

# NEWMARKET ARTS, CULTURE & TOURISM STRATEGIC PLAN

*Newmarket chooses to “ACT” with creative vision to bring art to life.*

This Strategic Plan is a five-year framework for fostering a culturally vibrant Newmarket. It is the product of the recently created Arts, Culture & Tourism Commission and aims to align ideas, people and resources around a shared vision and a comprehensive set of goals, strategies and tactics for putting arts, culture and creativity at the very heart of the life in Newmarket.

## **PURPOSE: WHY DO WE NEED A PLAN — AND WHY NOW?**

The town’s arts and culture interests are at a critical growth juncture in terms of capitalizing on its inherent talent and resources. The time is right for envisioning and articulating the role arts and culture can and should play in Newmarket’s future, and for acting to bring this future to life.

As plans are developed for Newmarket’s 300<sup>th</sup> Town anniversary, coming in 2027, a clear strategic plan to incorporate arts and culture into the year-long celebration will reflect the Town’s commitment to weave arts and culture into the fabric of civic life and will simultaneously enhance tourism.

The Strategic Plan will demonstrate how—with leadership by the Town staff, Council, and community stakeholders, it can expand opportunities to emphasize arts and culture in Newmarket.

## **VALUES: WE INTEND TO ACT.**

The opportunity to engage in creative activity and be part of Newmarket’s arts and culture scene should be afforded to all people living and visiting the town. Innovation and creativity are chiseled into town’s foundation with numerous examples of . . . artistic expressions, advancements of the sciences and technology, as well as within civic realm, as represented by the life and contributions of historic residents, Wentworth Cheswell, John Webster and Laurence Beaulac.

As the town grows, the need to enable more residents and visitors to enjoy and benefit from our cultural resources while developing, sharing, recognizing individual creative expression becomes imperative. To achieve this, the Town needs to find innovative ways to support artists as well as art and cultural organizations. Realizing these goals present challenges, but also provide an opportunity to unlock unprecedented amounts of creativity, we are confident

that if we adopt this Strategic Plan, we can strengthen the community, foster creative solutions to problems in many other spheres, and enhance the life of the whole town.

## **VISION: FOSTERING ARTS, CULTURE & TOURISM.**

This Strategic Plan presents a five-year framework for the town, our arts and culture sector, and all residents who want a culturally vibrant place to live and play—or just want to be able to enjoy arts and cultural riches to the fullest.

The Arts, Culture & Tourism Commission envision Newmarket as a town...

- in which arts and culture are not just part of a storied past, but at the heart of our contemporary identity—expressing who we have been, who we are, and who we hope to be.
- that demonstrates in concrete ways how it values artists: enabling them to create and showcase their best and most innovative work and receive the support they need to survive and flourish here.
- that celebrates diversity in all forms by inspiring and empowering all residents to express their individual creativity and cultural identities.
- which arts and culture are woven into the very fabric of living, where residents, workers, students and visitors—participate and take pride in the vibrant cultural life to be found in every corner of the town.
- that fosters creative thinking as a way of solving our problems.
- that includes permanent art installations whenever new construction is planned wherever people may gather.

The Arts, Culture & Tourism Commission seeks to serve as the hub as we work together across social, cultural and geographic boundaries to bring the power of creativity to bear on the town's challenges, great and small, and shape the Newmarket we want to live in for years to come.

## **FIVE GOALS, 5 YEARS**

*Through the years, past Commissions have brainstormed a treasure trove of creative activities, but few have been fully executed because they lacked focus and commitment to a strategic goal and Town priorities. Thus, we have drafted the following plan, which falls into three categories: goals, strategies and tactics.*

## **DEFINITIONS**

**Goals:** Our vision for arts and culture in Newmarket over a 5-year time frame.

**Strategies:** Proposed ways of meeting the plan's goals.

**Tactics:** Specific programs, advocacy, research, or other proposed actions to support the strategies.

Timeframe for implementing each tactic is indicated in the Summary with a list by year. Strategies and tactics may change over the course of the plan's implementation in response to changes in the environment. This is to be considered a fluid plan, which will be modified as experience and opportunities present themselves. Nothing written here is final, but rather considered a framework from which we can move forward, assess our accomplishments and modify as needed.

