



**ANNUAL
REPORT
2019**





"This event was Excellent!"

91% OF CAMDEN JAM VISITORS



CONNECT THE LOTS 2019



18,000 Camden residents served!
11 Camden parks and open spaces activated!
100 opportunities to enjoy city parks and opens space!
 From festivals to fitness classes and pop-up dance and music venues, Connect the Lots brought vibrancy to Camden neighborhoods for the 5th summer in a row!

Connect the Lots offers free, family friendly, outdoor activities

ALL SUMMER LONG

- Fitness Classes
- Camden's Got Talent
- Movie Nights
- Camden Peace Games
- Lunchtime Concerts
- I Bike Camden
- 1st Thursday Concerts
- I Paddle Camden
- 1st Friday Dance Parties
- I Walk Camden



CAMDEN NIGHT GARDENS

Over **100** residents enjoyed free fitness offered 5 times per week.

Lunchtime concerts returned to Roosevelt Plaza Park on Tuesdays from 12-2pm.

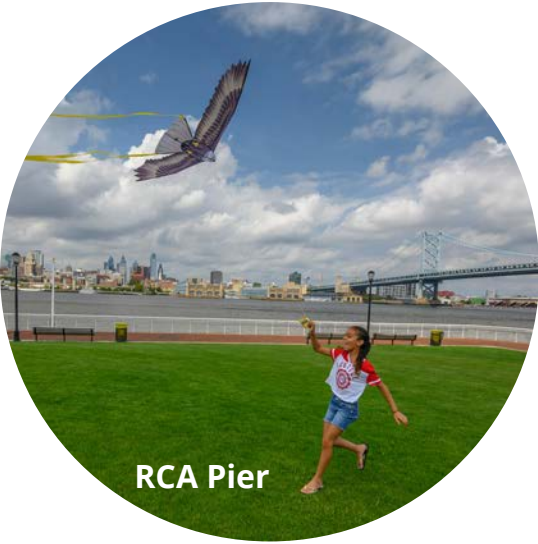
Attendance at weekly outdoor movie night rose **33%** in 2019.

Camden Lunchbox brings outdoor dining to Camden's workday crowd.



NEW THIS SEASON

This year Connect the Lots had the opportunity to activate new spaces and engage residents at old spaces, in new ways.



RCA Pier

CAMDEN'S NEWEST PARK!

In collaboration with American Water and the William Penn Foundation, Connect the lots produced free programming at the brand new **RCA Pier!**

CTL PROGRAMMING BROUGHT

175

PEOPLE TO RCA PIER

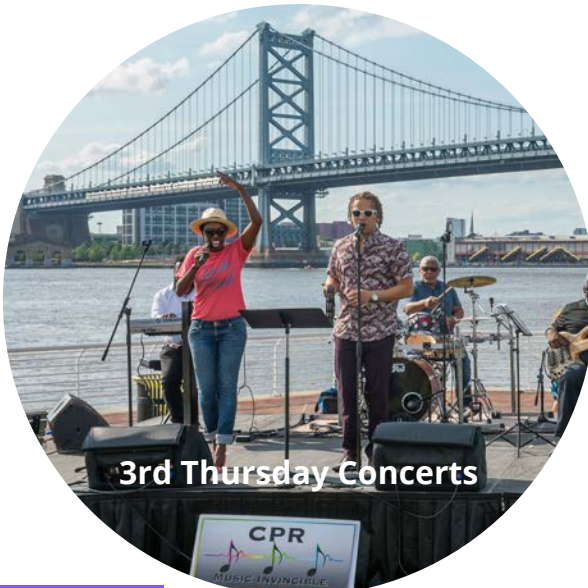
400

PEOPLE PARTIED ON THE PLAZA

First Fridays this summer meant **Dance Parties at Roosevelt Plaza Park!** June's Salsa party featured La Mega radio host Maria Del Pilar, the July Line Dance party featured instructor duo "The Party Pleasers" and the surreal Silent Party included an appearance by special guest DJ Caesar of Boom 1003.9.



