Promise Zone

H.U.D. Office of Faith Based & Neighborhood Partnerships Capacity Building and Grant Writing Workshop

Camden’s White House Promise Zone Panel Presentation

April 21, 2016
Barbara Anne Gardenhire-Mills, H.U.D. Community Liaison
Promise Zones is...

A White House Initiative

Part of the President’s Ladders of Opportunity Agenda

A Place-Based Initiative
Promise Zones Goals

- Create Jobs
- Increase Economic Opportunity
- Improve Educational Opportunities
- Reduce Serious or Violent Crime
- Leverage Private Capital
Promise Zone Designees

Promise Zone designees have shown through a competitive application process that they have both:

**High Need Geographies**

- Significant rates of poverty
- Significant unemployment
- High crime rates
- Low education levels

**High Capacity Implementers**

- Comprehensive vision and concrete strategies
- Committed local government leadership
- Strong cross sector collaboration
- A commitment to results
Promise Zones Designees - Round 1

- West Philadelphia
- Kentucky Highlands
- San Antonio Eastside
- Los Angeles
- Choctaw Nation
Promise Zones Designees - Round 2

For detailed information on Promise Zone designees, visit www.hud.gov/promisezones
Promise Zone Benefits

1. Federal staff on the ground to help connect with resources
2. 5 AmeriCorps VISTA members
3. Preferred access, grant application preference points, and technical assistance to more than 35 federal programs
4. Business hiring tax incentives, if enacted by Congress
Promise Zones Federal Partners

- **U.S. Department of Housing and Urban Development**
  - Leads efforts to support urban Promise Zones

- **U.S. Department of Agriculture**
  - Lead efforts to support rural and tribal Promise Zones

- U.S. Department of Commerce
- U.S. Department of Education
- U.S. Department of Health and Human Services
- U.S. Department of Justice
- U.S. Department of Labor
- U.S. Department of Transportation
- U.S. Department of Treasury
- U.S. Small Business Administration
- Environmental Protection Agency
- Corporation for National & Community Service
- National Endowment for the Arts

Federal agencies program staff play a critically important role in supporting Promise Zones. Whether they are based in Washington D.C. or the field, federal program staff can help Promise Zones by:

- Educating Promise Zone Partners about how programs work
- Answering questions
- Providing technical assistance
- As appropriate, attending designee meetings and convenings
Communication is always a two way street. Federal Community Liaisons inform federal agencies’ staff about Promise Zone partners’ goals and needs, and they inform Promise Zone partners about federal agencies’ funding and technical assistance opportunities.
Federal Community Liaisons

Federal Community Liaisons help Promise Zone designees find answers to a wide variety of questions.

- How can I get funding to renovate a commercial building?
- How can I use my CDBG funds more effectively?
- What are other communities doing around prisoner reentry?
- What grants are available to improve educational attainment?
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Promise Zones’ Lead Designees & Partners

Promise Zone Partners - including local government leaders, non-profits, educational institutions, and more - work together in coordinated manner to drive community revitalization efforts. Promise Zone Partners will:

- Identify community needs and challenges
- Form working groups to identify concrete strategies and coordinate efforts
- Apply for funding and implement strategies
- Track results
CAMDEN’s WH Promise Zones Organizations

Lead Organization:
  City of Camden, Office of the Mayor

Key Partners:
  Center for Family Services
  Camden Housing Authority
  Cooper’s Ferry Partnership
  Camden City School District
  Camden Metro Police
  Campbell Soup Company
Questions?

For More Information See Handouts or Visit: https://www.hudexchange.info/programs/promise-zones/

THANK YOU!

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