



NEW JERSEY DEPARTMENT OF COMMUNITY AFFAIRS

NEIGHBORHOOD REVITALIZATION TAX CREDITS PROGRAM (NRTC)

PROJECT DESCRIPTIONS, 2020

The information on the following pages is intended for use as part of the NRTC Program “Qualified Projects Pool” (or Q.P.P.). It contains information and details about the proposed activities for each project listed in the Q.P.P. The information herein was composed and submitted by the NRTC applicants in the fall of 2020; it has been edited as necessary, for correction of typographical errors, for clarity and for spacing/formatting/length purposes. NRTC staff have added text boxes with information regarding each qualified project’s non-profit sponsor/applicant.

The Table of Contents contains hyperlinks for each listed project. By hovering the cursor over a listing name, then left-clicking with the mouse, you will move in the document to that listing’s text. A hyperlink at the end of each listing text will return you to the Table of Contents.

TABLE OF CONTENTS

Atlantic City Development Corp. 3

Atlantic County Economic Alliance 6

Camden Lutheran Housing..... 9

Catholic Charities, Diocese of Metuchen 13

Community Loan Fund of New Jersey, (a/k/a New Jersey Community Capital)..... 16

Cooper's Ferry Partnership 19

Elizabeth Development Company of NJ..... 22

Garden State Episcopal C.D.C..... 25

Holly City Development Corporation..... 28

Interfaith Neighbors..... 32

Isles, Inc, "Old Trenton 2020" 35

Isles, Inc, "THDC 2020" 39

Jewish Renaissance Foundation 43

Lincoln Park Coast Cultural District..... 46

New Brunswick Tomorrow..... 48

New Jersey Community Development Corp..... 51

NORWESCAP 54

Parkside Business & Community In Partnership (PBCIP)..... 56

Paterson Habitat for Humanity..... 59

Saint Joseph's Carpenter Society 61

Stand Up For Salem..... 64

Urban League of Essex County..... 66

Atlantic City Development Corp.
“Chelsea Neighborhood Plan 2021 Projects”

Following are the proposed projects/activities:

Project 1: Community Events and Programming

Recognizing that events and programming have proven a successful strategy to jump start the revitalization process, events highlighting ethnic and cultural diversity will be offered. Specific projects include cultural walking tours, multicultural events, and programming that highlights these assets through the lens of culinary skills, health and wellness, community gardening experiences, educational events and informational workshops, and beautification of existing spaces through artistic expression.

Project 2: Beautify Chelsea Block Captain Program

With oversight by a community steering committee, and coordination by paid staff, block groups will be identified, and captains will be trained in the areas of property maintenance/code enforcement, public safety, community social service needs, as well as leadership and communication. They will learn who to contact and the process for reporting problems to various City departments. The Atlantic City Police Departments Neighborhood Coordination

Funding Requested: \$985,000

Municipality: Atlantic City (Chelsea neighborhood)

Applicant’s Website: www.acdevco.org

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 (609) 425-9407

Officers will also serve as a resource and connection to services. Once trained, the block captains will lead beautification projects in their designated area, report code violations and crime, and contact city departments as needed. The steering committee will choose recognition of blocks and associated rewards (funded by this grant and other funds) that will further beautify and improve their block group. Examples of rewards are community gardens, tree plantings,

banners, flowers, sidewalk repairs, landscaping. A maintenance contractor will also be hired to provide clean-up of graffiti, trash, landscaping services and other services as needed.

Project 3: Social Service Outreach

Social service professionals will canvas the Chelsea neighborhood to identify and refer individuals with mental health, addiction and housing issues to programs. Community members (block captains and others) will be informed and educated generally regarding this issue, and who to contact. A dedicated response line will be created or shared to develop an “on-call” community response line to provide community members a place to refer individuals in need of resources. A Community Safety Think Tank will be established to collaboratively problem solve for current community concerns and use data and plan for upstream interventions to further prevent and solve for future concerns. Best practices for use throughout Atlantic City will be created. Members on the think tank will include law enforcement, education, residents, social services, and medical services, among others.

Project 4: Community Fitness Classes

The project will develop and facilitate fitness programming available to all Chelsea residents. Activities will be geared toward different ages, abilities, and cultures based on community feedback and will take into consideration ability to pay. Identify and partner with certified group fitness instructors and/or other fitness organizations within the neighborhood and City. Evaluate impact of group fitness classes on residents' health status. Determine if there is an interest and/or need for group health education such as cooking demos, health lectures.

Project 5: Homeownership Incentives

Provide down payment assistance, informational events, education, credit counseling and other preparatory sessions to transform neighborhood renters into owners. This is the second phase of homeownership, the first is focused increasing public safety by providing incentives to police officers. This phase is to move neighborhood renters to homeowners, and phase 3 involves attracting new residents, including City teachers, municipal workers, Stockton faculty, South Jersey Gas employees and other professionals.

Project 6: Chelsea Business Resource Center

The center will help small businesses become aware and take advantage of the services and funding programs available to them. The center will serve as the Chelsea EDC offices, and shared office space for other non-profit organizations working to support the business community. Interns will help provide intake and determine needs of the business owners. Support such as grant applications, access to capital, permits and approvals, marketing and other services will be provided from the center.

Project 7: Chelsea Merchants Association

A merchant association will connect Chelsea 100+ small businesses with available grants, access to capital, technical support, and other resources. In addition, the association will brand the neighborhood, create a webpage on the Chelsea EDC site, and provide marketing support to the businesses. The association will be run by the Greater Atlantic City Chamber, a 500-member organization that serves as the voice of the private sector; non-partisan and committed to a holistic approach to improving our community. In addition, two annual anchor events, as well as several smaller events will be held to promote the business community. Educational seminars and relationship building events will be offered monthly.

There will be no fee to the Chelsea merchants to be members of the association. A Chelsea directory of businesses will be created. The association will work closely with Stockton University's School of Business and internship programs.

Project 8: Commercial Building Ownership Program

Project will identify up to ten business owners to provide business education training, business counseling, credit counseling. Three to five businesses will receive capital funds to purchase commercial real estate to operate their business.

Project 9: Façade Grants

Store owners will be engaged and asked to remove excess and nuisance signage and paint and repair their facades, in exchange for new artistic signs, creative window displays, themed murals. Local artists, creatives, and sign companies will be used. Branding efforts, including the neighborhood's international offerings, will inform designs.

Project 10: Adult and Youth Career Pathways

Support for the Science, Technology, Engineering, Arts, and Math (STEAM) program at the Boys and Girls Club (BGCAC) by funding a portion of the full-time salary Director for a one-year period. The program will include the BGCAC's ecosystem of partners including the Atlantic County Institute of Technology (ACIT), MudGirls, Adobe, Apple, 11th Floor Creative Group, CRDA, Atlantic County Workforce Development Corporation, the National Aviation & Technology Park, Orsted, Jingoli Construction, and others. The program will expose Chelsea Community youth to career pathways in STEAM fields, including robotics, coding, graphic and web design, drone education, and construction/green energy education.

Implement youth and adult STEAM programming and training by creating a new, multipurpose STEAM/MAKERSPACE research and design lab for Chelsea's Our Lady Star of the Sea School (OLSS) students and local community residents designed through a partnership with Atlantic County Institute of Technology (ACIT) and in collaboration with the Boys and Girls Club. The Lab will provide community youth and adults with STEAM education workshops, training, career education, and the discovery of new pathways to employment.

Engage chronically unemployed individuals (with barriers to employment) in a creative work training program to provide career pathways and strengthen community through partnerships. MudGirls will create a transitional job training program to engage low income individuals in creative art making in the Chelsea neighborhood. With the goal of creating a more healthy and connected community, MudGirls Studios will partner with Our Lady Star of the Sea Community Garden to create a landmark wall mural to transform the backdrop of the community garden.

[BACK TO TABLE OF CONTENTS](#)

Atlantic County Economic Alliance “Revitalize Ducktown”

The Ducktown Project includes a variety of activities that are the result of eight years of engagement with residents and businesses. The project leverages over \$7 million in outside funding. All activities have a timeline of 24 months. This NRTC opportunity comes at a very pivotal time for the Ducktown Neighborhood:

- Atlantic City’s August 2020 Unemployment Rate was 25.6%, the 3rd highest in the nation.
- Atlantic City has been especially hard hit by COVID-19, the Community Food Bank of NJ reports that Atlantic City has the highest rate of food-insecure people 18.2% in 2020, up from 11.4% in 2018.
- Atlantic City casino employment is down 21% in August 2020, that is 6,233 fewer jobs than reported in August 2019. Most of the Ducktown residents work in the casino industry.

Revitalize Ducktown was adopted as an element of the Atlantic City Master Plan on May 7, 2019. Revitalize Ducktown includes many community endorsed objectives that have been identified as critical for improving outcomes for neighborhood residents.

Housing & Economic Development Activities

Abandoned and Foreclosed Housing Rehabilitation – Atlantic County Economic Alliance (“ACEA”) in cooperation with the Ducktown CDC, Atlantic County Improvement Authority (“ACIA”) and the City of Atlantic City, will acquire and rehabilitate several distressed or abandoned homes. ACIA has produced or preserved over 150 units over the last 3 years. ACIA will work in partnership with private contractors begin rebuilding the housing market for potential homebuyers. Due to the poor condition of many of the homes, extensive rehab will be required to bring them up to code and energy efficiency. The rehab costs will probably be greater than the acquisition costs and greater than the amount the homes can realistically be sold for based on the existing market. To that end, the City and ACIA has designed a program to provide construction subsidy funding for scattered site homes using Luxury Tax and NRTC funds. Luxury tax funds can be used as long as they are recaptured and approved by the Local Finance Board. ACIA will be responsible for all phases of creating the affordable units, from acquisition to resale. ACIA will assist in marketing the program and finding qualified buyers. Once rehabbed, the homes will be marketed for resale to homebuyers. The projected outcome is to rehab and resell at least three abandoned or foreclosed properties per year.

Funding Requested: \$985,000

Municipality: Atlantic City (Ducktown neighborhood)

Applicant’s Website: www.aceanj.com

Contact: Mr. Lauren Moore, lmoore@aceanj.com
(609) 245-0019

Housing Rehabilitation - The ACIA will administer the Atlantic City Housing Rehabilitation Program

which can address all basic items including plumbing, heating, electric and roof, plus weatherization including windows, doors, insulation and exterior repair and painting. This program provides up to \$25,000 per household and we plan to address at five households in 2021. In addition, the Atlantic City-CDBG Office offers the City-Wide Rehabilitation Program designed to help property owners correct issues with their property. The assistance is in the form of a five to 15-year deferred loan, which is forgiven at a pro-rated percentage each year. The loan is interest-free and there is not a payment schedule. Housing code violations are required to be addressed first. The projected outcome is to rehab least ten properties per year.

Commercial Facades Improvements – ACEA, working with the City of Atlantic City, ACIA, the Ducktown CDC and others will complete façade improvements to commercial properties. ACEA will manage the entirety of this project, including, but not limited to, intake of eligible businesses, development of a scope of work and schedule, oversight of construction and necessary permits and quarterly and closeout reporting. The projected outcome is to complete eight facades per year.

Workforce and Small Business Recovery - A business outreach professional will be retained to assist in the design, development, and implementation of both the workforce development and business development strategies for Ducktown. Technical assistance in the form of grant and loan applications, business plans, and expediting city approvals will be provided. The projected outcome is to document each business assisted and the outcome of the assistance ideally to retain and expand small business employment in 2021.

Microenterprises - ACEA is an economic development entity committed to business retention, expansion, and relocation. The projected outcome is to close on five 108 loans and/or support five new microenterprises in the neighborhood.

Home Buyers Assistance - AtlantiCare plans to offer a comprehensive home ownership program starting in January 2021. The program will provide down payment assistance, initially to AtlantiCare employees who wish to buy a home and live in the City. The borrower is empowered, and better able to solve problems. The projected outcome is to document increased home ownership in Ducktown.

Childcare Training and Certification - The demand for the provision of childcare continues to be a priority. Educational and legal requirements for interested individuals often prevent individuals from being able to fulfill state requirements for a licensed childcare provider. For decades, the American Red Cross has provided training and certification for basic and advanced baby-sitting skills. Scholarships will be made available to individuals over the age of eleven for completion of the courses. The projected outcome is to train and support ten residents to complete training and gain employment.

Youth Employment - The ACEA and Ducktown CDC will partner with the Boys & Girls Club of Atlantic City to continue a STEAM Lab Program to prepare neighborhood youth for careers beyond hospitality. The projected outcome is to train and support ten residents to complete training and gain employment.

Other Neighborhood Revitalization Activities

Park Development - A priority of Revitalize Ducktown is to provide park facilities in Ducktown, there are no parks currently in the neighborhood. To this end, the City has been awarded a USEPA Technical Assistance Grant to develop Ducktown Neighborhood Conceptual Park & Revitalization Plan for the South Jersey Gas Brownfields site (scope of work attached). ACEA is requesting NRTC funds to create more detailed plans and to assist in the acquisition and to attract funding. The projected outcome is to move this project forward and expand recreational opportunities in Ducktown.

Streetscape Improvements - The ACEA and Ducktown CDC will use Atlantic City bid specifications to purchase trash and recycling containers and street furnishing for the Atlantic Avenue and Sunset Avenue locations. The goal is to purchase and install street amenities as soon as Atlantic City's street improvement projects are completed.

Multicultural Summer Camp and other Recreational Programs - The City of Atlantic City currently lacks recreational programs. To address this issue, Atlantic City Mayor Small has developed a Comprehensive Recreation Master Plan. One of the many efforts included in the Mayor's Plan is a Multicultural Summer Camp. Given the diversity of Ducktown, the ACEA and Ducktown CDC would like use NRTC funds to support this effort and bring this program to the neighborhood. The projected outcome is to hold the Multicultural Summer Camp in Ducktown in 2021.

Organizing & Supporting Events/Tours - The ACEA and Ducktown CDC will partner with Tanger Outlets, Ducktown businesses, and Jersey Shore Tours to boost the events and tours offered in Ducktown. The successful Second Friday Celebration sponsored by the Arts Garage will be expanded to include Tanger Outlets and all Ducktown businesses. Jersey Shore Tours will once again provide walking tours highlighting Ducktown's history, culture, and architecture on a regular basis (a proposal is attached). Other events including "Ducktown Food Tours" organized by On the Town Food Tours, LLC or a similar entity to promote the many diverse eateries in the neighborhood are being planned. The projected outcome is to add at least three events in 2021.

Office Lease in Ducktown - The ACEA and Ducktown CDC will have a base of operation at the Arts Garage. The projected outcome is to start this lease in January 2021 so that ACEA and the CDC have a visible presence in Ducktown.

Build on the Ducktown Arts District - NRTC funds will be used to support arts activities in the neighborhood. ACEA and the Ducktown CDC will work through the Stockton Arts Garage and Atlantic City Arts Foundation (ACAF), to engage residents and visitors with cultural programs. These groups have a long history of success and with NRTC support will be able to push an aggressive agenda for the Arts in Ducktown. The projected goal is to assist five artists per year and create at least two new programs/events/activities in 2021.

Ducktown CDC Capacity Building - The Ducktown CDC has been awarded a \$2,000 grant from the Atlantic City Community Fund and will be applying for future grants from this organization. These funds are designed to help build the capacity of the Ducktown CDC to become a stronger voice and implementation agency in the neighborhood. The projected outcome is to create at least one new program/training in 2021.

Micro-Grant for Neighborhood Projects - Community-based organizations and nonprofits can apply for grants of up to \$1,000 to underwrite small scale projects to achieve goals in Revitalize Ducktown Plan. ACEA and the CDC will administer this small grant program. The projected outcome is to complete five projects per year.

Ducktown Marketing Campaign - This NRTC allocation would allow the ACEA and Ducktown CDC to retain a marketing professional to develop a robust web site and expand the social media network. The projected outcome is to create a strong buy local campaign in 2021.

Grants & Planning Services - The ACEA and Ducktown CDC will retain a grant and planning professional to pursue additional funding for priority projects in the Revitalize Ducktown Plan. This firm would also provide planning services to ensure that the planning and zoning recommendation of Revitalize Ducktown are implemented and to work in conjunction with the City and CRDA on various redevelopment project in the neighborhood. The projected outcome is to manage existing grants to ensure compliance, complete zoning changes in compliance with Revitalize Ducktown, and attract three new funding sources for the Ducktown neighborhood in 2021.

Neighborhood Ambassadors - ACEA and the Ducktown CDC will partner with the ACSID to improve the environment of the Ducktown Neighborhood. The goal is to support two residents in gainful employment and show a visible impact in the neighborhood.

[BACK TO TABLE OF CONTENTS](#)

Camden Lutheran Housing

“Homes, Jobs and Economic Development (Revitalize North Camden!)”

“Homes, Jobs, & Economic Development - Revitalize North Camden!” is a diverse and highly collaborative project submitted by Camden Lutheran Housing, Inc. (“CLHI”) for NRTC 2021. This project includes 17 activities facilitated by CLHI and 10 other boots-on-the-ground non-profits who serve North Camden’s population of low to moderate income, predominantly Hispanic and African American, individuals and families. Approximately 7,800 people live in North Camden, with 80% of its households considered to be “low to moderate income” and an average household income of about \$30,000. This is a community surrounded on three sides by water, filled with vast potential and growing vibrancy, which will be greatly enhanced by the proposed housing, economic development, and neighborhood revitalization activities in NRTC 2021.

Proudly, this application is driven by the North Camden community - not only because all activities connect to the North Camden Neighborhood Plan, but because four of the non-profits included in this proposal are led by an Executive Director or Board President who lives in North Camden. This includes CLHI, Superior Arts, Parents for Great Camden Schools, and the North Camden Little League. In addition, all NRTC 2021 partners currently provide, or will provide through this proposal, jobs to local residents. All activities will implement priorities identified in the community-driven North Camden Neighborhood Plan. Project partners not yet mentioned include Respond, Hopeworks, the NJ Conservation Foundation, the YMCA, the Food Trust, Camden Special Services District, and the Center for Aquatic Sciences. These organizations have worked collaboratively with CLHI and each other through the North Camden Stakeholder Committee since 2008.

Funding Requested: \$985,000

Municipality: Camden (North Camden neighborhood)

Applicant’s Website: www.clhi.org

Contact: Jessica Franzini, jfranzini@clhi.org; Deena Greble, dgreble@clhi.org; (856) 342-8088

All activities can start immediately if funded and have a timeline of 12 months unless otherwise indicated in the “timeline” section of this proposal. For activities included (and still open) in prior NRTC grant(s), CLHI required a Spending Plan demonstrating the timeline for spending the remaining funds. Only the

activities with a demonstrated need for additional funds to operate successfully in calendar year 2021 were included. For that reason, we can say with confidence that all activities in this proposal are ready to proceed immediately.

HOUSING ACTIVITIES

CLHI Housing Acquisition - CLHI will work with licensed realtor Tamie Pettiford to identify and acquire two residential properties. There are many unoccupied, degraded rowhomes for sale in North Camden. Through this activity, CLHI will purchase two homes, obtaining the site control needed to raise funds to rehabilitate and sell the homes to individuals or families making 120% or less of Area Median Income (AMI).

Respond, Inc. Vine Street Housing Renovation - Respond, Inc. will renovate two residential homes that they own in order to occupy them with low to moderate income renters. These properties do not require full-gut rehabilitations; however, upgrades are needed to the electric, roof, kitchen, flooring, windows, and doors in order for the properties to become occupied.

CLHI Home Repair Program - CLHI will provide grants of approximately \$5,000 to homeowners making 120% or below the median family income for the area. This grant will be used for health and safety repairs to necessary basic systems in a home, including electrical, plumbing, weatherization, heating/air conditioning and roofing. It will help North Camden's low to moderate income homeowners, most of whom are African American and Hispanic, who are more likely to have a difficult time accessing capital for major home renovations. This combined with North Camden's aging housing stock and the lack of reinvestment/upgrades done to existing housing in the neighborhood justifies the need for this program, which is new to NRTC North Camden this year. CLHI will develop the application, manage the program, and hire contractors to repair the selected homes. Other neighborhoods in Camden have successfully offered this program through NRTC but North Camden has not (yet), and thus the need is very high.

CLHI Decorative Board Up - CLHI will complete Decorative Board Up on vacant, boarded and abandoned houses and other blighted structures in North Camden. We will also revisit and touch up, repaint and replace boards or other decorative details as necessary on the previously completed 140 properties which were included over the last six years. This program will remove graffiti on vacant and occupied buildings, reducing physical blight and keeping even the most abandoned of areas well-kept. We have seen from previous years that this activity stimulates reinvestment in North Camden, preserves housing for later rehabilitation, and improves aesthetics which increases sales and rentals in the community.

