

New Jersey State Council on the Arts
ANNUAL REPORT
Fiscal Year 2000

From the Chairwoman and Executive Director

The New Jersey State Council on the Arts is pleased to issue this report on Fiscal Year 2000 – a year that turned the final page on the 20th Century and opened a new extraordinary chapter for the arts in the next Millennium.

The Council approached Fiscal Year 2000 with a sense of urgency and of necessity that it be a watershed for the arts of our state, a year in which much-needed and sought after dividends would be reaped as the product of several years of planning, hard work, and resourceful investment. We are proud to report that by year's end, the success achieved has exceeded even our own considerably high expectations.

We are indebted to the leadership and commitment of Governor Christine Todd Whitman and Secretary of State DeForest B. Soaries, Jr., the steadfast support of the New Jersey Legislature, and the dedication and diligence of the state's arts community. Without them, our story could not be told.

As we enter the new millennium, we can point with pride and gratitude to a higher level of state support for the arts than has existed in a decade. We can see in the newly formed New Jersey Cultural Trust the promise of an even brighter tomorrow. And, we can feel an infusion of new energy and optimism as the *Discover Jersey Arts* marketing campaign reaches thousands upon thousands of everyday New Jerseyans with a welcoming message of how participation in the arts can benefit their lives and build communities.

Most of all, we marvel at the remarkable community of New Jersey artists and arts organizations, whose boundless creativity, passion, and resourcefulness place the power and magic of art as close as our own backyards.

In this report, our collective accomplishments are conveyed through an overview of successes achieved in specific program areas as well as the financial support provided to arts organizations, projects, and individual artists in FY 2000.

On behalf of the volunteer members and professional staff of the New Jersey State Council on the Arts, we are extremely proud of our accomplishments and look forward to reaching even greater heights in the 21st Century.

Sincerely,

Penelope E. Lattimer, Ph.D., *Chairwoman*

Barbara F. Russo, *Executive Director*

About the New Jersey State Council on the Arts

The New Jersey State Council on the Arts was created in 1966 as an agency of state government. It operates as a division within the Cultural Affairs Unit of the Department of State. Its mission is to improve the quality of life of this state, its people, and communities by helping the arts to flourish. The Council is firmly committed to achieving the following goals:

- Artistically, financially, and operationally successful arts organizations, institutions, and programs that are diverse and accessible to all New Jerseyans
- A respected and valued community of New Jersey artists encouraged to achieve their best and be broadly connected to community life in ways that make full use of their creativity, and talents
- Expanded public participation in and support for the arts
- A highly diverse and expanded network of people, businesses, organizations, institutions, and communities working in partnership to advance the arts and the arts' contributions to New Jersey community life
- High quality arts education for all New Jerseyans
- A New Jersey whose community and economic development strategies, plans, and resource allocations at all jurisdictional levels feature the arts and culture

The Council receives funding through direct appropriations from the State of New Jersey and grants from the National Endowment for the Arts (NEA). The 17 volunteers who comprise the Council are appointed by the Governor for terms of three years. They are private citizens with distinguished records of service to the arts and the cultural life of the state. Three ex-officio members also serve: the Secretary of State, a General Assembly representative and a Senate representative.

The New Jersey State Council on the Arts convenes in open public meetings approximately six times each year at locations across the state. The Council's working committees review policy, plans, programs, and applications and make recommendations, particularly those involving funding, for Council approval.

Through its programs and services, the Council annually supports several hundred non-profit cultural organizations in providing several thousand high quality events and programs that benefit NJ audiences in excess of 15 million.

For information about the Council and its programs, contact the New Jersey State Council on the Arts, P.O. Box 306, Trenton, New Jersey 08625-0306 (609)292-6130 or visit www.njartscouncil.org

State of New Jersey

The Honorable Christine Todd Whitman, *Governor*

Department of State

The Honorable DeForest B. Soaries, Jr., *Secretary of State*

New Jersey State Council on the Arts (July 1999 – June 2000)

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Jacob Genovay, *Public Information Associate*
Mary Lou Johnston, *ArtsPlan New Jersey Program Associate*
Robin Middleman, *Arts Education Associate*

In Review – Fiscal Year 2000

The annual meeting of the New Jersey State Council on the Arts, held on July 27, 1999, honored the extraordinary accomplishments of the state's arts community, and was attended by over 500 persons. Under the theme, *Arts Celebrate 2000!*, the meeting served to recognize the accomplishments of Tony Award winners Crossroads and McCarter Theatres, and Bill Faherty, long-time chair of the Governor's Annual Tennis Tournament, which under his 25-years of leadership, raised over \$2.2 million for the support of the arts in New Jersey.

