

THE HEART OF DOWNTOWN RENAISSANCE

NJ LEAGUE OF MUNICIPALITIES, Nov. 12, 2 PM – ROOM 308



Presiding Mayor – The Honorable Andre Sayegh, Mayor of Paterson NJ

Panelists (in order of presentation)

- **Mayor Sayegh**
- **Evan Sanchez, Co-Founder, Authentic City Partners, Atlantic City**
- **Tom Gilmour, Executive Director, Trenton Downtown Association**
- **Patrice Foresman, Executive Director, Main Street Business Alliance, Hackensack**
- **Maureen Vanacore, Consultant, Northern NJ Community Foundation**
- **Dan Swern, Co-Founder & Producing Director, coLAB Arts**



Mayor Andre Sayegh - Paterson, New Jersey

- Paterson Great Falls National Historical Park
- Opened new amphitheater for performances of all kinds



Mayor Andre Sayegh - Paterson, New Jersey

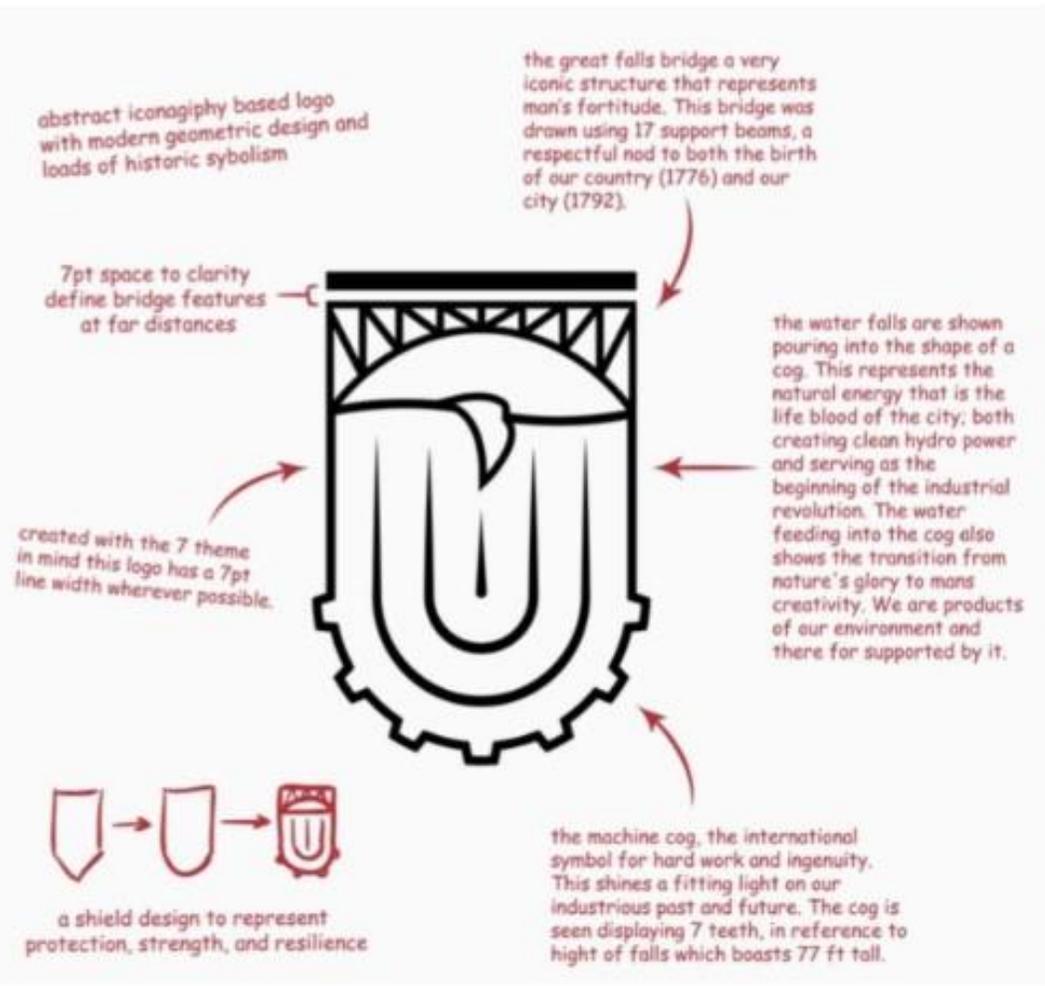
- New logo and slogan that combine modern graphic design with Paterson's history



