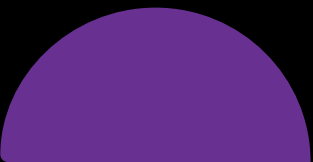
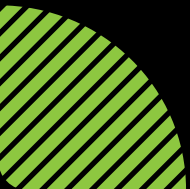




# Year in Review

Office of Cultural Affairs

2021



2021 was a banner year for the advancement of arts and culture in Jersey City.

The long-awaited restoration of the Loews Jersey Theatre is underway, breathing new life into this landmark building and serving as an important destination for arts and entertainment.

The Centre Pompidou's partnership with Jersey City will bring another important anchor institution to the heart of Journal Square, serving as the museum's only outpost in North America. Centre Pompidou x Jersey City will open in early 2025 and exhibit works from Europe's largest modern art collection alongside a host of educational programming and public events.

With the enactment of New Jersey's first Arts and Culture Trust Fund, we will see our local artists and organizations supported through a \$1M/year grant program. This Fund will focus on supporting our City's creatives, and increasing access to the arts for all residents.

In 2021, we reached new heights in our Jersey City Mural Arts Program (JCMAP). The season included a first-ever Mural Arts Festival, the largest mural festival of its kind in the Northeast. We also celebrated artist Mona Caron as she completed a record-breaking mural topping off at 20 stories tall.

As we achieved these milestones, the Office of Cultural Affairs worked diligently to support our City's many cultural events, festivals and parades. We provided crucial services for the public out of the Bethune Center, including COVID-19 testing and vaccines. We celebrated the opening of Ward F's new park with a 9 foot bronze statue created in honor of the park's namesake, Mary McLeod Bethune.

As we look ahead to 2022, it is clear that the artistic and cultural landscape of Jersey City is moving into the spotlight. This is thanks to the leadership of Mayor Steven M. Fulop, the support of the Jersey City Municipal Council, and our hardworking team at Cultural Affairs.







# Major Cultural Initiatives

The historic Loew's Theatre in Jersey City will begin a much anticipated \$72 million renovation in 2022 to transform it into a new 3,330 seat performance venue and maximize its potential.

The theatre, which was created in 1929, will undergo restoration under Devils Arena Entertainment in a deal with Jersey City and the Friends of the Loew's, who operates the venue. The plan includes tech upgrades, infrastructure improvements, and historic preservation of a number of aspects in the venue.

**Loew's**

The Centre Pompidou, one of France's best-known art institutions and home to the largest modern art collection in Europe, will create its only North American outpost in Jersey City.

Centre Pompidou x Jersey City, slated to open in early 2025, will host exhibitions drawn from the Paris institution's 120,000-strong collection of modern and contemporary art. It will be located in the newly renovated Pathside building in Journal Square.

These transformative projects turn Journal Square into a regional hub for arts and culture in the region.

**Centre Pompidou**



# Arts & Culture Trust Fund

The Office of Cultural Affairs worked in close partnership with Jersey City residents and the arts community to develop the State's first Arts and Culture Trust Fund.

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## In 2021 we:

- › Hosted 14+ hours of virtual public meetings to develop the Fund
- › Drafted legislation to define the Arts and Culture Trust Fund and its governing Committee
- › Developed a plan to grant funds after 1 full year of tax collection
- › Collected almost \$1M for Arts and Culture
- › Finalized nominations for the Arts and Culture Trust Fund Committee
- › Held first public meetings of the Committee before the close of 2021
- › Finalized Policies and Procedures
- › Finalized grant priorities
- › Prepared for 2022 release of grant applications
- › Identified grant software and prepared software training for staff





# July 4th 2021

Jersey City's annual celebration "Freedom and Fireworks" returned in 2021 after a 1 year hiatus due to the pandemic. The event took safety protocols into account, allowing people to gather outdoors and taking precautions to limit the spread of COVID-19.

