

CAMDEN

# CITY OF PROMISE





A MESSAGE FROM

## The Mayor

**CAMDEN IS LAUDED AS A MODEL OF WHAT CAN BE ACCOMPLISHED WHEN PASSIONATE PEOPLE DREAM BIG AND TAKE ACTION...PROMISES MADE, PROMISES KEPT. 2016 WAS A YEAR OF TRANSFORMATION AND WE SEE THE SEEDS WE HAVE PLANTED TAKE ROOT, AND BEGIN TO BLOOM.**

Camden's ongoing revitalization carries with it the promise of opportunity, brought to life by new projects and new companies. The New Jersey Economic Opportunity Act of 2013 continues to attract new business and development to the city, bringing companies to Camden that will continue to drive development and investment. The commitment of partners like Holtec International and the development along the waterfront from Liberty Property Trust shows that we have been able to leverage the incentives of the EOA and that businesses have faith in Camden.

We have capitalized significant grant opportunities such as Transportation Investment Generating Economic Recovery and Choice Neighborhood initiative funding to build quality housing and enhance infrastructure. Combined, these two grants alone will attract nearly \$30 million in new investment in Camden. Significant projects are underway or planned that will help connect and improve key Camden corridors and critical gateways throughout the city.

Additionally, construction is currently underway for Cooper's Poynt Waterfront Park, located at the site of the former Riverfront State Prison in North Camden. The park will feature a waterfront trail for bicyclists and pedestrians, lighting, landscaping, and a large, one-of-a-kind playground area. Camden residents and visitors alike will have new recreational space and expanded access to the city's beautiful waterfront with panoramic views of the Delaware River, Ben Franklin Bridge, and Philadelphia skyline.

The 76ers' state-of-the-art training center and corporate headquarters are breathing new life into the waterfront area. Aside from acting as home base for the team, the center will also be open for community functions, employ hundreds of workers and be home to startup businesses through its innovation lab. We're delighted that the 76ers have made Camden their new home away from home.

Jobs for our residents remain a top priority for my administration. The Camden Construction Career Initiative (CCCI) continues the promise of opportunity for our residents. The program, launched by the city with support from the Cooper Foundation and other partners, aims to connect residents with employment opportunities through a series of community outreach meetings. This past year, CCCI began training Camden residents for construction jobs on projects through the Union Organization for Social Service pre-apprenticeship training program. In addition, the program matches "work ready" residents with employers, already connecting hundreds of residents to opportunities in their home city.

Creating a vibrant place for our residents and visitors to enjoy is key to successful revitalization of the city. When neighbors spend time with each other, a strengthened sense of community is born. When people visit Camden, they see the renaissance firsthand. Camden is host to over 3 million visitors each year, who enjoy a city rich in history, arts and culture, and a full menu of special events. From the arts, concerts and holiday celebrations to historical tours and youth activities, there truly is something for everyone to enjoy.

Last year our Connect the Lots program brought back the promise of community investment. Connect the Lots, which debuted in 2014, brings music, family events, concerts, movies, fitness, and art throughout our public spaces. The Camden Night Gardens and Camden Jam were a highlight of 2016 and we're looking forward to a new year of fun-filled events. This kind of placemaking strengthens neighborhoods and creates a tremendous sense of pride. Camden is once again becoming a place where people want to invest. It is a place that people want to visit and increasingly a place they want to stay to live, work and play.

We're implementing programs that make our communities healthier as well. We've invested a great deal of resources to enhance quality-of-life issues in our community through educational programs, strong community policing and housing improvement programs. We have implemented healthy initiatives such as Get Healthy Camden and the Camden Health and Athletic Association. These programs, along with recreation facility improvements, provide better parks,

more health-centered education and policies that lay the groundwork for healthier families in Camden. A healthy community is a strong community.

When Camden is well-rounded, economic development can thrive — which is why housing development, infrastructure, education, community initiatives and tourism are all equally important aspects of our renewal.

Everything we see happening in Camden is a result of people making promises and keeping those promises. The results we are witnessing are in the changes you see all around you. Every family that purchases a home here. Every child who excels in school. Every new job created.

There is much work to be done, friends, and I promise to fulfill Camden's potential in every neighborhood, classroom, and office. I've seen so many of you make the same pledge, and in just a short time we have moved mountains. There is more to come.

Sincerely,



The Honorable Dana L. Redd  
Mayor, The City of Camden





A MESSAGE FROM

# Cooper's Ferry Partnership Board Co-Chair

**WHEN PEOPLE TALK ABOUT CAMDEN, THEY TALK ABOUT INNOVATION, PROMISE, AND HOPE—THE HALLMARKS OF A CITY THAT IS UNDERGOING A TRANSFORMATION, A CITY THAT IS RISING.**

Cooper's Ferry Partnership is pleased to be one of the many leaders helping to foster this transformation through new development and new jobs, clean and safe neighborhoods, and strong communities.

Among the highlights of 2016, we welcomed the Philadelphia 76ers to their new practice facility on the waterfront; we joined Liberty Property Trust in breaking ground for One Water Street, a billion-dollar office project that will serve as the corporate headquarters of American Water; and we marked the expansion of MD Anderson Cancer Center at Cooper with the opening of a new inpatient oncology unit.

We also launched the Camden Construction Career Initiative to train Camden residents for construction jobs and partnered in establishing the Camden Health and Athletic Association to expand health and athletic programs for Camden children.

Along with the Connect the Lots initiative, a community-driven collaboration to bring new

life to the city's underutilized open spaces, these accomplishments have strengthened pride in the City of Camden, and furthered excitement over the tremendous activities and culture the city offers.

As co-chair of the Board of Directors, I share in this pride and excitement and am looking forward with tremendous optimism to the growth that is on the horizon.

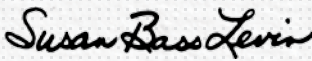
We continue to build a strong network of industry leaders, educators, innovators, and community partners to carry forward the city's revival.

With the commitment of our partners, CFP will continue to serve as a catalyst for the preservation and growth of the city now and for years to come.

By coming together, we can ensure that Camden continues to rise and soar to new heights.

Thank you for your continued dedication to the City of Camden.

Sincerely,



Susan Bass Levin  
Co-Chair, Board of Directors  
Cooper's Ferry Partnership



A MESSAGE FROM

# Cooper's Ferry Partnership

**NEW YEAR, NEW INITIATIVES, NEW BUSINESS. IT'S AMAZING WHAT WE CAN DO IN A YEAR.**

It is not by accident our organization is called Cooper's Ferry Partnership. We accomplished so much, but the story of Camden's revitalization is about collaboration. It is only through the commitment and innovation of our partners that we can make such strides.

In 2016, under the leadership of Mayor Redd and working with both private-and public sector-partners, we successfully secured over \$38 million in grants and funding to drive new investment, and improved infrastructure, housing, and education while also bringing arts, culture, recreation, health programming, and special events into our neighborhoods.

Working with our stakeholders, we witnessed unparalleled private investment in Camden City in 2016. Camden is attracting dozens of new businesses with companies such as Contemporary Graphic Solutions/Rondo-Pak, Holtec International, and Subaru of America, Inc., which now call Camden home. New opportunity continues to flourish with the development of the Ruby Match Office Building and Liberty Property Trust's investment along the Camden Waterfront. These new employers will provide thousands of new jobs while the construction of their facilities will create an opportunity for new careers for Camden residents. Supporting this opportunity, workforce programs like the Camden Construction Career Initiative set a goal to train and employ residents in the construction industry.

In 2017, Camden will complete the construction of Cooper's Poynt Waterfront Park at the former Riverfront State Prison site, and will embark upon the construction of three new parks and the transformation of six community parks. In addition, we will undertake the reconstruction of 5.25 miles of neighborhood roadways. Additionally, by working with our residents, our most valued partners, we continue to create new community initiatives and recreational opportunities that make Camden a safer and more vibrant place to live.