ECONOMIC DEVELOPMENT ACTIVITIES

Hopeworks CRIB for Camden Youth - Hopeworks will provide housing for 10 Camden youth enrolled in college or a technical school/program, with rent (\$350/month) that is drastically less than that of a dorm or private rental housing. In addition, all rent paid by CRIB youth goes into a personal savings account that is returned to them when they leave the CRIB, giving them savings for security deposits a down payment on a new home! CRIB youth will have access to mentors, collaborative study environments, and a safe and stable home. In addition, Hopeworks will provide 10 CRIB youth with technical training and paid internships at Hopeworks. The activity will place youth in full-time employment in the 2021-2022 program year, with starting salaries averaging over \$37,000 per year. Through this activity, Camden youth will be employed while learning state-of-the-art, high-tech skills that will generate revenue for the organization, thus providing more similar opportunities moving forward. In addition, those youth will be connected to high-paying full-time and part-time jobs upon leaving their positions at Hopeworks, which is setting them up for success on a tech-driven career path.

PGCS Parent Learning and Leadership Center - Parents for Great Camden Schools will transform a North Camden row-home into a hub of opportunity for local parents. The Center will be equipped with computers, desks, and meeting spaces used to offer trainings in education advocacy, financial literacy, resume building, job readiness, and computer skills to local parents. In addition, PGCS will employ at least three local residents part-time, conduct at least 9 parent advocacy training sessions, and host at least 3 community events to draw 200 families together. In doing so, they will gather information on the needs of local parents and students while recruiting new families to the Involved Parent Network, which advocates city-wide for quality education for Camden youth.

Respond, Inc. Auto Tech - Respond, Inc. will offer Automotive Tech training to men and women who are interested in becoming certified auto technicians. This activity will focus on workforce development and high quality credentials to help residents find permanent, gainful employment. Training includes instruction in hard skills such as technology fundamentals, brake systems, engine performance, engine repair, steering, suspension, and

automatic, manual and electrical systems as well as soft skills and financial literacy. The Automotive Technology Training program will conduct one (1) class with maximum 12 students. Upon completion of the course students will receive the Automotive Light Repair (ALR) Credential and will be career ready.

Respond, Inc. Culinary Arts - Respond, Inc. will educate, train, and facilitate workforce readiness with qualified instructors and state of the art kitchens in their New Worker Center at 8th and Erie St. in North Camden. This program will equip area residents with skills needed to achieve gainful permanent employment. Respond will train 8-10 students in a 16-week Culinary Training program. Students who complete the program will be eligible to take the ServSafe certification test and obtain gainful employment in the culinary industry.

Respond, Inc. Clean and Green - Respond, Inc. will clean, green, and maintain nearly 150,000 square feet of vacant parcels in North Camden (approx. 3 acres) while providing employment opportunities for local residents. Clean and Green Crew Members will learn landscaping techniques while cleaning, mowing, fencing, and planting at vacant lots. Respond, Inc. will employ 1 supervisor and 4 part-time employees to clean and green 150,000 square feet of vacant land in North Camden (approx. 3 acres).

SUPPORTIVE SERVICES

CLHI Community Initiatives will enhance the social fabric and physical appearance of North Camden through community engagement activities of the Block Supporter Initiative (BSI), North Camden Community Gardens (NCCG), and Change the Message (CTM) campaign. BSI will host 10 block clean-ups, beautification events (flower plantings, mural painting, vacant lot stabilization projects), and celebrations while engaging at least 100 households and providing 3 part-time jobs. NCCG will engage 25 residents in urban agriculture at the La Esperanza Garden and the Byron Street Gardens, providing opportunities for low to moderate income families to grow their own food. CTM will replace historically negative billboard advertising in North Camden with positive messages that promote peace, unity, opportunity, and resources in six locations.

NCLL Urban Sports Academy will build on the successes of the North Camden Little League, established in 2011 to provide a positive alternative to North Camden's harsh streets, by acquiring land and beginning to develop the site of a future indoor sports arena for youth. This activity will leverage sports as a vehicle to engage youth in a positive, rigorous, passionate, and success-driven environment with the goal of excellence – on and off the field – by laying the groundwork for the future Urban Sports Academy. The NCLL has grown exponentially over the last 9 years. Founded in 2011 with only 100 neighborhood youth, the program has grown into engaging more than 750 players - ages ranging from 5 – 18. While the baseball and softball season is in session, the children are very busy with the practice and competitive games schedule but once the season is over, most children do not transition to other sports. The off-season leaves little opportunity to keep the children occupied and leaves the children vulnerable time to be distracted by negative influences in the neighborhood and elsewhere. In this phase of the project, funds will be used for land acquisition, development approvals, and the potential installation of a parking lot.

Superior Arts - Healing thru Performance Art - Superior Arts will activate at least one public space with performance art and dance, theater, and production training while employing 2 local artists. The project will engage North Camden residents in the opportunity to heal and express themselves through performance art right in their neighborhood. This will bolster self-esteem, improve public speaking, and create much-needed safe public space and programming for the greater community.

The Food Trust – Paint North Camden Healthy - the Food Trust will engage the community to design murals on the façades of three corner stores in the city of Camden, NJ. Through a continued partnership with the Camden County Department of Health, The Food Trust will continue utilizing these corner stores as “health hubs” by providing marketing materials, nutrition education, and health education to ensure consistent messaging inside and outside of the stores.

NJCF Land Preservation for Pocket Parks - NJ Conservation Foundation (NJCF) will work with CLHI and North Camden residents to identify and set the stage for permanently preserving key vacant or unused lots as pocket parks and/or gardens. NJCF staff will work with community groups to install pollinator gardens at specific locations and to plan water-based experiences along the waterfront.

YMCA Safe Places to Play - the Greater Philadelphia YMCA will continue to provide structured and supervised physical activity and healthy meals/snacks Monday through Friday for approximately 3,000 children in public parks during after-school hours (3-6pm) and/or in the summer (1-6pm) in Pyne Poynt Park, Northgate Park, and Dominick Andujar Park (formerly Point Street Park). This activity will bring youth programming to 3 neighborhood parks during out-of-school hours while providing 5-8 park counselor jobs for local residents.

CFAS "Trail Blazers" Urban Watershed Events - the Center for Aquatic Sciences will employ and equip 3-5 high school students to deliver CAUSE Camp to 75 students at Cooper's Poynt School. They will also offer 20 free community kayak trips from Pyne Poynt Park, serving at least 150 local residents. This activity will transform the relationship (or lack thereof) that local youth have with their waterfront. Historically cut off from the water, most children did not grow up fishing, kayaking, or even enjoying the view of the North Camden waterfront, as it was filled with vacancy, contamination, and/or industry (and in many locations still is).

CSSD Waterfront Park Maintenance - Camden Special Services District (CSSD) will deploy a team of 3 Camden residents to clean and maintain Cooper's Poynt Waterfront Park 7 days/week for an average of 12 hours/week during peak season and 6 hours during off-peak season. CSSD will empty all trash cans; remove trash from grounds, river bank, parking lot, playground, and pathways; complete spring and fall clean-ups; provide landscaping services including weeding, mulching, watering, and mowing.

[BACK TO TABLE OF CONTENTS](#)

Catholic Charities, Diocese of Metuchen “Unity Square 2020”

For over a decade, Catholic Charities Diocese of Metuchen (“CCDOM”) has successfully implemented objectives of its Neighborhood Plan in the Unity Square Neighborhood. With its key partner, Metuchen Community Services (“MCS”), this project continues to build upon those achievements, which have developed local leadership, empowered residents to organize and advocate for themselves and improved the quality of life for families in this distressed area.

Continuing and new initiatives will respond to rapidly changing dynamics in the community, including those immediate and longer-term needs arising from the current COVID-19 pandemic. The effects on the livelihoods of an already distressed community include crisis rental and housing conditions, limited employment opportunities and significant food, health, and psychosocial insecurity.

HOUSING AND ECONOMIC DEVELOPMENT

Objective One: Rehabilitation of Distressed Housing - Through continued partnership with Community Asset Preservation Corporation (CAPC), this objective's goal is to rehabilitate three properties in the Unity Square neighborhood. The properties will be targeted to be affordable to residents. Rehabilitation, rental and/or sale of the properties will be carried out and completed by CAPC.

Objective Two: Housing Resource Center - The heart of this Center's work is education, assistance, and advocacy for neighborhood households on issues related to tenant rights and responsibilities. It also acts as a clearinghouse for tenants seeking vacancies at properties managed by responsible, high-road landlords, providing information and advocacy to tenants who are more likely to be vulnerable to restrictive or complicated leases, substandard housing conditions, and abuse of city rental ordinances and policies.

The Housing Resource Center continues to increase its impact through informed counseling and increased communication with city offices regarding housing rental

policy, lease mediation and health concerns. A recent addition to the Housing Resource Center has been the piloting of a city "satellite office," whereby housing inspectors and personnel from the Rent Control Office meet residents at the Center for consultation twice per month, increasing access at the grassroots level. Services will continue and expand through consultations and case management, and healthy housing outreach and programs.

Objective Three: Microenterprise Initiative - MCS staff will continue to take the lead in the provision of opportunities and resources for entrepreneurial development, job training and small business support. Through collaboration with Rising Tide Capital, Unity Square will continue to host two 12-week courses of the Community Business Academy (“CBA”) per year, in both English and Spanish. The CBA provides both on- and off-site training for marketable job skills to aspiring entrepreneurs as well as residents seeking local employment in construction, food service and retail businesses.

Objective Four: Job Skill Training and Certification - economic development in the Unity Square neighborhood is difficult and highly dependent on the availability of proper occupational training. Local organization such as Elijah's

Funding Requested: \$534,000

Municipality: New Brunswick (Unity Square neighborhood)

Applicant's Website: www.ccdom.org/usq

Contact: Jennifer Hinton, jhinton@ccdom.org, (732) 659-1056

Promise have long supported the local workforce and uplifting of the community through culinary training and the provision of healthy food to unemployed and homeless residents. By partnering with Elijah's Promise, eligible participants for the SERV Safe certificate at the Elijah's Promise Culinary Institute will enable them to obtain certification in food handling. In addition, individuals will complete on-site apprenticeships in culinary skills at Elijah's Promise, enabling them to support increased activity at the kitchen due to increase food insecurity in the neighborhood while providing rapid employment to low-income earners.

Objective Five: Assistance to New Drivers - In December 2019, Governor Murphy signed a new law (A4743/S3229) to expand access to standard driver's licenses to more residents in New Jersey. Workers who are low-income and/or hourly wage earners are often faced with critical choices regarding transportation and job opportunities. This objective would assist residents who are eligible under the law to receive assistance with tutoring to pass the written driving test, behind the wheel training, and application for a license.

SOCIAL SUPPORTIVE SERVICES

Objective Six: Community Programs, Activities and Organizing

- Immigration Services (CCDOM): Unity Square has recently been accredited as an Immigration Services site. Provision of legal services will be located and offered to members of the Unity Square community through Catholic Charities' Immigration Office. The attainment of immigration benefits will contribute to a greater feeling of family security in the community and will potentially help beneficiary families unlock greater economic opportunity.
- Social/Mental Health Programs: Unity Square's collaboration with Holy Family Parish: A co-founder of the Neighborhood Plan and longtime partner will continue with the provision of social support programs and seminars that focus on women's empowerment and psychosocial health for both adults and children. Sacred Heart Church will also continue to provide referrals for related services at Unity Square and offer a physical site for the mobile van health screenings offered by Saint Peter's University Hospital to residents.
- Community Gardens: Individual plots have been available to residents at the Landers Garden and at Feaster Park; both sites are located in the Unity Square Neighborhood. Sixteen new plots will be available after the proposed renovation of Feaster Park and 16 plots are being refurbished at Landers (220 Suydam Street). These gardens support healthy eating options, family activity, agriculture education and leadership development for volunteers who maintain the plots with Staff.
- Other Programming will include: Health awareness, education and safety programs offered in cooperation with the New Brunswick Healthy Homes Collaborative, a Health Literacy Program and Referrals (with East Brunswick Public Library), exercise and self-defense classes with local boxing club (Brunswick Boxing), a mentoring program for young men of color (My Brother's Keeper), and workers' rights education (with New Labor).

Objective Seven: Choice Food and Resource Center - Recent statistics indicate that one in eight residents in Middlesex County and one in three students at Rutgers University (on border of Unity Square) experience food insecurity. In the Unity Square neighborhood, low income families and individuals who are unable to access public assistance are often faced with making choices between purchasing quality groceries and providing for other essential needs. Since the COVID-19 outbreak in early 2020, New Jersey's projected increase in food insecurity is 56% from the pre-pandemic level of 774,000 food-insecure people. That exceeds a 46% national increase, as well as the 45% rises for both New York and Pennsylvania.

There are 15 food pantries that serve the residents in the City of New Brunswick. Three are in the Unity Square neighborhood. Staffed almost entirely by committed volunteers, food pantries currently experience instrumental challenges such as limited space and accessibility to residents, particularly those who work during the day. The public elementary schools located in the Unity Square neighborhood address food needs in the student population through free lunch programs and share tables. However, weekend and summer food programs are also greatly needed.

In June 2019, Unity Square, Catholic Charities began initial conversations with the Feeding New Brunswick Network (FNBN) and the Office of the Mayor of the City of New Brunswick regarding a proposal to address food insecurity, enhance existing social services, and support economic development by increasing the full-service capacity of the Unity Square Community Center.

The FNBN has requested that Unity Square Community Center serve as a centralized client choice food pantry, which would become the Choice Food and Resource Center (CFRC). The new center would provide regular and accessible nutrition assistance to residents, particularly those who are within walking distance. The CFRC would not only provide a much-needed service but would encourage Unity Square residents, who have not historically done so, to visit the Center. This opportunity for more residents to avail themselves of social services and programs, seek resources and voice concerns would also increase social cohesiveness, a key objective of the Unity Square NRTC Plan. New and expanded programs would build upon the expressed needs of resident visitors to the pantry and available resources. Local businesses would also experience increased visibility, thereby encouraging greater willingness to participate in Center initiatives.

In April 2020, emergency food began to be distributed to residents one day per week. Because of social distancing constraints, the client choice model has not been implemented; instead, clients receive a grab and go bag of meat, dairy, produce and canned goods. In the past six months, over 1000 household and over 4000 residents (almost 50% being children) have received emergency supplies at an average of 13 lbs. per bag. With 50-60 new clients per week, the need is expected increase significantly.

[BACK TO TABLE OF CONTENTS](#)

**Community Loan Fund of New Jersey, (a/k/a New Jersey Community Capital)
“East Trenton Collaborative 2021”**

This NRTC Project application continues the revitalization of the East Trenton neighborhood of Trenton, NJ in accordance with the neighborhood’s approved NRTC Neighborhood Plan. The Project builds upon the successful revitalization efforts to date of community residents, lead agency New Jersey Community Capital (“NJCC”), and other project partners.

The revitalization activities included in this Project application advance all four of the NRTC Neighborhood Plan’s Outcomes:

1. Promote a community-driven neighborhood planning process;
2. Increase the supply, accessibility, and quality of affordable housing available to neighborhood residents;
3. Increase the number of local businesses that provide goods and services to local residents and local employment opportunities; and
4. Increase the supply, accessibility, and quality of public services to neighborhood residents including recreation, open space, education, social services, etc.

The project leverages outside funding, the neighborhood’s assets, and the support of the City of Trenton. It also supports the growth and expansion of microenterprises in three of its Objectives.

At the heart of this NRTC project is Objective 1, the restoration of the historic 224-year-old East Trenton Library building at 701 N. Clinton Avenue. In March 2021 NJCC, working as project developer on behalf of the City of Trenton, the building’s owner, will begin the first phase of construction and restoration work to restore this historic site and return it to community use as an education center and community hub. One of the neighborhood’s (and city’s) greatest historic assets, the building, built in 1796 as a private home for the son of

Funding Requested: \$985,000

Municipality: Trenton (East Trenton neighborhood)

Applicant’s Website: www.newjerseycommunitycapital.org

Contact: Jason Rowe, jrowe@njclf.com, (732) 640-2061

Revolutionary War General Philemon Dickinson, was later used as a home for Civil War orphans, a school, a fraternal lodge, and a YWCA, before becoming a library in 1926. Due to City budget cuts, the East Trenton Library was closed in 2009, and has sat vacant ever since.

In 2018, Trenton-based architectural and planning firm Clarke Caton Hintz worked with NJCC to develop a two-phase restoration plan for the building. Through sustained efforts, community leaders, the City, and NJCC have been able to secure \$1.5 million in project funds from the NJ Historic Trust and the City of Trenton to complete the majority of the project’s first phase.

This project application seeks the remaining funds needed for Phase I of the restoration plan, consisting of exterior restoration, the addition of two ADA-compliant bathrooms, new HVAC and electrical systems, and interior rehabilitation of the first floor. Phase I of construction will be completed in 2022, at which point public access to the building will be restored for the first time in 13 years.

Once completed, the first floor of the library will be used as the East Trenton Library Community Center, where it will have library materials, like books, periodicals, and computers, available for public use, and host community programs run by NJCC, City of Trenton, and other non-profit partners. Community programs at the Library Community Center will focus on job readiness, adult education, employment training, and entrepreneurship training.

In Objective 2, Housing Rehabilitation, NJCC, through its development subsidiary Community Asset Preservation Corporation (CAPC), will rehabilitate an abandoned single-family home into an affordable and accessible homeownership opportunity. The completed property will be offered at a price affordable to residents earning less than 80% of County Median Income. CAPC will leverage \$70,000 of its own equity and financing to complete this rehab. CAPC has completed 8 housing units and one commercial space in the East Trenton neighborhood in the last two years, including 5 single-family rehabs similar to the project proposed in this Objective.

Objective 3, Homeownership Repairs, will allow completion of repairs on 6 owner-occupied homes in East Trenton. Repairs will address code issues, health and safety concerns, energy efficiency, and other essential maintenance. These repairs increase the quality of the neighborhood's existing affordable housing stock and promote homeowner retention by allowing homeowners to continue repairing and maintaining their homes. Eligible homeowners will earn less than 80% of County Median Income. A committee of community residents will assist in designing and implementing the program, including reviewing applications and deciding which ones to fund. In contracting out the repair work, NJCC will ensure that at least 50% of the work goes to local contractors that are microenterprises, with five or fewer employees inclusive of the owner/principal.

Prior operation of this program has been very successful, yielding improvements on 46 neighborhood homes within the last two years. The continuance and expansion of the repair program will encourage greater participation from homeowners as well as ongoing investment into East Trenton properties.

Objective 4, Microenterprise and Small Business Support - A resident-led committee, supported by East Trenton Center ("ETC") staff, will issue grants to five neighborhood businesses and microenterprises to assist them with growing or starting up their businesses. Grant funds can be used for equipment purchases, improvements to retail spaces, or business-related education and training, including entrepreneurship training programs and business plan development/coaching. At least 3 of the grantees must be microenterprises, with five or fewer employees inclusive of the principal.

Objective 5, Youth Employment - Building on four years of past success, partner organization Urban Promise Trenton will place East Trenton youth, ages 14 to 18, in paid internship positions at neighborhood microenterprises and local nonprofit organizations, where they will learn through on-the-job experiences. Program participants will also engage in regular enrichment and service-learning activities run by Urban Promise Trenton. The program will have a summer cohort of 25 youth, and an academic year cohort of 12.

Objective 6, Community Participation, Organizing, Events - partner Urban Promise Trenton will work with NJCC program staff to run a community-organizing program that will expand the breadth and the depth of community participation in the East Trenton Collaborative revitalization effort. This community organizing program, which has expanded over the past four years from a part time organizer to two full-time community organizers, will build a grassroots leadership cohort of 30 neighborhood residents, who will plan and lead issue- and activity-focused workgroups. These leaders will help plan and facilitate at least 50 community meetings and community-improvement activities during the grant period.

Objective 6 also continues the activation of ETC as a hub of neighborhood activity, services, programming, and social capital. Once the pandemic is finally suppressed, the Center will host over 250 events and activities over the grant period, with a combined total attendance of 3,000, and will host an afterschool program, serving 20 students, run by partner Urban Promise Trenton.

As New Jersey's largest Community Development Financial Institution, with over thirty years of experience in supporting community development work across the state, NJCC has the track record and capacity to tackle this Project as the East Trenton Collaborative's lead agency. NJCC has a sound fiscal and administrative infrastructure, experienced staff, and extensive capacity in community development strategy and implementation.

