

## What is a Cultural Plan?

Cultural arts plans are an important part of any region's overarching planning. Like all types of broad civic plans, cultural arts plans are policy documents, intended to reflect priorities voiced by those agencies and organizations directly impacted, and by those whose fields and communities are also impacted by the arts. Based on considerable dialogue and research, the plans provide goals and benchmarks to guide the work of 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.



This program has been made possible in part by the Monmouth County Arts Council through funding from the Monmouth County Board of Chosen Freeholders, through the County Historical Commission, and the New Jersey State Council on the Arts/Department of State, a Partner Agency of the National Endowment for the Arts.



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# A BLUEPRINT FOR THE ARTS

## *Goals and Objectives*

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# Goals and Objectives

## **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.



A community arts project with the artist Willie Cole, funded by the Geraldine R. Dodge Foundation, included an artist talk at the Shore Institute of Contemporary Art in Long Branch, an art installation, and a community reception at the Black Box of Asbury Park.

## **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.



In cooperation with the Count Basie Theatre, the Monmouth County Arts Council held auditions for Red Bank RiverCenter's StreetLife summer program, at which the band Virago performed.

## **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.



Students participated at the Monmouth County Arts Council's 2005 Teen Arts Festival, which brings together teens and teachers involved in all disciplines of the arts to participate in workshops, performances, exhibits and critiques of their work.

## **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.



Expected to open in late 2005 or early 2006, Middletown Township's future Cultural and Arts Center is being converted from a former moving and storage warehouse into a hub for a wide range of classes, exhibits and performances.

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



The annual Oceans of Rhythm Festival held by ZEYBRAH, a member group of the MCAC, includes an ocean procession to Seven President's Park led by a stilt-walker.

- Align staffing to implement cultural arts plan goals.
- Continue to expand grants and service programs.
- Continue to strengthen fund-raising capacity.