the YMCA and others to offer more arts learning opportunities.	2007-2010	MCAC, arts organizations, othe rcivic nonprofits.	Partnerships are established to offer access to professional arts experiences and training.
C. Raise attention to the need for consistent arts education across the county.	Establish a standing arts education advocacy task force.  Conduct on-going advocacy for consistent standards-based arts education across all county districts and schools.	On-going	MCAC, Arts Education Task Force, major arts organizations, arts educators and artists.	Plans are established and supported to strengthen arts education in all school and all grade levels, for all Monmouth County students.
D. Continue to build the Teen Arts Festival. And annual Arts College Fair	Provide showcasing and networking for young artists and students involved and/or interested in the arts.	Annual	MCAC, Brookdale Community College, County Freeholders, Red Bank Regional High School.	Teen Arts Festival has broad county recognition., and teens and artists/arts organizations present workshops and commit to on-going work with area teens.
E. Strengthen opportunities for lifelong learning in the arts.	Encourage arts and education institutions to offer wide-ranging arts learning opportunities for all ages.	On-going	MCAC, partners	There are numerous arts learning and participation opportunities available to County residents.

#### 4. INCREASE COUNTY-WIDE FUNDING AND RESOURCES FOR THE ARTS.

The nonprofit arts organizations in Monmouth County are young, rapidly growing, and are largely lacking the institutional visibility and presence that attracts consistent funding. They are, in fact, at the critical point in their growth that requires an investment into infrastructure and the establishment of institutional capacity, securing their capacity to provide outstanding and growing arts experiences for the growing County population. Through this plan, funders will be encouraged to make multi-year investment into the growth, capacity, and stability of nonprofit arts organizations, county-wide.

Strategy	Tasks	Timeline	Responsibility	Benchmarks
A. Provide leadership advocacy for increased public funding from County municipalities.	Through facilitation and networking in building community arts councils, meet with municipal governments, build awareness of local arts funding and support requirements.	2006-2010	Community leaders, community arts councils, MCAC	Communities budget for local arts funding.
	Provide economic "return on investment" data to community arts councils, local governments, to make the case for local government funding.	2008	MCAC	Statistical data is used to inform and advocate.
B. Build area corporate and foundation awareness and support for the arts in Monmouth County.	Build awareness within the funding community of the need for operating support and growth funding for county arts organizations, i.e. a multi-year/tiered salary assistance program	2006-07	MCAC, Community Foundation, NJSCA, private sector funders, municipal governments.	Multiyear stabilization support mechanisms for County arts organizations are funded and foster the capacity development of nonprofit arts organizations throughout the

Strategy	Tasks	Timeline	Responsibility	Benchmarks
	to assist organizations in adding critically needed staff. Facilitate dialogue and planning for stabilization strategies.			County.
C. Identify and implement innovative solutions to meet arts organization resource needs.	Identify and showcase model business-arts partnerships in the County.	2006-08	Arts organizations, businesses	Organizations around the County have information on establishing effective arts-business partnerships.
	Explore increased and on-going networking and collaboration to assist arts organizations in sharing resources.	On-going	MCAC, Monmouth University, Brookdale Community College, business partners, arts organizations.	Collaborative strategies to securing needed resources are used.
	Develop joint purchasing, insurance and other joint ways to save.	2008	MCAC, arts organizations, business partners	Cost savings mechanisms in place for County arts organizations.
	Build a county-wide arts volunteer program/network.	2008	MCAC	MCAC roster of volunteers and volunteer placement service offered.

## 5. CONTINUE TO DEVELOP THE CAPACITY OF THE MONMOUTH COUNTY ARTS COUNCIL.

The Monmouth County Arts Council has grown dramatically in capacity and service since it became an independent agency in 1999. This plan's broad scope of work requires that it continue to develop its capacity as the leader in arts development throughout the County. The staff, board, and supporters of the Arts Council will be called upon to insure its strength, broad programming and services, and funding to support arts development throughout the County.