Collaborative partner Urban Promise Trenton, participating in its fourth NRTC project in East Trenton, has shown an ability to successfully complete its NRTC responsibilities. Through its work as part of the East Trenton Collaborative, Urban Promise Trenton has built a talented organizing and community development team, and the organizational capacity to take on greater neighborhood revitalization activities.

The Project also counts on the support of the City of Trenton. The City is a major partner in the restoration of the East Trenton Library, investing \$750,000 of City funds into Phase I of the project. In addition to returning the Library to public use, in 2019, the City reopened two City-run recreation centers in the neighborhood: Hetzel Pool and the North Clinton Community Center. The City has also been committed to transferring City-owned abandoned neighborhood properties to NJCC for rehabilitation. Mayor Reed Gusciora has visited the East Trenton Collaborative 7 times in the last year, to participate in forums with residents, community celebrations, and neighborhood and tours.

[BACK TO TABLE OF CONTENTS](#)

Cooper's Ferry Partnership "Cooper Plaza Neighborhood Housing & Economic Development"

Cooper Plaza has developed a successful model with the collaboration of non-profit partners to implement a comprehensive program to advance the neighborhood's community development goals, while utilizing the expertise of the NRTC partners. This project will utilize the experience and expertise of the Camden Special Services District, Center for Family Services, Cooper's Ferry Partnership and St. Joseph's Carpenter Society.

1. Cooper Plaza Housing Rehabilitation

Improving the quality of housing and advancing homeownership in the neighborhood plays a vital role in Cooper Plaza. A dedicated focus on housing development is impacting the desired outcomes of the neighborhood plan. Furthering the objective to reduce vacant, boarded and abandoned homes, St. Joseph's Carpenter Society (SJCS) will provide for the gut rehabilitation of two vacant and boarded properties. SJCS has a long history in rehabbing homes in Camden. The properties are located at 503 Newton Avenue and 546 Newton Avenue and both are now owned by SJCS. Newton Avenue is a gateway into the neighborhood and has been strategically targeted for housing rehab. The homes will both have 3 bedrooms and will be built to Energy Star standards, with all appliances being Energy Star certified. Both homes will be sold to buyers making less than 120% AMI, without restrictions in an effort to increase market rate housing the neighborhood. However, they will be priced affordably to offer the opportunity to a local family. Most buyers of the homes in Cooper Plaza have been first-time homebuyers.

Funding Requested: \$985,000

Municipality: Camden (Cooper Plaza neighborhood)

Applicant's Website: www.coopersferry.com

Contact: Kris Kolluri, kkolluri@coopersferry.com,
(856) 757-9154

2. Residential Façade Improvement Program

With 63% of homes built prior to 1940 and 74% built prior to 1960, many homes are showing signs of deterioration. Residents may not have the financial resources or the ability to make repairs or maintenance to preserved the homes and deter further deterioration. In addition, low-income residents have a difficult time in accessing funds for home improvements to keep their homes safe, as data shows that home improvement denial rates for minority homeowners are high, further limiting resources for such repairs. The Cooper Plaza plan identifies a need to improve the conditions of occupied housing and to provide improvements for existing residents in the neighborhood.

With St. Joseph's Carpenter Society (SJCS), an improvement program will be implemented to provide residential facade improvements. The program will have a specific focus for Newton Avenue as it is a gateway into the residential community and to complement the housing rehabilitation planned on this stretch as well. However, improvements for homes on blocks near Newton Avenue will also be eligible. It is anticipated that 20 homes would benefit along these blocks to improve conditions of occupied homes, complement streetscape improvements and support housing development on or around these blocks. The program will provide for improvements to include such items as: power washing of facades, capping of windows, carpentry repairs, painting, masonry re-pointing, new doors, railing replacements or repairs, porch improvements/repairs or replacements, stair repairs, light fixtures, house numbers and other facade repairs as needed. SJCS will conduct a review of each home and provide the residents with the eligible facade improvements identified. Each home will be eligible for up to \$5,000 in

repairs. SJCS has the experience with facade programs in Camden to implement this activity and will be responsible for all aspects of the program from outreach, scope of work, engaging contractors and project closeouts.

3. Workforce Pathways Program

Center For Family Services' (CFS) through its "Workforce Pathways Program" will provide a much needed resource for residents who are in need of job readiness, occupational training and education, and wraparound social supports. In Camden, there is a great need for employment support services, given the substantially high rates of unemployment. With an understanding of the existing barriers to securing and maintaining employment, CFS has designed the program to focus on identifying and addressing the unique circumstances of each participant, starting with the Individual Employment Plan. By personalizing the experience and sustaining both one-on-one and cohort engagement, participants will receive a variety of touchpoints driving toward social and economic mobility. CFS will deliver services at its training center on Benson Street that was rehabilitated as part of a prior NRTC project. They will also utilize additional training and community space on Benson Street, in the heart of the Cooper Plaza neighborhood.

Participants will complete the Conover Online, a research-based approach for assessing and teaching personal success skills to help participants to obtain and sustain permanent employment. There are four main components to Conover, including MECA, a career pathways system that provides an interest assessment, hands-on activities, and integrated learning and career planning; the Success Profiler, which focuses on anxiety and anger management, and improving emotional intelligence and social-emotional skills; the Personal Responsibility module, which helps users develop the ability to set clear, attainable academic and career goals and develop the motivation needed to achieve those goals successfully; and Workplace Readiness, which helps participants acquire critical soft skills, such as positive attitude, communication, critical thinking, and teamwork, they need to achieve success in the workplace and life.

CFS will employ a strengths-based case management model, in which case managers focus on empowering clients and their families and creating client opportunities for growth, education, and skill development. Recognizing the importance of people's environments and multiple contexts that influence their lives, the program focuses on the resilience of individuals and the potential, interests, abilities, knowledge, and capacities of individuals, rather than their limits. Workforce Pathways Program will acknowledge barriers that can derail progress toward obtaining employment. Ensuring access to an extensive continuum of care and social supports, staff are able to make referrals to assistance with housing, child care, government assistance program enrollment, license attainment or restoration, securing legal documents, and more.

4. Clean & Safe Cooper Plaza

With investments in the neighborhood including new and rehabilitated housing, new apartments and commercial space on Broadway, a public renaissance school, institutional growth and active parks and green space it is critical to maintain neighborhood conditions, preserve community assets and provide a reliable presence in the neighborhood. The Clean and Safe Cooper Plaza program, through the Camden Special Services District (CSSD), will provide maintenance and security services in Cooper Plaza to directly support the neighborhood. Uniformed ambassadors will serve as a visible presence in the neighborhood 7 days per week with supervision. Ambassadors provide services to pick up litter, clean graffiti, power wash sidewalks, remove trash, provide park cleanup and maintenance, weeding and minor landscaping, snow removal from ADA accessible ramps, assistance to residents or visitors, address hazardous conditions and report issues to the City for immediate action. Ambassadors assist at special events, community activities in the park and work to keep the homeless population out of public areas and

connect them to resources they may need. CSSD employees are all Camden residents, which provide job opportunities with salaries and benefits. Services will help to reverse and improve conditions that have plagued the neighborhood. These services are critical to maintain and preserve community assets in the neighborhood and continue to foster an environment that is attracting additional investments and encouraging new businesses and organizations to come to Cooper Plaza.

5.Cooper Plaza Connect the Lots Programming

Connect the Lots (CTL) is a community-driven initiative to activate Camden’s vacant and underutilized spaces through the identification and implementation of artistic, cultural, and recreational projects and activities. The goals of the initiative are to engage Camden residents in neighborhood transformation, create safe nodes of activity, and to bring vibrancy to Camden’s corridors and public spaces. This project activity will allow Cooper’s Ferry Partnership (CFP) to bring the CTL programming to the Cooper Plaza neighborhood for the first time. CFP, via the CTL initiative will facilitate programming and placemaking in Cooper Plaza parks, open spaces, and the community garden to increase park usage, strengthen community connections, provide opportunities for positive family interactions, and improve personal health. Via Connect the Lots, CFP will work closely with residents to ensure optimal participation in the following events and programs: outdoor concerts and/or theater events at a park featuring local artists/theater companies, outdoor movie nights with family activities, a food truck “festival” with cooking demos led by local restaurant chefs with samples and recipes, and potentially other CTL activities based upon feedback from the community.

[BACK TO TABLE OF CONTENTS](#)

Elizabeth Development Company of NJ
“Midtown 2021 Holistic Neighborhood Solutions”

The proposed activities are focused on continuing the progress made towards achieving the goals set out in the NRTC neighborhood plan for Historic Midtown (Elizabeth) while addressing the impact of COVID-19 on the neighborhood’s economic and social conditions.

Historic Midtown Micro Enterprise Assistance Program - EDC, following its existing financial programs model, will establish a competitive application process where micro-enterprises of 5 or less employees can apply for grants and/or loans. Despite the pandemic major investment has continued in the neighborhood creating opportunities for existing and new business owners. Our NRTC funded Micro-Enterprise program proposes to provide twenty (10) \$10,000 grants to qualifying micro-enterprises for working capital expenses. We would establish a revolving loan fund of \$100,000 for those businesses needed additional funding. Funding amounts will be \$20,000 for 5 low-interest loans. EDC’s focus is on job creation and training and successful applicants will be required to create at least one to two full-time positions. We will encourage and award points in the scoring rubric to micro-enterprises that fall within targeted industries in the State’s Economic Development Plan which include, clean energy, life sciences, advanced transportation logistics, non-retail food and beverage, advanced manufacturing, film and digital media, professional and financial services, and technology.

Economic Development: Workforce Development and Education - EDC would undertake neighborhood outreach efforts in the Midtown neighborhood for its Workforce Development and Education (WDE) programs. Our job training and placement programs are important to ensure that residents have access to the jobs being created in and around the neighborhood. Our WDE programs include a construction industry pre-apprenticeship training program. These programs have been bolstered by the awarding of a Women and Minority Groups in the Construction Trades (WMIC 2020-2021) grant from the New Jersey Department of Labor and Workforce Development (NJDLWD) and the completion of the NJDLWD (WICT 2019-2020) Women In Construction Trades

Grant which has met program objectives successfully. Thanks to the WICT grant we placed 31 individuals in Trade Union sponsored apprenticeships or quality construction jobs. This track of our WDE program includes client screening, cross-referral of services with County American Job Centers (One-Stops) basic skills assessments, basic skills training, soft skills training, drug testing, hands-on construction training, OSHA-30 certification, tools, union initiation fees, and assistance in resolving barriers to placement and employment.

Funding Requested: \$985,000

Municipality: Elizabeth (Historic Midtown neighborhood)

Applicant’s Website: www.edcnj.org

Contact: William O’Dea, wodea@edcnj.org, (908) 289-0262

The second segment of our WDE program includes training services for 10 residents in the Medical Field. Each resident will be assessed individually, and training and expenses provided at local vendors such as Union County College or the National Career Institute for in-demand occupations such as Assistant Medical Technician, Dental Assistant, and/or needed certifications. Placement assistance will be provided. Even before the outbreak of COVID-19 these services were determined to be in demand by the Bureau of Labor Statistics and requested by residents seeking our assistance. We have close relationships with local medical employers and larger medical providers such as Trinitas Regional Medical Center (“Trinitas”).

The third segment of our WDE program is our Hospitality, Food, and Beverage Industry Training. Training concludes with each participant receiving industry related certifications including, but not limited to SERV-Safe certification, TIPS Certification, CPR, and First Aid certification. We have a strong relationship with the local tourism agency, the Elizabeth Destination and Marketing Organization (EDMO) which allows us vital contacts with area hotels, restaurants, and related businesses. We believe that we can successfully recruit 20 residents into our Hospitality, Foodservice, and Culinary training program if awarded. We also offer SORA certification as the demand for certified and trained security officers has increased. We graduated 15 Midtown and Elizabethport neighborhood residents in 2020.

YWCA – Union County - The YWCA Union County is rebuilding in the heart of Midtown (after losing its prior building in 2019 due to fire) and serves thousands of clients a year. This includes families residing in shelter, supportive housing, and clients served through counseling, case management, court advocacy, workforce development, and children’s programming. The 24-hour hotline alone handles over 2,000 calls each year. Some 2,000 people receive training in domestic violence and community/professional education, to better understand the needs of this population. With 1 in 3 women being victims of domestic violence, and an estimated 1 in 7 men, it is critical that social service agencies, law enforcement, educators, and others in the community understand this issue. As the only agency providing targeted services, the YWCA supplies a critical demand. The new building on East Jersey Street will also provide safe and secure housing for victims, as an average of 80 women and 100 children have been served annually. The new residential component has a larger capacity than the prior building.

Trinitas Patient Navigator Project – This would be a bi-lingual service to give Midtown neighborhood seniors easy, low tech access to a knowledgeable member of the Trinitas staff who will personally guide them to the medical services that will best meet their needs, while reducing their reliance on the Emergency Department for basic medical care. The Navigator will link seniors to the Trinitas Medical Group, a primary care practice that also provides care in most major subspecialties. This will allow seniors to establish a “medical home” where they will receive reliable, regularly scheduled care with physicians who will then have a comprehensive picture of each patient’s medical history, lifestyle and diet. This will allow seniors to receive more informed, personalized medical guidance so they can maintain their health more consistently.

Arts Education - The Institute of Music for Children (IMC) engages children and youth in artistic expression and the creative process. Guided by our vision of HARMONY (Helping Achieve Responsible, Motivated, Optimistic, Neighborhood Youth), IMC is building a community of high-achieving citizens who are arts lovers and arts makers through professional instruction, mentorship and family engagement. Governed by a six-member Board, the Institute is headed by award-winning educator Alysia Souder and staffed by some of the nation’s best teaching artists.

Serving more than 1,000 at-risk and under-served children each year, IMC operates after school, Saturday, summer and community programs. The academic, social and health benefits of the arts are well understood and especially important to children who are poor, vulnerable and under-served.

The Institute is successful in our work because of the trust we build with our children and families and the tight bond we build with our partner organizations in the arts and youth development more broadly. The Institute relies on our relationships with the Elizabethport Presbyterian Center, RESTORE Ministries, the City of Elizabeth Department of Recreation and the YWCA’s Domestic Violence Program.

The Institute will serve 15 students from the Midtown neighborhood of Elizabeth who are qualified as low-income based on the HUD annual formula. The program will run January 1 – December 31, 2021, providing each student with opportunities for quick trial or deep immersion in more than 40 art forms including:

- Instrumental Music: Piano, Percussion, Guitar, Violin, African Drumming
- Performing Arts: Hip-hop, Step Dance, Voice, Acting, Modern Movement
- Related Arts: Culinary Art, Studio Arts, Fashion Design, Graphic Design, Creative Writing, Electronic Music Production, Anime and Cartooning, Film Production

The Institute’s programming is flexible, and can operate on a remote, in-person or hybrid basis as needed. The Institute also has a 16-person passenger van so we can transport children who would not be able to access our programming otherwise.

Midtown Arts District - In the effort of continued beautification of the neighborhood EDC has worked closely with the Elizabeth Destination Marketing Organization, the SIDS, residents, and the Elizabeth Development Arts Council. We propose to fund 3 to four murals across the neighborhood, designed and installed by local artists who have already submitted designs and proposals to the collaborative. We also plan to fund several outdoor exhibits and events where the neighborhood can come together in the spring, summer, and fall of 2021 to enjoy art, music, and food. Small festivals and events that will allow our collaborative partners the opportunity to exhibit their work and residents the opportunity to enjoy and support their efforts.

[BACK TO TABLE OF CONTENTS](#)

Garden State Episcopal C.D.C.
“I Love Greenville Community Plan 2021”

Following are the proposed projects/activities:

1) **405/407 Ocean Ave** -- This project involves the acquisition and rehabilitation of two (2) vacant mixed use properties at 405 and 407 Ocean Avenue to create 4 affordable rental units for moderate income families and 2 affordable rental commercial spaces. The property is owned by the Jersey City Redevelopment Agency (JCRA). These properties are currently unoccupied and in need of substantial improvement and are slated for development as affordable housing. The neighborhood has a disproportionate share of the City’s abandoned structures, land and foreclosures when compared to other parts of the City. The proposed development will create 2 affordable housing units in an area that is primarily low to moderate income that is being gentrified by higher income households.

2) **AngelaCARES, Community and Senior Support** -- Seniors’ fragile physical conditions, mobility, safety, health, and basic needs, have been doubly compromised during COVID, in addition to the severe economic hardships and social isolation compounded by the pandemic. The goal of AngelaCARES (“ACI”) senior support services is to allow seniors to live with dignity and independence, especially during the pandemic. This is accomplished through a weekly call service that provides seniors with information, friendly engagement, connects them with resources in the community that they can access from home, as well as provides information about health and safety, managing life skills, and performing daily tasks.

ACI also provides comprehensive case management, advocacy, assistance with severe economic issues, counseling, assistance finding and obtaining benefits. Each senior is assigned a communicator who calls them at a weekly scheduled day and time. The same communicator is assigned to call the same senior weekly, in order to ensure consistency and to build trust. During the calls, the communicator serves as a reassuring voice to the senior and helps them maximize their health and independence in the comfort of their home. The communicator uses a friendly attitude to see how the senior is feeling physically and emotionally. They address solutions to any challenges the senior has, including COVID-related support, preventive care, companionship, home care, and access to community services. Over a 24-month period, AngelaCARES will serve 75-100 seniors through weekly calls with a concerned and knowledgeable communicator. They will be able to remain in their independent living situation and will be connected to outside communication and resources to ensure their health and safety are a priority.

Funding Requested: \$985,000

Municipality: Jersey City (Greenville neighborhood)

Applicant’s Website: www.gsecdc.org

Contact: John Restrepo, jrestrepo@gsecdc.org,
(201) 209-9301 x304

ACI provides food and basic essential, such as diapers, to Greenville residents through its food pantry – located in the neighborhood and accessible free of charge. During the pandemic, the pantry’s open hours increased in frequency to meet the growing need – from once a month to once a week. ACI is monitoring the needs of the community, and aims to adjust the frequency of the food pantry and resume biweekly open hours once the acute need subsides. ACI also provides direct assistance by purchasing, packaging, and delivering bags of groceries and adult diapers to seniors in their homes, and distributing baby and child diapers to low-income families. During this time of health, social, and economic crisis, ACI aims to uplift and strengthen the neighborhood and plans to serve 1500-2000 families.

3) New Haven Adolescent Greenville Teen Social Center -- This program seeks to address the social and emotional needs as well as addressing the increasing mental health needs that have resulted from this trying time for Greenville young people and their families. We wish to address basic social service needs through weekly social interaction, meals, therapy and case management as an opportunity for individuals to come together and gain support. Youth, particularly middle schoolers, have been severely affected by the restrictions of quarantine. We know these conditions can worsen and/or exacerbate tensions in the home and community. In our life skills program, we want to directly address these recent challenges. The social emotional learning component will incorporate the New Jersey State SEL competencies including self-awareness and identity, self-management, healthy relationships, responsible decision making, and social awareness. The 1-1 counseling will address the mental health effects of COVID and quarantine at home; provide a safe space to explore feelings and emotions that stem from anxiety, trauma, grief and loss during these difficult times; and provide them with useful strategies to manage those feelings and emotions. Our program must incorporate mental health and social-emotional learning and support. Whether the youth in Haven's program have experienced challenges that pre-date the Covid-19 pandemic or their challenges began because of the pandemic, we will work closely with the youth and their families to ensure a holistic approach to learning and growing. We also know that this pandemic has also directly affected the caretakers and families of our youth and adolescents. We will offer weekly support groups and services to caretakers. We will have both a Mother's Support Group and a Father's Support Group at Haven. We will have a curriculum where we offer parents a safe space while giving them necessary therapeutic and case management resources to address their individual needs. This will offer our caretakers an environment to be supported and understood by a community of their peers.

4) New City Kids, Greenville After School Program and Teen Life Internship -- New City Kids' Greenville After School Program and Teen Life Internship addresses community needs in the midst of the Covid-19 crisis and offers services for Greenville children and teens. Their programs target low-income, minority youth who are impacted by poverty. Youth in Jersey City attend Title I schools and lack access to adequate educational opportunities. The coronavirus pandemic has only served to expose and magnify the existing inequalities in marginalized communities. Even brief periods of school closure have long-lasting cognitive effects and disadvantaged children fall the furthest behind. They have fewer opportunities for intellectually nourishing activities like music lessons, and lack the online technology resources that are readily available in more affluent communities. As a result of COVID-19, children in low-income communities of Jersey City have experienced massive learning loss and the educational achievement gap has widened.

