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

<table>
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<th>Increase economic opportunity</th>
<th>Increase access to affordable and safe housing</th>
<th>Reduce serious and violent crime</th>
<th>Improve educational outcomes</th>
<th>Improve health and wellness</th>
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| • Job training and skill development  
  • Neighborhood redevelopment  
  • Leveraging Eds and Meds | • Accessible, amenable and energy-efficient units  
  • Rehab single- and multi-family homes  
  • Vacant property strategy | • Transform social norms  
  • Greater community policing presence  
  • Reduce youth violence | • School readiness  
  • Safe students, safe schools  
  • Serving parents | • Decreased childhood obesity  
  • Increased physical activity |
Promise Zone Strategy – Organizational Structure

Camden City Mayor’s Office

Center for Family Services

Cooper’s Ferry Partnership
- Economic

Camden Housing Authority
- Housing

Camden City School District
- Education

Camden Metro Police
- Public Safety

Campbell’s Soup Company
- Health

Convening Partner
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