Strategy	Tasks	Timeline	Responsibility	Benchmarks
A. Align staffing and board to implement cultural arts plan goals.	Structure job descriptions and requirements and positions in response to this plan and its implementation requirements.	On-going	MCAC staff and board.	MCAC has the staff capacity to implement this plan.
	Build board committees and their responsibilities in response to this plan.	2005-2006	MCAC board.	MCAC's board has the governance and leadership structure to guide this plan and win funding support for its full implementation.
	Establish and convene tasks forces as needed to inform and lead this plan.	2006-2010	MCAC	The methods of community input established in this plan are continued.
	Regularly conduct strategic planning to prioritize actions in response to this plan.	On-going	MCAC staff and board.	The Arts Council's strategic plan is effective in guiding its continued development.
B. Continue to strengthen fundraising capacity.	Use this plan and the MCAC's strategic plan to build private sector funder interest and support of the arts in Monmouth County.	On-going	MCAC staff, board	New and increased funds to accomplish the plan are secured.
	Work with County agencies to secure new sources of	2006-2010	MCAC staff, County agencies.	Win new public sector funding for plan implementation.

Strategy	Tasks	Timeline	Responsibility	Benchmarks
	funding from the public sector to implement the plan.			
	Secure increased sponsorships and commitments to strengthen MCAC's operating capacity.	On-going	MCAC staff, board, volunteers and business partners.	Utilize sponsorships to support visible MCAC programs and services.
C. Continue to expand grants and services programs.	Regularly evaluate ways to further stabilize and support arts organizations and artists in Monmouth County through expanded grant and services programs.	On-going	MCAC staff, board, community arts councils.	Funding for the arts in Monmouth County is increased.

## **ADDENDUM I**

### **STATISTICS AT A GLANCE: THE MONMOUTH COUNTY CULTURAL ARTS SECTOR AND ITS PUBLIC**

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#### **1. Identified Cultural Groups: Monmouth County Arts Council**

There are approximately 75 arts and cultural nonprofits and that are members of the Monmouth County Arts Council, and about another 25 that have been identified by the Council but are not active members.

#### **2. Audience**

Average annual attendance reported by the 36 respondents to the needs assessment survey conducted for this plan is 18,150. If one assumes this average for all 70 Arts Council members, annual attendance could well be 1.27 million. (This includes festivals, K-12 students served, exhibition visits and performing arts.) Based on data received from 36 respondents to the cultural needs assessment survey distributed for this plan, the average number of annual arts events per arts-related organization in Monmouth County is 35, and the total number of events is at 592 based only on these respondents. (Given that the respondents reflect about half of the Monmouth County Arts Council members, one could create a model by simply doubling this to 1,184 for an approximation of the number of annual arts/cultural events in the County.)

#### **3. U.S. Census Bureau Analysis of Monmouth County Business Patterns**

According to the US Census Bureau NAICS (Industry Code) analysis of Monmouth County for 2002,<sup>1</sup> there are at least 600 employees within the arts/museum portion of the industry sector “Arts, Entertainment & Recreation,” (NAICS codes 71 and 72.) (See detailed break-out addendum.) The annual payroll this generates is at least \$15,357,000. Most of the enterprises contained in NAICS 71 and 72 that reflect arts and museums, employ four or fewer individuals making this predominantly a small enterprise economic sector.

In addition to this employment base, that by US Census definition can be most directly accredited to nonprofit arts and cultural organizations,

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<sup>1</sup> 2002 data is the most recently available. See [www.censtates.census.gov/cgi-bin/cbpnaic](http://www.censtates.census.gov/cgi-bin/cbpnaic).

examination of other “creative industries” in Monmouth County suggests that at least 807 individuals are employed in the county in book and periodical (not newspaper) publishing, motion picture and video production, sound recording, record production, music publishing, libraries and archives. Within the retail sector, there are at least 506 jobs derived in art, music, book and antique stores. In the sector identified as “professional, scientific, and technical services” (NAICS 54) there are at least another 1,295 individuals employed in architecture and landscape architecture, design, advertising, and photography.

Based on these conservative numbers, which typically do not reflect self-employment data and do not include arts-related jobs contained in other fields such as education, human services, recreation, or other professional categories, there are at least 3,208 arts related FTE jobs in Monmouth County.

#### **4. The Market**

ArtsMarket conducted an analysis of the likely market for the arts in Monmouth County based on demographic and consumer behavior statistics, including performing arts and museum attendance. The dominance of high education and high income levels within the county correlate with high reported interest in cultural participation. This does not, however, suggest that this interest translates directly into local participation. (See demographic analysis addendum.) This, in fact, is one of the major issues identified through this analysis.