## **GOALS OVERVIEW**

The following goals represent the five core areas of focus for Newmarket cultural plan. Taken together, these goals serve as an organizing set of actions that the Town and its many partners must undertake to achieve this document's vision for arts and culture. Please note that the numbering of the goals does not indicate order of priority.

1. Create fertile ground for a vibrant and sustainable arts and culture ecosystem in which both existing and new artists are welcomed, recognized and supported for their essential contribution to creating and maintaining a thriving, healthy and innovative town.
2. Cultivate a town where all cultural traditions and expressions are respected, promoted, and where opportunities to engage with arts and culture are accessible to all.
3. Integrate arts and culture into all aspects of civic life, inspiring residents and visitors to value, practice and reap the benefits of creativity in their individual lives and in their community.
4. Collaborate across institutions and sectors, to generate excitement about, interaction with and demand for resources to support arts and culture and tourism.
5. Encourage Town policymaking and practice to integrate creative thinking into the work of every municipal department and all planning efforts.

***GOAL 1: Create fertile ground for a vibrant and sustainable arts and culture ecosystem in which both existing and new artists are welcomed, recognized and supported for their essential contribution to creating and maintaining a thriving, healthy and innovative town.***

**STRATEGY 1: CREATE PARTNERSHIPS TO DEVELOP PLATFORMS, FUNDING STREAMS, AND NETWORKS THAT ENABLE INNOVATION ACROSS THE ARTS AND CULTURAL SECTOR.**

**TACTIC: APPLY FOR AND LEVERAGE NH ARTS FOUNDATION GRANT FUNDING TO FINANCIALLY SUPPORT MURAL RENOVATIONS AND NEW INSTALLATIONS.**

**TACTIC: APPLY FOR UNH COMMUNITY SERVICE SUMMER INTERN PROGRAM TO HELP CONVERT THE HISTORICAL SOCIETY WALKING TOUR TO AN APP.**

STRATEGY 2: INVEST IN PERMANENT ART INSTALLATIONS IN NEWMARKET.

**TACTIC: ENHANCE THE INSTALLATION OF THE WENTWORTH CHESWILL MEMORIAL STATUE IN ARBOR PARK WITH CULTURAL ACTIVITIES, WHICH BRING HIS LEGACY TO LIFE.**

STRATEGY 3: WEAVE MESSAGES INTO TOWN GOVERNMENT MEDIA TO REINFORCE OUR CULTURAL HISTORY, STRENGTHS AND VISIONS.

**TACTIC: LEVERAGE TOWN NEWSLETTER, MESSAGE ON HOLD AND OTHER COMMUNITY CONTACT MEDIA TO SHARE LITTLE-KNOWN TOWN HISTORICAL FACTS.**

STRATEGY 4: SUPPORT THE AVAILABILITY, AFFORDABILITY, AND SUSTAINABILITY OF CULTURAL SPACES FOR ARTS AND CULTURE EXHIBITS AND ACTIVITIES IN NEWMARKET.

**TACTIC: WORK IN PARTNERSHIP WITH THE MILLSPACE TO HIGHLIGHT AND EXPAND ARTIST EVENTS IN AN EFFORT TO INCREASE COMMUNITY INVOLVEMENT.**

**TACTIC: REFRESH POCKET PARK NEAR JOHNNY BOSTON’S RESTAURANT WITH INSTALLATION OF FIRST “FREE POCKET ART GALLERY” AND RENOVATE POCKET GARDEN MURAL TO INCLUDE PUBLIC ART EXPRESSION.**

***GOAL 2: Cultivate a town where all cultural traditions and expressions are respected, promoted, and equitably resourced, and where opportunities to engage with arts and culture are accessible to all.***

STRATEGY 1: LEVERAGE CITY DEPARTMENTS, RESOURCES, AND FACILITIES TO EMBED ARTS AND CULTURE OPPORTUNITIES IN EVERY NEIGHBORHOOD, OPENING ACCESS TO CREATIVE ENGAGEMENT AND ARTS PARTICIPATION CITYWIDE.

**TACTIC: USE PUBLIC BUILDINGS, E.G., TOWN HALL, SCHOOLS AND FIRE HOUSES FOR ART EXHIBITS.**

STRATEGY 2: SPONSOR ARTIST SHOWCASING EVENTS WHICH ATTRACT TOURISTS AND ENHANCE NEWMARKET’S CULTURAL BRAND.

