

Special Thanks

ArtPride New Jersey Philanthropic Support



The Hyde and Watson Foundation



GRUNIN FOUNDATION

Meet ArtPride New Jersey

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.



Our Commitment to Equity, Diversity, Inclusion and Social Justice

Using the power of the arts as a means to healing and justice, ArtPride New Jersey is committed to becoming an anti-racist organization. We seek social justice for the historically excluded and oppressed, specifically those who identify as Black, Latinx, Asian Pacific Islander, Indigenous, and/or a Person of Color. We view our mission through an intersectional framework. We seek equitable access to the arts for all and believe that creating, sharing, and experiencing art is crucial to the well-being of individuals, communities, and a functioning democracy.

For more on our commitments,



Please see our complete strategic plan and our Equity, Diversity, Inclusion, and Social Justice plan by scanning the QR code.

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ARTPRIDE NEW JERSEY

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2024-2029 Strategic Plan

ArtPride New Jersey advances, promotes, and advocates for the arts as essential to the quality of life of every citizen and to the economic vitality of our state.



Building Our Strategic Plan

Dear Members, Partners, and Friends,

In the spring of 2023, ArtPride New Jersey engaged Creative Capacity, LLC to facilitate a strategic planning process. Given the significant impact of the pandemic on the arts and culture field, we wanted to assess the field's changing needs and design our strategy to meet them.

Following eight constituent listening sessions, a community survey, an organizational retreat, and creative planning sessions for staff members and Trustees, ArtPride New Jersey is proud to share this adaptive strategic plan that will guide our work from July 2024 through June 2029.

Our adaptive plan focuses on our vision and desired outcomes, providing an overall strategic direction that also creates space for new ideas and opportunities to emerge over the course of plan implementation. This document provides an overview of our plan, and you can also check out the more detailed version by scanning the QR code that includes strategies and implementation tools.

We're grateful for the time and expertise shared by so many members of New Jersey's arts community as we developed this plan and look forward to continuing to work together to advance our state of creativity.

Sincerely,

Adam Perle
President & Chief Executive Officer

Paul McRae
Chair, Board of Trustees

Our Vision for the Arts in New Jersey

- Wide appreciation of the role of the arts in NJ's economic prosperity and community quality of life.
- Diverse, collaborative, and forward-thinking arts leaders.
- Arts experiences that reflect the diversity of our state.
- Active engagement in the arts across our diverse population.
- Outstanding, accessible facilities.
- Steady public and private funding support.
- Artists and arts workers create and thrive.

STRATEGIC PLAN GOAL #1:
Strengthen our statewide advocacy movement to increase support for the arts.

Outcomes:

- A broader advocacy agenda that reflects the needs of New Jersey's entire arts sector.
- Increased grassroots advocacy from arts professionals and arts audiences, especially those who represent historically excluded communities.
- Policies, legislation, and funding that support the arts sector's sustainability.
- Strong cross-sector collaborations with tourism, business, history, healthcare, and community and economic development, that generate new support for the arts.

STRATEGIC PLAN GOAL #2:
Convene the arts sector to develop solutions to our shared challenges.

Outcomes:

- Increased collaboration between ArtPride New Jersey and local and regional arts organizations, especially those from underrepresented communities and/or art forms.
- A diverse, skilled, collaborative constituency of leaders who advance the arts in New Jersey.
- Wider adoption of equity principles, making arts organizations more diverse and inclusive spaces.
- The development of more effective, equitable, and sustainable models and practices for the arts.

Our Vision for ArtPride New Jersey

ArtPride New Jersey...

- Brings the state's arts sector together.
- Demonstrates that a commitment to anti-racism, social justice, and access can forge a more equitable arts sector.
- Has a diverse membership that represents the entire spectrum of New Jersey's arts organizations and arts workers.
- Activates its diverse constituency to advance the arts.

STRATEGIC PLAN GOAL #3:
Connect cultural consumers with arts organizations and experiences.

Outcomes:

- Actionable research that helps the arts sector to build connections to current and potential audiences.
- A larger, more diverse database of cultural consumers that helps arts organizations to reach more potential audience members.
- An expanded, more diverse audience for Discover Jersey Arts.
- Increased arts organization capacity to effectively engage with their communities.

STRATEGIC PLAN GOAL #4:
Enhance ArtPride New Jersey's capacity and infrastructure.

Outcomes:

- Stable funding and an effective staff structure
- Membership that includes people and organizations from all facets of the state's arts community.
- Wider recognition of ArtPride New Jersey as a trusted source of information and resources.



For more on our Strategic Plan please scan the QR code.