Our story is nascent — I sincerely believe we are only in the beginning chapters of what is already an inspiring tale of growth and transformation. As we push forward along with businesses, government agencies, supporters, and residents we will only gather steam, blazing a trail that leaves Camden City stronger each year. We see a city of promise and we pledge to carry forward our mission to serve as the catalyst for the preservation and growth of a vibrant city.

On behalf of Cooper's Ferry Partnership, its staff, and board of directors, I would like to thank you for your part in building a vibrant Camden. We are proud of our accomplishments and look forward to another great year filled with promise.

Sincerely,



Anthony J. Perno, III  
President & Chief Executive Officer  
Cooper's Ferry Partnership







GETTING TO CAMDEN

## Transportation Networks

1

LIVING IN CAMDEN

## Vibrancy

7

LEARNING IN CAMDEN

## Quality Education

15

HEALTHY LIVING IN CAMDEN

## Sustainable Futures

21

BUSINESS DEVELOPMENT IN CAMDEN

## Investment

27

COLLABORATION IN CAMDEN

## Innovation

35

WORKING IN CAMDEN

## Opportunity

41

ENJOYING CAMDEN

## Hospitality

47

CAMDEN SPECIAL SERVICES DISTRICT

## Clean & Safe

53

STAFF & BOARD OF DIRECTORS

## Credits

56

#CITYOFPROMISE

## Get Involved

63



# Transportation Networks

**Connecting residents, workers, students, and visitors with first-rate transportation options is an important component of Camden's redevelopment.**

Getting to and from Camden is easier than ever with a rich network of travel options that includes public transportation, highly connected roadways and bridges, and close proximity to airports and regional rail lines.

Companies here have excellent access to major northeastern highways, port, and rail operations. More than 40 percent of the U.S. population is within a day's drive of the city, making Camden a logistically competitive choice for businesses looking to reach millions of consumers locally, regionally, and internationally.

Thanks to \$16.2 million in federal Transportation Investment Generating Economic Recovery (TIGER) grants, the city will be better positioned to leverage these advantages in the coming years. Planned improvements include the revitalization of nine critical gateways, bolstering additional transit improvements, roadway redesigns, and streetscape projects.

Ben Franklin Bridge

Ben Franklin Bridge  
Pedestrian Walkway  
Photo courtesy of DRPA







TRAVEL MADE EASY

PATCO

The PATCO Speedline offers fast, affordable, comfortable, and reliable transportation to downtown Philadelphia and regional stations throughout South Jersey. Just a 5-minute train ride from Center City Philadelphia, PATCO connects to SEPTA via four stops in Center City Philadelphia, to NJ Transit via nine stops in New Jersey, and further to Greyhound buses and Amtrak regional rail service to Atlantic City, Trenton, New York, and beyond.



PATCO Speedline

Fast Fact

NJ Transit's River LINE accommodated 2.7 million passengers in 2016.

NJ Transit River LINE

The River LINE spans a 34-mile, scenic route between Trenton and Camden, and is a convenient mode of transportation for South Jersey residents to access the PATCO, BurLink, and NJ TRANSIT rail and bus lines, which reach 20 stations from Camden to Trenton. Commuters can use their NJ TRANSIT bus or rail passes on the River LINE at no additional cost.



NJ Transit River LINE

Photos courtesy of DRPA

RiverLink Ferry

The RiverLink Ferry system connects the Camden and Philadelphia waterfronts from May to September each year. It provides daily transportation for visitors to local attractions and all major waterfront festivals and events. Special-event schedules and tours are also available.

Fast Fact

In 2016, 153,713 passengers traveled to the Camden Waterfront via the RiverLink Ferry.

Downtown Camden

- 1 The Victor Building
- 2 U.S. Courthouse
- 3 U.S. Post Office
- 4 Rutgers-Camden School of Nursing
- 5 Volunteers of America
- 6 Friends Meeting House
- 7 BridgeView Building
- 8 CAMcare Health Corporation
- 9 Cathedral of Immaculate Conception
- 10 County Administration Building
- 11 City Hall
- 12 Roosevelt Plaza Park
- 13 L-3 Communication Systems-East
- 14 Waterfront Technology Center
- 15 Hall of Justice
- 16 Walt Whitman House
- 17 Walter Rand Transportation Center
- 18 Police Department Headquarters
- 19 Ronald McDonald House
- 20 A Little Slice of New York
- 21 BB&T Bank

University District

- 22 Board of Education
- 23 Johnson Park
- 24 Rutgers-Camden Community Park
- 25 Rutgers Recreation Center
- 26 Rutgers Graduate Student Housing
- 27 Subway
- 28 7-Eleven
- 29 Gordon Theater
- 30 Stedman Gallery
- 31 Rutgers University-Camden
- 32 Rutgers Campus Center
- 33 Rutgers Admissions Office
- 34 LEAP Academy Upper School
- 35 Barnes & Noble University District Bookstore and Camden County College
- 36 Rowan University
- 37 Camden County College
- 38 LEAP Academy Lower School
- 39 STEM School

Camden Waterfront

- 40 Rutgers Baseball Field
- 41 Camden GreenWay
- 42 Ferry Terminal Building
- 43 Adventure Aquarium
- 44 One Port Center
- 45 Camden Children's Garden
- 46 Wiggins Park and Marina
- 47 Battleship New Jersey
- 48 BB&T Pavilion
- 49 Victor's Pub
- 50 Market St. Pizza
- 51 Philadelphia 76ers

Health Science Campus

- 52 Cooper University Hospital
- 53 Coriell Institute for Medical Research
- 54 Cooper Medical School of Rowan University
- 55 MD Anderson Cancer Center at Cooper
- 56 KIPP Cooper Norcross Academy at Lanning Square

Truck lines have easy access to and from South Jersey Port







Just a few minutes' drive to the Walt Whitman Bridge



RiverLink Ferry, connecting Camden and Philadelphia waterfronts

#### Planning for a Redeveloping Camden

Camden Mayor Dana L. Redd joined officials from the Delaware Valley Regional Planning Commission, Camden County, and City of Philadelphia last summer to announce a planning and design grant for the modernization of the Walter Rand Transportation Center in Downtown Camden. These upgrades are crucial to serving the transportation needs of Camden City residents, visitors, and commuters, and together with support from local and federal partners will allow the central transit hub to offer more efficient connections to the PATCO Speedline, NJ Transit bus system, and NJ Transit River LINE.

#### Bridges

The Delaware River Port Authority operates four bridges that connect Southern New Jersey with the greater Delaware Valley region and provide easy access to interstate highways including I-95 and I-76. The Ben Franklin Bridge, which is located in Camden,

and the Walt Whitman Bridge, in nearby Gloucester City, are the most highly traveled of these bridges, together accommodating more than 222,000 daily commuters. Every day, the PATCO Speedline carries 40,000 passengers over the Ben Franklin Bridge, which also provides the only bike and pedestrian connection to Philadelphia, and links directly to the Greater Philadelphia Circuit Trails, regional trail network and the Camden GreenWay, Camden's growing multipurpose trail system.

#### Fast Fact

Visit Philadelphia named the Ben Franklin Bridge pedestrian walkway one of the 10 best running and biking trails in the Center City Philadelphia region.