The Council also announced over \$17.5 million in some 225 direct grants and co-sponsored projects. In total, the awards resulted in support for over 600 arts organizations, programs, and projects statewide, including ten new organizations and programs, and increased support to 75 direct grantees including all major arts groups and county arts agencies. By year's end, another \$285,000 was awarded in support of 30 artist fellowships.

The expanded level of support was made possible by a \$4 million increase in the Council's State appropriation, which elevated the cultural projects appropriation to \$18.7 million. Despite the importance of the increase in funding, the work of the Council and the state was bolstered by advancements of even greater significance in FY2000.

Just two years prior, Governor Christine Todd Whitman endorsed and released *ArtsPlan New Jersey* – the state's comprehensive blueprint for a better New Jersey through the arts. Under its ambitious goals to increase resources and make the arts integral to the lives of all New Jerseyans, *ArtsPlan* laid at the feet of the arts community many bold challenges; two primary ones were to market the arts to everyone and to establish a permanent investment fund for the arts. Both of these came to fruition in FY2000 as leadership initiatives of the Council.

After much hard work, determination, and volunteer service by so many, the Council launched the statewide *Discover Jersey Arts* marketing campaign to further the promotional efforts of individual arts organizations and projects, expand public participation in the arts, increase appreciation and support for them, and cultivate new and diverse audiences at arts and cultural events in the state.

Throughout FY2000, the Council worked with Governor Whitman, the Legislature, and the constituency to establish a Cultural Trust as a permanent source of funding to supplement state and federal support to the arts, history, and humanities in New Jersey. In leading a collaborative research effort to identify the financial needs of arts community, the Council helped move the state's first ever, Cultural Trust one step closer. In January, Governor Whitman in her budget message called for its creation and pledged a first installment of \$10 million in state funds. Throughout the spring, the Council assisted in crafting the necessary legislation. By the end of FY2000, the Cultural Trust legislation had passed both houses of the Legislature, as had the state's first \$10 million commitment to it.

At the outset of FY2000, the Council's state appropriation had increased to \$18.7 million. By year's end, another \$1.3 million had been added for FY2001. In this way, Governor Whitman fulfilled her pledge to meet the goal annually trumpeted by ArtPride New Jersey for "\$20 million in the year 2000".

In FY2000, the Council concluded its first three-year grant cycle for general operating and general programming support. During that time, the projected operating budgets of arts groups increased nearly 50%, from \$134 million to over \$200 million. The Council also established two new funding categories: Community Arts Collaboration, grants to support projects that combine the resources of

diverse organizations to provide community development through the arts, and the Local Arts Staffing Initiative, grants to increase permanent arts program staffing levels of County Arts Agencies.

The year also was significant for local arts development. Over \$2.5 million was awarded as 18-month grants to County Arts Agencies (CAA's) to help make the transition of the local arts program to a calendar year. The year ended with a Council commitment to the highest 12-month level of support in the history of the Council. This completed the re-design of the program and its placement on a 3-year cycle that gives CAA's a new level of resources and higher degree of flexibility in carrying out effective local support programs.

FY2000 was also significant in terms of the Council's commitment to supporting community cultural planning. As the year began, the Council had already commenced five pilot projects. By year's end, it would support another two municipally based projects, nine countywide planning projects, and two tri-county plans, in addition to the new Glasstown Artist's District project in Millville.

In FY2000, the Council progressed on all fronts, expanding support and services to individual artists, and moving the arts education agenda forward through a new Artist-Teacher Institute, a dynamic Arts Education Summit focussing on youth violence, and continued development of the Arts Create Excellent Schools (ACES) Program. New artist showcase and technical assistance opportunities were also established.

The Council also secured new grant funding from the National Endowment for the Arts to advance the work of six regional folk arts centers established through prior Council grants in data-banking and information sharing on culturally diverse artists and folk arts resources.

FINANCIAL SUMMARY
Fiscal Year 2000
(July 1, 1999 – June 30, 2000)

Income

State	
Administrative	\$ 484,000
Cultural Projects	\$18,675,000
Federal (NEA)	\$ 631,100
Cultural Centers Bond	<u>\$ 154,012</u>
 TOTAL	 \$19,944,112

Expenditures

Administration	\$ 1,610,128
Disciplinary Grants	\$12,277,237
Community Arts Development	\$ 2,924,899
Arts Education	\$ 1,343,500
Leadership Initiatives	\$ 683,363
Artists Support	\$ 659,985
Regional Initiatives	<u>\$ 375,000</u>
 TOTAL	 \$19,944,112

Grants

In Fiscal Year 2000, a total of \$17,550,606 was awarded in grants and other awards to arts organizations and projects. The Council awarded \$16,202,176 as 187 grants to 144 arts organizations and projects, \$48,752 as twenty Folk Arts Apprenticeships, \$391,500 for arts education co-sponsored projects, and \$908,363 in support of 18 co-sponsored projects.