Paterson

Great Falls • Great Food • Great Future

Mayor Andre Sayegh - Paterson, New Jersey



- New logo and slogan that combine modern graphic design with Paterson's history



Mayor Andre Sayegh - Paterson, New Jersey

- Support of Art Factory as anchor art institution.

northjersey.com

November 8, 2018



(Photo: Contributed photo/NorthJersey.com)

[f](#) CONNECT [T](#) TWEET [in](#) LINKEDIN [C](#) COMMENT [E](#) EMAIL [M](#) MORE

PATERSON – The massive renovation of the Art Factory, a complex of 19th century factories near the Great Falls, will move ahead using a \$12.5 million loan, according to the property's owner.

The project, which would include boutiques, office space and arts-oriented exhibition and production areas, had stalled after another lender changed its mind last May about funding the work, said Art Factory owner David Garsia.

But two private groups based in Bergen County, Silver Arch Capital Partners and Procida Funding & Advisors, agreed to give the Art Factory a one-year bridge loan, the lenders announced recently.

"Art Factory Studios isn't a cut-and-dry office park," said Procida in a press release. "It is such an interesting property with so many different purposes which can be too complicated for conventional lenders to even think about."

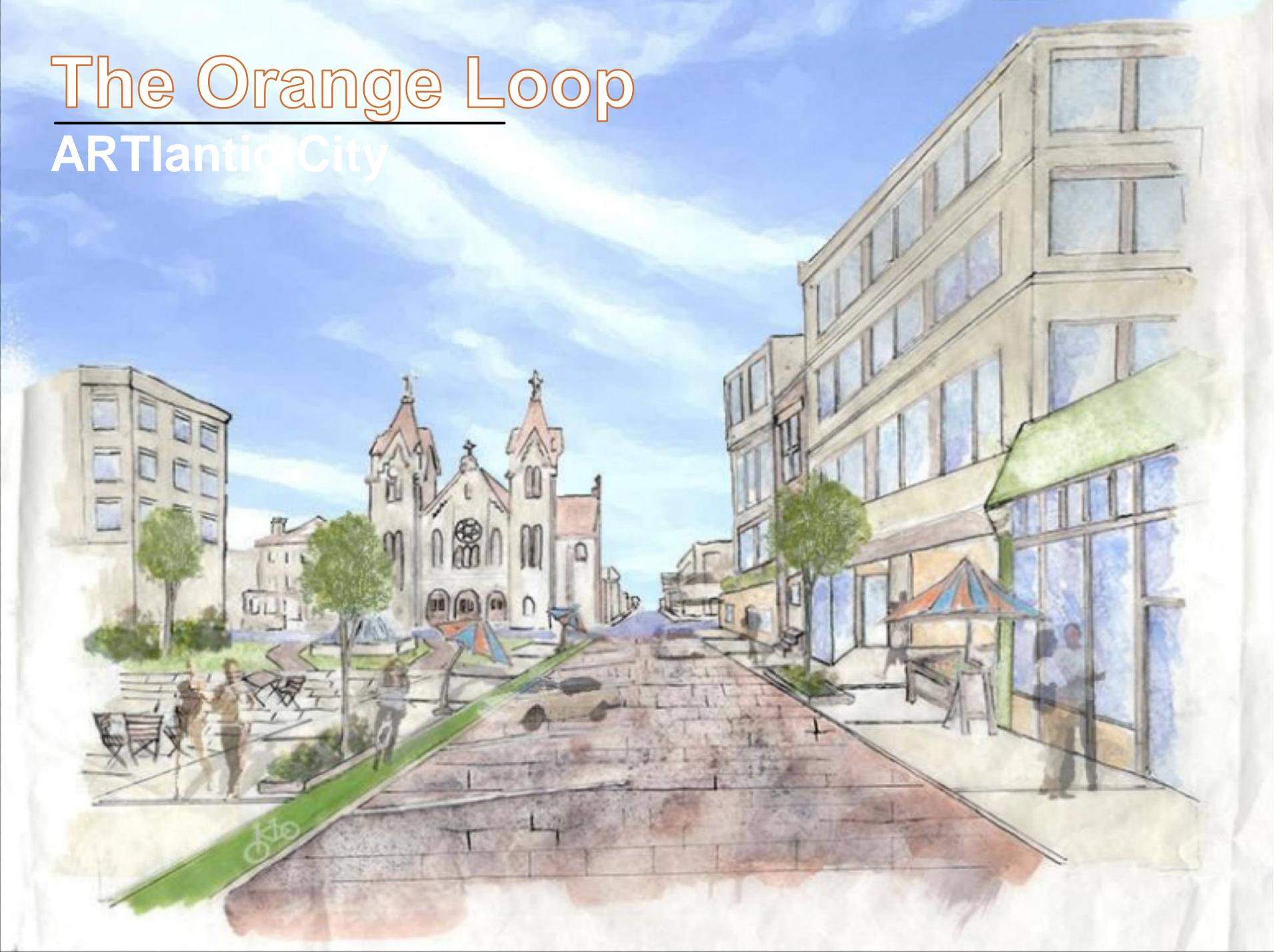
Mayor Andre Sayegh hailed the project as part of his plan to make Paterson "a renaissance city."

