



NEWBURGH

ARTS & CULTURAL STUDY

Newburgh Arts & Cultural Study is sponsored by the David & Constance Littman Fund and:



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This report acknowledges the history of this land that belonged to the Lenape peoples. By raising awareness, we are supporting their long effort in, in the words of the Lenape Cultural Center’s Joe Baker, "pushing back against our erasure and seed the ground with Lenape consciousness for the next generations." Learn more about the land's history and the community, culture, and arts of the Lenape by visiting <https://thelenapecenter.com>.

Cover photo: Color Celebration at Newburgh Illuminated Festival in 2017. Photo by Brian Wolfe.



A mural by Dasic Fernández on the Safe Harbors of the Hudson building, overlooking the Safe Harbors Green. Photo by Avalia Pemberton.



FOREWORD

While formulating the Newburgh Arts + Cultural Study (the Study), we intended to establish a benchmark of data, feedback, and testimony to understand the elements of our arts and cultural ecology in Newburgh. Culture is a significant part of Newburgh’s identity, which has been changing over hundreds of years and is currently defined through a remarkable diversity of residents. However, not all aspects of this culture receive the same recognition or attention. Through the process of the study, we came to think of it as a mirror so that all can be seen and, ideally, known.

Gaining insight on the who, what, when, where, and why of Newburgh’s artistic and cultural production and consumption helps us to understand each other, strengthen the arts and cultural sector, track changes and development, coordinate mutually beneficial efforts, and more that remains to be discovered. It allows us to move beyond assumptions and anecdotes, update our knowledge base and terminology, take a look at what we have, and speculate on where we want to be. The transparency and accessibility of this data can be used by all kinds of people and organizations to provide better services, reach new audiences, foster new collaborations, and lay foundations for stronger community networks.

Connecting with the wide variety of people, communities, organizations, and stakeholders in Newburgh was a daunting task at the outset. Little did we know that the challenge would increase exponentially through COVID-19, which began during the project’s first phase. Yet a group of 17 project advisors contributed their time and input, we met and exceeded our goal for participation in the community survey, and the concluding public event, The Summit: Knowing More, became a moment of connection for many in a year of loss, heartbreak, and social and political upheaval. While the process had its triumphs, we acknowledge the people untapped and the data missed because we could not assemble, shake hands, and smile in person.

From our perspective as project managers, we heard from both long-time and newer residents, saw connections form between advisors, and learned surprising information from data research (Newburgh is young!). Yet your participation is what constitutes this study. Collectively and collaboratively, we can now see ourselves and talk about next steps. Out of nine opportunities proposed by Lord Cultural Resources, the study’s cultural consultant, our community voted and selected four priorities. They provide us with a structure around which we can talk, organize, and take action. Most importantly, the consensus is resounding: the arts are a powerful way to see each other, preserve our collective histories, and imagine a stronger, more equitable future.

We look forward to the conversations and ideas this study engenders—challenging and inspiring alike. Like us, we hope you learn from, connect with, participate in, and support one of Newburgh’s greatest strengths.

Let’s move forward together.

Naomi Hershon-Ringskog + Naomi Miller
Co-Project Managers



Frederick Douglass in Newburgh Project celebrates the famous orator's visit to Newburgh on August 11, 1870. For the 150th anniversary, artist Vernon Byron was commissioned to create a mural commemorating the famous orator. Other highlights included speeches by city council members, and a live-reenactment of Douglass's speech by Oliver King with music accompaniment by local jazz musician Christopher Dean Sullivan. Photo by David Cordero.



EXECUTIVE SUMMARY

The Newburgh Arts + Cultural Study is the result of nearly a year of work with hundreds of members of the Newburgh community. It is an effort to document, assess, consolidate, and analyze information about arts and culture in the City of Newburgh. Through advisory meetings, community workshops, stakeholder interviews, site visits, a city-wide cultural survey, and extensive community outreach and marketing, this study received input from many different voices about Newburgh's strengths, challenges, and opportunities. It is the first of its kind for Newburgh.

One of Newburgh's greatest strengths is its location, being close to New York City and a strong anchor in the Hudson Valley. Other strengths include its history, natural scenic beauty, architecture, vast array of local artistic talent, intimate size, relative affordability, and vibrant diversity. Over half of Newburgh residents are Hispanic/Latino¹ immigrant communities who hail from many countries, and the faith community is manifold. This diversity can also be a challenge, as social divisions and silos exist between different groups along class, race, and ethnic lines, as well as between newcomers and long-term residents. Limited funding, insufficient infrastructure, lack of centralized information sources, ongoing negative perceptions from the past, and mistrust of the government continue to pose challenges to the city.

But in challenge lies opportunity, and, in recent years, Newburgh has been laying a solid foundation for a promising arts and cultural ecosystem. The recent revival of the One Percent for Public Art Program, the adoption of Live-Work zoning for artists, the blossoming of maker spaces and incubators for the creative economy, and the growth of fashion, culinary/distillery arts, and film and video production provide fertile ground for arts and culture to continue to thrive in Newburgh. Regional and local collaborations hold promise in their connections to broader efforts in the Mid-Hudson, as the leveraging of arts and culture for economic development is outlined in the Mid-Hudson Regional Economic Development Council's 2019 Progress Report.

After extensive data collection, the compilation of a cultural asset inventory, synthesis and analysis of key findings, and iterative consultation with the project community advisors, nine emerging opportunities were presented at a public event in December 2020, The Summit: Knowing More. Attendees of The Summit voted upon the emerging opportunities and chose four strategic priorities:

1. Engage people to celebrate, connect, and empower the city's diverse communities.
2. Centralize communication, information, and do more robust marketing about Newburgh arts and culture.
3. Improve city government support/policies for arts and culture; and
4. Develop additional financing and funding for arts and culture.

¹ The Study recognizes the emergence of multiple terms to reference Spanish-speaking immigrant populations in the US such as "Latinx" and "Latine." For the purposes of this report, the Study is using the terms consistent with the US Census, "Latino" and "Hispanic."



This study contains the background for these opportunities and emerging recommendations for how to begin approaching them. The hope is that the rich information compiled as a result of the Newburgh Arts + Cultural Study can lay the foundation for the community to come together for continued active planning around these priorities to build an even brighter future for all in Newburgh.

AT A GLANCE

4 Phase Methodology: April-December 2020	130+ Artists Inventoried
4 Site Visits to Newburgh	200+ Cultural Assets Inventoried
25+ Ongoing Cultural Events Inventoried	411 Survey Respondents
18 Stakeholder Interviews	17 Project Community Advisors
7 “Piggyback” Community Meetings	90 Attendees at The Summit: Knowing More
9 Emerging Recommendations Presented	4 Community Workshops, with 139 Registered Participants

KEY FINDINGS: STRENGTHS, WEAKNESSES, CHALLENGES, OPPORTUNITIES

4 Priorities Most Highly Voted at Summit

1. Engage people to celebrate, connect, and empower the city’s diverse communities
2. Centralize communication, information, and do more robust marketing about Newburgh arts and culture
3. Improve city government support/policies for arts and culture
4. Develop additional financing and funding for arts and culture

Full details at newburghculture.org



RESUMEN

El Estudio Cultural y de Arte de Newburgh es el resultado de casi un año de trabajo con cientos de miembros de la comunidad de Newburgh. Es el primer esfuerzo por documentar, evaluar, consolidar y analizar información sobre las artes y la cultura en la ciudad de Newburgh. A través de reuniones de asesoramiento, talleres comunitarios, entrevistas con las partes interesadas, visitas al sitio, una encuesta cultural en toda la ciudad y un amplio alcance comunitario y de mercadeo, este estudio recibió aportes de muchas voces diferentes sobre los desafíos y las oportunidades que Newburgh presenta como ciudad.

Una de los rasgos de mayor importancia para Newburgh es su ubicación, ubicada muy cerca de la ciudad de Nueva York y con en el Valle de Hudson. También son de mucho valor su historia, la belleza escénica natural, su arquitectura, la amplia gama de talentos artísticos, su tamaño acoger y su diversidad. Más de la mitad de los residentes de Newburgh son comunidades de inmigrantes hispanos / latinos que provienen de muchos países. Esta diversidad también puede ser un desafío, ya que existen divisiones sociales entre diferentes grupos en cuanto líneas de clase, raza y etnia, o entre los recién llegados y los residentes a largo plazo. La financiación limitada, la infraestructura insuficiente, la falta de fuentes de información centralizadas, las percepciones negativas del pasado y la desconfianza en el gobierno continúan representando grandes desafíos para la ciudad.

Pero en el desafío también se encuentra una oportunidad y, en los últimos años, Newburgh ha estado formando una base sólida para un ecosistema artístico y cultural prometedor. El reciente resurgimiento del Programa One Percent for Public Art, la adopción de la zonificación Live-Work para artistas, el florecimiento de espacios de creadores e incubadoras para la economía creativa, y el crecimiento de la moda, las artes culinarias / de destilería y la producción de películas y videos proporcionan un terreno fértil para que las artes y la cultura continúen prosperando en Newburgh. Las colaboraciones regionales y locales son prometedoras en sus conexiones con esfuerzos más amplios en Mid-Hudson, ya que el aprovechamiento de las artes y la cultura para el desarrollo económico se describe en el Informe de progreso de 2019 del Consejo de Desarrollo Económico Regional de Mid-Hudson.

Después de una extensa recopilación de datos, la compilación de un inventario de activos culturales, la síntesis y análisis de hallazgos clave, y una consulta con los asesores de la comunidad del proyecto, se presentaron nueve oportunidades emergentes en un evento público en diciembre de 2020, The Summit: Knowing More. Los asistentes a la Cumbre votaron sobre las oportunidades emergentes y eligieron cuatro prioridades estratégicas:

1. Involucrar a las personas para celebrar, conectar y darle fuerzas a las diversas comunidades de la ciudad;
2. Centralizar la comunicación, la información y realizar un plan de mercadeo sólido sobre las artes y la cultura de Newburgh;
3. Mejorar el apoyo / las políticas del gobierno de la ciudad para las artes y la cultura; y
4. Desarrollar financiamientos adicionales para las artes y la cultura.



Este estudio contiene los antecedentes de estas oportunidades y las recomendaciones que surgieron sobre cómo comenzar a abordarlas. La esperanza es que la información recopilada como resultado del Estudio de Arte y Cultura de Newburgh pueda sentar las bases para que la comunidad se una en el esfuerzo de realizar una planificación activa y continua para construir un futuro aún más brillante para todos en Newburgh.

EL ESTUDIO DE UN VISTAZO

4	Metodología de 4 fases: abril-diciembre de 2020	130+	Más de 130 artistas inventariados
4	Visitas al sitio de newburgh	200+	Más de 200 activos culturales inventariados
25+	Más de 25 eventos culturales en curso inventariados	411	Encuestados
18	Entrevistas con las partes Interesadas	17	Asesores comunitarios del proyecto
7	Reuniones comunitarias "A cuestas"	90	Asistentes a The Summit: Knowing More en diciembre de 2020
9	Recomendaciones emergentes Presentadas	4	Talleres comunitarios, Con 139 participantes registrados

HALLAZGOS CLAVE: FORTALEZAS, DEBILIDADES, DESAFÍOS, OPORTUNIDADES

4 Las 4 prioridades más votadas en la Cumbre

1. Involucrar a las personas para celebrar, conectar y brindar fuerzas a las diversas comunidades de la ciudad
2. Centralizar la comunicación, la información y realizar un plan de mercadeo más sólido sobre las artes y la cultura de Newburgh.
3. Mejorar el apoyo y las políticas del gobierno de la ciudad para las artes y la cultura.
4. Desarrollar financiamiento adicional para las artes y la cultura.

Detalles completos en <https://www.newburghculture.org/>



1. INTRODUCTION

NEWBURGH IN CONTEXT

The City of Newburgh holds great promise to become a regional hub for the arts and cultural sector. Home to a rich population of diverse artists and communities, graced with spectacular historic architecture, and optimally located just 60 miles north of New York City and nestled within the Hudson Valley, Newburgh has many of the raw ingredients to ensure a thriving arts and cultural sector, which can, in turn, strengthen other sectors and communities in the city, and power an economic resurgence built on the creative economy.

The Newburgh Arts + Cultural Study was launched as a critical step in fulfilling this potential. This study is the first comprehensive inventory and assessment of the diverse arts and cultural ecology in Newburgh, drawing from extensive community outreach and data collection. The goals of this study are for Newburgh to better understand its arts and cultural landscape, to inform stakeholders about arts and cultural activity and its importance, to guide decisions that best nurture and grow the arts and cultural sector, and, in doing so, to benefit all of Newburgh.

The importance of arts and culture

Why does this study matter? Extensive data supports the many benefits of arts and culture on communities across a wide variety of sectors. The Americans for the Arts Social Impact Explorer² consolidates multiple data-driven reports to demonstrate these benefits.

Of note are the impact of arts and culture on economic development, workforce development, and social cohesion—three lenses of particular importance to Newburgh. Additionally, arts and culture have multiple, proven, positive impacts in the field of health—a lens that assumed additional importance in the wake of the COVID-19 pandemic, which exploded shortly after the launch of this study.

² Americans for the Arts, “Arts + Social Impact Explorer,” www.americansforthearts.org/socialimpact. Accessed February 28, 2021.



