Tuesday, June 8: NJM Urban Placemaking Day

Creative Arts and Economic Development: Sparking and Sustaining Downtown Trenton

isles.org/forum
TRENTON ARTS IN FOCUS

creek to CANAL and CITYWIDE

a shared vision and action steps to celebrate creativity and culture
Creek to Canal Creative Arts District

Goals
1. Celebrate and Elevate
2. Strengthen Connections
3. Integrate the arts into the revitalization of Downtown
4. Embrace arts based community & economic development
5. Raise resources
6. Become a model
FIGURE A-4 Access and Transportation Map
Stockton Street Apartments
• **Passage’s Board** consists of 16 diverse individuals with a variety of backgrounds who all have a deep interest in theatre and community. Passage’s Board is currently 25% BIPOC, with 19% of our Board identifying as LGBTQIA++, and 56% of them identifying as female.

• Our **operating budget** is roughly $600,000 annually.

• Our **staff** consists of four full-time members, one part-time member, and two consultants.

• We produce **three full-scale productions** each year, including two mainstage shows and one Theatre for Families and Young Audiences production.

• In addition to shows, we also produce a number of educational workshops and resources through **Passage Youth Programs** and create and develop new theatrical work through our **PlayLab Program**.
THE OK TRENTON PROJECT

By David Lee White, Richard Bradford, and the members of The OK Trenton Ensemble
Directed by C. Ryanne Domingues

Reading at 5pm on June 12th in the Mill Hill Park Amphitheatre, Pay-What-You Can
www.passagetheatre.org

21-22 Season: Trenton Makes

Our three shows next season will be all be set in Trenton and tell stories that reflect those in our community. While our season usually runs September through June, the majority of next season’s offerings will begin in February to allow for adjustments due to the pandemic.
During the 2021-2022 season, Passage Theatre will be partnering with Hedgepeth-Williams Middle School of the Arts to complete a 48-session residency wherein Passage teaching artists will work with 25 eighth-grade students to write an original show about the history of their school and its name. Once the show is written, the students will rehearse the show, joined by a professional director, actors, designers, and management team. The fully mounted production will feature both students and professional actors onstage together, and feature props and set dressings designed and created by the students. All other design elements will be professionally designed and created with student input.

Into the Future

In the years to come, Passage has plans to continue the development of Passage Youth Programs and PlayLab, while also continuing to produce high-quality, professional productions. Our hope is to produce a world premiere every three years and to expand our outreach efforts in our community. One of our main goals is to expand our number of staff members to include individuals who will lead our Education, Outreach, Marketing, and Development departments. In other words, we want to grow!!
Leon Rainbow
Artist
Trenton Downtown Association is a 501(c)(3) nonprofit organization managing the Special Improvement District of Downtown Trenton.

Since 1986, TDA has been a significant supporter of the Trenton arts and culture community through both traditional and non-traditional creative placemaking efforts.

TDA understands the important role creative placemaking has in economic development, business attraction, and retention.
Pandemic Impact, Response & Recovery

- COVID significantly impacted TDA’s annual in person events in 2020:
  - Capital City Farmers Market
  - Levitt AMP Trenton
  - Patriots Week
- TDA Growth Grant
- Robust Downtown Business Marketing Plan
  - Launched the Love Local marketing Campaign
- Maintained Support for the Arts in Trenton
  - Sidewalk Chalk Project - Art Where You Are
  - Funded 2 Mural Programs
Thank you!

Panelists

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To learn more about C2C, visit:
www.creektocanalcreative.org