**TACTIC: EXPAND “ARTIST AMONG US” ANNUAL EVENT TO OTHER LOCATIONS WITHIN TOWN TO INCREASE ARTIST EXPOSURE AND APPEAL.**

STRATEGY 3: INCREASE CULTURAL COMPETENCY WITHIN THE ARTS AND CULTURE SECTOR; FACILITATE LEARNING OPPORTUNITIES AMONG DIVERSE POPULATIONS AND CULTURES; AND PROMOTE INCLUSIVE PARTICIPATION.

**TACTIC: COLLABORATE WITH LIBRARY, SCHOOLS AND PARKS & RECREATION DEPARTMENT TO PROVIDE OPPORTUNITIES FOR CHILDREN TO BECOME KNOWLEDGEABLE ABOUT ART AND CULTURE BOTH UNIVERSALLY AND WITHIN THE TOWN. EXAMPLE: INCORPORATE ART ACTIVITIES INTO BACKYARD BASH**

**GOAL 3: Integrate arts and culture into all aspects of civic life, inspiring residents and visitors to value, practice and reap the benefits of creativity in their individual lives and in their community.**

STRATEGY 1: HARNESS THE POWER OF ARTS AND CULTURE TO ENGAGE RESIDENTS IN ANIMATING DEMOCRACY AND CREATIVE PROBLEM-SOLVING.

**TACTIC: ENGAGE PUBLIC IN THE SELECTION OF PUBLIC ART INSTALLATIONS. EXAMPLES: ELM STREET MURAL AND POCKET PARK IMAGE CONTENT.**

STRATEGY 2: MAKE NEWMARKET A PLACE WHERE ARTS EDUCATION AND ARTS-ENHANCED LEARNING ARE AVAILABLE THROUGH ALL STAGES OF LIFE.

**TACTIC: PARTNER WITH LIBRARY AND SCHOOLS TO IMPLEMENT ART & CULTURAL EVENTS RESULTING IN PERMANENT INSTALLATIONS AND COMMUNITY ENGAGEMENT ACTIVITIES.**

STRATEGY 3: INTEGRATE ARTS, CULTURE AND CREATIVITY INTO THE PUBLIC REALM BEYOND THE DOWNTOWN LANDSCAPE.

**TACTIC: EXPAND FREE POCKET ART GALLERY INSTALLATIONS TO OTHER TOWN LOCATIONS. EXAMPLE: PARKS & RECREATION GROUNDS TO FACILITATE YOUTH ENGAGEMENT.**

**GOAL 4: Collaborate across institutions and sectors, to generate excitement about; interaction with; and demand for resources to support arts and culture and tourism.**

STRATEGY 1: CULTIVATE AND MOBILIZE PUBLIC SUPPORT AND ADVOCACY FOR THE ARTS AND CULTURAL SECTOR.

**TACTIC: WORK IN TANDEM WITH THE 300<sup>TH</sup> ANNIVERSARY COMMITTEE TO ENSURE THAT PLANNED ACTIVITIES ANIMATE NEWMARKET'S RICH LEGACY AND REPRESENT OUR EXCITING FUTURE RESULTING IN A PERMANENT ART INSTALLATION FOLLOWING THE CELEBRATION.**

STRATEGY 2: USE THE CONVENING POWER OF TOWN GOVERNMENT AND PARTNERS TO MOTIVATE AND ASSIST OTHER SECTORS AND PROFESSIONAL GROUPS IN ADVOCATING FOR ARTS AND CULTURE IN THEIR RESPECTIVE DOMAINS.

**TACTIC: LEVERAGE THE TOWN’S WEEKLY NEWSLETTER TO PROMOTE ARTS, CULTURE AND TOURISM INITIATIVES.**

**TACTIC: REQUEST AND HELP THE PLANNING BOARD CREATE CHAPTER DURING THE BOARD’S MASTER PLAN UPDATE THAT DIRECTS THE TOWN TO CONCENTRATE A PORTION OF ITS EFFORTS TO EXPAND AND CULTIVATE THE ARTS, CULTURAL INSTITUTIONS AND TOURISM OPPORTUNITIES WITHIN THE TOWN.**

STRATEGY 3: DEVELOP THE PARTNERSHIPS AND TOOLS NECESSARY FOR MAKING NEWMARKET A HUB FOR ART AND A DESIRABLE CULTURAL DESTINATION.