ARTS + ECONOMIC IMPACT

- Arts and culture generate 4.2% of U.S. GDP: over \$802 billion in 2018
- Arts support 4.92 million jobs
- 53% of small businesses and corporations value arts partnerships
- Arts spark growth and innovation in multiple industries
- Arts create economic growth and can double tax receipts

ARTS + WORKFORCE DEVELOPMENT

- Creativity is a top 3 most desired skill by employers
- 50% of business executives credit the arts for their career success
- 4.7 million jobs are created by arts and culture
- Employers rank study in the arts as a top indicator of desirability in employees
- Nobel Prize winners are 2.85x likely to have an artistic hobby

ARTS + SOCIAL COHESION

- 40% feel more positive about their community after taking part in the arts
- 9 out of 10 say the arts increase connection to community
- 80% of people explore new places for the arts
- Arts bridge language barriers and unite disparate groups
- Groups built around cultural experiences score highest on trust and tolerance
- Arts participation unites generations, reduces fear, and empowers citizens

ARTS + HEALTH & WELL-BEING

- 43% of frontline clinical health staff believe that arts have a positive effect on healing
- 50% of hospitals have arts programs
- \$2.25 billion of savings are projected by scaling a successful hospital arts program to national level
- \$56 billion annually can be saved nationwide from patients exposed to art who recuperate faster and need less medication
- The arts provide a 24% improvement in clinical outcomes
- Increased immunity results from artistic activity for those battling terminal diseases

Note: sources for all data points can be found at intranet.americansforthearts.org/socialimpact



In Newburgh, the data points from the Arts + Social Impact Explorer resonate—60% of respondents to the Newburgh Community Cultural Survey strongly agree that arts and culture in Newburgh strengthens social or community connectivity, and over half strongly agree that arts and culture provide healing, and that arts and culture contribute to the local economy. In fact, the arts are Newburgh’s third-largest employment industry cluster, creating over 700 jobs since 2010³. While Newburgh’s arts and cultural landscape has great potential, it also faces significant challenges, as detailed in this study. The arts and culture can offer solutions to address these challenges. To do so, arts and culture must connect with other sectors—economic development, urban planning, education, and others—as part of a multi-pronged effort to create a more prosperous, unified, and successful Newburgh.

Newburgh Past and Present

In recent years, Newburgh has seen an influx of new residents, an increasing trend due to the COVID-19 pandemic. Newcomers are often attracted by affordable Victorian housing stock, a result of the city’s illustrious industrial past as “the Queen of the Hudson” and, even more so, as an important historical center of the American Revolutionary War and the development of American landscape architecture. Much of this magnificent architecture fell into disrepair as the city’s manufacturing base declined in the mid-20th century. Through the recent efforts of the City of Newburgh, properties have been made available for rehabilitation with community partners such as Newburgh Community Land Bank, Habitat for Humanity of Greater Newburgh, affordable housing developer RUPCO, and entrepreneurial individuals. Newcomers join residents who have been here for generations, earlier waves of creatives and artists, and an immigrant population from Mexico, Honduras, Peru, Columbia, and El Salvador⁴, as well as Haiti and Jamaica⁵, among other countries. Newburgh’s faith community is also heterogenous, including Baptists, Catholics, Jews, Lutherans, Methodists, Pentecostals, Presbyterian, Muslims, and others.⁶

While the Newburgh community unanimously cites diversity as one of Newburgh’s greatest strengths, a deeply painful history of urban renewal exists, leaving lasting scars on lower-income residents and communities of color. This legacy is well documented in books such as *The Despised Poor* or the film *The Battle of Newburgh*. The trauma of disinvestment, razed properties, and a history of high crime and poverty remains, leading to a lingering reputation of problems and a perception that there are two Newburghs. Arts and culture can provide much-needed tools for healing and unification, and Newburgh can benefit from the historic and unifying events of 2020 to reckon with structural inequality.

³ City of Newburgh, “NY State Downtown Revitalization Initiative Application,” 2019, www.ny.gov/sites/default/files/atoms/files/Newburgh_2019_DRI_Four.pdf. Accessed January 31, 2021.

⁴ Polly J. Smith, PhD, Alexander R. Thomas, PhD, and Jan DeAmicis, PhD, “Ethnicity, Immigration and Demographic Change in Upstate New York Metropolitan Centers” (Utica: Utica College, 2013), 19–20.

www.utica.edu/academic/institutes/ucsc/doc/Immigration%20Upstate%20Cities%2020130412.pdf. Accessed April 1, 2021.

⁵ Lana Bellamy, “Language barriers may obscure vital information,” *Times Herald-Record*, May 8, 2020.

⁶ Best Places, “Religion, Newburgh, New York,” www.bestplaces.net/religion/city/new_york/newburgh. Accessed January 30, 2021.



Today, there are numerous signs of revitalization. Repeatedly, the arts are cited as key to the revival Newburgh has been experiencing. New creative businesses continue to grow along the Liberty Street corridor and Broadway. The Ritz Theater, famous as an early showcase for talents such as Frank Sinatra and Lucille and Desi Arnaz, is under renovation, as is the Newburgh Performing Arts Academy. The \$2 million redevelopment of an abandoned warehouse, now Atlas Studios, provides a model for a maker space and creative incubator. Newburgh has recently been cited as a rising center for fashion start-ups with Orange County Accelerator's hub at 605 Broadway, harkening back to its industrial past as a garment manufacturing center. Film productions have quadrupled, from two productions per year in 2015–16 to eight productions in 2019. Murals throughout Newburgh pay tribute to its diverse residents, from its rich African American history (depicted in the murals at Newburgh's courthouse) to its diverse Latino community, which will be further celebrated in a future-planned Latino Heritage Mural⁷.

Arts and cultural assets are increasingly recognized for the value they bring to the city. Newburgh's 2018 Vision Plan cites the city's vibrant arts and cultural scene as a key attraction, including historic and cultural sites such as the Dutch Reformed Church, the Greater Newburgh Symphony Orchestra, and its architectural heritage. The Vision Plan calls for supporting the arts and culture within the City's broader goals of both Social Well-Being and Economic Development. The Newburgh Arts and Cultural Commission, disbanded in 2009, was reinstated in 2018, and the One Percent for Public Art Program is being revived. Such a tool is essential to the future of Newburgh's arts and culture as community investments will be needed to guard against displacement that some fear can accompany gentrification, a phenomenon often associated with arts and culture. Above all, it is essential that any plans to strengthen Newburgh's arts and cultural sector are truly and actively inclusive of all in Newburgh to help heal past racial and class divides for a more successful future.

⁷ [hudsonvalleypress.com/2020/10/21/new-latino-heritage-mural-will-highlight-culture/](https://www.hudsonvalleypress.com/2020/10/21/new-latino-heritage-mural-will-highlight-culture/)



Demographic Context

Newburgh is distinguished by a relatively young and racially diverse population, over half of whom identify as Hispanic/Latino and roughly a quarter as Black. Median income is significantly below the US median.

Population and Median Age



Source: 2019 American Community Survey 5-Year Estimates

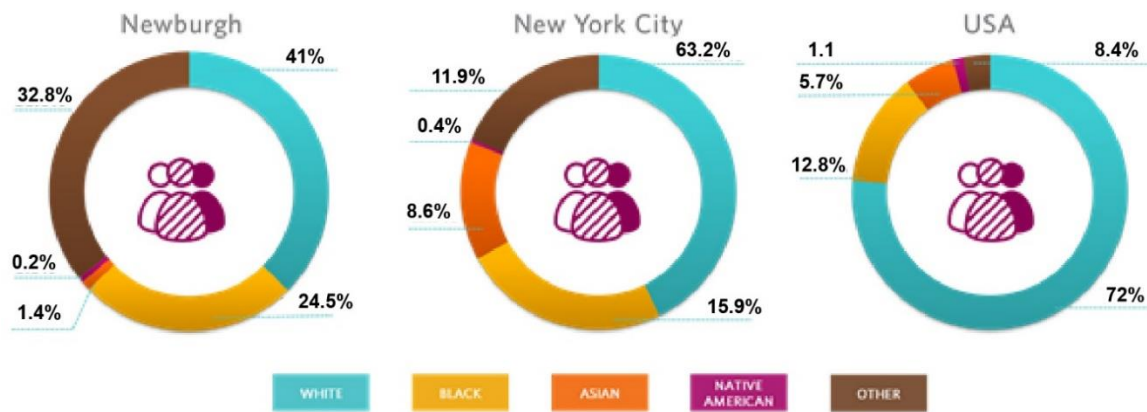
Income

Median Household Income



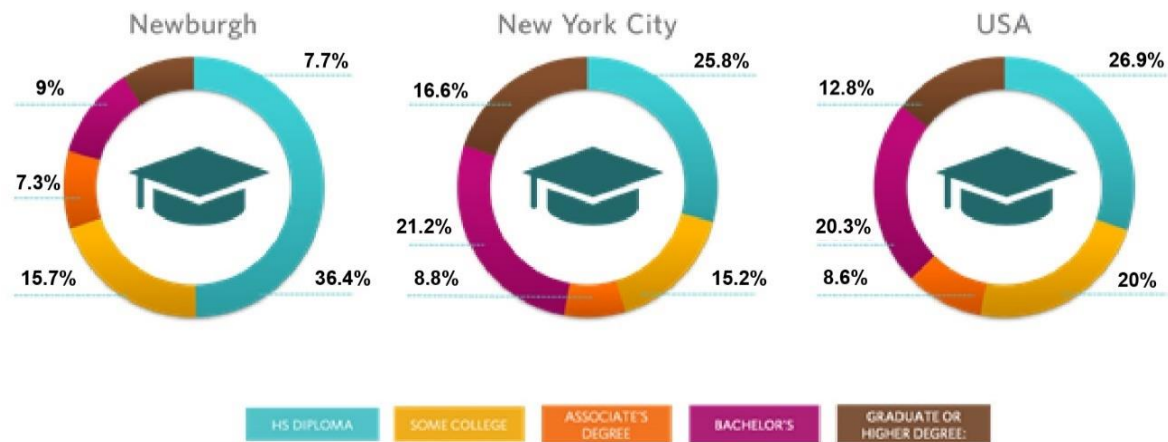


Race



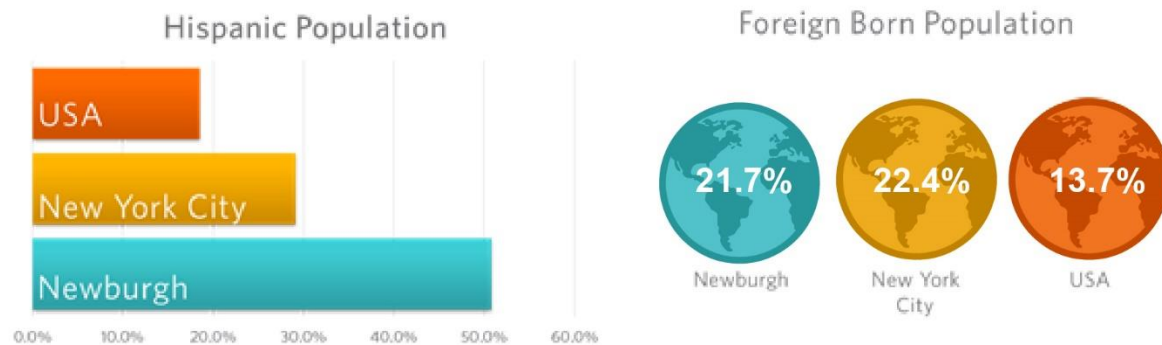
Source: 2019 United States Census Bureau QuickFacts. Note: Main categories include persons reporting one race only. "Other" includes persons reporting more than one race.

Education



Source: 2018 and 2019 American Community Survey 5-Year Estimates; Population Aged 25+

Ethnicity and Foreign Born



Source: 2019 American Community Survey 5-Year Estimates



Newburgh's large Hispanic/Latino population presents an opportunity to celebrate the richness of the many countries of origin that make up this population. The prevalence of a younger, lower-income population presents both challenges and opportunities. From a funding perspective, arts patrons are typically older with higher incomes. But a younger population also presents an opportunity to develop a pipeline of art makers, more arts educational opportunities, and appreciators from a young age.

Additionally, a number of recently published reports have studied the intersection of arts and cultural organizations and communities of color. According to "Centering the Picture: the role of race & ethnicity in cultural engagement in the U.S." published in December 2020, changes desired by cultural audiences post-pandemic are even more pronounced among BIPOC (Black, Indigenous, People of Color) groups. The three top changes cited by these groups are for arts and cultural organizations to 1) become more inclusive and community centered; 2) become more casual and enjoyable; and 3) offer content that is more reflective of people's lives and is more frequently refreshed.⁸ An April 2021 SMU DataArts report, "The Intersection of Funding, Marketing, and Audience, Diversity, Equity, and Inclusion," examines "if and how donor priorities and an organization's location, subscriber base, and marketing actions affect the extent to which audiences represent the diversity of the organization's community."⁹ Among the studies' findings are that the larger the subscriber base of an organization, the lower the levels of audience and income representativeness, and that foundation/government philanthropic support correlates with a greater level of racial and income representativeness, and the opposite is true with corporate support.

Regional Context

Newburgh's location is often cited as one of its greatest strengths. Located in Orange County, approximately 60 miles north of New York City and 90 miles south of Albany, Newburgh is easily accessible from both New York State's cultural capital and political capital. Access to transportation is excellent with nearby highways (84 and 87), a shuttle bus from Newburgh to New York City's Port Authority, a regional train network via Beacon's Metro-North station, and international air travel at Stewart airport in New Windsor. Particularly impressive is that Newburgh boasts the region's only deep water port. The multimodal transportation options provide many opportunities to attract visitors and create favorable conditions for cultural tourism.

Newburgh is well-positioned within the popular Hudson Valley, with easy access to nearby regional cultural attractions such as Storm King Art Center and Dia:Beacon in addition to the growing popularity of Magazzino Italian Art, Manitoga/The Russel Wright Design Center, and The Garrison Institute. Newburgh's increasing regard as an arts and cultural center parallels growth in other nearby Mid-Hudson cities such as Beacon and Kingston, and a major opportunity is regional collaboration. Historically an engine of jobs and industry in Orange County, the city could benefit from support by the county tourism and film office to capitalize on Newburgh's waterfront access, promising yet underutilized ferry system, and strong foundation of cultural assets.

⁸ Jen Benoit-Bryan et al., "Centering the Picture: The role of race & ethnicity in cultural engagement in the U.S." (Chicago: Slover Linnett Audience Research, 2020), 2. An analysis of national survey data from the first wave of "Culture and Community in a Time of Crisis: A Special Edition of Culture Track." sloverlinett.com/wp-content/uploads/2020/12/Centering-the-Picture-full-report-CCTC-Wave-1-findings.pdf. Accessed April 1, 2021.