New City Kids' After School program will assist at-risk children and teens in Greenville to achieve academically and succeed in higher education. Due to Covid-19, the national unemployment rate is the highest it has been since the great depression and low-income, minority communities have been the hardest hit. Minority teens find it even more challenging to find a job. New City Kids provides employment for teens in Greenville and equips these students to succeed in the professional workplace through extensive job training, mentoring, and leadership development. Music is infused into all New City Kids' programming because it makes learning fun, and gives rise to children who are smarter, more successful, and more likely to go on to higher education. New City Kids provides access to music opportunities that children would not encounter otherwise. In creative and supportive surroundings, children's talents are developed and teens are empowered to lead and teach. Students emerge from New City Kids' programming equipped with the skills needed to pursue dreams of higher education and creative expression, set on a trajectory of life transformation to change their futures, their families and their community. New City Kids' facility at 240 Fairmount Avenue (Jersey City) will open as a Teen Resource Center, serving 70 Teen Life Interns with a safe space to accomplish online high school coursework, as well as be a place where they can participate in the many wrap-around resources available to them through the internship. The Resource Center will

provide shifts throughout the day for teens to complete their online learning at the Resource Center. Staff and tutors will be available for coursework help. Healthy food and snacks will be provided for teens. Wi-fi and technology resources will be available at the Center. Job training, Life Skills classes, college preparation sessions, music lessons and adult staff one-on-one mentoring with teens will occur at the Resource Center as well. All Teen Life Interns will be engaged with specific content at each grade level to empower teens to create plans for success in college and career. A pre-college readiness program will take place in-person and via zoom, for Teen Life Interns, and also open to all of Hudson County high schoolers. SAT preparation courses, virtual college visits/information, a “25-step Path to College” for seniors, and college advising through small group counseling will all be offered. Real job opportunities for teenagers are offered to teens through the afterschool programming, along with skill-based training and life skills courses. Through a “Talk to Me” Zoom series, teens will meet, speak with and connect with professionals to explore career paths and get advice to inform their career aspirations. Musically, teens will receive instruction virtually in band camp, and in-person instrument lessons in the teen resource center time, as well as online instruction throughout the week.

[BACK TO TABLE OF CONTENTS](#)

Holly City Development Corporation “Building Health and Wealth 2”

Library Renovation and Expansion

Modern libraries are much more than depositories for books. They play the role of community centers, safe havens, workforce training and technology centers. Located in Center City, the Millville Public Library serves the community in a variety of ways, perhaps most importantly as a place for job training and educational assistance improving quality of life. The fact that it is walkable for Center City residents results in upwards of 10,000 visits per month, the operation of 110 different programs throughout the calendar year and provision of space for 30 organizations. While serving multiple roles in the community, the aging physical building does not have the capacity to accommodate the needed expansion of these services.

The Millville Library Board has worked diligently to create a plan to expand the library and improve and expand its function to better serve the community as an economic resource. Utilizing its own endowment funds, the library hired Manders and Merighi (architects) to conceptualize a new and improved facility. With a vacant lot adjoining the library site to the west, a schematic site plan was developed to double the size of the library from 14,718 sf to

27,041 sf. The new plan vastly increases compliance with ADA standards, expands technology to combat the income-based digital divide, provides business and community meeting space and creates age-based spaces – all while maintaining the same staffing level. The plans call for renovation of the existing space and construction of the new 12,323 sf addition.

Funding Requested: \$985,000

Municipality: Millville (Center City neighborhood)

Applicant’s Website: www.hollycitydevelopment.org

Contact: Heather Santoro,

hsantoro@hollycitydevelopment.org, (856) 776-7979

The timing of this project is critical as the NJ Library Construction Bond Act, which promises a 50% match for all funds raised for library improvements, has released draft regulations and will seek applications for funding in the beginning of 2020. Therefore, if this NRTC request fulfilled, it will ultimately yield \$375,000 toward the project costs of \$6.2 million. In addition, the library has raised a total of \$300,000 from residents and received a donation of \$1,250,000 from the Carley Foundation. When library endowment funds in the amount of \$650,000 are combined with bond funds to be provided by the City of Millville, the financing package will finally support new library construction.

Within the existing footprint there are several planned improvements. The children’s library will have an upgraded activity and reading room with its own array of dedicated computers. The largest room of the library will be converted to a community meeting room for workforce training, educational classes, computer training, and similar uses. The community will be able to access this room with a separate entrance so that it can be utilized outside of library hours. ADA compliant restrooms will be accessible from this room. Finally, two smaller meeting rooms will be added for business usage/training purposes.

The new space includes a larger area dedicated to adults with the primary stacks, reading area, circulation desk, teen center, meeting rooms and café. This section will be attached to the original building with a new main entrance. The circulation desk is centrally located so that staff can maintain eye contact in all sections of the library. A teen center was suggested by the community as a safe haven and meeting area. Perhaps most importantly, an elevator will be constructed for full access to the basement, opening up the existing 5,500 sf space

for additional programming. A classroom is designed for this area to house workforce development training. The new section will have a pitched roof for long term sustainability, and the potential for solar panels. Most of the walls of the new section are designed out of glass for natural light and efficiency. The project is being designed to achieve LEED (Leadership in Energy and Environmental Design) Silver certification.

Acquisition, Rehab and Resale of Neighborhood Housing

After years of disinvestment and economic decline, the housing market in Center City must be rebuilt. Vacancies, abandoned homes, and foreclosures have diminished homeownership rates and the aesthetics of the neighborhood. A recent parcel survey found the neighborhood averaged sales of only 26 homes per year for the last five years, and only 3 of those purchases per year were for homeownership. Similarly, median sales prices have declined while rents have held steady, creating an attractive market for investors.

Holly City Development Corp (“HCDC”) will work in partnership with private developers to begin rebuilding the housing market for veterans and potential homebuyers. Due to the poor condition of many of the homes, extensive rehab will be required to bring them up to code and energy efficiency. The rehab costs will probably be greater than the acquisition costs and greater than the amount the homes can realistically be sold for based on the existing market. To that end, HCDC has designed a program to provide construction subsidy funding for scattered site, single-family homes. HCDC will issue a request for proposals for private developers/contractors interested in purchasing, rehabbing, and reselling 6 or more existing housing units. Based on the per unit proformas provided, HCDC will commit up to \$20,000 per unit to eliminate or narrow the gap between the total project cost and the sales price for each unit. Developers will be selected based on their experience and affordable housing track record. HCDC has already met with three developers interested this program.

Developers will be responsible for all phases of creating the affordable units, from acquisition to resale. HCDC will assist in marketing the program and finding qualified buyers. HCDC already works with a pool of potential buyers in their family advocacy programs funded by Pascale Sykes.

Once purchased and rehabbed, the homes will be marketed for resale to homebuyers. Several local banks have homebuyer assistance programs that not only provide favorable terms for extended mortgages, but also have assistance for down payments. As part of this project, an additional \$15,000 will be budgeted by HCDC to provide up to 6 homebuyers, \$2,500 in closing cost assistance. It will be mandatory that any homebuyers obtaining the closing cost assistance complete a homeowner training course designed to provide a strong foundation for financial stability.

Homeowner Rehabilitation Program

Retaining current homeowners in Center City is critical to revitalization. A recent parcel survey indicated that only 39% of residents were homeowners. This proposed program is designed to retain homeowners within the neighborhood while strengthening the physical conditions of the housing stock. The aging housing stock needs updated systems, roofs, windows and energy efficient upgrades.

HCDC will target homes in the 10 blocks between 5th and 6th Street, where a greater portion of the housing stock is held by homeowners. Although the remaining blocks would be eligible, those indicated would be the primary focus for rehabilitation funds. The entire target area is also part of the city’s Community Development Block Grant (CDBG) target area and the city has similarly dedicated funding to housing rehabilitation.

HCDC previously offered a small housing rehab program, funded by 2016 NRTC funds. That program offered \$7,000 per household in the form of a forgivable loan. In this round, we will increase the amount of assistance to \$10,000 per household in the form of a 0% loan, secured by a lien on the property. When the property transfers ownership for any reason, the loan will be immediately due in full. Repayment of these funds will go into a dedicated account for future housing projects. HCDC will hire a consultant to serve as program coordinator, with experience in construction/housing rehab to implement the program from marketing to inspections. It is estimated that 15 homes will be rehabbed.

Public Safety

Safety is a basic quality of life issue for any neighborhood. HCDC has an excellent relationship with the Millville Police Department (“MPD”) and supports their community policing initiative as imperative for the revitalization of Center City. An original objective of the NRTC neighborhood plan was to make a 20% reduction in crime in the neighborhood. To that end, HCDC is requesting funding for three public safety projects:

Continue Increased Community Policing Patrols: Officers will be assigned patrols to participate in neighborhood activities and prevent criminal activity. Building stronger, positive relationships is the goal of community policing and can be one of the cornerstones of engaging residents to guide the redevelopment of their neighborhood. This approach has been successfully deployed with NRTC funds, providing neighborhood patrols for special events and for pro-active patrols during the summer months. HCDC will contribute \$50,000 over 24 months to the MPD for two officers assigned to the community policing division covering Center City. This is a partial salary of one officer, the city of Millville will contribute the balance of the officers’ salaries and benefits.

Upgraded Lighting: One tested strategy for increasing public safety is to upgrade the level/scope of lighting, which makes it more difficult for crimes to be committed out of public view. To identify and target hot spots, crime data provided by the MPD was analyzed. It determined that crime incidents were dispersed throughout the entire neighborhood. For a stronger housing market to be recreated, all crime needs to decline and therefore, the MPD has requested upgraded lighting in the residential area between 2nd and 5th Streets. This upgrade would entail replacing the current 100w, High-pressure, sodium lights with 250w LED lighting, providing a very bright, white light.

Supplies for Community Policing events: The MPD will purchase things like bike helmets and other public safety equipment for residents.

Neighborhood Activities/Improvements

Resident involvement remains a key ingredient for successful neighborhood renewal. Residents, particularly youth, must be engaged in the design and implementation of activities that will positively impact them. These activities promote the NRTC goals of a more comprehensive engagement of young people and greater empowerment of residents. Funding will be utilized for both recreational and educational opportunities. Activities and programming include: neighborhood meetings/resident engagement, a community garden, vacant lot upgrades, Playstreets, and neighborhood cleanups.

It is anticipated that over 1,200 residents will participate and be impacted by the proposed activities.

Apprenticeship Employment Program

The availability of job training, employment and microenterprise development opportunities is critical to increasing the equity and wealth of the neighborhood. HCDC will facilitate job opportunities for neighborhood residents through an apprenticeship program. These jobs will provide residents with work skills and employment experience.

HCDC will utilize NRTC funding through Shared Service Agreements to provide apprenticeships or, earn-while-you-learn opportunities to neighborhood residents. Apprenticeships are a proven but underutilized model to develop a skilled, flexible and mobile workforce through employment-based learning. Residents will obtain a combination of skills and practical work experience that employers' value. HCDC will facilitate apprenticeship opportunities through three programs:

- The Department of Parks and Public Property (Millville) will hire up to 4 neighborhood residents to cut, clean, and maintain the 79+ vacant properties located within Center City on a full-time, temporary basis. City staff will train the residents in the operation of all equipment, safety precautions, customer service and city policies and procedures.
- A contractor will be encouraged to hire 2 neighborhood residents to provide on the job training in basic construction. Bonus points will be awarded during the RFQ review process for a commitment to hire neighborhood residents.
- In partnership with local businesses, non-profits, and/or educational institutions, employers will hire Center City residents to receive a combination of on-the-job training and related technical instruction to master the practical and theoretical aspects of a skilled occupation. The goal is having these jobs turn into permanent positions.

HCDC will utilize the help of a paid consultant to act as a liaison between Center City residents and the different businesses, while collecting data and providing support/resources where needed. They will facilitate placement of employees based on their career goals and their past experience and will visit work/employment sites weekly to track and assess the residents' progress and skill development.

HCDC will identify Center City businesses to participate through an application process and a letter of commitment. As part of the Shared Services Agreements, HCDC will reimburse the employers on a monthly basis for up to 50% of the employees' wages, not to exceed \$5,000 for the year. The employer will be responsible for payroll taxes and for submitting reports on the residents' work habits/skills development and their hours and paid wages. It is anticipated that 5 positions per year will be created.

[BACK TO TABLE OF CONTENTS](#)

Interfaith Neighbors “West Side Asbury Park, Project X”

This application includes five initiatives that build on past efforts to address the needs of the Westside community also reflects the changes that the covid-19 pandemic has caused.

The first initiative focusses on Workforce Development efforts to address the recent impact of covid-19 on the neighborhood residents’ employment situations and to help improve their prospects in that area.

The Launch Center represents the evolution of Interfaith Neighbors involvement in workforce development programs over a period of years. From earlier efforts to assist clients to secure a job to a more comprehensive effort to prepare program participants for more permanent career-oriented employment training and certifications (SOAR), the Launch Center is geared to meeting the employment needs of the whole range of community residents who are in need of assistance in securing employment.

Funding Requested: \$984,000

Municipality: Asbury Park (West Side neighborhood)

Applicant’s Website: www.interfaithneighbors.org

Contact: Paul McEvily, paulm@interfaithneighbors.org,
(732) 775-0525

The Launch Center takes a “meet you where you are” approach to facilitating personal, professional and community growth. The

Launch Center offers a broad spectrum of entry points from walk-in community workshops to the highly intensive, long-term SOAR program, ensuring that every client is able to find and take their first step towards success. All Launch Center programs provide access to “barrier busting” support services, helping our clients overcome the challenges that too often inhibit success.

Launch Center programs and services include:

- Level Up Community Workshops - Intended for community members who would like to learn new skills to enrich their lives and prepare for entry into a professional environment, workshops cover such topics as Financial Wellness, Influence Management, Conflict Resolution, Professional Communication, Computer Literacy, Interview Skills and more.
- Individual Success Coaching (ISC) – designed for individuals who are ready to take the action steps necessary to make their dreams a reality and would benefit from guidance and support along the way. The Launch Center’s team of Certified Life Coaches provide ongoing one-on-one coaching services, empowering the client to determine their own goals, identify their internal motivations and develop a plan of action. During the process, the coach acts as an accountability partner and helps the client address blocks and obstacles as they arise.
- Kula Farm Experience (KFE) – creates a no-questions-asked bridge back to employment for adults who have been disengaged from the workforce due to incarceration, addiction, homelessness, illness, etc. Participants are hired immediately for short-term, temporary work on the Kula Urban Farm.
- Level Up Work Experience Program - designed to equip young adults with the skills and confidence to be successful on the job. Through our comprehensive Level Up training, we prepare individuals with the tools and knowledge necessary to navigate a professional environment and teach participants to utilize those tools for maximum advancement. Level Up Work Experience partners with area businesses to

provide trainees with on-the-job work experience; participants earn a wage while gaining practical work experience and learning marketable employment skills.

- SOAR – Designed for individuals who have demonstrated their ability to succeed in a “job” and are ready to soar into a career, SOAR Colleagues engage an immersive professionalism curriculum that prepares them to launch beyond entry-level employment and into a career. SOAR includes comprehensive “barrier busting” support services such as scholarships, living stipends, transportation assistance and a direct pathway into certification training for in-demand careers to ensure that Colleagues are positioned for success and upward mobility in their chosen field.
- First Stop Community Support – Launch Center staff is on hand to provide supportive services to members of the community, even if they are not enrolled in one of our comprehensive programs. Launch Center’s certified Life Coaches answer questions, offer guidance and help residents overcome various barriers by providing access to resources and making referrals to our network of service providers.

The second initiative – the Kula Urban Farm Healthy Community program – focusses on healthy food for the community and offers several related educational and employment opportunities. The Kula Urban Farm, launched in 2014 as an expansion of the Kula Café Hospitality Program, utilizes hydroponic and traditional growing techniques to produce fresh produce on a year-round basis. In addition, a STEM-based after school “Green Thumbs” curriculum has been designed to introduce local elementary school students to the operation of the hydroponic systems in the greenhouse and more generally about the production of healthy food.

Through the Kula Farm Experience (KFE) program, the farm offers paid, short-term work opportunities for chronically unemployed adults from the Asbury Park area. In 2016, the farm expanded to create the Farm Without Borders, a community garden managed and maintained by graduates of the KFE program. Development of leadership, planning and operational management skills provides participants with work experience that positions them to seek employment in the growing urban farming industry.

KFE will continue to engage with the local community by hiring residents for 60 hours of work in the greenhouse and gardens and introduce them to the services offered by IFN and assist in resume building and further job security following the conclusion of their job at the farm. We will provide a healthy and welcoming atmosphere in which to work and encourage their engagement in Healthy Communities Programs.

Kula Urban Farm has made great strides in expanding growing activities on the property, creating more opportunity to engage residents and increasing the volume of free produce available to the community. To date, some 8,000 pounds of fresh produce has been distributed to neighborhood residents in a neighborhood identified as a ‘food desert’. We plan to continue to grow and expand our Spring free plant start and seed distribution to area residents to encourage more residents to start small vegetable gardens at their own homes.

Last year, Kula Farm expanded farm operations onto the adjacent property owned by Bethel AME Church. Working with Bethel’s Youth Group, raised growing beds were built and a productive garden was planted providing fresh vegetables for the community. The Youth Group students learned a great deal about gardening and health eating.

In addition, free Adult Programming and Workshop Series were offered covering topics like fermentation, hydroponics, herbal home remedies, gardening, food sovereignty, container gardening, growing medicinal and cooking herbs, composting, seed saving, emotional health and wellbeing, community building through farming.

We expect continued expansion of those programs with this NRTC funding as the impact that covid-19 has had on distressed, minority communities demonstrates the importance of focusing on healthy communities.

The third initiative involves a land banking strategy. Our request for capital to be able to acquire properties for future affordable housing in the neighborhood is driven by current market conditions in the Westside Asbury Park community. The local real estate market is extremely hot right now, driven in large part by people looking to move out of NYC and north Jersey communities hard hit by covid-19. This has caused a substantial increase in property values. Combined with an ever shrinking supply of developable lots in the neighborhood and the increase in private for-profit developers focusing on the Westside community, it is more important than ever to be in a position to act quickly when a property becomes available to secure site control to be positioned to apply for affordable housing subsidies when they become available.

The fourth initiative is for the design and pre-development work of a mixed use center to be located on Springwood Avenue directly across the street from the Springwood Center building, an early NRTC success story for the Westside Asbury Park community. We received funding in last year's NRTC award for conceptual development studies and that process has largely been completed. This year's request is for funding to move that process further along toward preparation of a detailed building design and development of a site plan in preparation for a Planning Board submission for project approval.

The building will function as a cultural and economic opportunity center for the West Side neighborhood and will include additional affordable housing units designed principally to meet the needs of young adults transitioning to independent living. It will house an early childhood development and care center, workforce development and self-help programs as well as career advancement programs designed to meet the needs of major employers in the local economy.

Finally, we are requesting funds to continue the Music Monday's in the Park concert series, which completed its fourth very successful season, even in the midst of the covid-19 pandemic! Working with the Asbury Park Music Foundation (APMF) over the past four years, the Music Monday's in the Park concert series has become a staple of summer activities in the West Side Asbury Park neighborhood. APMF hosts a free weekly concert series from late June through the beginning of September in the Springwood Avenue Community Park, which was dedicated in the spring of 2016. This concert series, which has now completed four successful years, has contributed to the revitalization of the West Side by extending Asbury Park's flourishing live music scene, long active on the East Side, to a West Side stage for the first time in more than 40 years.

One of the goals of the APMF's strategic plan is to bridge the divide between the east and west sides of Asbury Park. This concert series has contributed greatly to that effort as people have come from all parts of Asbury Park, and surrounding towns, for these shows. This concert program has been the most effective community building project that we have been involved with in the many years we have been operating the NRTC Program in Asbury Park.

[BACK TO TABLE OF CONTENTS](#)

Isles, Inc, “Old Trenton 2021”

The NRTC Old Trenton Neighborhood (“OTN”) plan is focused on eight goals: (1) affordable housing, (2) financial and educational strength, (3) community safety, (4) open space development, (5) recreation opportunities, (6) leadership development, (7) community cleanliness, and (8) environmental health. Reinforcing these initial goals, the National Endowment for the Arts-funded “Creek to Canal Creative District Plan” (“C2C”) was released in 2016 and substantially updates the OTN neighborhood plan. It identifies community needs and priorities, and offers recommendations specifically for OTN, for development of the District overall, to support the arts and artists citywide, and to connect development of the District with the citywide arts scene.

Funding Requested: \$985,000

Municipality: Trenton (Old Trenton neighborhood)

Applicant’s Website: www.isles.org

Contact: Sean Jackson, sjackson@isles.org,
(609) 341-4700

The needs and priorities of C2C mirror those identified in our original OTN plan – safety, community cleanliness, recreation opportunities, affordable housing (with the additional acknowledgement of a need for live/work housing as well as mixed-income housing), and employment options. In combination with the original OTN plan, the C2C plan, and Trenton’s master plan, Trenton250, downtown redevelopment, economic development, and arts activity have become

explicit priorities of the City and community organizations involved in revitalization efforts. The activities proposed for this grant are directly aligned with all three plans, with targeted outcomes designed to meet the original OTN plan objectives.

