



**New Jersey Performing Arts Center
Project Consultant, Arts and Wellness
Scope of Work
May 2021**

About NJPAC:

New Jersey Performing Arts Center (NJPAC), located in downtown Newark, N.J., is America's most diverse performing arts center, and the artistic, cultural, educational and civic center of New Jersey – where great performances and events enhance and transform lives every day. NJPAC brings diverse communities together, providing access to all and showcasing the state's and the world's best artists while acting as a leading catalyst in the revitalization of its home city. Through its extensive Arts Education programs, NJPAC is shaping the next generation of artists, artist citizens and arts enthusiasts. NJPAC has attracted 10 million visitors (including more than 1.8 million children) since opening its doors in 1997, and nurtures meaningful and lasting relationships with each of its constituents. njpac.org.

About the initiative:

It is well established that the arts have an essential role to play in fostering individual and community health. As the state's largest provider of performing arts programs and arts education and Newark's anchor cultural institution, NJPAC is developing an initiative that ties the arts to healthy living, wellness, and preventative care.

NJPAC's real estate master plan for our downtown Newark campus and planned approximately 60,000 square foot Cooperman Family Arts Education and Community Center (to open in 2024) offer new opportunities to strategically and comprehensively bring the arts and health/wellness together, extend our mission as an anchor cultural institution, and amplify the work of our community health partners. The arts can be a tool for healthy living and self-expression that we can leverage, with the expertise of statewide health partners, to foster a culture of health and wellbeing in our community.

NJPAC seeks a Project Consultant to work with us to develop a vision for this initiative over a two to three-month period commencing in May 2021.

Roles and responsibilities include:

- Research models for the integration of arts and health/wellness by interviewing stakeholders and practitioners, holding conversations with community arts and health organizations, online research, review of medical studies, etc.
 - Create a directory of arts and wellness initiatives that exist in Newark
 - Synthesize findings and present to NJPAC
- Review NJPAC's current initiatives in community engagement and arts education



- Develop a case statement and theory of change
- Develop a vision statement for the initiative
- Develop ideas for programming and build programmatic outline:
 - In NJPAC Community Hubs
 - At community health partner venues
 - At NJPAC
 - In the Cooperman Center
- Explore and recommend potential partnerships
- Recommend next steps and implementation

The ideal candidate:

- Takes concepts and turns them into implementable programs
- Has big picture vision
- Thinks like a detail-oriented producer
- Is entrepreneurial
- Is community minded and understands Newark's challenges and opportunities
- Background in arts or health preferred
- Understands preventative health and how the arts can engage

Interested candidates should email Chelsea Keys, Special Projects Lead at NJPAC, ckkeys@njpac.org with resume and a cover letter explaining why they are qualified and why they are interested in working with us to develop this important initiative.