⁹ Zannie Voss, Glenn Voss, and Young Woong Park, "The Intersection of Funding, Marketing, and Audience Diversity, Equity and Inclusion" (Dallas: SMU Data Arts, 2021), 3. sloverlinett.com/wp-content/uploads/2020/12/Centering-the-Picture-full-report-CCTC-Wave-1-findings.pdf. Accessed May 1, 2021.



Building on Existing Reports, Studies, and Initiatives

This study builds upon other regional and local studies and initiatives that demonstrate the importance of arts and culture in Newburgh as part of a broader regional ecosystem.

SUNY New Paltz's Center for Research, Regional Education & Outreach (CRREO) at the Benjamin Center created a 2013 study, *Mid-Hudson Arts & Culture: The Economic Impact*¹⁰, which details the economic impact of the arts in the Hudson Valley and in each county within the region. The study found that almost half a billion dollars in economic activity in the Mid-Hudson region is generated by this sector and that, directly or indirectly, arts and culture provides employment for almost 5,000 Mid-Hudson Valley residents. Additionally, audience spending on lodging, food, recreation, retail, and transportation injected \$498 million directly into the region's economy, and the value of volunteer labor added an additional \$28.7 million. A handful of Newburgh organizations participated in the study, including Greater Newburgh Symphony Orchestra, Newburgh Chamber Music (now defunct), Newburgh Preservation Association, and Safe Harbors of the Hudson, among others, along with many potential Orange County collaborators. In Orange County, the study focused on 78 arts-and-cultural organizations and measured the economic impact in Orange County as follows:

- \$20.8 million in direct impact (direct expenditures by arts & cultural organizations)
- \$12.3 million in indirect impact (creating jobs in other sectors)
- Employment: 486 jobs (200 direct, 286 indirect, or 130 jobs per 100,000 of population)
- 362,000 visitors were attracted to the region by arts and cultural attractions, who injected an additional \$31.9 million directly into the Orange County economy
- Orange County arts & culture volunteers generated 103 hours of service valued at \$2.72 million

In 2018, SUNY Orange Community College created a Newburgh Community Survey to assist College decision-makers to identify programs and barriers to enrollment at SUNY Orange's Newburgh campus. Among the academic areas of most interest, art and communication was ranked 4th (12.16% chose) out of 11 choices, just below the 3rd choice of Business (13.51%) and after 1st choice Health (17.57%), and 2nd choice Computer Science/Information Technology (14.86%).

Also in 2018, Arts Mid-Hudson launched a Newburgh Arts & Community Action¹¹ monthly meetup, an initiative paralleled by Arts & Action meet-ups in Poughkeepsie and Kingston. These meetings provide a model for future convenings of Newburgh's arts and cultural community, as do the Orange County Arts Council's consistent programming such as monthly studio visits. Newburgh is currently working with Poughkeepsie and Kingston as part of Scenic Hudson's Successful River Cities coalition, which provides additional opportunities for networking and collaboration.¹² These initiatives relate to ongoing community efforts to create arts and cultural events such as Upstate Art Weekend, a three-day self-directed accessible event begun in 2020, connecting tourists and locals with the arts and outdoors, and celebrating the cultural vibrancy

¹⁰ www.newpaltz.edu/media/the-benjamin-center/crreo_artculture2014.pdf. Accessed February 1, 2021.

¹¹ "Arts Mid-Hudson 2018 Annual Report" (Poughkeepsie: Arts Mid-Hudson, 2019), 3. www.artsmidhudson.org/annual-reports. Accessed April 1, 2021.

¹² SUNY Orange, "Newburgh Community Survey Summary," internal document, 2018. Also available in "Data" tab on newburghculture.org.



of Upstate New York; Art Along the Hudson, an annual marketing showcase of arts and cultural venues throughout the Mid-Hudson Valley that began in 2003; and Hudson River Valley Ramble, an annual event series celebrating the history, culture, and natural resources of the Hudson Valley region, launched in 1999. These past and current efforts demonstrate relationships currently in place to build upon, and the ongoing investment needed for inclusivity, sustainability, and consistency.



Judy Thomas, MATRIX:RENEWAL, 2015, interactive site-responsive sculptural installation. Courtesy of the artist. This project was funded in part through Arts Mid-Hudson.

More recently, New York State's Mid-Hudson Regional Economic Development Council, in their *2019 Progress Report Sparking Innovation, Igniting Change*¹³, integrates Live, Work, Play strategies into their statewide priorities of Placemaking, Innovation, Tradeable Sectors, and Workforce. Film and television production is a key industry cluster within the Work strategy. Arts and cultural businesses, organizations, and projects are central to the Play strategy, including specific examples in Newburgh such as Graft Cider's expansion, the Boys & Girls Club of Newburgh's relocation of Newburgh Performing Arts Academy, and the restorations of the Tower of Victory in George Washington's Headquarters and The Ritz Theater at Safe Harbors of the Hudson. These existing regional partnerships are essential to build upon as Newburgh pursues its future arts and cultural goals.

Finally, the City of Newburgh underwent a 2020 Housing Study by Kevin Dwarka LLC Land Use & Economic Consulting and the Pace Law School Land Use Law Center, supported by the Leviticus Fund. While goals of this study focused on housing, points intersect with the Newburgh Arts + Cultural Study, particularly in relation to affordable housing and additional live/work housing. This Study recommends fostering these intersections for Newburgh's creative economy, especially given rising fears of gentrification and displacement. Additional points of connection between housing, and arts and culture include a desire for arts and culture to tell truthful stories about the painful history of redlining and how to create equity-centered policy in the future. These points were reinforced by the Mayor's Strategic Economic Development Advisory Committee's December 12, 2020 presentation to City Council members¹⁴.

¹³ regionalcouncils.ny.gov/sites/default/files/2019-10/2019MidHudsonProgressReport2.pdf. Accessed January 31, 2021.

¹⁴ City of Newburgh, "The Mayor's Strategic Economic Development Committee Retreat," <https://newburghny.new.swagit.com/videos/108177>. Accessed May 31, 2021.



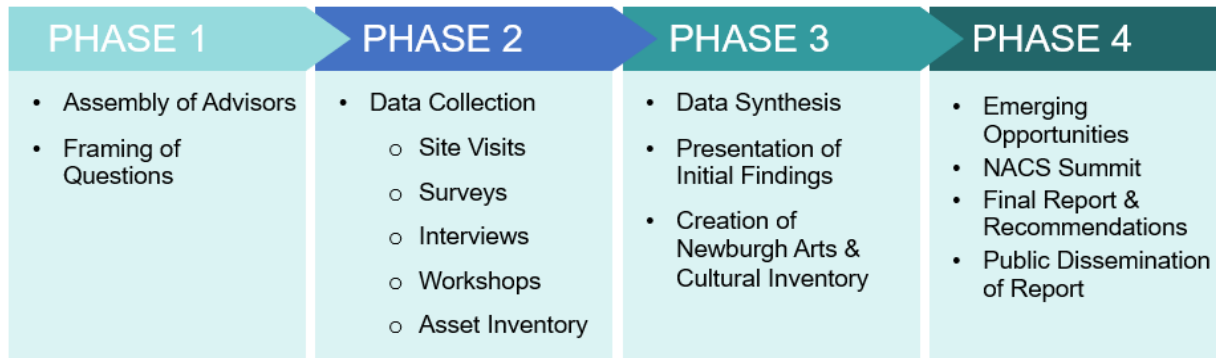
Newburgh at sunset. Courtesy Hudson Valley Drones.



2. METHODOLOGY

PROCESS

The Newburgh Arts + Cultural Study was conducted between April and December 2020. The process and timeline are outlined below:



Essential to note is the context for the collection of data, which took place under exceptional circumstances, given the events of 2020. These include the global COVID-19 pandemic, the racial and social justice movement, including the historic Black Lives Matter activities, the census, and the presidential election. While the study did include some in-person meetings, the vast majority of meetings were conducted online, though the process included extensive community outreach to bridge the digital divide and ensure robust participation from as much of the community as possible.

The primary data collection methods included the following inputs:

- Site visits
 - The consultants for the project visited Newburgh four times to tour numerous cultural assets in Newburgh and have in-person conversations with community members and cultural leaders.
- Confidential Stakeholder interviews
 - 18 stakeholders participated in in-depth interviews and conversations, representing a wide range of individuals working in cultural organizations, community development, economic development, government, tourism, education, and the faith community. An additional 7 stakeholders responded online to the interview questions. Stakeholder interviewees are listed in Appendix A.
- Surveys
 - 411 respondents filled out the Community Cultural Survey, which was provided in English and Spanish.
 - A USPS mailing campaign was delivered to approximately 8,000 households in Newburgh.



- Printed, bilingual versions of the survey were handed out at Newburgh Free Library and City Hall to supplement the online SurveyMonkey version. Individual canvassing occurred along the Broadway corridor, Newburgh Farmers Market, Healthy Orange Farmers Market, We Are Newburgh, Mill Street corridor, Newburgh Mutual Aid, and Lake Street Senior Apartments.
- Community Virtual workshops
 - 4 targeted community workshops were conducted by the project team:
 - Arts and creative industries: August 6
 - Youth, families, and faith community: August 28
 - Businesses, nonprofits, and government: Sept 15
 - Community overall: October 6
 - 139 participants registered for workshops, listed in Appendix A
 - Workshop invitations were provided in Spanish and English, and offered the option for Spanish translation at the workshops
- “Piggyback” meetings: presentations of the Newburgh Arts & Cultural Study at scheduled meetings of other organizations were conducted with the following groups:
 - Community Voices Heard, September 16, 2020 and October 20, 2020
 - Newburgh Arts & Cultural Commission meetings
 - Newburgh City Council: October 22, 2020
 - Newburgh Healthy Black and Latinx Coalition: July 1, 2020
 - Scenic Hudson Successful River Cities Coalition: October 16, 2020
 - TEAM Newburgh: September 9, 2020
 - Additional organizations contacted to request piggyback meetings were:
 - Mount Saint Mary College
 - Neighborhood Stabilization Committee
 - Newburgh Enlarged City School District Board of Education
 - Newburgh Housing Study Coalition
 - Newburgh LGBTQ Center
 - Nobody Leaves the Mid-Hudson
 - Orange County Education & Business Committee
 - We Are Newburgh



OUTREACH



Study team member Rebeca Ramirez canvassed the businesses and passerby on Mill Street to take the bilingual Community Cultural Survey. Photo by Naomi Hersson-Ringskog.

To ensure the study reached as deeply and widely as possible into the community, the following efforts were made in addition to the process above:

- A group of 17 project advisors was created to meet at regular intervals with the project team, to review key milestones such as survey design, workshop goals, outreach efforts, and feedback on emerging findings and recommendations. (See Appendix A for list of advisors and affiliations.)
- A holistic digital marketing strategy was implemented to provide informative and transparent updates on the Study's progress to the community. The strategy included a robust email and social media campaign that led back to the Newburgh Arts + Cultural Study. The website also provided resources on funding for individuals and organizations impacted by COVID-19, and for Black Lives Matter and equity-related concerns.
- A traditional marketing strategy was put in place to further communicate the study to the community. 8,000 bilingual postcards were sent to 10 postal routes, a building-sized banner was placed at Spring and Liberty Streets, and two digital billboards displayed messages on



As part of the Study's outreach efforts, members of the Newburgh Arts and Cultural Commission tabled at Common Ground Farm's Newburgh Farmers Market, handing out surveys, fielding questions, and offering information. Photo by Naomi Hersson-Ringskog.



Rt 17 on the way to Middletown, NY. An ad was placed in English and Spanish on radio's air and social media platforms.

- A “Community Conversations” protocol was created, based on the community workshops questions, and posted on the project website for any community member to gather data and share for incorporation into the Key Findings.
- The project managers met with 9th and 10th graders from Newburgh Free Academy and led discussions based on the community workshops questions.
- The study was promoted at community events such as Newburgh Open Studios and the Newburgh Farmers Market.
- The Study was part of a panel discussion around cultural planning at the American Planning Association’s annual conference (October 2020). The panel was organized by Naomi Hersson-Ringskog in partnership with Lord Cultural Resources, and featured Project Manager Naomi Miller in conversation with other regional stakeholders for cultural planning efforts.¹⁵



On the corner of Liberty and Spring Streets, a large-scale vinyl poster advertised The Summit: Knowing More, the online conference where the Study's initial findings were presented and the community voted for our top four priorities. Photo by Brian Wolfe.

¹⁵ A video of the APA discussion can be seen here: <https://www.youtube.com/watch?v=07bcd01FjQY>



Alison McNulty's Ghost Column 6 (2019, dry-stacked historic Hudson Valley Lahey bricks and unprocessed Corno sheep wool sourced from a historic regional fiber farm) installed at 297 Grand Street during Terrain Biennial Newburgh 2019. Courtesy, Terrain Biennial Newburgh.



3. KEY FINDINGS

Key findings emerged from the multiple sources detailed in the methodology by compiling inputs that were repeated by these sources to reveal patterns. The findings are grouped into three categories: Strengths, Weaknesses/Challenges, and Opportunities.

STRENGTHS

Location

- Newburgh's proximity to New York City and other Hudson Valley attractions, its breathtaking scenic beauty and views of the Hudson River, and its status as a regional arts and agricultural hub are huge advantages.

Diversity

- Newburgh's extremely diverse population is universally cited as a huge asset.
- Over half of Newburgh's residents are Hispanic/Latino, hailing from multiple countries and cultures, who have multiple cultural traditions.
- The city has a large African American population with a rich history such as the African American graveyard under the Newburgh courthouse.

Newburgh Pride

- Newburgh is full of passionate, resilient, resourceful, and driven individuals who are attracted by the opportunity to be part of a solution.