**TACTIC: INSTALL CHANGEABLE ART PANELS IN SELECT TOWN LOCATIONS.**

**TACTIC: REFORMAT NEWMARKET WALKING TOUR, CREATED BY THE HISTORICAL SOCIETY, INTO A DIGITAL APP WITH COORDINATING SITE MARKERS TO ACCESS ADDITIONAL INFORMATION IF SO DESIRED.**

**TACTIC: CREATE A WELCOME TO NEWMARKET VIDEO TO BE USED DURING 300<sup>TH</sup> ANNIVERSARY CELEBRATION AND FOR BUSINESS DEVELOPMENT & TOURISM PROMOTION.**

STRATEGY 4: CULTIVATE GREATER FOUNDATION, CORPORATE, AND INDIVIDUAL PHILANTHROPY, AND ADVANCE PUBLIC-PRIVATE AND PUBLIC SECTOR PARTNERSHIPS, IN SUPPORT OF OUR GOALS FOR THE ARTS AND CULTURE.

**TACTIC: INITIATE PUBLIC GIVING CAMPAIGN IN SUPPORT OF ELM STREET MURAL RESTORATION VIA A TOWNWIDE TELETHON.**

**GOAL 5: Encourage Town policymaking and practice to integrate creative thinking into the work of every municipal department and all planning efforts.**

STRATEGY 1: INFLUENCE INFRASTRUCTURE DEVELOPMENT PLANS TO INCREASE DOWNTOWN PARKING ACCESSIBILITY AND AFFORDABLE HOUSING TO RETAIN ARTIST COMMUNITY.

**TACTIC: FIND WAYS TO EXPAND PUBLIC PARKING SO THAT WE CAN WELCOME MORE TOURISTS TO OUR TOWN AND CREATE OPPORTUNITIES FOR LARGE PUBLIC ARTS AND CULTURAL EVENTS.**

## SUMMARY

The tactics outlined in this Strategic Plan will require dedicated financial support to fully implement. While the Arts, Culture and Tourism Commission is prepared to initiate and manage community fundraising activities to build an ongoing funding source, Town budgeting is required to support these proposed goals and tactics. The Town's financial allocations will reflect its genuine commitment to building a vibrant cultural community. In addition, we suggest tapping grant sources and accessing University of New Hampshire resources to fund these activities all for the ultimate benefit of the Newmarket community.

### Proposed Community ACTs Timeline

#### 2023

- Install 2 pocket Art Galleries in select town locations
- Renovate Johnny Boston Pocket Park mural
- Convert Historical Walking Tour into an app
- Leverage "message on hold" to convey Town historical facts & points of interest
- Launch Elm Street Mural renovation fundraising campaign
- Host 2<sup>nd</sup> Annual Artist Among Us exhibit

#### 2024

- Repair & install new mural panels on Elm Street wall
- Print first annual Newmarket calendar to showcase local photographers & town features
- Create Welcome to Newmarket video
- Host 3rd Annual Artist Among Us exhibit
- Update Johnny Boston Pocket Park mural panels
- Install 2 more pocket Art Galleries in select town locations

#### 2025

- Install Wentworth Cheswell statute in Arbor Park with accompanying community introduction event
- Engage with the Planning Board to help create a chapter within the Town's Master Plan dedicated to the preservation, cultivation, and expansion of its artistic, cultural and tourism assets.
- Host 4<sup>th</sup> Annual Artist Among Us exhibit
- Print 2<sup>nd</sup> Annual Newmarket calendar
- Update Johnny Boston Pocket Park mural panels
- Install 1 more pocket Art Galleries in select town locations

#### 2026

- Host 5<sup>th</sup> Annual Artist Among Us exhibit
- Print 3<sup>rd</sup> Annual Newmarket calendar
- Update Johnny Boston Pocket Park mural panels

#### 2027

Unveil permanent art installation to commemorate 300<sup>th</sup> Town Anniversary  
Host 6<sup>th</sup> Annual Artist Among Us exhibit  
Print 300<sup>th</sup> Anniversary Newmarket calendar  
Update Johnny Boston Pocket Park mural panels

*Approved on February 7, 2023*