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Mayor Fulop and NJCU Announce Creation of Cultural Asset Map of Jersey City ***The Office of Cultural Affairs, New Jersey City University, and Jersey City Arts Council Have Partnered to Create a Map of Jersey City's Cultural Assets***

JERSEY CITY – The Office of Cultural Affairs of Jersey City, New Jersey City University (NJCU) and Jersey City Arts Council announce their partnership on the creation of a Cultural Asset Map of Jersey City. The genesis of this initiative was a result of discussions of NJCU's Arts Advisory Board as to how NJCU could partner with arts and cultural stakeholders to positively impact the vitality of the arts in Jersey City and the region.

The Cultural Asset Map of Jersey City will collect and synthesize useful data about Jersey City working artists and established arts organizations. This data will be an analytical tool to identify existing assets and needs, mobilize resources, drive policy, and connect and inform stakeholders across the region. The resulting data may also be used as a basis for public-facing informational and promotional materials, such as tourist maps and events calendars.

The Cultural Asset Map of Jersey City will provide:

- A website with an interactive map that will identify existing cultural organizations and their locations, performance/exhibition facilities, and arts service organizations. This website will include information about populations, demographics, and Jersey City neighborhoods, and function as a much-needed informational hub about ongoing arts and cultural activities.
- An assessment of gaps in Jersey City's current cultural assets, identified through surveys completed by artists and arts organizations, and evaluated by the consulting team and steering committee.
- Proposed road maps to pinpoint where future investments would have the greatest impact in terms of supporting existing artists and arts organizations; allowing for new arts organizations, facilities and artists to flourish; serving the broadest and most diverse populations of Jersey City, and ensuring access to the arts throughout the many neighborhoods of Jersey City.

"Jersey City has continued to serve as a creative hub for the region, one that values arts and culture, supports creative organizations, and encourages the growth of our arts communities," says Mayor Steven M. Fulop. "I am proud to partner with NJCU and the Jersey City Arts Council on the creation of a Cultural Asset Map that will work to highlight our City's most creative and colorful assets, while helping us identify how and where we can continue to invest in arts and culture."

A Steering/Implementation Committee has been formed to provide leadership, guidance, insight and expertise to this endeavor. The members of the Steering/Implementation Committee are:

- * Christine Goodman, Director, Jersey City Office of Cultural Affairs.
- * Robinson Holloway, Chair, Board of Trustees, Jersey City Arts Council
- * Jason Kroll, Vice President and Chief Strategy Officer, New Jersey City University
- * Rolando Lavarro, Jersey City Council President
- * Ann Marley, Jersey City Public Schools, Supervisor of Visual Art
- * Alvin Pettit, Director, Bethune Center
- * Sophie Penkrat, Jersey City Art and Studio Tour Producer and Marketing Specialist, Jersey City Office of Cultural Affairs
- * Vanessa Quijano, Jersey City Economic Development Corporation
- * Jeffrey Rosenstock, Consultant, New Jersey City University
- * Shane Smith, Public Information Officer, Jersey City Free Public Library

"Jersey City has an incredibly vibrant and diverse arts community and cultural asset mapping is vital to keep it flourishing," says Robinson Holloway, Chair Board of Trustees of Jersey City Arts Council. "The Arts Council appreciates the leadership of the City and NJCU in taking on this much-needed project, and we look forward to partnering with them. We believe that the positive impact of this project will be demonstrable for artists, arts organizations, and the people of Jersey City."

A Cultural Partner Committee is also being formed to gain input from existing arts organizations and to benefit from their networks to ensure maximum participation in this process.

Leading this Committee will be Robinson Holloway, representing the Jersey City Arts Council.

"As a public university, nurturing and promoting the arts in the Jersey City community is one of our top priorities," says President Sue Henderson. "We see the cultural vitality of Jersey City and the opportunities that exist here, and want to ensure NJCU does all it can to contribute to the success of our City. A thriving arts and cultural community is not only a creative force, but an economic one as well."

To announce and inform constituents about the Cultural Asset Map project, the Jersey City Office of the Cultural Affairs and NJCU will hold a Town Hall meeting at City Hall, 280 Grove Street, on Thursday, May 31 at 6:00 p.m. Town Hall meetings will be held throughout the duration of the project; all meetings will be open to the public.

ABOUT Jersey City's Office of Cultural Affairs

The City of Jersey City's Office of Cultural Affairs is a proponent and advocate for the arts in Jersey City, and serves to provide opportunities, resources, and education for artists of all disciplines.

The Office of Cultural Affairs develops consistent cultural programming and events highlighting Jersey City's burgeoning arts community while honoring its rich and vibrant cultural history.

In addition to event curation and production, the Office of Cultural Affairs provides support and resources to cultural organizations, individual artists, and small businesses to raise the dialogue on the arts in Jersey City and encourage residents and visitors to invest in Jersey City's arts and culture.

ABOUT New Jersey City University (NJCU)

The mission at New Jersey City University (NJCU) is to provide a diverse population with an excellent education. The University is committed to the improvement of the educational, intellectual, cultural, socioeconomic, and physical environment of the surrounding urban region and beyond. Established in 1927 as a training school for teachers, today NJCU is among the most comprehensive universities in the State. Located in Jersey City, NJ, and minutes from New York City, NJCU's fully accredited Colleges of Arts and Sciences, Education, Professional Studies, and School of Business

offer 43 undergraduate degree programs and 27 master's programs and 3 doctoral programs, including emerging and interdisciplinary fields.

NJCU students engage in rigorous applied-learning experiences that include opportunities to study abroad, and cooperative education internships. NJCU operates two additional campus sites—NJCU School of Business at Harborside Plaza 2 in Jersey City's financial district and NJCU at Brookdale in Wall Township in Monmouth County.

ABOUT Jersey City Arts Council (JCAC)

The Jersey City Arts Council (JCAC) is an inclusive and diverse, community-focused 501(c)(3) organization, established to protect, strengthen, and promote the Arts in Jersey City. We are committed to supporting and advocating for arts organizations and individual artists, across all artistic disciplines, as well as encouraging new and innovative additions to the artistic landscape and the cultural growth of our city.

The JCAC currently has four areas of focus to address the challenges of the arts community in Jersey City: Venues, Funding, Promotion and Policy.

All media inquiries should be directed to Hannah Peterson at HPeterson@jcnj.org or 732-881-1209.