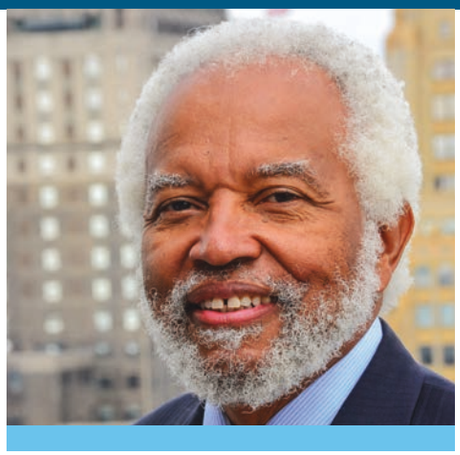
REFLECTIONS

END OF YEAR REPORT
2016

These efforts are dedicated to the late
Dr. Robert Curvin and Dr. Clement Alexander Price.

LETTER FROM THE CHAIR



JUNIUS WILLIAMS, ESQ.

Newark Celebration 350, Chairman

It has been an incredible honor to be selected by Newark Celebration 350 to serve as chairman for this year-long salute to our city's past, present and future.

It was with pride and humility that I stepped up to realize the vision of the late Dr. Clement Price, Newark's foremost historian and tireless booster, who first conceived of this celebration as an occasion to take stock of our challenges and hopes.

After deliberation, the Board agreed upon a primary objective – to assure that all citizens would have an opportunity to participate in and be supportive of this celebratory initiative. I believe we succeeded with an expansive calendar of more than 150 events, many planned by the people, that reached citizens of all ages, cultures and faiths in every ward of our city.

We have celebrated with young artists of our schools, with great jazz performers on our city's premier stages and with poets from across North America and with business leaders who were our generous sponsors. We shared the food, music and culture of African-American, Portuguese, Ecuadorian, Brazilian, Latino and Irish communities. We've explored the historic contributions of Jewish families and Puritan founders, of women and military heroes. It's been an astonishing year.

A city that can claim a vibrant diversity like ours already can count itself rich in resources, energy and pride. Proof of that are the dozens of programs proposed and executed by members of the public with grants from Newark 350. From a myriad of different backgrounds, perspectives and passions, they all stepped up to define and share what Newark means to them.

It gives me the greatest satisfaction to know that many of these projects will have a life beyond our anniversary year. Our neighborhoods will be greener and more livable thanks to the planting of 350 new street trees. Our students – 3,000 of whom wrote "Happy Birthday" letters to their city – will learn Newark's history as a permanent feature of their curriculum. "Cherry Blossoms in Winter," a cheerful out-of-season re-blooming of our famous cherry trees is planned as a biennial art installation in Branch Brook Park.

Perhaps the most enduring legacy of this year will be the memory of how we all came together with thoughtful reaction and in the spirit of joy, to celebrate this historic city and our place in it. That has been our greatest achievement and will never be forgotten.

Sincerely,

Junius Williams, Esq.
Newark Celebration 350
Chairman

LETTER FROM THE MAYOR

THE HONORABLE RAS J. BARAKA

Mayor of the City of Newark

Greetings,

Newark has always been my city, my home and my cause. I was privileged to be in the mayor's seat as Newark prepared to celebrate its rich history as a city older than our nation itself. For 350 years, people have looked to Newark as a cultural and commercial hub, a place where urban life is constantly being enriched and redefined.

Newark Celebration 350 has given us all an opportunity to explore facets of our communities we may not have known very well. Newarkers and visitors from the region and the larger world have joined us to enjoy our cultural assets, our neighborhoods and above all, our people. Not many cities can match our diversity and our common commitment to creating a brighter future on the foundation of a deep and resonant past.

We have to count it as a great success that for 12 months and more, the calendar has included an abundance of opportunities to appreciate all that Newark has been in the past and is today. The Newark 350 Committee wisely threw open the doors to projects proposed by organizations of every kind, offering support for them to present programs – some for the first time – that reflected their own cultures and aspirations.

Every institution that makes our city special contributed to this festive year, including the New Jersey Performing Arts Center, the Newark Museum, the Prudential Center, Rutgers University, the New Jersey Historical Society and more. Our key businesses and corporations reached generously into their coffers to help fund the biggest and boldest celebration the city has ever seen. It's been a proud year with many proud moments.

During the 2016 year in Newark, you could have sat in a free seat to watch the New Jersey Devils hockey team carve up the ice, gone on a gallery crawl to see the works of homegrown and international artists, or taken the kids to an ethnic street fair with music, rides and games. In every corner of our city, something was going on in this freewheeling, sprawling and always inclusive festival.

The city was happy to back up the work of the Newark 350 committee with free services and permits for many of these community-based projects and programs. I think everyone was drawn and committed to a celebration that would showcase the very best that Newark has to offer.

As your mayor, I'm gratified by and proud of all that took place under the banner of our anniversary year. I offer my congratulations and thanks to everyone who made it happen.

Sincerely Yours,

Ras J. Baraka
Mayor

LETTER FROM ESSEX COUNTY

JOSEPH DIVINCENZO JR.

Essex County Executive

It's been a historic year for Essex County's largest city, Newark, which has spent the last year celebrating its resilience and determination to endure and evolve over a span of 350 years. More than that, it celebrated what it is today – a thriving and multi-faceted city enriched by its diversity.

Through the work of Newark Celebration 350, we've seen a full calendar of concerts, lectures, street fairs, parades and family events which highlighted the many communities and cultures that call Newark home. It's been a yearlong party that has enlivened every resident and welcomed each visitor – encouraging them to enjoy themselves and widen their view of this historic city.

Newark's history is impressive. Founded by Pilgrims, Newark played a prominent role in the Industrial Revolution and the City Beautiful Movement, the latter giving us the green oasis in the center of the city – Essex County Branch Brook Park, designed by the firm of Frederick Law Olmsted, creator of New York City's Central Park. Today, Newark is a major cultural, business and transportation hub with outstanding recreational facilities.

Our Essex County Parks Department hosted an especially significant Cherry Blossom Festival in Essex County Branch Brook Park this year. This annual April event, a much-loved tradition, was memorialized in artist Faith Ringgold's commemorative print for Newark 350. In addition, city artists are busy with a "Cherry Blossoms in Winter" art installation that could become another regular event in America's first county park.

The most meaningful project that Essex County supported for the celebration was the refurbishment and re-installation of the "First Landing Party of the Founders of Newark" monument on the grounds of the New Jersey Performing Arts Center. Commissioned in 1916 and created by sculptor Gutzon Borglum for the city's 250th anniversary, it is one of four Newark monuments by an artist best known for his masterwork, Mount Rushmore. This tangible link to the past is a tribute to the belief that good and important things can happen in this city.

I commend the work of Newark Celebration 350 and the many groups and individuals who contributed to the yearlong celebration. If we can carry forward the optimism and creativity of this anniversary celebration, we will be prepared for another 350 years of ever-rising expectations and spectacular results.

Sincerely,

Joseph DiVincenzo, Jr.

Joseph DiVincenzo, Jr.
Essex County Executive

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Photo credit Harold Prott

INTRODUCTION AND HISTORICAL PERSPECTIVE

NEWARK CELEBRATION 350

Introduction

On May 17, 1666, 30 English families from Connecticut disembarked upon the banks of the Passaic River and established the settlement that would become Newark. 350 years later, Newark Celebration 350 (NC350), a public/private partnership, began to celebrate the 350th anniversary of the people, culture, institutions and history of America's third-oldest major city, Newark, New Jersey.

We looked at Newark as a source of business and university development, an arts and entertainment mecca, a source of many historical firsts, and as a place where voluntary and involuntary immigrant groups came of age along the Passaic River. With its distinct history, Newark has come to embody the aspirations of many people: A bold vision of what it means to be an urban center in America charting a pathway into the future.

It was a declaration. A pronouncement. A proclamation. This celebration was an opportunity for all Newarkers to tell each other, surrounding communities, the nation and the world that Newark is a great and wonderful city. It was our meditation: "Oh What a Beautiful City."

It was in this familial spirit of pride that NC350 celebrated the 350th anniversary of the founding of Newark.

Over the course of 2016, NC350 sponsored over 250 events that commemorated the people, history and cultures of Newark. The following report chronicles the organization's development, mission and some of the year's projects. It also reflects on Newark and its prominence within the larger framework of the 1916 and 1966 bicentennial celebrations of the city's founding. A full listing of NC350's calendar, as well as additional celebration details can be found online at www.nc350.org.

A Historical Perspective on Commemoration

Photo credit Newark Public Library

The 350th was not Newark's first city-wide celebration of its founding. Newark celebrated its 250th anniversary in 1916, the second year of World War I. Led by the "Committee of 100," the 250th paid a great deal of attention to Newark's Puritan roots and industrial might.

The 300th birthday of Newark took place under very different circumstances. Over the years, the racial and ethnic complexion had changed and in the intervening years since the 250th anniversary, Newark was no longer a majority Irish, Jewish, or Italian city. Newark had grown into a majority Black and urban community, with a vibrant culture.

Widespread violence had yet to erupt in Newark despite multiple incidents of police misconduct, municipal corruption, and neglect. The city was divided by racial tension. The people unfortunately, were suffering from the indignities of racial and class discrimination. It was against this backdrop that Newark's leaders planned the celebration of America's third-oldest major city and highlighted Newark's urban renewal projects. The theme for the year was "Pride in Newark." At the May 18, 1966 300th celebration parade, then-mayor Hugh Addonizio stated with historical irony, "I think it's significant to point out that, although we have a large Negro population, we haven't had any racial conflict."

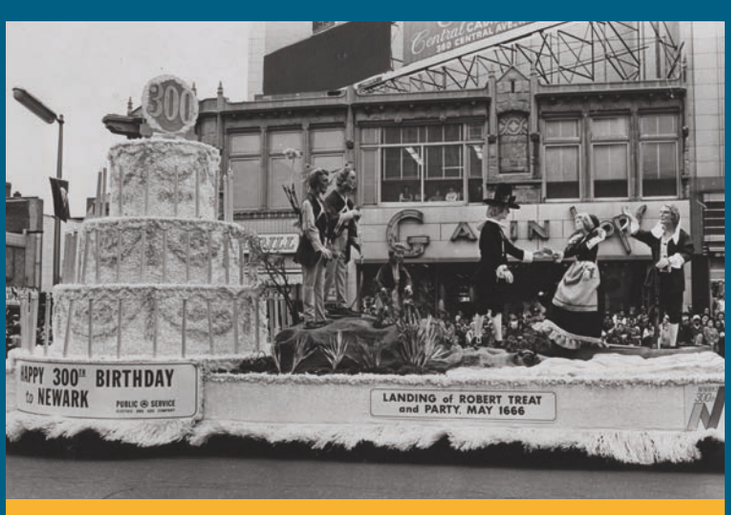
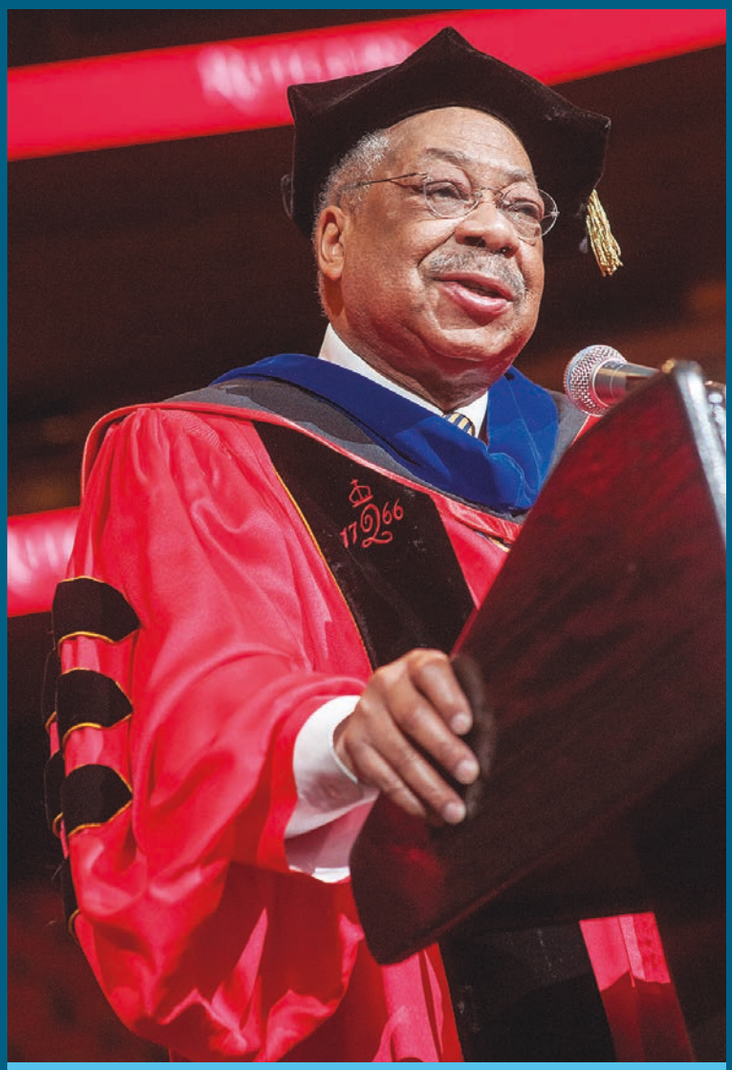