Mayor Andre Sayegh - Paterson, New Jersey

- Grassroots Arts Commission
- New Jersey Transit mural project
- Support from our Cultural Affairs team for Paterson as location for filming of television shows and movies
- Partnerships with local art organizations
 - Passaic County Cultural & Heritage Council - Art in the Park Showcase
 - Paterson Arts Council
 - Arts Reforming Communities

The Orange Loop

ARTlantic City





■ Casinos
 .6 Miles
 .9 Km
 © 2007 City Maps Inc.









Applebee's

Neighborhood Grill & Bar

Welcome Back!

214-B



parking only
(781) 221-9137

parking only
(781) 221-9137

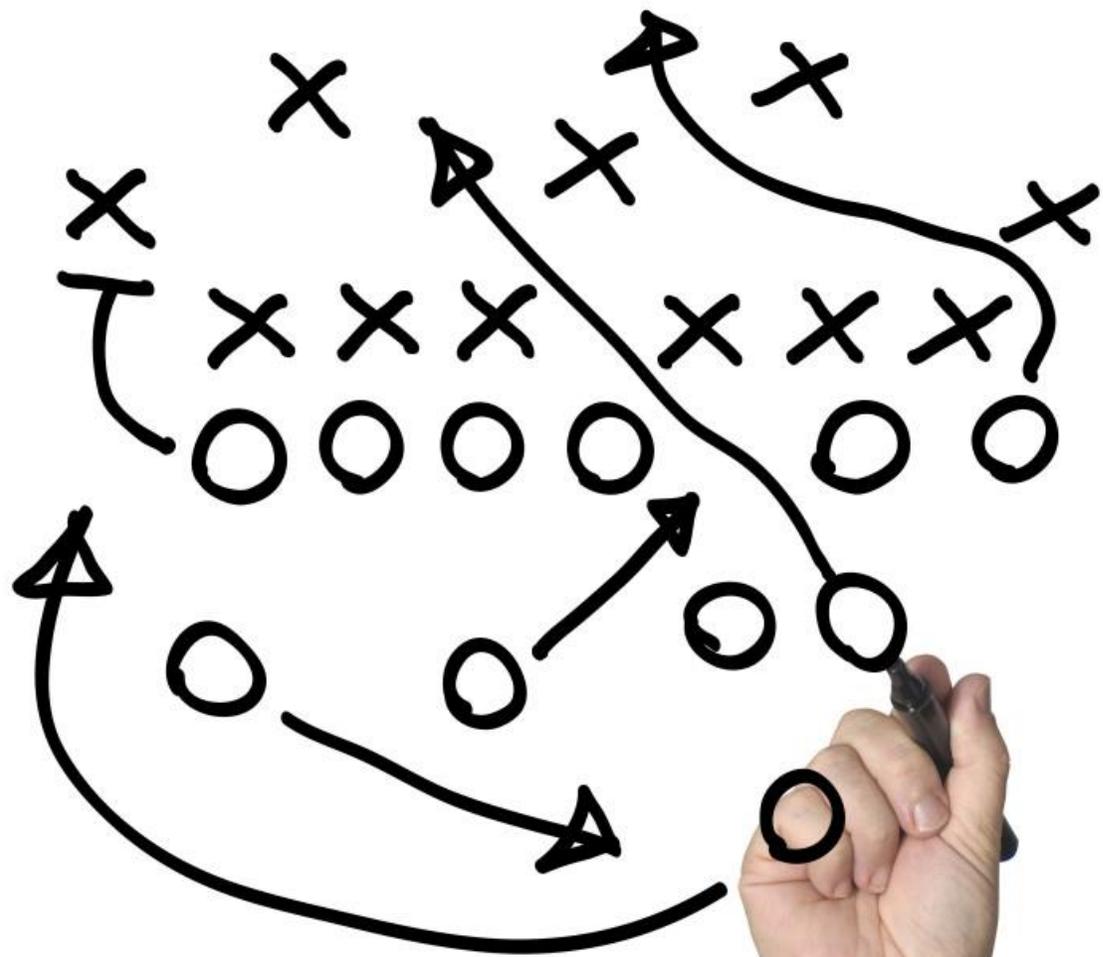
parking only
(781) 221-9137





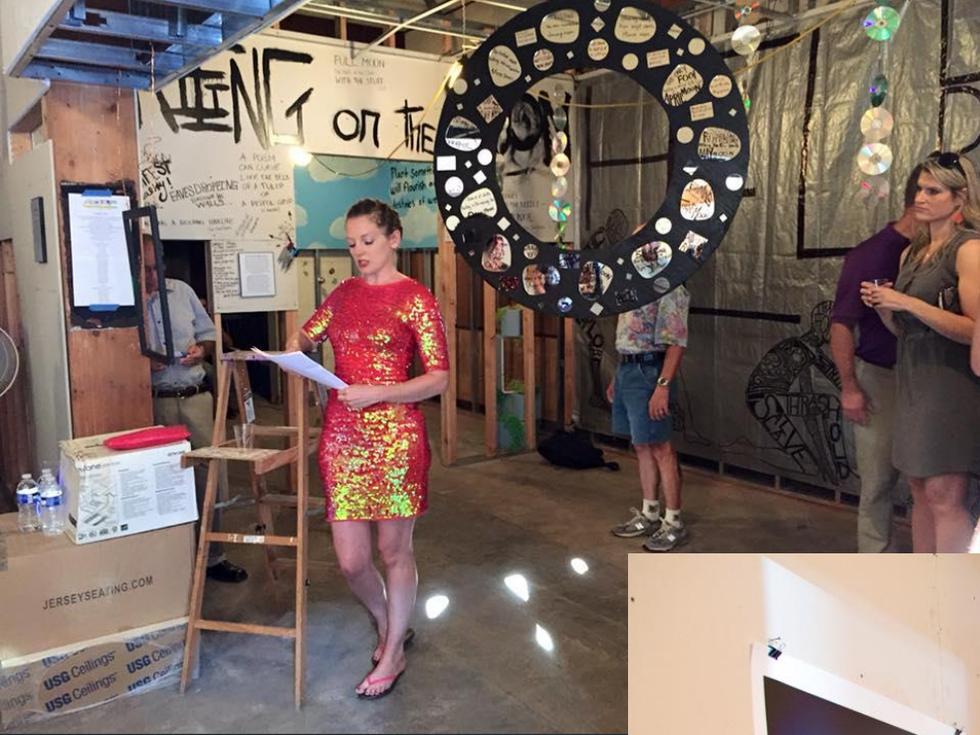








ART & if
CULTURE



121
S.Tennessee
Ave.