ECONOMIC DEVELOPMENT & SMALL BUSINESS SUPPORT

Economic development in OTN requires preliminary work to create an economically and aesthetically attractive and safe environment where residents, businesses, visitors, and commuters want to spend time and money. OTN has the foundational components of economic growth, particularly around the arts and retail. As such, our proposal focuses on three broad aspects of economic development and small business support in OTN: Arts District Activities; Clean, Green, and Safe; and Small Grants.

Creative District Activities and Projects - OTN and the Creek to Canal Creative District (C2C) are largely coterminous, with OTN and C2C sharing an eastern border and OTN surrounded by C2C by two or three blocks in other directions. Key to OTN’s improvement and progress are enhancement and development of the already existing strong arts community, made up of individual artists, galleries, and organizations. Through NRTC and other funding sources, Isles has supported multiple art-based initiatives in OTN, and we intend to build on the successful record of our partner organizations and support them accordingly. These partners include:

- *Creative Hanover:* Located at 219 E Hanover Street, this is designed to be the central hub for artist production in OTN and Trenton. Supported through past NRTC funding, as well as substantial private financing and donations, Creative Hanover will open in 2021 and provide studio art space for at least 12 and up to 17 artists. Creative Hanover will meet the demand for quality and affordable studio space as artists get priced out of cities between New York and Philadelphia, while serving as a backbone hub of activity in OTN.
- *A-Team cooperative:* The Trenton Community A-Team (T-CAT) is a group of Trenton residents who create art but lack the resources to pursue their creative endeavors on their own. They are now an independent

nonprofit located in Isles' renovated carriage house at 51 N Stockton St. We want to ensure that this fledgling nonprofit can continue to afford its first home, to develop additional capacity, and to help artists earn an income from their work. A-Team and Studio 51, as they call it, have become an important location within OTN and the Creek to Canal Creative District.

- *Orchid House*: This is a coop market, art gallery, and event space, with a café, started by an OTN-based young entrepreneur and several other local residents. It is in a mixed-use building with a first-floor retail and community space, and three affordable apartments upstairs. The members of the cooperative (The Orchid Group, a microenterprise) operate the building as residents and employees, and have dedicated more than \$300,000 in equity, private debt, and sweat equity to creating this new amenity in OTN.
- *Annual and one-time events*: Trenton has developed a series of annual and semi-annual events that are focused in or near OTN, including Art All Day, Art All Night, Ciclovía, and other celebratory events.

Small Grants - Our successful small grants initiative began in the THDC (West Ward) neighborhood, expanded to the East Trenton Collaborative neighborhood under earlier NRTC funding, and is now in the third round in OTN. The continuation and expansion of this popular and successful small grants program will enable organizations to plan meaningful and significant projects, as well as leverage small grant funding for other investment and funding sources. The small grants initiative helps residents, microenterprises, small businesses, small nonprofits, and community groups take a more active role in improving their neighborhoods. The potential access to seed funding has been very successful in actively engaging residents and local stakeholders in revitalization projects that are meaningful to them and highlight their skills.

Similar to previous small grants funded through NRTC, awarded grants will target grassroots organizations and individuals who generally do not otherwise have access to or know how to apply for grant funding. In partnership with I Am Trenton, who will administer the grants and with whom we will co-create the criteria and application process, we will solicit proposals that meet one of three categories:

- *Implementation of the Creek to Canal Creative District Plan*: grants will be awarded to organizations and individuals not described in the Arts District Activities component to further the established goals of the C2C plan.
- *Micro-enterprise start-up and support*: grants will be awarded to micro-enterprise start-ups and existing micro-enterprises who have a plan for innovative projects that will contribute to the revitalization of the neighborhood and spark economic development aligned with C2C and the OTN plan
- *Small Business improvements*: grants will be awarded to small businesses for aesthetic and safety improvements, including facades, lighting, displays, and other improvements that will increase the likelihood of customers frequenting their businesses.

These small grants will support economic development, and the conditions necessary for economic development, in OTN while advancing the goals of the OTN, C2C, and Trenton 250 plans, all focused on economic improvements and development of the neighborhood. Accordingly, we have included Small Grants as part of overall economic development efforts in OTN.

Clean, Green, and Safe Community District Improvements - OTN is undergoing major redevelopment. With 30 new rental units coming online in 2020 and an additional 70 anticipated in 2021, OTN must continue to improve its feel and appearance as a welcoming and attractive neighborhood for businesses, residents, and visitors. Isles' Clean and Green program ("C&G"), modeled after similar programs in other cities across the country, is a multipurpose service that lays important groundwork for economic development, residential redevelopment, and

implementation of the Creative District. C&G activates public spaces, controls litter and dumping, and works to transform underutilized spaces into opportunities for passive and active recreation. Isles C&G program hires and trains un- and underemployed people, typically Trenton residents, providing valuable training and work experience. C&G began work in OTN four years ago. With expanded service in OTN, we will better support the downtown commercial district and the Creative District. They will continue to collaborate with local businesses and TDA's Clean & Safe program, and coordinate maintenance with TDA Downtown Ambassadors.

To continue to develop and grow C&G, and to build on our previous emphasis on safety and key corridors, with this funding we will connect key green spaces along focus corridors to create continuous stretches of clean, green, and safe cityscape, linking parks, maintained vacant lots, and cultural resources, including community gardens, the library, and cafes.

OLD TRENTON REDEVELOPMENT

Affordable housing and open space development are key goals of the NRTC plan. Isles' goal is to be a moderating influence in the market and to ensure equitable, inclusive development over the long term, while decreasing blight, activating vacant and abandoned buildings and lots, and, as a consequence, increasing community safety. Our redevelopment efforts are focused on the following projects:

Infill and Scattered Site Housing - OTN continues to attract a significant amount of private investor interest. We continue work on five vacant lots (43 N Stockton, 208 Academy, 212-216 N Montgomery) and three vacant buildings (118 N Montgomery, 238 E Hanover, and 100 Olive). This funding request will allow new construction at 43 N Stockton St, currently a vacant lot, into a three unit apartment building that Isles will rent. Concept and construction plans for 208 Academy St and 212-216 N Montgomery Street are under development, and funding will support construction of these vacant lot infill projects. Isles will retain ownership and rent out both buildings, for tenants who make 80% of AMI or less at non-deed-restricted affordable rents.

Home Improvements - Homeownership is expensive in OTN, due to the age of homes, property taxes, and a desire to maintain the historical character of the neighborhood. Small home improvements can often be substantial burdens to current homeowners. We will provide small grants to homeowners (\$300-500) to make exterior improvements that a) maintain or enhance the historical character of the neighborhood and their building and b) improve public safety (additional lighting, improved sightlines, etc.).

E Hanover Reuse Planning - First Presbyterian Church, located in Old Trenton Neighborhood between State and Hanover streets, is looking to redevelop and potentially sell some mixed-use residential/commercial properties at 111-113-115-117 and 121-123 Hanover St. Previous NRTC funding provided support for visioning and planning workshops for these sites, and additional funding will provide predevelopment support to help design the future of these properties.

RECREATION & RESIDENT SERVICES

Outreach & Organizing - Isles will continue working with residents and stakeholders to identify their needs and priorities, and to engage them in redevelopment activities. We will continue to organize and build an audience for OTN community meetings, which have re-started, and will host events and beautification initiatives that foster relationships among neighbors. This activity will include continued field work to organize residents and increase outreach and engagement, programming at Roberto Clemente Park and the Children's Garden, and deployment of T-Recs, our mobile recreation service that brings safe, free, fun to unexpected places and to where people already

are. Our focus for this proposal will be programming on the Academy Street corridor, which connects Roberto Clemente Park with the Academy Garden, the Trenton Free Public Library, and Mercer County Community College.

In addition, and in combination with the Trenton Historic Development Collaborative, this funding will support a neighborhood-based organizer who will develop personal and organizational relationships with community members. This includes educating them around available social services and their rights as tenants, as well as identifying a vision for the neighborhood. This will build on existing relationships and allow Isles to empower community members to be advocates for their own interests.

Supportive Services Social Worker - With our recent acquisition of 46 units of Section 8 housing in OTN, we will be hiring a social worker to provide supportive services to tenants and to connect them to needed resources. This position is half funded through revenue provided by the project, and we will use NRTC funding to fund a full-time position.

Resident Financial and Homeownership Support - In addition, Isles offers financial literacy and personal finance training and workshops, along with homeownership workshops for moderate- and low-income individuals. With funding from this NRTC proposal, we will make these services available for free to OTN residents and to small business owners.

[BACK TO TABLE OF CONTENTS](#)

Isles, Inc, “THDC 2020”

The Trenton Historic Development Collaborative (“THDC”) Neighborhood Plan, in Trenton’s West Ward, focuses on the following strategies: (1) increase mixed income housing opportunities for renters and owners, improve housing conditions, and reduce the presence of abandoned buildings and vacant properties; (2) redevelop neighborhood gateways and key physical assets; (3) redevelop commercial corridors and increase availability of neighborhood scale businesses; (4) provide more and better quality recreational opportunities for residents of all ages; (5) increase residents’ job readiness and access to employment opportunities; (6) provide leadership, development, employment, and educational resources for youth; (7) improve community engagement and resident access to and awareness of services; (8) clean, green, and beautify the neighborhood; (9) increase neighborhood safety, both real and perceived. The proposed activities below relate directly to these strategies and priorities.

ECONOMIC DEVELOPMENT: BELVIDERE CORRIDOR

THDC is bound by Willow St on the east and Hermitage Ave on the west. Near Willow St, the Belvidere Corridor, between Willow and Calhoun, has been the focus of development efforts by Isles, the City of Trenton, Shiloh CDC, and other community members and organizations. A commercial market study conducted in 2016 identified the Belvidere Corridor as a node of strength in the THDC neighborhood, and our activities will therefore focus on this corridor, with connective activities occurring alongside and parallel to the corridor. Focusing the impact of our investment, and building on existing investments there, will further amplify these revitalization efforts.

Nixon School Construction and Use Preparation - The Nixon School, a City-owned National Register Historic site formerly known as the Higbee School, was built in 1857 as the first public school for the education of African American children in Trenton. It operated as a school for African American children until 1872 when the population outgrew it. The facility remained in use as a school until the early 1900s and was later used as a training space and offices. It remained in public ownership (the Board of Education and currently the City of Trenton) but has been vacant for decades. It is in relatively good condition given its age and length of vacancy, but it needs significant work, as documented in a historic preservation/ predevelopment study Isles commissioned Historic Building Architects, LLC to complete using NRTC funds.

Funding Requested: \$985,000

Municipality: Trenton (THDC/West Ward neighborhood)

Applicant’s Website: www.isles.org

Contact: Sean Jackson, sjackson@isles.org, (609) 341-4700

In our current THDC NRTC grant (along with a grant from the 1772 Foundation), we have funding to stabilize the exterior to protect the structural integrity and interior of the building. We will conduct community conversations and charettes regarding the future use of the building and work with the City of Trenton on an adaptive reuse plan for the site. This work should set the stage for the City to be able to apply for NJ Historic Trust grant funds to complete the building restoration. Isles has worked with the former owners of the Carver Center (another area Historic site, now owned by the City of Trenton), with Shiloh CDC on an area housing development plan, and with the City to maintain the appearance of the Nixon and Carver sites as well as lots in the immediate area.

Delaware and Raritan Canal and Belvidere Greenway Activation - As part of the Belvidere Corridor, the Belvidere Greenway—a former rail right-of-way converted into a passive recreational amenity for bicyclists and

pedestrians—links the eastern and western edges of THDC, and is an underutilized resource to attract residents and visitors alike. Residents regularly remark that the canal and greenway are key amenities they appreciate about the neighborhood, but express concern about the condition, use, and safety of the paths along the canal and greenway. Working with the entities responsible for the greenways (The D&R Canal State Park and the D&R Canal Commission), and focusing along the gateways to the greenway, we will improve the greenway through regular maintenance at the corridor entranceways (between Willow and Calhoun, and east of Hermitage to Edgewood park). We will implement recreational and educational programming along the canal that highlights the historical and cultural legacy of THDC, the canal, the rail line, and existing and demolished historical buildings. This will complement the THDC area tour we are developing around Nixon and the Carver Center supported by the New Jersey Council on the Humanities, and improvements made at Edgewood park through previous NRTC funding.

Small Grants: Small Businesses and Local Organizations/Individuals - Small grants have been essential lifelines to grassroots organizations, individuals, and microenterprises to further the economic development and quality of life in THDC. Under this NRTC grant, we will expand THDC small grants with a third round in 2021 with two groups of recipients: small businesses and grassroots organizations and individuals.

- **Small Businesses:** Supporting small businesses in THDC, especially under currently challenging COVID conditions, is essential to redevelopment and increased availability of neighborhood-based businesses. In 2016, we completed a neighborhood market study for the THDC area. The results showed, and current conditions confirm, that there is not currently a strong market, but that there is significant potential, especially given the proximity to downtown and the future Department of Health building under construction. Similar to NRTC efforts in East Trenton and OTN, we will work with small businesses, the majority of which are microenterprises, to make aesthetic improvements to the exteriors of their buildings (signage, façade improvements, etc.) that can attract customers to a more aesthetically appealing establishment.
- **Grassroots Organizations and Individuals:** Many of the goals of the THDC plan are addressed through the small grants program, including resident engagement, increased perception and reality of safety, increased awareness of social services, neighborhood beautification, and increased opportunities for youth. The small grants initiative helps residents, microenterprises, small businesses, small nonprofits, and community groups take a more active role in improving their neighborhoods. The potential access to seed funding has been very successful in actively engaging residents and local stakeholders in revitalization projects that are meaningful to them and highlight their skills. We have also found that these grants tend to help individuals and organizations generate income for themselves or otherwise drive economic activity. For this reason, we have included Small Grants as part of overall economic development efforts in THDC.

Similar to previous small grants funded through NRTC, awarded grants will target grassroots organizations, individuals, and businesses who generally do not otherwise have access to or know how to apply for grant funding. We will solicit proposals that contribute to economic development in THDC. We will once again partner with grassroots network [I Am Trenton Community Foundation](#) to administer the grants, including co-creating the criteria and application process.

HOUSING AND HOMEOWNERSHIP

Increase mixed income housing opportunities for renters and owners and improving housing conditions are part of the first goal of the THDC plan. A side effect of improved homes and appearances is the perception of increased

public safety and an increased likelihood of community interaction. 32% of THDC households own their home, and we want to ensure that that percentage is maintained and improved upon. To that end, Isles will provide two services to further healthy, responsible, and safe homeownership in THDC: Homeownership & Financial Planning Initiatives, and ReHEET.

Homeownership Initiatives - Isles currently provides homeownership and financial wellness services for households, and we will intensify and focus our efforts in the THDC neighborhood. These services include:

- Isles Financial Solutions (IFS): this provides personal financial wellness services for LMI workers. IFS services are focused on everyday financial issues such as budgeting, credit, saving, and debt. Services include both group workshops and individual personal financial coaching.
- Homeownership Initiative: Comprehensive homeownership counseling to determine whether purchasing a home is the right financial choice, education on how to effectively manage personal finances, credit repair, budget assistance to determine the monthly amount a client can responsibly afford, and review of final mortgage documents.
- Home Preservation Counseling: Mortgage counseling to protect a family's long-term home asset. HUD-certified counseling provides homeowners with an assessment of their current financial position, mortgage loan and credit status, an evaluation of the best course for the homeowner to avoid foreclosure and to preserve assets.
- Home Improvement Grants: Homeownership is expensive in THDC, due to the age of homes, property taxes, and a desire to maintain the historical character of the neighborhood. Small home improvements can often be substantial burdens to current homeowners. We will provide small grants to homeowners (\$300-500) to make exterior improvements that a) maintain or enhance the historical character of the neighborhood and their building and b) improve public safety (additional lighting, improved sightlines, etc.). Eligible households will make less than 80% of AMI.

We will provide services to 50 households in THDC and provide at least 20 grants for homeowner improvements.

ReHEET – this Isles initiative (Residential Healthy, Energy, and Environmental Transformation) program provides comprehensive solutions to the indoor health (lead, asthma, mold, safety) and energy efficiency needs of Trenton residents. With aging and undermaintained housing stock throughout THDC, investing in the improvement of housing condition, efficiency, and health is essential to improve housing options and the health, economic security, and safety of THDC residents.

Linking together funding from state- and federally-funded weatherization, heating improvement, and lead remediation programs, Trenton ReHEET coordinates health and safety assessments, energy efficiency retrofits, lead testing and clearance, healthy homes services (mold, asthma, pests, injury hazards, etc.), and structural repair in eligible owner-occupied homes. Trenton ReHEET has developed a coordinated, cost-effective approach to addressing these multiple housing challenges through an integrated whole building solution, and has provided services to more than 250 homes in Trenton.

However, due to funding restrictions, we have not been able to provide services to Trenton residents who earn more income than the program allows, or whose homes need health and safety or structural repairs that fall outside existing funding parameters. NRTC funding will 'fill the gap' and provide needed services to residents who exceed income limits or whose homes need repairs that existing grants cannot cover. ReHEET allows Isles to holistically address homes that have been excluded from receiving energy services and provide a full range of home services. We anticipate serving 30 homes through this ReHEET funding.

RECREATION & RESIDENT SERVICES

Culinary Arts Youth Programming – Isles will develop a youth culinary arts program in partnership with Shiloh CDC. Shiloh ran a Junior Chefs program from 2015-2017, in which youth ages 13-18 learned food preparation skills, received healthy eating guidance, gained valuable business management experience, and participated in mentoring and tutoring programs of Shiloh’s. With NRTC funding, we will restart this program, incorporating Isles’ community gardening and healthy food programming into Shiloh’s previous model.

Participants in the program will: learn safe food handling protocols and introductory food preparation techniques; practice culturally appropriate and healthy recipes; experience urban agriculture practices at Isles-supported community gardens; distribute meals to food insecure families; provide revenue-generating catering services; teach other youth about healthy eating; learn basic business skills. Youth will use the kitchen at Shiloh Baptist Church, city-owned Carver Center, or First Presbyterian Church. We anticipate serving 20 youth through this program.

Outreach & Organizing - Resident engagement continues to be a challenge in the THDC neighborhood. The multiyear loss of funding to key community-based organizations, the departure of central figures in the community, and reorganizations of previously stable social service organizations have contributed to the weakening of community-based forums. However, Isles has made progress in sustaining community involvement and engagement, and outreach and organizing are essential investments to ensure THDC develops and changes with current residents in mind. We will continue to connect with existing organizations and community members to expand participation at THDC community meetings, and will host events and beautification initiatives that foster relationships among neighbors. This activity will include continued field work to organize residents and increase outreach and engagement, programming at parks (Edgewood Ave Park and the Greenway, among others), and deployment of T-Recs, our mobile recreation service that brings safe, free, fun to unexpected places and to where people already are.

[BACK TO TABLE OF CONTENTS](#)

Jewish Renaissance Foundation
“Perth Amboy Alliance for Community 2021”

The following proposed projects will further the objectives of the approved NRTC Neighborhood Plan for the “Perth Amboy Alliance for Community” (PAAC) neighborhood of Perth Amboy.

HOUSING AND ECONOMIC PROJECTS

Senior Repair: As people enter their senior years, they may find themselves adjusting to living on a fixed income. This can make it difficult to pay for unexpected home repairs and maintenance. Home updates can also reduce energy and save money; make them safer and more accessible, therefore reducing falling risk, preventing accidents and increasing independence. Available to homeowners ages 55+, seniors will receive home-repair-assistance grants or free home repairs for up to \$3,000. Our goal is to assist 8 homeowners. We will work with the City of Perth Amboy, Office of Housing and Social Services which administer the Home Improvement Grant Program, First Time Soft Cost Homebuyers Program, Exterior Paint Reimbursement Program and Safe Housing Program. Our secondary goal with this project is to offer the opportunity of community solar energy to our seniors enabling them to realize a 15% reduction in their energy bill and participate in consuming clean and green energy.

Employment Support, Education & Training:

Employment Boot Camps – We will run boot camp style workshops for individuals as a partnership with the Bayside Family Success Center (Bayside FSC) twice per quarter. Boot camps will focus on motivational strategies to help with job searching, how to present, how to promote your skills in an elevator pitch and how to be persistent. A virtual platform will be used along with in person sessions when feasible. Many agencies provide resume and interviewing workshops, we like to focus on strategies to stay motivated in one’s job search.