History

- Newburgh is well known as the home of George Washington's Headquarters.
- Newburgh was a center during the birth of American landscape architecture, created by Newburgh native Andrew Jackson Downing, and the period of the Hudson River School painters.
- Home to one of Thomas Edison's first electrical power plants, it was one of the nation's first electrified cities.
- Newburgh celebrates the legacy of the Alsdorf family, the renowned African American music and dance teachers who formed the Alsdorf Orchestra, and of Frederick Douglass, who delivered a resounding speech in 1850.
- Other notable cultural personalities were born in Newburgh, including modernist painter Ellsworth Kelly and architect Gordon Marvel.



Rich cultural assets

- Newburgh has a heralded symphony, many art galleries, historical landmarks, magnificent architecture, higher educational institutions Mount St. Mary College and SUNY Orange Community College, great community organizations such as the Newburgh Community Photo Project and Girls to Ladies, and art in the public schools including Newburgh Schools Drumline, a black box theater, and the school superintendent’s annual arts celebration.
- Annual festivals, such as Newburgh Illuminated and Newburgh Open Studios, and ongoing events such as the Mexican Rodeo at The Armory, Safe Harbors’s Salsa Under the Stars, musical performances at The Warehouse and Newburgh Brewing Company, and Last Saturdays, provide a strong foundation to build upon. A full list of Newburgh’s many cultural assets is in Appendix B.
- Music, Visual Arts, and Food, Culinary/Distillery Arts were the top three categories survey respondents had experienced in the last year, while the top three activities survey respondents are involved in are Visual Arts, Gardening, and Design.

Local and home-grown talent

- Newburgh is home to a vast array of talent, which includes long-time residents and newer arrivals. Organizations such as the Newburgh Performing Arts Academy provide invaluable mentorship for a new generation of Newburgh creatives.
- Survey respondents indicated strong support for the arts, with most attending more than 5 arts and cultural events per month. Downtown Newburgh was the top location where respondents were most likely to enjoy culture, followed by neighboring municipalities, other Newburgh neighborhoods, and New York City.

Size and affordability

- Newburgh’s small size and affordable real estate allows creatives to take risks and experiment with new ideas and projects.

Strong foundation of planning initiatives

- Newburgh has adopted a “Smart Growth” approach to planning, exemplified by its adoption in 2016 of “Live-Work” zoning, to make it easier for creatives to have spaces where they both live and work on their creative endeavors¹⁶

¹⁶ Barbara Lee, “Live-Work Comes to Newburgh.” www.newburghny.org/live-work-comes-to-newburgh/. Accessed January 31, 2021.



CHALLENGES

Social divisions and silos

- Newburgh’s painful history lives on today in continuing segregation across class, race, and ethnic lines.
- There is tension and territoriality between newcomers and long-term residents. Newcomers don’t always feel welcome, while long-term residents fear that newer residents will create a wave of gentrification and displacement.
- Divisions are geographic as well, i.e. between the waterfront and the rest of the city or along clustered neighborhood silos.
- While Newburgh has strong faith communities, silos exist among and between them.

Reputation and perception vs. reality

- While Newburgh’s crime rate has declined since 2011, the perception remains that it is dangerous.
- There is a lack of awareness of the many great cultural developments and events going on in Newburgh today.
- Artists are perceived as accelerating gentrification, while the reality is that many artists have the same income and affordability struggles as other residents. The fears of gentrification risk stifling the benefits of beautification and community improvement. Displacement and gentrification are real risks. Investment in neighborhoods can provide revitalization that benefits all, if safeguards are created against displacement.

Lack of centralized information sources

- It is difficult to find comprehensive, consistent information about what is happening in Newburgh’s arts and cultural landscape.
- Survey respondents’ #1 difficulty for arts and cultural participation was “I don’t know about events.” Likewise, a top comment to “What is missing from arts and culture in Newburgh?” was a centralized site for a calendar of events.
- Even artists in Newburgh don’t often know what other artists are doing.
- There is a need for more dialogue, collaboration, and information sharing.
- Survey respondents rely primarily on social media and word-of-mouth.

Limited funding and economic challenges

- Poverty is an ongoing challenge for many Newburgh residents and art is perceived as a luxury that those in survival mode have difficulty accessing.
- A weak tax base leads to an undernourished and limited city government.
- Long-term residents fear getting priced out as real estate values increase.
- With COVID-19, the City and County lost a number of state grants.



- Real estate developers who warehouse large amounts of property create obstacles to communities being able to access spaces.
- Hudson Valley in general does not have a lot of philanthropic partners for the arts. Newburgh receives a fraction of what exists and has access to relatively small grant awards like Arts Mid-Hudson and Orange County Arts Council.
- Existing cultural institutions do not have enough funding for strong leadership or educational departments.

Lack of infrastructure

- Newburgh lacks basic services in the city such as a bank, movie theater, or grocery store.
- There is no central Latino/Hispanic community center to serve over half of Newburgh residents who are Latino/Hispanic.
- Public transportation is unreliable and sparse, while pedestrian infrastructure requires more investment, thus exacerbating geographic divisions and lack of connectivity and wayfinding.

City trust and leadership

- Creative businesses need more streamlined and clarified policies, i.e. zoning, permits, and tax codes that nurture artists and creatives.
- Newburgh has been the subject of many past charrettes and plans, few of which have been fully implemented. There is a need to build trust and follow-through in city leadership and unify the community to work together on realizing goals.

OPPORTUNITIES

Foster collaboration and partnerships

- Newburgh's higher education institutions, SUNY Orange Community College and Mount St. Mary College (MSMC), offer rich opportunities for collaboration. A model is MSMC's¹⁷, which introduces undergraduate business students to arts nonprofits to foster a better understanding of the role the business community plays in supporting arts and culture.
- Newburgh public schools can collaborate more with art organizations and artists, i.e. develop a regional educational consortium to expand the pool of teaching artists.
- Regional collaborations hold great promise. Newburgh can work in a more integrated way with the Orange County Arts Council, OC Tourism Office, Storm King Art Center, Dia:Beacon, City Winery, LegoLand, and the Bardavon Opera: Beacon to co-create events and programs.
- Newburgh has a unique opportunity to build on existing programs to become a local agricultural, floral, and innovative hub. Successful models such as Lodger and Newburgh's Urban Farming Food Initiative could collaborate with art displays in Downing Park Urban Farm, among others. The Greater Newburgh Symphony Orchestra and other creative

¹⁷ Medici Scholars program, https://www.cms2016.msmc.edu/Academics/academic_enrichment/medici_scholars_program



organizations could collaborate with the Culinary Institute of America in nearby Hyde Park, Samuel Dorsky Museum of Art in New Paltz, or The Seligmann Center in Sugar Loaf.

- Newburgh has a strong faith community that can be a rich source of connection for the arts and cultural sector, i.e. performances at church block parties.
- Share resources, such as insurance or shared spaces, where there can be economies of scale if groups pool their purchasing power to save money.
- Connect the arts and culture to Newburgh's surrounding natural environment (Black Rock Forest, Storm King Mountain, Schunemunk Mountain State Park, etc.).
- Newburgh's City Historian is a resource for rich information that can be used by artists and creatives to tell Newburgh stories.

Centralize communication and information

- Create a centralized location, i.e. an artist and creative resource registry for artists, creative businesses, and calendar of events.
- Develop convenings that can unite the arts and cultural community and foster cross-pollination, interdisciplinary efforts, and larger community initiatives.
- Develop marketing about Newburgh based on its unique identity to increase awareness about arts and culture in Newburgh, and bolster the city's reputation. 77% of survey respondents stated that arts and culture enhance the image and identity of Newburgh.
- Demonstrate the value of art in promoting local businesses by gathering data to support.

Increase city government support for arts and culture

- Clarify public art policy (particularly in the historic districts) to ensure that permanent and temporal public art and publicly viewable projects (i.e. Newburgh Sculpture Project, Terrain Biennial Newburgh) by local artists can flourish in Newburgh's open spaces.
- Create an independent, designated arts and cultural liaison to city government, a position that could possibly be linked to adjacent city needs, i.e. tourism and/or economic development like a Main Street Coordinator.
- Leverage arts and culture in broader efforts to improve connectivity in the city, i.e. between the waterfront and Upper Broadway.
- Simplify permitting and construction regulations for events and renovations.
- Remove the barrier of peddlers license for youth seeking entrepreneurial opportunities.
- Provide public acknowledgements or endorsements of anchor cultural organizations by city leadership such as the mayor and council members.
- Prioritize arts and culture in broader infrastructure projects, i.e. street improvement, public transportation needs, neighborhood beautification, wayfinding, crosswalks, bike trails, meeting spaces.
- Attract a large employer and/or benefactor to support arts and culture.



Develop additional financing and funding for arts and culture

- Operationalize the recently revived One Percent for Public Art Program to connect growing real estate development with a funding source for the Commission and art projects.
- Work with banks to design special loans for creative businesses like Rhinebeck Bank's Creative Neighborhood loan program.
- Explore community capital, reinvestment funds, and funders such as Community Capital Fund, JP Morgan Chase, or the Kaplan Family Foundation.
- Support the continued growth of creative industries, i.e. film, fashion, and makers, with tax incentives from Newburgh Industrial Development Agency or Orange County Industrial Development Authority. Find ways to attract creative retail businesses with affordable commercial rents or construction loans.
- Connect with the Mayor's Strategic Economic Development Advisory Committee to ensure arts and culture are connected and integrated into the city's broader economic development goals.

Celebrate and empower Newburgh's diverse communities

- Tell Newburgh stories about its rich and diverse history to counter past reputation.
- Create more inclusive cultural spaces and events, for example by providing Spanish translation, childcare resources, and a range of event times.
- Better promote and integrate Latino culture, i.e. by creating a Latino community center.
- Connect with Newburgh Free Library and the faith community to engage immigrant communities in cultural events and conversations.
- Tap community resources such as the Newburgh Performing Arts Academy to cultivate more diverse leaders in Newburgh's institutions.
- Explore the possibility of working with the Orange County Human Rights Commission to strategize how arts & culture can promote and reflect equity.

Create more spaces for art, artists, and creative businesses

- Provide more multipurpose arts venues (recital halls, theaters, practice spaces), which are a key need currently missing from Newburgh's arts and culture.
- Provide safe places for youth events like recording studios and other art practices.
- Build upon the work of Newburgh Community Land Bank's Artist in Vacancy program to maximize underutilized spaces.
- Activate empty spaces and outdoor locations for cultural and community uses, i.e. showing movies, playing music, having a BBQ.
- Place art at the center of key locations in Newburgh: Downing Park, People's Park, Liberty Street Corridor, and other parks.
- Develop more affordable housing and live/work spaces for artists.
- Maximize Newburgh's waterfront, a major asset.



Provide training to artists, residents, and youth to develop creative careers and businesses.

- Offer artist residencies.
- Advertise internship opportunities in existing institutions.
- Enlist Newburgh Enlarged City School District in key role to expand upon NFA West Scholars program and connect youth to local businesses and outline school pipeline to creative jobs.
- Create youth employment opportunities for paid work. Of the 87 survey respondents with youth in their household, 62 stated their youth are interested in a career in arts and culture.
- Provide professional development opportunities to artists and creatives, i.e. training in finance, social media, marketing.

COMMUNITY CULTURAL SURVEY SUMMARY

The key objectives of the Newburgh Community Cultural Survey were:

- to learn what, why, where, and how arts and culture are currently being experienced in Newburgh
- to identify barriers to and gaps in arts and cultural participation
- to understand how the community feels arts and culture impact the Newburgh community

Key findings from the survey include:

- The most popular arts and cultural events to attend in Newburgh are music, visual arts, food/culinary/distillery arts, and historical landmarks/events.
- The top reasons cited to attend arts and cultural events were “to engage my creative side” and “to be entertained.”
- Newburgh has high levels of arts and cultural participation, with highly rated quality.
- Many people in Newburgh are involved in visual arts, gardening, design, music, and crafts.
- While museums and nonprofit organizations are among the most popular places respondents experienced culture, historic buildings were nearly as frequently attended; also very popular were public parks, plazas, street, sidewalks, restaurants, and bars.
- Most people hear of arts and cultural events in Newburgh through social media or word of mouth.
- The biggest obstacle to cultural participation is lacking information about what is happening.
- Youth in Newburgh are interested in careers in the arts and are particularly interested in culinary arts instruction, safe spaces for youth events, and participatory arts and cultural events.
- While most in Newburgh believe that arts and culture can improve quality of life, enhance Newburgh’s image and identity, support jobs, and help students perform academically, many expressed that there was unequal access to arts and culture in Newburgh.



- Survey respondents strongly agreed that arts and culture can be deeply impactful in strengthening social networks, improving education, developing the local economy, and aiding small business development.



Who took the survey

Given the pandemic and the small size of Newburgh, response rates to the survey were impressive. Key data points about survey respondents include:

- Nearly 60% of respondents were Newburgh residents.
- Approximately half of respondents work in Newburgh.
- Nearly 45% are currently, or aspire to be, an arts professional.
- The top age group of respondents was 35–44 (23%).
- The racial/ethnic background of respondents (who could choose more than one category) was white (66%), Hispanic (23%), Black (12%), Asian (1%), and other (8%).

