

---

---

**STOCKTON UNIVERSITY  
ANNUAL REPORT FOR  
2020 INITIATIVES PROJECT**

---

---

<b>PROJECT LEADER(S):</b>	Lisa Honaker
<b>PROJECT TITLE:</b>	48 Stories/48 Blocks Atlantic City
<b>DATE:</b>	7 August 2019
<b>CC:</b>	

- *The boxes below expand as needed to accommodate your notes. You may also include/submit appendices or attachments, if needed.*
- *Email a copy of this completed form to Jessica Kay, Senior Planning Analyst at: [2020@stockton.edu](mailto:2020@stockton.edu) or [Jessica.Kay@stockton.edu](mailto:Jessica.Kay@stockton.edu).*

**Please provide a summary of the project and your experience.**

This 2020 project, 48 Blocks Atlantic City/48 Stories, is designed to help further institutionalize 48 Blocks Atlantic City as an annual event and vehicle for creating permanent art in the Atlantic City and as a way of beginning to change the narrative on Atlantic City. To that end monies from this grant went to support event operations (including payments to artists, the purchase of art materials and mural sealants, and the creation of a high-quality video telling the event’s story) and to create a book, *48 Stories*, meant to capture the experience of 48 Blocks AC and offer a literal “narrative” of change and celebration through text that records the voices of the artists, residents, volunteers, business owners, and community leaders who experienced the event and high-quality photos of the participants and/or their work.

A description of 48 Blocks Atlantic City, which debuted in 2017 and has just had its 3<sup>rd</sup> iteration, appears below. In it, we discuss project vision, goals and experience.

---

In May 2017, Stockton University signed a Declaration of Commitment to Atlantic City, which designated the university as an anchor institution in Atlantic City and formalized its commitment to the city’s revitalization. Assistant Provost Michelle McDonald stated at the time that “Stockton’s commitment to the city is palpable not only through the bricks and mortar already visible at the Chelsea neighborhood building site, but also through the academic programming and partnerships under construction as well.” Stockton’s ongoing partnership with the Atlantic City Arts Foundation (ACAF) in the project **48 Blocks Atlantic City** exemplifies the sort of partnership McDonald references. Not only is the partnership between ACAF and Stockton an important relationship in and of itself, but it has been the vehicle to forming other relationships and partnerships within the city through the grassroots organizing that informed this project’s vision from the start.

Involving Stockton faculty, students, and alumni and government officials, civic leaders, arts and neighborhood organizations in the planning process, 48 Blocks Atlantic City, which launched on June 24, 2017 as a daylong celebration of arts and creativity in Atlantic City, was to feature 48 creative projects—8 in each of Atlantic City's 6 wards. The first year, we exceeded this expectation with over 90 projects. (In 2018, we had over 130.) These projects included murals, installations and other visual arts, music, interactive and participatory projects, gardens, yarn-bombing, yoga, tai chi, poetry, skate park demonstrations, ballet, art bikes, circus arts, and multi-media. The planners wanted to explore AC's creativity; the neighborhoods and residents themselves decided what forms that creativity took. The event also celebrated the wealth of history and culture in the city, with six locations designated to collect oral histories from and scan historic photos and photograph artifacts for city residents.

The goals of both the planning process and the event itself from the start were consistent with and illustrative of Stockton's anchor institution designation. The project's original vision was to

- encourage neighborhood planning initiatives, and uncover and empower neighborhood leaders,
- discover (as noted above) hidden creativity and talent within the neighborhoods,
- spotlight and celebrate Atlantic City, and
- add to the inventory of public art throughout the city.

