

March 19, 2013

Creative MoCo Arts Corridor: Call to Collaboration Complete Notes

How do we harness the MoCo Arts Corridor to build a more sustainable & resilient community?

Creative New Jersey is dedicated to fostering creativity, innovation, and sustainability by empowering cross-sector partnerships in commerce, education, philanthropy, government, and culture in order to ensure dynamic communities and a thriving economy.

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Introduction

Creative MoCo was convened to tackle urgent tourism needs in the aftermath of Hurricane Sandy and to help position The MoCo (Monmouth County) Arts Corridor Partnership as a driving force in sustaining Monmouth County's tourism, arts, and local business industries. During this Call to Collaboration in March 2013, the vision, strategy, and leadership of The MoCo Arts Corridor Partnership was initiated.

From Matawan to Manasquan, this Partnership includes government agencies, civic groups, artists, businesses, educational institutions, tourism and transportation organizations committed to building a more sustainable and resilient community through the creation of the MoCo Arts Corridor, and by leveraging the economic power the Arts create for the good of the entire community.

MoCo is gaining traction and in March 2013, The MoCo Arts Corridor Partnership was cited as a case study in a presentation at the General Session of the United Nations by Bloomfield College's Center for Creative Placemaking!

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Summary Report #1: Definition of corridor & mission statement

Convener:

Participants:

Action Steps:

To define exactly what geographic areas the corridor includes. There was some confusion about if MoCo stood for Monmouth County or Monmouth Coastline. To us it seemed like the area could best be defined (at least internally) as Coastal Bayshore to Brielle. It seems Western Monmouth County is not a part of MoCo, but not sure if that has been set in stone yet.

Mission statement. The current mission statement promotes Monmouth County as a cultural destination. We think once a Marketing Staff person/ad hoc committee is formed we may want to get more specific here to help internal alignment.

Tagline. We will need a tagline that is short, simple & effective to accompany the MoCo logo. This will be the way to explain to residents and tourists what MoCo is and excite people to visit.

Session Report #2: Convenience Transportation

Convener:

Participants: Tom Marchwinski, NJ Transit; Diana St. John, Count Basie Theatre, Marketing Director; Morgan Sackman, Sackman Enterprises, Asbury; Margaret Mass, Red Bank Visitor Center; Rose Crean, Sackman Enterprises Asbury; John Ciufu, Monmouth County Economic Development; Anthony Gamallo, Monmouth County Planning; Jeanne DeYoung, Monmouth County Tourism; Deva Deka, Rutgers University

Highlights & key points from your discussion:

Rutgers University will be doing a survey this summer for transit users. Survey will begin in June - September...will interview local officials, arts groups, stakeholders to develop survey questions. They will then form focus groups such as tourists and transit users.

Issues with shuttles/local buses:

Need to identify stops and vehicles

Identify source of funding so that it is self-supporting as the final goal

Most people said that post-Sandy needs to be considered

Has travel changed?

Need to identify how transit users get their information i.e. how they find out about what is going on in local towns/how do they travel in between cities?

What are transit users doing locally? Attending arts events/galleries/beaches/attractions/dining?

Are we a corridor or individual destination that needs to be cross promoted with other destinations?

How can Transit help with marketing the corridor?

Session Report #3: How do we fund MoCo?

Convener:

Participants: Debi Holliday, Andrea Rosenfeld, Courtney Perez, Tammy Laverty

Highlights & key points from your discussion:

Need an Executive Director

Need to Brand MoCo

Job Description:

Marketing

- Manage Web Site

- Social Media

- Train Kiosks

Grant Writing

Fundraising

Advertising

Community Outreach

Funding from:

- Grants for Economic Development

- NJ Transit

- Memberships

- Advertising

The consensus is that MoCo needs a central leader to bring this organization to fruition and it needs to be done immediately to capture the Sandy fervor

Session Report #4: How do we Market MoCo?

Convener:

Participants: Jim Hickey, Michael Hurst, Courtney Perez, Kelly Barrett, Vickie Snoy, Corey Folta, Amy Fitzgerald, Joe Muccioli, Garry, Mayor of Middletown, Shannon. Count Basie Theatre

Highlights & key points from your discussion:

- Need to create a message/pitch. Short & clear elevator pitch. Must be applicable all year round & universal.
- Identify who will help us get the message out.
- Market both outward & inward to locals & greater NYC area.
- Combined virtual & literal marketing board on web & along NJ Transit.
- Create a marketing plan. Can incorporate fall out from Sandy.
- Have partners include MoCo Logo & Link on all websites.

Work with municipal governments to minimize frustration with parking. Look into shuttle buses to get tourists from train to downtown & beach areas. Also, an arts shuttle that connects towns: however there may be issues funding this as it is an expensive endeavor.

Rely on social media to help get the word out. Must hire a full time person to manage this. May be grants that help pay for this staff person.

Create a hub (website) for all partners to feed into created by MCAC.

Work on getting towns to come together. Set up initial meetings with each town. Maybe create a shared service agreement. Could start with Bayshore (Meeting April 19) and Two River conferences of Mayors. Educate elected officials before asking for partnership. Sell to Mayors should be the financial benefit of the MoCo Arts Corridor. We can use arts calculators and economic impact #s.