PATCO Speedline train at passenger platform

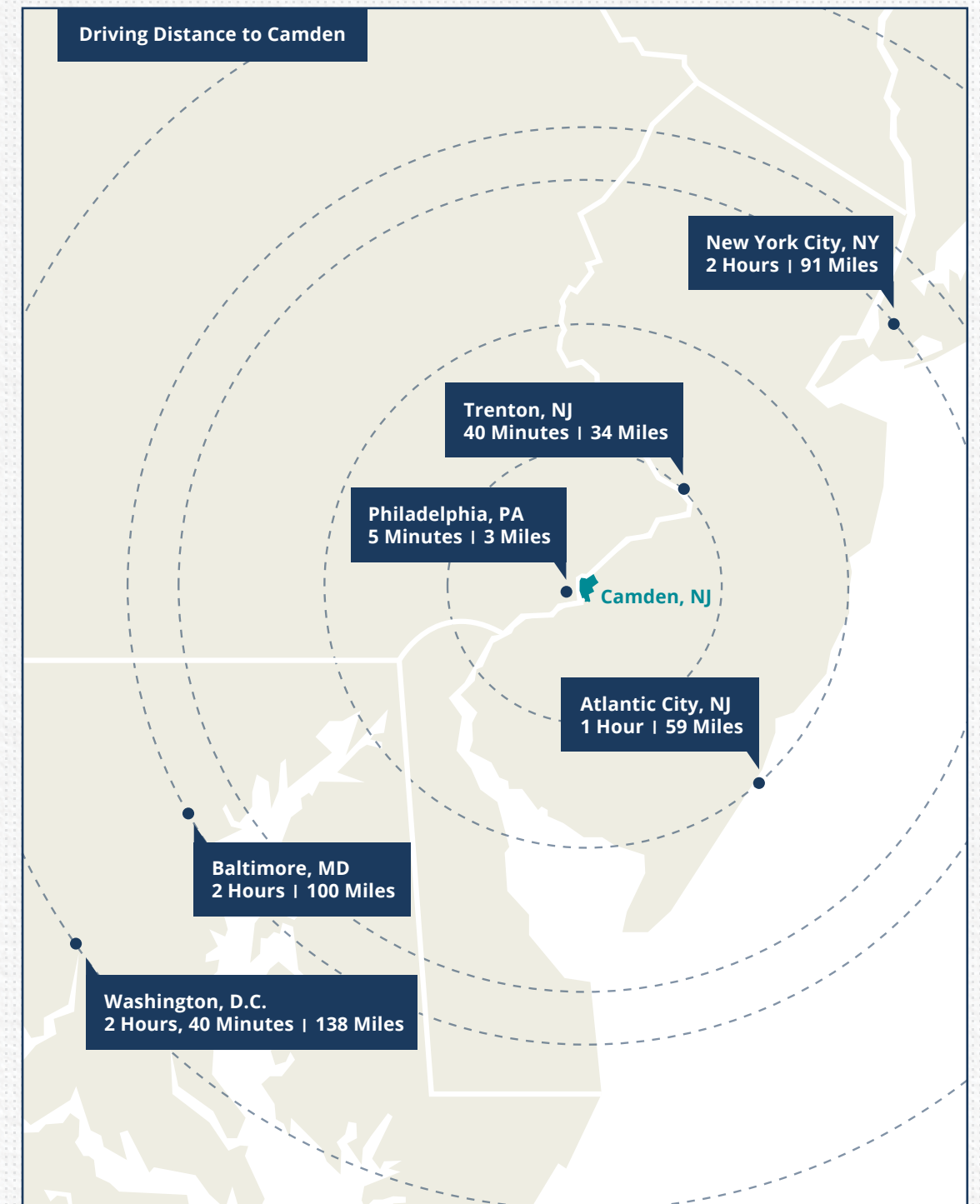


Cycling across the Ben Franklin Bridge

#### Airports

**Philadelphia International Airport**, a major United States travel hub, serves more than 30 million passengers, including 4 million international passengers, and handles nearly 500,000 aircraft each year. Twenty-eight airlines offer nearly 600 daily departures to 120 cities, including 36 international destinations. Located just 12 miles from downtown Camden, the airport is easily accessible from I-76 and I-95, as well as by train service through connections in Center City Philadelphia.

The smaller **Atlantic City Airport**, which offers discount travel provided by Spirit Airlines and is just a 45-minute drive from Camden via the Atlantic City Expressway. Atlantic City Airport provides service to and from Atlanta, Boston, Chicago, Detroit, Myrtle Beach, and several destinations in Florida, plus more than 40 connections to the Caribbean Islands, Latin America, and Mexico.





# Vibrancy



Performers at  
Camden Jam 2016

**Camden is reimagining its neighborhoods. With careful planning that focuses on placemaking, recreation, improved housing, and amenities, residents see the difference, and there is a renewed sense of pride in Camden as a vibrant place to live, work, and play.**

The residents of Camden are the fabric of the community. Their input and participation are shaping the positive changes seen in our neighborhoods across the city. Strategic investments in community programs act as a catalyst for transforming neighborhoods into places where residents feel more connected to each other and the city.

Camden increasingly offers the amenities—public parks, programming, and cleaner and safer neighborhoods that attract residents in contemporary urban communities, which will help stabilize and grow its population base.



Connect the Lots  
Arts Event



Von Nida Park  
community event







PROMISE ZONE

In April 2015, Camden, was designated as a federal Promise Zone by the Obama administration. The initiative forms a partnership between the federal government and local leaders of selected communities, in which they work together to increase economic activity, leverage private investments, improve educational opportunities, address public health issues, and reduce/prevent crime. Led by the Mayor's Office and Center for Family Services, Camden Promise Zone brings together several local organizations and partnerships, as the city implements solutions that allow Camden to continue to revitalize.

New and existing programs throughout the city reinforce these broader goals, leading to new

Residential POWER Program

The Residential POWER Program aims to strengthen housing stock in the Camden neighborhoods of Whitman Park, Liberty Park and Centerville. Qualified homeowners receive a grant from the City of Camden to complete up to \$20,000 in façade, life/safety and energy efficient improvements, using primarily Camden based contractors.



Before

After

8 Camden: City of Promise

job opportunities, safer housing, better schools, redevelopment of vacant and underutilized lots, incentives to recruit new businesses, and cultural and recreational amenities. The Promise Zone designation solidifies the sustainability of these initiatives through funding, technical support and increased partnerships.

HOUSING HIGHLIGHTS

Designating safe and affordable housing as a top priority, the city implements programs to demolish abandoned and unsafe structures, rehabilitate existing homes and create new market-rate housing, while retaining the historical features and distinct qualities of each neighborhood. Accessible housing brings new vitality to the city. When homes are full, property values rise; citizens get to know their neighbors and spend more time in their communities.

CHOICE Neighborhoods Implementation Grant

In 2016, Camden won a \$13.2 million HUD Choice Neighborhoods Implementation Grant to fund the replacement of 1940s-era buildings in the Clement T. Branch Village public housing complex with mixed-income townhouses and apartments. The project includes 176 new townhomes and a 50-unit senior facility. The plan for this area provides the basis for an overall neighborhood transformation, with a focus on creating new connections along key corridors linking residential areas with schools, open space, transit, and retail amenities.

The Choice Neighborhoods Implementation Grant, supported by nearly \$280 million in additional private and public resources, is key to setting the stage for the redevelopment of the neighborhood in the Mt. Ephraim South section of the city. The Camden City School District plans to build two new state-of-the-art Renaissance schools in the neighborhood with an additional \$50 million investment.

St. Joseph's Carpenter Society

Home by home, St. Joseph's Carpenter Society (SJCS) works to rehabilitate and build homes, and create pathways to homeownership for residents. SJCS fosters responsible homeownership with the **Campbell Soup Homeowner Academy** and **Homeowner Maintenance** programs. SJCS requires buyers of the properties it rehabilitates to attend its Homeowner Academy, which helps first-time homebuyers transition to the responsibilities of homeownership. The program lays the groundwork for long-term success. The program, recognized as a

*"What we're celebrating here is not housing. This is about restoring what Martin Luther King called 'the beloved community'. It is the revitalization of the American dream."*

— United States Senator, Cory Booker

national model for homebuyer education, teaches the basics of financial management, including mortgages and other homeownership responsibilities. More than 7,000 people have participated in the academy since its creation in 1993, and fewer than 3 percent of trained homebuyers have suffered a foreclosure.