Parties on the Plaza



3rd Thursday Concerts

Beautiful landscaping and stunning waterfront views made RCA Pier a picturesque place for free, family friendly concerts on the **3rd Thursday** of each summer month. Concerts featured some of the areas best live bands including Marcus Myers and Ode to Omni, CPR:Music Invincible, Namarah and Camden's own Grammy nominated singer Yocantile Jackson.

SPECIAL EVENTS

Saturday afternoons are prime time to enjoy Camden's parks and open spaces!



Once again Camden's 4th of July Freedom Festival celebration welcomed The **Trenton Circus Squad** to the Camden Waterfront. The 9-show engagement under the big top received great media coverage and attracted thousands of families to a picturesque big top for a free youth circus spectacular.

1000

CAMDEN SUMMER CAMPERS CLOWNED AROUND WITH THE TRENTON CIRCUS SQUAD!

1ST PLACE

SOLCHYLD

The Creative Arts High School graduate's unique combination of singing and spoken word earned her \$250 and the opportunity to perform at Camden Jam!



"The quality and variety of this year's fourteen Camden's Got Talent contestants foretells a bright future for Camden's performance art scene." - Rashaan Hornsby, Judge.

100

Park visitors watched 6 teams play for peace at the **CAMDEN PEACE GAMES** at Von Nieda Park in Cramer Hill.





"I had a lot of fun and felt a part of something special"

-I BIKE CAMDEN PARTICIPANT



EXPLORE CAMDEN

For the second summer the #IExplore series enabled residents and visitors to enjoy the city from new vantage points.

"I Walk Camden" 2019 showcased the walkability of Camden's Parkside Neighborhood. Neighborhood leaders accompanied Mayor Francisco "Frank" Moran on the 3 mile tour of Parkside's historic homes, small businesses and greenspace.



60 riders chose between a 7 or 12 mile tour of Camden's growing trails network.

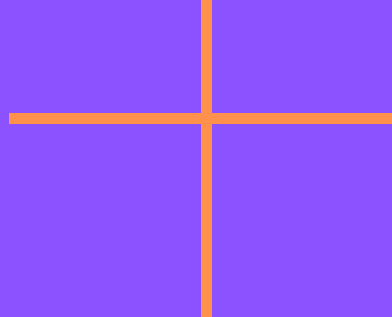
After a social bike ride through Camden neighborhoods, participants in the 3rd annual "I Bike Camden", returned to Von Nieda Park in Cramer Hill to enjoy food and attractions at Camden County's Public Safety Fun Day.

*"This was a great team building event....I would love to do this again!"
- I Paddle Participant*

Connect the Lots teamed up with Urban Trekkers for a special "I Paddle Camden" on July 27th in Pyne Poynt Park. Boats launched every 30 mins taking groups of 2 or 10 on short paddles at the mouth of the Delaware River.



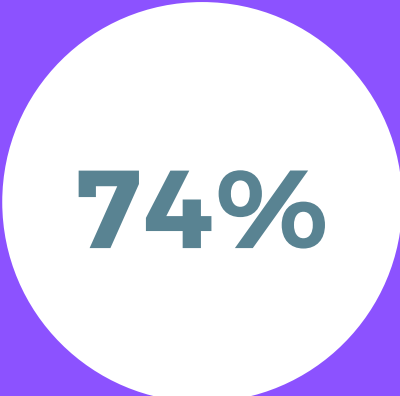
75 Camden residents experienced one of the city's most beautiful underutilized spaces, it's waterways.



**"THIS EVENT POSITIVELY
SHOWCASES CAMDEN"**

Camden Night Gardens Survey 51 participants

**CAMDEN
NIGHT
GARDENS**



**VISIT PARKS IN CAMDEN AT LEAST
ONCE PER WEEK.**

Camden Night Gardens Survey 51 participants

SIGNATURE EVENT

Camden Night Gardens



ZERO GRAVITY ZERO LIMITS

On Friday, May 17th, 2019 Camden Rising took on new meaning at Camden Night Gardens: “Zero Gravity, Zero Limits,” at Cooper’s Poynt Waterfront Park.