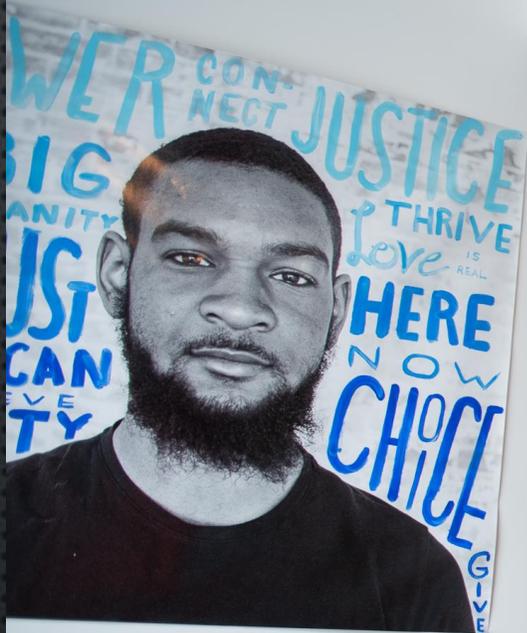
159 South
Tennessee
Ave.





161 South Tennessee Avenue





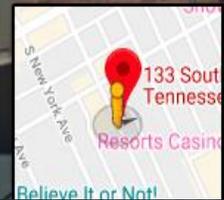




131 South Tennessee
Avenue



133 South Tennessee Avenue



BEER HALL







201 South New York
Avenue



BOURRÉ
CAJUN BBQ CUISINE

MUSIC
FOOD
DRINK





153 South
New York
Avenue



ATLANTIC CITY ARTS FOUNDATION

create ■ engage ■ inspire





LARRY STEELE
SMART AFFAIRS
LON FONTAINE
MAURI LEIGHTON

THE
M
SEPIA REVUE

CLIFTON

SHOW
ENTRANCE

20th ANNIVERSARY OF
SWINGING JAZZ
THEY CHIRP





AXEL R-D 2007





BSB Gallery





Levitt AMP









ARTS
BER
GE
N

Northern NJ Community Foundation | ArtsBergen
1 University Plaza, Ste 128, Hackensack, NJ 07601
nnjcf@nnjcf.org | 201-568-5608 | www.nnjcf.org

WHAT IS CREATIVE PLACEMAKING?

Simply put, creative placemaking is the practice of using arts and culture to build stronger more vibrant communities and boost local economies.

EXAMPLE OF SUCCESSFUL CREATIVE PLACEMAKING

Providence, Rhode Island - Waterfire



WHY ENGAGE IN CREATIVE PLACEMAKING

- INVOLVE CITIZENRY IN CREATIVE COMMUNITY BUILDING - TOGETHER
- IMPROVE QUALITY OF LIFE
- CREATE INTERESTING PLACES FOR PEOPLE TO GATHER
- BOOST THE LOCAL ECONOMY
- EARN SUSTAINABLE NJ POINTS

HOW TO START CREATIVE PLACEMAKING

- **DEVELOP A CREATIVE ARTS TEAM REPRESENTING A BROAD BASE OF COMMUNITY MEMBERS, INCLUDING A REPRESENTATIVE FROM LOCAL GOVERNMENT**
- **IDENTIFY CULTURAL ASSETS BOTH TANGIBLE AND INTANGIBLE (TALENTS)**
- **DEVELOP A CREATIVE PLACEMAKING PLAN AND TIMELINE**