THE CITY OF Newburgh, NY

THE NEWBURGH ARTS + CULTURAL STUDY 2020

WE ARE A CREATIVE COMMUNITY WITH MANY STRENGTHS

LOCATION
CITY PRIDE
DIVERSITY OF POPULATION

HISTORY
SIZE and AFFORDABILITY

FERTILE CULTURAL RESOURCES
CREATIVE CULTURE

BEAUTY

9

Emerging opportunities

- FOSTER MORE COLLABORATIONS + PARTNERSHIPS
- CREATE MORE SPACES for ARTS, artists, + CREATIVE BUSINESSES
- LEVERAGE CREATIVE BUSINESSES for WORKFORCE DEVELOPMENT + JOB CREATION
- PROVIDE TRAINING to ARTISTS, RESIDENTS + YOUTHS TO DEVELOP CREATIVE CAREERS and BUSINESSES
- CULTIVATE COMMUNITY ACTION + NURTURE COMMUNITY leaders to BUILD TRUST



CENTRALIZE COMMUNICATION, INFORMATION, and DO MORE ROBUST MARKETING about ARTS + CULTURE

- DIGITAL + NON-DIGITAL PLACED IN PUBLIC SPACES
- COMMUNITY CENTER
- AFFORDABLE ART PROGRAMS
- ONE HUB, KEPT CURRENT
- WAYFINDING ART
- MAP of CITY with HIGHLIGHTS
- INCLUSIVE LANGUAGES
- IDENTIFY WAYS + HIRE ARTISTS



IMPROVE CITY GOVERNMENT SUPPORT POLICIES for ARTS + CULTURE

- WORK with PUBLIC LIBRARY
- FREE TRANSPORTATION for STUDENTS (MSMC)
- HOUSING ASSISTANCE for ARTISTS
- CONNECT with PEOPLE OVER +60
- STRONGER DEI INITIATIVES
- CONVERSATION on RISK of GENTRIFICATION
- CENTRALIZE ALL INFO



DEVELOP additional FINANCING + FUNDING for ARTS + CULTURE

- AFFORDABILITY + HOUSING FOR ARTISTS
- VACANT PROPERTY USE
- MICRO LOANS
- PUBLIC ART FUNDED by SMALL BUSINESSES
- PUBLIC BANKING
- DECENTRALIZE ARTS EDUCATION

key

TOP IDENTIFIED OPPORTUNITIES

RECOMMENDED ACTIONS



ENABLE PEOPLE to

CELEBRATE, connect, and EMPOWER the CITY'S DIVERSE COMMUNITIES

- APPROACHABLE MATERIALS
- OUTSIDER FOCUS
- HIGHLIGHT HISTORY
- PUBLIC CENTER, PARKS
- INCLUSIVE LANGUAGES
- PUBLIC LIBRARY

Drawn by Zara fina Stasi of GOOD FOR THE BEES

ART has ECONOMIC, SOCIAL, and COMMUNITY VALUE

Live illustrator Zara Fina Stasi of Good for the Bees was commissioned to create a visual representation of The Summit's discussion, including the nine emerging opportunities and the four top priorities.



4. THE SUMMIT: KNOWING MORE

On December 5, the Newburgh Arts and Cultural Study held a public event on the Zoom online platform. Nearly 100 guests attended the event: *The Summit: Knowing More—State of the Arts and Culture in the City of Newburgh*. The Summit featured remarks by Mayor Torrance Harvey, Councilwoman Ramona Monteverde, performances by local artists, and a slideshow of artwork by Newburgh artists. The full presentation of the Summit and a video of the event are available on the project website newburghculture.org.



The event commenced with welcome remarks and a poem from Mayor Torrance Harvey. Following a presentation of Key Findings and Emerging Opportunities, Summit attendees voted via Zoom poll on the priorities that were most important to Newburgh moving forward. The choices among emerging priorities were:

1. Foster more collaboration and partnerships
2. Engage people to celebrate, connect, and empower the city's diverse communities
3. Cultivate community action and nurture the community leaders to build trust
4. Provide training to artists, residents, and youth to develop creative careers and businesses



5. Centralize communication, information, and do more robust marketing about Newburgh arts and culture
6. Create more spaces for art, artists, and creative businesses in Newburgh
7. Leverage Newburgh's creative businesses for workforce development and job creation
8. Improve city government support/policies for arts and culture
9. Develop additional financing and funding for arts and culture

Each of the emerging priorities were accompanied by ideas—reflecting the work of this study—for how to begin implementing the priority. The four priorities which received the most votes were:

- #2 Engage people to celebrate, connect, and empower the city's diverse communities
- #5 Centralize communication, information, and do more robust marketing about Newburgh arts and culture
- #8 Improve city government support/policies for arts and culture
- #9 Develop additional financing and funding for arts and culture

Following the vote, Summit attendees were placed into four breakout groups, one for each of the resulting priorities, to discuss in more depth and generate ideas. The following questions were posed:

- Are the priorities and recommendations, right?
- Which are most important? What can be added?
- Who should be involved?

A summary of the discussion on emerging recommendations is in Appendix D.



The Journey to Freedom continues, inspired by Harriet Tubman, carried by the community of Newburgh. Photo by Brian Wolfe.



5. MOVING INTO THE FUTURE

NEXT STEPS: HOW TO USE THIS STUDY

The information presented in this study provides a foundation for action by helping Newburgh know itself, take stock of its arts and cultural landscape, and understand community needs for arts and culture. Through the process of creating this study, the city of Newburgh has an assessment of its strengths, challenges, and opportunities. At The Summit, those opportunities were narrowed down into the top four strategic priorities:

- Engage people to celebrate, connect, and empower the city's diverse communities
- Centralize communication, information, and do more robust marketing about Newburgh arts and culture
- Improve city government support/policies for arts and culture
- Develop additional financing and funding for arts and culture

Because these priorities overlap with other opportunities (even those which were not chosen as top priorities), recommendations pertaining to other opportunities may be useful to realize these four strategic priorities. As is often the case in cultural planning, the process itself also has value in increasing communication between different individuals and groups within Newburgh, and in creating energy, momentum, and advocacy about the importance of building upon this study's results with next steps.

To move from prioritization to implementation requires organization in the community, ideally by task forces in charge of the respective priorities. The task forces would be charged with creating action plans to address:

- What action steps will move these priorities forward?
 - Consolidate recommendations under each strategic priority
 - Develop concrete tasks to fulfill each recommendation
- Who will champion the goals and who are the partners?
 - Assign goal champions to coordinate task forces and maintain contact over time
 - Define community partners needed for implementation
- What resources are needed?
 - Estimate costs in order of magnitude
 - Identify funding sources
- When can these priorities be realized?
 - Create timelines for each task
 - Assign milestones for check-ins and to ensure accountability



Tasks, resources, and potential partners to realize priorities can be mined from the rich feedback provided in this study. As an example of how to create task forces, schedule a facilitated meeting with cross-sectoral partners. This initial conversation may include defining the next steps and who will commit to act upon them. For a small community, Newburgh demonstrated great enthusiasm and robust participation in the process, and the process of this study itself provides momentum for future actions, as witnessed by support for Newburgh Arts + Cultural Study at an October 2020 Newburgh City Council meeting, and the extraordinary participation of Newburgh's current Mayor Harvey, himself an artist, who contributed a poem to The Summit. At this pivotal historical moment, when arts and culture are recognized as a powerful tool for recovery and healing, Newburgh is well positioned to grow its existing strengths and develop additional opportunities. With the completion of this study, the clear and concrete actions that follow will continue to develop the foundations of a robust Newburgh Arts & Cultural Plan.



SUCCESS STORIES IN ACTION: NEWBURGH PERFORMING ARTS ACADEMY



Founded in 2004, the Newburgh Performing Arts Academy (NPAA) provides high-quality pre-professional instruction in the creative arts to youth ages 3 to 18. NPAA's mission is to educate and enrich the quality of life of individuals in underserved communities through instruction in and access to the various art forms such as dance, theatre, music, literary, and visual arts. To this end, NPAA also works with schools and community-based organizations to bring the arts to area residents through its workshops, master classes, arts-in-education and after-school programs.

NPAA embraces the diversity of its student body, which cuts across ethnic, socio-economic, and geographic boundaries to create a rich and inclusive environment for all children regardless of their background. NPAA operates with the understanding that the arts can be used to build self-esteem, promote social development, improve school performance, and help youth develop the discipline necessary to achieve success in all areas of their lives.

Exposure to arts education is important for our youth. Enhancing their abilities to imagine and create opens up endless possibilities for them—and ultimately the community. We've seen many successes in that area. Problem solvers, creative thinkers, team players, and deep thinkers are needed in this world perhaps now more than ever. Transforming lives and the community through the power of the arts will continue to be our goal.

—Kim Turner, Founder/Director.



SUCCESS STORIES IN ACTION: SCENIC ART STUDIOS



Scenic Art Studios was founded in 1994 by Master Scenic Artist and 2019 Tony Honors recipient Joseph Forbes. From its 15,000-square-foot studio in Newburgh's Regal Bag building, the company has cultivated a reputation for artistic excellence and craftsmanship, creating theatrical backdrops and scenery for over 350 Broadway productions, collaborating with industry-leading designers, and partnering with production companies throughout the tri-state region.

At Scenic Art Studios, we have appreciated the wealth of creative/industrial space available to us in the Newburgh area and are constantly inspired by the city's extensive theatrical history. Finished productions become something greater than the sum of their parts, and our work is greater for originating in Newburgh.

—Joseph Forbes, Founder



SUCCESS STORIES IN ACTION: CHOICE FILMS INC.



Below The Line Bootcamp is a training program for major film and television productions. Many of the graduating class pictured are employed on the HBO project The White House Plumbers. Courtesy Choice Films Inc.

Choice Films Inc. is a multi-award-winning, full-service production company that has been producing film, television, regional and Off-Broadway theatre, multi-media web projects, and live events since 2001. Since partnering with UMBRA STAGES in Newburgh, NY, Choice Films Inc. has been managing the expansion of multiple *new* sound stages in Newburgh and welcoming film and television projects of all shapes and sizes into the region.

Our program endeavors to make a difference by always seeking to give back to the community of Newburgh. By recommending or hiring local vendors, connecting people within the community to employment opportunities, pitching productions from other states to relocation to the mid-Hudson Valley, etc., we are governed by our belief that if you find success in your community, it's incumbent upon you to share that success in any way—great or small.

—Summer Crocket Moore, Managing Partner.



SUCCESS STORIES IN ACTION: NEWBURGH COMMUNITY PHOTO PROJECT



Photo by **Angela Montiel** August 30th, 2019. Ignacio Acevedo, 41-year-old activist for immigrant rights, came from Mexico to Newburgh when he was 10. His grandmother is a reminder to continue advocating for himself and others "...that is the kind of strength that tells me it is worth fighting, because if (strong women) don't give up, you shouldn't give up." **ncpp** NEWBURGH COMMUNITY PHOTO PROJECT

A poster created during the 2019 Newburgh Community Photo Project summer session. Angela Montiel interviewed and photographed Newburgh resident and activist for immigrant rights, Ignacio Acevedo. Courtesy Newburgh Community Photo Project.

Newburgh Community Photo Project (NCPP) was founded in 2017 as a grassroots, community-based arts program that teaches photography and related media to an underserved population in Newburgh, NY through workshops and mentorships. The goal is to explore critical social justice issues directly related to their lives and community, and at the same time provide economic sustainability by imparting and developing important professional skills to the participants.

NCPP has become an essential part of the growth and development of economic and social justice in Newburgh by training and mentoring over 30 individuals who have developed skills in photography and community activism. NCPP has established relationships with the community expanding its programming to longer-term and public art projects that investigate the importance of the African American, Latinx, and immigrant communities in the history and economic development of Newburgh in collaboration with community organizers, service organizations, and city government.

—Vincent Cianni, Founder & Director



SUCCESS STORIES IN ACTION: DMU MUSIC



Performance outside of DMU Music during Newburgh Illuminated Festival in 2018. Photo by Brian Wolfe.

DMU Music was founded in 1987 with a small start-up loan from the City of Newburgh. DMU's mission was to offer local professional DJs a buying experience comparable to what they were only able to have at retail outlets in New York City. Stocked with the latest music, sound equipment, and lighting, mobile and club DJs were able to upgrade their sound, accessories, and music library without having to make the trek into NYC.

DMU Music remains one of the premier music retail outlets in the Hudson Valley and is one of the very few businesses on lower Broadway that has remained and continues to thrive. More recently, DMU focuses on installations of sound, lighting, and equipment rentals.

DMU Music supports many local organizations like Safe Harbors of the Hudson, Habitat for Humanity, the Newburgh School District, the City of Newburgh, and Latinos Unidos. DMU's door is always open to young people. Many boys came around hoping to become DJs but learned valuable lessons in hard work, minding their manners, and minding their money. Without exception, any young man who worked in the store has somehow become owner Rene Campos's son, and most have gone on to become successful DJs, teachers, business people, plumbers, and even political figures.



Daniel Giordano, Self-Portrait 150 Years Ago, 2017–2019, 11.5" x 8.5" x 22.5". Moisturizing face mask, rabbit, 24-karat gold, Tang drink mix, epoxy, wire hanger.



APPENDIX A – ACKNOWLEDGMENTS

PROJECT TEAM

Naomi Hersson-Ringskog, Co-Project Manager
Naomi Miller, Co-Project Manager
Rebeca Ramirez, Small Business Advisor
Harineta Rigatos, Communications Specialist
Alvalia Pemberton, Project Assistant
Sara Galvez, P-Tech Student, Promoter
Mariella Salazar and Johary Ramos, Spanish Translators

PROJECT ADVISORS

Joe Alvarez, We Are Newburgh
Vernon Byron, Watershed Studios + Dia:Beacon
Gabrielle Burton-Hill, Restorative Justice Center
Mary Lou Carolan, Newburgh Free Library
Elizabeth Crane, Author
Summer Crockett Moore & Tony Glazer, Choice Films at Umbra Stages
Paul Ernenwein, Newburgh Illuminated Festival
Joseph Forbes, Scenic Art Studios
Marcus Franklin, Project Management Consultant
Ricardo Fuentes, Fabhaus
Richard Gary, Photographer
Russell Ger, Greater Newburgh Symphony Orchestra
Leticia Guevara, Los Portales
Christine Hutchinson, Our Core, Inc & NUFFI
Diana Mangaser, YSDM Studio
Olivia Martinez, SUNY-Orange Community College Multicultural Club
Juana Rocha, Latino Business and Culture Advocate
Elizabeth Rowley, Community Foundation of Orange & Sullivan



PROJECT PARTNERS

Vanessa Barrios, Regional Planning Association
Margaret Bussigel, Mount Saint Mary College
Mary Lou Carolan, Newburgh Free Library
Anthony Davidovitz, Storm King Art Center
Lynn Maeila, Mouth Saint Mary College
Sarah McKay, Orange County Arts Council
Lisa Silverstone, Safe Harbors of the Hudson
Mayor Torrance Harvey, City of Newburgh
City Councilman Anthony Grice
City Councilwoman Karen Mejia
City Councilwoman Ramona Monteverde
City Councilman Omari Shakur
City Councilman Robert Sklarz
City Councilwoman Patty Sofokles
State Senator James Skoufis
State Assemblyman Jonathan Jacobson
Hon. Congressman Sean Patrick Maloney

SPONSORS

Thank you to our sponsors and supporters. Without your contributions of all kinds, this study would not have been possible.