Funding Requested: \$600,000

Municipality: Perth Amboy (P.A.A.C. neighborhood)

Applicant’s Website: www.jrfnj.org

Contact: Grace Co-Ortega, grace.co-ortega@jrfnj.org,
 (732) 324-2114 x127

ESL Classes - Over 60% of residents in the PAAC Neighborhood speak limited English. As a result, they experience the highest unemployment rate, lowest rate of full-time employment, and lowest median earnings. For this reason, we will conduct Adult ESL Classes. Courses are contextualized by integrating listening, speaking, reading and writing skills with occupational specific knowledge and skills designed to prepare students to transition

into postsecondary and/or into employment. Classes will be offered in six 6-week cycles per year, in person when feasible and virtual until then. Classes will be limited to 12 residents a cycle or 36 residents.

Financial Literacy - One sure way families increase their disposable income is to help them learn to manage finances. By participating in the Dave Ramsey Financial Peace Course, residents will increase knowledge regarding finances. This proven program runs for 6-9 weeks. Participants gain access to online support and tools, learn about budgeting, debt reduction, managing credit, life insurance, investments and more. Employees of the Bayside FSC have been trained in this curriculum and have been running this program for over four years. A total of 12-15 residents may participate per cycle and the program will run 3 cycles (two in Spanish and one in English).

Job Training – While lack of job training continues to be an obstacle to increase the income of neighborhood residents, we’ve learned that providing opportunities to be licensed or certified generate better employment opportunities. Through the JRF Education & Training Academy, that will be a recognized private career school, we will offer a Licensed Home Inspector training as well as Solar Panel Installation training.

Youth Entrepreneurship (YEP): In partnership with the School-based Youth Services Program (SBYS) located in the Perth Amboy High School, located in our neighborhood, this initiative will focus on preparing students who will start their own MICROENTERPRISES. The objective of YEP is to expose young adults ages 15-18 to business education and entrepreneurship. We will be partnering with the Network for Teaching Entrepreneurship (NFTE) to provide a comprehensive experience for our teens using “Owning Your Future” curriculum. This takes the entrepreneurial mindset (e.g., innovation, self-reliance, and comfort with risk) alongside traditional business skills (e.g., market research, supply and demand, and expense management), encouraging students to see themselves as the drivers of their futures and providing them the skills to recognize and act on opportunities in the world to start their own business. We expect our YEP students to attend school, attend the YEP program, participate in the workshops and most of all have fun!! Through experimental, project-based learning, all students will dive deep in to developing entrepreneurial skills. They will work individually to create an original business plan. Ultimately, our students will pitch individually in a NFTE tournament for the chance to earn money, prizes, publicity, travel and the opportunity to start their business. The outputs of YEP will be offering high-quality entrepreneurial training and engaging in some cases low achieving and/or low income students.

Emerging Leaders for a Healthier Perth Amboy: This program provides youth with hands on experience in community health and the opportunity to make lasting change in their community. High-school-aged youth will be fully immersed in a health education and a service-learning institute to develop a plan of action that addresses the state of health in Perth Amboy. After developing their action plans the Emerging Leaders will spend the summer putting their plans into action. The Emerging Leaders will participate in a service learning institute one Saturday per month. The purpose is to prepare them to create and implement an action plan addressing perceived health issues. The students will earn a training stipend of \$30 for each monthly meeting. Emerging Leaders will turn their plans into action by implementing them July - August 2021. They will be employed and earn a summer stipend for 8 weeks.

My Peer Assistance Leader (PAL): This online academic support program will assist students who are struggling academically, especially with the impact remote learning has had on their education. Using an online tutoring platform, we will provide employment opportunities to high school students with proven academic proficiency (i.e., a B and above grade point average). Through this platform, students will deliver one-on-one tutoring sessions to their peer students who are struggling in a specific academic area. Using this program structure will allow students to gain employment opportunities, while concurrently helping to support other students improve their academic standing and employment prospects. My PAL will provide income and help peer tutors learn new skills, as well as strengthen their ties to the communities in which they live. In addition, there will be a financial literacy component to help the peer tutors become responsible young adults while also learning the importance of strong charitable character.

Small Business Support & Development: Another crucial component for community development included in the plan is the development of an environment that is conducive to the establishment and operation of small businesses. Startups and growing ventures need improved access to support. For this reason, we are proposing a quarterly workshop in Spanish, conducted not only for businesses found in the Amboy Ave. corridor, but also outreach to home businesses as well. The training would be held in local restaurants to encourage patronage.

Training will focus on understanding local rules and regulations, general business management, and clarity regarding national and international industry trends. Resources to support businesses will be included during the workshops and we will work closely with the businesses if necessary to fill out the appropriate paper work.

COMPLEMENTARY PROJECTS

PAAC Neighborhood Association (PNA): As the PAAC neighborhood continues to improve, the PNA has become pivotal in creating change. This group of homeowners, renters, business owners, school faculty/staff and church officials from the neighborhood are responsible for identifying and addressing challenges and concerns the neighborhood experiences. It was their input in 2008 that created the initial plan and it was their input that helped to craft the most recent plan update. Since PNA has been involved in most aspects of promoting their programs, many of the complementary activities will fall under this priority. In addition, we would like to leverage NRTC funds to obtain another 3 grants to help with additional supports. The Community Garden, Thursday Nights at the Park and Healthy Lifestyles programming are considered essential mainstays by the PNA.

Community Garden: Currently we have a newly renovated community garden with assistance of NRTC and Home Depot. We are looking to add an additional garden to reduce the impact of food deserts in the neighborhood. We have identified a vacant lot in the community and have already had preliminary discussions with the owner of the lot, who is open to creating a community garden using raised beds. These gardens not only increase the availability of nutritious foods, they strengthen community ties, improving air and soil quality, reduce neighborhood waste through composting, improve mental health and promote relaxation, increase property value by eliminating vacant land that has been used for illegal dumping of litter, tires etc.

Thursday Nights @ the Park: Several Thursday evenings during the summer month's residents are encouraged to come out to the Francis Street Park between 6-9pm. The project features, Movies under the Stars, concerts, talent shows, arts & crafts and much more. It's the perfect way to spend an evening, especially if children are not attending camp and families are on a fixed income. It helps residents get to know each other creating opportunities for children to play, socialize and make lifelong friends. In our present circumstances we have been able to have some socially distanced activities.

Healthy Lifestyle Programing: In an effort to provide programs in the neighborhood, we will conduct monthly nutrition/healthy living workshops for residents in person when feasible and virtual until then. Currently, through the Healthier Perth Amboy Initiative, we will partner to connect our neighbors to activities.

Streetscaping: In the summer of 2018, a Walkability Audit was conducted on Amboy Ave. The audit identified issues and concerns for pedestrians and bicyclists related to the safety, access and convenience. It also included recommendations such as traffic calming features aimed to encourage more responsible driving, potentially reduce traffic flow and decrease the likelihood of accidents.

[BACK TO TABLE OF CONTENTS](#)

Lincoln Park Coast Cultural District “Lincoln Park 2021”

Lincoln Park Coast Cultural District’s (“LPCCD”) NRTC Project application, “Lincoln Park 2021” continues the revitalization of the Lincoln Park neighborhood of Newark, New Jersey. The activities in this year’s application seek to advance all four of the outcomes in the Lincoln Park NRTC Neighborhood Plan:

1. Revitalization of the Lincoln Park neighborhood;
2. Promotion of economic growth, development within the Lincoln Park Neighborhood;
3. Preserve and enhance areas with historic, cultural, scenic, open space and recreational value;
4. Provide adequate housing at reasonable cost.

This project application builds on LPCCD’s experience and success. LPCCD’s project partners provide additional capacity and will help attract funding and additional resources to leverage the neighborhood’s existing assets.

Objective 1, 46 & 48-50 West Kinney Multifamily Development, will be the ground-up construction of a 7 unit rental housing project that LPCCD will develop in partnership with Community Asset Preservation Corporation (CAPC). The completed rental units will be affordable to residents earning between 50% - 80% of County Median Income. This project will leverage more than \$1 million in additional equity from partners and other sources.

In Objective 2, 1033 Broad Street – The Façade Mixed-Use Development, LPCCD will partner with Baldwin Equities and CAPC to produce a newly constructed building with 60 rental units, of which, at least 12 will be affordable, and one commercial space. These rental units will be priced at 50%-80% AMI and marketed to existing neighborhood residents as well as the larger Newark community. Further, Objective 2 addresses Neighborhood Plan Outcome #2 by “promoting economic growth, development within the Lincoln Park Neighborhood” --- as this project will provide a space for

small businesses, thereby creating jobs. The project is located one block away from The Willows at Symphony Hall, a rental housing project geared toward artists that LPCCD helped to advance.

Objective 3, Merchants’ Association Development, provides for LPCCD to partner with the Community Strategies team at New Jersey Community Capital to engage business owners in developing joint marketing, branding, and other shared strategies to further economic growth and improve the business climate for small business and microenterprises.

In Objective 4, Small Business & Microenterprise Training, LPCCD will pay the tuition of 2-4 owners of small businesses, entrepreneurs, and microenterprises to receive training and support from Rising Tide Capital to help them grow and thrive within the neighborhood. Additionally, LPCCD will cover the costs of 3-6 individuals to receive training from Neighborhood Workshop. Neighborhood Workshop deploys top-notch trainers with expertise in real estate development and business planning to move individuals from laborers to entrepreneurs or micro-enterprises and small-scale developers/rehabbers to small business owners.

Funding Requested: \$818,750

Municipality: Newark (Lincoln Park neighborhood)

Applicant’s Website: www.lpcdd.org

Contact: Anthony Smith, asmith@njcdc.org, (973) 242-4144

Objective 5, Community Participation, Organizing, Events, seeks to foster community cohesion, continue gaining insight from residents, and engage and empower residents to help with the implementation of the Lincoln Park Neighborhood Plan.

In Objective 6, Arts, Recreation, and Beautification, by activating Lincoln Park (the physical park) through a series of arts and recreation programs, LPCCD will enhance the neighborhood's largest open space and provide new recreational activities for the neighborhood's population. Additionally, working in tandem with business owners, LPCCD envisions implementing streetscape improvements to beautify the neighborhood, increase its appeal, and contribute to the neighborhood's overall revitalization.

LPCCD, in collaboration with CAPC and NJCC's Community Strategies, recently had an opportunity to review and modify its Wells Fargo Neighborhood Plan through an NRTC planning grant. During the planning process, residents remained cautiously optimistic about the direction of the neighborhood. New investment and development are happening in the City, and Lincoln Park residents want to be proactive about the strategies and approaches they and LPCCD are undertaking to ensure the new investment is implemented equitably.

[BACK TO TABLE OF CONTENTS](#)

New Brunswick Tomorrow “Esperanza Neighborhood Collaborative 2021”

New Brunswick Tomorrow's (“NBT”) 2021 NRTC application is our first request for funding, having only recently had our Esperanza Neighborhood Plan approved for NRTC inclusion. But the strategies and activities presented within this application are the continuation and culmination of nearly seven years of active neighborhood improvement and revitalization work by NBT, our project partners, and a wide range of neighborhood residents, small business representatives, and stakeholders, with the active support of the City of New Brunswick. This application represents our best thinking about how to build upon that past success and take our next big step toward our collective vision for the Esperanza Neighborhood, a majority Hispanic, low- to moderate- income neighborhood of in the bustling, asset-rich urban environment of New Brunswick.

Housing

Application Objectives 1 and 2 aim to positively intervene in the Esperanza Neighborhood’s expensive and challenging housing market by creating ready homes and home-ready families.

Specifically, in Objective 1, "Acquire & rehab homeownership units", NBT will partner with NJ Community Capital (“NJCC”) and its real estate subsidiary Community Asset Preservation Corporation (“CAPC”) to rehabilitate two distressed neighborhood homes and sell them as homeownership units. CAPC has rehabilitated seven units of neighborhood housing over the past few years, but NRTC funding will help ensure affordability as we target these

properties to homebuyers earning less than 80% of Area Median Income. This will ensure that quality homes will not turn into more neighborhood investment properties.

Funding Requested: \$750,000

Municipality: New Brunswick (Esperanza neighborhood)

Applicant’s Website: www.nbtomorrow.org

Contact: Jaymie Santiago, jsantiago@nbtomorrow.org, (732) 246-0603

Through Objective 2, "Prepare homeownership-ready families”, we will partner with NJCC and Puerto Rican Action Board (“PRAB”) to ensure that more households in our community are prepared to

invest in a home of their own. This will include broadly accessible pre-homeownership education and also individualized counseling, including credit counseling, for a minimum of twelve low- and moderate-income, first-time homebuyer households. It will also provide down payment assistance funds for 4 to 6 of these households who are ready to put down roots in the community, but need a financial lift to do so.

Economic Development

Application Objectives 3, 4, and 5 aim to equip local microenterprises and entrepreneurs with the tools and opportunities to grow their businesses and our local economy.

Objective 3, "Grow & strengthen neighborhood small businesses", focuses on coordinated supports for small businesses in the neighborhood’s French Street commercial corridor. Despite the vibrancy and economic vitality of the district – it has less frequent vacancies than New Brunswick’s downtown – prior to the Esperanza Project there was little collaboration between businesses or coordinated assistance for them. We will build upon our recent efforts in that regard in two ways. First, we will offer matching grants for three to six commercial properties to improve or replace their facades, which will allow viable but cash-strapped businesses to take part in the

transformation of the corridor as they seek to take their businesses to the next levels. Second, we will implement online and in-person marketing initiatives to strengthen the unique brand of the district and attract customers and visitors.

In Objective 4, "Cultivate & enhance entrepreneurship", NBT and its partners Rising Tide Capital and Elijah's Promise will facilitate hands-on training and opportunities for small-scale entrepreneurs, most of whom qualify as microenterprises. Many of our community members have the talent and drive to go into business, and our aim is to match them with the appropriate resources and tools. Through Rising Tide, that includes the provision of the introductory business course (the Community Business Academy) for 15+ individuals and individualized coaching and technical assistance (Business Acceleration Services) for 30+ entrepreneurs or small business owners. Through Elijah's Promise, we will also create 40+ sales opportunities for 8 or more local food microenterprises, to help them further establish and develop their operations.

Objective 5, "Targeted Training & Education", is closely related to #4: We will provide scholarships to five promising individuals/food entrepreneurs to participate in Elijah's Promise Culinary School courses.

Community Building

Objectives 6, 7, and 8 relate to our goals for community engagement and enhanced quality of life for those who call the Esperanza Neighborhood home. Community participation and empowerment has been one of the hallmarks of the first seven years of the Esperanza Neighborhood Project and will continue to be so moving forward.

Objective 6, "Organize & increase community participation", will employ our proven neighbor-to-neighbor community outreach and organizing model, involving active community members to connect with and recruit other residents and local business representatives into neighborhood improvement activities. The funding will support stipends for eight or more outreach "ambassadors" as they help us reach 150 or more new residents through outreach, while also ensuring participation of 150 or more volunteers in our community activities.

This community participation is not simply for its own sake, but more importantly to identify and advance community priorities around quality of life. Objective 7, "Promote neighborhood arts, culture, & identity" and Objective 8, "Activate & improve neighborhood parks", reflect the priorities that community members have lifted up in recent years and in the NRTC planning process.

For this application, Objective 7 includes three inter-related arts and culture activities that will be carried out in collaboration with coLAB Arts: a new neighborhood public art installation (which would be our eighth in the neighborhood), four or more "Mercado Esperanza" or similar community cultural events hosted, and 20 or more youth engaged in the "Mercado Institute" interdisciplinary arts program.

For Objective 8, we will fund improvements at the two key neighborhood parks, War Memorial and Joyce Kilmer, to complement capital improvements implemented by the City of New Brunswick. War Memorial Park is about to undergo a wholesale reconstruction based on a community-informed design concept, and we will use funds to incorporate additional amenities that didn't make it into the final construction plan. In Joyce Kilmer Park, the site of our "Mercado Esperanza" and many other community festivals, we will add storage units that will allow for greater community ease in activating the park.

Community Services

Application Objective 9, "Offer financial empowerment services", supports the implementation of the Family Leadership Academy (FLA), a year-long, comprehensive family goal-setting and financial empowerment program and the lynchpin of our Community Services strategies. It was collaboratively designed by NBT and long-time partner PRAB, and PRAB is responsible for its ongoing operations. We sometimes employ the slogan, "neighborhood revitalization, one household at a time," to illustrate the relationship of the FLA's support for families with other revitalization strategies.

In 2021, 20 or more families will graduate from the FLA, collectively saving a minimum of \$40,000 through the program's matched savings accounts. The program often serves as an "on-ramp" to further Esperanza Project opportunities, and we expect at least three participants will move on to entrepreneurship training, and five or more to pre-homeownership counseling. NRTC funds will help supplement existing program funding.

Connection & Movement

The application also draws from the Plan strategies related to improving the Esperanza Neighborhood's pedestrian infrastructure and streetscapes, with a focus on safety and distinctive aesthetics.

Specifically, in Objective 10, "Establish distinctive neighborhood streetscape", we are allotting funds to implement the next phase of improvements to the French Street commercial corridor streetscape. This effort began in earnest in 2020 through the DCA's Neighborhood Preservation Program, a collaboration of NBT and the City of New Brunswick. Now, we look to move into the next phase of enhancements, including the addition of branded district signage and improved lighting at train underpasses. These improvements will reinforce other, complementary NRTC activities taking place on the corridor, such as another public art installation (see Objective 7) and the redesign and reconstruction of War Memorial Park (see Objective 8).

[BACK TO TABLE OF CONTENTS](#)

New Jersey Community Development Corp.
“Adaptive Reuse of Rogers Locomotive Works Millwright Shop”

Through this application, New Jersey Community Development Corp. (“NJCDC”) seeks to develop an historic mill building into a mixed-use residential/commercial project in the heart of our neighborhood. This building, the former Rogers Locomotive Works Millwright Shop, was constructed in 1869 and has for the past 20 years been vacant and in deteriorating condition. We also seek to continue to undertake neighborhood programming through our Great Falls Promise Neighborhood Initiative.

By way of background, NJCDC's approved neighborhood plan is an ambitious plan which seeks to change the physical, economic, and social conditions within our boundaries. It is a comprehensive plan for which we submitted a Plan Review Update in November of 2015. At present, we are undertaking a comprehensive process to create a new neighborhood plan with the robust participation of scores of local residents. Through our current

Funding Requested: \$985,000

Municipality: Paterson (Great Falls/Spruce Street neighborhood)

Applicant's Website: www.njcdc.org

Contact: Robert Guarasci, rguarasci@njcdc.org, (973) 413-1635

and new neighborhood plans, we aim to create lasting change by implementing a variety of affordable housing, economic development and social service activities.

With the support of NRTC, NJCDC has constructed more than 150 units of affordable housing and invested more than \$75 million in neighborhood brick and mortar projects. We have rehabilitated and repurposed abandoned historic mill buildings into active community spaces. One example is our

work to convert a former textile factory into a neighborhood charter school serving 500 elementary students. In 2018, with the assistance of NRTC, we completed construction of the Great Falls Education & Training Center (GFE&TC) which provides educational, job training and microenterprise development services to neighborhood residents. More recent NRTC funding is enabling us to convert the oldest church in Paterson into a Youth Performing Arts venue.

HOUSING - ADAPTIVE REUSE OF ROGERS LOCOMOTIVE WORKS MILLWRIGHT SHOP

NJCDC's Greater Spruce Street neighborhood plan calls for the physical revitalization of the neighborhood through the rehabilitation of current structures or the construction of new facilities, including affordable housing. The \$600,000 in funding we are requesting for development costs will enable us to move forward with this project in partnership with CAPC, and ultimately bring 38 new units of housing and two ground-floor retail spaces to Spruce Street, the heart of the neighborhood.

This project will be an adaptive reuse of the one of the last remaining undeveloped mill buildings in Paterson's historic district. This building was once the Millwright Shop of the Rogers Locomotive Works and was originally connected to NJCDC's main headquarters located at 32 Spruce Street. In addition to returning a currently abandoned property to productive use, this project will also restore a historically significant building to its former glory. The development team has already received Part 1 approval of our Federal Historic Tax Credit application and we will be conducting the rehabilitation in accordance with exacting historic preservation standards.

Built in 1869, this unique structure is a three story brick masonry building constructed on a brownstone foundation. It is one of many mill buildings in the historic district, which was the hub of Paterson's manufacturing dominance in the late 18th and early 19th centuries.