Recent SJCS homeownership projects include Community Links IV, a 10-unit new-construction project in East Camden, and Cooper Plaza Rehab, a five-unit rehabilitation project targeting abandoned homes in the Cooper Plaza neighborhood. All units receive funding from the New Jersey Housing and Mortgage Financing Authority CHOICE Program and Neighborhood Revitalization Tax Credit funding.

The Cooper Foundation

The Cooper Foundation continues to create mixed-use housing and revitalization projects with its nonprofit partners, including **SJCS** and **Habitat for Humanity**. Over the last several years, the foundation supported the construction or rehabilitation of more than 115 homes in the Cooper Lanning neighborhoods, along with mixed-use development on the Broadway corridor. The foundation also supports homeownership through its employer-assisted housing program, Live Where You Work, which offers incentives to employees who move into the Cooper Lanning neighborhood.

Restoring Neighborhoods, Addressing Abandoned Properties

In 2015, Camden launched its abandoned properties program in cooperation with the Camden County Improvement Authority (CCIA). The program is the largest demolition project in the history of New Jersey and aims to strengthen several neighborhoods suffering from the blight of abandoned properties. In just one year, the CCIA demolished more than 500 vacant properties, creating cleaner, safer neighborhoods while employing residents in 75 percent of the demolition jobs. Camden plans to continue this project in 2017 and incorporate abandoned commercial properties throughout the city.

*"Removing these dilapidated properties enhances the quality of life for the children and families that live on these blocks, and opens up property that was deteriorated and abandoned to a new future. We are proud to partner with Mayor Redd's administration on such a vital program for the city."*

— Camden County Freeholder Director Louis Cappelli, Jr.

HIGH-QUALITY RECREATION

Recreational Facility Assessment

Camden residents enjoy organized and passive recreation throughout the city's parks and recreational facilities, and as we invest in neighborhood improvements and expanded programs, we expect participation in sports programs to grow. In 2016, Cooper's Ferry Partnership worked with city and county government, the Camden City School District, and the Camden Health and Athletic Association (CHAA) to inventory and assess all recreational facilities in the city, identify and prioritize upgrades to them, and determine how existing facilities can be utilized to expand recreational offerings for residents, especially for youth.


Camden Health and Athletic Association (CHAA)

Continuing its commitment to Camden, Cooper University Health Care announced the launch of the Camden Health and Athletic Association (CHAA), a new organization dedicated to creating comprehensive health and athletic programs for Camden youth. The Cooper Foundation, the Norcross Foundation, and AmeriHealth New Jersey dedicated an initial \$1 million to the association last summer. Strong youth athletic programs encourage healthy behaviors, create lasting memories and friendships for participating children and their parents, and bolster a strong sense of community.

CHAA, established as a nonprofit, will function as an umbrella organization to help facilitate the support and maintenance of current and future youth sports groups, create new programs, establish fundraising efforts, and develop new playing facilities.


Investing in Health

On June 1, 2016, dozens of sports personalities, elected officials, and community leaders joined the Cooper Foundation, the Norcross Foundation, and AmeriHealth New Jersey in announcing the launch of the **Camden Health and Athletic Association** with a \$1 million funding investment.



*Youth sporting events played an important role in many of our lives—creating a rich sense of community, building lifelong friendships, and encouraging healthy habits. That's why AmeriHealth New Jersey is proud to support the Camden Health and Athletic Association's mission to keep young people healthy and active through youth athletic and community health programs."*

— Daniel J. Hilferty  
President and CEO of  
Independence Health Group




Pyne Poynt Park ribbon cutting

Park System Expansions


The city is making significant investments in its park system, transforming once-underutilized spaces into thriving facilities for organized youth sports, community gatherings, and neighborhood green space.

Pyne Poynt Park

The Pyne Poynt Park rehabilitation demonstrates what is possible with investment in the local park system. Once underutilized by families in the area, the year-round amenity now attracts residents from surrounding neighborhoods who enjoy sports, community programming, and passive recreation. The success of this transformation inspired planned upgrades to other Camden parks, such as Reverend Evers Park in Morgan Village, Whitman Park in the Whitman Park neighborhood, Alberta Woods Park in East Camden, and Washington Park in Lanning Square.



Scenes from Pyne Poynt Park



Vibrancy

9





Camden GreenWay expansion announcement

### Cooper's Poynt Waterfront Park

Residents of Camden have long advocated for increased access to Camden's waterfront, and the construction of Cooper's Poynt Waterfront Park at the former state prison site will deliver just that and so much more. The park, which features panoramic views and access to the Delaware River, is funded through the New Jersey Economic Recovery Board, with the New Jersey Economic Development Authority (NJEDA) spearheading the construction. Cooper's Ferry Partnership managed the design and engineering of the park, which will eventually connect to Pyne Poynt and Wiggins Waterfront Parks, creating one contiguous waterfront. The new park design features a waterfront trail for bicyclists and pedestrians, lighting, landscaping, and a large, state-of-the-art playground area. Camden residents and visitors alike look forward to enjoying expanded waterfront space with some of the best views in the region.

### The Camden GreenWay Regional Trail Network

The Camden GreenWay is a growing network of walking and biking trails throughout the city that links with the Circuit Trails, Greater Philadelphia's trail network. A priority for the city, Cooper's Ferry Partnership in cooperation with the NJEDA, Camden County and city governments, and other organizations, like the Circuit Trails Coalition, aims to expand the network of trails in the city.

The trail network provides residents with both a passive recreation amenity and a practical connection to other communities and transportation assets, such as rail lines. In addition, the trail development connects residents traveling within the city to commercial areas, community spaces, parks, and alternative modes of transportation.

Construction at Cooper's Poynt Waterfront Park

### Roosevelt Plaza Park

Creating vibrant public spaces is key to today's civic engagement. Residents desire active community spaces to connect with their neighbors and the culture around them. The city looks to residents to share their vision in crafting spaces where they can enjoy community events, activities and each other.

Roosevelt Plaza Park exemplifies this principle and shines as one of Camden's most lively community spaces. Situated adjacent to the iconic City Hall building, visitors, employees and residents utilize the park daily and attend a variety of events there throughout the year. In 2016, the park featured an interactive installation that allowed visitors to use human-powered treadle pumps to push collected stormwater through a fountain, activating water jets and turning fountain wheels. Like all those opportunities provided by Connect the Lots and the Get Healthy Camden initiatives, the experience creates a healthier Camden by providing families with opportunities for safe, outdoor, active living.

Roosevelt Plaza Park also featured fitness classes, health and wellness education, lunchtime concerts, outdoor movies and family fun nights throughout 2016.



### CONNECT THE LOTS Creating a Vibrant Camden

Through the identification and implementation of artistic, cultural, and recreational projects and activities, Connect the Lots (CTL), Camden's community-driven initiative to activate vacant and underutilized spaces, saw another uplifting season in 2016. Produced by Cooper's Ferry Partnership, CTL is remarkably successful in engaging Camden residents in neighborhood transformation, creating safe activities, and bringing vibrancy to Camden's corridors and public spaces.

From May through September, the initiative brought together city residents with 25 distinct events, including the **Camden Night Gardens and the Third Thursday and First Friday Concert Series** which included a "Camden's Got Talent" showcase. Residents also enjoyed a fun-filled calendar that included free outdoor concerts, movie nights, and fitness classes; two health-focused events, large-scale public art installations at the Salvation Army Ray and Joan Kroc Corps Community Center and Roosevelt Plaza Park, and the reimagining of a North Camden pool as a lively community space.