Photo credit Newark Public Library

A Vision for the 350th Anniversary

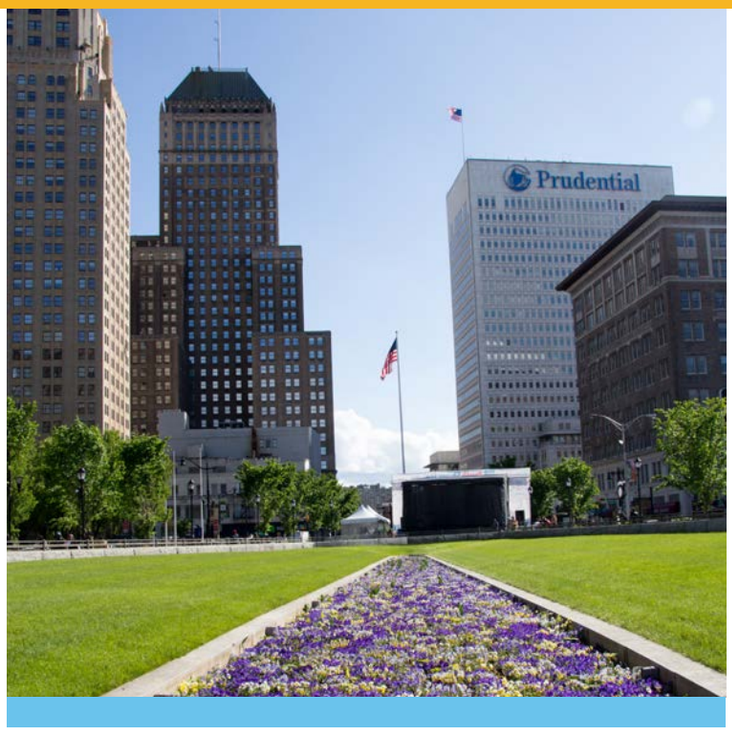


The city of Newark named the late Dr. Clement (Clem) Alexander Price – Rutgers Board of Governors Distinguished Service Professor of History – the city's official historian and chair of Newark Celebration 350 in February 2014.

Clem embraced the challenge of reflecting on the long-foretold renaissance of Newark while addressing the pressing needs of the city. He viewed the commemoration as an opportunity to revive civic memory while simultaneously grappling with Newark's much volatile history, including the 1967 uprisings. Clem called the uprisings "the defining moment in Newark's 20th century." This celebration would commemorate the Puritan founders, mark Newark's place as an industrial and commercial center, and applaud the arts, educational and entertainment culture of the city. This yearlong 350th birthday party would also "re-enliven civic culture, reintroduce ourselves [Newarkers] to the world, and look at the challenges the city faces."

Alas, Clem would not live to see the celebration. Carrying on the vision of NC350 was left to Clem's dear and trusted friends. His body of work will be a living testament to his love and devotion to Newark. His vision for the celebration was the beacon that charged the committee's imagination, and his spirit sustained the committee's resolve to see the celebration come to fruition.

TAKING THE TORCH



RE-IMAGINING THE VISION

In celebration of Clem's memory, committee members took up the torch and convened in January 2015 to recommit, revisit, and plan the commemorative year. A board of trustees was assembled to serve as stewards of the celebration. Board members crafted the mission, goals, and vision for Newark Celebration 350.

The mission of Newark Celebration 350 is to commemorate the City of Newark's rich 350-year history by celebrating the talents of its citizenry and its remarkable accomplishments.

The goals and vision of Newark Celebration 350 are to:

- focus the attention of the city and nation on the rich history of Newark, NJ
- engage people of all ages who live, work and play in the city in celebrating its rebirth and revitalization
- inculcate pride in identity through celebrating Newark's history in each ward and neighborhood of Newark
- focus and direct the energy of Newark's residents in continued rebirth and regeneration
- use the historical evolution of neighborhoods in the context of immigration both old and new, to demonstrate how Newark has become one city with many voices
- study and document periods of conflict, and derive lessons for growth and reconciliation to enable future generations to avoid the mistakes of the past
- identify and celebrate the great musical, artistic, and intellectual contributions Newark has bestowed upon its people in town, throughout the nation, and around the world
- present the history of Newark as a beacon of hope and a blueprint for change for similarly-situated cities all over the nation

NC350 OFFICERS

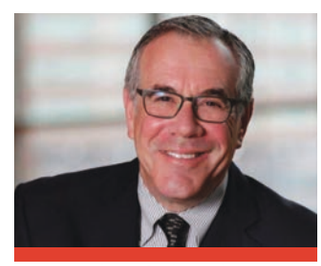
Marcia Brown
Vice-Chair

Dr. Victor Parsonnet
Vice-Chair

Ralph Izzo
Vice-Chair

Wilma Grey
Secretary

Gina Nisbeth
Treasurer



John Schreiber
Programs Chair

Irene Cooper Basch
Fundraising Chair

Shané Harris
Public Relations Chair

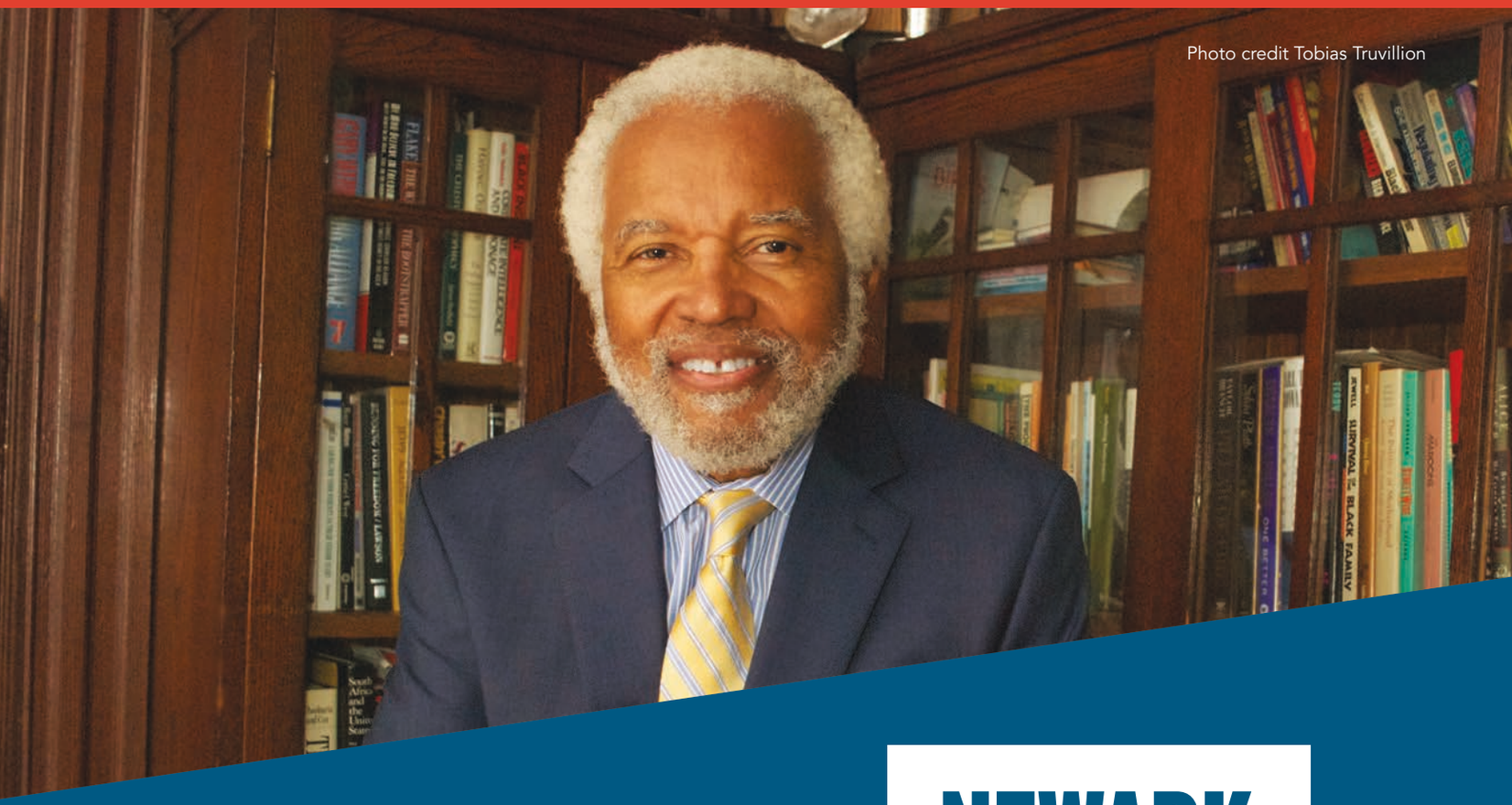


Photo credit Tobias Truvillion

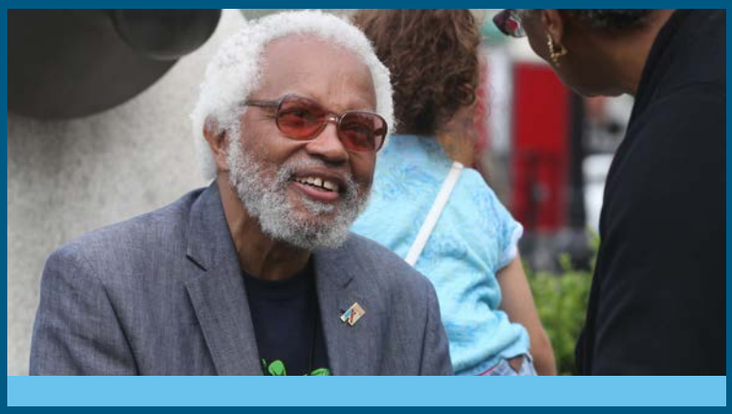
Junius Williams

Newark 350 Chairman

The board appointed Junius Williams, Esq., director of the Rutgers University Newark Abbot Leadership Institute, to serve as chairman. Junius is also an attorney, author, musician, educator and community advocate who has made Newark his home and primary interest for more than 50 years. Junius' leadership can be seen throughout the city and is reflected in various land planning decisions, education, and youth and adult leadership development initiatives.

Junius added a new dimension to the NC350 vision and included sectors of the population heretofore left out of the planning and implementation processes. Instead of a few events that were solely board of directors' ideas, Junius led the effort to incorporate the visions of Newark citizens, as well as their perspectives on the celebration and the historical significance of their city. Thus, hundreds of events were born, funded, and promoted by NC350.

When asked how he planned to lead NC350, manage his job at Rutgers, and complete the development of riseupnewark.com, Junius said, "There's always more time, if you make it!"



TRUSTEES, MEMBERS AND STAFF

Back row left to right: Roger Leon, Irene Cooper, Shané Harris, Junius Williams, John Schreiber, Linda Bowden and Steven Kern
Front left to right: Nancy Zak, Gina Nisbeth, Wilma Grey, Hon. Mildred Crump, Carol Warren, Joyce Lanier. Missing: Marcia Brown, Victor Parsonnet, and Ralph Izzo.

Trustees

Hon. Ras J. Baraka
Linda Bowden
Nancy Cantor
Hon. Mildred Crump
Robert Curvin (deceased)
Elizabeth Del Tufo
Steven Kern
Roger Leon
Gwen Moten
Jonathan Pearson
Paul Profeta
Hon. Luis Quintana
Hon. M. Teresa Ruiz
Nancy Zak

Honorary Members

Marc Berson
Joel Bloom
Hon. Cory Booker
Gloria Hopkins Buck
Raymond Chambers
Tim Crist
Hon. Joseph DiVincenzo, Jr.
Curtis Farrow
Patrick Foye
Gale Gibson
Hon. Kenneth Gibson
Lawrence Hamm
Rashon Hasan
Rev. William Howard
Hon. Sharpe James
Pastor David Jefferson
Robert Johnson
Barbara Kukla
Father Edwin Leahy
Monsignor William Linder
Robert Marino
Mary Sue Sweeney Price
A. Zachary Yamba

NC350 Pro Bono Staff

Legal Counsel
Bob Pickett

Administrators
Carol Warren
Joyce Lanier
Laura Troiano

NC350 Organizational Staff

Left to right: Justine Hunter, Isaiah Little, Jackie Harris, and Danielle Vauters. Missing: Junius Williams, John Johnson, Mozell Miley-Bailey and Katryna Peart.

