



# **A WHITE HOUSE INITIATIVE: CAMDEN PROMISE ZONE**

PROMISES MADE. PROMISES KEPT.

April 21, 2016

# CAMDEN PROMISE ZONE OVERVIEW - DESCRIPTION



- City of Camden was designated a Promise Zone by President Obama in April 2015
- Partners the federal government with local leaders
- 10 year “placed based” initiative addressing comprehensive community revitalization

# CAMDEN PROMISE ZONE GOALS



## Increase economic opportunity

- Job training and skill development
- Neighborhood redevelopment
- Leveraging Eds and Meds

## Increase access to affordable and safe housing

- Accessible, amenable and energy-efficient units
- Rehab single- and multi-family homes
- Vacant property strategy

## Reduce serious and violent crime

- Transform social norms
- Greater community policing presence
- Reduce youth violence

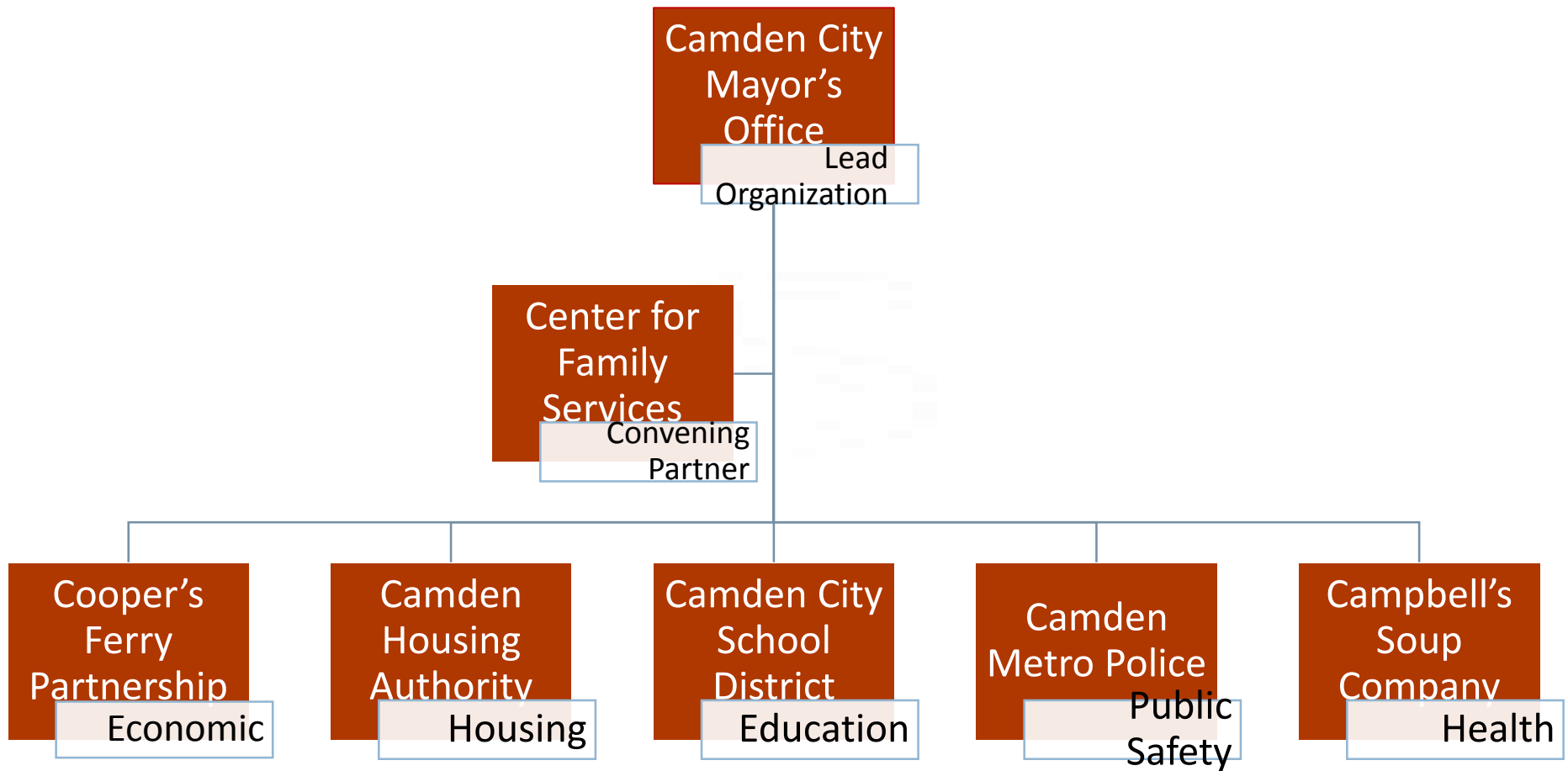
## Improve educational outcomes

- School readiness
- Safe students, safe schools
- Serving parents

## Improve health and wellness

- Decreased childhood obesity
- Increased physical activity

# Promise Zone Strategy – Organizational Structure



# **PREFERENCE POINTS:** Certification of Consistency with Promise Zone Goals and Implementation



## **1. Executive Summary of Project/Program**

- Qualifying Project/Program description
- Partner organization or Collateral Organization
- Federal application including date of submission
- Description of how the project will meet the goals of the PZ
- **Relevant Geography of Project/Program**
  - Solely in PZ boundary
  - Entire PZ boundary and other communities
  - A portion of the PZ boundary
  - Outside PZ boundaries, but incl. specific and definable services/benefits will be delivered within PZ or to PZ residents

# **PREFERENCE POINTS:** Certification of Consistency with Promise Zone Goals and Implementation



## **2. Project Costs**

- Administrative and Operational budget for project
- Identify key staff that will implement the qualifying program/project

## **3. Project/Program Award**

- When awarded funding, commitment to share required reports with PZ office and its partners for submission to the White House and federal partners.





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April 8, 2016