#### Fast Fact

Connect the Lots 2016 produced 25 events and drew more than 10,000 attendees.

Connect the Lots 2016 finished an action-packed season at Roosevelt Plaza Park in September with the **second annual Camden Jam arts and music festival**, Arts and Music Festival. More than 4,000 smiling faces enjoyed this end-of-season celebration, hosted by Dyana Williams of Old School 100.3 FM and featuring a full day of continuous entertainment from national headliners Kindred the Family Soul and the legendary Wailers, and additional performances from Nadjah Nicole of NBC's *The Voice*, Elvis Alvarez, Camden's Got Talent showcase winners, the Trenton Circus Squad, and others. The festival featured food and clothing vendors, arts and crafts, a Kids Zone, an Eco Zone, and a Health Zone.

The city plans to expand CTL in 2017 to present more sports-related experiences, incorporate more live music into events, and extend the season to include fall and winter indoor activities. Due to the increased popularity and growth of the program, Cooper's Ferry Partnership will be hiring a full-time coordinator for the program in 2017.



Resident showing off her art at CTL event

Camden Jam



Marching band at CTL event

*"Camden Jam is one of the many engaging community events that not only celebrates our city's dynamic arts and culture scene, but also showcases the extraordinary talents of our local artists."*

— Camden Mayor Dana L. Redd

#### Thank You

A very special thank you to the funders of Connect the Lots 2016:

Kresge Foundation, Horizon Foundation for New Jersey, Campbell Soup Foundation, Geraldine R. Dodge Foundation, William Penn Foundation, the National Endowment for the Arts, and the Neighborhood Revitalization Tax Credit Program via St. Joseph's Carpenter Society.

### COMMUNITY PROGRAM HIGHLIGHTS

Through private, public and nonprofit partnerships, the city is home to hundreds of innovative programs that fund housing, provide workforce development, create new community centers, and help families in need. The investment of our supporters improves the everyday quality of life for our residents.

#### Teddy's Toys

Teddy's Toys for Camden Kids is a program created in memory of Theodore Hinson, Sr., a generous and compassionate man who instilled in all who knew him the commitment and dedication to give back to the community. In December 2016, Mayor Redd hosted the event for a sixth consecutive year. The event, held at Adventure Aquarium in cooperation with the Children's Garden, drew 600 children. Camden families enjoyed complimentary access to the aquarium, toy giveaways, refreshments, face-painting and a visit from Santa. This very special initiative is sponsored through the generosity of donors and corporate sponsors, who contributed more than \$65,000 in 2016.

#### Fast Fact

PSE&G is committed to Camden and its residents. Since 2010, Camden-based organizations received more than \$2.6 million in grants, sponsorships or support from PSE&G and its foundation. PSE&G employees care too: In 2016, employees helped build the new KaBoom playground in Whitman Park.



Mayor Dana Redd at Teddy's Toys for Camden Kids

### Volunteers of America Delaware Valley

Programming offered through **Volunteers of America Delaware Valley (VOADV)** gave hope to thousands of people last year, especially through two new initiatives: Face Forward 2 and Second Chance Mentoring, which helps juveniles and assists those re-entering society from the criminal justice system. VOADV aided more than 500 families in local shelters, served more than 150 veterans, and aided 2,000-plus clients with behavioral health and re-entry services. Its standout holiday campaign, Adopt-a-Family, paired more than 600 needy families with donors and raised \$55,000 for the program with the support of radio sponsor 95.7 BEN FM. VOADV is an outstanding example of what can be achieved when volunteer services work in partnership to improve Camden communities.

#### The Wisdom of Centenarians

Camden resident Anne Scott, a participant at **LIFE at Lourdes**, is one of 50 centenarians featured in a new book recently published called, "If I Live to Be 100: The Wisdom of Centenarians," by Paul Mobley.





Cathedral Kitchen

Cathedral Kitchen offers immediate help and long-term support to individuals in Camden. What started as a simple food assistance program evolved into a mission to provide essential life services that support individual health and community well-being. In addition to serving 100,000 meals throughout the year, Cathedral Kitchen delivers supportive services, such as health and dental care, child care, case management and referral services.

Cathedral Kitchen Culinary Arts and Baking Arts Training programs help many Camden residents change their lives. Enrolling approximately 60 students annually, the programs operate concurrently for 17 weeks, twice a year, offering classroom instruction in culinary/baking arts, ServSafe certification training, life skills, financial literacy, and job interview skills training. Graduates get help with job placement assistance, and more than 80 percent find work in the first three months after completing the program.

Salvation Army Ray and Joan Kroc Corps Community Center

Since opening, the 120,000-square-foot Salvation Army Ray and Joan Kroc Corps Community Center has redefined the Cramer Hill neighborhood and surrounding area. Its goal of providing recreational, health, educational, cultural and spiritual programming to families has become a reality in practice. What was once a landfill now serves as a first-class community meeting space and hub of physical recreation, providing a myriad of camps, organized sports leagues, and roughly 1,000 educational activities and classes every year. The center serves thousands of guests annually, and membership is on the rise.

In accordance with the Salvation Army's mission of giving and outreach, the Kroc Center also maintains a food pantry, offers homeless services, volunteer opportunities, and partnerships with local organizations to support charitable community efforts.

CAMcare Health Corporation Annual Holiday Toy Drive

CAMcare Health Corporation held their annual holiday toy giveaway event last December at the Gateway Health Center on Federal Street in Downtown Camden. Camden children look forward to this event every year, which features toy and coat giveaways, refreshments and a very special visit from Santa. CAMcare Health Corporation is a trusted name in providing health services to residents in Camden and participates in a variety of community health events throughout each year.

Campbell Soup Company Healthy Corner Store Initiative

Campbell nourishes the lives of Camden residents in several ways, including providing financial support through grant-making, product donations, and employee volunteerism. Focusing on access to healthy food choices, Campbell collaborates with the Food Trust and Camden corner stores to provide more nutritious food to Camden families and residents. The Healthy Corner Store Initiative promotes healthier food choices by introducing new healthy products and provides technical assistance and in-store nutrition education to store owners. Currently, 55 of approximately 135 corner stores in the city participate in the program. Of the corner stores surveyed, 95 percent report an increase in sales of healthy products since joining the network. Campbell's Healthy Communities program participants realize results through the increased opportunities of healthy food access, nutrition education, and access to physical activity.

FINANCIAL INSTITUTION SUPPORT

The Camden banking and business industry demonstrates investment in the community by setting down roots and backing local organizations.

M&T Bank

M&T Bank supports the Camden-based Moorestown Ecumenical Neighborhood Development, Inc., Jersey Counseling & Housing Development, Inc., Neighborhood Housing Services of Camden, Camden Lutheran Housing Inc., Heart of Camden, Metropolitan Camden Habitat for Humanity, Inc., Parkside Business & Community in Partnership, Inc., and most notably contributed \$29,000 toward the St. Joseph's Carpenter Society's Campbell's Soup Homeownership Academy.

The PNC Community Development Banking Group

The PNC Community Development Banking Group works with Camden community-based organizations, providing grants and sponsorships that allow PNC to strengthen residents and businesses. PNC's work in Camden includes providing financial education curriculum that supports youth, adults, and business owners with age-and demographically appropriate learning materials and outreach. Several are available in Spanish and English. In 2016, PNC staff and community partners delivered a wide variety of

financial education workshops on topics from banking basics to personal savings to business credit for Camden residents, students, and employees.

