



STRATEGIC PLAN – ACCEPTED JUNE 26, 2019

VISION: To make the arts and history essential to the economy, education, and quality of life in Hunterdon County.

MISSION STATEMENT: The mission of the Hunterdon County Cultural & Heritage Commission is to promote and support Hunterdon County’s arts, culture and history by nurturing a sense of place, a culture of creativity, and an enthusiasm to preserve and maintain its history.

GOALS:

1. Nurture vibrant centers for the arts and history
2. Reach every student K-12 in Hunterdon County to develop lifelong skills and appreciation for the arts and history
3. Employ the arts and history to help revitalize the economy
4. Promote the arts and history to maintain and attract residents
5. Establish history and the arts as an essential part of the tourism industry in the county
6. Support and promote innovative, nontraditional art forms and venues
7. Achieve greater visibility for the Commission
 - Support artists and historians/historic sites
 - Expand the number of individuals and organizations served
 - Create deeper relationships with municipal government arts and history organizations and nonprofit arts and history organizations

STRATEGIES

- S1. Ensure full complement of engaged, qualified Commissioners and continued strong support from the Board of Chosen Freeholders (BOCF).
- S2. Increase the budget from public and private resources.
- S3. Work with the County administration to increase and sustain the County’s economic growth.

- S4. Develop cultural leaders by providing professional development training, workshops, and tools for growth throughout the county.
- S5. Work with the County to make the historic courthouse more accessible to all visitors.
- S6. Continue to encourage cultural organizations throughout the County to improve ADA infrastructure.
- S7. Continue to work with other organizations to provide arts/history opportunities to seed and grow arts and history audiences of the future.
- S8. Continue our strong work with state agencies, non-profit organizations, and other counties.
- S9. Work collaboratively with marketing organizations to build awareness of the arts and history in Hunterdon County.

ACTION STEPS:

- A1. (fulfills S1) The Commission shall recommend a new commissioner to the BOCF **by June 1, 2019** for decision by July 2.
- A2. (fulfills S7, S8, S9) Create a Countywide arts/history event website widget/plugin (not necessarily a calendar); draft **by Oct. 30, 2019**.
- A3. (fulfills S9) Contract with a communications/marketing entity in conjunction with the Department of Planning and Land Use to assist the Commission to determine how to reach a diverse audience and build awareness; by **Oct. 1, 2020 [2020 budget request]**
- A4. (fulfills S3) Set up regular/rotating updates from other Division Directors at Commission meetings: EcDev (7/31 mtg), County Architect (6/26 mtg), Planning, Parks, Rutgers/Extension, GIS, **by June 1, 2019**.
- A5 (fulfills S2 – S8) Request funding from County administration to hire additional professional staff for funding and grants management, outreach to municipalities and educational institutions to further the Commission’s mission/vision/goals. **In process; by Oct. 30, 2019 [2020 budget request]**.
- A6. (fulfills S8) Annually review Commission policies, programs, and procedures and ensure best practices by reviewing those in other arts and history organizations; **ongoing; annual**.
- A7. (fulfills S2) Research and develop new public and private funding opportunities; **ongoing**.
- A8. (fulfills S7, S9) Promote history by reviewing/revising the historic marker program; **by Oct. 30., 2019**.