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ADS Warehouse
Atlas Studios
Central Hudson
Daly & Gonzalez Consulting
Double R. Foundation
Fidelity Real Estate Management
Fulcrum Properties
Hudson Valley Credit Union
Kearney Group
Lamar Advertising
Malka Fund



Orange County Arts Council
Orange County Citizens Foundation
Ralph E. Ogden Foundation
UAP
Unitex
William Kelly Legacy Foundation
Workforce Development Institute

THE SUMMIT SUPPORTERS

Storm King Art Center
Greater Newburgh Symphony Orchestra
Newburgh Art Supply
Binnacle Books
Newburgh Vintage Emporium

NEWBURGH ARTS AND CULTURAL COMMISSIONERS

Erica Forneret, Secretary
Michael Gabor
Marlene Lipinski
Manda Martin
Belinda McKeon, Co-Chair
Naomi Miller, Co-Chair
Robert Pagliaro, Treasurer
Michelle Roach
Stuart Sachs
Joy Zelada

STAKEHOLDER INTERVIEWEES

Kippy Boyle, Conservation Advisory Council
Alexandra Church, City of Newburgh, Planning and Development Department
Amanda Dana, Orange County Tourism
Jonathan Drapkin, Hudson Valley Patterns for Progress
Mariel Fiori, La Voz
Russell Ger, Greater Newburgh Symphony Orchestra
Mayor Torrance Harvey, City of Newburgh
Beth Kalet, *Times Herald Record*



Kathy Lawrence, Greater Newburgh Parks Conservancy
Robert MacLymore, RDM Ministries
Renee Mejia, Nobody Leaves Mid-Hudson
Robert Padilla, Newburgh Free Academy
Harry Porr, Orange County Deputy Executive
Seph Rodney, *Hyperallergic*
Steve Rosenburg, Scenic Hudson
Elizabeth Rowley, Community Foundation of Orange and Sullivan
Stuart Sachs, Newburgh Housing Authority Board of Commissioners
Kevin White, Boys & Girls Club of Newburgh

WORKSHOP REGISTRANTS

Neil Alexander	Marcus Franklin	Matthew Muyot
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Christopher Dean Sullivan	David Lipgens	Gary Schuster
Francois Deschamps	Kevindaryan Lujan	Cassie Sklarz
Thomas Dodd	Diana Mangaser	Danielle Van Houten
Beth Elliot	Ed Manner	Jennifer Welles
Alison Filosa	Sarah McKay	Stephen Vega
Erica Forneret	Alison McNulty	Joy Zelada
Joseph Forbes	Anusha Mehar	



APPENDIX B - CULTURAL ASSET INVENTORY

The Newburgh Cultural Asset Inventory lists the cultural assets, artists and creatives, and cultural organizations identified in the study in 2020. Knowing that artists, creatives, and cultural assets are missing, help make this inventory more complete by adding your recommendation to the inventory. Add your information at the Study's website newburghculture.org/inventory or Newburgh Arts and Cultural Commission's website newburghart.org/cultural-inventory.

Name	Address	Website	Category
Creative Industries + Organization			
ADS Warehouse	105 Ann St	www.adswarehouse.org/building	Art Gallery
AGC Gallery	65 Liberty St	agcgallery.com/	Art Gallery
All Around Gymnastics	41 Washington Terrace	allaroundgymnasticsinc.com/	Recreation
Angela Pilates	87 Liberty St	appilates.com	Recreation
Ann St Gallery	104 Ann St	www.safe-harbors.org/ann-st-gallery/	Art Gallery
Atlas Industries	11 Spring St	www.atlaseast.com/	Furniture
Atlas Studios	11 Spring St	www.atlasnewburgh.com/	Studios
Bathe Brand	11 Spring St	www.bathebrand.com/	Wellness
Beekman Arts Club	318 Grand St	www.artsy.net/beekman-arts-club	Art Gallery
Black Seed Coffee Roasters	108 Water St.	www.blackseedcoffee.com/	Cuisine
Boys and Girls Club	285 Liberty St	www.bgcny.org/	Youth
Bunker Hill Fabrication	45 Colden St	www.bunkerhillfabrication.com	Fabrication
Catskill Analogue	11 Spring St	www.catskillanalog.com/	Music
Charm Patterns	11 Spring St	charmpatterns.com/	Textiles
Charm Patterns by Gertie	11 Spring St	charmpatterns.bygertie.com/	Textiles
Chi Ho Hahn	195 Front St	www.hahnguitars.com/	Creative Business- Music



Name	Address	Website	Category
Choice Films at Umbra Stages	9 Scobie Dr	www.choicefilms.com/	Film
Cigar Box Studios	392 N Montgomery St	www.cigarboxstudios.com/about-us	Fabrication
Colorcube Print Co.	1 S Colden St.	www.colorcubecreative.com/	Design
Commodore Chocolataire	482 Broadway	www.chocolateusa.com	Cuisine
Design by Sue	128 Liberty St	www.designbysue.com/	Design
DMU Music	86 Broadway	www.dmumusic.com	Music
Downing Film Center	19 Front St	downingfilmcenter.com/	Film
Dyerector	11 Spring St	www.dyerector.com/	Beauty
Elijah Wheat Showroom	195 Front Street	www.elijahwheatshowroom.com/	Art Gallery
Elizabeth Collection	605 Broadway	www.eclleathergoods.com/	Fashion
Elizabeth Grubaugh Paper & Prints	11 Spring St	www.elizabethgrubaughcreative.com/	Design
Eventacy	11 Spring St	eventacyevents.business.site/	Events
Evergreen Massage & Wellness	11 Spring St	www.evergreenlmt.com/	Wellness
FABHAUS	27 Johnes St	fabhausbeacon.com/contact	Fabrication
Glassolutions	212 S William St	www.glassolutions.com/	Creative Business
Goodjoy	11 Spring St	goodjoydesign.com/	Creative Business - Home design
Graft Cider	637-641 Broadway	www.graftcidery.com/	Cuisine
Greater Newburgh Symphony Orchestra	Dupont Ave	www.newburghsymphony.org/	Music
Hannah Vaughn Studio	11 Spring St	www.hannahvaughan.com/	Design
Heart & Soil Flowers	4 Clark St	www.heartandsoilflowers.com/	Floral Design
Hendley & Co	87 Ann St.	www.hendleyandco.com/	Interior Design
Historical Society of Newburgh Bay & the Highlands	189 Montgomery St	www.newburghhistoricalsociety.com/	Cultural Organization
Holland Tunnel Gallery	46 Chambers St	www.hollandtunnelgallery.com/	Art Gallery



Name	Address	Website	Category
Holland Tunnel Studios	46 Chambers St	www.hollandtunnelgallery.com/	Studios
Hook Elite Boxing	401 Washington	www.facebook.com/NewburghHookEliteBoxingClub/	Recreation
Hudson and Kings		www.hudsonandkings.com/	Textile Manufacturing
Hudson River Binder	11 Spring St	www.hudsonriverbindery.com/	Book Binding
Hudson Valley Housing Parts	159 Broadway	hvhouseparts.com/	Restoration
Inner Beauty	605 Broadway		Creative Business
James Kelly Restoration		JKrestoration.com	Restoration
Jens Veneman Fabrication	105 Ann St		Fabrication
John Wilkinson Architects	13 Chambers	www.jwra.com/	Architecture
Joshua Boos Hair Design	11 Spring St	(Owner of Dyerector)	Beauty
Karpeles Museum	94 Broadway	karpeles.com/	Museum
La Bella Strings	256 Broadway	www.labella.com/	Creative Business- Music
Lindsey Taylor Design	11 Spring St	www.lindseytaylordesign.com/	Landscape Design
Lobby at the Ritz Theater	107 Broadway	www.safe-harbors.org/the-ritz-theater/	Cultural Organization
Lodger	188 Liberty St	sacralenclaves.com/lodger	Cuisine
Mark Baumgartner Studio	11 Spring St	www.markbaumgartnerstudio.com/Studios/Home.html	Architecture/ Interior Design
Megan Galante	11 Spring St	www.megangalante.co/	Creative Business - Home decoration
Meredith Huer Photography	11 Spring St	www.meredithheuer.com/	Creative Business - Photography
Motorcyclopedia Museum	250 Lake St.	www.motorcyclepediamuseum.org/	Museum
Mount Saint Mary Theater	Aquinas Hall	www.msmc.edu/programs/theatre-arts/	College



Name	Address	Website	Category
Murmurations	27 Johnes St	www.murmurationinc.com	Creative Business - Prop and Scenery Fabrication
New York Foundry	45 Clark St	www.newyorkartfoundryinc.com	Creative Business - Foundry
Newburgh Armory Unity Center	321 S William St	www.newburgharmory.org/	Art Organization
Newburgh Arts Supply	5 Grand St.	www.newburghartsupply.com/	Creative Business - Art Supply
Newburgh Community Photo Project	102 S William St.	newburghcommunityphotoproject.com/	Art Organization
Newburgh Enlarged City School District (NECSD)	124 Grand St.	www.newburghschools.org/	Other
Newburgh Free Academy CTE program	301 Robinson Ave	www.newburghschools.org/ page.php?page=22	Other
Newburgh Free Academy Music	301 Robinson Ave	www.facebook.com/groups/ 166781440074141	Music
Newburgh Free Academy Theater	301 Robinson Ave		Theater
Newburgh Free Library Gallery	124 Grand St.	www.newburghlibrary.org/	Library
Newburgh JCC Dance Studio	290 North St.	www.newburghjcc.org/	Dance
Newburgh Menagerie		www.etsy.com/shop/Newbur ghMenagerie	Creative Business
Newburgh Performing Arts Academy	285 Liberty St	www.bgcny.org/npaa	Dance
Newburgh Pottery	102 S William St.	thenewburghpottery.com/	Creative Business - Pottery
Newburgh Sash & Restoration	Liberty St & Gidney Ave	www.newburghsash.com/	Restoration
Newburgh Urban Farm and Food Initiative (NUFFI)	207 Carpenter Ave.	www.newburghurbanfarman dfood.org/	Food
Newburgh Vintage Emporium	5006 Rte 9W	www.newburghvintageempo rium.com/	Creative Business - Vintage
Nick Valentine Tailoring	281 Broadway	www.broadwaytailors.com/	Textiles/ Fashion



Name	Address	Website	Category
Prop & Paint Creative Studio	2 Washington St	propandpaint.com/	Fabrication
Raghaus Letter Press Studios	233 Broadway	raghaus.com	Creative Business - Design
Ramos Upholstery	191 Little Britain Rd	newburghny.org/ramos-upholstery-of-newburgh-features-master-craftsman/	Restoration
Real Estate	11 Spring St	www.realestatetheband.com/	Music
Regal Bag Studios	302 Water St	regalbagstudios.com/	Workplace
Rich Gilligan Photography	11 Spring St	www.richgilligan.com/	Creative Business - Photography
Rondon Supplies for Footwear	603 Broadway	rs4f.com/	Textiles/Fashion
Sabrina Kee	11 Spring St	www.sabrinakee.com/photo-graphy/	Creative Business - Photography
Safe Harbors of the Hudson	111 Broadway	www.safe-harbors.org/	Arts Organization
Sasha Botanica	11 Spring St	www.sashabotanica.com/	Wellness
Scenic Art Studios (in Regal Bag)	302 Water St	www.scenicartstudios.com/	Performance Space
Shelli Scott Designs	603 Broadway	www.shelliscott.com/	Textiles/Fashion
Sigler Henderson Studio	11 Spring St	www.siglerhendersonstudio.com/index.html	Design
Spirits Lab	105 Ann St	www.thespiritslab.com/	Hospitality
Stoneworks	25 Renwick St	www.stoneworksltd.com/stoneworks-newburgh/	Other
SUNY Orange Mindy Ross Gallery	1 Washington Center	sunyorange.edu/culturalaffairs/index.html	Gallery
Sway Design	11 Spring St	ellisneder.com/	Design
T-CULT	11 Spring St	www.facebook.com/tcultteams/	Food and Beverage
The Accelerator by OC IDA	605 Broadway	theaccelerator.business/	Other - Business support
The Fullerton Center	297 Grand St	thefullertoncenter.wordpress.com/	Historical Landmark
Thornwillow Press	25 Spring St	thornwillow.com/	Creative Business
Thread Collective	105 Ann St	threadcollective.com/	Creative Business



Name	Address	Website	Category
Triple Point Records	11 Spring St	www.triplepointrecords.com/	Creative Business
Umbra Studios	9 Scobie Dr.	www.umbranewburgh.com/	Studios
Velocipede Museum	109 Liberty St	www.motorcyclepediamuseum.org/	Museum
Vicki Gallery	327 Liberty Ave	vicki.fun/	Gallery
Watershed Studios	108 Water St.	watershed-studios.business.site/?utm_source=gmb&utm_medium=referral	Studios
Weave and Write	11 Spring St	michellebatho.com/weaveandwrite	Textiles/Fashion
YDSM Studio	11 Spring St	ysdm.studio/	Architecture
Ziel	605 Broadway	www.zielwear.com/	Textiles/Fashion
Our Core Inc.	217 Liberty St	www.ourcore.org/	Nonprofit Organization
Green spaces			
9/11 Memorial Park	Park Place and Grand Ave.		Public space
Aquatic Center	Robinson Ave and Washington St		Public space
Audrey Carey Park	Liberty St and Catharine St.		Public space
Broadway Park aka Downing Vaux Park	Broadway and Colden St.		Public space
Clinton Square	Fullerton St. and Third St.		Public space
Delano-Hitch Recreation Park	Washington and Lake St		Public space
Delano-Hitch Stadium	Washington and Lake St		Public space
Desmond Tennis Courts	South St and Roosevelt Pl.		Public space
Downing Park	Robinson Ave and South St		Public space
Gidney Avenue Basketball Courts	Liberty St and Clinton St.		Public space
Hasbrouck St Park	Hasbrouck St and William St.		Public space
Lake Washington/Masterson Park	Little Britain Road		Public space
Newburgh Boat Launch	Washington and S. Water St.		Public space