Junius Williams
Chairman

John Johnson
Executive Director

Jackie Harris
NC350 Producer

Mozell Miley-Bailey
Director, Marketing & Communication

Isaiah A. Little
Director, Outreach & Administration

Katryna Peart
Justine Hunter
Marketing & Communication Coordinators

Danielle Vauters
Administrative & Production Coordinators

COMMITTEES

Programming Committee

Under the leadership of John Schreiber, president and CEO of the New Jersey Performing Arts Center, the Programming Committee planned NC350 special events and projects, as well as oversaw the project selection process. The committee held community forums every 60 days where attendees received updates on the progress of NC350 produced events, shared best practices, made suggestions to enhance projects, and collaborated on their projects when possible. Additionally, the program selection committee accepted project submissions, vetted proposals, and approved grants. Participating members of the Program Committee included:

Chandri Barat
John Brennan
Marcia Brown
Robyn Leigh Butler
Richard Cammarieri
Tamara Campbell
Timothy Crist
Ben Donsky
Najla Fareed
Bertha Freeman
Kathleen Galop
Honorable Angela Garretson
Wilma Grey
Bonita Hickman
Gale Gibson
Wilhemena Holder
Gloria Hopkins Buck
Robyn Jackson
Michael James
Steven Kern
Roger Leon
Athena Llewellyn
Emily Manz
Kevin Maynor
Glen Misick
Chiara Morrison
Gwen Moten
Amy Niles
Ron Ollie
Caleb Perkins
Marisa Pierson
Robert Provost
Francisco Saldana
Reverend Louise Scott-Rountree
Anthony Smith
Carrie Stetler
Larry Tamburri
Carolota Tarue
Melvin Waldrop
Donna Walker-Kuhne
Lauren Wells
Krista White
Valerie Wilson
Wayne Winborne
Beth Zak-Cohen

Fundraising Committee

Irene Cooper Basch, executive officer of the Victoria Foundation, served as chairwoman of the Fundraising Committee. With an initial goal of $3 million, the committee raised a total of $2,730,000. NC350 received early support from Prudential Financial, PSEG, Rutgers University-Newark, and the Victoria Foundation. During the summer of 2015, the committee laid out a strategic plan that included building relationships through four donor breakfasts held in the early fall of that year. Committee members included:

Hans Dekker
Jeremy Johnson
Ellen Lambert
Irene O'Brien
Laurence Pagnoni
Sarah Rosen
Steve Ross
Katie Singer
Paul Thornton
Carol Warren
Dan Zanella

Public Relations and Marketing Committee

Shané Harris, vice-president of Prudential Financial, chaired the Public Relations and Marketing Committee. The group created strategy and identified areas of focus as indicated in the Marketing and Public Relations Plan. Activities included the use of social media, community forums, television and radio interviews, as well as ads in major media outlets. Public Relations and Marketing Committee members included:

Pamela Daniels
Lisa Durden
Matthew Frankel
Robin Kay Foster
Sandra King
Tamara Remedios
Amanda Smith
Erin Sweeney
Andaiye Taylor
Krista White
Kimberlee Williams

John Schreiber

NC350 SPECIAL EVENTS AND PROJECTS

Living up to its name, Newark Celebration 350 held three special events to celebrate Newark's founding, and developed three legacy projects to memorialize the celebration.

Family Fun Festival – October 17, 2015

Young Performer at the Family Fun Festival

The Family Fun Festival kickoff event raised awareness about the upcoming anniversary year and announced the first series of NC350 events. Entertainment included an array of artists from various genres of music along with a variety of family- and youth-oriented activities. Acts included:

- AJ Calloway, emcee
- Angela Johnson
- DJ Tony Touch
- East Orange High School Marching Band
- Felix Hernandez Rhythm Revue
- Floyd Little Double Dutch
- Kenny Lattimore
- Malcolm X Shabazz Marching Band
- New Jersey Symphony Orchestra Brass Quartet
- New Jersey Performing Arts Center's Well Fargo Jazz for Teens

Kenny Lattimore performs at the Family Fun Festival

Founders Weekend Festival – May 13–15, 2016

The Founders Weekend Festival celebrated Newark's May 17, 1666 founding. The celebration also reflected on the beauty of current-day Newark, featuring artists and activities representative of Newark's cultural traditions and deep heritage.

Friday, May 13

The Founders Weekend Festival kicked-off in Newark Symphony Hall due to inclement weather. The heavy rains however, did not stop Newarkers from turning out in great numbers. Talent included the following artists:

- JD Williams, emcee
- Faith Evans
- Brick City Soul Collective
- Felix Hernandez Rhythm Revue

Faith Evans performs at the Founder's Weekend Festival

Saturday, May 14

Military Park was home to day two of the festival with a community expo including non-profit organizations, kid activities, voter registration, arts and craft vendors, health screenings, cultural performers, and two stages of music.

Naughty by Nature performs at Founders Weekend Festival

Saturday, May 14 (cont.)

Main Stage Talent

- Rah Digga, emcee
- Airmen of Note, with special guest Stefon Harris
- Angela Johnson
- DJ Bobby Trends
- Naughty by Nature
- Random Test Reggae Band
- Robert Glasper Experiment
- Shabazz High School Marching Band
- Universal African Drum and Dance Ensemble

Newark Boys Chorus performs at Founders Weekend Festival

Youth Stage Talent

- Shelia Anderson, emcee
- Alexis Morrast
- Newark Boys Chorus
- NJPAC's Well Fargo Jazz for Teens
- Them Cloud Kids

Sunday, May 15

The Founders Weekend Festival concluded in Military Park with additional music and festivities.

Cissy Houston performs at Founders Weekend Festival

Sunday, May 15 (cont.)

Main Stage Talent

- Cherry Martinez, emcee
- Jubilation Choir with Cissy Houston
- Rob Paparozzi Blues Band
- Sarah Vaughn Tribute with Janet Van Kline, Wincey Terry and Jackie Jones
- India, the princess of Salsa

Rob Paparozzi joined on stage with Junius Williams

Youth Stage Talent

- Shelia Anderson, emcee
- Brick City Jazz Orchestra
- Groupo Liberdade de Capiero
- Them Cloud Kids: Steven Richardson
- Them Cloud Kids: Shane Fuller & Leigh Soriano
- Trinidadian Marching Group

Brick City Jazz Orchestra performs at Founders Weekend Festival

Jazz at Clements

NC350 created a new jazz series to commemorate the city's anniversary. The sounds of jazz, R&B, and Latin jazz, featuring local and regional vocalists and instrumentalists could be heard on the campus of Rutgers University-Newark every second Friday of the month at Clement's Place. The series began in August and concluded in December. Featured artists included:

- Bobby Sanabria & Quarteto Ache
- Carrie Jackson and Her Jazzin' All Stars
- Return to the Source, led by NC350's Chairman, Junius Williams
- The Sax Summit with Leo Johnson and Anthony Nelson
- The Houston Person Quartet

NC350 LEGACY GIFTS

The beauty of the commemorative year is the opportunity to develop civic rituals and arrangements that will last beyond 2016. Chaired by Mary Sue Sweeney Price, the NC350 Legacy Committee developed three legacy projects in honor of the 350th anniversary of Newark. Irene Cooper Basch led fundraising efforts for the Legacy Gifts. Like this sacred city, these projects – 350 Trees newly planted trees, the restoration of Gutzon Borglum's First Landing Party of the Founders of Newark, and the Newark 350 College Success Fund – will be lasting testaments to the growth and vitality of Newark.

The committee members included:

- Mary Sue Sweeney
- Richard Cammarieri
- Irene Cooper-Basch
- Liz Del Tufo
- Sister June Favata
- Anzella Nelms
- Carrie Puglisi
- Linda Rodrigues
- A. Zachary Yam

The Restoration of the First Landing Party of the Founders of Newark

The First Landing monument was created by renowned artist Gutzon Borglum in celebration of Newark's 250th anniversary. In the 1990s, the monument was disassembled and moved to make way for transportation projects along Newark's McCarter Highway. On December 19, 2016 the restored monument was unveiled and reinstalled on the lawn of the New Jersey Performing Arts Center, a short distance from its original home, accompanied by the rhythms of the Weequahic High School Drum Line.

Landing Monument Unveiling on the NJPAC lawn

350 Tree Planting

Under the direction of the New Jersey Tree Foundation, residents from across the city will plant 350 new trees in their neighborhoods by 2017. The first of many plantings took place during October 2016 in the Central Ward's Jesse Allen Park. Members from the community, including volunteers from Horizon Blue Cross and Blue Shield of New Jersey, bedded trees across the park. Residents and volunteers duplicated this community service in all city wards.

Volunteers help plant trees all over Newark

Newark Student College Success Fund

The most significant testament to the strength of a city is its residents, and more specifically its students. The Newark City of Learning Collaborative has a goal of increasing the number of Newark residents with post-secondary degrees from 17% to 25% by the year 2025. To help them meet that goal, the third legacy gift is an emergency and inspiration grant program for students attending colleges and universities in Newark. Mini-grants from the Newark College Student Success Fund of up to $500 will be made available to students to offset expenses that might impinge on their learning experiences or force them to drop out of school altogether.

Educational Concert and Workshop Series for Newark Public School Students

In collaboration with Newark Public Schools and the New Jersey Performing Arts Center, Newark Celebration 350 will create an educational concert series featuring performances and educational workshops throughout the academic school year. NC350 will partner with other Newark Institutions to develop an exciting year of programming targeting high school students. Workshops will focus on the history of various music genres. Emphasis will be placed on the conditions that existed throughout the world during the development of the music. Local, regional, and national artists will collaborate with historians to create these presentations. Concerts will take place at various locations across Newark, with students transported to several of the city's premier music and arts venues.

NC350 MERCHANDISE

Newark artist Jerry Gant created artwork for Newark Celebration 350 which was printed on T-shirts, caps and drawstring backpacks.

Limited Edition Print

Artist-activist Faith Ringgold was commissioned to create a NC350 limited edition commemorative print. Ringgold has been recognized for her work by Amiri Baraka, Gloria Steinem and Oprah Winfrey, who also commissioned Ringgold to create artwork for the late Maya Angelou's 60th birthday.

Faith Ringgold unveils her artwork for NC350

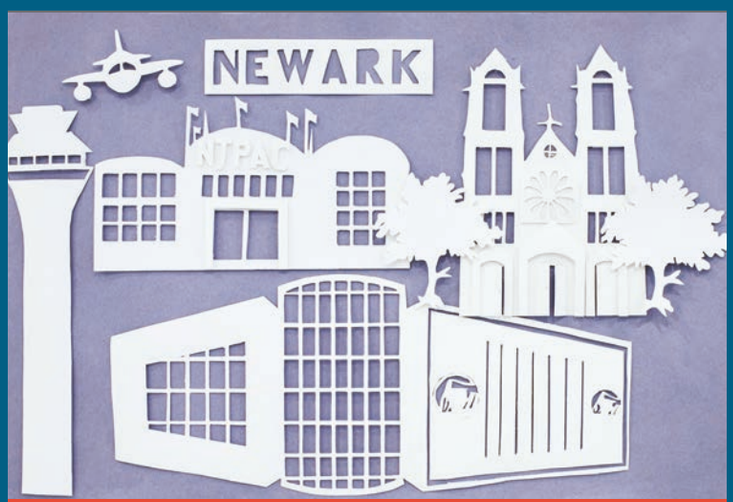
YOUTH ENGAGEMENT

An important and arguably the greatest legacy of NC350 is teaching the history of Newark to its future caretakers: the children. Newark Public School leadership established opportunities for students and their families to learn about Newark's rich history throughout 2016 and for years to come.

Newark students set the rhythm for the celebration. The Malcolm X Shabazz Marching Band was a highly visible participant in the commemorative celebration. Strutting their stuff in many of the NC350 events, the Shabazz band also played during the Family Fun Festival in October 2015, the Founders Weekend Festival in May 2016, and the Walk to the Water in June 2016. In December 2016, the Weequahic High School Drum Line led a procession of celebrants to the unveiling of the First Landing Party of the Founders of Newark monument on NJPAC's Symphony Lawn.

Malcolm Shabazz High School Marching Band

Other Newark students celebrated the 350th anniversary through a series of recess assignments that were distributed to public and charter school students. The winter recess assignment was to create a "Birthday Card for the City of Newark" and "Make a Wish." Students submitted 3,000 birthday cards, and Horizon Blue Cross & Blue Shield of New Jersey and the Newark Museum, with the assistance of Prudential Financial, prominently displayed the students' well wishes.



Artwork credit Octavio Chociai, Oliver Street School

The spring recess assignment asked students to create an original written work, performance, or visual representation around the theme of "Here's What's Good About Newark." The criteria in reviewing these assignments were originality, creativity, craftsmanship, and delivery. Students focused on neighborhoods, points of interest, landmarks, arts and culture. Students' works will remain on display in the main lobby of the Newark Public Schools' main office for all guests to take a trip back in time and learn about the greatness of this city. One of the teachers from Roberto Clemente School was so inspired by these projects that she wrote a song about the city of Newark and her students performed the song at the Founders Weekend Festival.

Roberto Clemente School Children and Roger Leon at Founders Weekend Festival

The summer recess assignment was a biographical, written and oral history project where students researched and reported about the life story of an interesting person or group of people from Newark. Students interviewed subjects, illustrated their findings, and wrote short stories about how the person or persons impacted Newark. Students were asked to share their experiences with classmates.

Children at Founders Weekend Festival

One of the more lasting contributions to the celebration from the Newark Public Schools is the new Newark history curriculum piloted in 2016. The course will consist of many of the projects that students completed during the anniversary year, as well as events they attended, such as the "1967 Newark Rebellion: Power and Politics, Before and After" conference. This history course will eventually be offered to high school students for credit.

The Newark Public Schools leadership, faculty, staff and students strategically partnered with NC350 in getting the word out about NC350 events. They sent program information to schools to keep families abreast of all the great events taking place through the year; they also informed students about activities, and shared resource information with family members, neighbors, and friends.

SPONSORED PROJECTS AND EVENTS

NC350's diverse and rich commemorative programs stemmed from the collaboration of the board, supporters, and Newarkers who attended town hall meetings that took place around the city.

Ward Engagement

Newark's many stories could not be told without its residents. Accordingly, NC350 hosted town hall meetings in all five wards to ensure that the commemoration was inclusive and illustrative of the city's rich diversity. Chairman Junius Williams deemed it imperative that there be a forum for community engagement at the grassroots level. This was a unique model for a citywide celebration as it ensured the commemoration was truly reflective of the people of Newark.