- › Fireworks on the Hudson River by the world famous Grucci family
- › Improved fireworks visibility along Jersey City's waterfront
- › New partnership with Jersey City Night Market
- › 50,000+ attendees
- › 30 food vendors and artisanal shopping
- › DJ performances all day long





### Permitted events at a glance:

- › 111 Park Events
- › 58 Special Events
- › 15 Block Parties
- › 6 Rallies
- › 20 Parades, Processions or Races
- › 19 Festivals
- › 32 City Events



## Event Permit Office

In 2021, the Office of Cultural Affairs received 378 permit requests for special events including festivals, parades, farmers markets, religious processions, park events and block parties.

In addition to permitting, Cultural Affairs provides a range of support to special event organizers. The support provided includes on-site staff, planning assistance, use of City equipment, rental equipment and marketing/advertising.



# City Hall Events

- › 49 Flag Raisings
- › 20 City Hall events
- › 87 programs supported by Cultural Affairs including ribbon cuttings, press conferences and ground breakings

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## Highlights:

- › First flag raising for Transgender Pride
- › First flag raising for Autism Awareness Month
- › Dr. Martin Luther King Oratory Contest awards
- › Women of Action Ceremony awards
- › International Women's Day ceremony
- › Best of Bollywood presented in partnership with the New Jersey Symphony Orchestra
- › Free opera program presented on the steps of City Hall in partnership with Bel Canto Opera
- › Mayor's Toy Drive served over 1600 families in need



# Jersey City Mural Arts Program

JCMAP joined the Office of Cultural Affairs in 2021, and returned with its first full season since the COVID-19 Pandemic.

This season kicked off with the Jersey City Mural Festival, the largest festival of its kind in the Northeastern United States.

- › 3 locations
- › 60,000 sq feet of wall space
- › New works by more than 50 artists
- › Pop up experiences
- › Entertainment
- › Community Events



## Biggest mural in the State of New Jersey:

Mona Caron a Swiss-born, San Francisco-based artist, portrayed a single Joe Pye weed with barbed leaves, Shauquethoueat's Eutrochium, at 24 Cottage St

## First mural since the start of the Pandemic:

Local artist, Distort, combines classical training with the intense creative energy of graffiti to create Metatron at 534 Summit Avenue

## Jersey City's first rainbow crosswalks for PRIDE month:

- › 3 locations
- › 2 local artists
- › Community paint day

# JCMAP

## Return of the JCMAP Summer Youth Mural Arts Program

- › 32 youth served over 6 weeks
- › 2nd partnership with the Jersey City Board of Education
- › 30x100ft mural created in celebration of Jersey City's Sister Cities around the world

## JCMAP murals are:

- › Community-driven
- › Site-specific
- › Helping to reduce graffiti
- › Created with local resident engagement
- › Transforming Jersey City into an outdoor gallery



## Additional Achievements

- › 2 gallery pop-ups in Journal Square and the downtown Mural Arts District (MADJC) for JCAST, serving 50 artists and over 1500 residents
- › A new Commuter Gallery at 15 Path Plaza in partnership with Port Authority, featuring new artists each month
- › Artist-in-Residence program at Journal Square, providing a free creative space to Jersey City artists
- › Mural created in partnership with Cinelease Studios, the first and largest purpose-built facility of its kind in New Jersey
- › An outdoor classroom at PS 30 created with nature-themed mural art





# JCAST

2021 was a comeback year for the Jersey City Art & Studio Tour (JCAST), returning for the 31st year as an in-person event. The JCAST kickoff festivities were located in the Powerhouse Arts District, connecting the Nimbus' new performance space, Provost Plaza, and Art 150. This 3-location event allowed for outdoor gathering, live performances, and timed gallery tours.

“We witnessed history in the making as Jersey City increasingly transformed into an unparalleled cultural anchor and arts destination, and JCAST served as the grand finale to this pivotal year for arts and culture in our community.”

– **Mayor Steven M. Fulop**



## 2021 at a glance:

- › 4 day event
- › 650 artists served
- › 125 locations
- › 20,000+ attendees

# John W. Meagher Rotunda Art Gallery

The year started with a few small, cautious shows due to COVID-19. By mid-year, the John W. Meagher Rotunda Gallery began to thrive. In 2021 the gallery provided exhibition opportunities for over 250 artists. Out of these artists 30% were first time presenters for the gallery.