Name	Address	Website	Category
Newburgh Landing	Front St. and Second St.		Public space
Quassaick Creek	Commercial Pl. and Dickinson St.		Public space
Schleiermacher Park	Washington Terrace and Cerrone Pl.		Public space
Triangle Parks	North St and Carpenter Ave.		Public space
Tyrone Crabb Park	Grand and South Sts		Public space
Unico Park	Front St. and Water St.		Public space
Ward Brothers Memorial Rowing Park	River St. and S. Water St		Public space
Xavier Lunan Park	Overlook Pl and S. Lander St.		Public space
Skateboard Park	Washington St and Lake St		Public space
Crystal Lake / The Sanctuary	Beach St. and Temple Ave	ecologicalcitizens.org/rc-newburgh	Public space
Temporal Art Activity in Newburgh			
Artist in Vacancy	15 Chambers St	www.newburghcommunitylandbank.org/artist-in-vacancy	Art in Alternative Space
Dept of Small Interventions	6 Grand St	www.dosmallinterventions.com	Happening
Drag Queen Brunch at Pamela's	1 Park Place	www.pamelasonthehudson.com/	Happening
Glenlily Grounds	532 Grand Ave (Town of Newburgh)	www.instagram.com/glenlilygrounds/	Art in Alternative Space
Newburgh Community Photo Project	102 S William St	newburghcommunityphotoproject.com/	Art in Alternative Space
Panja Culture		www.panjaculture.com/	Happening
Strong Room		www.strongroom.us/	Art in Alternative Space
SUNY-Orange Community College MultiCultural Club	Grand St		Happening
Terrain Biennial Newburgh	27 E Parmenter St	www.terrainbiennialnewburgh.org/	Art in Alternative Space
Ellsworth groupies		@ellsworthkellygroupies	Happening



Name	Address	Website	Category
Mural and/or Artist			
Court House Mural	300 Broadway	ww2.nycourts.gov/courts/9jd/Orange/Newburgh.shtml	Mural
Dasic Fernández	Colden St near Water St	dasicfernandez.com/	Mural
Frederick Douglass in Newburgh Murals	Liberty St between Lafayette + S William	www.vernonmbyronartdesign.com/	Mural
Garin Baker	Liberty and First St, on the Restorative Management Corporation building	www.garinbaker.com/	Mural
Garin Baker	Riverview Salon and Spa building next to Billy Joes on Front St.	www.garinbaker.com/	Mural
Garin Baker	In front of Blu Pointe on Front St	www.garinbaker.com/	Mural
Gerardo Castro	169 Liberty St	www.gerardocastroart.com/	Mural
Nelson Cekis	Benkard Avenue and Liberty St	elcekis.com/	Mural
Dasic Fernández	108 Ann St, on the Safe Harbors Greene	dasicfernandez.com/	Mural
Welcome to Newburgh	Water St between S William + Renwick	patnunnari.com/	Mural
Unknown	Broadway and Johnston St		Mural
Sculpture, Monuments & Memorials			
9/11 Memorial	Park Place + Grand Ave		Memorial
Christopher Columbus	Unico Park, Front St between 3rd + 4th St	statues.vanderkrogt.net/object.php?webpage=CO&record=usny02	Monument
Civil War	Downing Park, Robinson Ave	www.cityofnewburgh-ny.gov/downing-park/pages/memorials	Monument
Civil War Memorial	Downing Park, Robinson Ave		Memorial
Dante Aligheri bust	124 Grand St	www.newburghlibrary.org/	Monument
Frederick Douglass Visit	109 Washington St	www.newburghamezion.org/	Memorial
George Clinton	Clinton Square, Colonial Terraces		Monument
Minuteman or Continental Soldier	84 Liberty St	parks.ny.gov/historic-sites/17/details.aspx	Monument



Name	Address	Website	Category
Orange County Veterans Memorial	Leroy Park at North St, Leroy Pl, Grand Ave		Memorial
Rev Dr. Martin Luther King, Jr	124 Grand St	www.newburghlibrary.org/	Monument
Rev Dr. Martin Luther King, Jr bust	Water St + Colden St		Monument
The Pergola	Downing Park		Monument
The Shark Fin	280 Broadway		Sculpture
The Volunteer Fireman Memorial	Downing Park, Dubois St between South St + Farrington St	www.cityofnewburgh-ny.gov/downing-park/pages/memorials	Memorial
Tower of Victory	84 Liberty St	parks.ny.gov/historic-sites/17/details.aspx	Monument
Uzal Knapp headstone + grave	84 Liberty St	parks.ny.gov/historic-sites/17/details.aspx	Monument
Veteran's Memorial	Downing Park, Third St + Carpenter St		Memorial

Directory of Artists & Creatives		
Artists	Creative Industry	Website
Aisha Talley	Volunteer work/ Outreach	
Alejandro Dron	Sculpture	www.alejandrodron.com
Alex and Mante	Restoration	
Alex Meltzer	Ceramic artist	www.Meltz.studio
Alfonso Ramos	Music	www.Unidoslatinjazz.com
Alison Filosa	Gardening/design	www.aligardens.com
Alison McNulty	Sculpture, interdisciplinary art, works on paper, site responsive indoor and outdoor work	www.alisonmcnulty.com
Andres	Cultural Perú dance	
Angela Higgins McNeil	Graphic Design	Angelahigginsdesign.com
Angela Montiel	Visual Arts, Photography	
Angela Shapiro	Shapiro Furniture Barn	www.shapirofurniturebarn.com
Anna Adler	Arts & Culture Worker, Adjunct in CADM Dept at MSMC	www.annavictoriaadler.com



Artists	Creative Industry	Website
Anna West	Painting	@annamakingart
Annie Scott	Landscape Designer	www.thrivedesign.studio
Anusha Mehar	Multidisciplinary creative	www.panjaculture.com
Belinda McKeon	Writing, Painting	www.belindamckeon.com
Ben Weissman	Music and visual arts	
Beth Elliott	Producing dance events	www.havenmovement.com
Brian S. Denniston	Director Karpeles Museum	
Brian Wolfe	Photography	www.instagram.com/brianarmoured212/
BriAnna Olson	Filmmaking	www.brianna-olson.com
Brooke Moore	Visual artist	
Bryant Bailey	Photography/ videography	
Carla Aurich	Visual artist and educator	www.carlaaurich.com
Charline Valdez	Multi medium artist	
Chris Neyen	Art, Education, Gallery Coordinator	www.msmc.edu
Christina E Amato	Historic Preservation, art collector, interior design, furniture restoration	
Christopher Hajek	Events, Design, Writing	www.thespruceshudsonvalley.com
Clayton Buchanan	Poetic Writing/Reading	
David Kiss	Music booker, curator, musician, DJ, and creative consultant.	www.david-kiss.com
Deborah Danzy	Community organizer	
Dharman Abdullah	Gallerist and Venue owner/operator	watershedstudio.space
Diana Mangaser	architecture, art, education	www.ysdm.studio
Donna Boyle Schwartz	Recording Studio/Audio Restoration/Writer	www.dds-enterprises.com
Dorothy D. Szefc	Cultural Affairs Coordinator at SUNY Orange Community College	www.sunyorange.edu/culturalaffairs
Elana Gluck	Textile	
Elizabeth Eggert-Atzberger	Film and Television Production	
Elizabeth Harper	Dance/Yoga/Visual Art	



Artists	Creative Industry	Website
Emily Piccone	Film photographer	
Eric Jarmann	Art retail, picture framing, photography	www.ericjarmann.carrd.co
Erica Forneret	Experience curations, event designs, community spaces	www.thespruceshudsonvalley.com
Joseph Forbes	Theatre, Dance, Opera	www.studioandforum.org
Genesis Ramos	Board member of Safe Harbors of the Hudson	
Genie Abrams	Author	www.TheNewburghNews.com
Gina Ciotti	Brand Identity & Marketing	www.ginaciotti.com
Gita Nandan	ADS Warehouse - with gallery space, we are an architect and sculptor	www.betweenpaces.org
Guy Johanson	Instrumental Music (band)	
Hannah Vaughan	Designer, Furniture, interior and exterior architecture	www.hannahvaughan.com
Hannah Anderson	Community Organizer	talktomeaboutcats.org / atlasnewburgh.com
Hannah Walsh Des Cognet	Visual artist	
Hilary Greer	Casting Director for Films	www.hbgcasting.com
Ilana Garcia	Working with individuals with special needs	
Jackie Skrzyński	Artist	www.JackieSkrzynski.com
Jacqui Rabkin	Marketing and cultural consultant for nightlife, performing arts, immersive events, and virtual events, with a special focus on creating safer spaces and how to make your event more inclusive.	
Jason Bauer	Multidisciplinary artist with a concentration in glass	www.Jasonrbauer.com
Jeff Wallace	Carpenter	
Jeff Wilkinson	Architect	www.jwra.com
Jennaway Pearson	Printmaking + Book Binding Studio, Three Snakes	www.threesnakes.com
Jeremy Moore	Opera singer	www.Jeremyjmoore.com
Wickham solid wood studio	Furniture making	www.wickham.com
Jill Enfield	Photographer	www.jillenfield.com
JJ Reddington	Photography	www.jjreddington.com



Artists	Creative Industry	Website
John Atzberger	Luthiery / Folk Music / Writing	
John Manning	Trumpet; all genres	
Jon Beer	Carpenter & Artist	www.jonbeercontracting.com
Josette Ramnani	Dance/Music	www.josetteramnani.com
Joy Zelada	Guitarist/musician	www.joyzelada.com
Julie Lindell	Multimedia visual arts	www.Julielindell.org
Julie Tremblay	Sculpture	www.julietremblay.net
Kate Aubrey	Multidisciplinary designer	www.kate-aubrey.com
Kathy L. Lawrence	Music - vocal and piano	
Ken Nelson	artist-paintings and collages	kennethnelsonartist.com
Kim Markel	design	www.kimmarkel.com
Kimberly Ruth	Podcasting / Filmmaking	www.dearnewburghpodcast.com
Larry Neumann	Veteran arts: Visual, Written, Music	www.hudsonvalleyvets.org
Lindsey Taylor Design	Garden Designer	www.lindseytaylordesign.com
Lisa Cline	Architecture/Restoration/Adaptive Design www.hrmm.org	
Lisa Montanaro	Live music	
Lori Grinker	Photography, multi-media, film, arts education	www.lorigrinker.com
Marcus Franklin	Creative director, content producer, consultant	
Maria Herrera	Gardening	
Mark Ellison	Carpenter	
Marlene Lipinski	Artist, educator, higher education administrators	www.Marlenelipinski.com
Matthew Keith Lusk	Sculpture, Performance	
Megan Galante	Hand designed/dyed textiles.	www.megangalante.co
Michael Carter	Graphic design	www.mlewisboutique.com
Michael Muyot	Film, Music and Festivals	www.eastxnortheast.com
Michelle Coleman-Guillen	Jewelery/ fashion designer, hairbraider / artist	
Michelle Roach	Event Planning	eventacyevents.business.site/



Artists	Creative Industry	Website
Mike Jurkovic	Poetry, music, art	www.mikejurkovic.com
Mona Toscano	poetry readings	
Morgan Donohue	Sculptor	
Naomi Miller	Multidisciplinary artist	www.naomiller.com
Neil "Nail" Alexander	Music Composition, performance, education	www.nailmusic.com
Nicky Chasteen	Painting and Drawing, as well as Physical and Digital Media	www.nchasteenart.com
Nicole Lattuca	Curator and Social Practice Artist	www.nicolelattuca.com
Oren R Cohen	Photography	libertystreetstudio.com and Beacontintype.com
Orin Buck	Worker in visual, audio and computer arts	www.orinbuck.com
Patrice Washington	Artist	www.patricereneewashington.com
Patty Sussman	literary/book discussions	
Penelope Taylor	Writer and actor	
Perfect Sweets	Culinary	www.perfectsweetsinc.com/
Peter Bayne	Composer/Producer	www.Westchannel.com
Philippe Halaburda	abstract painting, tape art	www.halaburda.com
Pierre Bowring	Glassblower	www.bowglass.com
Ramona Burton	Literary Development, Environmental Education	
Rena Leinberger	Interdisciplinary visual artist	www.Renaleinberger.com
Richard Bruce	Painter	www.richardgbruce.com
Richard Gary	Photographer/artist	www.richardgary.com
Romina Gonzales	Visual artist	www.rominagonzales.com
Roxenne	Illustration	
Russell Ger	Live orchestral music	www.newburghsymphony.org
Sam Adels	School gardening / Urban Farming	www.landtolearn.org
Sara Gurevich	Performer and choreographer (dance/theater/performance art)	
Sean McLelland	Furniture	www.nafco.com
Seph Rodney	Art critic	www.sephrodney.com



Artists	Creative Industry	Website
Shari Diamond	Visual arts	www.Sharidiamond.net
Sisha Ortuzar	Creative space (artist studios)	www.newburghwireworks.com
Summer Crockett Moore	Filmmaker, Producer, Actor, Voice-Over Artist	www.summercrockettmoore.com
Tal Gluck	design, craft, sculpture, programming	
Tamar Samir	Graphic Designer, Creative Director, Educator	www.tamarsamir.com
Tamara Rafkin	Visual artist	www.tamararafkin.com
Tatianna Sutton	Web & Graphic Design	www.tatiannasutton.com/
Troy Atkinson	Scene Shop	www.prg.com
Trusoul Family	Film	
Vernon M Byron III	Visual Art/ New Media/Sculpture	www.vernonmbyronartdesign.com
Vivien Collens	Sculpture	www.viviencollens.com