The FY2000 grants approved by the Council were in the following disciplines and amounts:

\$ 484,735	Dance
\$2,540,290	Music
\$1,262,150	Opera/Music Theatre
\$1,640,350	Theatre
\$1,375,650	Visual Arts
\$ 681,430	Crafts
\$ 641,287	Media Arts
\$ 51,390	Literature
\$ 55,970	Folk Arts
\$2,495,203	Local Arts Program
\$ 180,309	Local Arts Salary Initiative
\$ 993,030	Multi-Disciplinary
\$ 781,000	Arts Basic to Education
\$2,501,625	Presenters
\$ 104,070	Projects Serving Artists
\$ 322,000	Southern New Jersey Initiatives
\$ 171,940	Community Arts Collaborations

Of all of the Council's many priorities, the goal of a quality arts education remains second to none. In addition to Arts Basic to Education and Arts Education Special Initiatives grants cited above, the Council allocated \$562,500 to arts education residencies and co-sponsored projects as follows:

- \$70,000 to Alliance for Arts Education New Jersey for the *Arts For Every Kid* Campaign
- \$29,500 to Arts Council of the Essex Area's Newark/Urban Essex *Artists in the Schools* Program
- \$100,000 to Playwrights Theatre of NJ for the *NJ Writer's Project*
- \$164,000 for the consortium of Arts Horizons, Institute for Arts & Humanities Education, and Young Audiences Artists in School Residencies
- \$100,000 for *Arts Create Excellent Schools* (4 sites)
- \$20,000 to Perkins Center for the Arts for the *Greater Camden Artists in the Schools* program
- \$54,000 to Arts Horizons for the Artist/Teacher Institute
- \$10,000 to the NJ Theatre Group for *Family Week at the Theatre*
- \$12,000 to Young Audiences/NJ for *South Jersey Artists in the Schools* travel assistance program

The Council also approved several regional and leadership initiatives that advanced the reach of the arts throughout New Jersey. (See Detailed Listing)

Artists Fellowships

In Fiscal Year 2000, the New Jersey State Council on the Arts distributed \$285,000 as Fellowships to 30 outstanding New Jersey artists.

The Council's Fellowship Program, co-sponsored with the Mid Atlantic Arts Foundation (MAAF), recognizes artistic excellence and helps artists further their work and professional development. For FY2000, applications were accepted from artists in Choreography, Music Composition, Painting, Media, Works on Paper, and New/Emerging Genres. Fellowship recipients were selected from a pool of 360 applicants whose work was reviewed and assessed by panels of independent experts in the respective disciplines using the sole evaluation criterion of artistic excellence.

NJSCA Year 2000 Fellowship Roster

Choreography

Leah Kreutzer, <i>Plainfield, Middlesex County</i>	\$ 8,500
Wil Swanson, <i>Jersey City, Hudson County</i>	\$ 8,500

Music Composition

Larry Bortniker, <i>Hoboken, Hudson County</i>	\$ 8,500
Jon Boudrot, <i>Bergenfield, Bergen County</i>	\$ 8,500
Vince Di Mura, <i>North Brunswick, Middlesex County</i>	\$ 8,500
Armen Donelian, <i>West Orange, Essex County</i>	\$ 8,500
Matthew Harper, <i>Fair Lawn, Bergen County</i>	\$10,500
Aaron Johnson, <i>Irvington, Essex County</i>	\$10,500
Oliver Lake, <i>Montclair, Essex County</i>	\$ 8,500
Philip Orr, <i>Hopewell, Mercer County</i>	\$ 8,500
Ted Piltzecker, <i>Demarest, Bergen County</i>	\$10,500
Gerald Sebesky, <i>Edison, Middlesex County</i>	\$ 8,500
Joseph Turrin, <i>Clifton, Passaic County</i>	\$12,500
George Walker, <i>Montclair, Essex County</i>	\$12,500
Barbara White, <i>Princeton, Mercer County</i>	\$10,500
Carlton Wilkinson, <i>Trenton, Mercer County</i>	\$10,500
Jane Williams, <i>Weehawken, Hudson County</i>	\$10,500