Wells Fargo

Wells Fargo supports many nonprofits and initiatives in Camden, including Cooper's Ferry Partnership, Camden Salvation Army Ray and Joan Kroc Corps Community Center, the Ronald McDonald House Southern New Jersey, Latin American Economic Development Association, Inc. and others. The Wells Fargo Regional Foundation partners with community organizations to provide grants that improve city neighborhoods. The Wells Fargo Regional Foundation recently provided a \$100,000 grant to Parkside Business and Community In Partnership in 2016 for the purpose of developing a plan to revitalize the Parkside neighborhood. Additionally, through the New Jersey Neighborhood Revitalization Tax Credit Program, Wells Fargo Bank invested \$900,000 to support St. Joseph's Carpenter Society.

Fast Fact

In 2016, more than 15 Camden nonprofit organizations were supported by grants and sponsorships through the PNC Foundation.

*“Wells Fargo is proud to support the revitalization of the City of Camden in partnership with Cooper's Ferry Partnership and other organizations. The completion of recent projects and the announcement of new ones highlights that the private sector, government, and educational institutions have a bright outlook for the city as we move forward. This is an exciting time for Camden, and we are thrilled to play a role in much of what is happening.”*

— Brenda Ross-Dulan  
Southern New Jersey  
Regional President, Wells Fargo

RESIDENTS AND PUBLIC SAFETY  
A Partnership for Safer Neighborhoods

The Camden County Police Department (CCPD) is dedicated to reducing crime and strengthening relationships with the residents of the city. The department continues to invest in community policing strategies, state-of-the-art crime-fighting technology, and the training and recruitment of new officers. In addition, the department works closely with a variety of city departments to address quality-of-life issues that impact the safety of our neighborhoods.

The CCPD continues its commitment to community policing and working with children, families, and other stakeholders to sustain progress and strengthen the city. Officers act as guardians on the streets and implement programs to advance the safety of their assigned police districts. Over the course of the year, police officers were a beacon for innovative training and empowering engagement. Furthermore, police officers continue robust training to preserve the sanctity of life for all parties involved in conflict and continue to work tactically to defuse situations through de-escalation measures.

Making Needed Investments

In the spring of 2016, an additional 58 officers joined the ranks of the Camden County Police Department, raising the number of operating sworn staff to about 400 police officers working alongside more than 150 civilian staff members. The department expects another 80 recruits in the academy to graduate in the summer of 2017 to supplement the current officers and backfill pending retirements. In addition, the department continues to build on its cutting-edge technology in the real-time tactical and intelligence center and has outfitted all officers with body cameras.

*“The most effective way to sustain the gains we’ve made is to leverage the greatest force multiplier: the people of the community. When police empower neighbors to feel safe enough to leave their homes, communities begin to hit tipping points in public safety, as residents reclaim neighborhoods.”*

— Chief J. Scott Thomson  
Camden County Police Department

Community Policing, a Strategy for Change

Establishing familiar relationships with neighborhood residents ensures the development of dialogue and engagement that is proven to be successful. Officers understand the value of first impressions, initial conversations, and ongoing contact with residents to build bridges throughout the community. Presented in cooperation with other agencies and service providers, “Meet Your Officers” events, such as **pop-up block parties**, the **Blue Knights Children’s Program**, and **Movies with Metro**, are held in relaxed environments that allow officers and residents to sit down for meals, play basketball, watch movies, and enjoy other fun activities together.

Expanding Youth Programs

Working with the children of Camden is paramount for the department. Officers work hard to build strong bonds with children in the city to help them form positive impressions of police from an early age. One of the department's most successful programs is the **PACER-BookMates reading initiative**, which, over three years, expanded from one school to four schools, with more than 25 officers volunteering their time every week to visit schools and spend an hour reading to kindergarten students.

Operation Guardian

Through their network of community relationships, officers are now acquainted with the residents who may need help during extreme weather events. Officers check on them when the thermometer dips too low or rises too high to ensure these vulnerable residents don't suffer from a weather-related fatality or injury. If further help is needed, officers work to address those needs.



Officers taking time to connect with Camden youth at community policing events

*“This department derives a great benefit from working with kids and directly connecting with our children. Officers working to build trust and nurture a vital bond with the youngest members of our community is imperative for our success.”*

— Captain Gabriel Camacho  
Camden County Police Department, during a BookMates expansion announcement

Safe Corridors to School

Students of all ages who walk to school are now accustomed to seeing the same officers in the same places every day, providing them with safe passage to school. These officers know the children and have come to provide welcome peace of mind for parents and caregivers. A school district survey reported that students feel significantly safer outside their schools since officers began providing a guardian presence.

Sustaining the Future

Since the implementation of the Camden County Police Department, the city has become a safer place to live, work, and play. Although there is progress, there is still much work to do. The department is invested in the holistic revival of the city and making residents feel safer for generations to come.



An officer adjusts a boy's “Blue Knight” hat at a community policing event



# Quality Education

**From pre-K to post-grad, academic success is essential to the growth of a well-educated and engaged citizenry—but in the case of Camden, it's also a key driver of urban renewal efforts and workforce development.**

“Eds and Meds.” More than a catchphrase, these sectors are the most significant drivers of economic growth in Camden City and the surrounding region, and our collective future is tied to their success. Almost 40 percent of the city’s 30,000 jobs come from within its institutions of medicine and higher education; as their growth continues to soar, opportunities for development and local jobs will expand in correlation. Partnering with Camden’s educational and medical institutions means increased opportunities for Camden students, greater community investment, and more resources with which to grow the broader health and wellness of the city.

Without the vital institution of a strong primary education system, these gains could be short-lived, which is why the city is also sowing the seeds of investment in reducing dropout rates and improving graduation rates. Shoring up the commitments of educators, families, and students will lead to more diplomas awarded to Camden students. These may be the most exciting and important changes happening in Camden; by investing in our children, they, in turn, will invest in the future of the city.

KIPP Cooper Norcross  
Academy students

Camden students  
enjoying school





PRIMARY AND SECONDARY EDUCATION

Public Schools

More children are leaving Camden schools with degrees because the district is intervening sooner and with more comprehensive programs when children begin to slip behind. With initiatives that embrace community involvement, the graduation rate continues to rise, helping more local graduates transition to vocational and educational opportunities in the city and beyond.

Camden public schools are making inspiring strides to improve their high-school graduation rates, which climbed from 49 percent in the 2011-12 school year to 70 percent in the 2015-16 school year. The dropout rate fell from 21 percent to 12 percent in the same period.

Fast Fact

Currently, \$313 million in capital investment is committed to renovate schools in Camden.

Cradle to Career—Sustainable Support for Our Children From Pre-K to Adulthood

The 90-year-old nonprofit Center for Family Services, which works to provide a comprehensive continuum of care services for South Jersey families, recently won a \$30 million grant in 2016 to create a “cradle to career” opportunity, following students in multiple stages of their education, from pre-kindergarten through high-school graduation and to employment. Called the Promise Neighborhoods award, it’s not just a grant that will fund new buildings, books, or teachers, but rather supports a continuum of services delivered by a variety of stakeholders, including the Camden Housing Authority, Camden County Police Department, Cooper University Hospital, Rutgers University–Camden, Rowan University, and Camden County College. Dispensed in \$6 million annual increments throughout a five-year period, the grant will fund programs for residents of the Cooper Plaza, Lanning Square, Bergen Square, Liberty Park and Centerville neighborhoods, offering access to early-childhood education, health care, and other opportunities to give children the best chances at a healthy upbringing.



KIPP Cooper Norcross Academy classroom in action

Educational Options

Charter and Renaissance schools in Camden provide students and families with an array of curriculum and school choices for both primary and secondary education. Most notably, the Urban Hope Act enabled the Camden City School District to partner with experienced nonprofit organizations to develop high-quality Renaissance schools throughout the city. Since the passage of the act in 2012, seven of the schools have opened, expanding their enrollment beyond 2,000 students. Currently, 4,000 Camden students are enrolled in charter schools and 10,000 are enrolled in traditional public schools.