Over the course of two weeks, Chairman Williams, Program Chairman John Schreiber, and Executive Director John Johnson, Jr. met with Newark residents at the following locations in 2015:

September 29, 2015
East Ward
Ironbound Learning Center

October 1, 2015
West Ward
United Vailsburg Services Organization Teen Center

October 5, 2015
Central Ward
Abyssinian Baptist Church

October 6, 2015
South Ward
The Donald K. Tucker Center

October 7, 2015
North Ward
Third Presbyterian Church

Attendees were asked a simple question: How do you want to celebrate Newark? Project suggestions were discussed and Ward Captains were selected at the close of each meeting. The following persons served as captains for their respective wards:

Allison Capel, Wilhemena Holder, and Georgia Ranson – Central Ward
Nancy Zak – East Ward
Robin Lee Butler – North Ward
Tashima Sample – South Ward
Manita Seabrooks – West Ward

Groups developed and submitted proposals for consideration. The projects provided deep and rich insight into the history and culture of Newark's diverse communities.

Projects Selection Process

Proposals and applications were accepted from September 2015 through February 28, 2016. Applications were evaluated using the following criteria: feasibility, impact, relevance, and content. Grants were awarded to 106 recipients.

The committee provided a grant or an in-kind support to more than two dozen entities. Some projects were long-standing perennial Newark events that are part of the city's social fabric. Many projects were new events that were curated specifically for the 350th.

In total, NC350 received over 300 funding requests, approved more than 100 applications, and supported more than 350 events with marketing, public relations, and social media support from a grant pool.

Event Spotlight

The breadth of the NC350 events was nothing short of amazing, as the celebration was an inclusive affair. Casting a gaze to Newark's past, historic projects provided opportunities to reflect and reconsider our memories of Newark. These projects allowed us to engage the city in new and interesting ways. Yet still, other events helped us imagine the future of Newark while providing opportunities to commemorate and celebrate the city's 350th anniversary.

Culture

The Synagogues of Newark:
Lost But Not Forgotten
October 23-December 11
The Jewish Museum of NJ/Congregation Ahavas Sholom, 145 Broadway
This exhibit chronicled the history of Newark's Jewish houses of worship from the 19th century to the present. Combining photography, archival materials, and oral histories, this exhibit explored the architectural, spiritual, and social legacy of the more than 30 synagogues that once graced the City's landscape.

Hispanic Heritage Month Celebration
September 30 – October 2
This three-day festival celebrated the diverse ethnic backgrounds of Latino and Hispanic cultures and communities. Music, dance, and cuisines from the Caribbean, Central America, South America, and Mexico were showcased during the festival.

Muslim Voices
December 3, 2016
Newark Museum
This program included a theatrical play of personal narratives about Newark's Muslim Muslim community. College and high school students performed monologues that celebrated the history of Muslim life in Newark. An art exhibit was included as part of the program.

SPONSORED PROJECTS AND EVENTS

Education

Newark Trust for Education
Engaging School Communities
in Celebration of Newark's 350th
NC350 awarded the Newark Trust for Education a grant to support school-based programs for parents, teachers, and K-12 students. Teachers were invited to submit proposals for projects that commemorated the city's 350th anniversary. The Trust for Education evaluated the applications and distributed funds to teachers.

Newark Public Library
5 Washington Street
"Knowing Newark"
Columns by Charles Cummings
The Newark Public Library developed a website, knowingnewark.npl.org, which includes the Star Ledger 1996 - 2005 newspaper column, "Knowing Newark" written by journalist Charles Cummings. Over 500 articles are available for viewing.

People Planning Newark
July 20, 2016 - Present
People Planning Newark is a living architectural model of the city. The project is a collaboration between the Newark Planning Office and the College of Architecture and Design at New Jersey Institute of Technology. People Planning Newark examines the physical history and development of the city, while recognizing the individuals and organizations that made those planning decisions. The installation was on exhibit at the Newark Public Library during the summer of 1026. The model is now on exhibit in the second-floor atrium of Newark City Hall.

Film

Newark International Film Festival
Scavenger Hunt
September 9-11
The three-day film festival included a scavenger hunt through Newark that incorporated locations for films shot in Newark. Prizes were hidden in various parts of town. The activity afforded local, national and international participants the opportunity to tour the city, as well as gain knowledge about its rich culture.

Women In Media-Newark:
Annual International Film Festival
March 29 – April 7
The eight-day film festival presented an array of independent films from around the world that celebrate the spirit of women. 2016's theme was Like Jazz. Programs were presented at several venues throughout Newark, and activities included panel discussions, film shorts, screenings, documentaries and jazz performances.

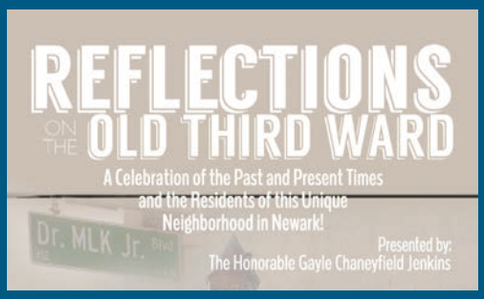
Healthcare & Environmental Awareness

National Latino AIDS Awareness Day (NLAAD)
October 15
Robert Treat Hotel, 50 Park Place
This community AIDS Awareness initiative provided health screenings, wellness information, and HIV testing for participants. NLAAD was created to raise awareness regarding the impact of HIV and AIDS in Latino-American communities. La Casa de Don Pedro spearheaded this effort with other healthcare agencies.

CLEAN WATER ACTION

Climate Justice Tour
Clean Water Fund and Clean Water Action
April 23
Clean Water hosted the Climate Justice Tour on the Bus for Progress in the South Ward and other neighborhoods. The tour highlighted and visited Clean Water's community-driven projects, such as a cool roof, solar installations, community rain gardens, green infrastructure and more. The initiative showcased efforts by citizens, businesses and the city administration to establish a more livable and healthy environment.

History



Central Ward: Reflections
on the Old Third Ward
October 15
The Clubhouse, 205 Spruce Street
Prior to 1954, the Central Ward was called Third Ward and/or the Hill. It was one of Newark's oldest residential and commercial communities. The Honorable Gayle Chaneyfield-Jenkins joined current and former residents of the Central Ward in a panel discussion regarding life and times in their community.

East Ward: Neighborhood History Day,
March 12
East Side High School, 23 Van Buren Street
The East Ward, also known as the Ironbound, has long been one of the most ethnically and racially diverse communities in Newark. It has also been the site for much of Newark's industrial plants. Neighborhood History Day featured passive and interactive exhibits, plus panel discussions that explored the history of the East Ward, celebrated individual residents, and recounted the impact and urgency of environmentalism, and Newark's long history of conservation.

Tour and History of Newark's West Ward:
A Step Back in History
June
There were two motor tours to historical landmarks, homes of prominent residents and other locations of significance throughout the West Ward. Organizers arranged four departure locations to accommodate residents. A festival highlighting the accomplishments and importance of family children was held after each tour.

History (cont.)

The 1967 Rebellion:
Power and Politics, Before and After
Abbott Leadership Institute
September 30 and October 1
Rutgers University-Newark, Paul Robeson Campus Center, 350 MLK Blvd.
This two-day conference at Rutgers-Newark, presented by the Abbott Leadership Institute, examined the evolution of empowerment of Black people, before and after the 1967 Newark Rebellion and culminating with the election of Mayor Ken Gibson in 1970. The event coincided with the 50th anniversary of the Black Power Movement. Many local and national activists from that era discussed the past, present and future of civil rights in America and Newark.

Newark in the '60s and '70s:
Reflections on Newark, New Jersey
1970-1986 'The Gibson Years'
October 7
Rutgers Law School,123 Washington Street
This symposium focused on the historic significance of the election and 16-year tenure of the city's first African-American mayor, Ken Gibson. His administration's impact on the city of Newark and its residents was also discussed. Presented in conjunction with the New Jersey Black Issues Convention, the conference was dedicated to addressing critical issues affecting the Black community. The symposium featured the presentation of research that will be organized and published as a written work.

Interfaith Panel Dialogue:
"Newark's Spiritual Life"
November 9
Bethany Baptist Church Fellowship Hall, 275 West Market St.
The program featured representatives from Newark's four historically dominant faiths – Catholicism, Judaism, Islam and Protestantism. The dialogue was moderated by Dr. Linda Caldwell Epps, with special guests Father Augustine Curley, Rabbi Simon Rosenbach, Imam Aqeel Mateen, and Reverend Timothy L. Jones.

Literary

Newark Poems:
350 Years of Newark in Verse 1666-2016
James Amemasor and Greg Gurderian
Newark Poems is a web-based literary project featuring poems from Newark-based poets and poems written about, and published in Newark. These works, showcased every two weeks over the course of the anniversary year, can be viewed at newarkpoems.org.

North Ward: Newark Literary Festival
Forest Hill Literary Society
September - October
Newark Public Library, Main Branch; Newark Public Library, North End Branch
The Newark Literary Festival was a celebration of literature published about the city of Newark by Newark authors and others authors with relationships to the City. The festival included panel discussions, book fairs, and signings. There was also a 'Children's Literature' program with readings by a local author, and a Family Day event that featured a display and film on the history and development of the North Ward. A directory of authors was also created.

Music

South Ward: Jazz Meets Dayton
June 18
Donald K. Tucker Center,
25-35 Elizabeth Avenue
Residents from the Dayton neighborhood celebrated Newark's 350 anniversary by re-enacting the experience of live Jazz and Blues neighborhood performances. Newark's native daughter, vocalist Antoinette Montague and her band, provided a variety of old-school blues and contemporary jazz standards. Residents were bussed in from all over the South Ward to witness and enjoy the celebration.

A Gospel Festival of Churches:
Walking and Standing In Victory
Newark Performing Arts Corp
April 30
Newark Symphony Hall
This festival featured gospel choirs from 12 local churches. Panel discussions and workshops on the history, perpetuation, importance and contributors to gospel music were components of the festival. Dr. Albert Lewis curated the daylong activity.

2016 "Ward Jams"
New Jersey Symphony Orchestra
July 1 – November 11
Ensembles from the New Jersey Symphony Orchestra joined the Bradford Hayes Band in presenting free concerts in all five wards of the city.

Songs of Solidarity:
Protest Songs from Newark's Past
October 22
Rutgers Chorus &
the New Jersey Philharmonic Glee Club
First Presbyterian Church, 820 Broad Street
This concert included songs from Irish, African American, Jewish, Italian, radical, and labor struggles from the Civil War era to World War II.

Jazz Vespers: "Newark's Spiritual Heritage"
October
Bethany Baptist Church,
275 West Market St.
Part one of a two-part series that chronicled the dominant faiths in Newark, Jazz Vespers shared the city's spiritual heritage through music. A jazz and gospel concert featured a jazz ensemble led by Dr. Courtney Bryan. The Bethany Baptist Church Choir and other noted musicians ministered through faith-related music. Part two of the series included an interfaith panel dialogue (see HISTORY, "Newark Spiritual Life" for details).

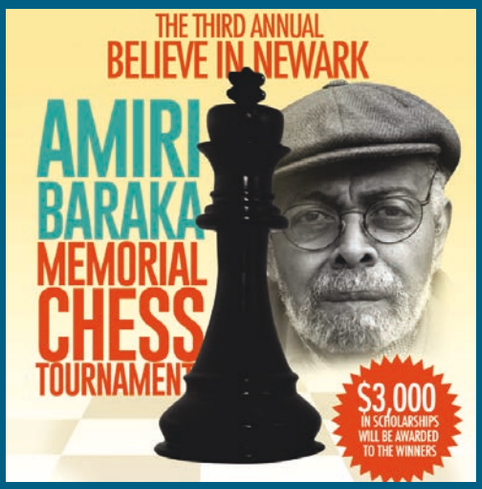
SPONSORED PROJECTS AND EVENTS

Outreach

The Girl Scouts Take Newark:
A Day of Exploration and Celebration for Newark's 350th
October 29
Girl Scouts from around the region spent the day exploring the city. Following the tour, youth, parents, and residents enjoyed a social where seniors recounted what life was like in Newark during their youthful years. A special Girl Scout badge was presented to commemorate the city's anniversary.

Weequahic High School Class of 66 Reunion
August 14
Weequahic High School
279 Chancellor Avenue
Alumni of Weequahic High School celebrated their 50th class reunion with alumni from other South Ward high schools from that year. The class of '66 hosted a weekend of celebratory activities.

Love and Unity in Our Community
Rev. Louis Scott Rountree
The North, West, East, South and Central Wards were sites of outdoor, interfaith rallies that called for love, peace, and non-violence in homes and neighborhoods.



Third Annual Believe In Newark
Amiri Baraka Memorial Chess Tournament
June 3
Paul Robeson Campus Center
350 Martin Luther King, Jr. Blvd.
The third annual Believe in Newark Amiri Baraka Sr. Memorial Chess Tournament honored Imamu Amiri Baraka Sr., one of Newark's most powerful and influential voices. The tournament was open to all chess players between 5 and 17 years old. Scholarships were awarded to the top six tournament finalists.

