



## 2018 Year in Review

### The Jersey City Office of Cultural Affairs

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City Hall, Room 215 - 280 Grove Street Jersey City, NJ 07302

The Apple Tree House - 298 Academy Street, Jersey City NJ 07306

#### *What We Do*

The Jersey City Office of Cultural Affairs provides support and resources year-round to local cultural organizations, schools, individual artists and small businesses through permitting, consultation and event curation. Our mission is to develop consistent cultural programming and events citywide, which nurture and highlight Jersey City's dynamic arts community, while honoring and preserving its rich and vibrant history. 2018 was a big year for our office as we moved forward with long-range planning goals to support a vibrant and sustainable environment for arts and culture.

#### *Permitting Office*

In 2018, the Office of Cultural Affairs processed 445 permit requests for special events, ranging from cultural festivals, parades and processions, farmer and flea markets, religious and prayer services, flag raisings, park events and block parties.

Let's take a closer look:

- ✓ 90 Festivals & Fairs
- ✓ 67 Park Events
- ✓ 49 Parades & Processions
- ✓ 30 Department Events
- ✓ 27 Rallies
- ✓ 13 Block Parties
- ✓ 12 Events on Private Property
- ✓ 11 Promotional Events
- ✓ 10 Farmers Markets
- ✓ 6 Flea Markets



#### *DocuSign*

Although Special Events have been taking place in Jersey City for decades, this year marks the second anniversary of moving the entire process to DocuSign, a digital-based platform which facilitates electronic exchanges of contracts and signed documents. This process allows the Office of Cultural Affairs to guide an applicant's permit through 15 different offices and departments throughout the city for approval. This means a more efficient and speedy application approval process.

### *Growing Online Presence*

In 2018, the Office of Cultural Affairs made a concerted effort to integrate print and digital media to strengthen outreach and better serve the needs of varying audiences. Within a few short months of its creation, the new [Office of Cultural Affairs Instagram](#) (@jcartandculture) garnered over 1,000 followers and has continued to grow. Additionally, the [Jersey Art & Culture Facebook page](#) served as a platform to share information, updates and live events happening within the art and culture scene.

### *The Jersey City Art & Studio Tour (JCAST)*

The 28<sup>th</sup> Annual Jersey City Art & Studio Tour was held October 4<sup>th</sup> – 7<sup>th</sup>, 2018. Presented by Bank of America and in partnership with Mayor Steven M. Fulop, the Jersey City Municipal Council and the Jersey City Office of Cultural Affairs, the JCAST yielded 175+ art spaces across all six Wards, providing opportunities for over 1,000 artists and performers.

The four day-event was packed with sensational art experiences, performances and shows, including a first-look of the Pathside building (84 Sip Avenue), which boasted 12,045 sq. ft. of wall-to-wall art. The museum-like gallery featured 38 premier artists showcasing never before seen work, and attracted over 3,000 attendees throughout the weekend. The headquarters also served as a space for JCAST kids activities, a full-service information center and launch spot for the JCAST Curated Tour buses and depot. With future plans to turn this building into a Cultural Center, participants of the 2018 JCAST had an exclusive opportunity to enjoy the space.



Another exciting addition to this year's studio tour was a dynamic, new [JCAST website](#), which featured an online artist pool, interactive map, full roster of JCAST activities, sponsor page and event planning tools, like a self-guided walking tour map. Since its launch, the website has garnered over 20,000 digital visits and yielded 13,000 users.

### *50 Star Fire Show*

Jersey City's July 4<sup>th</sup> celebration attracted over 150,000+ guests to the waterfront for a full day of festivities. In its fifth year, this Independence Day celebration has become the largest in the state and was nothing short of spectacular:

- ✓ Sweeping panoramic views of the Hudson River
- ✓ Mainstage musical performances featuring headliner Snoop Dogg
- ✓ Breathtaking fireworks by the world-class Fireworks by Grucci
- ✓ Carnival rides and family activities
- ✓ Over four-dozen food trucks and vendors
- ✓ Outdoor cocktail lounge/beer garden



### *The Apple Tree House*

Located at 298 Academy Street, the [Apple Tree House](#), more formally known as the Van Wagenen House, was historically and architecturally renovated and recently opened for public viewing in October 2017. The Office of Cultural Affairs aims to make the Apple Tree House a place where history comes alive for the community in a diverse, educational and engaging way. Similarly, the House introduces green space to the metro hub of Journal Square. In 2006, the House was listed in the National Register of Historic Places. In 2018, the Jersey City Landmarks Conservancy awarded the Apple Tree House with an Excellence in Preservation Award, recognizing the restoration, rehabilitation and adaptive reuse of the historic home.

