

# PERTH AMBOY 2019 ART & FLOW INITIATIVE

The Perth Amboy Arts & Flow (PAAF) Initiative offers an opportunity for Perth Amboy residents, businesses, and visitors to complete an implementation process using the best tools available of high caliber collaboration and facilitation and execution.

The mission of the PAAF is to collectively create an environment that fosters and sustains art & culture that will expose our community to various artistic mediums and transcend language, class, and generations.

PAAF is guided by the Perth Amboy Creative Placemaking Plan to implement a visionary and sustainable arts plan to increase the quality, quantity and equity of art in our community.

The PAAF initiative encompasses five of projects with strategic direction and a clear implementation process.

The Planning Team intends to

1. Articulate a vision for the arts
2. Identify Strengths and challenges
3. Determine Strategic Directions to achieve the Vision
4. Develop a budgeted and Calendared Implementation Plan of Projects



CITY OF PERTH AMBOY  
THE HONORABLE MAYOR WILDA DIAZ



# Mission

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## 2019 PROJECT GOALS



### Beautification

- Mural on Roll gates
- Conduct projects inclusive of public art (roll gates)
- Complete 1-2 murals on business roll gates. Site selection and the art-making process will involve business, BID, and Art Planning Committee, residents.
- Business: Sneaker Ferry
- Location: Downtown
- # of murals: 2
- Size: 12' x 16'-18'
- Theme: Determined by BID and Business Owner
- Process: Mural Application
- Target Timeframe: May-September 2019



### Economic Development

- Artist Incubator
- Promote 8 local artists via an incubator where they will learn how to start their own businesses, form consortiums, and display and sell their works
- Host series of workshops to help startups, entrepreneurs and small businesses the support, expertise and tools necessary to succeed in increasingly competitive markets
- Quantity: 4
- Location: Downtown storefront
- Target Timeframe: May-October



### Economic Development

- Pop-up
- Inclusive of retail as 'shops' and 'shows' is the temporary use of physical space to create a long term, lasting impression. A pop-up shop allows you to communicate various brands for customers through the use of a unique and engaging physical environment while creating an immersive shopping experience. A pop up show of art exhibits or performance
- Location: Downtown in vacant storefronts
- Theme: Art, Back to School, Holiday Shopping
- Quantity: 2
- Target timeframe: March- November



### Capacity Building

- A portal for listing and showcasing visual, literary, performing, and multi-disciplinary artists from Perth Amboy and throughout.
- A portfolio site for artists and art organizations to expand their audience and to promote their work.
- A place to connect with artists, curators, arts venues, individuals seeking to commission work, community organizations, and businesses art lovers everywhere
- Gateway Neighborhood Collaborative grant through Wells Fargo Regional Foundation
- Target timeframe: January 2019- ARTist Registry and March 2019-ARTist Listing



### Enhanced Identity and Public Awareness

- Street Performance
- Perform: Includes but not limited to: acting, singing, playing musical instruments, pantomime, magic, dancing, reading, puppetry, reciting and sidewalk art (non-permanent and water-soluble media). Not include production of sale items.
- Performer: A person who has obtained a permit pursuant to this section
- Public Areas: Public sidewalks, parks, playgrounds, and other City pedestrian areas.
- Quantity: 12 performances, every Friday, starting June 14, July, and August



# VISION

*Connecting people with art and culture to enhance quality of life and empower economic development*

- Create a vibrant arts district with galleries and public art
- Showcase city's cultures, venues and outdoor places
- Experience Perth Amboy artists, writers and performers
- Create space designed for interaction and engagement
- Host public art, performances at city assets
- Create a Perth Amboy Gallery in the downtown
- Conduct places where residents can learn creative skills
- Build a market for investment, jobs, businesses, and stores
- Create a sustainable attraction to Perth Amboy's arts and cultural diversity