Performing Arts

Laid Out: The Business of Funerals
September 24, 3pm
Churchman Funeral Home, 345-13th Ave
October 15, 2pm
Roseville Manor, 285 Roseville Avenue
This theatrical presentation focused on the historical and present-day experiences of embalming and the history of women working in funeral service. The program included dramatic readings and was supported by a band and vocalist.

Seymour Bernstein: Return of the Missing Maestro
November 2, 2016, 6:30pm
New Jersey Performing Arts Center
1 Center St.
Seymour Bernstein, a world-class concert pianist from Newark who began his career in the 1950s, returned to the stage after decades of retirement. Bernstein is the subject of a highly-acclaimed documentary. Longtime friend and colleague, Dr. Victor Parsonnet joined the music icon onstage for a piano duet. Parsonnet, a pioneering heart surgeon and chairman emeritus of the New Jersey Symphony Orchestra, studied the piano around the same time as Bernstein. The performance was followed by a Q&A session about growing up as a musical prodigy in Newark.

Visual Arts

NC350 Quilt: City Mosaic:
"A Medley of Newark 350"
October - December
Presented in conjunction with Honorable Gayle Chaneyfield-Jenkins and NC350
The NC350 commemorative quilt is a modified medallion-style quilt comprised of fabric contributions from Newarkers to commemorate and celebrate the City's 350-year history. The quilt reflects upon the past, celebrates the present and represents hope for future generations that call Newark home. Five master quilters created the work, including artist and educator Toni Thomas who managed the project.

A 350 Mural: Arts on the Park
Newark School of the Arts
July 13
89 Lincoln Park
In commemoration of Newark's 350th anniversary, the Newark School of the Arts engaged artist Rodney Gilbert to guide and work with students and community residents to create a four-story mural encapsulating and paying homage to the history and legacy of the school. The mural represents the four disciplines that comprise the school's curriculum -- drama, dance, music and visual art.

Gallery Aferro Mobile Portraits for Newark
Gallery Aferro - City wide
Gallery owners created a special mobile portrait studio that traveled across the city photographing Newark citizens. The impetus for the project is to provide a visual recollection of the past for the future.

Animodule History Project Unveiling
Barat Foundation
November 18
PSEG Plaza
In honor of Newark's anniversary, the Animodule History Project created five life size structures to visually represent Newark's history. Both senior citizens and students in all wards collaborated with artists to design a visual arts story of the city. The structures can be viewed outside the PSEG office at 80 Park Pl, Newark, NJ.

NEWARK CELEBRATION 350 FUNDED PROJECTS

ORGANIZATION	PROJECT	PROJECT DESCRIPTION
New Jersey Symphony Orchestra	Ward Jams	Ensembles from the NJSO joined with jazz musicians to bring live music to Newark's most historic neighborhoods with a free concert.
Newark Boys Chorus School	Spring Concert	The Newark Boys Chorus Spring Concert was dedicated to the city's 350th anniversary.
Lincoln Park Coast Cultural District	Music Speaks	Music and multimedia arts series held in all five wards of the city.
Trilogy: An Opera Company	Five By Anthony Davis	An opera about five young Black and Latino men who were wrongly accused of raping a female jogger in New York.
Paulo Freire Charter School	The Power of Words by Amiri Baraka	Students in conjunction with the Tribeca Film Institute, filmed a short documentary to interpret words of the late Amiri Baraka.
La Casa de Don Pedro	Festival De La Familia	An annual family festival and celebration of Latino heritage and culture.
GlassRoots	Faces of Newark @ 350	An online interactive art activity that allowed the community to electronically submit photos of themselves or locations in Newark. Photos were affixed to magnetic glass tiles.
United Parks as One	The Many Faces of Art/Arts in the Parks and Garden	Visual and performing arts, historical narratives, and storytelling activities hosted in various parks in Newark.
WBGO Newark Public Radio	Newark Stories	A multimedia oral history project that featured interviews of citizens from all parts of Newark.
Playwrights Theatre of NJ	The Senior Voices of Newark	Two shows performed at local senior citizen centers, featuring writings from seniors from all five wards.
Rutgers University Foundation	The 1967 Rebellion: Power and Politics; Before and After	A two-day conference that examined the evolution of empowerment for Black people that centers on the 1967 rebellion.
The Newark Trust for Education	Newark Revived: Making History Come Alive for Students	The Trust offered small grants to Newark's district, charter and independent schools to implement educational activities to celebrate Newark's 350th anniversary.
Clean Water Fund and Clean Water Action	South Ward Climate Justice Tour	A bus tour in the South Ward and other neighborhoods viewing conservation installations.
RobynRyli Concepts	350 over 12: 12 Highlights from The Newark Celebration	A documentation of a small segment of NC350 activities.
Women In Media	International Film Festival	Screenings of films by and about women that this year included jazz performances.
Barat Foundation	Animodules in 5 Wards	Creation of 5 giant modular sculptures that highlights the history and contributions from citizens across the city.
Pathways to College	Youth of Newark Speak to the World: 350	A collaboration between students from East Side and Arts High Schools, to create PSAs highlighting youth interest, creativity, and entrepreneurial spirit which focused on the 350th anniversary of the city.
HYCIDE Magazine	350th Newark Five Ward Issue	Digital magazine series showcasing the voices and images of Newark writers, artists, photojournalists and residents from each of the five wards.
Newark Public Library	Charles Cumming's "Knowing Newark" Columns from the Star-Ledger	Provided online access to the historical writings of the late Newark historian, Charles Cummings.
Institute of Jazz Studies	Newark Citizen Historian Initiative	A series of workshops on the preservation of photographs, textiles, and family heirlooms.
Newark Public Library	We Lift Our Voices: Newark Women Singers	A tribute in music and poetry to the city's renowned women vocalists: Sarah Vaughn, Whitney and Cissy Houston, Queen Latifah, Connie Francis and Tisha Campbell.
J.E. Churchman Jr. Funeral Home	Laid Out: The Business of Funerals	A theatrical performance staged by four women focusing on the history of embalming and the history of women in funeral services.
Rutgers University	Branch Brook Park - America's First County Park	The program chronicled the development and success of Branch Brook Park.

NEWARK CELEBRATION 350 FUNDED PROJECTS

ORGANIZATION	PROJECT	PROJECT DESCRIPTION
Rutgers University-Newark Latina/o Studies Working Group	Newark Puerto Rican Riots of 1994	A traveling exhibit that included historical photographs, newspaper articles, and oral histories of the Newark Puerto Rican Riots of 1994.
Ironbound Community Corporation, Newark Riverfront Revival	Walk to the Water	A walk and parade that symbolized the City of Newark's founding and return to the riverfront after years of misuse and neglect.
Ironbound Community Corporation	317 Elm Street Community Garden	A celebration of Ironbound Community Corporation's long serving women Board members and the special history of the ICC building at 317 Elm Street where the first integrated kindergarten was housed.
Newark School of the Arts	A 350 Mural-Arts on the Park	With the help of professional artists, students created a mural on the school's western wall at the corner of Lincoln Park and Pennsylvania Avenue.
Partners In ACTS / ACTION Newark Consortium	Share the Harvest at Thanksgiving	Delivered and served thousands of hot meals throughout all Newark wards.
East Ward NC350 Committee	Neighborhood History Day	Local residents and East Side High School students produced exhibits describing the diverse ethnic history of the East Ward.
St. Patrick's Day Parade Committee, Inc.	St Patrick's Day	Annual St. Patrick's Day Parade.
Ironbound Community Corporation	Ironbound Mural	Inspired by the Portuguese culture in the Ironbound neighborhood, a local artisan designed a storefront mural.
Newark Science and Sustainability, Inc.	Newark's Harvest	A weeklong tour to various green spaces in Newark.
Aljira	Performing Artist Series	A poetry lab for Newark youth. Sessions included reading and writing poetry, and viewing videotapes of professional playwrights.
Rutgers University -Newark	Horses of Newark	An exhibit of photography and video that showed the history of horses in Newark. The project also included participation from Mounted Police Units in an outdoor event at Military Park.
Xplore the World	Insurance: Putting Newark on the Map	A new film project that chronicled the history of the insurance industry in Newark.
Department of African American and African Studies, Rutgers University - Newark	Craig Steven Wilder Lecture	A lecture focusing on Rutgers University's role in the development of pre- and post-American culture and society.
Newark Poems	Newark Poems	A year long web based effort that displayed poetry composed in, for or about the city by a diverse range of authors' works spanning over the past three and a half centuries.
The Honors Program LLC	The 3rd Annual Guard d' Avant Progressive Music Festival	A month long weekly music festival that featured contemporary artists of various music genres.
Newark Performing Arts Corp/ Newark Symphony Hall	A Concert of Newark Choirs	A day long presentation of gospel choirs from Newark that included a panel discussion on the gospel music industry in and outside of Newark.
WSH66' Reunion Committee	Newark Southward Weequahic High School Class of 1966 Reunion	Alumni of Weequahic High School celebrated their 50th class reunion.
The Newark LGBTQ Community Center	The Newark LGBTQ Community Center's 3rd Annual DanceAThon	The Newark LGBTQ (Lesbian, Gay, Bisexual, Transgender, and Questioning) Community Center hosted its 3rd Annual Dance-A-Thon to celebrate the history and progress of the LGBTQ community in Newark.
Queer Newark Oral History Project Rutgers University -Newark	Queer Newark Oral History Project (QNOHP) Launch	A special event that featured multimedia presentations, panel discussions that focused on the needs of the Queer Newark community and the work of the QNOHP.
Guy Sterling & NJPAC	"Seymour Bernstein: Return of the Missing Maestro"	A rare homecoming appearance by Seymour Bernstein performing and talking about growing up in Newark as a musical prodigy. Former New Jersey Syphony Chairman Dr. Victor Parsonnet joined Bernstein onstage in this unique event.

ORGANIZATION	PROJECT	PROJECT DESCRIPTION
Latin@ Studies Working Group	Commemorating Latin@ NJ /30th Anniversary of NJ Hispanic Youth Showcase	A day long activity that featured a community roundtable and academic panels on Latin literature and history in New York and New Jersey.
Bethany Cares, Incorporated	Newark's Spiritual Heritage	A two-part series that chronicled the dominant faiths of Newark. Part one included jazz vespers and gospel concerts. Part two was an interfaith dialogue with representatives from four predominant faiths.
Newark Chess Club	Third Annual Believe in Newark Amiri Baraka Memorial Chess Tournament	The Third Annual Believe In Newark Amiri Baraka Sr. Memorial Chess Tournament honored Imamu Amiri Baraka Sr., one of Newark's most powerful and influential voices. The tournament was open to all chess players between the ages of 5 and 17. Scholarships were awarded to students in various categories.
Academic Foundations Center-Rutgers University-Newark	Platanos, Collard Greens Y Callalo	A live performance of David Lamb's Platanos, Collard Greens, Y Callalo at Rutgers University-Newark with a panel discussion on specific prejudices.
Unified Vailsburg Services Organization	22 Annual Vailsburg Day Awards Banquet NC350 from Vailsburg	A celebration of the 22nd Annual Vailsburg Day and Awards.
Community and Transactional Lawyering Clinic	The Gibson Years-1970-1986	A symposium focused on the Gibson Administration's impact on the City of Newark, its residents, the historic significance of the election, and the sixteen-year tenure of the city's first African-American mayor.
Jazz House Kids	Newark 350 International Jazz Day	The observance of International Jazz Day by Jazz House Kids, a local youth jazz education organization.
Irish American Cultural institute	Irish Heritage Celebration	The Commemoration of the 100th anniversary of the Irish Uprising.
Newark Public Schools Historic Preservation Committee	Newark's Distinguished Alumni Pamphlet	The Newark public schools Historic Preservation Committee produced a 128-page pamphlet that highlights distinguished celebrities and notable residents who are alumni of Newark Public Schools.
Grace Church in Newark	Te Deum Concert	An organ and choral concert at the historic Grace Church to commemorate the restoration of the newly restored "Te Deum" window, given in honor of Thomas Lynch Raymond, Jr., mayor of Newark from 1915-1917 and 1925-1928.
Walls of Life	Bring the Art to the Park	A public event for novice and seasoned artists to paint and draw in Washington Park.
BRAZUSA	Brazilian Day Newark	A three-day, outdoor event that celebrated the Brazilian culture and the contribution of Brazilian-Americans to Newark.
Ecuadorian American Chamber of Commerce of New Jersey	Ecuadorian Parade and Festival	Ecuadorian parade and festival celebrated the contribution of Ecuadorian-Americans in New Jersey.
Xplore Communications	Newark Restaurant Week	A celebration of the culinary arts in Newark where participating restaurants offered discounted prix-fixe menus.
Simmons Scholarship and Community Service Corp	Love and Unity in Our Communities	An interfaith series of outdoor rallies that focused on peace and non-violence in each of Newark's five wards.
Gallery Aferro	Aferro Mobile Portrait for Newark	A mobile portrait studio deployed throughout Newark where photographers captured images of Newarkers from all walks of life and neighborhoods.
Newark Preservation and Landmarks Committee	People Planning Newark	A scale model of the city of Newark exhibited in the Newark Public Library and now sits in Newark City Hall.
Palm Street Block Association	City Tour and "Celebration of the Child"	Two 2-hour tours of Newark's West Ward and an outdoor festival that celebrated children.
Weequahic Park Sports Authority in care of Joy Freeman	South Newark Fitness Expo	A daylong fitness event at Weequahic Park that featured physical trainers, athletic contests, and information kiosks.
Rutgers University Foundation	Cherry Blossom in the Winter	A public arts project in Essex County Branch Brooke Park, created by artists, teachers, residents, and students.
Boys and Girls Club	Intergenerational Dialogue and Oral History	BGCN members visited Newark senior citizens and took tours to research what life was like living in Newark in the past.
Service Unit 21 - Newark Girl Scouts	Day of Exploration and Celebration	"Take Newark" was a one-day event in which Girl Scouts from around the region spent a day exploring the city. The scouts shared what they learned with parents and community leaders. A special Newark badge was created in honor of NC350.

