

Art+Pride  
NEW JERSEY



# IMPACT Statement

2020-2022

Kelly Proulx

# Message from the President & CEO

Over the past two years, ArtPride New Jersey fought for the survival of New Jersey's arts and culture community. We delivered impactful advocacy, innovative marketing, and timely programs and services. ArtPride served our community through the pandemic to the return of in-person experiences. As we navigate the long road to recovery, expect ArtPride to be the voice from the mountaintop, extolling the value of the arts to New Jersey.

ArtPride is effective because we are a collective – a rapidly growing and evolving group of arts organizations, artists, advocates, patrons, volunteers, businesses and community catalysts. Our past successes and future triumphs are a result of the grassroots power of New Jersey's cultural community. Thank you for responding to our calls for support and action as part of this collective.

I'm proud and grateful to our Board, staff and volunteers for their investment and aspiration to transform ArtPride into an anti-racist organization. Over the past two years our work has progressed from ideation to action, and from ideation to action to practice, and is soon to become policy. New collaborative programs amplify the marginalized voices of artists and

arts organizations that have been historically excluded from opportunity and investment. But there is much work ahead to achieve the goal of equity in all facets of our organization.

Next year will be crucial to New Jersey's cultural community as ArtPride shepherds important legislation, launches the next generation of Discover Jersey Arts and continues its organizational evolution. I encourage you to get involved – attend the webinars, join a committee, coordinate a constituent meeting with your State representatives. A bright future for New Jersey's arts depends on your advocacy!

Thank you to the staff, board and volunteers of ArtPride. As our organizational membership grows and changes, so do the faces and voices leading our organization. Our commitment never waivers, and we are fortunate to be led by this passionate brain trust.

For more than 35 years, ArtPride New Jersey's greatest value to the state has been its ability to serve and coalesce the state's diverse arts community. As we walk down this new, post-pandemic path, know that ArtPride will continue to lead and empower New Jersey's rapidly changing arts and culture community.

All our best,  
Adam Perle, President & CEO

## IMPACT Statement

Since 1986, ArtPride has been a strong central voice for the state's arts and culture community. ArtPride is a leader for the field, forging new partnerships, facilitating discussions and helping New Jersey's arts and culture organizations envision how to move forward and thrive.

ArtPride's work focuses on including the arts for all 8.8 million New Jersey residents. The organization directly serves nearly 400 arts organizations statewide, and thereby, the arts professionals and communities they serve, by providing advocacy leadership, information, professional development, and other resources. From large performing arts centers to mid-sized theatres to small neighborhood galleries, we represent the gamut of performing and visual arts groups – nonprofit and commercial – in every corner of New Jersey.

"My wife and I discovered JerseyArts.com a couple of years ago, and we are proud to have an organization that supports the arts right here in our backyard."

– Ravikanth Kolla  
(Somerset, NJ)



# ARTS ADVOCACY

ArtPride works with elected officials, policy makers, community leaders, and key partners to advance a public policy agenda that focuses on issues of concern facing the creative sector. Our public policy agenda aims for increased and sustainable support for the arts at all levels of government as well as the passage of pro-arts legislation in education, healthcare and economic development.

ArtPride's grassroots advocacy efforts are focused on increasing arts funding at local, state, and national levels. More than 12,000 advocates regularly receive Action Alerts with information on how they can help ensure lawmakers and community leaders are informed about the impact the arts have on the lives of all New Jersey residents.

After weeks of negotiations and months of collective advocacy by arts advocates, Congressional appropriators unveiled their FY 2023 omnibus appropriations package in late December to fund the federal government for next year.

## ArtPride's advocacy helped secure needed relief funding, including:

- +15% American Rescue Plan (ARP) funds for local communities.
- \$26.8M services allocation in Department of Defense to support creative art.
- \$10M therapy programs.

**\$161.3M**

in arts and culture  
pandemic relief  
funding

**\$15M**

American Rescue  
Plan funds for local  
communities

**99%**

increase in state  
budget funds for the  
New Jersey State  
Council on  
the Arts



**Above:** In an effort to combat illegal dumping in its city, Camden commissioned artists to create public art pieces. Amanda Schachter and Alexander Levi, "Turntable," 2001.

## New Jersey Mayors Committee on Arts & Culture

In January 2022, ArtPride established the New Jersey Mayors Committee for Arts & Culture to inspire mayors from all over the state to bring public art to their communities.

Since 2006, ArtPride has hosted panel discussions with the NJ State Council on the Arts at the NJ League of Municipalities Conference on topics ranging from arts education to building partnerships that help achieve social justice, civic identity, public health and safety, and economic revitalization using cultural resources. The committee is a statewide initiative to extend that collaborative relationship and to share best practices, increase communication, and provide information for municipal leaders about the many ways arts and culture improve community life.

**11,941** communications sent to  
legislators by arts advocates

# Keep Jersey Arts ALIVE



When lockdown began in March 2020, our purpose was never more clear! It was our sole job to “Keep Jersey Arts Alive” – both for the arts organizations and the art enthusiasts. This pivotal campaign helped raise money for the New Jersey Arts & Culture Renewal Fund while sharing the public value of the arts. Keep Jersey Arts Alive encouraged audiences to support the arts whenever and wherever they could.

## To Keep The Sector Informed

211

Discover Jersey Arts features more than 83K cultural consumers since 2020

33

webinars hosted to share critical information and support arts organizations

## The Moments You've Been Waiting For

ArtPride collaborates with the New Jersey Council on the Arts on marketing, promotion and audience development through the Discover Jersey Arts (DJA) program. While the pandemic paused the usual DJA seasonal campaigns, ArtPride convened a special task force to weigh in on the issues arts organizations faced day to day and create advertising to appeal to the complex motivations of our diverse audiences. The result was the largest DJA campaign launched in more than a decade: “The Moments You’ve Been Waiting For.”