Further, the creation of permanent art throughout the city, which has proceeded at a pace beyond the planners' wildest imaginings, is a very real contribution to the city's vitality. (The project's second weekend-long celebration in 2018 added another round of permanent art, including new 25 murals, to the city. In 2019, we have added another 10—bringing our 48 Blocks AC mural total to 45. Our desire to make 48 Blocks AC an annual event, with additions to the city's public art inventory occurring year over year, throughout the city, speaks to our recognition that entrenched attitudes and narratives do not change overnight and that art alone will not save the city. But as a complement to Stockton's new campus and the work of its P3 partners, this event explores the city's creativity and gives the members of its communities opportunities to express themselves creatively. Such work can empower individuals and communities and enhance their lives and their vision of themselves and their city. This is not just good for city residents alone but also for the Stockton students, faculty and staff who are now studying, working, and living in the city.

**Please attach a copy of your original proposal or list your stated objectives and expected outcomes.**

48 Blocks Atlantic City's objectives:

- encourage neighborhood planning initiatives, and uncover and empower neighborhood leaders,
- discover (as noted above) hidden creativity and talent within Atlantic City's neighborhoods,
- spotlight and celebrate Atlantic City,
- and add to the inventory of public art throughout the city.
- support event operations (including payments to artists, the purchase of art materials and mural sealants, and the creation of a high-quality video telling the event's story)
- create a book, *48 Stories from 48 Blocks*, that captures the experience and offers a literal "narrative" of change and celebration through and through text that records the voices of the artists, residents, volunteers, business owners, and community leaders who experienced the event and accompanies high quality photos of the participants and/or their work
- capture and advance a "new narrative" on Atlantic City--one that celebrates its communities' creativity, culture, and rich history inherent in the vision, planning, and implementation of 48 Blocks AC.

- promote 48 Blocks AC to the public and provide (through permanent public art and the *48 Stories* book) lasting testaments to the city’s artistic revitalization

Further, *48 Stories*

- will involve Stockton students in its creation through their work for South Jersey Culture & History Center, which will publish the book. Students will be involved as photographers, interviewers, designers, and editors. They may also be involved in training others to do interviews with participants and stakeholders (the result of an earlier 2020 grant to SJC&HC for a project on Hammonton garment workers to train students in the art of taking oral histories)
- will generate revenue to support 48 Blocks AC through sales and as an aid to grant applications

**Please describe the results of your project and compare them to your original expectations. Elaborate on how well your objectives were met and how they might have changed. Note any particular obstacles that may have prevented your achieving full satisfaction on desired outcomes.**

We were able to produce the book *48 Stories* with the funding requested on our proposed timeline. Our intention was to have the book ready for the 2019 48 Blocks AC event. We were successful and sold at least half of 200 books printed during the 48 Blocks AC weekend, June 21-23, 2019. Revenue from sales of the book (at \$30.00 a copy) go to support the event and future editions of the book.

The book captures the new narrative we describe in our goals for the project and we have some evidence that that narrative is gaining traction through the increased interest in the arts in AC. Awareness of 48 Blocks AD is increasing, with very positive press coverage.

Our goal to involve more of the Stockton community, and though we were unable to involve students in the publication project due to timing issues, we did increase the involvement of the Stockton community in 48 Blocks AC itself. We accomplished this through our usual faculty and student participants, through increased promotion through Stockton email, and through a successful call for volunteers to be docents on this year’s jitney mural tours. (More than 35 Stockton faculty, staff, and students participated in projects or led tours.)

The ACAF’s fundraising for its operations and programming—including 48 Blocks AC—has increased dramatically this year.

Further, the Governor’s Special Assistant Jim Johnson not only mentioned the arts and 48 Blocks AC in particular as bright spots in his 2018 report on Atlantic City but also provided a successful grant opportunity for the Noyes Arts Garage to partner with ACPAL to offer ongoing arts instruction in its summer camps and a new after school program as well as arts instruction for adults in the New York Ave apartments. Such opportunities and collaborations were part of our original vision for 48 Blocks AC.