APPENDIX C – SURVEY RESULTS

Highlights from the Newburgh Community Cultural Survey are as follows:

WHAT PEOPLE LOVE ABOUT NEWBURGH

The most often cited responses to the question “what do you love about Newburgh?” included:

- Diversity
- The People
- History
- Architecture
- Community
- Natural Beauty
- Proximity to NYC
- Restaurants
- Vast Opportunities
- Creative Culture
- Public Events

CURRENT PARTICIPATION

- Most popular types of activities attended by respondents were:
 - Music (71%)
 - Visual Arts (70%)
 - Food/Culinary/Distillery Arts (60%)
 - Historical Landmarks/Events (56%)
- Top reasons cited for attending arts and cultural events were:
 - To engage my creative side (23%)
 - To be entertained (22%)
 - To support my community (15%)
- Newburgh has high levels of cultural participation:
 - Nearly 59% of respondents attend 1-2 arts or cultural events per month
 - 21% attend 3-5 events per month



- Over 8% attend more than 5 events per month
- The top ways people hear about arts and culture events were:
 - Social media (59%)
 - Word of mouth (45%)
 - Email lists (15%)
- Most respondents favorably rated the quality of Newburgh arts and culture:
 - 50% rated the quality as good
 - 9% rated the quality as excellent
- Many respondents are personally involved in arts and cultural activities. The activities most are involved in were:
 - Visual Arts (38%)
 - Gardening (34%)
 - Design (25%)
 - Music (24%)
 - Crafts (22%)
- The top types of places where respondents experience art and culture in were:
 - Museums (63%)
 - Historic buildings (62%)
 - Arts organizations (61%)
 - Public parks or plazas (62%)
 - Streets or sidewalks (56%)
 - Natural heritage (55%)
 - Restaurants/bars (52%)

FUTURE PARTICIPATION

- The activities respondents are most interested in enjoying in Newburgh in the future were (each respondent selected up to 5):
 - Music (70%)
 - Food/Culinary/Distillery Arts (60%)
 - Theater (44%)
 - Gardening (37%)



BARRIERS TO AND NEEDS FOR CULTURAL PARTICIPATION

The key reasons cited as “what makes it difficult for you to participate in the arts and culture in Newburgh” were:

- I don’t know about events (51%)
- Schedule conflicts (45%)
- Lack of frequency (34%)
- Lack of variety (17%)

Regarding what is currently missing from arts and culture in Newburgh, most cited were:

- Centralized site/calendar for Newburgh events
- Funding for family and individual artist organized events
- Multipurpose arts venues (recital halls, theaters, practice spaces)
- Downtown infrastructure (shuttles, wayfinding, public art installations by local artists)
- Coordination between arts and city departments (education, government, arts organizations)

YOUTH PARTICIPATION

- Nearly 30% of respondents had people under 18 years of age living in their household.
- Of these households, 61% stated youth in their household were interested in a career in arts and culture
- Of the arts and cultural activities youth in the household were currently involved in, the following were the most cited:
 - Music (57%)
 - Dance (42%)
 - Visual Arts (40%)
 - Food/Culinary/Distillery Arts (24%)
 - Film/Video/TV/Radio Production (23%)
- Regarding what youth in Newburgh most want to see in the arts and cultural environment in Newburgh, the top responses were:
 - Culinary arts instruction
 - Safe places for youth events
 - Frequent free events
 - Diverse concerts, festivals, and dance parties
 - Participatory art events



SOCIAL IMPACT OF ARTS AND CULTURE

Among the statements that best explain the effect supporting the arts and culture can have on advancing objectives in Newburgh, the top responses were:

- Improve the quality of life (65%)
- Strengthen social or community connectivity (61%)
- Contribute to the local economy (52%)
- Build equity, diversity, and inclusion in the community (43%)

Among statements about the impact of arts and culture as they relate to Newburgh, the following were the statements that received the highest percentage of “strongly agree” responses:

- Arts and culture enhance the image and identity of my community (73% strongly agree)
- Arts and culture improve the quality and livability of my community (71% strongly agree)
- Arts and culture help students perform better academically (62% strongly agree)
- Arts and culture are good for the economy and support jobs (61% strongly agree)

Among statements about the impact of arts and culture as they relate to Newburgh, the following were the statements that received the highest percentage of “disagree” responses:

- Everyone in my community has equal access to the arts and culture (40% disagree)
- My community offers me an adequate amount or arts and cultural opportunities in which to participate (19% disagree)

Regarding which community issues arts and culture can most impact (on a scale from 1 to 10 with 10 being the most impact), the following were the issues that received the highest amount of ratings of 10/most impact:

- Strengthening social networks (36%)
- Improving education (36%)
- Developing local economy (34%)
- Aiding small business development (31%)

Raw data on the survey can be downloaded at newburghculture.org/data.



APPENDIX D – EMERGING RECOMMENDATIONS DISCUSSION

Below are the four priorities that received the most votes at the Summit, the initial recommendations presented, and the key discussion points from the breakout groups for each priority.

PRIORITY 1:

Engage people to celebrate, connect, and empower the city's diverse communities

Recommendations presented:

- A. Tell Newburgh Stories about its rich and diverse history to counter past reputation
- B. Better promote and integrate Latino culture i.e. create Latino community center
- C. Connect with Newburgh Free Library and the faith community to engagement immigrant communities in cultural events and conversations
- D. Tap community resources to develop more diverse leaders in Newburgh's institutions
- E. Work with new Chief Equity Officer to strategize how arts and culture can promote and reflect equity
- F. Match business owners with bilingual workforce

Breakout group key discussion points:

- Ensure access for all with multiple entry points
- Address language barriers
 - Provide more Spanish language materials and translation and consider putting Spanish language first
 - More than one language: find out what other languages constituents speak
- Welcome both outsiders and long-term residents
- Create library events focused on DACA and Dreamers
- Help cultivate diverse leadership by providing transparency on how to rise to positions of authority
- Reach out to Latino churches to convene with other arts and culture stakeholders
 - Planned Parenthood of Greater New York provides a model of including faith groups in outreach
- Leverage underused spaces



- Library is a key space for underserved communities
- Downing Park
- Ensure stories about Newburgh extend beyond the better known history of George Washington
 - Show the diversity of histories of many peoples in Newburgh
 - Look back to move forward
- Develop more cultural ambassadors to connect different populations in Newburgh
- Marketing and promotion focusing on different cultures
- The city needs a community center for people of all kinds to gather

PRIORITY 2:

Centralize communication, information, and do more robust marketing about Newburgh arts and culture

Recommendations presented:

- A. Create an online directory of cultural resources, creative businesses, and artists
- D. Convene creative community and foster cross-pollination, interdisciplinary efforts, and larger community initiatives
- E. Develop Newburgh's marketing and branding based on its unique identity to increase awareness about arts and culture in Newburgh, and bolster the city's reputation and pride
- F. Demonstrate the value of art in promoting local businesses by gathering data to support it

Breakout group key discussion points:

- Centralize hub of information
 - Already a high priority for the Newburgh Arts and Cultural Commission
 - Information should be bilingual
 - Database maintenance and updating to ensure accuracy, quality control, and accountability
 - Connect events to online artist pages
 - Include not just events but hiring opportunities
 - Ensure culinary and maker arts are included
 - Work with members of Latino community to surface "underground" information such as musicians to hire for Quinceañera parties and weddings, Guadalupe celebration events
 - Beacon may be a model
- Create a map of Newburgh food, entertainment, and cultural venues for wide distribution
 - Enlist local artist(s) to illustrate
 - Can be printed and online with Google map links
 - Newburgh Open Studios and Illuminated Festival provide models



- Include self-guided tours
- Ensure digital divide is taken into consideration
 - Information should be online as well in print and audio: newspapers, flyers, radio
 - Put information physically in gathering places: coffee shops, laundromats, restaurants, message boards, etc.
 - For artists without websites, provide help to create
- Create an art rental program, where people can rent artworks from local Newburgh artists
 - Carnegie Museum of Art, Pittsburgh has model of art lending library
 - Orange County Arts Council could be a partner
- Convenings and communication
 - Safe Harbors can be part of larger community initiatives for cross pollination
 - Have a community center in each ward where people can gather
 - Chicago's Rebuild Foundation can be a model
 - Explore online platforms like Discord for group discussion
- Support public art with more plaques and murals
 - Plaques can have bar codes to allow people to explore deeper histories
 - Create a mural location for ongoing rotation of work by local artists
 - Work with PANJA on mural efforts
- Start a Newburgh tourism board and connect with others in Hudson Valley
- Marketing
 - Promote beyond Newburgh throughout the region – regional newspapers and radio
 - Leverage Spanish speaking media such as La Voz
 - Simple low-cost models like Stacey Abrams fundraisers with live event with performers, affordable (\$20) tickets
 - Work with Latino businesses on their annual calendars with beautiful art

PRIORITY 3:

Improve city government support/policies for arts and culture

Recommendations presented:

- A. Clarify One Percent for Public Art and public art policy
- B. Create an arts and cultural liaison to city government, possibly connected to tourism or other adjacent sectors
- C. Improve connectivity in the city by using art, i.e. between the waterfront and Upper Broadway
- D. Simplify permitting, licensing, and construction regulations
- E. City leadership provide endorsements of anchor cultural organizations



- F. Increase visibility of City's arts + culture on website
- G. Prioritize arts and culture in broader infrastructure projects, i.e. street improvement, public transportation needs, neighborhood beautification, wayfinding, crosswalks, bike trails, meeting spaces
- H. Develop policies to prevent displacement of long-term residents
- I. Repair crumbling infrastructure and increase sanitation efforts

Breakout group key discussion points:

- Mayor provides great foundation
 - Supports the arts as SAG actor and poet
- One Percent for Art is great start, needs to grow and be more transparent
- Gentrification is a top concern
 - Need to balance the positives of revitalization with avoiding risk of displacement
- Newburgh Arts and Cultural Commission needs to be in closer communication with City Council and the Mayor's Strategic Economic & Development Commission
 - Kearney Realty and Development Group, which has pitched developments including affordable space for artists to Newburgh City Council, can be an ally
- Transportation programs can help arts and culture
 - Provide students free transportation with use of library card
 - Provide transportation from Mt. Saint Mary College to art venues
- Build deeper relationships between City of Newburgh and higher education
 - Mayor is alum of MSMC, an oasis in the city
 - Create more collaborations between artists, students, professors, and city government
 - DEI initiatives need to be part of collaborations
- Increase broadband to improve online access to arts and cultural events and information
- Intergenerational exchange needed
 - Help seniors and connect with nursing homes
- Centralizing informational newsletter is essential
 - City website, community newsletter, town crier-style chalkboard updated daily
- While funding is essential, there are other forms of currency
 - Artists want opportunities
 - Good ideas will attract funding
- Volunteerism can be better supported
 - City Hall program to market and connect community organizations with opportunities to connect, i.e., sign-up board
 - Monthly spotlights can help with bridge-building and mutual learning



PRIORITY 4:

Develop additional financing and funding for arts and culture

Recommendations presented:

- A. Partner with banks and funders to design special loans for creatives
- B. Explore community capital, reinvestment funds, and regional/federal funds, i.e. TSEC, IDA, and OC Tourism
- C. Cultivate increased local funders/giving, and explore consortium funding
- D. Support continued growth of creative businesses, i.e. film, fashion, and makers, with tax incentives
- E. Connect with the Strategic Economic Development Committee to ensure arts and culture are connected to the city's broader economic development goals
- F. Provide funding for youth to attend cultural events, materials and classes

Breakout group key discussion points:

- Leverage public and community banking
 - Make loans accessible to long-term residents
 - Public Banking as an avenue for funding for creatives and the community at large to keep money in Newburgh
 - Elect local board of directors
 - Provide micro-loans
 - Community bank can partners if needed with private bank(s)
 - Efforts underway to create a Black-owned bank in partnership with another successful Black-owned bank
- Leverage higher education as a mechanism for job opportunities, training, and modeling careers in the arts
 - Decentralize arts education
 - Partner with local colleges
 - Talented and skilled community members would become the teachers
- Create strategies for affordable rents and costs of living
 - Incentivize artists to buy properties as a collective to keep properties in the hands of residents and is a part of the fight for affordability
 - Large vacant properties owned by the city should go directly to the community land bank for the Community
- Public Art Projects could be funded by local small business owners



APPENDIX E – COMMUNICATIONS AND MARKETING REPORT

Newburgh Arts + Cultural Study was conducted with a robust community outreach and marketing strategy. Using a wide variety of digital and analog communication campaigns, the strategy aimed to highlight the Study's findings, entice community participation, spotlight creative local talent, and share various values around art. The resulting campaigns provided an informative and transparent digital story for Newburgh's community.

Communications expert Harineta Rigatos developed, created, and implemented a holistic marketing strategy for the Study, which is available in an online report that describes the various campaigns and their corresponding analytics. The report's table of contents follows; download the full report: newburghculture.org/data.



Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide.

We assist people, communities and organizations to realize and enhance cultural meaning and expression.

We distinguish ourselves through a comprehensive and integrated full-service offering built on a foundation of key competencies: visioning, planning and implementation.

We value and believe in cultural expression as essential for all people. We conduct ourselves with respect for collaboration, local adaptation and cultural diversity, embodying the highest standards of integrity, ethics and professional practice.

We help clients clarify their goals; we provide them with the tools to achieve those goals; and we leave a legacy as a result of training and collaboration.

Our New York office is located on the traditional lands of the Lenape peoples. We encourage you to acknowledge the presence of the people who came before, wherever you are. Our Toronto office is located within the traditional territory of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples.