

Norristown Arts Hill

Launch Festival



Saturday, April 24, 2010

Welcome To Norristown Arts Hill

Hundreds of cities across America have proved time and again, that the introduction of the Arts is one of the best tools for economic revitalization and is often the only way to attract new people, new jobs, and new residents to an area. The Montgomery County Cultural Center, Center Theatre, Iron Age Theatre Company, and more recently, Theatre Horizon, are Norristown's cultural pioneers. Their success depends on the active participation of residents, businesses, and patrons.

One way to encourage participation, and the commerce that goes with it, is by creating a destination with an identity. The Norristown Arts Hill Arts and Cultural District, in downtown Norristown, hopes to become such a place. A key step in Norristown Arts Hill's birth was the acquisition of the Business Volunteers for the Arts grant in the Fall of 2009. This grant provided the funds necessary to study the idea of nurturing the Arts along Dekalb Street. Building on solid leadership from the Municipality of Norristown and guidance from the Philadelphia Cultural Alliance, a stakeholder group (Norristown Arts Council) was formed in which members began to define the character, extent, and goals of the an arts district for Norristown.

Beginning with tonight's Reception on the Hill, the Norristown Arts Council aims to attract "creative industries" and their patrons to the Municipality. The goal is simple:

Provide and promote a suitable place for artists (and others) to live and work, for patrons to visit and have a good time, and for shop owners to provide the goods and services that make it all happen.

Combine these elements with the Municipality's abundant locations for housing, historic buildings, and public transit; and before you know it, downtown Norristown will again become the regional destination it once was.

The members of the Norristown Arts Council's Executive Committee, with the help of patrons, residents, businesses, visitors and artists, aim to craft Norristown Arts Hill's success from the dream of what Norristown can be – for itself and the people of Central Montgomery County. By building on the region's strengths, we expect to help revitalize the County seat, provide a little fun, and improve people's lives in the process.

Norristown Arts Hill's launch begins April 24th with an astonishing variety of performances and food at the day-long Arts Festival along DeKalb Street. Please join us and come back for more of what we expect to be something extraordinary.

Norristown Arts Council

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Mission Statement

1.4 Purpose. The Association is incorporated exclusively for the general education, welfare and improvement of the arts and culture infrastructure; promotion and preservation of the arts and culture district, the businesses and surrounding neighborhoods of the arts and culture district (hereinafter referred to as “Arts District”). The Arts Council shall provide advertising, marketing and promotional help to the various arts and culture venues within the Arts District; assume a role in the sustainability of the artists and their crafts, as well as the physical infrastructure of the Arts District; Assist the efforts of the various arts and their respective venues in the Arts District to expand their artistic and cultural concerns; Attract new arts and culture and their respective practioners to the Arts District; Apply for financial loans and grants on behalf of Arts and Culture groups and venues within the Arts District; Apply for financial loans and grants in its own name; Assume responsibilities negotiated and delegated from Federal, State and/or local agencies; Provide educational seminars and conferences both for the benefit of the artists and the general community at large; Promote cultural diversity through artistic and cultural events, festivals and street entertainment; and to perform, act, delegate, assist or engage in any activity, authorized by the Board of Directors, which is in keeping with the Arts Council’s stated purpose.

Donors and Sponsors

The Norristown Arts Council would like to acknowledge the generosity of the following Businesses, Institutions, and Individuals whose financial support and donations of goods and services have made the Launch of Norristown Arts Hill a reality. Our heartfelt thanks and appreciation are extended to all

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