Try and partner with Rebuild the Jersey Shore.

Find a celebrity spokesperson.

GOALS: Get municipalities on board by showing opportunity for increased revenues & job creation. Get funders on board by being non-profit promoting the region.

Session Report #5: How do we get People with Skills?

Convener:

Participants:

Highlights & key points from your discussion:

Skills Needed:

Communications	I.T.
Administration	Research/Survey
Web Development	Knows Arts Community & Business
Graphic Design	Marketing & Social Media
Public Speaking	Grant Writing
Audio/Visual Skills	Finance

Use Survey Monkey, or something similar, to gather info and get MoCo stakeholder's input into skills and commitment level. Reach out to current MoCo list, assess skills + resource.

Turn inward, rather than outward fist.

Create a unified plan. Come up with a sold, exciting proposal (visual, with numbers and data) to explain WHY a business/organization would want to be on board.

WHAT IS IN IT FOR ME? Answer the question ... WHAT IS THE MOCO VISION?

Subcommittees meet regularly. Leadership committee meets quarterly. Meeting forum... look into how best to allow people to reach out and discuss. (check into pros + cons)

Email?

Facebook Groups

Forums?

LinkedIn

With unified plan, you can reach further into the community + gain more support

Session Report #6: I'm at my destination train station. Now what?

Convener:

Participants: Vickie Snoy, Tom Marchwinski, Anthony Gamallo

Highlights & key points from your discussion:

- Shuttles: CMAC grants currently funding summer shuttles from train stations in Asbury Park and Long Branch; last year of three-year federal(?) grant; unlikely to be renewed as generally looking for something new; requires 20% match by participating communities; shuttles not very sexy-looking and can't be as are used for other purposes during the week; Asbury Park working to make shuttle sustaining going forward
- Shuttle Partner: TMA, which owns buses and hires, manages drivers; an expensive task for a town to take on even if own buses used for seniors or schools
- Sandy aftermath may provide opportunities for funding
- Bike/Pedestrian network: capitalizing on Henry Hudson Trail; need physical link from Aberdeen-Matawan station to head of trail; need bike shelters, racks, locks along trail and at destination points
- Partner with Feds to create shuttles to Sandy Hook that would stop at communities between Aberdeen-Matawan Station (train stop and parking) and Sandy Hook. Relieve parking issue at Sandy Hook, public transport to and along route, e.g. Keyport, Middletown. Possibly add \$1 to entrance fee for Sandy Hook to fund. Precedent for from other National Parks facilities.
- PNC shuttle from Aberdeen-Matawan to PNC Arts Center

Action Steps:

- Talk with Congressman Pallone
- Talk further with NJ Transit
- Explore Sandy opportunities

Session Report #7: Slow Down!

Convener:

Participants: Pam Lamberton, Asbury Park, Jason Greenspan, Middletown, Meaghan Leavey, Monmouth County

Highlights & key points from your discussion:

- How to get people to be less “destination” oriented, to slow down and to pay attention to resources and services available along the way to their destination at the NJ Shore.
- Are areas too dangerous to slow down?
- Are areas not inviting enough? Why?

Action Steps:

- Foster inter-municipal cooperation to have an event that relates to biking.
- Model the event on Ciclavia in Los Angeles, where streets are closed along a corridor for a day to allow thousands of bicyclists to meander, shop, patronize arts, enjoy sights.
- Focus on corridor from Asbury Park to Manasquan and tie into the Manasquan bike path to Allaire. Here there is a constellation of train stations and downtowns that would be attractive to bicyclists.
- Link to train stations – NJ Transit to allow flex-bike policies for 1 day as a promotional event.
- Need MOCO and County to advocate for inter-municipal coordination.
- Not destination oriented, it is about the trip and route (very Zen!)
- Will help towns focus more on bike policies and pedestrians to slow people down!

Session Report #8: How can we use new media and technology to achieve our goals, and where do the arts fit in?

Convener:

Participants: Jeremy Mallin, Tammy Laverty, Pam Lamberton, Vaughn Peck, Mark Flemming

Highlights & key points from your discussion:

- What's the best way to connect?
- Word of mouth, word of mouth in this day and age is Facebook, emails, etc.
- How does technology help/hurt?
- Easier to reach out.
- Harder to impact.
- Towns, communities, corporate partners, schools, art groups, all need to work together.
- WE MUST WORK ON CONNECTING ARTISTS IN MONMOUTH COUNTY.
- NEED TO FORM A TEAM OF INSTIGATORS.
- Are we dumbing down art? How do we reach them (new patrons)?
- Need to bring art to young children because they are more open.
- To market to community:
- Monmouth Arts member groups go into the schools for free – expand the arts.
- MOCO INITIATIVE
- Arts council website, forums for each industry
- Place for every theater group, arts group, musical group to come and interact with other organizations just like them so they can bounce ideas off each other as well as help each other out.
- Think Tank:
- A coalition of arts decision makers.
- Offer discount tickets to people who belong to the forums.
- Use Technology:
- Newsletters, packet in how to communicate effectively