Painting

David Ambrose, <i>Bound Brook, Somerset County</i>	\$ 8,500
Martin Beck, <i>Jersey City, Hudson County</i>	\$ 8,500
Grace Graupe-Pillard, <i>Keyport, Monmouth County</i>	\$10,500
Kenneth McIndoe, <i>Hopewell, Mercer County</i>	\$ 8,500
Stephan Shedrowitz, <i>Jersey City, Hudson County</i>	\$ 8,500

Media

Emily Hubley, <i>Maplewood, Essex County</i>	\$10,500
Veena Sud, <i>Jersey City, Hudson County</i>	\$10,500

Works on Paper

Robert Birmelin, <i>Leonia, Bergen County</i>	\$ 8,500
Caroline Burton, <i>Jersey City, Hudson County</i>	\$ 8,500
John Patterson, <i>West Paterson, Passaic County</i>	\$ 8,500
Benjamin Polsky, <i>Newark, Essex County</i>	\$10,500

New/Emerging Genre

Allen Cosgrove, <i>Asbury, Monmouth County</i>	\$10,500
Stephen Hendee, <i>Newark, Essex County</i>	\$ 8,500

2000 Artist as Catalyst Awards

The *Artist as Catalyst* program, administered by the Mid Atlantic Arts Foundation (MAAF), supports residencies of up to six months in length by artists working in communities in New York, Pennsylvania, and New Jersey. The grants fund the creation of new works of art by choreographers, sculptors, painters, playwrights, and poets.

The program, co-sponsored by the Council, is part of MAAF's commitment to enhancing the creative experience at the community level by offering opportunities for people in the mid-Atlantic region to become involved in artist-led projects and cultural dialogue. Each funded project is designed by artist and organization in partnership to incorporate program components.

In 2000, 31 grants totaling \$270,225 were awarded in support of 34 artists working in the disciplines of theater, music, dance, literature, media, and visual arts. Of the total, 14 grants were awarded to projects in New Jersey or in other states to support the work of New Jersey artists, as follows:

Center for Community Arts, Inc., Cape May, NJ, Gayle Stahlhuth, New York, NY (\$7,320).

The project hosted a playwright and a storyteller that worked with students and community elders to create a production that explored social divisions as seen through beach life in Cape May in the past and today. The resulting performances included dialogue with school and community audiences.

Center for Exploratory and Perceptual Art, Buffalo, NY, Mary Carothers, Big Run, PA, Sue Wribican, Montclair, NJ, (\$12,250).

The collaborative team of Mary Carothers and Sue Wribican were hosted in a public art project at Niagara Falls. Residing near the Falls, the artists created art works on site while exploring the complex relationships and issues surrounding travel and tourism in the region.

Hanulsori Kids, Denarest, NJ, Woo Suk (Harry) Lee, Closter, NJ, (\$13,000).

The Hanulsori Kids, a percussion and performing NJ troupe comprised primarily of adopted Korean American youths, studied traditional Korean percussion with Harry Lee and created new samulnori pieces appealing to mainstream audiences.

Institute for Arts and Humanities Education, New Brunswick, NJ, Mary Jo Winiarski, New York, NY, (\$6,680).

Professional set designer Winiarski introduced teens at IAHE's Summer Arts Institute to basic techniques and practices of theatrical design. She also developed a set for a new multimedia theatre piece that premiered in August 2000 and toured in NJ, NY and PA.

International Institute of New Jersey, Jersey City, NJ, Paula Sepinuck, Swarthmore, PA, (\$13,750).

Two theater pieces were created celebrating the rich cultural heritage of Russian and Vietnamese refugees, stimulating public dialogue about how issues of immigrant alienation can be overcome. The refugees themselves performed the resulting multi-disciplinary theater pieces.

Long Beach Island Foundation of the Arts, Loveladies, NJ, Jeff DeCastro, Ithaca, NY, (\$8,500).

The project, called Cultural Weather Station, examined important issues of identities and traditions in this coastal community, through the metaphor of weather's influence on daily life.

McCarter Theatre Company, Princeton, NJ, Polly Pen, New York, NY, (\$12,250).

Composer/author, Polly Pen, developed a new musical theatre piece called *The Flitch*. The residency allowed Ms. Pen the time and resources to focus intensively on the creation of the new play and to extend her ongoing collaborative partnership with McCarter Theatre.

Montclair State University, Upper Montclair, NJ, Demetria Royals, Anita Bonzalez and Robbie McCauley, Brooklyn, NY, (\$15,250).