This year's free festival of light and music brought an “out of this world” experience to the Camden waterfront.

Visitors enjoyed aerial performers, legendary local artists, a community showcase, a custom car show, the region’s best food trucks, and defied gravity with hot air balloon rides offered at \$5 per person. The “zero gravity” experience ended with a fantastic fireworks show.





94%

"I WOULD LIKE TO SEE MORE
EVENTS LIKE THIS!"

Camden Jam Survey 687 oarticipants

**WATER
MUSIC
ART** IS
LIFE!
CAMDEN JAM
DELAWARE RIVER FESTIVAL

90%

"I LEARNED SOMETHING AT THIS EVENT!"

Camden Jam Survey, 687 participants

SIGNATURE EVENT

Camden Jam at the Delaware River Festival

Presented by:



Camden Jam made a splash this year as part of the Delaware River Festival and sponsored by Camden County and Bank of America. 8,000 visitors enjoyed food trucks, a Kidz Zone, Get-Fit Zone, Riverdays Eco Zone, free admission to both the Adventure Aquarium and Independence Seaport Museum, free backpacks from Covanta and free rides on the Riverlink Ferry to Penn's Landing for even more Delaware River Festival fun!



8,000

PEOPLE EXPERIENCED
CAMDEN JAM



Camden Jam headliner MYA

ON THE WIGGINS RIVERSTAGE

The Wiggins Riverstage featured an unprecedented line-up of Camden-based artists making their mark on the music scene. Local spoken word artist and Camden's Got Talent Winner SolChyld set the tone with her positive messaging, Camden Jam veteran Kinglsey Ibeneche brought new-age sounds and dynamic dance moves, while "That Trumpet Chic" Arnetta Johnson shared her Grammy-winning version of upbeat instrumental jazz fusion with her hometown audience. All three artists are graduates of Camden's Creative Arts High School thrilled to be performing for the Camden crowds and sharing the stage with pop princess MYA.



*Arnetta Johnson
That Trumpet Chic"*

COMMUNITY ENRICHMENT

MURAL ARTS WORKSHOP

As Camden’s arts scene expands local artists are anxious for opportunities to flex their creative muscles and create beauty in their hometown. On September 27th Connect the Lots together with Rutgers Camden Center for the Arts responded to this enthusiasm by hosting a “Public Art and Engagement Strategies” workshop presented by the Mural Arts Institute of Philadelphia. More than 75 Camden area artists gathered to learn how they can incorporate community voices into their work. During this in depth workshop and skill share, professional muralists shared case studies on the intersection of art and social justice and fielded questions on a variety of topics related to public art. Participants left with strategies for professionalizing their work and connecting their art practice to Camden neighborhoods and grassroots organizations.