NEWARK CELEBRATION 350 FUNDED PROJECTS

ORGANIZATION	PROJECT	PROJECT DESCRIPTION
The Newark Preservation and Landmarks Committee	The Architectural Treasures of Newark Celebration	NPLC created "Newark Landmark Treasures: Our Architecture is Our History 1666 – 2016," a book that commemorates Newark's 75 buildings and 6 historic districts that were nominated to the State and National Register of Historic Sites.
Forest Hill Literary Society (thru Newark Public Library)	Newark Literary Festival	A book fair and festival that focused on books published on histories of Newark, fiction set in Newark, authors born in Newark, and authors who currently live in Newark. The Literary Society created Newark's Literary Luminaries, a book to commemorate Newark writers.
Ironbound Multicultural Festival	Multicultural, Traditions & Art Exhibition	Exhibition of paintings, photography, live music, sculpture and performances of local artists, celebrating the history, culture and diversity of Newark.
Newark International Film Festival	International Film Festival Scavenger Hunt	Festival attendees ventured into Newark and the surrounding areas in search of locations that previously served as the backdrop for film and documentaries.
Hispanic-American Foundation of Essex County	Hispanic Heritage Month Celebration	A three-day festival that celebrated the Caribbean, Central and South American, and Mexican cultures.
Jazz Women to the Rescue Foundation	Jazz Meets Dayton Street	An afternoon of jazz and blues in Newark's South Ward.
Ironbound Community Corporation	Bicycle Tour of Newark	A 10-mile cycling tour of Newark's historical sites, landmarks, cultural locations, and parks.
RobynRyli Concepts	Scavenger Hunt	A family-focused activity that led participants to historic sites throughout the North Ward.
Ironbound Business Improvement Dist.	Immigrant Monument	The Ironbound Immigrants Memorial Monument that featured immigrants from 40 different ethnic communities who immigrated to Newark's Ironbound district.
New Jersey Ballet	57th Anniversary Presentation	The New Jersey Ballet Company presented an evening of contemporary and jazz dance works in honor of Newark's 350th anniversary.
Department of Arts, Culture and Media-Rutgers University-Newark	Songs of Solidarity	A concert that featured the Rutgers University-Newark Chorus and the North Jersey Philharmonic Glee Club singing protest songs from Newark's African-American, Jewish, Irish, and Italian communities.
Guyana World Heritage Foundation	Celebration of English Speaking Caribbean	A festival to celebrate the people and culture of the English-speaking Caribbean.
Newark Arts Education Roundtable	Using Arts to Examine Education	A two-day event featuring a staged reading of the play "Lines in the Dust" by Nikkole Salter and panel discussion.
Temple University	Muslim Voices: An Artistic Representation of Newark's Muslim Community	An evening of theatrical art where college and high school students performed monologues with visual art that both celebrated the history of Muslim life in Newark.
Them Cloud Kids	Newark 30 Under 30	A series of activities created and produced by young Newark visual and performing artists and young business professionals. Projects included youth literacy, work with senior citizens, and an awards program.
City of Newark & ARTS Etcetera	Newark 350 Quilt	Newark residents (senior citizens and children) from all five wards collaborated to create an NC350 quilt.
Due Process - Rutgers Law School	Due Process	Supported the ongoing work of Due Process, the critically acclaimed weekly series on law and justice issues at Rutgers University-Newark.
Theatre World Music Service	Sing Fest	A chorus composed of citizens gathered to sing songs from various heritages that make up Newark's diverse ethnic communities and cultures.
NC350	Reflections of the Old Third Ward	Former and current residents of the Old Third Ward, presently known as the Central Ward, reflected on the life and times in the historic part of Newark.
Vanguard Theater Company	A Portrait of Ray	A play that depicted a time in the life of music icon Ray Charles.

ORGANIZATION	PROJECT	PROJECT DESCRIPTION
FamiCare, Incorporated	Haitian American Cultural Exchange	A celebration of Haitian music and culture.
Ironbound Improvement District	Portugal Day-Newark Festival	The annual three-day festival, held in Newark's Ironbound, celebrated the people and culture of Newark's Portuguese community.
Newark Community Economic Development Corporation	The Second Annual Young Women's Empowerment Symposium	A day long symposium created to motivate and provide lifestyle and collegiate information to young female high school students.
Jewish Museum	The Synagogues of Newark: Lost But Not Forgotten	An exhibit combining photography, archival materials, and oral histories that explored the architectural, spiritual, and social legacy of synagogues in Newark.
City of Newark	South Ward Music Festival featuring Gospel and House Music	A one-day festival showcasing gospel and house music presented in the South Ward.
Newark Community Economic Development Corporation	Mayor's Power and Politics Roundtable	A project designed to raise Newark's profile nationally, showcasing business opportunities available in the city.
Rutgers University-Newark	The Newark Community Development Summit- The Past, Present and Future of Neighborhood-Based Community Development in Newark	The summit explored the histories, activities, socio-economic impacts, and visions for the future of community development in Newark.
Rhode Island College	Voices of the Lenape	Indigenous scholars presented a panel discussion on the history of the Lenape in Newark followed by a film screening and discussion on a film on Native Americans today.
Robyn Ryliconcepts	Food Truck Festival	North Ward Food Truck Place featured food trucks for NC350's Founder's Weekend Festival.
The Puerto Rican Day Parade, Incorporated	The North Ward Multicultural Festival	The North Ward Festival was a multicultural event designed to showcase art and music in a family setting.
Renaissance Church of Newark	1000 Book bags Giveaway	A special NC350 book-bag was created and distributed to school-age children in honor of Newark's 350th Celebration.
Newark Public Schools	Newark Walks Honorarium	Malcolm X Shabazz Marching Band performed at several NC350 events and activities.
Newark Public Schools	Gutzon Borglum Landing Monument	Weequahic High School Drum Line performed at the Landing Monument unveiling.
NC350	NC350 Live at Clem's Place	A series of five jazz performances at Rutgers University-Newark's Clement's Place to honor Dr. Price's contributions, legacy, and love of jazz.

A complete list of Newark Celebration 350-funded projects is online at www.nc350.org. Additional information can be obtained from the paper archives at the Newark Public Library or the Rutgers University-Newark Dana Library's digital archives, at www njdigitalhighway.org.

SPONSORS AND SUPPORTERS

SIGNATURE

Prudential

City of Newark
Mayor Ras J. Baraka

Victoria Foundation

Horizon
Horizon Blue Cross Blue Shield of New Jersey

PSEG

PREMIER

Foundation for Newark's Future

Panasonic

Barnabas Health

CFNJ
Community Foundation of New Jersey

The Geraldine R. Dodge Foundation

ncsFUND
Newark Charter School Fund

Rutgers
University | Newark

Fidelco Realty Group

The MCJ Amelior Foundation

SPOTLIGHT

Robert Wood Johnson Foundation

Charles Edison Fund

Bank of America

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Attorneys at Law

Wells Fargo

Chiesa Shahinian & Giantomasi PC

Profeta Urban
Revitalizing Newark, One Business At A Time

nj.com
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PNC Bank

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JPMorgan Chase & Co.

Matrix

Century 21
Construction

Newark Happening

Genova Burns
Attorneys-at-Law

TD Charitable Foundation

Essex County College

NJPAC
New Jersey Performing Arts Center

The Schlumann Fund for New Jersey

AAA Northeast

Turrell Fund
A Foundation Serving Children

The Healthcare Foundation of NJ
Founded by the Jewish community

Edison Properties

Novartis

NJIT
New Jersey Institute of Technology

Capital One Bank

Gibbons

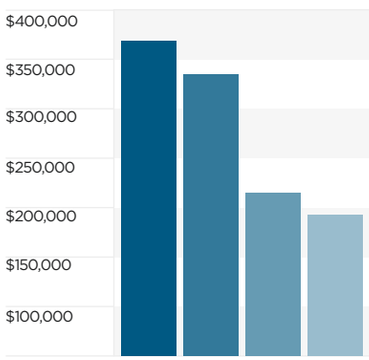
All committee members, staff and consultants demonstrated extreme fiscal responsibility in managing the NC350 funds. Checks and balances were put in place to ensure that dispersed funds were tracked and monitored.

The remarkable year of celebratory events to honor Newark's 350th anniversary throughout 2016 could not have been possible without the financial support of partners who contributed generously to Newark Celebration 350.

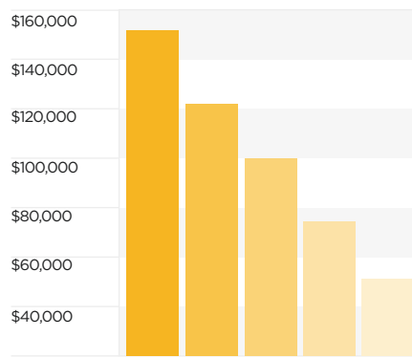
NC350 was a Community Foundation of New Jersey (CFNJ) Special Project. CFNJ served as the organization's legal fiscal sponsor. From January 12, 2015 through November 30, 2016, there were 287 separate cash donations totaling approximately $2.6 million. Additionally, several sponsors provided in-kind contributions valued at more than $100,000. All financial and in-kind contributions totaled $2,730,000.

The four Signature, nine Premier, and thirty Spotlight Sponsors received special recognition and acknowledgment on all print and on-line media and marketing materials. An additional 202 individuals, including all members of the NC350 board of trustees and Fundraising Committee, contributed a total of $50,500. Lastly, Newark Celebration 350 secured over 100 individual donations as part of the national Give Local America campaign on May 3, 2016.

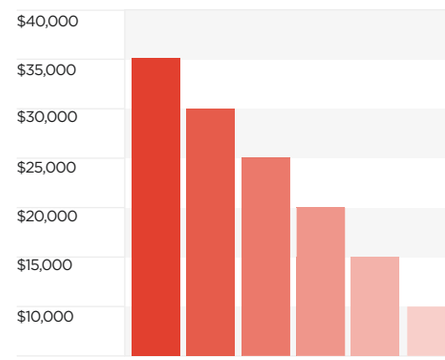
Signature Sponsors



Premier Sponsors



Spotlight Sponsors



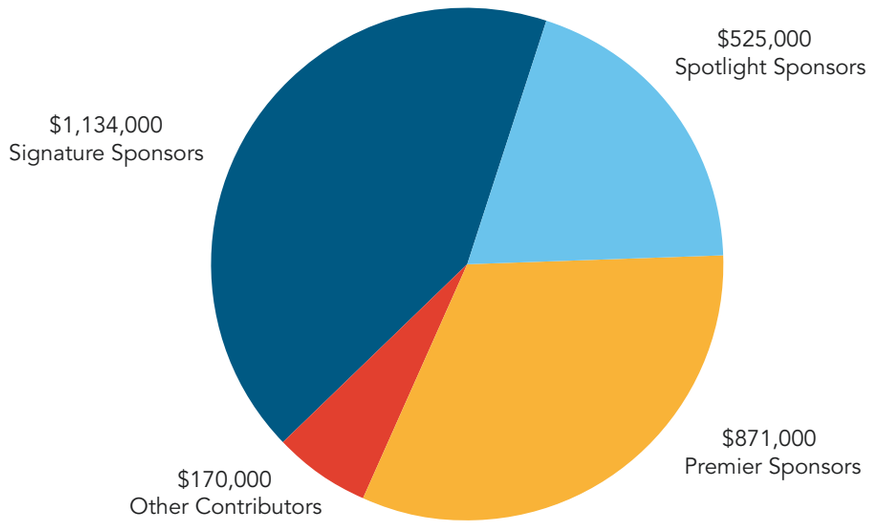
	Signature Sponsors ($200,000+)	
	Prudential Foundation*	$365,000
	Victoria Foundation	$344,000
	Horizon Foundation	$225,000
	PSEG *	$200,000
	City of Newark (in-kind for security and permits)**	$100,000
	Premier Sponsors ($50,000+)	
	Foundation for Newark's Future	$150,000
	Community Foundation of New Jersey	$121,000
	Barnabas Health	$100,000
	Panasonic	$100,000
	Dodge Foundation	$75,000
	Newark Charter School Fund	$75,000
	Fidelco	$50,000
	MCJ/Amelior Foundation	$50,000
	Rutgers University-Newark	$50,000
	Spotlight Sponsors ($10,000+)	
	Essex County Recreation & Open Space Trust Fund	$35,000
	Robert Wood Johnson Foundation	$30,000
	Charles Edison Fund	$25,000
	Bank of America	$25,000
	PNC Bank	$25,000
	Investors Foundation	$25,000

*Contribution exceeded $500K w/related support
**Contribution exceeded $100K w/related support

