

# Morris County Arts Consortium Steering Committee Launches to Strengthen Local Arts Community

MORRISTOWN, NJ, UNITED STATES, February 7, 2025 /EINPresswire.com/ -- The Morris County Arts Consortium Steering Committee, a collaboration of leading arts organizations, has been established to elevate the county's cultural scene and position it as a premier arts destination. Led by the Morris County Tourism Bureau, the initiative brings together five renowned arts institutions committed to expanding access to the arts, fostering economic growth, and enhancing community engagement.

The founding members of the Morris County Arts Consortium Steering Committee include:

- Mayo Performing Arts Center – A premier performing arts venue offering world-class performances and community programs.
- Morris Museum – A dynamic cultural institution known for its engaging exhibits and live arts programming.
- Morris Arts – A nonprofit dedicated to strengthening cultural connections and supporting local artists.
- The Growing Stage – The Children's Theatre of New Jersey – A leading theater company focused on arts education and family-friendly productions.
- Baroque Orchestra of New Jersey – A celebrated ensemble known for its innovative collaborations and performances.

“Morris County has a rich and diverse cultural scene,” said [Ed Kirchdoerffer, COO of the Mayo Performing Arts Center](#). “The Morris County Arts Consortium is an ideal way for arts organizations, museums, and other cultural and historical institutions in the region to collaborate. By building upon their individual strengths and missions, they can attract audiences



The Morris County Arts Consortium Steering Committee is elevating the county's cultural scene and positioning it as a premier arts destination.

and patrons both locally and throughout the tri-state region. This collaboration showcases the wonderful arts, cultural, and historical opportunities in Morris County while also driving economic growth for local businesses and restaurants."

#### DRIVING ECONOMIC AND CULTURAL GROWTH

The arts have a profound impact on both community vibrancy and economic sustainability. Cultural institutions not only provide enriching experiences but also stimulate local economies by attracting visitors to restaurants, shops, and hotels. The Morris County Arts Consortium Steering Committee aims to maximize these benefits by launching initiatives that include:

- Joint Partnership Marketing – Strengthening visibility through cross-promotion and co-branding.
- An Arts Trail Project – Highlighting key cultural destinations across Morris County, launching this spring.
- Curated Day Trip Itineraries – Pairing artistic experiences with local dining and attractions.
- Joint Events & Performances – Expanding artistic reach through collaborative showcases.
- A Shared Content Calendar – Ensuring seamless access to upcoming cultural events.

"The Morris Museum is exuberant about the reinvigoration of the Morris Arts Consortium through the Morris County Chamber of Commerce's Tourism Bureau and looks to be an active leader in these efforts," said [Thomas Loughman, President & CEO of the Morris Museum](#). "The Morris Museum, with its cultural partners throughout Morris County, presents live arts, visual arts, and programming opportunities that capture audiences, and the combined effort to promote these exceptional opportunities will have a significant positive impact on visitation to the region and the economy."

#### COMMUNITY INVOLVEMENT AND SUPPORT

The success of the Morris County Arts Consortium Steering Committee relies on community engagement. Residents and visitors can support the initiative by attending performances, sharing information about upcoming events, and contributing to local arts organizations.

"Morris Arts is proud to be a member of the Morris County Arts Consortium." said [Tom Werder, Executive Director of Morris Arts](#). "Morris Arts is proud to be a member of the Morris County Arts Consortium. The arts, by definition, are collaborative, so it's important that the major arts organizations in Morris County work together to promote the arts in our communities and to advocate for support for the arts."

For more information about upcoming events, initiatives, and ways to engage with the Morris County Arts Consortium Steering Committee, visit [morrismuseum.org](http://morrismuseum.org).

#### ### About the Morris County Arts Consortium Steering Committee

The Morris County Arts Consortium Steering Committee is a collective of arts organizations working to promote and strengthen the cultural sector in Morris County. Through collaboration, advocacy, and strategic initiatives, the consortium aims to expand access to the arts and

enhance the county's reputation as a cultural hub.

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