## **ADDENDUM II**

### **PLAN PARTICIPANTS**

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#### **Community Arts Planning 2004-2005**

Tom Abata-Marco, Artist  
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Jill Barba, Freehold Arts Society  
Alice Berman, MCAC Board  
Kenneth Bianchino, MCAC Board  
Noreen Bodman, Sandy Hook Partners, Fort Foundation for the Arts  
Merry and Tom Brennan, Belmar Arts Council  
John Brown, El Lobo Negro  
Rich Cali Jr., Belmar Arts Council  
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Sujatha Devarajan, MCAC Board  
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Susan Doctorian, Monmouth University  
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Robyn Ellenbogen, MCAC staff  
Greta K. Ellis, MCAC Board  
George Feldman, MCAC Board  
Doug Ferrari, Shore, Institute of Contemporary Arts  
Liz Finegan, Belmar Arts Council  
Larry Fishman, Asbury Partners  
Mary Eileen Fouratt, MCAC staff  
Ronnie Gardstein, MCAC staff  
Tom Gilmour, Asbury Park Urban Enterprise Zone

Edward Gray, Artist  
Daniel Green, MCAC Board  
Henry Green, MCAC Board  
Amy Handlin, MC Board of Chosen Freeholders  
George Hansel, Artist  
Chard Haynes, Belmar Arts Council  
Gloria Healy, Writers Ink Poetry Group  
Amy Howard, Belmar Arts Council  
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Todd Katz, Siperstein's  
Laura Kilpatrick, PIO, Monmouth County Park System  
Arthur R. Kondrup, Western Monmouth Chamber of Commerce  
Jean Larson, Belmar Arts Council  
Steve Leone, Ecoplan Architects  
Stevie Lischin, Intercultural Development  
Jennifer Loch, MCAC Board  
Peter J. Lyden, MCAC Board  
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Jack Leonard, Belmar Arts Council  
Kevin Maypothor, Belmar Arts Council  
Debbie Macock, Monmouth Civic Chorus  
Margaret Mass, Red Bank Visitors Center  
Bob Mataranglo, Artist  
Timothy J. McCorry, Belmar Arts Council  
Una McGurk, Core of Hope  
Tony Migliaccio, Performing Arts Program @ Red Bank Regional H.S  
Dorothy Morehouse, Monmouth Museum  
Richard Mount, MC Planning Board  
Kim Mulligan, Teacher  
Judy Mumford-Guerry, MCAC Board  
Robert Nisivoccia, MCAC Board  
Maggie O'Brien, Middletown Township Cultural & Arts Council  
Mary Beth O'Connor, Gallery Owner  
Terri O'Connor, Monmouth County Administrator's Office  
Rosellen Otrakji, MCAC Board  
Gail O'Reilly, Red Bank and Asbury Park Planning  
Vaune Peck, Monmouth University  
Rosmarie Peters, Middletown Township Cultural & Arts Council  
Anitra Puntolillo, Teacher  
Rochelle Ritacco, Belmar Arts Council

Joan Rechnitz, Two River Theatre Company  
Robert Rechnitz, Two River Theatre Company  
Lynn Reich, MCAC Board, teacher  
Dana Roberts, Algonquin Arts  
Lorraine Robinson-Hilton, MCAC Board  
Louis Rodriguez, MCAC Board  
Linda Rose, Chamber of Commerce of Eastern Monmouth Area  
Tricia Rumola, Red Bank River Center  
Deborah Sabel-Griffin, Red Bank Public Library  
Numa Saiselin, Count Basie Theatre  
Tricia Scheaffer, Children's Cultural Center  
Frank Sementa, Belmar Arts Council  
David Sorin, Center Players  
Judy Stach, MCAC Board  
Lorraine Stone, Dunbar Repertory Company, MC Council of Girl Scouts  
Dawn von Suskil, Asbury Park Arts Coalition  
William Szilasi, MCAC Board  
Richard Tarabour, MCAC Board  
Kurt Thum, MCAC Board  
Carmen Ugaro, Belmar Arts Council  
Michele VanDerLinde, Belmar Arts Council  
Mark Walsh, Belmar Arts Council  
James S. Wassel, The Fort at Sandy Hook  
Carlton Wilkinson, Black Box of Asbury Park

In addition, the input from the Red Bank Community Cultural Plan including over 100 Red Bank based Arts Organizations, artists, residents and businesses was used to inform this Arts Plan.