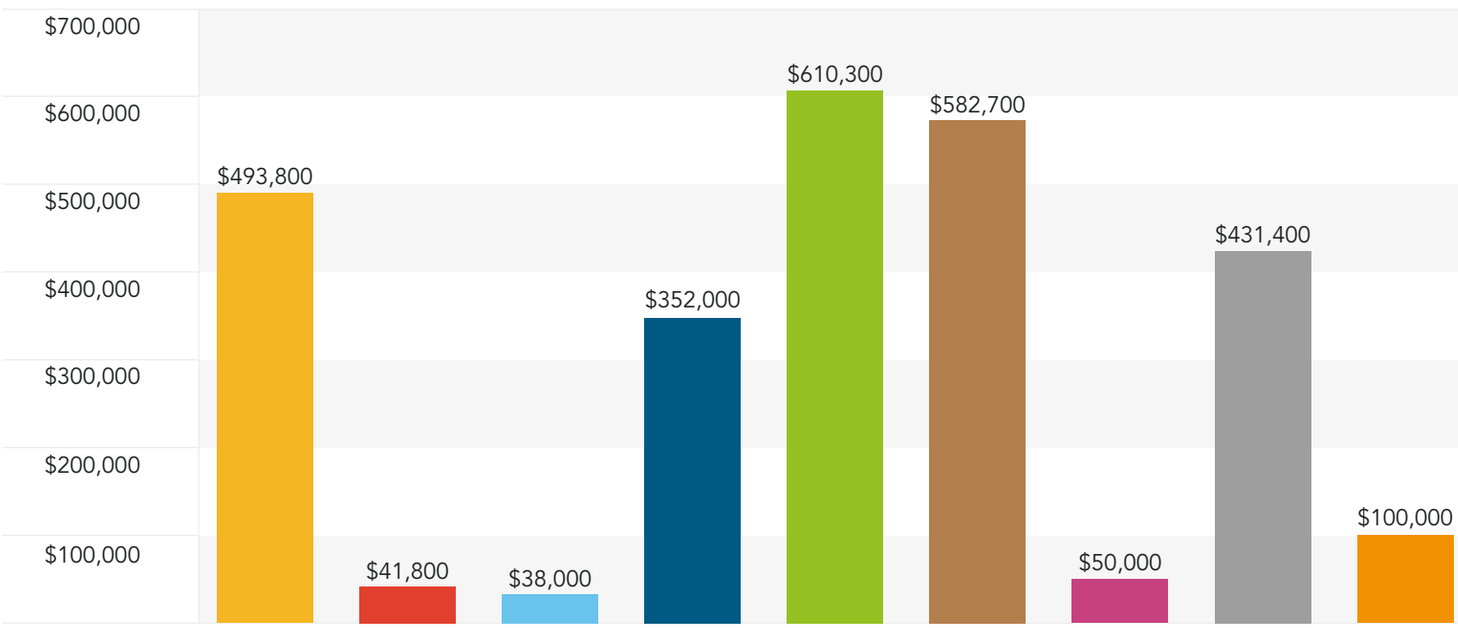
	Spotlight Sponsors ($10,000+) (Cont.)	
	JP Morgan Trust	$25,000
	TD Bank	$25,000
	Profeta Foundation	$25,000
	Healthcare Foundation of NJ	$25,000
	Arthur Ryan	$25,000
	Edison Properties	$25,000
	Audible	$25,000
	M & T Bank	$25,000
	Turrell Fund	$20,000
	New Jersey Institute of Technology	$20,000
	Hyde & Watson Foundation	$15,000
	Capital One	$15,000
	Wells Fargo	$10,000
	Chiesa, Shahinian & Giantomasi	$10,000
	Century 21 Construction	$10,000
	Schumann Fund for NJ	$10,000
	AAA Northeast	$10,000
	Matrix Development	$10,000
	Novartis Foundation	$10,000
	Gibbons Law	$10,000
	McCarter & English	$10,000
	Lowenstein Sandler	$10,000
	Genova Burns	$10,000
	Nicholson Foundation	$10,000

SPONSORS AND SUPPORTERS

NC350 DONORS & SPONSORS $2,700,000

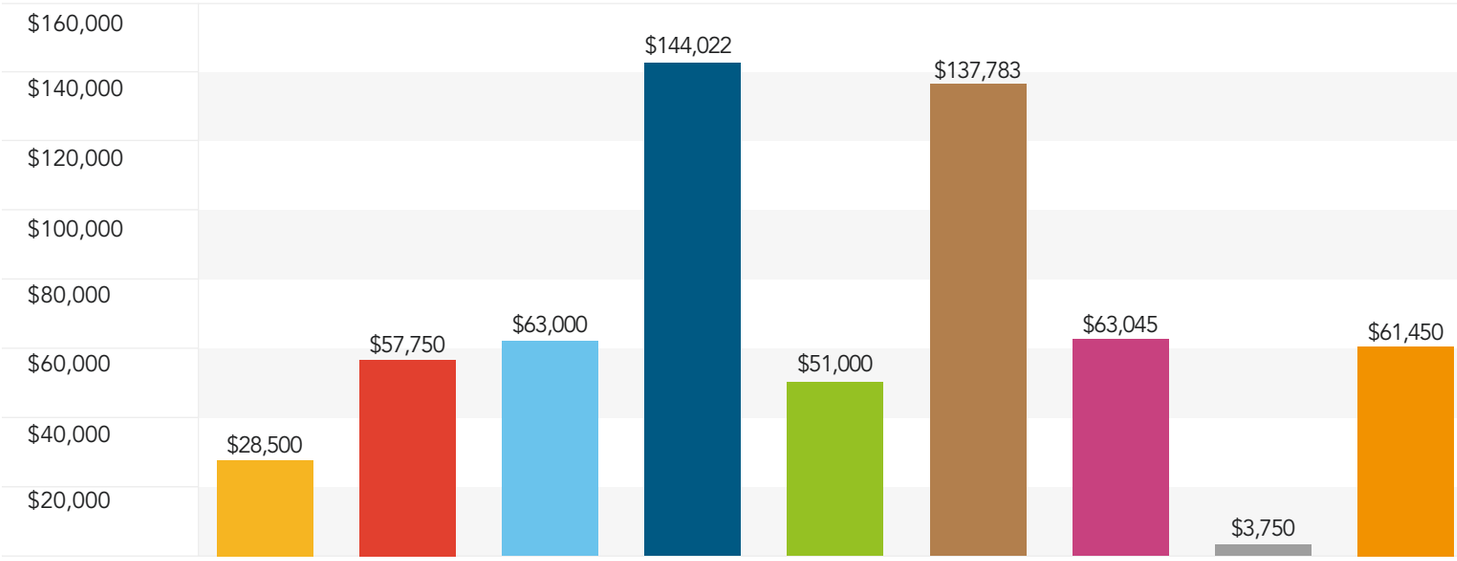


NC350 BUDGET $2,700,000



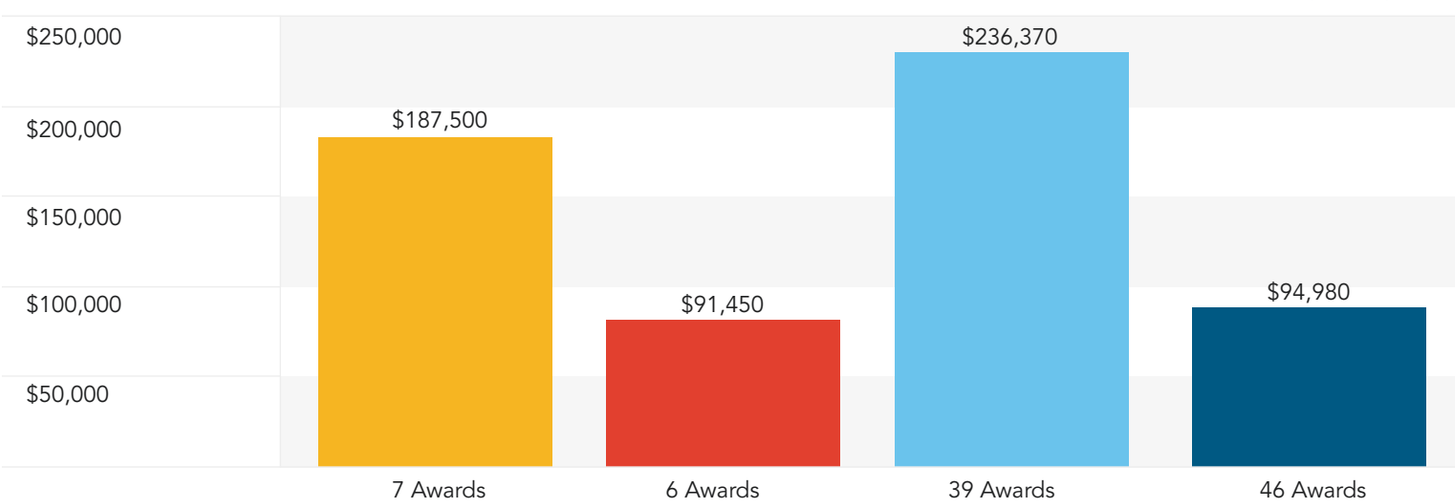
Newark Celebration 350 Master Budget	Budget
Administrative Salaries & Consultants	$493,800
Administrative Expenses	$41,800
Fund Raising	$38,000
Marketing & Public Relations	$352,000
Grants to Co-Sponsors for NC350 Programming	$610,300
Special Events, Projects & Merchandise	$582,700
Community Foundation of NJ Fee	$50,000
NC350 Legacy "Give Back" Projects	$431,400
Security and Permits	$100,000
TOTAL	$2,700,000

GRANTS BY CATEGORIES $610,300



	Community Development	$28,500
	History	$57,750
	Visual Arts	$63,000
	Performing Arts	$144,022
	Cultural	$51,000
	Education	$137,783
	Miscellaneous	$63,045
	Marketing	$3,750
	Health	$61,450

SIZE OF GRANTS $610,300



	$30,00 - 37,500	$187,500	7 Awards
	$15,000 - $28,535	$91,450	6 Awards
	$5,000 - $10,000	$236,370	39 Awards
	Under $5,000	$94,980	46 Awards

IMPACT ASSESSMENT

A single NC350 event or complex series of events is best assessed through a dual-lens process. Quantitative insights establish a strong base for numbers-driven business decisions, and are viewed as solid and unbending data. Qualitative data, perfect for illustrating the numerical analysis with individual studies, uncover the way people feel, while focusing on the emotions and motivations behind their behavior. Following is a quantitative and qualitative review of the initial keys to NC350's impact.

We started the impact assessment by conducting nearly 150 telephone surveys with NC350 grantees via a short and structured interview. The telephone interview tool is ideal when a quick and reliable feedback mechanism, and fast turnaround are required.

The telephone surveys, conducted by a professional CATI system organization, aided in the identification of quantifiable information used in this impact assessment.

Telephone Survey Interview Results

The survey captured and quantified indicators regarding the initial impacts of Newark Celebration 350. The survey participants, NC350 grantees, were closely associated with and very knowledgeable of the public's view of the yearlong activities, programs and messages. Responses to key questions follow:

Question: Do you feel that the Newark Celebration 350? (NC350) was successful?

Answer: 95% Answered Yes

Question: How successful were events focusing on education in Newark NC350?

Answer: 72% Answered Extremely Successful to Moderately Successful

Question: How successful were events focusing on history in Newark NC350?

Answer: 66% Answered Extremely Successful

Question: How many NC350 events have you/your organization attended and/or indirectly supported?

Answer: 21% Attended 1-5 Events
31% Attended 6-10 Events
40% Attended 11 or more Events

The survey design allowed for a limited gathering of qualitative, anecdotal data that provided insight and interpretation of the community's collective NC350 experience.

Community Anecdotal Responses

The survey was augmented by the addition of participants' opinions through discussions based on a selected series of NC350-related questions. Response summaries are below.

Question: Briefly indicate one or more reasons why you felt NC350 was successful?

Answer: It was very inclusive. The NC350 committee allowed community organizations to get involved. They gave grants and brought a lot of community members together.

Answer: NC350 created a huge awareness of Newark's history for the community. They worked hard at getting the whole city to participate. There was a lot of diversity from both investors and participants.

Answer: NC350 increased the public's awareness of the arts. There was also a significant investment in the community. Overall, NC350 shined a light on Newark's arts and the diverse communities throughout the city.

Answer: NC350 programs and activities appealed to new and younger Newark residents. NC350 educated Newarkers about the city's history and culture, while also highlighting our future potential.

Answer: It did two things. NC350 tied together existing programs by giving them heightened visibility. NC350 also promoted new programs that made people from all around the region aware of the many great activities, opportunities and rich history in Newark, NJ.

Answer: I think there was a sincere and effective effort to reach out to all constituencies in the city to celebrate.

Answer: There were many events about our city's history. NC350 encouraged everyone to participate.

Answer: NC350 looked at the full breath of our city's history.

Question: What would be your most important take away (from NC350) for development of future events built around Newark ... education and history?

Answer: It is important to keep all information that was created and shared this year when planning future celebrations.

Answer: People in all neighborhoods have opinions that should be respected for their content and creativity.

NC350's success can be gauged by feedback from event producers and results of the team's communication strategies.

Communications Strategy Success

Review of the background information contained in the NC350 Operations Plan (and associated reports) indicates a well-thought-out communications strategy. Activation of the communication plan yielded very significant and positive outcomes.