Session Report #9: Venue and Artist Collaboration

Convener:

Participants: Andrew Rosenfeld, Charles Merk, Gerry Schargenberger, Cheryl Cummings, Eileen Chapman, Patrick O'Hagan, Jason Greenspan, Pam Lamberton, Mark Fleming

Highlights & key points from your discussion:

Co-host
Video Presentation
Backyard
People looking list for space and art studios
Rest./Theater/Business/Public Space
MCAC-MOCO-LOCO
Arts Outreach Each Town
Long term or near future
Why town? Economic data (grants)
Quality of life, value
Grassroots approach
Social, educational
Fill void in schools
HUBS
Manasquan
Belmar
Asbury Park
Long Branch
Red Bank
Bay Shore
Inventory
Fact sheet
Status of arts involved
Leaders in town and business
Grants

Session Report #10: What are best practices to get people into our Corridor/Region/Town?

Convener:

Participants: Kath Donnelly, Lauren Raad Mathews, Charles Merl

Highlights & key points from your discussion:

Since Monmouth County is geographically located within major US cities, such as NYC/Philadelphia we should capitalize on interstate transportation. Some areas to promote are:

- Establish the beginning of the corridor and market it accordingly via all media as a starting point
- Plan Arts Festivals
- Promote key elements such as Waterfront, architecture, community gardens
- affordable housing
- destination stop over
- mimic other successes i.e. New Hope, PA, Mystic, Ct and Ashville, NC

Session Report #11: How do we utilize/develop programs to involve youth with the Arts?

Convener:

Participants: Mark Firth, MonmouthCares, Barbara Lipton, Atlantic Highlands Arts Council, Charles Merla, Arts Society of Keyport, Peter Laurance, Jazz Arts Project, Lauren Matthews Raad, Garden State Players, Stuart Koperweis, Millennium Strategies

Highlights & key points from your discussion:

- How arts can help youth/community? Importance of informing families/youth about the arts to see if it is of interest to them.
- Arts help youth in many ways...to deal with struggles they are having with family, peers (bullying, building confidence, public speaking, discipline, conflict resolution).
- Using art community as a protective factor.
- PROGRAMS EXIST. Important to learn about what already exists rather than developing programs. Utilize work/funding that has already been done.
- The youth also exist and many are looking for things to do but just don't know about what is out there.

Struggles:

- Getting the word out...marketing, collaborating, streamlining and disseminating information, "one stop shopping" for ease of finding programs.
- Transportation
- Funding/sustainability of programing, recruiting, getting word out
- Staff/volunteers to run programs.

Action/To Do:

- Monmouthresourcenet.org to house resources (the organization, programs, fliers).
- Get word out on organizations/events...presenting at things like PTA meetings, getting schools involved, figuring out who the agencies are that are already working with youth in the communities you are looking to serve (collective audience).

Session Report #12: Won't You Be My Neighbor?

Convener: Deborah J. Holliday, MSW - President, Smile Neighbor! Campaign

Participants: Patrick O'Hagan - Middletown Arts Center, Bob Angelini - Revision Theatre, Andrea Rosenfeld - Freehold Arts, Robin Parness Lipson - NJ MoCA

Highlights & key points from your discussion:

- Arts are economic drivers into community:
Locals spend an average of \$21 per visit
- Out-of-towners spend average of \$40 per visit

- Community engagement in arts activity:
 - neighbors volunteer - benefit: common goals
 - local businesses - benefit: contributes to neighborhood & economic benefits

- cohesive connection of MoCo corridor will create community collaboration and raise awareness of arts accessibility between towns & municipalities along the corridor

- Should Corridor be expanded beyond Red Bank?
 - ex: Middletown Arts Center could be accessed by out-of-towners if there was a "connector" of transportation to site of event or activity

- expand the concept: NJ Transit "Arts Corridor" will help people who love theatre to connect to all the arts along the corridor
- links on NJ Transit to "Arts Corridor" events - this creates collaborative not competitive atmosphere of community along the Corridor

- Education & awareness: ARTS ARE FOR EVERYONE! Diffuse the notion that arts are for the elite
 - raise awareness about the long-term benefits to community: theatre is the new "town square" & arts enhance educational development & decrease drop-out rates

 - create "neighborhood CAPTAINS" to participate in local arts council & corridor efforts
 - Captains can research town history & art legacy to promote community identity & connection to Corridor

2. What needs to happen next?

-- Arts events to connect community to MoCo:

ex: -Local Arts Festival held in Middletown Train Station parking lot

-EXPERIENCE ART INITIATIVE - ART IS FOR EVERYONE!

- MoCo Logo Contest for local & student artists

--ARTS IS MORE THAN PAINT! - crafts - culinary - etc.

- Local neighborhood arts contests:

WHAT DOES THE ARTS CORRIDOR MEAN TO YOU?

Closing story shared by Bob Angelini:

Revision Theatre rented Greek church in Asbury Park as a community theatre.

An 8 year old little girl watching rehearsal asked: "are brown people allowed to come to this?"

Answer: YES! ANYONE CAN COME TO THE NEIGHBORHOOD THEATRE!!