**Overview**

**JCAST Live!**
A 4-day live event held virtually over Zoom and hosted by JCAST partner, Art House Productions. There were 63 segments, featuring over 150 artists and their works of art, sculpture, jewelry, music, dance & performance art as well as panels and DJ sets.

**JCAST Artivism**
Two days of curated panel discussions produced by our partners at the Jersey City Theater Center. In this series, JCTC invited community leaders, educators, and artists to take part in a conversation about activism and social justice in the context of film, visual arts, and theatre.

**Self Guided Tours**
JCAST offered a variety of outdoor, socially distanced (with masks required) art events across the city including:
- Jersey City Parks Coalition and @Walk_Bye Nature Walk Art Challenge
- Drawing Rooms Public Library Prayer Flags Project and at the Topps Building
- Public Art Tour Walking Guide with the Jersey City Mural Arts Program
- WTF Outdoor Gallery
- Pedestrian Plaza's Art and Makers Market

**Participation**

**JCAST Live!**
- 10/1 Thursday - 251
- 10/2 Friday - 444
- 10/3 Saturday - 373
- 10/4 Sunday - 392
  *Total: 1,460*

**JCAST Artivism**
- 10/2 Friday - 63
- 10/3 Saturday - 62
  *Total: 125*

**Outdoor Exhibitions for Passive Viewing:**
Highest number of parks and libraries ever engaged for JCAST
- 11 Participating Parks (Avg Daily Art Viewers)
  - Audubon, Oak & Village: 100
  - Boyd McGuiness - 40
  - Canco - 100
  - Hamilton - 200
  - Pershing - 800
  - Riverview - 250
  - Van Vorst Park - 300
  - Washington - 300
  - Lincoln Park - 85 with 18.5K views on FB
- 10 Participating Libraries

- 16% of attendees identified that this was their first JCAST
- 12% increase in our website visitation

**Sales & Impact**

**Reported Sales**
22% of participating artists sold work & reported $9520 in sales

**Participation**
86% of participants identified they would participate again and 87% identified that their overall experiences was good, very good or excellent.

**Feedback**
"Very well organized and executed."

"It was really cool to be able to see things remotely. If remote viewing were available in non-pandemic years, I would probably see more art each year."

"The virtual format was informative and valuable. It would be good to incorporate this format as part of the JCAST programming in the future."

"Given challenges of Covid I think the fact that JCAST even happened this year is a testament to the Cultural Affairs department."

"While it was happening it felt very live and cross-neighborhood connected."

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In light of the Covid-19 pandemic, the Jersey City Art and Studio Tour reinvented itself for 2020. This year offered over 30 hours virtual programming, passive exhibitions at parks and libraries in every Ward of the City and a revamped website designed to increase digital engagement and accessibility.
This year the Jersey City Art and Studio Tour rethought the way it was deployed in light of the pandemic. Our solution was a three pronged approach—offering over 30 hours virtual programming, passive exhibitions at over 10 parks in every ward of the city and revamping the website to increase digital engagement.

**Ads & Impressions**

NJ.com Impression Report

Hudson County News Index Takeover (9/25)..................18,107
Rectangle Banners across NJ.com.................................159,461
Bergen/Essex/Hudson County News Index Takeover......18,157
Mobile Banners across NJ.com......................................61,309
Essex County News Index Takeover...............................5,140

**Survey Respondents were asked ‘Where did you see JCAST?’**

- Grove Street Path Station
- WTC Path Station
- Instagram, Facebook, Emails
- New Jersey Council on the Arts
- Newark Pedestrian Plaza
- Inside PATH trains
- Kiosks in Jackson Square
- Jersey Journal
- Hyperallergic
- Jersey City Artists’ word of mouth

**Commitment to Accessibility**

**Comprehensive Accessibility Plan**

The Office of Cultural Affairs partnered with Art Access consultant and Jersey City resident Bojana Coklyat to provide more access across our websites, promotion and programming. Bojana Coklyat is a visual artist and a Fullbright Scholar, examining access, visibility, and inclusion in the arts for people with disabilities in a contemporary society.

The JCAST website, www.thejcast.com, incorporated alt-text to every image on the festival website (over 20,000 images) for blind visitors and those with low vision. JCAST adopted alt-text on all social media posts for Facebook and Instagram. In addition, closed captioning and live ASL interpretation was provided for 30 hours of online programming.

The weekend’s final JCAST Live event featured a featured a panel on Arts and Accessibility, moderated by Bojana Coklyat. Panelists included visual artists, art organization representatives, and accessibility activists.