

**“CREATIVE TEAM: CONNECTING THE ARTS AND CREATIVE SECTOR WITH ECONOMIC DEVELOPMENT, THE ENVIRONMENT AND SOCIAL JUSTICE ISSUES FOR THE SUSTAINABILITY OF THE COMMUNITY.”**

## **VISION FOR THE COMMUNITY**

**07.21.22**

### **Overview**

The social fabric of our community can be improved and sustained with a commitment to the arts and creativity to build a stronger and economically vibrant county seat.

With its 180+ year history, Hamilton Township has a rich and storied past on which to draw from. Bringing people together from diverse neighborhoods to celebrate, create, inspire and be inspired, improves quality of life and community wellbeing for all of our citizens.

Thoughtful planning in the development of a Marketing Strategy enables the process to unfold in a streamlined manner including, but not limited to:

1. Building Awareness through Promotion
2. Generating Traffic
3. Acquiring New Markets
4. Return on Investment

### **GOALS (By Quarter)**

1. First Quarter: TBD
2. Second Quarter: TBD
3. Third Quarter: TBD
4. Fourth Quarter :TBD

(Implement 6 of 18 categories)

1. Submit Logo design for Mays Landing/Hamilton Township to Township Committee
2. Initial Order for TShirts/Visors-Sell at community events; online etc...
3. Landscape enhancements-(four) 16” planters at the intersection of Rts 40/50\*
4. Submit Park Development ideas for ‘Train Park’ to Township Committee
5. Coordinate Annual Memorial Event for the Train Wreck Victims
6. Establish a “Teen Art Contest”. Winners will have their work displayed on Banner Flags on Main Street ***“Art on Main”***
7. County Seat Mural-develop a contest that will feature historical scenes from the community
8. “Welcome to Mays Landing” Banner across Main Street
- 9 Promote Seasonal Community Events-Advertise in other communities-  
Online; Vendor Table at events
10. Develop a quarterly Newsletter-include events, historical story, featured citizen ie:

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11. Establish “self guided” Walking Tours re: 1. 2nd Industrial Revolution
12. Commemorate our neighbors “Making a Difference” for “ *Black History Month*”
13. Acknowledge our neighbors “Making Difference” for “ *Women’s History Month*”
14. Look into the feasibility of Bike & Scooter Rentals at the ‘Train Park’
15. “HAPPY NEW YEAR from the Mays Landing Community!” Banner across Main Str
16. Coordinate a Lenni Lenape Pow Wow-Event at Lake Lenape Park
17. Signage for historic properties to coordinate with ‘Self Guided Tours’
18. For special events: John W Underhill Jitney Tour–From 1. Memorial Park
  2. Atlantic City Race Course 3, Underhill Park 4. Fountain at Memorial Park
19. Develop a list of musicians/bands to perform spring and summer evenings-either in Memorial or Gaskill Parks
- 20 **“FRIDAY NIGHT on the SQUARE” or “FRIDAY NIGHT in the PARK”** (Last Friday of the month in Memorial or Gaskill Park). Food Trucks; LIVE MUSIC; Family Movie Feature; (May-September)

### **Sub-Committee of the Green Team:**

Appointed Municipality Official: Erin Crean

Municipal Green Team/Regional Team Member: Suzanne Marx

Journalist/Tourism Marketing: Mari D Dattolo

Two Artists:

Business Leader: Cheryl Caliri

Representative from the Educational Community: Helen Hudson

Respectfully Submitted,

*Mari D'Albora Dattolo*

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% Hamilton Township Green/Creative Team Mays Landing, NJ