The successful NC350 communications strategy and tactical components were:

- Share and promote stories about NC350 initiatives, investments, and neighborhood integration
- Promote Newark's future as a great American city
- Emphasize Newark's history
- Publicize the 350th anniversary and associated citywide events and programs
- Elevate awareness of the NC350 brand by promoting the logo and mission through press, social media, and traditional advertising, as well as on sponsors, businesses and programmers' websites and marketing materials
- Create a structure for the delivery of worthwhile, consistent, and timely information to NC350 committees, the board of trustees, and NC350 news sources (e.g. radio, TV/cable, print and Internet forums, etc.)

Media Impact

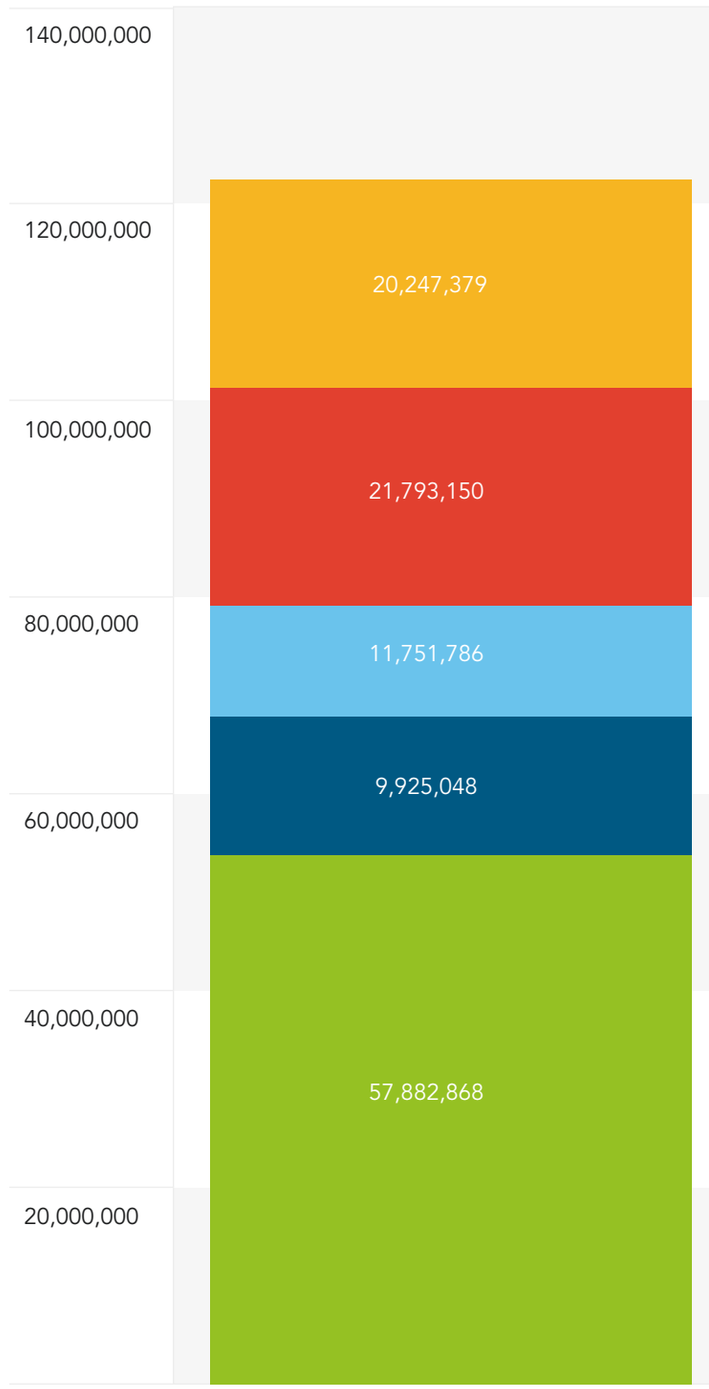
One of several primary objectives of the communications strategy was to simultaneously educate the media and the public about Newark's rich history, top citizens, communities, and outstanding achievements. Indicators of a successful communications strategy include the quantity of earned media and the overall reach of the communication messages. According to communication research firm Forrester, "earned media" is an old public relations term that essentially meant getting your brand into free media rather than having to pay for it through advertising. However, the term has evolved into the transparent and permanent word-of-mouth that is being created through social media.

We define earned media as the value of awareness created through the combination of social media and traditional, non-paid, media coverage. Impressions are the number of times our content is displayed or shared, and media reach is defined as the number of people who see our content.

The values of the generated publicity are more than 121 million impressions. A sampling of media clips for the final quarter can be found on our website www.nc350.org.

A second primary objective of the communications strategy was to leverage marketing and public relations expenditures to generate measurable NC350 marketing activity. Activities included community engagement, amplification of NC350's mission throughout the region, and increased awareness of NC350 events.

MEDIA REACH BY CATEGORIES



TOTAL REACH 121,247,379

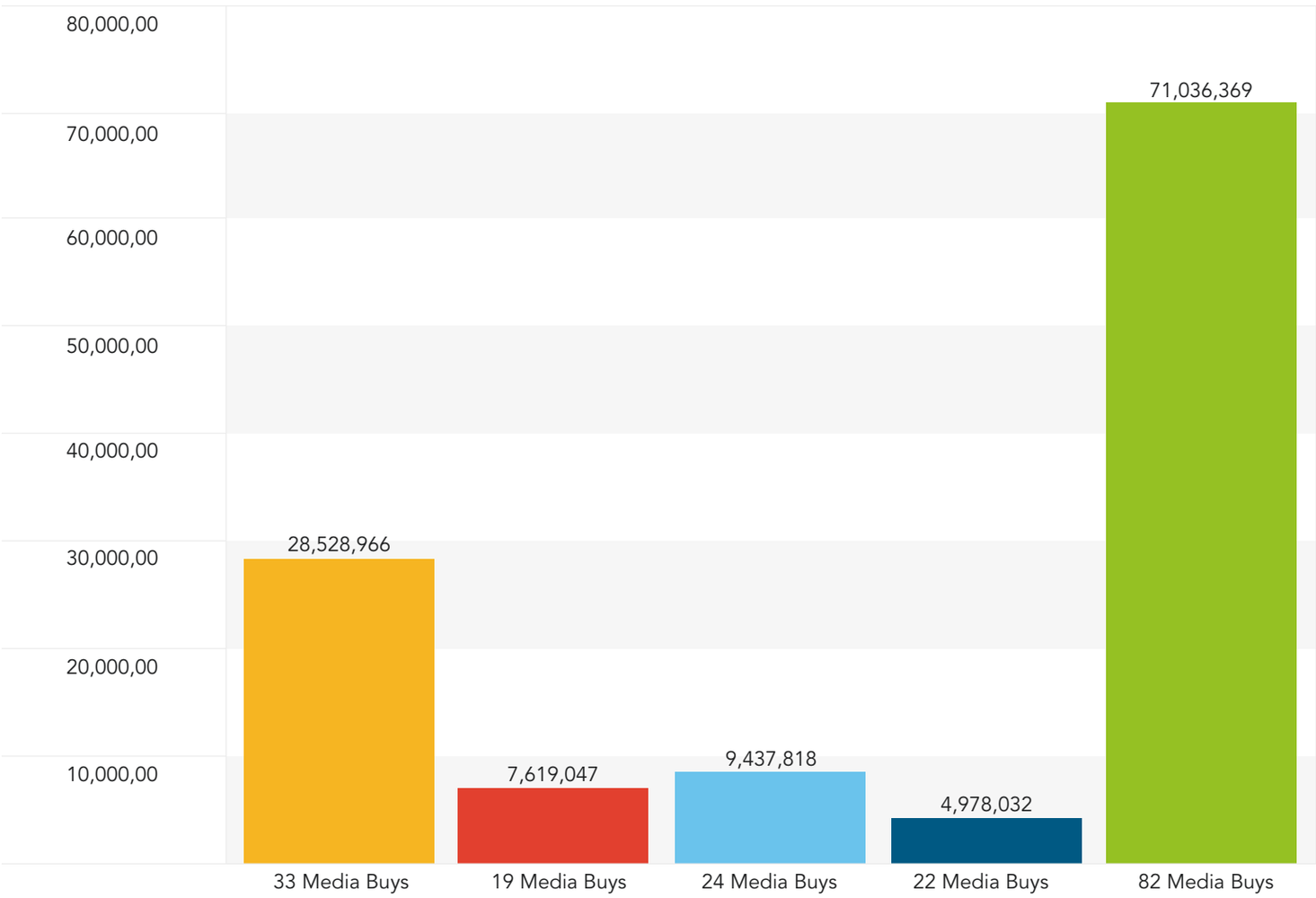
Radio	20,247,379
Internet	21,793,150
Television	11,751,786
Print	9,925,048
Earned	57,882,868

MEDIA IMPRESSIONS AND MEDIA BUYS

The strength of the communications strategy included its outreach components, advertising buys, marketing campaigns, and public relations activity. The campaign stirred interest, built momentum and guided the public and media outlets in better understanding Newark's historical significance.

The graph below represents the results of the unearned, or paid, components of the NC350 communications strategy. The coverage includes Founder's Month and tracks coverage through December 31, 2016.

TOTAL MEDIA REACH 121,600,232



TOTAL MEDIA BUYS $56,814.06

	JAN - APR	28,528,966	33 Media Buys
	MAY - UPCOMING	7,619,047	19 Media Buys
	JUN - AUG	9,437,818	24 Media Buys
	SEP - NOV	4,978,032	22 Media Buys
	Founder's Day	71,036,369	82 Media Buys

IMPACT ASSESSMENT

COMMUNICATIONS MARKETING DRIVERS

Marketing Materials

Social Media

Press

Giving Day

Media Partnerships

Community Engagement NC350

NC350 Branding Events & City Institution Platforms

Marketing Initiatives

Advertising Ads Media Buys

Founders Weekend Festival & NC350 Events

Volunteers est. 400

Earned Media

Media Impressions

QUALITATIVE DATA COLLECTION

REVIEW OF POLICIES, PROCEDURES AND PRACTICES

Develop discussion guide for Grantee interviews

Telephone interview Grantees

Categorize Responses

Data Analysis

Impact Assessment

QUANTITATIVE DATA COLLECTION

REVIEW OF POLICIES, PROCEDURES AND PRACTICES

Telephone survey Grantees

Develop Grantee survey instrument and protocol

Data Tabulations

Data Analysis

Impact Assessment

IMPACT ASSESSMENT

NC350 Positive Impact

The magnitude of NC350 made it difficult for standard assessment objectives to be successfully applied. Because individual grantees managed their own events, the NC350 team was not directly involved in tracking attendance over the course of the year, nor did the team have a large responsibility for products or food sales.

That said however, the NC350 team did have a great product to sell – the 350th birthday celebration of the greatest city in the nation!
There were 150 marquee events highlighting the city's rich history, tremendous achievements, and diverse communities. Additionally, NC350 shared the city's extraordinary culture and unique coalition of citizens, communities, and groups.

The NC350 objectives positioned the city for a successful birthday celebration: "Revive renew and reveal the City of Newark through highly visible and effective marketing and communications initiatives in celebration of the 350th anniversary of its founding." Here are the results.

Total Donations: $2,700,000

Total Grants Distributions: $610,300

Total Budget Expenditures: $2,395,733

Administrative Salaries & Consultants: $493,800

Special Events & Projects: $582,700

Volunteers: (Est.): 400

NC350 Employees: 5

Estimated Population Served: 281,944

Estimated Total Audience/Market: 121,000,000

SPECIAL THANKS

Special Thanks

The NC350 staff, Board of Directors and Trustees are sincerely grateful to the many elected officials, volunteers, businesses, and organizations that shared their time, talents, and resources to make our city's 350th celebration a great success.

- Honorable Joseph N. DiVincenzo Jr., County Executive
- Honorable Ras J. Baraka, Mayor City of Newark
- Honorable Mildred C. Crump, City Council President
- Honorable Carlos M. Gonzalez, Council Member-At-Large
- Honorable Louis A. Quintana, Council Member-At-Large
- Honorable Eddie Osborne, Council Member-At-Large
- Honorable Gayle Chaneyfield-Jenkins, Council Member Central Ward
- Honorable Agusto Amador, Council Member East Ward
- Honorable John S. James, Council Member South Ward
- Honorable Joseph McCullum, Council Member West Ward
- Honorable Anibal Ramos, Council Member North Ward
- New Jersey Performing Arts Center (NJPAC)
- Abyssinian Baptist Church
- Carol Warren
- Comcast
- Community Foundation of New Jersey
- Dana Library, RU-N
- Edison Innovation Foundation
- Essex County Department of Parks, Recreation, and Cultural Affairs
- Greater Newark Conventions and Visitors Bureau
- Hotel Indigo Newark Downtown
- Iron Bound Learning Center
- Institute of Jazz Studies, RU-N
- Joyce Lanier
- Positive Community Magazine
- Prudential Center
- Mary Sue Sweeney Price
- New Jersey Devils
- Newark Community Economic Development Corporation
- Newark Downtown District
- New Jersey Historical Society
- New Jersey Institute of Technology
- NJ.COM
- NJTV
- Robert Pickett
- Roger Leon
- Rutgers University-Newark (RU-N)
- Steve Adubato
- The Donald Tucker Center
- The Newark Public Library
- Third Presbyterian Church
- United Vailsburg Service Organization Teen Center
- Victor Davson
- WBGO

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M
X
S

GIBLIN ASSOCIATION
Deputy Grand M

NC350 Quilt: City Mosaic: "A Medley of Newark 350"
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NEWARK CELEBRATION 350