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## **The Rotunda Gallery hosted 12 Exhibitions in 2021**

- › Historic Jersey City Postcards
- › Black History Month Group Exhibition
- › “New Frames of Reference” Exhibition
- › Women’s History Month Group Exhibition
- › Korean Artists Group Exhibition
- › PERM Student Exhibition
- › “Displaced” Group Exhibition
- › “Your Open Studios” Group Exhibition
- › Hispanic Heritage Month Group Exhibition Alex Rudin “Age of Empathy”
- › 9/11 Program / Poetry event at City Hall
- › Korean Group Exhibition
- › “Image, Pattern and Texture” Group Exhibition



# The Bethune Center

The Mary McLeod Bethune Center made wonderful strides in 2021 despite the looming effects of the pandemic.

- › Emergency vaccination and COVID testing site
- › Restarted community programming
- › Presented comedy nights
- › Themed nights like “70’s Bethune Night Out”
- › Hosted “Teen Night Out”
- › Provided studio space for the students of the Jersey City Youth Summer Arts Program
- › Painting and other cosmetic upgrades
- › Rehung the “Wall of Pioneers”
- › Classes for the public
- › Senior programs

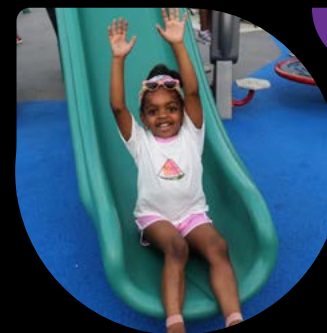
For a more detailed Bethune Center Year in Review, please

[CLICK HERE](#)



## A major highlight of 2021 was the completion of Mary McLeod Bethune Park

- › Park grand opening in August with live performances and vendors
- › Unveiling of the Mary McLeod Bethune Monument in November
- › Launch of park programming





# Summer In The City



## Summerfest Liberty State Park Concert Series

The longest running free concert series in the state of New Jersey

- › 44th Year
- › 12 Performances
- › 6 New Bands Added
- › Genres include Rock n Roll, Roots-Blues, Country, Folk, Americana, Jazz, & Funk



## Berry Lane Park Concert Series

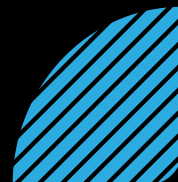
- › 7 Performances
- › Genres include Jazz (Diverse, Smooth & Classical), R&B (Old School, Urban & Soul)
- › In partnership with Friends of Berry Lane Park

## Movies in the Park

- › 19 Movies screened
- › 3800 residents served
- › Average of 6 movies per month
- › A wide variety of movie categories including, Comedy, Animation, Fantasy, Action and Drama

## McGinley Park Concert Series

- › New series presented
- › In partnership with McGinley Square SID
- › 5 performances
- › Genres include Jazz, Mariachi and a DJ



# Apple Tree House

Despite the programming challenges brought about by COVID-19, the Office of Cultural Affairs welcomed the public into Apple Tree House in 2021 with a range of historical programming.

- › Unveiled a new collection (featured in the New York Times)
- › Hosted the 2021 JCPS History Fair, featuring the work of 24 public school students
- › Presented a virtual lecture attended by over 100 viewers from around the world
- › Created a public art project with a local first responder
- › Developed a new partnership with the Museum of Jersey City History
- › Hosted two holiday events
- › Participated in the 2nd Annual Bergen Square Day, featuring live performances and exhibitions throughout the day
- › Served over 1500 visitors in 2021



## Grant Awards:

- › New Jersey Council on the Humanities, COVID-19 Response Grant
- › Hudson County Office of Cultural and Heritage Affairs/Tourism Development – History Partnership Program





# Poet Laureate

As of December 2020, Susan Justiniano (RescuePoetix™) was confirmed as the first Puerto Rican woman to be appointed as Poet Laureate. She is serving a two year term.

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## The Poet Laureate's 2021 activities included:

- › “Words of Poetry,” a bilingual (English/Spanish) poetry event in honor of National Poetry Month
- › Hispanic Heritage Month with celebrations of the poetic arts, through September and October, supporting the ancestry of Hispanic Heritage
- › JCAST Poetry at Nimbus: Open Mic Featuring Rashad Wright and RescuePoetix™
- › “Celebrating Holidays Around the World” with a virtual poetry event