FOR INFLUENCERS ONLY: MEDIA EDITION

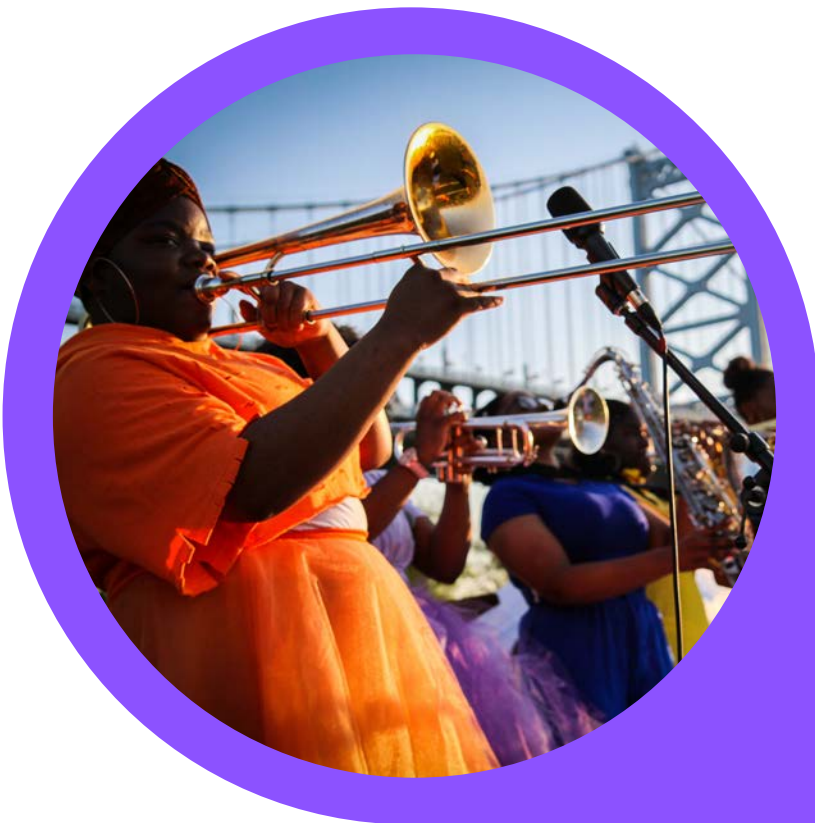
On December 12th 2019 Connect the Lots partnered with Free Press to host For Influencers Only: Media Edition. The event offered 50 Camden do-ers a chance to connect with journalists from The Courier Post, WHYYY, The Anointed News Journal and other local media outlets for a discussion on local media’s impact on the Camden community and how residents can access local media. A rock-paper-scissors tournament, complimentary buffet and giveaways rounded out the evening and left people full of energy for a city with a story worth telling.

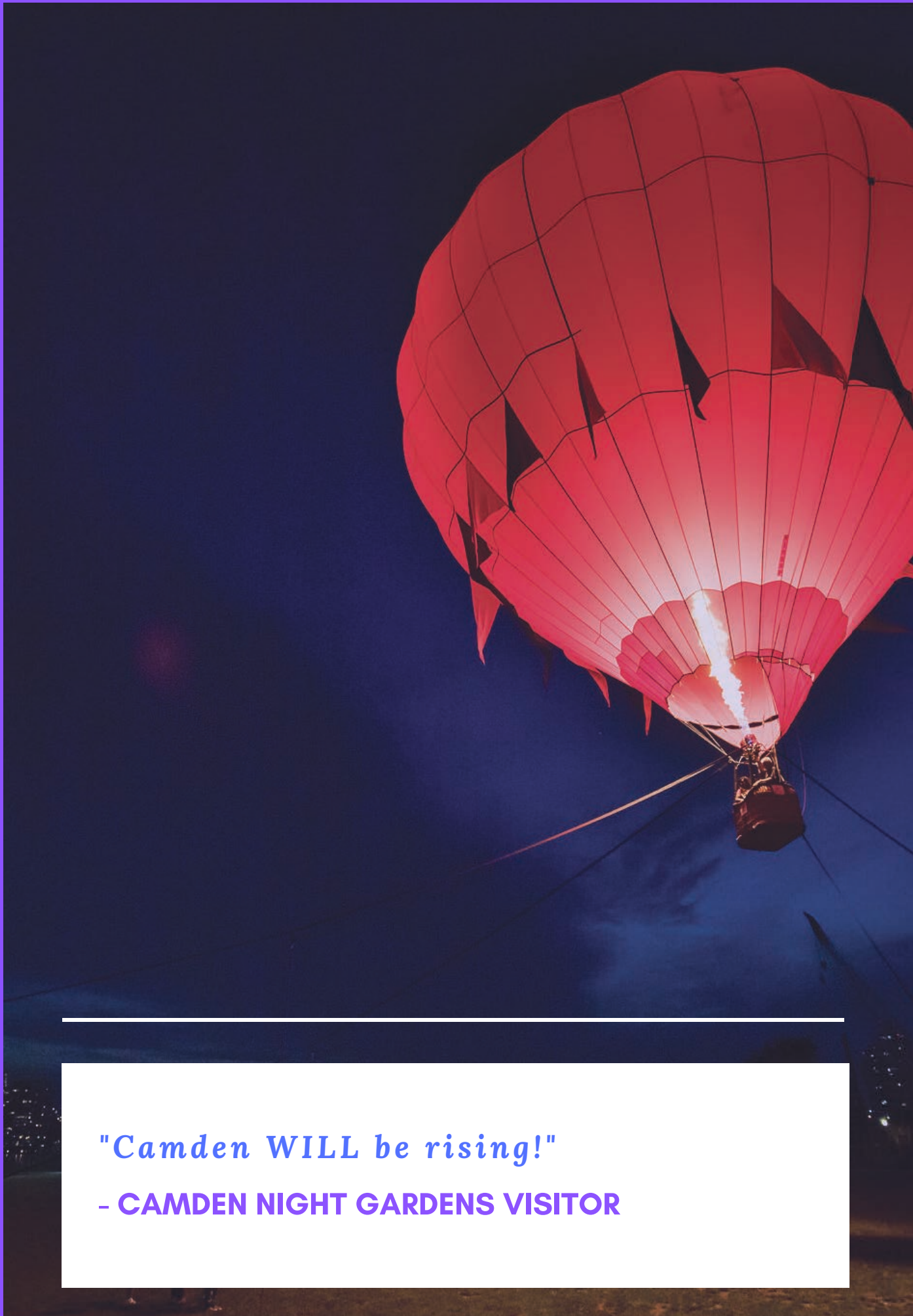
WHAT'S NEXT?