HOW TO FUND CREATIVE PLACEMAKING

- **MUNICIPAL FUNDS**
- **COUNTY BLOCK GRANTS**
- **STATE NJSCA GRANTS**
- **FEDERAL NEA “OUR TOWN” GRANTS**
- **CLEAN COMMUNITIES GRANTS**

CREATIVE HACKENSACK



Hackensack Creative Arts Team

- Represented the various communities and sectors in Hackensack
- Created a creative placemaking plan that incorporates arts and culture into redevelopment plans
- Guides implementation of the plan
- Leads ongoing improvements

The Main Gateway Mural Project



- A work of public art that served to **showcase a shared community vision** for a future city filled with arts and culture.
- **Engage passers-by; evoke community pride.**
- **Beautified** the neighborhood and 76 Main Street property site.
- Act as a beacon of **the City and Main Street Alliance's endorsement of arts and culture as a powerful tool to transform, connect, and serve communities.**

HACKENSACK'S FIRST CREATIVE PLACEMAKING PROJECT





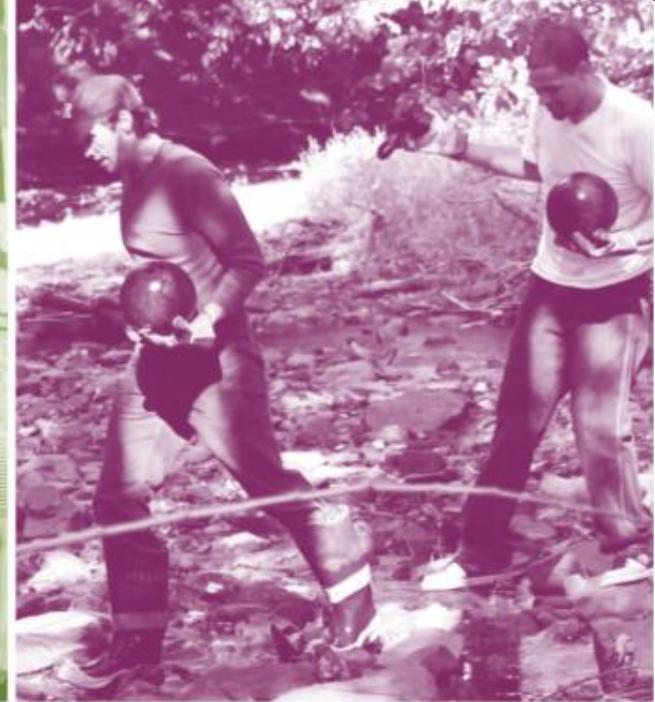
engaging **artists, social advocates, and communities**
to create **transformative new work**

Creative Engagement

Facilitate
Connect
Create

Emergent Design

Training
Replicability
Willingness to Fail



WHAT DO coLAB ARTS ARTISTS DO?

Studio Practice

Social Practice

Civic Practice

Charrette Video

<https://vimeo.com/213621290>

SOCIAL PRACTICE



STUDIO PRACTICE



CIVIC PRACTICE

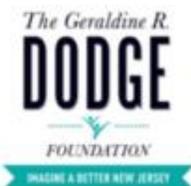
37 VOICES



United Way
of Northern New Jersey

NEWEST (🗣️) AMERICANS

STORIES FROM THE GLOBAL CITY



A Large Gesture

Community Building



THANK YOU!



@colabarts

Dan Swern

Co-Founder and
Producing Director

dan@colab-arts.org

Facebook & Instagram

@danswern

Twitter **@daswern**

www.colab-arts.org

Ann Marie Miller
Director of Advocacy & Public Policy
ArtPride NJ
432 High St.
Burlington, NJ 08016
amiller@artpridenj.com
609.479.3377 x307



Sharon Barker
Vice President & Chief Operating Officer
Housing & Community Development Network of NJ
145 West Hanover St.
Trenton, NJ 08618
sbarker@hcdnnj.org
609.393.3752

