

MOORESTOWN CREATES!™

A subcommittee to Sustainable Moorestown

2016 Strategic Plan



Vision



- Moorestown is recognized as a regional center for its rich history and involvement in the arts of all genres, and for being a community that puts high value on nourishing, engaging and promoting artists that add to the economic growth, vibrant cultural diversity, and continued sustainability of the town.

Mission



- ▶ Through a system of collaboration and opportunity for inclusion of all artists of all genres, foster an integrated arts and cultural environment that positively impacts and enhances the residents, businesses, and visitors of Moorestown.

Goal 1



- To enhance coordination and collaboration of events among creative organizations and artists in Moorestown
- Strategies:
 - Brand Moorestown Creates! as a collaborative alliance that supports all the arts and promotes the needs of all of Moorestown's diverse artists.
 - Institute working arrangement between all artists (of all genres), art-related businesses, artists, and residents organizations.
 - Integrate or collaborate on marketing communication campaigns to ensure that Moorestown Creates! branding and communication messages are incorporated.
 - Develop a comprehensive social media location to post all artistic events for artists of all genres in Moorestown
 - Hold semi-annual public meetings to discuss issues & upcoming priorities and events.

Goal 2



- ▶ To increase awareness in the Moorestown community about the quality and caliber of the many artists in all genres who work and call Moorestown their home.
- ▶ Strategies:
 - ▶ Create a Moorestown Creates! website to promote all the creative artists (of all genres) that includes a “Find a Moorestown based Artist” database, centralized arts event calendar, and other resource portals.
 - ▶ Encourage Moorestown artists (of all genres) to showcase their talents.
 - ▶ Welcome package to new home owners and renters highlighting the many artists (of all genres) who call Moorestown their home.

Goal 3



- ▶ To increase opportunities for artists to inform the public about their work and receive financial support from the community at large.
- ▶ Strategies:
 - ▶ Develop at least one big, collaborative arts event per year that supports Moorestown Township's position as quality arts venue (Daffodil Day, Arts & Music Festival).
 - ▶ Investigate the establishment of an arts community space for artists studios, exhibits, meetings, coffee shop, etc.
 - ▶ Networking and collaborating with local businesses as well as with other townships.
 - ▶ Connect with local assisted living establishments to create new opportunities for Moorestown artists.
 - ▶ Create an Open Studio Tour.

Goal 3 – contd.



- Strategies (contd.):
 - Investigate the development of permanent gallery space downtown.
 - Purchase local art to decorate offices and public space in new Town Hall.
 - Place Art in empty store windows until they are rented.
 - Art sale and show at the Community House or at a school featuring local artists.
 - Add visual arts exhibit to theatrical performances.
 - Encourage businesses (not just retail) to provide space for artwork exhibits.
 - Explore the possibility of noon musical or other performances for employees and possibly public.
 - Work with residential, office, industrial interior designers to 'buy local' for artwork.

Goal 4



- To have Moorestown's reputation as an art community be synonymous with other well known art communities in New Jersey
- Strategies:
 - Explore creating an inspiring outdoor space to enjoy art, music, and performances at the old library site in order to promote the arts in Moorestown. Features could include an outdoor amphitheater, a sculpture garden, wild flower garden, and other amenities.
 - Explore creating an indoor destination downtown on Main Street in which local residents, artists, and business owners could gather to exchange ideas, collaborate, and appreciate art and music in a casual setting. Ideally, some sort of gallery space with a cafe/bakery. It could host workshops for artists, students or business professionals and offer special events (perhaps including evening byob events) with live music or performances to promote regional musicians/bands.