Positive press both before and after this year’s event included:

A *State of the Arts* feature story in the PBS program’s Atlantic City Show, which also feature stories on 48 Blocks AC participants:

- [https://www.stateoftheartsnj.com/?portfolio=48-blocks&fbclid=IwAR0o\\_qOldWo-eP1IF1gQ7hl7cvKuimyOWS7TDuzBn9Ts1bvs-w9t2DAcCEs](https://www.stateoftheartsnj.com/?portfolio=48-blocks&fbclid=IwAR0o_qOldWo-eP1IF1gQ7hl7cvKuimyOWS7TDuzBn9Ts1bvs-w9t2DAcCEs) (48 Blocks AC)
- <https://www.stateoftheartsnj.com/?p=2601> (The Atlantic City Show)

*Philadelphia Inquirer:* [https://www.inquirer.com/philly/news/new\\_jersey/shore/atlantic-city-art-murals-casinos-coffee-tennessee-avenue.html](https://www.inquirer.com/philly/news/new_jersey/shore/atlantic-city-art-murals-casinos-coffee-tennessee-avenue.html)

*Press of Atlantic City:*

- <https://www.48blocksac.com/blog-press/2019/2/20/art-is-a-tool-in-the-fight-against-blight-how-can-ac-see-more-of-it>
- [https://www.pressofatlanticcity.com/news/artists-to-create-murals-throughout-the-city-next-week/article\\_48ad913d-5c60-5fd9-a60d-987c05278380.html?fbclid=IwAR3fAlk0LcvtjsANUpzCjYLWBn99JiLe6yIFjIYxY2OkB78uSIJ9RUz15b8](https://www.pressofatlanticcity.com/news/artists-to-create-murals-throughout-the-city-next-week/article_48ad913d-5c60-5fd9-a60d-987c05278380.html?fbclid=IwAR3fAlk0LcvtjsANUpzCjYLWBn99JiLe6yIFjIYxY2OkB78uSIJ9RUz15b8)
- [https://www.pressofatlanticcity.com/video/news/blocks-mural-in-atlantic-city/video\\_5fc467ad-1214-527d-80df-0434c66b5918.html?fbclid=IwAR25Cy5UHPrTzGQpcWQjsNp-BHwCzgW2fipiWqQmSF3\\_FuPRO9DX-jUJbRM](https://www.pressofatlanticcity.com/video/news/blocks-mural-in-atlantic-city/video_5fc467ad-1214-527d-80df-0434c66b5918.html?fbclid=IwAR25Cy5UHPrTzGQpcWQjsNp-BHwCzgW2fipiWqQmSF3_FuPRO9DX-jUJbRM)
- [https://www.pressofatlanticcity.com/news/artists-let-atlantic-city-color-their-murals/article\\_f198348b-00ac-5f18-822a-4e3588f60b85.html?fbclid=IwAR1-x3dsRu7gqpiFi-X58NvCMo-aJCuGywlehkAGph38S4ooeJn4KEC-JA](https://www.pressofatlanticcity.com/news/artists-let-atlantic-city-color-their-murals/article_f198348b-00ac-5f18-822a-4e3588f60b85.html?fbclid=IwAR1-x3dsRu7gqpiFi-X58NvCMo-aJCuGywlehkAGph38S4ooeJn4KEC-JA)
- [https://www.pressofatlanticcity.com/news/blocks-provides-interactive-experience-with-atlantic-city-mural-tour/article\\_2671678f-e24e-5968-a8cd-ad7c5b37c125.html?utm\\_medium=social&utm\\_source=facebook&utm\\_campaign=user-share&fbclid=IwAR0G0cph7gEKZZiAEA7uYmWA24nE5Etyx\\_1AZdRZEdE8kMJY7NpP5te68zl](https://www.pressofatlanticcity.com/news/blocks-provides-interactive-experience-with-atlantic-city-mural-tour/article_2671678f-e24e-5968-a8cd-ad7c5b37c125.html?utm_medium=social&utm_source=facebook&utm_campaign=user-share&fbclid=IwAR0G0cph7gEKZZiAEA7uYmWA24nE5Etyx_1AZdRZEdE8kMJY7NpP5te68zl)
- [https://www.pressofatlanticcity.com/news/local/atlantic-city-youth-given-second-chance-with-arts-program/article\\_09d54629-3ffe-5514-9093-9c2a75bb8ee9.html?fbclid=IwAR2i97rWaLVl3sOo5tVdZLMzyPtLI2rfgBanXOTjOLDw0CnvAms3YA35PEk](https://www.pressofatlanticcity.com/news/local/atlantic-city-youth-given-second-chance-with-arts-program/article_09d54629-3ffe-5514-9093-9c2a75bb8ee9.html?fbclid=IwAR2i97rWaLVl3sOo5tVdZLMzyPtLI2rfgBanXOTjOLDw0CnvAms3YA35PEk)