17M

cultural consumers reached in New Jersey region

1.1M

people read articles about NJ's arts sector reopening

3M

patrons reached through radio and streaming television

180

locations promoted DJA throughout the state

# Equity, Diversity, Inclusion & Social Justice VALUE STATEMENT

Using the power of the arts as a means to healing and justice, ArtPride New Jersey Foundation, Inc. (ArtPride) is committed to becoming an anti-racist organization. We seek social justice for the historically excluded and oppressed, specifically those that identify as Black, LatinX, Asian Pacific Islander, Indigenous, and/or a Person of Color. ArtPride must view its mission through an intersectional framework that also includes the LGBTQ+ community, People with Disabilities, and all historically excluded individuals.

ArtPride acknowledges the existence of systemic inequity within New Jersey's arts and culture community. We will work to promote healing from the damage done by systemic racism through increased public awareness of the value and impact of the arts; grassroots advocacy; and engaging historically excluded artists, and arts organizations in all of our efforts. Because of our own

history as a predominantly white-led organization, ArtPride commits to transforming our organization to better reflect the diversity of our state's residents.

ArtPride seeks equitable access to the arts for all, and believes that creating, sharing and experiencing art is crucial to the well-being of individuals, communities and a functioning democracy. ArtPride commits to listening to, learning from, and collaborating with arts organizations, creative workers, artists, trustees, volunteers and patrons in order to help shape a fairer and more just New Jersey.

For more information on ArtPride's commitment to becoming an anti-racist organization, and to view the full EDISJ strategic action plan, please visit:

<https://artpridenj.org/edi>

## Taking Care of Our Members

If recent history has taught us anything, it's how important our collective voices are. It's been a pleasure to listen to and learn from new organizations and new voices. ArtPride's growing membership represents every county, culture, and artistic genre imaginable.

At the height of the pandemic, ArtPride launched an introductory program to welcome new members and remove a financial barrier for membership. Since 2020, we have welcomed 119 first-time New Jersey-based arts organizations with one free year of membership.

We also waived more than \$200,000 in membership dues in 2020 and 2021 to ease the financial burden while member organizations navigated venue closures, staff furloughs and public health recommendations.

The Creating Change Network, hosted by New Jersey Theatre Alliance and ArtPride New Jersey aims to build a more equitable, just, and anti-racist arts community in New Jersey.

**CREATING  
CHANGE**

**36,000** free COVID-19 tests provided

**298** free job bank posts for member organizations

**298** member organizations served (41% more than 2020)

"ArtPride membership provides my small business with tremendous visibility to the statewide arts community and has already led to numerous valuable leads. Besides, supporting the same industry my business relies on just makes sense."

Bruce Miskin - President, Adventix, 2013



# About the Artist

ArtPride New Jersey endeavors not only to support arts organizations but also individual artists. The arts sector is truly a collaborative one and as the old adage goes, "High tide lifts all boats." We sent out an RFP to commission a work that exemplified resilience, collaboration and resurgence. We are so thrilled with the work Kelly Prevard created.

**Kelley Prevard** is a self-taught artist, born and raised in Atlantic City. She began her journey as an artist at the age of 12, when she realized that art could be healing and transformative. As Prevard developed and honed her artistic skills, her art became more than just a creative outlet. It became her voice. She creates thought-provoking pieces influenced by social, historical and cultural events. Prevard has participated in numerous solo and group art exhibits including the "Black Art Matters" exhibit in New York City and the "19.5% Women in Politics" exhibit in Philadelphia. Recently, she has added murals to her repertoire. Her first outdoor mural, at Cape May Atlantic Cape Community College in her hometown, incorporates themes of family and migration. Prevard has gone on to co-create the largest mural to date in Newark, New Jersey titled "Magnitude & Bond" celebrating black womanhood. She has inspired the youth in her local community to discover their creative talent in fine arts. Prevard plans to continue to create art that engages community, encourages reflection, critical thinking and dialogue.



## ArtPride Members



### BUSINESS & CORPORATE PARTNERS:

New Jersey Manufacturers  
99 Stones Digital  
Creative Capacity  
New Brunswick Development Corporation  
Spark Creative Group

**41%**

**ArtPride New Jersey increased its membership 41% to serve 119 more arts organizations than in 2020**

**400**

**Arts organizations served statewide**

**Meet Our Members >>**  
[artpridenj.org/members](http://artpridenj.org/members)

# Staff

ADAM PERLE President & CEO

ANN MARIE MILLER Director of Advocacy & Public Policy

JIM ATKINSON Director of Programs & Services

VINCENT HALL Advocacy & Community Engagement Manager

MEGAN LOBUE Membership & Development Manager

CIE STROUD Digital Content Manager

TANESHA FORD Marketing & Communications Manager

**ArtPride New Jersey is a small but mighty team that continues to accomplish a great deal through an ever-changing environment. These efforts are successful because of the incredible work of our [amazing committees](#). Thank you to our Board of Trustees and committee members for your unending dedication.**

## Board of Trustees

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## Committees

Executive

Audit

Finance

Governance

Government Planning and Strategy

Independent Advisory

Jersey Arts Marketers Leadership

Marketing and Messaging

Organizational Culture Task Force

Resource Development

Strategic Planning

Thrive Arts Conference Planning





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