This building has been vacant and abandoned for over 20 years and was deteriorating to the point of becoming a public safety issue within the Greater Spruce Street neighborhood. Our partner, CAPC, purchased the property in January of 2018 and soon after began several emergency repairs designed to stabilize the building and protect the structure from further deterioration. To date, emergency repair work has been completed on the roof, roof eaves, and brownstone foundation. More than \$800,000 has been invested in this building for emergency stabilization repairs as well as predevelopment and professional costs including site investigation, a Phase I environmental report, securing a qualified historic preservation architectural team, and retaining a historic consultant.

Significant progress on this project is ongoing. Architectural plans are 80% complete, and the project has received the approval of the Paterson Historic Preservation Commission and is currently slated for Planning Board approval later this fall. In addition, building envelope repairs are continuing.

SUPPORTIVE SERVICES – GREAT FALLS PROMISE NEIGHBORHOOD INITIATIVE

Through this application, NJCDC also seeks funding to support programs, services, and activities designed to promote our approved plan's objectives to enhance the well-being of children and families residing within our neighborhood, with a specific emphasis on youth and young adults. More specifically, the funding is for our Great Falls Promise Neighborhood Initiative, through which we are working to replicate the pioneering work of the Harlem Children's Zone.

Though the Great Falls Promise Neighborhood Initiative, we are expanding upon our substantial base of successful programs for children and their families to create a pipeline of services that address the needs of children throughout every phase of childhood from birth through adolescence--with the ultimate goal of all 8,000 neighborhood children reaching adulthood ready for college and careers.

There are five distinct programs within our Great Falls Promise Neighborhood Initiative for which we are seeking NRTC funds in this application. Each of these is linked directly to the relevant portion of our approved neighborhood plan: linking with area colleges and universities; expanding youth activities; and coordinating job readiness programs and technical training.

1. *Great Falls Education & Training Center ("GFETC").* Created with previous NRTC funding, we now seek continued programming support in the area of educational, job training, and microenterprise development services for youth and young adults in our neighborhood. This will be achieved by hosting workshops, classes, community events, and providing co-working opportunities to link youth with careers in the technology sector, and with volunteer mentors to help them build skills and obtain internships and employment. These services will be provided to 200 youth over the grant period. Prior to the COVID-19 pandemic, GFETC was serving more than 100 youth each day and it has become a very popular venue for neighborhood teens. NJCDC had been serving youth virtually since March 2020, but re-opened GFETC in September 2020.

2. *Neighborhood Help Center/Community Outreach.* NJCDC's Neighborhood Help Center (NHC) is a one-stop-shop where neighborhood residents can find referral assistance related to housing, employment, immigration, and more. It is also the base from which NJCDC operates our community outreach services. The NHC also hosts workshops on a variety of topics, including financial literacy, job readiness, and healthcare, last year

reaching more than 300 residents. The NHC's community outreach arm actively collects community input on matters of neighborhood concern, in addition to assisting with volunteer recruitment, neighborhood revitalization initiatives, and community service projects. In this application, we seek NRTC funds for the salary of our Community Outreach Coordinator and to pay for program-related materials and supplies.

3. *Great Falls Street Team.* This program will engage neighborhood residents in cleanup projects and revitalization activities to make the neighborhood more visually appealing and foster a sense of community pride. We seek NRTC funds to purchase materials and supplies for cleanup and beautification events and to pay stipends for up to 8-10 neighborhood youth who will participate in this program.

4. *Neighborhood Captains.* As we have carried out our place-based work over the years, a number of exceptionally dedicated residents have emerged and have demonstrated their ability to serve as community organizers, community engagers, and thought leaders. We propose formally designating five of them as Neighborhood Captains with responsibilities related to programming throughout the neighborhood, from block parties to petition drives to clean-ups. The Neighborhood Captains will collectively sponsor 50 distinct community events over the course of the grant period.

5. *Paterson Youth Arts Program.* This program provides arts instruction and programs for students at school, after school, and during summer months in order to increase their exposure to audio arts (e.g. piano and percussion), visual arts (e.g. painting and drawing) and performing arts (e.g. dance and theatre).

6. *Great Falls Mural Initiative.* As part of a strategic effort to beautify the area surrounding Great Falls National Park, we will convene volunteers and artists to create two large outdoor murals in the neighborhood. This will enhance the area's visual appeal and celebrate its vibrant arts community.

[BACK TO TABLE OF CONTENTS](#)

NORWESCAP “Parnassus 2021”

Norwescap’s NRTC Project application, “Parnassus 2021”, continues the revitalization of the Parnassus neighborhood of Phillipsburg, NJ. This project application builds on the success and strong foundation of Norwescap’s multifaceted investment and activity in the Parnassus neighborhood and with the Parnassus community. Leveraging both Norwescap’s strength as an organization and its partnerships with local government, small businesses, and community residents, the activities in this NRTC project application advance all five of the Parnassus NRTC Neighborhood Plan’s Outcomes:

1. Housing that meets the full life span needs of existing and future residents, promote housing equity and mitigate displacement;
2. A vibrant commercial corridor;
3. Accessible and high quality community and recreational facilities;
4. A network of attractive public spaces and modern infrastructure;
5. Opportunities for social mobility and high quality of life.

Objective 1, Housing Rehabilitation, involves the acquisition of a town-owned, abandoned property and its full rehabilitation. It will be transformed into a homeownership opportunity for a low-to-moderate income homebuyer in the Parnassus neighborhood. In the process, it will remove a blighted property dragging down neighborhood quality of life.

In Objective 2, Homeownership Promotion, Norwescap will target its accomplished housing counseling, financial education, and asset development program to promote homeownership in the Parnassus neighborhood. Through a comprehensive approach that includes presenting homeownership workshops, enrolling aspiring homeowners in its matched savings account program, and providing down payment and closing cost assistance to qualified low-and-moderate income households who purchase a home in the Parnassus neighborhood, Norwescap endeavors to generate 6 new homeowner occupants in the neighborhood.

Objective 3, Home Repair Program, assists low- and moderate-income homeowners in the neighborhood with completing health, safety, code-compliance, and energy-efficiency repairs to their homes. Norwescap will look to build the capacity of a home repair committee made up of local residents and other stakeholders and leverage its construction management experience as the provider of weatherization services in Warren County. Norwescap will ensure that 25% of Home Repair Program projects are completed by contractors that are microenterprises (private enterprises with five or fewer employees, at least one of whom is the owner).

Objective 4, Local Business Improvement Grants, addresses Neighborhood Plan Outcome #2 by working with local small businesses and microenterprises to build out “a vibrant commercial corridor.” Norwescap will provide grants to local businesses in the neighborhood for improvements to their storefronts or other investments that will help

Funding Requested: \$518,750

Municipality: Phillipsburg (Parnassus neighborhood)

Applicant’s Website: www.norwescap.org

Contact: Marc Valli, vallim@norwescap.org, (908) 454-7000

them grow and thrive. At least 25% of the grants will be earmarked for microenterprises (private enterprises with five or fewer employees, at least one of whom is the owner) seeking investments to grow, develop, or expand.

In Objective 5, Community Organizing and Community-Improvement Initiatives, Norwescap addresses Neighborhood Plan Outcome #5. Norwescap will build upon the established broad and engaged base of community residents and stakeholders to address shared community issues like crime prevention, code enforcement, and abandoned properties, and to conduct community-improvement activities like clean-up days and community days of action.

Objective 6, Community Celebrations and Park Events, addresses Neighborhood Plan Outcome #3 by programming accessible, high-quality recreational spaces in the Parnassus neighborhood. Norwescap will host at least 6 public events (e.g. concerts, cultural events, recreational activities, and other community celebrations) in Shappell and Delaware River Parks.

In addition to being faithful to the Neighborhood Plan, this project is highly feasible – leveraging the strengths and assets of both Norwescap and the neighborhood – and is poised to be impactful in addressing distress and revitalizing the neighborhood. It enjoys the support of the Town Government and the Mayor of Phillipsburg. The Town is rendering to Norwescap at nominal cost the property that the organization will rehab into affordable homeownership housing as part of this project, as well as properties for future housing rehabilitation efforts. The Town is also working closely with Norwescap and community leaders on enacting and implementing policies that will support and enhance the revitalization efforts in the Parnassus area. The growth and expansion of microenterprises is supported in two of its Objectives (Home Repair Program and business improvement grants).

Norwescap has the strong staff capacity and expertise needed to drive forward this project. Its CEO, Mark Valli, has nearly thirty years of experience in State Government and non-profit management, and comes out of community-development powerhouse New Jersey Community Development Corporation in Paterson. Chief Program Officer Chris Kirk holds a PhD in Community Psychology and has tremendous practical experience leading community-driven work in the health and social spheres. Neighborhood Revitalization Project Coordinator Mary Jo Harris has a MSW and over a decade leading community- and coalition-based work. Norwescap also boasts impressive in-house construction capacity, employing a construction manager with over 30 years of experience.

The activities in this NRTC project will further catalyze the revitalization and rising of the Parnassus neighborhood. We look forward to advancing them with our community leaders and collaborative partners, and are excited for the future of Parnassus!

[BACK TO TABLE OF CONTENTS](#)

Parkside Business & Community In Partnership (PBCIP) “Parkside, the Right Place to Thrive”

PBCIP is seeking NRTC funding to support the following activities in the Parkside neighborhood of Camden:

Homeownership: development of 10-units (one rehab and 9 units to be newly constructed on 3 vacant lots) for single-family households ranging in income from 51% to 80% of Area Median Income. Each house would have: 3 bedrooms, 2 to 2.5 baths, plumbing with enhanced technology, HVAC system with central air, modern kitchen, Energy Star high efficiency appliances, first floor hardwood and second floor carpet and 15-year roof warranty. Sales prices would range from \$100,000 to \$129,000.

Development of these houses has been granted minor subdivision, bulk variance and preliminary & site plan approval by the city of Camden. According to PBCIP’s 2019 Market Study, there is demand for newly constructed and rehabilitated housing in the city of Camden. Currently, despite the demand, there are a limited number of quality homes available for individuals/families interested in pursuing homeownership.

Funding Requested: \$985,000

Municipality: Camden (Parkside neighborhood)

Applicant’s Website: www.pbcip.org

Contact: Bridget Phifer, bphifer@pbcip.org,
(856) 964-0440

Commercial Development: PBCIP continues its work of transforming the Haddon Avenue business corridor into a thriving marketplace through the cultivation of resident entrepreneurs, the strengthening of locally owned businesses and the strategic recruitment of established minority-owned retail operators. Through Wells Fargo Regional Foundation implementation funding, partner LAEDA works closely with PBCIP to identify and assist emerging entrepreneurs and small

business owners to start and grow their businesses. Our hope is to help foster entrepreneurship as new businesses help contribute identity, create jobs and revive community. LAEDA has seen over 600 graduates of its long-term business training go on to start and grow their respective businesses.

Additionally, to spur investment, leverage resources and diversify retail goods and services, PBCIP partnered with Urban Development Partners (UDP) to focus on completing smaller infill development projects. These projects allow for PBCIP, real estate partners and the community to think “outside the normal formula” about what works in the Parkside neighborhood with an emphasis on culture, history, current environment and the future. Based on the purchase, rehab and lease-up of 1250 and 1366 Haddon Avenue –the Arts Pavilion- we know that this development type embodies a distinctive site within the fabric of Parkside.

At present, there are two major factors that are working together to inhibit business development on Haddon Avenue, which undermine the corridor and produce an uninviting retail climate. Among these factors are the high level of vacancies and blighted buildings, and as previously stated, the lack of product/service diversification. Therefore, we have identified two sites for redevelopment: 1224 and 1327 Haddon Avenue. The attraction of new businesses and rehabilitation to these sites will reaffirm merchants and customers’ decisions that the district is a good place to locate, shop and do business. Cost for development of both buildings total \$480,000. PBCIP and UDP will equally contribute \$240,000 to the rehab and outfitting of both buildings

Owner Occupied Home Repair Program: The housing stock in Parkside is aging. Nearly half of all housing structures were built over 75 years ago. Parkside homeowners often defer home repairs because of the expense and past experiences with unscrupulous contractors. PBCIP’s Owner Occupied Home Repair Program will assist

homeowners with paying for home repairs through a zero-interest forgivable loan and provides homeowners with screened contractors to ensure successful project completion. Goal of the programs is to allow homeowners who might not otherwise be able to afford necessary repairs to maintain a safe and healthy living environment. Eligible home improvements include roofing, windows, electrical upgrades, heating system, plumbing and handicapped improvements. Eligible program participants must occupy the home to be repaired and have no intent of discontinuing occupancy of the home in the foreseeable future. The program is structured as a forgivable loan. There are no monthly payments and no interest. The loan is forgiven at the rate of 20 percent per year over five years. PBCIP will provide up to \$5,000 in forgivable loan funds.

The program can help prevent the displacement of low and moderate-income households who otherwise may struggle to keep their home in livable condition and provide additional investment on blocks where development is underway. Homeowners must be able to show that they have clear title to the property and home insurance coverage, up to date on their mortgage and property tax payments. Homeowners will be required to obtain several cost estimates and to work with a licensed contractor. PBCIP will provide a vetted list of contractors to choose from.

Quality of Life: Best known for its inclusive, resident led approach to neighborhood revitalization, PBCIP represents neighborhood residents, business owners, institutional directors and stakeholders from virtually every aspect of neighborhood life. Tangential to the housing and commercial development efforts are several other programs that focus on related priorities expressed by residents. Training and programming for Parkside's youth is one such priority. PBCIP believes that having a collaboration of agencies involved in youth engagement, empowerment, leadership training and heightened educational outcomes is critical to creating positive social change. Through a partnership with national (pro bono) consulting firm Purpose Built Communities, PBCIP has partnered with the Camden Schools District to implement a specific plan for creating an A+ educational pipeline for the children in Parkside. The District has expressed a willingness to look at innovative solutions for the neighborhood, including the creation of a K-8 neighborhood-serving pipeline at Cooper B Hatch Middle School.

Unemployed or underemployed residents build work history and skills by providing lot clean-up, distributing flyers and unskilled labor for PBCIP projects. This supports residents' entrepreneurial mindset and desire for work that meets their current skill level with opportunity for improvement and advancement. PBCIP will continue to support business and property owners by helping to organize the merchants so they can lead efforts to carry out planned activities for the corridor. Additionally, we will provide Clean Team services no less than three days per week to keep Haddon Avenue commercial corridor clean and litter free.

PBCIP has a schedule of themed monthly community-wide meetings to provide topical information to residents and feature information on sustainable practices that families and the community can incorporate into their daily lives. Community meetings include a wide-range of topics from school construction and environmental safety in Parkside schools, to healthcare, role of local government, sex trafficking and job opportunities. Recent topics have included COVID virtual town hall meetings focused on: health, prevention measures and safety; small business grants and resources; health screenings and preventative care; and businesses re-opening in a post COVID economy

A major success has been the Annual Haddon Avenue Street Festival, attracting more than 3,000 residents annually to Haddon Avenue for an afternoon of live music, children's activities, vendors and services to highlight the shopping district and provide a family-friendly activity in the community. The event not only attracts visitors

from throughout Camden and surrounding towns, but draws vendors from throughout the region and out of state as word of the festival's popularity has spread.

PBCIP represents neighborhood residents, business owners, institutional directors and stakeholders from virtually every aspect of neighborhood life. PBCIP's founding mission of working to revitalize the Parkside neighborhood has led to a great number of quality-of-life initiatives in Parkside. PBCIP's technical, organizational and operational expertise enables the organization to regularly complete projects successfully, support continuous educational programming and community activities. PBCIP provides a voice for Parkside and is an ardent community advocate for all relevant issues. PBCIP is also a resource magnet and represents the voice, legs and heart of the community serving as a continuous catalyst for positive change. PBCIP and community members share a common vision of the Parkside neighborhood: And, this vision can only be achieved through a comprehensive, well planned approach to neighborhood revitalization.

NRTC funding will help Roots to Market (RTM) connect its recently established collaborative of food growers -The Camden Urban Agriculture Collaborative (CUAC) to its new cross-sectoral collaboration with the healthcare sector-Roots to Prevention (RTP). CUAC wishes to build a "pipeline" of programs that guide Camden residents from gardener, to farmer, and eventually to community urban agriculture leader. The RTP Collaborative is creating opportunities for Camden growers to sell local produce through local health systems.

Critical to this work, is the need to administer an urban farming leader apprenticeship program. The program will consist of three "senior" apprenticeships. These apprentices will be paid in the form of a stipend for the season. Each will receive mentorship from RTM and its program partners. To ensure its success, the program will be phased in over a three-year period.

PBCIP also recognizes that for-profit farming is not for everyone and that the built environment also plays an important role in health equity. NRTC support will usher in the redevelopment of its historic Park Boulevard corridor linking residents and visitors to fresh foods and recreational amenities of regional significance. A reimagined boulevard with edible landscaping supporting informational placards and wayfinding will encourage greater use of Farnham Park, the Camden Bicycle Circuit Trails and the Cooper River. PBCIP believes this effort must include resident stakeholder engagement and comprehensive community outreach during the planning process. The final design will also be consistent with the recently completed Parkside Re-Branding Plan.

The edible landscaping will include passive gardens yielding low-maintenance crops. Its planting scheme will follow the principles of "food forestry" and urban agroforestry, which designs edible ecosystems that mimic forests; this principle is quickly becoming a nationwide best practice, and is an emerging area of interest among those in the NJ Urban and Community Forestry Program, primarily because it can deliver both many of the ecosystem benefits of forested land while providing a low-maintenance landscape with stable yields that only increase over time. This improvement project will also address the need for free, fitness equipment access with the fabrication of an outdoor fitness area along the Boulevard. This investment will promote more deliberate exercise in Parkside which currently lacks gym facilities.

[BACK TO TABLE OF CONTENTS](#)

Paterson Habitat for Humanity “Northside Homes Parks & Microenterprises”

Paterson Habitat for Humanity (“PHFH”) continues to work towards the goals included in its community-driven neighborhood plan, Building Pride in the Northside (NRTC Plan), in the design of this 2021 NRTC (NRTC21) project. This project includes three activities that support the NRTC Plan: infill housing development and preservation, the development of public green spaces and a micro-grant program for microenterprises. The Housing component, labeled Home Safe Home, will add to much-needed affordable and quality single-family housing stock in this area. The green space component, labeled Green Space for Everyone, will transform a city-owned parcel of land that is now attracting unwanted behavior into a public park. The Micro-grants for Microenterprises activity will provide resources to private businesses with 5 employees or less, including the owner, to further develop or expand their business.

PHFH developed the Home Safe Home program to address neighborhood housing needs. Home Safe Home activities proposed in this application will result in the construction of a new single-family energy-efficient affordable home at 101 North 3rd Street and the preservation of other residential properties in the Northside as quality affordable homes. PHFH intends to acquire/rehabilitate/repair existing residential properties to upgrade housing conditions. These upgrades may include new roofs, siding, air conditioning and other rehabilitation activities.

The PHFH Green Space for Everyone program is designed to create open space and recreational areas, redesign/beautify existing green spaces and mitigate flooding. PHFH has used prior NRTC funding to complete a community-based design and to produce construction bid packages for the new park on Clinton Street (street address 63-95 Clinton Street, Paterson).

Development of this park is planned in a phased

approach. The funds requested in this application will fund the first phase of construction.

Funding Requested: \$984,000

Municipality: Paterson (Northside neighborhood)

Applicant’s Website: www.patersonhabitat.org

Contact: Scott Millard, scott@patersonhabitat.org, (973) 595-6868

The proposed Clinton Street Park will include green infrastructure measures to help reduce off-site storm water run-off. Reducing off-site storm water that flows into the combined sewer outfall (CSO) collection system will reduce the flow of storm water to the Passaic River and will help reduce flooding and uncontrolled discharge of untreated sewage into the Passaic River. PHFH has integrated green infrastructure into the Green Space for Everyone program to help mitigate flooding while creating more open space in our Northside Neighborhood. PHFH and the City of Paterson have entered into a Memorandum of Understanding that provides PHFH with access to this city-owned property to conduct community-based planning charrettes, to allow a landscape architect to design the park, and to agree to work cooperatively to access funding to help develop the community-designed park. The completion of this park will be the culmination of several years of community-based planning and NRTC funding.

One of the major economic development goals that emerged from the community outreach conducted during the development of the NRTC Plan was to enhance the physical appearance of the commercial corridors of Haledon Avenue and West Broadway and to redevelop and create a new central commercial corridor on North Main Street. The NRTC Plan promotes a coordinated effort of streetscape improvements such as new sidewalks, planting of new trees and planters, and new garbage bins that would enhance the visual amenity of the corridor and promote

walk-ability. Since the West Broadway and Haledon Avenue is such a visible corridor for vehicular traffic, this will showcase the positive change within the neighborhood. PHFH has initiated a Micro-grant for Microenterprises program to make grants available to Microenterprises within West Broadway, Haledon Avenue and North Main Street corridors that meet the above NRTC Plan economic development goals.