*Sold Magazine* (By Artists for Artists), NYC: <https://www.soldmagny.com/single-post/2019/05/25/On-the-Road-Atlantic-City-NJ?fbclid=IwAR2cS1kPkuEJXhBgHzjXBOuY8pluM4E1LFqmdNt9MW7z222RVkuTawwnCPE>

*Shore Local:* <http://www.shorelocalnews.com/hometown-hero-zach-katzen/?fbclid=IwAR3qyjsSr6SfeZJI5yOFrSLVpaixsmEXcaljDDLsjwK8713SI-wBN77Jtnw>

ABC Channel 6 (WPVI-TV Philadelphia) Action News: [https://6abc.com/community-events/youth-diversionary-arts-program/5404636/?fbclid=IwAR2fQ2O-iPbWKWhe9Q8QIAHoWsBjO\\_7Jjos\\_FdOWqWXGjVF8DlGO3zNg1ko](https://6abc.com/community-events/youth-diversionary-arts-program/5404636/?fbclid=IwAR2fQ2O-iPbWKWhe9Q8QIAHoWsBjO_7Jjos_FdOWqWXGjVF8DlGO3zNg1ko)

*Breaking AC:* <https://www.breakingac.com/2019/07/the-arts-give-atlantic-city-kids-a-positive-focus-this-summer/?fbclid=IwAR3OxN2ISQ-z-mZfwbvarlySGmHL5R3Z85CG09sh7bzMSM1Uztz7AbJg-A>

NJTV News: <https://www.njtvonline.org/news/video/atlantic-city-program-allows-youth-to-creatively-expunge-records/?fbclid=IwAR1B8GVr3glynBiUL2emhkFq4JSd0wmI5EwO9L3E5A5YAb0wrk7LmLuVfO4>

**Please list any follow-up actions (publications, presentation venues, etc.)**

*48 Stories* was published in June 2019. We printed 200 copies and debuted the book at the 48 Blocks AC opening party on June 21, 2019 and throughout the weekend. We are charging \$30 a copy and sold over 100 copies during 48 Blocks AC.

The book is still for sale at the Noyes Arts Garage and will also be for sale at ACAF events throughout the year. We are planning a book launch event for Thursday, September 19, from 4:00 pm to 7:00 pm in the

Residential Hall on the AC campus--with many of the people featured in the book on hand to talk about their experiences and sign books.

We will also provide copies of the book to potential donors and with grant applications.

48 Blocks AC 2019 was a success, by all accounts. New features included:

- Mural Week—May 13-17, during which 6 mural artists created 5 murals in Atlantic City.
- Free docent-led jitney mural tours (with several Stockton faculty and staff training and serving as docents).\*

Post-event, the ACAF is working with Joe Jingoli and Hard Rock on a new 48 Blocks AC project, 5-week diversionary arts program, wherein youthful offenders have an opportunity to clear their records by working to clean and prep locations for 5 large-scale murals—with one mural being created each week from July 15 to August 22.\*

Through Mural Week and the Diversionary Program, 48 Blocks AC has added 10 murals to the city in 2019, with nationally and internationally known muralists joining local muralists in their creation.\*

Planning for 48 Blocks AC 2020 will begin in September 2019.

\*We include press stories on 2019's inaugural Mural Week, the 48 Blocks AC event itself, and the subsequent Diversionary Arts project in the section above this one.