CTL 2020

A NEW VIEW CAMDEN

Connect the Lots is excited to add new outdoor spaces to the line up thanks to a collaboration with A New View Camden. A New View will transform highly visible vacant lots along Camden's public transportation corridors from eyesores used for illegal dumping to multi-purpose community forums. These converted spaces will host dynamic temporary art installations and creative programming that will provide a new view to the more than 65,000 people who travel through Camden daily and its 77,000 residents.





"Camden WILL be rising!"
- CAMDEN NIGHT GARDENS VISITOR

Sponsors

American Heart Association
American Water
Bank of America
Camden Coalition of Healthcare Providers
Camden County Board of Freeholders
Camden County College
Camden County Parks Department
Camden Special Services District
Dilworth Paxon
NJ Conservation Foundation
National Endowment for the Arts
PSEG
Subaru of America
William Penn Foundation

Artists

Arnetta Johnson
CPR Music Invincible
De Tierra Caliente
DJ Beezy
DJ Caesar
DJ Jammin
DJ Ju
DJ Speedy
DJ Spontane
DJ Yankee
Francine Hatcher
Jo Rivers
Kingsley Ibeneche
Marcus Myers and Ode to Omni
Namarah
Normal Chaos
Sapphire Chantal
Sonia Dreams
Trenton Circus Squad
Tru Sol
Valerie
Yocantalie Jackson

Partners

13 Sound
360 Marketing & PR
Anadie Ruberte
Algorhythm Studios
Art Peace Love, LLC
Avi Steinhardt Photography
Bike Camden County
Boyd Photography
Camden Fireworks
Camden Printworks
Camden County Police Department
Camden Everything Store
City of Camden Department of Public Works
City of Camden Department of Human Services
Clear Channel
Coiffi's Towing
Crazy Faces
Diva Richards Fit
Eleven 22 Productions
Free Press
Hopeworks 'N Camden
House Party Brooke
Identity Gear
Kamile Kuntz
La Mega
Mr John
PBCIP
Party Pleasers
Peachie Silent Skate
Premiere Outdoor Movies
Preferred Party Place
Project Little Warriors
Quality Custom Ridez
Radio One
Rita's Water Ice of Willingboro
Roberts Event Group
Rutgers Camden Center for the Arts
Salvation Army Kroc Center - Camden
Serpico Pyrotechnics
Swank Productions
Time for Fun Jumpers
Urban Trekkers
YMCA Freedom Valley