PHFH has awarded two \$5,000 micro-grants to microenterprises that meet the above criteria, with 2019 NRTC grant funding. A Request for Proposals has been issued by PHFH for 2 more micro-grants from 2020 NRTC grant funding. If this application is approved and funded, PHFH will award two more micro-grants for microenterprises. As was done with previous micro-grants, a short description of the PHFH Micro-grant for Microenterprises initiative will be distributed to business owners along the West Broadway, Haledon Avenue and North Main Street corridors. Business owners will be visited and the initiative explained to them in person. Proposals will be solicited. Candidates will provide a scope of work and cost estimate for projects that meet the above goals. Eligible projects will include physical appearance and facade enhancements for microenterprises along Haledon Avenue, North Main Street and West Broadway. These proposals will be reviewed by PHFH staff, with the strongest proposal forwarded for review and approval by the PHFH Board of Directors.

Overall, the projects included in this application build off previous NRTC grants in the Clinton Street area and on North 3rd Street. The NRTC funded Library Feasibility Study has resulted in the opening of a Northside Library Branch at the Christopher Hope Community Center (CHCC), on the same block as the proposed Clinton Street Park. The proposed North 3rd Street home will be near two other NRTC-funded homes on North 3rd Street.

PHFH, with the support of the NRTC program, is having a beneficial impact to the Northside Neighborhood. The Haledon Avenue Green Streets Complete Streets program, an outgrowth of the 2015 NRTC funded Economic Market Study of the Haledon Avenue-East Main Street corridors, is nearing completion. The projects described in this application will build off these successes by increasing quality affordable housing and green spaces and providing local microenterprises with resources to develop or expand their businesses.

[BACK TO TABLE OF CONTENTS](#)

Saint Joseph's Carpenter Society "My East Camden 2020"

Saint Joseph's Carpenter Society ("SJCS") has been a leader in providing East Camden with comprehensive and lasting change since 1985. SJCS continues to work in improving the outcomes for East Camden residents through housing redevelopment, education, and neighborhood improvements. SJCS is using collaborative partnerships to continue to increase access and affordability to housing, making a long-term commitment to the education of residents in areas of financial literacy, homeownership and home maintenance; preservation of existing owner-occupied homes and improving the vibrancy of East Camden. These are crucial pieces of the revitalization of the East Camden community that will be continued through this 2020 NRTC application.

The following is a summary of projects for SJCS's NRTC application. Each of these initiatives touch on objectives as prioritized by residents and help achieve the projected outcomes as envisioned by residents and documented in the NRTC approved plan. Partners in this NRTC application include VietLead, UrbanPromise, Cathedral Kitchen and Cooper's Ferry Partnership and this work is leveraged with an additional \$697,700 in funding. All of the partners in this project remain committed to East Camden's vitality and continue to work with residents to fully implement My East Camden with the final goal of the communal vision for tomorrow.

Priority 1 – Foster Commercial Revitalization and Economic Development

SJCS is testing a pilot "Maintenance Lab" training program that will ultimately provide the hard skills needed to find gainful employment in the building or facilities maintenance field. This training program grew from maintenance classes that provide existing homeowners with the foundational tools to make simple repairs to the inside of their homes without the necessity of always calling professionals requiring costly repairs. SJCS will

develop and implement a 10 to 12-week hands-on curriculum that will teach residents light carpentry, electrical, plumbing, cleanliness, and safety. Those who complete the curriculum will receive a certificate showing that they understand the basics of various trades. Any resident interested in a certain topic to repair their home can come and participate in the program as well.

Funding Requested: \$985,000

Municipality: Camden (East Camden neighborhood)

Applicant's Website: www.sjcscamden.org

Contact: Pilar Hogan Closkey, phogan@sjcscamden.org,
(856) 966-8117

Youth engagement and education is important for the future of East Camden. Two projects will give youth job skills to better their abilities and provide them with various experiences.

VietLead will partner with SJCS to expand the Resilient Roots program. The Resilient Roots Farm is using social enterprise to simultaneously provide increased access to fresh natural food and create viable jobs for youth and additional income for elders. Youth are taught to plant, harvest, then sell their produce at a sliding cost to East Camden residents. The farm allows for EBT payment to be accepted. This program will pay 20 youth to allow them to take the farming business into their own hands and allow the Resilient Roots Farm to grow and expand.

UrbanPromise will partner with SJCS to enroll 6 East Camden youth in the StreetLeaders youth job training program. The StreetLeaders program is a youth job training program that provides hands-on training, college counseling, mentoring, and academic enrichment. StreetLeaders work in UP's neighborhood-based after school programs and summer camps as teachers and mentors to the younger children in their communities. In addition to

providing employment (for some this is their first job), the program offers extended learning, college preparation, and enrichment components, including: weekly tutoring; SAT and ACT classes; college tours; college application and FAFSA assistance; the Senior Seminar (a set of evening classes that help prepare seniors for the transition to college); and community service. The program's focus on achievement has led to a 100% graduation rate among seniors with 95% transitioning into college (89%) or vocational training (6%), demonstrating its ability to bridge the learning and graduation gap. In addition to leadership in their work with younger children and in community service, teens can move through the ranks within the StreetLeader program. It has a youth leadership structure through which participants can grow into roles with higher levels of responsibility, including leadership among their peers.

Adult job placement will be supported as well. Cathedral Kitchen will partner with SJCS to train 30 residents through their Culinary and Baking Arts Training program, with a special outreach priority to East Camden residents. The program is designed to prepare students for employment in the food service industry through class work, hands-on kitchen training, and ServSafe instruction. This 17-week training program includes academic classes taught by CK chefs and volunteer guest chefs from area restaurants, on-site work segments in the kitchen during each full-day of instruction, and field trips provided by our guest chefs that provide new and unique perspectives on the food industry which often lead to job opportunities. A two-week internship at a local food service employer completes the 17 weeks of training. The program has an 86% employment rate after graduation.

Current microenterprises will be supported as well. SJCS will use its extensive knowledge of construction to work with small local contractors to improve and grow their business. Currently, small contractors use rudimentary accounting techniques, have limited knowledge on scaling their business and are usually working out of their vehicles as their office. SJCS will provide space for contractors to conduct business at 2912 Federal Street and will engage the small contractors to grow their business through business action planning, opportunities to gain certifications, networking and technical support.

Priority 2 - Improve Housing

SJCS will undertake the construction of five new townhomes on vacant lots as the third phase of Carpenter's Square. This project is located in the two-hundred block of Boyd and Morse Streets. In the early 2000s, Boyd and Morse Streets were home to prostitutes and drug dealers. Over half of the units along these blocks were vacant and abandoned. One entire end of the block was completely vacant. In addition, the block was split in half by an alley. This particular location was known as "The Alley" as it was controlled by a drug dealer. The alley provided an easy in-and-out location for drug dealing and was the second most notorious drug location after Westfield Acres, which became Baldwin's Run. Today, the area is a beautifully kept neighborhood of families. This project seeks to continue the momentum associated with the first two phases and build more affordable homeownership opportunities in an area where the homeownership rate lags behind other parts of East Camden. Higher homeownership rates and lower vacancy rates are leading indicators of healthy neighborhoods and will provide a steady base for continuing revitalization.

Funds will also be used to preserve the existing housing stock in East Camden. "myHome" is a homeowner occupied rehabilitation program that provides \$5,000 in home repair assistance to homeowners making 100% or below the median family income for the area. The program's goal is to address poor health outcomes at a resident's home by directly examining potential health hazards within the home and making priority repairs. The program achieves two results for SJCS: the first is to stabilize clients' largest assets, their homes, and ensure that this asset remains as a solid investment and the second is to address health needs within the community. This

program helps preserve existing homeowners, enhances the appearance of the neighborhood, and increases the home ownership rate. 15 homeowners will be assisted and tracked to better determine the health outcomes of the work.

Priority 3 – Improve Neighborhood Conditions and Enhance Culture, Arts, and Open Space

Several of the projects in this NRTC application seek to enhance open space in East Camden and improve the overall conditions of the neighborhood. These projects meet the NRTC objective of enhancing the quality of life in the neighborhood as reflected in physical improvements that raise the attractiveness of the neighborhood to potential homeowners and renters.

Cooper’s Ferry Partnership will partner with SJCS to create a conceptual design of a green rail buffer trail for Stockton Park and Baldwin’s Run. CFP will explore a variety of strategies for the development of a buffer along the northern edge of East Camden to reduce noise generated by the trains and create a visual buffer to screen the rail activities from view. CFP will also utilize the conceptual plan as an opportunity to improve East Camden’s environment and mitigate neighborhood flooding with green infrastructure interventions. With input from a steering committee and residents, via a public engagement campaign, CFP, with the assistance of an engineering and/or environmental services firm, will develop a conceptual plan for a living (green) buffer.

CFP will also work to restore a defunct tennis court at Dudley Grange Park to create a safer tennis court and potentially allow for the court to be converted into a soccer “mini pitch”. Currently, the tennis court’s condition and the lack of active recreational activities at the park discourages full use of the park. This was discovered while SJCS implemented improvements to the park to make it a more welcoming environment. The park’s disrepair is an eyesore for users of the park as well as a safety hazard. The tennis courts resemble a crumbling parking lot more than a tennis court, although the court is one of the few courts that exist in in the city. These courts are also used by the Woodrow Wilson tennis team as their home court. Dudley Grange Park does not contain any other sports facilities, except for tennis and playground equipment. To play basketball or soccer residents must go to another park. Improving this court will allow for residents to safely and actively play tennis, like the Woodrow Wilson tennis team and their opponents, and would also allow for the court to be converted into a soccer mini-pitch facility to engage more people in the park.

Directly engaging families in neighborhood conditions, use of open space, economic development and improving housing gives East Camden its greatest potential to revitalize itself as a neighborhood of opportunity and choice. This NRTC program comprehensively improves the outcomes for East Camden residents directly and provides an exciting additional step toward the East Camden vision that offers good quality housing in a clean and safe neighborhood, enhances the quality of life for all East Camden residents, strengthens economic development and cultural vibrancy in the commercial corridors and employment centers, and leverages community assets to advance sustainability and community cohesion.

[BACK TO TABLE OF CONTENTS](#)

Stand Up For Salem “Grow With Us! (Oak to Olive 2021)”

Stand Up for Salem (“SUFs”) is excited to present this NRTC application, titled “ Grow With Us! Oak To Olive 2021” to continue implementing the Oak to Olive NRTC Neighborhood Plan in the Center of Salem neighborhood. Building on past success, this application advances a number of the Neighborhood Plan’s Goals and Outcomes through physical development, efforts to strengthen both new and existing businesses, home repairs, and community engagement.

This NRTC application’s Objectives are as follows:

Objective 1: Rehabilitation of the JC Penney Building on E. Broadway. This will launch the final phase of construction to transform the former JC Penney Building at 225 East Broadway into a community and educational facility. The building is part of the Broadway Historic District, which is both on the National Register and the New Jersey Register of Historic Places. Prior to SUFS’s acquisition of the property, the building sat abandoned and unused for over a decade.

When complete in spring 2022, the facility will begin a new use as a community and educational center focused on job training in the construction trades and historic building preservation arts. With 8,685 square feet of usable space over two floors, the facility will contain an instructional workshop, a metal shop, a computer drafting and sewing center, an outdoor work area, and a greenhouse and garden. It will also have staff offices, a conference room, two kitchenettes, and four ADA-compliant bathrooms. In addition to workforce training programs, the facility will also host community meetings, workshops, and conferences.

This project has nearly completed its first phase of construction, consisting of environmental remediation, demolition, and extensive work to the roof and foundation to seal the building and maintain its structural integrity, including a new storefront and restored original windows. The second phase of construction will begin immediately after, with plumbing, HVAC, and electrical fit out.

Funding Requested: \$630,000

Municipality: Salem City (Oak to Olive neighborhood)

Applicant’s Website: www.salemcitynj.com

Contact: Chris Davenport, chris@salemcitynj.com,
(856) 759-4097

Objective 2: Program initiation of Historic Arts Training Center. Instructional programs will be provided on site by Salem County College, Salem County Vocational Training School, and other educational and workforce-development institutions. For the advanced historic building preservation arts programs, SUFS is enlisting the services of David Flaharty, a plasterer who has done work in Metropolitan Museum of Art and the White House, to develop a curriculum for restorative plaster work. Additionally, Gregg Perry, the lead decorative arts, wood restoration and metallurgy professor at the National Watch & Clock Museum in Columbia, PA, has also offered to create and teach curriculum on restorative woodworking.

Objective 3: Strengthen Existing Businesses - SUFS will utilize our volunteer committee of local businesses and other stakeholders to issue competitive Business Improvement Grants that will allow local businesses to apply for small grants to improve their business’s capacity to attract visitors, expand and grow business activity or levels of employment. In this sense, the Business Improvement Grants represent a slight expansion beyond their initial conception in the NRTC Plan as funding only “general maintenance assistance.”

At least 25% of the Business Improvement Grant funds will be dedicated to supporting the development or expansion of microenterprises (defined as a commercial enterprise with 5 or fewer employees, one or more of whom owns the enterprise). All of the activities in the Objective will build upon and leverage the funding and activities recently awarded to SUFS through the NJ Main Street Program.

Objective 4: Recruit New Businesses proposes to “Establish a set of incentives [...] to attract desired retailers to come to Salem to lease space.” As an incentive, SUFS will pay for a portion on the real estate fit out costs for new businesses that locate within the NRTC neighborhood. SUFS will work with a committee of community members, business owners, and other stakeholders to establish general criteria for “desired new businesses” and the process for receiving fit out assistance. Additionally, SUFS will run a pop-up market program providing downtown space for microenterprises, allowing them to expand their business activities through access to retail space.

As its target goal, this Objective hopes to attract 2 new businesses into the neighborhood, and operate the pop-up market for at least 45 days, supporting 3 microenterprises.

Objective 5: Home Repairs – SUFS will run a home repair program that will, as proposed in the NRTC Plan, “provide low-income residents with tools and manpower to make necessary home improvements.” SUFS will solicit applications from neighborhood homeowners for funds to hire contractors and purchase materials to make repairs and beautify the exteriors of their homes. The home repair process will be managed by a committee of community residents and stakeholders. Through this Objective, SUFS seeks to complete repairs or beautification projects on at least ten neighborhood homes.

Objective 6: Community Organizing and Engagement – SUFS will bring together residents into committees to tackle important community issues, like public safety and code enforcement. Resident committees will also organize community improvement events like neighborhood cleanup days. In addition to on-the-ground training through these committees, SUFS will also implement a formal leadership-development and community-organizing training program for neighborhood residents.

In the face of challenges, this NRTC project rises to transform blight into beauty in Salem City’s Historic District, reduce unemployment and create career paths, make homes whole, develop microenterprises, attract visitors to experience the community, and build social capital to create a resilient community ready to walk together to a brighter future! Let's grow together

[BACK TO TABLE OF CONTENTS](#)

Urban League of Essex County “Fairmount Neighborhood Advancement Phase V”

The Urban League of Essex County ("The League") requests funding for proposed projects that are aligned with the mission and vision of NRTC to foster revitalization of distressed neighborhoods and invest in the economic and community development of low and moderate-income communities. If approved, our proposal will support the revitalization of Newark's Fairmount Heights neighborhood ("Fairmount"). Through the development of six new homes, implementation of a green spaces initiative that will expand and upgrade a beloved neighborhood playground and improve community garden lots, expanding high-speed internet accessibility for residents, and continued provision of programs and activities that advance economic empowerment and improve housing security for residents, our proposal also aligns with and advances the goals and objectives of the DCA-approved Fairmount Neighborhood Plan.

Activity #1 - the development and construction of six new multifamily homes (15 units) in Fairmount. This activity will create workforce homeownership opportunities in the neighborhood for moderate income households with annual incomes between \$66,000 and \$76,000 for a family of four, or 63% - 72% of area median income. These new housing units will be built to Enterprise "Green Communities" Standard to ensure a low cost of ownership and maintenance and provide a healthy and safe environment for their occupants. Importantly, these homes are targeted at moderate income families and will increase economic diversity within Fairmount while creating opportunities that are not driven by price inflation due to speculation in the area.

Since 2014, The League's housing development in Fairmount has created and sold six new multi-family homes (nine units), with an additional seven homes (17 units) in the pipeline for completion by December 2020, and another four homes (10 units) in Phase II-A by December 2021. Our confidence in the success of this proposed activity is grounded in our direct knowledge of the need for desirable and sustainable housing in Fairmount. Over the past three years, as private development and potential speculation in Newark has driven up housing costs, we are seeing an uptick in interested participants for our first-time homeownership program. This project component builds on the more than 60 families that The League has in its homeownership "pipeline" who have completed homebuyer counseling and are on a trajectory toward being purchase ready.

Activity #2 – housing counseling for residents facing housing insecurity and evictions due to COVID19 economic impacts, focused emphasis on default prevention counseling, and expansion of housing counseling services to post-purchase counseling for current homeowners. Since the onset of the pandemic, requests for assistance for housing-related difficulties have increased by more than 60%. The urgent need for emergency assistance, as well as default prevention has been exacerbated by job losses among Fairmount and Newark residents, who have been inordinately impacted due to the concentration of employment in retail and service sectors. Concurrent with the economic hardships that the pandemic has brought to the neighborhood, unsolicited calls, texts, letters and flyers have grown significantly in Fairmount and Newark, targeted by real estate concerns seeking to purchase property at rock bottom prices. Homeowners under financial duress are prime to be victimized by these methods, as they often are unaware of their options to avoid default. The League's housing counseling services are an important and effective resource for hundreds of families seeking help to stabilize finances and access eligible supports. This investment would directly support the salary and benefits of a certified Housing Counselor.

Funding Requested: \$985,000

Municipality: Newark (Fairmount neighborhood)

Applicant's Website: www.ulec.org

Contact: Vivian Cox Fraser, vfraser@ulec.org,
(973) 624-9535 x102

Activity #3 - continued provision of economic empowerment programs and services through the Financial Opportunity Center, including employment assistance, to address COVID19-driven job losses and decreased family financial stability in Fairmount and Newark. The League will provide benefits screening and advocacy; assessments of clients' workforce interests, skills and experiences; resume creation assistance; computer access to facilitate online job applications; and financial coaching to promote positive behaviors to maximize income for up to 65 residents.

Activity #4 – neighborhood revitalization activities to enhance green spaces in Fairmount. This activity will include partnering with LISC of Greater Newark to renovate and redevelop the “pocket park and playground” located at S. 9th Street and 12th Avenue in the Fairmount neighborhood. This activity will leverage more than \$235,000 in already secured funding for this project (\$50,000). The League will establish a garden tool library (lending program) and provide service learning and seasonal “green” jobs opportunities for at-risk youth and adults supporting local community gardens and addressing vacant lots that have become dangerous or eyesores (\$20,000). This activity will advance the marketability of The League’s housing developments

Activity #5 – bringing community access to quality, high-speed broadband to Fairmount. This activity will address the current “digital divide” for low-income residents in Fairmount, where an estimated 37% of households do not have dependable access to the internet.

Following the tragic terrorist acts of 9-11, Newark invested heavily in developing a tremendous 10gb network to enable decentralization of critical cyber infrastructure in the New York metropolitan region. This investment is realizing significant returns, in that it has been a key factor in the City's ability to attract technology-based businesses, including Audible. With the exception of Georgia King Village, currently, the only areas that have access to the network, known as Newark Fiber, are businesses and high-density residential buildings located in the downtown area. Our innovative project would bring the highest speed internet into a neighborhood that has lacked infrastructure investment for decades - a need that has grown exponentially as we navigate the "new normal" where we work and learn remotely.

Reliable internet is critical to educational achievement, we are excited to undertake this transformative initiative in partnership with GigXero (the approved provider for the Newark Fiber program) to bring high-speed, low-cost broadband access to Fairmount. Leveraging current capacity equipment at Georgia King Village, expansion hubs will be created at The League’s corporate campus on Central Avenue, a main commercial corridor, 13th Avenue School, where more than 600 students attend, the Fairmount Tech House, located at 152 Littleton Avenue, and the planned construction at 217 Fairmount Avenue, where the “hub” will be able to serve residents within a four block radius of the site.

Importantly, this activity will also drive additional economic development in Fairmount for businesses and new, high-density residential development and supports Newark Fiber’s stated goal to expand its programs beyond office and apartment buildings in the center of the city to serve its neighborhoods at little to no cost to residents.

[BACK TO TABLE OF CONTENTS](#)