Filmmaker Demetria Royals and performers Anita Gonzalez and Robbie McCauley, accompanied by an ensemble of 15, created a multi-media theatre production of Bertolt Brecht's *Mother Courage and Her Children* from the African American female's perspective. The production premiered at Montclair State University followed by performances at other venues in NY, NJ, and PA.

New Community Corporation, Newark, NJ, Margie Shaheed, Newark, NJ, (\$7,000).

A creative writing residency in which lead artist Margie Shaheed worked with emotionally challenged female clients of the Family Services Bureau and with local female writers. The residency culminated in a public reading and the publication of two books, one featuring selected writings by the participants and the artists, and a workbook by Shaheed, *Writing for Healing*

New Jersey Community Development Corp., Paterson, NJ, Renato Alarcao, Newark, NJ, (\$6,000).

A community project designed to create an artistic outlet for at-risk foster teens possessing talent. Alarcao led a team of youth in creating murals and other art works dealing with the physical and emotional realities of growing up in poor, under-served neighborhoods of the city.

Rutgers Center for Innovative Print and Paper, New Brunswick, NJ, Freddy Rodriquez, Flushing NY, \$4,750.

Freddy Rodriquez created new work in print and paper addressing issues of diversity both in the creative process and in public interactions. As an artist of African Caribbean descent, he is especially interested in how that culture intersects with American mainstream culture.

Rutgers Center for Innovative Print and Paper, New Brunswick, NJ, Laura Anderson Barbata, New York, NY, (\$4,750).

Laura Anderson Barbata provided a perspective on the intersection between American mainstream culture and Latino culture both through the new work she created in print and paper at Rutgers and through her public interactions. While a number of Latino artists have been in residence at the RCIPP, Barbata was the first who has grown up in Mexico.

Rutgers Center for Innovative Print and Paper, New Brunswick, NJ, Juan Logan, Baltimore, MD, (\$4,750).

RCIPP's professional technicians and advanced technical facilities for creating new editioned print and paper artworks supported three talented artists. All three artists shared an interest in investigating, through their imagery, issues of diversity in American art and culture and the intersection between the American mainstream and their own individual, "home" cultural influences.

Wheaton Village, Inc. For the Creative Glass Center of America, Millville, NJ, Robin Rice, Philadelphia, PA, (\$4,500).

The Creative Glass Center of America hosted Robin Rice for a critic residency which ran during the CGCA Fellowship Sessions in 2000. This project created meaningful dialogue with resident artists on their work, the medium of glass, and its role in the overall visual arts.

Women's Studio Workshop, Rosendale, NY, Carson Fox, Trenton, NJ, (\$5,875).

Artist Carson Fox created a series of 30 objects for subsequent exhibition/installation. The project made extensive use of WSW's papermaking facilities, and the uninterrupted time a residential visit of this nature provides.

Woodstock Guild of Craftsmen, Inc., Woodstock, NY, Walter Thompson, Weehawken, NJ, (\$8,500).

A return residency for composer/conductor Walter Thompson using his 600 gesture Sound Painting

technique to express individual creativity in elementary students, mentally challenged adults, and children. The project also included a training workshop for educators and professional musicians, singers, dancers, actors, and visual artists.

Fiscal Year 2000 Folk Arts Apprenticeships

The New Jersey State Council on the Arts awarded FY 2000 Fellowships to twenty outstanding New Jersey artists. The Apprenticeship grants, listed below, support the passing on of traditional folk arts by helping apprentices study a traditional art form with a master artist. The Fiscal Year 2000 Folk Arts Apprentice awardees were:

Jose Del Valle, <i>Puerto Rican Cuatro Making</i>	Paterson, Passaic County	\$2,880
Sai Shyam Mohun, <i>Indian Tabla Drumming</i>	Dayton, Middlesex County	\$3,000
Kenneth Michelsen, <i>Decoy Carving</i>	Bayville, Ocean County	\$3,000
Anantha Krishnan, <i>South Indian Drumming</i>	Morganville, Monmouth County	\$2,500
Maria Panczak, <i>Ukrainian Needlework</i>	Pennsauken, Camden County	\$3,000
Debra Simpson, <i>Bayman's Regional Basketry</i>	Forked River, Ocean County	\$2,999
Renee Dutta, <i>Bengalese Decorative Painting</i>	East Brunswick, Middlesex County	\$3,000
Dhritr Bagchi, <i>Bengalese & Bangladesh Folk Song</i>	Englishtown, Monmouth County	\$3,000
Priya Ramaswami, <i>Indian Bharata Natayam Dance</i>	Neshanic Station, Somerset County	\$2,951
Sean Vaida, <i>Blacksmithing</i>	Flemington, Hunterdon County	\$3,000
Jaya Srinivasan, <i>Indian Bharata Natayam Dance</i>	West Windsor, Mercer County	\$3,000
Claudia Juarez, <i>Guatemalan Weaving</i>	Camden, Camden County	\$3,000
Aniruddha Knight, <i>Indian Bharata Natayam Dance</i>	Stockton, Hunterdon County	\$1,950
Vidya Murthy, <i>Indian Classical Music</i>	Bridgewater, Somerset County	\$1,203
Ami Karnik, <i>Indian Kathak Classical Dance</i>	Chatham, Morris County	\$1,872
Roberto Rivera, <i>Puerto Rican Jibaro Music</i>	Port Monmouth, Monmouth County	\$1,848
Pavala Kumar, <i>Indian Bharata Natayam Dance</i>	Basking Ridge, Somerset County	\$1,924
Andrea Dalessandro, <i>Rug Hooking</i>	Piscataway, Middlesex County	\$1,950
Tina Leo, <i>Gypsy Music</i>	Edison, Middlesex County	\$1,775
Venkat Gangadharan, <i>South Indian Percussion</i>	West Dayton, Middlesex County	\$1,950

Awards

Fiscal Year 2000 Major Arts Institutions and Organizations

The Council confers Major Arts Institution or Major Presenting and Service Organization status upon groups that demonstrate a solid history of artistic excellence or service, provide a substantial level of programming or service, reach large numbers of people, and receive a strong evaluation through the Council's panel process.

The following organizations received or maintained such designation for FY2000:

Major Arts Institutions:

American Boychoir School
American Repertory Ballet Company
Crossroads Theatre Company
George Street Playhouse
Jersey City Museum
McCarter Theatre Center for the Performing Arts
Montclair Art Museum
Morris Museum
New Jersey Ballet Company
New Jersey Shakespeare Festival
New Jersey Symphony Orchestra
Newark Public Radio, WBGO-FM
Opera Festival of New Jersey
Paper Mill Playhouse
Rutgers University/Jane Vorhees Zimmerli Art Museum
The Newark Museum
Wheaton Village, Inc.

Major Presenting and Service Organizations:

Appel Farm Arts and Music Center
Arts Council of the Morris Area
John Harms Center for the Arts
Middlesex County Cultural & Heritage Commission
New Brunswick Cultural Center
New Jersey Network Foundation
New Jersey Performing Arts Center
New Jersey Theatre Group
Richard Stockton College Performing Arts Center
Rowan University of New Jersey-Glassboro Center for the Arts
Union County Office of Cultural & Heritage Affairs
Young Audiences

Fiscal Year 2000 Citations for Excellence

The Council approved the extension into FY2000 of Citations for Excellence to groups and projects that were given the very highest assessment made by peer panels. The list of the organizations and projects that received Citations for Excellence follows:

American Boychoir School
American Repertory Ballet Company
Appel Farm Arts & Music Center
Arts Horizons
Camden County Cultural & Heritage Commission-Musical Interludes Program
City Without Walls
Jersey City Museum
McCarter Theatre Center for the Performing Arts
Middlesex County Cultural & Heritage Commission Folk Arts Program
Nai Ni Chen Dance Company
Newark Boys Chorus
Newark Public Radio, WGBO-FM
New Brunswick Cultural Center
New Jersey Chamber Music Society
New Jersey Network Foundation's Promotional Initiative
New Jersey Symphony Orchestra
New Jersey Theatre Group
New Jersey Youth Symphony
Opera Festival of New Jersey
Paper Mill Playhouse
Peters Valley Crafts Center
Rowan University of New Jersey-Glassboro Center for the Arts
The Newark Museum
Wheaton Village, Inc.
William Paterson University-Jazz Series
Young Audiences

FY2000 Program Highlights

The work of the Council is organized around program areas of vital importance. The following help delineate them and notes major accomplishments in Fiscal Year 2000.

Arts Education

In FY2000, the Artist/Teacher Institute (ATI) entered its 25th year. ATI provides a hands-on, interactive learning environment for arts specialists, classroom and pre-service educators, administrators, and artists to prepare for the challenge of meeting state education reform goals. In FY2000, the Council completed an open process of selecting a partner organization for future ATIs. Arts Horizons, Inc. was selected and throughout the year worked to develop a new model for FY2001, one that would present two regional, non-residential ATI's with stronger education reform tracks and year-round participation.