**Are you recommending the continuation of this project? If so:**

- **What are the next action steps you foresee or recommend?**
- **What are the expected budget requirements going forward?**
- **Please identify the program, department, or division you should be working with to secure continuation of funding for your project.**

*[Note: continuation proposals must be approved and incorporated into the appropriate budget process. This report will not constitute a request for permanent funding.]*

The original grant was for two years—with the second-year funding for 48 Blocks AC alone. Next year will be the second year of the grant. We will apply the \$5000 to paying for materials and artist stipends for 48 Blocks AC 2020, our fourth iteration of the event.

The ACAF has stepped up their fundraising considerably this year, shifting the lion's share of the financial burden away from Stockton. The ACAF was able to raise \$94,637.00 for 48 Blocks AC this year, with Stockton contributing \$15,000 for the event--through a 2020 grant (\$5000.00), ARHU (\$5000.00) and Noyes (\$5000.00) and \$8017.00 through the 2020 grant mentioned above for the publication of *48 Stories*. We wish to stabilize this level of funding from Stockton (\$15,000) from the contributors listed above.

We believe that institutionalizing the \$5000.00 contribution to the event from the President's and Provost's offices, combined with similar contributions from ARHU and the Noyes demonstrates our commitment to the project and to the arts in the city and seems appropriate, given our status as partners in presenting 48 Blocks AC with ACAF. We may also request funding for a second edition of *48 Stories* down the road.

<b>FINANCES: Based on your proposal, please outline below how the award has been spent.</b>		
	<b>Amount</b>	<b>Notes/Comments</b>
<b>Beginning Budget Balance as of:</b>	<b>\$ 18017.00</b>	<b>Total budget for 2 years</b>
Salary Expenditures		
<ul style="list-style-type: none"> <li>Stipends</li> </ul>	\$ 5050.00	48 Stories: photographers, editor-designer 48 Blocks: chair artists, Jitney Association
<ul style="list-style-type: none"> <li>Full-time staff salaries</li> </ul>	\$	
<ul style="list-style-type: none"> <li>Full-time faculty salaries</li> </ul>	\$	
<ul style="list-style-type: none"> <li>TES salaries</li> </ul>	\$	
<ul style="list-style-type: none"> <li>Fringe Benefits</li> </ul>	\$	
<b>Total Salary and Fringe Expenditures</b>	<b>\$ 5050.00</b>	
Non-Salary Expenditures ( <i>supplies, travel, etc.</i> )		
<ul style="list-style-type: none"> <li>Jitney Association</li> </ul>	\$ 3450.00	
<ul style="list-style-type: none"> <li>Book Baby (publisher/printer)</li> </ul>	\$ 4430.00	
<ul style="list-style-type: none"> <li>Cloud pdf</li> </ul>	\$ 75.00	
<ul style="list-style-type: none"> <li>Amazon posting/yr</li> </ul>	\$ 12.00	
<ul style="list-style-type: none"> <li></li> </ul>	\$	
<ul style="list-style-type: none"> <li></li> </ul>	\$	
<b>Total Non-Salary Expenditures</b>	<b>\$ 7967.00</b>	
<b>Total Salary + Non-Salary Expenditures</b>	<b>\$ 13017.00</b>	
<b>Ending Budget Balance as of: 15 Aug 2019</b>	<b>\$ 5000</b>	<b>Balance is funding for grant's 2<sup>nd</sup> year**</b>

*If there are remaining expenditures required to complete the project, and your project was approved for multiple fiscal years, please itemize them with expected amounts and timing for payment.*

**IMPORTANT:** *Unused funds reverted to the general 2020 Initiative Fund at the end of the fiscal year 2019, if not approved and encumbered for project costs in the next FY.*

<b>Item</b>	<b>Expected Amount</b>	<b>Expected Timing for Payment</b>
Artist stipends	4000.00	July 2020
Paint, art supplies	1000.00	July 2020
<b>Total</b>	<b>5000.00</b>	

\*\*This money may not be loaded yet. In that case, we have spent the entirety of our first-year funds. Our budget for next year is \$5000 for 48 Blocks AC alone.