
CITY OF CAPE MAY CREATIVE PLACEMAKING PLAN

SPECIAL REPORT (40:55D-28 B 11)

OF THE MASTER PLAN

OF CAPE MAY CITY

**PREPARED BY
RUTALA ASSOCIATES
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1.0 DESCRIPTION

1.1 Objective

To make possible a comprehensive inventory and network of artistic, historic, cultural, social, environmental, educational and recreational programs, services and activities that enhance the quality of life for visitors and citizens of Cape May City and sustainably pave the way for the City's future. The Plan will be used to create an intentional connection between the creative assets to better serve those who are members of the creative network and those who wish to enjoy it. To move sustainably into the future, it is critical to know the City's resources and have a plan for their best use to protect them and ensure they are utilized to enhance tourism and the quality of life and to economically sustain the City of Cape May. This Plan will be incorporated into the Cape May City Master Plan as a Special Report (40:55D-28 B 11) by resolution of the Cape May City Planning Board.

1.2 Partners and Stakeholders

Cape May has a rich history of being a haven for tourists. After all, it is the “Nation's Oldest Seashore Resort,” and the City takes this designation very seriously. Though it has a relatively small year-round population compared to the summer population, the City needs to be prepared with enough services and amenities for those who come to enjoy the seashore resort but might not call it home. Therefore, the City has cultivated nonprofit partnerships with organizations dedicated to preserving, enhancing and enjoying Cape May's valuable resources — natural, cultural, historical and creative. Partners include the Mid-Atlantic Center for the Arts, Center of Community Arts, Naval Air Station Wildwood Aviation Museum, Cape May Film Society, Nature Center of Cape May, Cape May Stage, Cape May Bird Observatory, East Lynne Theater Company, Exit 0 Jazz Festival, Cape May Maritime Museum and Education Center, Cape May Forum, Historic Cold Spring Village, Greater Cape May Historical Society, the City of Cape May, Cape May Elementary School and the Chamber of Commerce of Greater Cape May, among others.

In the same vein, knowing cooperation helps everyone, Cape May City took the opportunity to work with Temple University to achieve the goal of creating a Creative Placemaking Plan to sustainably lead Cape May City into the future. Cape May was interested in how to best utilize and promote what the City and its partners, business owners and residents have worked hard to create – a town with connections to the past but prepared for the future.

The Creative Placemaking Plan was started with the collaboration between the City of Cape May and the Temple University School of Environmental Design. To begin the project back in 2009, a task force was created with representation from the City Administration, Public Works, the Environmental Commission, City Council, local businesses and individuals. The task force and Temple University held three community workshops where attendees worked in small groups to discuss their goals and visions for the future of Cape May. They also took surveys about specific parks and preferences in landscape design.

In 2012, Cape May City completed its community Vision Statement phase of the Plan Endorsement process, which had as the core goal consensus of the public to plan the community's future. Several publicly advertised community-visioning workshops were held from 2008 through May 2011. Out of these visioning workshops came residents' hopes for a sustainable city that could keep up with its growth by ensuring appropriate accommodations, employment opportunities and affordable housing; preserving the town's historical significance; and enhancing its cultural activities, including the arts and the environment with a focus on incorporating alternative energy in the future while retaining and embracing the City's historical characteristics — all important aspects to be touched upon by the Creative Placemaking Plan.

The City of Cape May and Temple University could not have accomplished the goal of a Creative Placemaking Plan without the cooperation and participation of:

- Temple University's Senior Landscape Design Studio;
- The Cape May Task Force;
- Community members and City Council of Cape May:
- Greater Cape May Historical Society;
- The Mid Atlantic Center for the Arts;
- Cape May Forum;
- The Nature Center of Cape May;
- Washington Street Mall Management Company;
- The City of Cape May Tourism Utility;
- The Cape May Civic Affairs Department, Recreation Department, Public Works Department, Fire Department, Police Department, and Beach Patrol;
- Cape May Elementary School; and
- The Cape May Green Team.

2. CAPE MAY CITY CREATIVE TEAM

2.1 Creative Team Members

- Chuck Lear - Mayor (first year)
- Rev. Jeff Elliot - Pastor, Cape May Lutheran Church; Chair of the Green Team (new member, Spring 2017; six years on Green Team)
- Sandy Sandmeyer-Bryant - Teacher/Librarian, Cape May Elementary (new member, Spring 2017; six years on Green Team)
- Michael Zuckerman- Mid-Atlantic Center for the Arts & Humanities (nine years)
- David Mackenzie - Center of Community Arts (member for three years)
- Joe Salvatore - Naval Air Station Wildwood Aviation Museum (nine years)
- Veronica Scutaro - Cape May Film Society (member for nearly one year)
- Gretchen Whitman - Nature Center of Cape May (nine years)
- Roy Bennett Steinberg - Cape May Stage, artist—producer, director, MFA from Yale School of Drama (member for 8 years)
- David Lapuma - Cape May Bird Observatory
- Gayle Stahlhuth - East Lynne Theater Company, artist—actor, writer, producer, director (member for nine years)
- Michael Kline - Exit Zero Jazz Festival (member for five years)
- Kevin Maloney - Cape May Maritime Museum and Education Center
- Norris Clark - Cape May Forum
- Anne Salvatore - Historic Cold Spring Village (nine years)
- Diane Muentz - Greater Cape May Historical Society (new member, Spring 2017)
- Tracie Cicchitti – Cape May City Chamber of Commerce (new member, Spring 2017; new Green Team member, too)
- Jim Rutala - Rutala Associates (new member, Spring 2017)
- Lisa Bender - Rutala Associates (new member, Spring 2017)

The geographic area represented by the Creative Team is Cape May City itself. However, the City works closely with Cape May Point, especially through the Mid-Atlantic Center for the Arts' partnership with the lighthouse. The Creative Team will also work in support of any City projects undertaken with other communities, like West Cape May, Lower Township, and Cape May County government.

2.2 Creative Placemaking Steps

Step 1. Upon establishment, the Creative Team, with the assistance of the consultants from Rutala Associates, determined their first order of business was to update the Creative Assets Inventory by reaching out to local arts organizations and business groups while also gathering community events information. Cape May is fortunate to have an active arts community with various groups that focus on enhancing all aspects of the creative community including historical, cultural, fine arts, performing arts, environmental, and recreational.

Since the Tourism Utility along with the Chamber of Commerce had just completed a very thorough Cape May Visitor's Guide for 2017 that was a culmination of input of all departments and utilities of the City — as well as Cape May City's unique partners, the Chamber of Commerce, Washington Street Mall Management Company, individual businesses, and citizens — the Creative Team again determined this would be a great tool to use to update the existing inventory. This way, the collective input of all groups that went into creating the Visitor's Guide will also transfer to the Creative Assets Inventory for 2017. The Visitor's Guide, along with the inventory from the Temple University project and team members' personal knowledge, helped the Creative Team to locate other businesses, artists, and events that should be added to the existing inventory to make it a thorough Creative Assets Inventory.

Step 2. The second step in the Creative Placemaking process was for the Creative Team to assess the "Cape May Coastal City: Planning and Designing a Cultural Landscape Network" report along with the updated Creative Assets Inventory and formally write this Creative Placemaking Plan. The Plan is a living document with the Creative Team working to establish short-term goals in line with the long-range plan that are achievable and work in the best interest of the community.

Step 3. Now that the Creative Placemaking Plan has been written, the Creative Team will continue to work with the community and other arts, historical, cultural, and environmental organizations to update the Plan to keep the Creative Assets Inventory current and ensure the City is working toward the Plan's goals.

3.0 VISION STATEMENT

The goal of the Creative Placemaking Plan is to identify and facilitate cooperation between organizations and individuals that serve, or are, the various creative assets of Cape May to best ensure there is something for everyone to enjoy in the City. The Creative Placemaking Plan should assist the City with ways to transfer the cooperation among creative assets into collaboration on projects that promote the arts, culture and environment of Cape May.

The creation of purposeful city trails to connect the creative assets into a cultural network and Pedestrian City Trail will help to physically connect assets while offering opportunities for recreation, education and appreciation of the arts and environment. Improving parks and open space as areas of passive and active recreation and entertainment venues will also serve as focal points along city trails. Cape May, through city government and many nonprofit partners, already hosts a wonderful variety of programs including festivals, concerts, and recreational opportunities that highlight the unique nature of Cape May's creative assets, but the Plan will seek to bring a real sense of the arts and creative culture to every part of Cape May.

To achieve the cultural network that Cape May seeks, the establishment of districts within the City that focus on the culturally or environmentally distinct features of such districts will help to form the basis of a trail program. The districts can be used to establish a wayfinding program to guide residents and visitors through the creative network of town, ideally establishing a Pedestrian City Trail. An intermediate step to the larger project of creating city trails and wayfinding signs is to create an informational booklet to serve as a guide to Cape May for citizens, second homeowners and visitors, making people aware of the year-round amenities and events.

4.0 STATEMENT OF VALUES

Cape May has had the goal of being a year-round destination to improve the lives of those who live in Cape May in a variety of ways. The fun, entertainment, dining, shopping, ecotourism and culture is available for the enjoyment of those who live in Cape May, but also helps to bring tour-

ists to the area over a longer period throughout the year, leading to job creation and further economic opportunities. This basic principle guided the development of the Creative Placemaking Plan, which is to be a pathway to the future to achieve the goals of attracting tourists and retaining them through the year, over the years, and as new residents. A thoughtful plan creating a cultural network or Pedestrian City Trail is a way to achieve Cape May's goal.

The Temple University students tasked with developing the Creative Placemaking Plan needed to get to know Cape May and its various assets. To do so, the following steps were taken, which all consider the existing identity of Cape May that people cherish:

- Research, inventory and map all historic, cultural, ecological, commercial and recreational places of interest;
- Identify issues, opportunities, constraints and objectives, which will influence and inform the design of the trail;
- Graphically communicate the Pedestrian City Trail identifying all landmarks, buildings, spaces and places;
- Include interpretive text and educational information for points of interest; and
- Include the following elements in each concept:
 - Sustainable design strategies
 - Pedestrian and bicycle circulation
 - Historical significance
 - Bird habitat, and
 - Educational panels addressing the history, culture and/or ecology of place.

The challenge to this aspect of the Creative Placemaking Plan—the beginning—was that the students working on the plan had to familiarize themselves with the City at the same time as trying to determine its creative assets. Though there was extensive community input, since the students were not residents of Cape May, they would have inherently missed some of the features that would be known to locals as they went about their analysis.

To account for this, the City Tourism Utility and the Chamber of Commerce did create a thorough Visitors Guide and used this as a basis for the original Creative Assets Inventory. The final inventory considered input from local business leaders and the Creative Team at that time.

The Visitors Guide is updated regularly and therefore helps to keep the Creative Assets Inventory relevant. However, the Visitors Guide may also miss some of the smaller artists and artisans that serve the community but do not have a brick-and-mortar business. Or it could miss some of the individual talents of volunteers that have skills that help to shape the unique character of Cape May.

Recognizing this, Cape May City is using the initial deliverables from the Creative Placemaking Plan—including the Creative Assets Inventory—as a roadmap. The City entrusts the guidance of future revisions and execution of the current plan to the newly appointed Creative Team noted in Section 2.

5.0 ECONOMIC OPPORTUNITY STRATEGIES

The cooperation with Temple University is itself an economic strategy of the Creative Placemaking Plan because the plan was developed without significant cost to the City of Cape May. The resulting inventory, which included input from the community via small group discussions and surveys, was packaged as a guide entitled “A District Guide to the City of Cape May.” This guide labeled significant assets as restaurant, lodging, shopping, bike rental, arts and entertainment, golf, park, house of worship, point of interest, sailing, kayaking, boat tour, fishing and tackle, bank, groceries, gas station, museum or tennis. The guide also highlighted the history of Cape May and the architectural styles of many of the buildings that make Cape May a National Historic Landmark. Finally, the guide went into further detail on the ecology and birding opportunities of Cape May.

Having this inventory categorized and divided into districts gives Cape May the ability to look at the great number of assets of the City and to further select those resources that make up the creative assets. “A District Guide to the City of Cape May” was accompanied by a “Cape May City Trail and Wayfinding System” report to visually identify the City’s assets to visitors and residents, an effort in line with the City’s Plan Endorsement and Community Visioning Statement.

The Cape May Creative Team assessed the inventory created by Temple University and added to it organizations that work to serve some of the individual assets, such as the Mid-Atlantic Center

for the Arts, individual businesses that serve artists or art enthusiasts, and events that are themselves part of the culture of Cape May, such as ongoing festivals highlighting the local environment, music or history of the area. Identifying these additional assets is another economic strategy because they are sources of funds for collaborative projects that benefit the asset itself while improving the community.

Also, considered to be both a creative asset and economic strategy is the Cape May Tourism Utility. To handle the discrepancy in population between the off-season and summer, which requires providing services and amenities to the larger population without burdening the taxpayers, Cape May has established utilities that work as part of city government but are funded by their independent sources of revenue from homeowners and visitors alike. The Tourism Utility is responsible for managing and operating all recreation programs, special events, a public information office, Convention Hall, and the marketing and promotion of tourism. The Tourism Utility is separate from the City's existing nonprofit partnerships. Though funded separately, the Tourism Utility is a department of the City Administration and as such is poised to coordinate the efforts of all such partnerships with the City's own programs, creating a valuable position to execute the Creative Placemaking Plan. The Tourism Utility will work closely with the new Creative Team as next steps are taken in creative placemaking.

The nonprofit partners and individual utilities are economic strategies that Cape May has had in place, but the Tourism Utility was established since the first iteration of the Creative Placemaking Plan, showing the City has been utilizing the plan since its inception.

Another economic strategy that has been utilized to achieve goals of the Creative Placemaking Plan is Cape May using its position as steward of precious ecological habitats to attain grants to preserve open space, replenish beaches and otherwise improve the City and its infrastructure, including alternative energy projects. Open space acquisition is of vital importance to the recreational and open-space aspects of the Pedestrian City Trail. The grant-acquisition strategy is also a way to appropriately develop the newly acquired open space and existing parks to fit them into the Pedestrian City Trail and allow them to fulfill their roles as areas of passive and active recreation, entertainment venues, cultural programs and opportunities for community art projects.

The primary challenge of the economic strategies is funding. As mentioned, the Tourism Utility raises the funds it needs for day-to-day operations, but is not capable of funding on-going, large-

scale infrastructure projects or acquiring open space. The City administration has a grant consultant that is diligent about researching and applying for grants. Also, individual City commissions and committees research and apply for grants for their own projects. However, grants are competitive and therefore funding for projects is not guaranteed.

Cape May City has already completed one of the recommendations in the original Creative Placemaking Plan—the redesign of Rotary Park. A second project—Lafayette Park is nearing completion. So, Cape May City has been able to implement economic strategies of creative placemaking and hopes to continue doing so in the future.

Since not all economic strategies need to be large scale infrastructure improvements, the City should be able to continue making strides in creative placemaking—specifically working toward the implementation of the districts and wayfinding system. And with the new Creative Team focused on collaboration among the existing non-profits that fund themselves, many great events will continue to occur throughout the year.

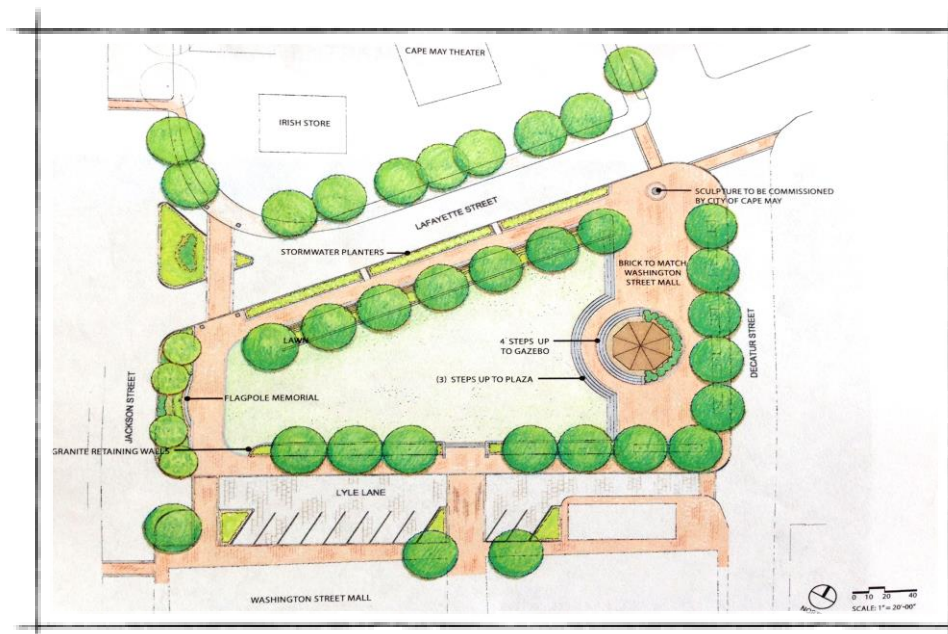
6.0 QUALITY OF LIFE STRATEGIES

The assets in the inventory were mapped and districts were created to either cluster the type of asset (Museum District), highlight a feature of a district (Rotary Park), or base a district on location (Harbor, East Beach, West Beach). Since Cape May has valuable natural resources, an Eco-Heritage Trail was also mapped. The “Cape May City Trail and Wayfinding System” resulted from the inventory of assets and creation of districts. The wayfinding system color-coded the districts and identified intersections to locate signage that would point pedestrians or vehicles to the various assets (historical structure, museum, environmental feature, etc.).

The Tourism Utility started executing and expanding the Plan by using the information in Temple University’s “District Guide”; adding to that information by updating the Creative Assets Inventory; gathering pertinent City information for waste management, beach access, and police- and fire-safety issues; and consolidating the great variety of events offered by the City and its partners to create a new City tourism website, www.DiscoverCapeMayNJ.com, and the 2017 Information Guide and Events Schedule.

The collection and combination of all events scheduled in Cape May is evidence that developing a network of assets is leading the City in the right direction of making Cape May a year-round destination and great place to live. This Creative Placemaking Plan is a living document that has already built upon itself and will continue to grow and change as the City and its partners implement its strategies. To bring the plan beyond documents and individual events and to truly benefit from the network of individuals, businesses and organizations dedicated to culture and the arts, the plan suggests the following improvements to the City.

6.1 Rotary Park Improvements



Rotary Park, adjacent to the Washington Street Mall in the downtown historic district, has as its central feature a beautiful gazebo that becomes a bandstand in the summer months for a twice-weekly summer concert series. In 2016, the community enhanced this park, making it even more attractive, diversified and accommodating as a venue to host a wider array of community-oriented cultural, artistic, historical, recreational and social events.

The improvements to Rotary Park were funded through a grant, private donations and the City's capital fund.

6.2 Lafayette Street Park Development

The 2003 Cape May City Master Plan notes that the City's recreational assets are somewhat limited. The 2003 Plan notes that the largest single tract of City-owned recreational land is approximately 9.5 acres of contiguous land that extends east of Madison Avenue, generally between Washington Street and Michigan Avenue. This site includes the Emlen Physick Estate. Active City-managed recreational use is limited to approximately three acres, which is developed as Kiwanis Park and includes a tot lot and an attractive sitting area with a gazebo and small pond.

The 2003 Plan notes that the only other City-owned outdoor active recreational area is the 1.05-acre Wise-Anderson Park, which is part of the planned Lafayette Street Park Project. The Plan notes that this park only includes a small picnic and sitting area with basketball courts and that this park needs to be refurbished.

The 2003 Master Plan documents that the City needs additional active and passive recreational opportunities, and it recommends the expansion of Wise-Anderson Park to create what is now known as the Lafayette Street Park Site. The 2003 Plan states:

The importance of additional parkland acquisition is underscored by the fact that there are few other opportunities for active recreation development in Cape May. All other public recreational land is passive, including the 1-acre Fisherman's Memorial and the 1.27-acre Harbor View Park, both located in East Cape May... It is recommended that the City seek grant funding to expand Wise-Anderson Park while the opportunity exists.

The 2009 Master Plan Reexamination Report resulted in the updating of the 2003 Master Plan by installing Objective F in the Recreation and Open Space component, which reads:

Acquire lands and consolidate ownership of the areas bordered by St. John Street, Lafayette and the Cape May Elementary School to facilitate an upgrade in active recreation. Playground equipment and playing field equipment needs upgrading.

Hence the need for active recreational opportunities in the City of Cape May are well documented. The City has a year-round population of 3,607, according to the 2010 Census; however, the City is a major tourism destination for most of the year. The summer population swells to 40,000 to 50,000 people. Both residents and visitors will use and enjoy the new Lafayette Street Park.

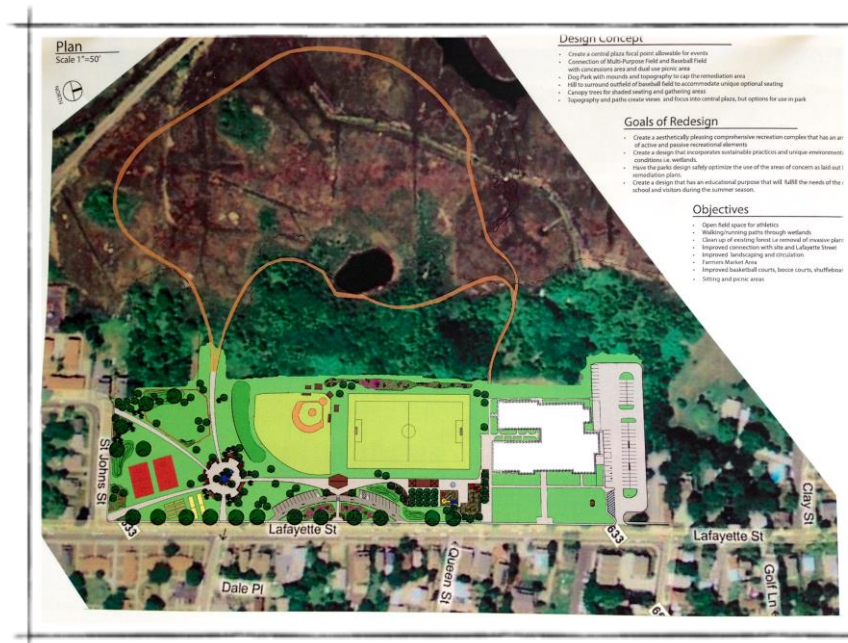
The Lafayette Street Park Site is located along the main entranceway to Cape May near the downtown historic area. This area is currently open space adjacent to Cape May Elementary School and

is underutilized for recreation and other programming. This plan looked to improve this area by attaining more open space to become part of the Eco-Heritage Trail beyond the existing land that can be developed as a recreational area, which should include active recreational opportunities like ball fields, courts, and playgrounds as well as passive recreational amenities like a trail and seating areas. The objective is to unite the City's public-private partnerships and 38 acres of open space for programming purposes.

The City was able to purchase two major tracts known as the Vance's Bar property with funding from the Blue Acres and Green Acres programs. Phase 1 of the park enhancements are complete thanks to a grant from the New Jersey Economic Development Authority. Future phases will be completed in the next few years.

A sample of the plans are shown in the graphics below:

Figure 5. This graphic representation of Lafayette Street Open Space Recreation Area is just one of many ideas from the students of Temple University who worked to develop the Creative Placemaking Plan for



Cape May. It shows the naturalized trails through the wetland areas as well as active and passive recreation in the open space along Lafayette Street. *Credits – Charles T. Morris, and Professors Stuart Appel, PP, FASLA and Bess Yates, ASLA.*



Figure 6. A close-up schematic of the recreational area of Lafayette Street Park conceptualized by a Temple University student. Students also included unique features and specifics on the style of masonry, seating, lighting and waste receptacles. These concepts, along with the details of the features, will be the subject of public planning meetings to finalize the design for the project. *Credits – Charles T. Morris, and Professors Stuart Appel, PP, FASLA and Bess Yates, ASLA.*



Figure 7. Another concept for Lafayette Street Open Space Recreation Area. *Credits – Matt Shearon, and Professors Stuart Appel, PP, FASLA and Bess Yates, ASLA.*

6.3 East Cape May Wildlife Sanctuary

To take full advantage of the ecological beauty of Cape May and preserve and protect precious wetland habitat areas, it is critical for the City to take ownership of the land. By owning the land, the City can educate visitors on the importance of these areas as wildlife habitat, for flood control and for conservation. Like the wetland area of Lafayette Street Open Space Recreation Area, the City should acquire 78 acres of wetlands in East Cape May to create a wildlife sanctuary. The area can be viewed as part of the Eco-Heritage Trail for passive recreation and for education with the use of interpretive signs.

6.4 Quality of Life Challenges

The primary challenge for quality of life, like economic opportunity, is funding. The City has been fortunate enough to have already implemented two major projects from the original Creative Placemaking Plan thanks to grant funding and the City's own capital fund. But, this type of money doesn't flow in a constant stream, so future major projects may be a bit farther down the line. Thankfully the two parks that were completed are central features of the City and they will greatly improve quality of life in Cape May City as passive and active recreation as well as sites for hosting events.

Another challenge as far as quality of life goes is making sure that the various creative assets in town are not competing against each other. The new Creative Team has as part of its purpose collaborating and scheduling to avoid conflicts, but this is still a challenge. Additionally, ensuring programming for diverse groups of people is important. Cape May strives to have creative and recreational outlets for all ages and ethnicities.

7.0 CREATIVE AND CULTURAL EXPRESSION STRATEGIES

7.1 Convention Hall

As the hub of the community, Convention Hall should be the focal point of the arts and creative culture in Cape May. The building itself highlights the City's commitment to sustainability as it was built to very high green design standards. It also serves as a community center and houses the Tourism Utility, which acts as the clearinghouse for most of the events happening in town.

Though currently there are a variety of organizations that are connecting mostly through common events in which they participate, it would be nice to make Convention Hall a place for individual artists, gallery and store owners, arts associations, garden clubs, historical building managers, museum directors, religious leaders and more to go to learn about opportunities for participating in cultural events or to offer suggestions to the larger arts community.

The Creative Team could lead meetings at Convention Hall as necessary for brainstorming ideas, planning specific events, or simply pooling resources for the greater good. Having a familiar place in town with information pertinent to the arts and creative culture of Cape May, artists or other individuals who may not have shared their talents with the community would feel like they have a starting point to get involved.

Convention Hall is itself an arts venue that is a large contributor to the goal of year-round tourism in Cape May, with the space to hold small conventions, conferences and performing arts events. It already houses a fantastic summer concert series and hosts many events throughout the year.

7.2 Cape May's Districts

The creation of districts by Temple University leads to many opportunities to enhance the arts and creative culture of Cape May while promoting tourism and enjoyment of the City by its residents. Color-coding districts makes the wayfinding system possible, yet having districts also promotes a sense of identity for the businesses and artists within the districts. The districts

themselves could coordinate their creative assets to brand and promote their distinct area of town. Community art projects could be commissioned for each district to make its mark in town or artists could come together to find unique ways to represent themselves in keeping with the heritage of Cape May.

“Cape May City Trail & Wayfinding System” includes a vehicular program entitled “Discover Cape May” that touts “Park. Ride. Discover” to promote the use of the trolley loop and reduce traffic and parking issues in town. The Pedestrian City Trail also relies upon the wayfinding system. See Appendix A for the plan.

8.0 CONNECTING RESOURCES

8.1 Creative Assets Inventory

The following assets of Cape May have been compiled and categorized. The goal is to connect these resources physically by creating a Pedestrian City Trail. The plan includes updating three parks in town, Harborview Park, Rotary Park and Lafayette Street Park—the latter two complete or near completion—to create hubs where the creative assets of each district can be showcased, and to provide a place for those in each area to appreciate the creative assets and to relax and enjoy their surroundings.

Creative Asset	District	Type of Asset	Interpre- tive (Y/N)
Beach	East Beach	Eco	Y
Cape May Harbor	Harbor District	Eco	Y
Ecology Trail	Eco-Heritage	Eco	Y
Sewell Point Sanctuary	Eco-Heritage	Eco	Y
Spring Birding Festival	N/A	Eco	
Vance’s Bar	Eco-Heritage	Eco	
HarborFest	Harbor District	Event	
House Tours (MAC)	N/A	Event	
Movies on the Beach	East Beach	Event	
Oktoberfest	N/A	Event	

Seafood Festival	N/A	Event	
Spring Festival	N/A	Event	
Trolley Tours (MAC)	N/A	Event	
Walking Tours (MAC)	N/A	Event	
Victorian Weekend	N/A	Event	
19 Craft and Antique Shows (MAC)	N/A	Event	
Cape May Music Festival	N/A	Event	
Exit 0 International Jazz Festival	N/A	Event	
Rotary Park Concerts	Rotary Park	Event	
Summer Concert Series	East Beach	Event	
Cape May Art Gallery	Rotary Park	Gallery	
Cape May On Canvas	Rotary Park	Gallery	
Carriage House Gallery	Museum District	Gallery	
MP Meyers Photography	Museum District	Gallery	
Mystical Mermaid	East Beach	Gallery	
SOMA New Art Gallery	East Beach	Gallery	
Spirit Catcher Photography	East Beach	Gallery	
Tides of Time Gallery	East Beach	Gallery	
Washington Commons Gallery	Museum District	Gallery	
Washington Street Gallery	Rotary Park	Gallery	
Winter woods Gifts and Gallery	Rotary Park	Gallery	
Annie Knight House	West Beach	Historic	
Beach Theatre	East Beach	Historic	
Bedford Inn	Museum District	Historic	Y
Carroll Villa	East Beach	Historic	Y

Chalfont Hotel	Museum District	Historic	Y
Congress Hall	West Beach	Historic	Y
Dr. Henry Hunt House	West Beach	Historic	
Emlen Physick Estate	Museum District	Historic	Y
Fair winds Cottage	East Beach	Historic	
Fireman's Museum		Historic	Y
Hall House	Museum District	Historic	Y
Holiday House	Museum District	Historic	
Hotel Alcott	West Beach	Historic	Y
Hotel Macomber	East Beach	Historic	Y
Humphrey Hughes House		Historic	Y
Inn of Cape May	East Beach	Historic	Y
John Wesley Inn	East Beach	Historic	Y
Joseph Evans House	West Beach	Historic	
Kings Cottage	East Beach	Historic	Y
Mainstay Inn		Historic	Y
Poor Richard's Inn	East Beach	Historic	
Queen Victoria Inn	East Beach	Historic	Y
Southern Mansion	Museum District	Historic	Y
The Abbey	East Beach	Historic	
The Belmont Inn	East Beach	Historic	
The Mainstay Inn	East Beach	Historic	Y
The Merry Widow	Rotary Park	Historic	
The Pink House	Rotary Park	Historic	Y
William T Moore Tennis Center	Museum District	Historic	
Cape May County Library		Literature	

Cape May Welcome Center	Museum District	Organization	
Cape May City Tourism Utility	East Beach	Organization	
Cape May Forum	N/A	Organization	
TEDx Cape May	N/A	Organization	
Cape May Garden Club	N/A	Organization	
Nature Center of Cape May/NJ Audubon	Harbor District	Organization	Y
The Marine Research Facility	Harbor District	Organization	
Cape May City Hall	Museum District	Organization	
Cape May Historical Society	Museum District	Organization	
Seaglass Association	N/A	Organization	
Cape May County Arts League	Museum District	Organization	
Center for Community Arts	Museum District	Organization	
Mid Atlantic Center for the Arts	Museum District	Organization	Y
Franklin Street School/Center for Community Arts	Museum District	Organization	Y
Fisherman's Memorial	Harbor District	Park	
Harborview Park	Harbor District	Park	Y
Kiwanis Park	Museum District	Park	
Lafayette Street Park	Museum District	Park	
Rotary Park	Rotary Park	Park	
Wise-Anderson Park	Museum District	Park	
Allen A.M.E. Church	Museum District	Religious	
Cape Island Baptist Church	East Beach	Religious	
Cape May Lutheran Church	East Beach	Religious	
Cape May Presbyterian Church	East Beach	Religious	
Cape May United Methodist	Museum District	Religious	

Episcopal Church of the Advent	Museum District	Religious	
First Presbyterian Church of the City of Cape May	East Beach	Religious	
Franklin Street Methodist Church	Museum District	Religious	Y
Macedonia Baptist Church	Museum District	Religious	
Our Lady Star of the Sea	Rotary Park	Religious	Y
A Place on Earth	Rotary Park	Store	
Bath Time	Rotary Park	Store	
Candles of Cape May	Rotary Park	Store	
Cape Island Trading Company	Museum District	Store	
Fiber Arts Yarn Shop	Museum District	Store	
Good Scents	Rotary Park	Store	
Henry's Jewelry	Rotary Park	Store	
Stitch by Stitch	Museum District	Store	
The Inkwell Outlet	Rotary Park	Store	
Cape May Convention Center	East Beach	Theatre	
Cape May Film Festival	N/A	Theatre	
Cape May Stage	Rotary Park	Theatre	
Children's Summer Playhouse	East Beach	Theatre	
East Lynne Theater Company	East Beach	Theatre	
Elaine's Dinner Theatre	Rotary Park	Theatre	

The benefit of the above list of Creative Assets is that many of these assets are either businesses or non-profit organizations with their own funding—some of them the City partners mentioned in Section 5. And, the City government has its Tourism Utility to fund programs for visitors and residents alike. Where funding is necessary is the implementation of the Pedestrian City Trail,

developing the districts—how will they be denoted and promoted, the Wayfinding System, and a marketing effort to ensure inclusivity of all Creative Assets.

An idea could be to develop a Creative Fund modeled after special improvement districts—like the Washington Street Mall. Either a single fund that would implement the districting throughout the City, or perhaps individual district funds.

Of course, Cape May City has been fortunate to receive funding through grants and hopes to do so in the future to fund programs such as the districting and Pedestrian City Trail.

9.0 CREATIVE PLACEMAKING PROCESS

One of the primary goals for Cape May was to establish the new Cape May Convention Hall as the focal point of the community arts to highlight the diversity of events for which Cape May can play host. Convention Hall was selected as the current focal point because the City's vision plan, which was the culmination of input from the community, set a goal for Cape May City to be a year-round destination.

The City has the hall as the perfect venue to hold large crowds for headlining events, and the creative staff attracted and booked popular artists for a 2017 summer concert series at Convention Hall. Kate O'Connell, a member of the Creative Team and head of the Department of Tourism, Civic Affairs, and Recreation, ensures that the events are a great success and are promoted within and beyond the community. A full array of diversified, high-quality arts, educational, historical, environmental, social, recreational, and cultural events have been scheduled to attract patrons of every age, area of interest, and socioeconomic group throughout the four seasons of the year.

Since the recent focus has been on attracting visitors and providing entertainment for locals with events such as the summer concert series, the Creative Team has worked with both county and City government to implement the Temple report's District Plan to create and install a wayfinding system that will direct visitors to points of interest in Cape May. This project is supported by the Creative Team since the districts highlight the creative assets of Cape May.

The Creative Team also helped the City with plans for the Lafayette Street Park. This project was conceptually planned by community members of all ages during open public meetings as part of

the City's partnership agreement with the Temple University School of Environmental Design during the 2009 through 2011 academic years.