In the face of alarming news of school violence nationwide, the Council and the Center for Youth Policy and Programs in the Department of State teamed up with the George Street Playhouse in presenting *Playday*, a summit on the causes of school violence and strategies for preventing it. The day-long event – which began with a performance of George Street Playhouse's touring production of *In Between*, examining issues of self-esteem, social pressure, peer disrespect, and school violence – included panels, group workshops and discussions. Over 125 persons attended and actively participated in the program.

The Council continued development of the *Arts Create Excellent School* (ACES) program, in awarding \$100,000 in four \$25,000 advancement grants to Logan Township School in Swedesboro, Woodrow Wilson School in Union City, Franklin Park School in Somerset, and Byrd Central and Coleman Schools in Glen Rock. The ACES program develops pilot schools that demonstrate how the arts can fully-infuse school curriculum.

Community Cultural Planning

In FY2000, the Council concluded community cultural planning efforts in Vineland, and continued them in Atlantic City, Trenton, Camden and Red Bank as well as in the tri-county rural region of Warren, Sussex and Hunterdon. Through Community Arts Collaborations grants, similar projects in Newark, Montclair and Union County were begun, and awards to county arts agencies supported planning projects in Burlington, Camden, Gloucester, and Ocean Counties.

Cultural Centers Bond Act

The Council continued to administer grants awarded under the Cultural Centers Bond Act of 1987 for the construction and capital improvement of cultural centers. Under the program, the Council administers approximately \$40 million in 24 grants to 22 organizations awarded over four rounds of funding. In FY2000 six projects remained in process: the Jersey City Museum, Count Basie Theatre, New Brunswick Cultural Center, Trenton Performing Arts Center, Burlington County College, and Cumberland County College.

Folk Arts

The folk arts initiatives supported by the Council preserve the enduring artifacts and art forms of folk culture which help inform New Jerseyans about their shared pool of cultural experiences and in turn, teach us to better understand the values and concerns of our neighbors.

Late in FY2000, the Council secured a new National Endowment for Arts (NEA) grant for the advancement of work by six regional folk arts centers, established under Council leadership, to link computerized communications efforts in information gathering and dissemination.

The folk arts centers provide technical support capabilities to the growing network of folk arts facilities and programs that the Council has developed over the past five years. Each complements an array of other folk arts program. The centers now include Jersey City's Program for Immigrant Traditional Artists, the Middlesex County Olde Town Folk Arts Center, Warren County's Northwest Jersey Folklife Project, Wheaton Village's Down Jersey Folklife Center, Barnegat Bay Decoy and Baymen's Museum, Walt Whitman Cultural Center, and Park Performing Arts Center.

Arts Information, Promotions, and Marketing

The New Jersey State Council on the Arts directly links artists, arts, and cultural organizations, and the general public by providing essential program-related information, and more importantly, by promoting and marketing the arts in New Jersey.

For over 20 years, the Council has worked in partnership with New Jersey Network (NJN) co-sponsoring a weekly, Emmy award-winning arts program, *State of the Arts*, which spotlights the events, issues and people that make New Jersey's arts community so vibrant. NJN also produces and airs *Arts Ticket*, a video calendar of events across the state shown throughout the broadcast day and, the Council supports weekly arts reporting on the *New Jersey Nightly News* and the program *Images/Imagenes* that focuses on the arts of the Hispanic community. Out of this long-standing relationship grew *Discover Jersey Arts*.

In FY2000, the Council and its co-sponsoring partners the NJN Foundation and the ArtPride New Jersey Foundation, launched the *Discover Jersey Arts* marketing campaign, a major milestone for the arts in New Jersey.

In unveiling the multi-faceted marketing initiative, the Council answered the clarion call of the arts community to provide assistance in increasing participation through a fully integrated, statewide campaign. Under the brand identity of *Discover Jersey Arts*, the campaign is intended to further the promotional efforts of individual arts organizations and projects, expand public participation in the arts, increase appreciation and support for them, and cultivate new and diverse audiences at arts and cultural events in the state.

Featuring television, radio, and print ads by New Jersey celebrities Meryl Streep, Susan Sarandon, Avery Brooks, Bebe Neuwirth, and John Pizzarelli, along with Governor Christine Todd Whitman and Secretary of State DeForest B. Soaries, Jr., the campaign is the most far-reaching effort ever to promote the arts in New Jersey.

Included in the campaign is the promotional website at <www.jerseyarts.com> and information hotline at 1-800 THE ARTS. The web site features detailed event listings for arts and cultural events and includes a "virtual" gallery featuring the work of artists from around the state, as well as links to over 100 local and national arts groups. The hotline provides the latest program information on NJN's *State of the Arts* and highlights listings of arts and cultural events at select venues.