One of the fastest-growing Renaissance schools is the KIPP Cooper Norcross Academy (KCNA), which began operating with 100 kindergarten students in the 2014-15 school year. KCNA opened a 110,000-square-foot facility with modern classrooms, state-of-the-art technology art and music rooms, labs, and recreational spaces. In just three years, the expansion has allowed the school to increase its enrollment from 100 students to 846 in kindergarten through eighth grade.

In 2016, KCNA began construction of the historic J.G. Whittier School in the Bergen Square neighborhood. Current renovations preserve the history and integrity of the original school building. Planned upgrades include a new, state-of-the-art gymnasium; recreation field; electrical, plumbing, and mechanical systems; roof; and fire and life safety systems. The school will also offer a resource center for families and community members. Students are expected to occupy the facility at the launch of the 2017-18 academic year.

“Center for Family Services is honored to lead our strong team of partners and funders in creating a Camden community where all children have the opportunity to thrive. The Promise Neighborhoods award will make it possible for us to strengthen early childhood services, improve opportunities for children to be successful in school, develop college and career pathways for young adults, and transform neighborhoods through services that promote family well-being and stability.”

— Merilee Rutolo  
COO, Center For Family Services



J.G. Whittier School rendering

Cramer Hill School

“The upcoming Mastery Charter School in Cramer Hill will give Camden students a 21st-century learning environment. This project is one of the many ways we’re getting involved with the communities of South Jersey. We’re thrilled to be able to make this school happen.”

— Ira Brown, Senior Vice President of M&T Bank Corp. and President of the Greater Philadelphia and Southern New Jersey Regions

Mastery Charter School, Cramer Hill School

M&T Bank is partnering with Mastery Charter Schools of Camden to finance the construction of a new 85,000-square-foot elementary school slated to open in the Cramer Hill neighborhood in fall 2017. It will offer a kindergarten-through-eighth-grade education to students in north and east Camden, complete with after-school programs, a separate gym and cafeteria, outdoor recreational spaces, and a library and digital resource center that will be open to the public and available for community meetings.

SCORE

In November 2016, the Sixers Youth Foundation hosted a kick-off celebration for SCORE (Sixers Creating Opportunities, Resources, and Encouragement for Youth) at KIPP Lanning Square Middle School in Camden. SCORE is an intensive youth development program that stresses the importance of healthy behaviors while also supporting students’ social and emotional development.

At the event, Sixers assistant coach Lloyd Pierce and forward Robert Covington had an impactful question-and-answer session with 75 fifth-graders. In-arena host Christian Crosby, dancer Jemila Worley, the Sixers Dunk Squad, and mascot Franklin also participated in activities facilitated by Drexel University group leaders, who will teach SCORE classes throughout the program.



“The Rutgers Nursing and Science Building is the cornerstone of a health sciences corridor that will establish Camden as a global center for research in the biosciences and top-quality health care. Rutgers looks forward to the opening of this state-of-the-art facility as part of our overall commitment to Camden.”

— Phoebe A. Haddon  
Chancellor, Rutgers University–Camden

HIGHER EDUCATION

Local institutions of higher learning continue to make significant educational and civic investments in Camden, leading community-based programs and responsible reinvestment. These institutions understand the importance of “being a good neighbor,” and work to ensure that their physical presences confer economic gains and social benefits within the immediate neighborhoods in which they operate. Higher education continues to flourish in Camden with campus expansions, broader degree options, and increased student enrollment.

Rutgers University–Camden

Rutgers University–Camden offers all the benefits of a world-class educational institution within the personalized community of a small campus. Students here experience the superior academics of Rutgers, one of the best public research universities in the country, as well as the individualized support of its close-knit community. The school offers more than 40 majors, 50 minors, and 29 graduate programs, plus special programs. Students enjoy an active campus life with academic clubs, sports programs, top-notch amenities, and community programs.

In 2016, Rutgers marked its 250th anniversary with a host of events across its three campuses. In Camden, more than 2,000 people participated in Rutgers Day, a community festival that invited guests to “see, touch, and feel” their state university. The yearlong celebration concluded November 10, with dozens of alumni returning to teach lectures and a fireworks display along Cooper Street.

Long known as a leader in creating programs to provide broader access to its educational opportunities, in 2016, Rutgers–Camden introduced **Bridging the Gap**, an innovative financial aid model that essentially



makes college free for the most economically challenged students by allowing them to complete their inexpensive general education curriculum at Camden County College before matriculating to the Rutgers campus for classes in their core disciplines.

Last year, Rutgers also hosted a national conference on educational barriers facing women of color. It attracted a diverse group of nearly 300 researchers, policymakers, educators, practitioners, and students from across the country, who worked to develop solutions around these disparities.

Further strengthening its reputation as a national leader in student-veterans support services, Rutgers–Camden was named a **Purple Heart University** by the Military Order of the Purple Heart, the first higher education institution in the state of New Jersey to earn the distinction. Rutgers maintains its designation as a “military friendly” campus by providing special supports to U.S. veterans.



Rutgers students at Camden Campus



Rowan University

Rowan University attracts national attention for the value of the education it offers as well as for the breadth of opportunities its institutional experience yields. Rowan consistently lands among the top tier of northern regional universities evaluated by *U.S. News & World Report*, which rated it among the top three public institutions in that category while naming its Henry M. Rowan College of Engineering among the best institutions to offer bachelor's or master's degrees in engineering. *The Princeton Review* also includes Rowan's William G. Rohrer College of Business among its annual review of best business schools.

By expanding its partnerships with area community colleges, Rowan is working to improve access to its programs and the affordability of a bachelor's degree. Its approximately 16,000 students can select from 74 bachelors', 51 masters', and 4 doctoral degrees, along with two professional programs—and undergraduate and post-baccalaureate certificates—in colleges and schools across its four campuses. The university has become an extraordinary comprehensive institution that has improved the quality of life for the citizens of New Jersey and the surrounding states.

At its Camden City campus, Rowan has pursued a number of mechanisms for increasing access to its high-quality, affordable degree programs, which now include a new bachelor's degree in Disaster Preparedness & Emergency Management, a master's in Counseling in Educational Settings,

and a doctorate in Educational Leadership. Hundreds of students on the campus also take advantage of pre-college programs, including the Rowan Educational Opportunity Fund, English as a Second Language, CHAMP/Gear Up, and Upward Bound for English Learners.

Rowan and Camden took a leap forward together in late 2016 when the university officially opened its **Camden Academic Building** in the restored First Camden National Bank and Trust building at 606 Cooper Street. The project included a new three-story addition at the rear of the building and an annex that will enable Rowan to double its campus enrollment.

Rowan has operated a satellite campus in Camden since 1969, but in recent years shared classroom space with Camden County College across the street. The new academic building consolidates the Rowan campus while adding 12 new classrooms (plus five more in the annex), a first-floor multi-purpose room with capacity for 144 people, and unique amenities, such as student lounges made from converted bank vaults.

Cooper Medical School of Rowan University

Cooper Medical School of Rowan University (CMSRU) first opened as a partnership between the university and Cooper University Health Care in 2012. As the first new medical school in New Jersey in more than 35 years and the only four-year medical school in South Jersey, CMSRU is a mission-driven school that focuses on developing highly skilled and socially conscious

physicians. CMSRU provides a four-year curriculum focusing on a seamless continuum that integrates knowledge of basic scientific concepts, early clinical experience and patient care, self-directed learning, teamwork, and medical and nonmedical activities for the benefit of the greater community. Students apply the basic scientific principles they learn to patient care while working with biomedical scientists and clinicians in small-group settings, focusing on health care delivery, systems engineering, outcomes-driven care, and cost containment.

