Mission
ArtPride New Jersey advances, promotes, and advocates for the arts as essential to the quality of life of every citizen and to the economic vitality of our state.

Short-Term Strategic Framework for FY21

Key Priorities through June 2021

Make a positive difference right now. Remain flexible and adapt to the changing needs of the field.

- Advocate for public and private funding for the arts and culture sector.
- Communicate the enduring value of the arts to the public.
- Promote virtual and in-person programs through Discover Jersey Arts.
- Inform and convene the arts and culture sector.
- Coordinate joint advocacy for the NJ arts, history, and tourism coalition.
- Translate ongoing EDI work into tangible action.
- Prioritize constituent research to inform our long-term direction.
- Strengthen member and donor relationships and diversify revenue.
- Position ArtPride as an essential leader—now, during recovery, and post-crisis.