Both the website and hotline offer two free items: the *Jersey Arts Resource Guide* and *Jersey Arts Ticket* discount card. The *Jersey Arts Resource Guide* lists over 450 arts organizations and programs, and the *Jersey Arts Ticket* discount card is honored by over 200 participating arts and organizations and programs throughout the state.

Programs Serving Individual Artists

In FY2000, the Council continued to meet the key goals of *ArtsPlan New Jersey*, which include providing “strong support for New Jersey artists that broadens their contributions to community life.”

Along with artists fellowships and folk arts apprenticeships cited previously, the Council maintained extensive support and programs to advance opportunities for artists, as follows:

- Established new partnership with Playwright’s Theatre and Walt Whitman Cultural Center to develop showcases for Council literary arts fellowship award winners
- Presented two technical assistance workshops entitled *How Do I Make Art and Hold It All Together* along with the New York Foundation for the Arts covering general business skills, marketing and promotion of work, development of financial plans, and other topics of interest to artists
- Sponsored the *New Jersey Fine Arts Annual* and *New Jersey Arts Annual: Crafts* held at The Newark Museum and Jersey City Museum respectively
- Supported the *Artist As Catalyst* program which provided awards for 14 New Jersey artists or sites
- Disseminated information to artists in the agency’s *Report to the Field* newsletter and www.njartscouncil.org web site and administered virtual gallery of NJ artists work on *Discover Jersey Arts* web site @ www.jerseyarts.com

Visual Arts/Arts Inclusion

Under P.L. 1978, c. 117, the Council administers the arts selection process for the Arts Inclusion Act, by which up to 1 ½ of the construction budget of state financed or licensed construction is set aside for the commissioning and installation of art.

In FY2000, the Council advanced scores of public art projects including the mural by Robert Birmelin and art work in Café NJ at the New Jersey State House, West Quad Building and Science Hall of Montclair State University, and the Bergen Light Rail System.

The Visual Arts/Arts Inclusion program supports a wide range of contemporary activity in the visual arts by promoting the value of quality design and the integration of artwork into the architectural design and environment of public buildings in the State of New Jersey. The program makes significant contributions of assistance to visual artists and visual arts organizations through public arts commissions, special exhibitions and technical assistance.

In FY2000, the Council made preparations for the development of 1st floor gallery space in its new facilities to showcase the talents of New Jersey artists.

Special Initiatives

New Jersey Cultural Trust – On January 20, 2000, Governor Christine Whitman pledged her support for a New Jersey Cultural Trust to supplement state and federal support to the arts, history, and humanities in New Jersey. She also included the state’s first \$10 million contribution to it in the proposed FY2001 State Budget. By the end of FY2000, Cultural Trust legislation had passed both houses of the Legislature, as had the initial appropriation.

As proposed, the Trust would operate as a public/private partnership, using private funds to leverage public funds. Over the next ten years, state funds would match up to \$100 million dollars in private sector funding, dollar for dollar, and create a permanent fund, the investment yield of which would be distributed in support of endowments, capital projects, and financial stabilization of the arts and history community.

The Council had concentrated work on a multi-faceted research effort with many partners including NJN, ArtPride New Jersey, the State Association of County Cultural & Heritage Agencies, South Jersey Cultural Alliance, and others in order to establish the case for addressing those needs. With the help of National Arts Stabilization, Inc., a study was conducted to determine the financial requirements of achieving operational stability for 67 of the state's largest arts groups. In total, it was revealed that an additional \$292 million is needed for endowments and another \$14 million for working capital.

A separate survey, designed with the assistance of Eagleton Institute/Rutgers University identified the need for \$202 Million for capital projects. In addition, the findings revealed that respondents plan over the next five years to achieve annual budgets that are \$35 million higher than today. According to the survey, if these groups had resources in hand, some \$11 million would be directed at organizational development and another \$14 million at artistic development and public outreach.

These studies also revealed the potential public benefits to be derived should stabilization be achieved thereby allowing arts organizations to:

- expand artistically and operationally and provide more opportunity, greater diversity and higher quality
- develop and sustain major programs for audiences with special needs and from diverse cultures
- be more accessible and available to all our residents and visitors to our state and be better able to partner in the community and contribute to economic vitality, urban revitalization, and community challenges

Finally, investing in stability for the arts is an investment for better schools, and towns, better environment and economy, and a better quality of life for all of New Jersey.