



*News from*  
**SALEM COUNTY**  
Office of Public Information

---

Mr. Robin B. Weinstein, Public Information Officer  
Office Phone: (856) 935-7510 ext. 8202  
After Hours: (856) 297-5433

FOR IMMEDIATE RELEASE: June 18, 2010

**SALEM COUNTY NUMBER ONE  
IN CREATIVE SECTOR GROWTH**

(SALEM COUNTY, NJ)-- Salem County leads the state in the growth of its creative sector in a report released by the Professional Development Institute of Rutgers University's Edward J. Bloustein School of Planning and Public Policy. According to the reports findings, the Salem County arts community grew by 97.62% in the 10 year period the study covered. Much of the increase was fueled by a surge in self-employed cultural professionals. The statewide average for all New Jersey counties was 34%.

"This finding is great news for everyone interested in cultural heritage tourism," said Freeholder Director Lee R. Ware. "Arts are an important supply factor in cultural heritage tourism, and the fact that the creative sector in Salem is growing at such a pace creates opportunities for additional business development. Restaurants, gas stations, and gift shops, for example, benefit when the growth of the arts community attracts more visitors to the County."

According to the report's findings, with the growing presence of the creative sector, there will be a need for public administrators and planners to support the arts community, much as they do other economic development opportunities.

"We have embraced this philosophy as part of our *Discover The Possibilities* marketing campaign," said Freeholder Beth Timberman, Chairperson of the Transportation, Tourism, and Agriculture Committee. "There is no question that cultural heritage tourism is an economic generator and remains one of the fastest growing segments of the tourism industry. Salem County's quaint small towns, scenic byways, outdoor recreational opportunities, and rural workscapes, provide a perfect mix which appeals to the travel preferences of millions of Americans"

"Working with the creative community, we are building alliances and promoting collaborative ventures which, according to the large body of available evidence, help build more livable and prosperous communities," Timberman said. For example, we have established an 'Arts Roundtable' which has been the catalyst for coordinated events that the County is able to promote through our advertising campaign. These



*News from*  
**SALEM COUNTY**  
Office of Public Information

---

Mr. Robin B. Weinstein, Public Information Officer  
Office Phone: (856) 935-7510 ext. 8202  
After Hours: (856) 297-5433

programs have been well received by the County community, and have attracted regional audiences who are spending their tourism dollars in Salem County.”

In addition to its growing number of working artists, the County is also home to a number of arts organizations. Appel Farm Arts and Music Center in Elmer, NJ, is a major regional arts presenter. Its summer arts camp programs are nationally admired as well as its concert series and annual June Festival of Music and Arts. Act Out Theatre, southwest New Jersey’s only resident professional theater company also operates out of Appel Farm. Salem Community College’s Samuel H. Jones Glass Education Center in Alloway is recognized internationally for its programs in glass arts. The Salem County Arts Alliance, Salem County Art League and Oakwood Summer Theatre are likewise mainstays of the local arts community. The County’s website, [www.VisitSalemCountyNJ.com](http://www.VisitSalemCountyNJ.com) provides residents and visitors with up-to-date information about galleries, studios and events throughout the year.