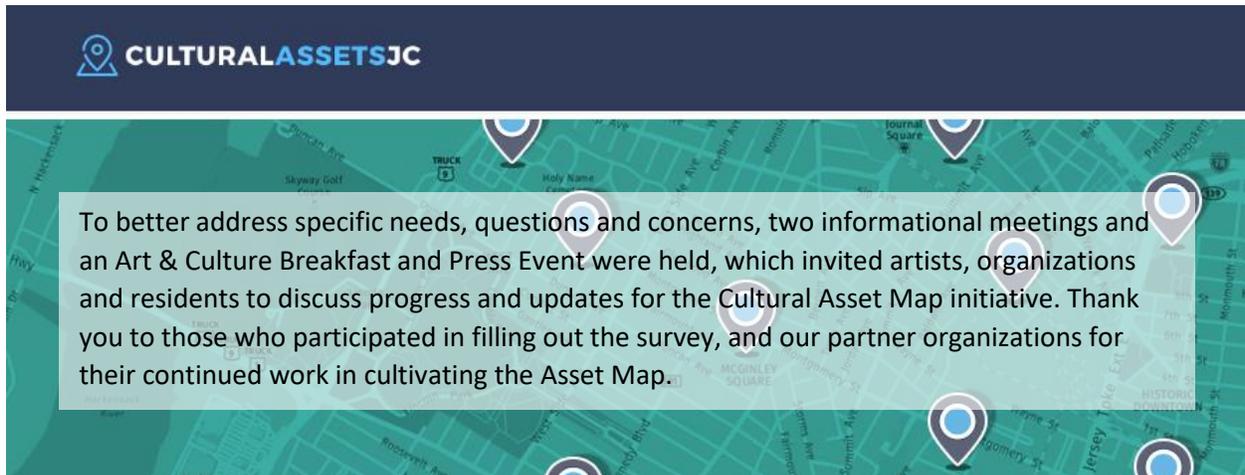


### *Lectures and Events*

Not only is the Apple Tree House home to the Office of Cultural Affairs, but was also the location for 13 special events in 2018 ranging from lectures, discussions, festivals, school tours and interactive theater performances. Through a grant from the New Jersey Council for the Humanities, a total of eight lectures were presented by distinguished speakers, and incorporated a broad scope of topics including geography, sports, music, heritage and Jersey City history. The Office of Cultural Affairs also presented an original, immersive free play to the public through the Hudson County History Partnership Program.

### *Cultural Asset Map*

In December 2018, the Office of Cultural Affairs, the Jersey City Arts Council and New Jersey City University unveiled the [Cultural Asset Map](#). This map is a tool for identifying artists and organizations across the city, so that we can connect and grow our cultural resources. By identifying Jersey City's cultural assets, as well as cultural and creative challenges, we can better plan for the future. The goal of this initiative is to assist stakeholders' efforts to build the most sustainable and vibrant arts community possible.



Together, the Office of Cultural Affairs, the Jersey City Arts Council and New Jersey City University have constructed a 24 Month Roadmap. This detailed plan chronicles the execution, major milestones and fulfillment of the Cultural Asset Map project.

### *NEA Big Read Jersey City*

In partnership with over 40+ community partners, the City of Jersey City, the Office of Cultural Affairs, the Educational Arts Team and the Jersey City Free Public Library are excited to introduce the Big Read to Jersey City this winter.

In April 2018, the City was awarded a grant by the National Endowment for the Arts in partnership with Arts Midwest, to be a participating NEA Big Read city. The NEA Big Read is designed to create diverse literary programming to broaden understanding of the world, communities and selves through the joy of reading.

*Photo: Members of McNair Academic High School Honors Society attend a Hook the Book Workshop at the Pavonia Branch.*



## #BigReadJC

With the support of nearly 50 partnering organizations, Jersey City will share the love of reading through a month-long celebration of events and activities based on the featured novel, *Station Eleven* by Emily St. John Mandel. Programming for the Big Read began this January 2019, and is a culmination of events and activities based on the novel and its themes. Programs range from art and storytelling workshops, visual and performing art events, story slams, literary readings, children's activities, kick-off celebration and a book discussion with the author. A [full schedule of Big Read Jersey City events](#) can be found online, or interested participants can follow along on Instagram [@BigReadJC](#) by using the hashtag #BigReadJC.



### Rotunda Art Gallery

The John W. Meagher Rotunda Gallery, located on the second and third floors of City Hall, features rotating monthly solo, group and heritage exhibitions and installations, curated by the Office of Cultural Affairs and occasional guest curators. The Rotunda Gallery has functioned as the premier community gallery space in Jersey City for over 15 years, and has exhibited hundreds of emerging and established artists from all backgrounds working in all mediums. The 2018 highlights for the Rotunda Art Gallery include:

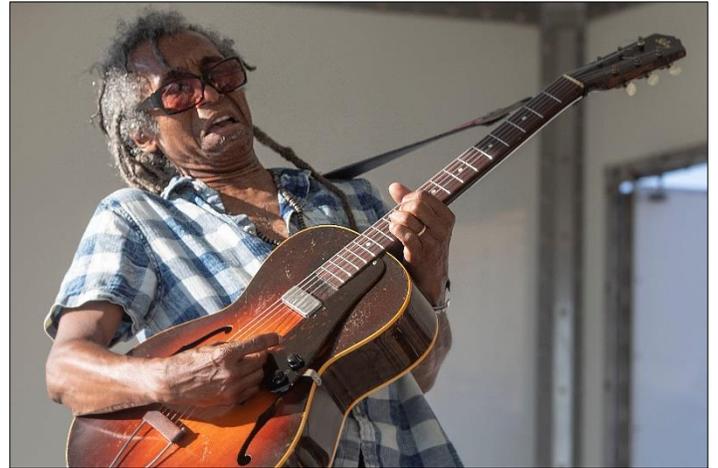
- ✓ Renovation to create a museum quality display space
- ✓ Track lighting for both floors of the gallery
- ✓ Gallery appropriate wall paint
- ✓ 11 art exhibitions and opening receptions

Visit the [“Call for Art”](#) webpage or the Cultural Affairs Facebook page for more information on upcoming exhibitions.

### Summer in the City and Movies in the Park

There's no better time than the summer months to take advantage of the views of the Hudson or the abundant green space at Liberty State Park. Our 2018 [Summer in the City](#) concert series presented an exciting lineup of music and dance performances:

- ✓ 17 SummerFest performances at Liberty State Park
- ✓ 9 Jazz for Lunch performances at J. Owen Grundy Pier
- ✓ 8 Berry Lane Park Concert Series performances at Berry Lane Park
- ✓ 4 Summer Dance Series performances at J. Owen Grundy Pier



With variation in musical genres, there was something this summer for everyone to enjoy! The medley of music presented throughout Summer in the City was a true reflection of the diversity of Jersey City:

- ✓ Alternative
- ✓ Blues and Soul
- ✓ Classic Rock
- ✓ Country
- ✓ Cuban Dance
- ✓ Funk and R&B
- ✓ Indie/Folk Powerhouse
- ✓ Motown
- ✓ Smooth Jazz
- ✓ Tropical Latin Soul
- ✓ Vintage Rock

Together with the Jersey City Parks Coalition, the Office of Cultural Affairs offers a [Movies in the Park](#) series featuring free, outdoor screenings of popular films in every public park across Jersey City. This citywide cinema experience is suited for all ages and takes place throughout the summer. Between the months of June and August, there were 18 scheduled movies shown at parks and other public spaces, including:

- ✓ Arlington Park
- ✓ Audubon Park
- ✓ Bayside Park
- ✓ Berry Lane Park
- ✓ Boyd McGuinness Park
- ✓ Canco Park
- ✓ City Hall
- ✓ Columbia Park
- ✓ Ercel Webb Park
- ✓ Hamilton Park
- ✓ Harsimus Cemetery
- ✓ J. Owen Grundy Pier
- ✓ Leonard Gordon Park
- ✓ Pershing Field Park
- ✓ Riverview Fisk Park
- ✓ Sgt. Anthony Park
- ✓ Thomas McGovern Park
- ✓ Triangle Park
- ✓ Village Park



### *Public Arts Advisory Committee*

The Public Arts Advisory Committee (PAAC) was created by Mayor Steven M. Fulop in 2017 to make recommendations to the administration and the governing body concerning public artworks. The PAAC advises the Office of Cultural Affairs and the Department of Public Works on all aspects of public art in Jersey City, including the Jersey City Mural Arts Program. The PAAC promotes and encourages public art, and makes curatorial decisions on a project by project basis in coordination with the City's art community, residents, and business owners. The committee meets monthly or as needed at the Bethune Center, and reviews and votes on approval of mural projects brought to the board by the JC Mural Arts Program. Visit the [Jersey City Murals Map](#) to learn more about the murals in your area.



### *Artist Certification*

The Jersey City Artists Certification Board (ACB) is comprised of arts professionals who peer-review the applications of artists who wish to reside in a City approved artist live/work space. An artist must additionally be certified by the Planning Board to qualify for City sponsored artist live/work space, which is guided in the certification process by the recommendation of the ACB. Applications can be submitted at any time. Visit the [Jersey City Artists Certification Board](#) webpage to learn more about the criteria used to determine if a particular artist qualifies for artists' live/work space and the application process.

### *Upcoming for 2019...*

- Expanding the Apple Tree House tour schedule to include weekend hours, through a Docent Program
- The Office of Cultural Affairs' NEW website
- An updated Special Event Permit using DocuSign, intended to further streamline the event permitting process
- A partnership with Night Kitchen Interactive, to introduce digitally compelling media solutions to the Apple Tree House, creating a museum experience on the first floor that tells the full story
- With over 40+ community partner organizations, the [NEA Big Read arrives in Jersey City](#) March 2019! Grab your copy of *Station Eleven* and join in on the citywide discussion