The school marked a milestone in 2016, celebrating the first graduating class of 43 medical school students. A proud day for Camden, the “white coat ceremony” reaffirmed the city's future in medical education and research.

CAMDEN COUNTY COLLEGE

Camden County College (CCC) is consistently ranked among the nation's top colleges and universities in associate degree completion, and offers more than 100 associate degree and certificate programs in math, science, nursing, health sciences, human services, arts, humanities, social sciences, business, computer and professional studies and technical fields. Classes are held at three campuses in Blackwood, Cherry Hill, and Camden City, as well as through distance education and customized training opportunities with local employers. In addition, its

close partnerships with the region's top four-year institutions allow students to complete a number of baccalaureate degree programs at CCC campuses.

Your City, Your County, Your College

The CCC Camden campus is situated at the gateway to the University District in downtown Camden City, the center of its educational renaissance. Students are offered a safe place to learn, study, and earn a degree. The campus features small class sizes and a wide variety of amenities, including computer labs, a library, a one-stop student services center, café and a Barnes & Noble bookstore.

At CCC, community comes first, and students' success is at the forefront of program development and initiatives. Partnerships with community-related organizations are critical to the success of the CCC

Chynna Chesney

Chynna Chesney is a 24-year-old nursing major who stopped attending Rowan to give birth to her daughter. She signed up at CCC to save money and travel time, and ended up liking it. Chynna says, “It is challenging being a mom and student, but I am doing this for myself and my child, and giving up is not an option.” She plans to transfer to the nursing program at Rutgers University.



Camden campus, and the college has established them in a range of areas, from internships to work-study placement, workshops, and intensive specialized training opportunities. CCC also offers high-school diploma completion courses and cultural activities. Each of its programs aims to enrich the lives of students and city residents.

Gateway to College

In today's global economy, jobs in more than 80 percent of the fastest-growing industries will require education or training beyond high school; compounding the issue, adults without a high-school diploma are twice as likely to be unemployed. The CCC Gateway to College program addresses this issue by providing scholarships for students in the Camden City School District who have not completed high school but who have a desire to get back on track. This innovative program provides a second chance for 16-to-20-year-olds to earn a high-school diploma and college credits to further incentivize their pursuit of an associate degree or vocational certificate.

In the fall of 2015, Camden County College implemented “Rutgers at CCC,” a program that allows students to earn a two-year associate degree at

*“There has never been a time in our nation's history when a college education has been more critically important in an individual's efforts to earn a living wage, and Camden County College stands ready to help in that process. Our partnership with Rutgers-Camden provides an opportunity for students to earn a four-year bachelor's degree at a much lower cost and, in many cases, tuition-free.”*

— Donald Borden  
Camden County College President

Fast Fact

PSE&G and Choose New Jersey joined with other corporations for the **“Smart Students Choose New Jersey”** program, which incentivizes Camden City residents to enroll in a New Jersey college with scholarship and job opportunities with the Fortune 500 companies, labor organizations, and small businesses that power the state.

Camden County College, and then transfer their coursework seamlessly to Rutgers–Camden, with a choice of completing one of the more than 40 programs there or at the CCC campuses. Students in the program already have saved an average of \$20,000 in tuition costs. To further provide access to education without barriers, the **“Bridging the Gap”** program was launched in the fall of 2016, allowing income-eligible students to graduate from college with little or no debt. The program will revolutionize access to a Rutgers degree by cutting tuition costs in half or eliminating them altogether.



Camden County College campus



CMSRU's first graduating class in 2016



CMSRU University Building





# Sustainable Futures



Camden City  
Green Ambassadors

**The city's promise to maintain a vital and sustainable community is demonstrated by the remarkable achievements made in creating a healthier Camden.**

Just as the economic recovery of Camden City is instrumental to establishing the foundation of a sustainable future for life in the city, broad environmental initiatives to safeguard the health and wellness of its residents are doing the work to help make sure that the future is a cleaner and greener one.

Improving conditions on the ground means turning commercial redevelopment into opportunities to construct lasting neighborhoods that improve the quality of life for Camden's residents and visitors. The Camden Collaboration Initiative (CCI) works to crystallize that vision through stakeholderhip that shares the responsibility for driving sustainable change in the city among those private, public, and nonprofits best poised to deliver it.

In 2016, CCI made strides to do just that, building on the passage of the city's 2015 sustainability ordinance to take health and environmental education into its neighborhoods. Cooper's Ferry Partnership (CFP) took the lead on

these initiatives, leveraging the Get Healthy Camden initiative to infuse a greater consciousness of health education throughout the bulk of its programming. CFP also continued to push for greener and smarter infrastructure reinvestment, helping lead a plan to recapture greenspace from a shuttered Camden County Municipal Utilities Authority site; working to restore and remediate brownfield areas; and orchestrating green efforts at the neighborhood level, from coordinating mass tree plantings to renovating parks to rerouting traffic for improved neighborhood air quality.

Creating a sustainable Camden requires careful planning, financial investment, and community outreach efforts to improve awareness of individual responsibility. CFP is poised to continue these efforts by making use of its well-rooted partnerships with community leaders, driving improvements that will ensure a clean and healthy future for Camden.





Camden youth enjoying treadle pumps at Roosevelt Plaza Park

## CAMDEN COLLABORATIVE INITIATIVE

All efforts to make Camden a greener, healthier and more sustainable city are organized collectively under the umbrella of the Camden Collaborative Initiative (CCI), a solutions-oriented partnership among governmental, nonprofit, private, and community agencies that spearheads innovative, cross-disciplinary approaches to tackling Camden's environmental issues. In addition to Cooper's Ferry Partnership, the CCI core organizational team includes representatives from the Camden City government, Camden County Municipal Utilities Authority, New Jersey Department of Environmental Protection (NJDEP), the United States Environmental Protection Agency, and the United Way of Greater Philadelphia and Southern New Jersey.

In the three years since its establishment, CCI has connected with over 60 educational, environmental, and health agencies, and has recruited thought leaders from a diversity of backgrounds into seven working groups to tackle the health and environmental issues that most affect the daily lives of residents, visitors, and commuters.

The **Air working group** works to motivate Camden's professional and transportation sectors to adopt best practices to minimize airborne pollution.

In the summer of 2016, the group held a residential workshop to discuss the NJDEP permitting process,



Collected stormwater at the treadle pump is pumped through the fountain to a nearby herb garden



offering education about the federal Clean Air Act and the Air Quality Index, which is a number used by government agencies to communicate localized air conditions and forecasts to the public.

The Air working group also has focused on re-routing truck traffic from residential areas throughout the city, particularly in the Waterfront South and North Camden neighborhoods. In the past year, the group developed a truck route for North Camden that aims to eliminate truck traffic in residential areas.

The **Camden Green Team and Environmental Justice** working group helped the city earn its bronze and silver certifications through Sustainable Jersey, opening up grant opportunities to fund capacity building and sustainability projects in the city. In 2015, with guidance from this group, Camden enacted a sustainability ordinance, the first of its kind in New Jersey, which requires developers to provide environmental impact and benefits assessments of proposed projects. It continues to seek out ways to insulate neighborhoods against the effects of climate change.

## CAMDEN SMART

Since 2011, the **Camden SMART Initiative** (Stormwater Management and Resource Training) has focused on addressing the environmental impact of the city's combined sewer system to reduce the effects of wastewater intrusion on neighborhoods and protect the Delaware River watershed from pollution runoff.

Camden SMART is a collective impact partnership among the City of Camden, Cooper's Ferry Partnership, the Camden County Municipal Utilities Authority, the New Jersey Department of Environmental Protection, Rutgers Cooperative Extension Water Resources Program, and the New Jersey Tree Foundation.

Over the last six years, Camden SMART constructed 51 green infrastructure projects across the city, distributed 220-plus rain barrels to residents, planted more than 1,700 trees, and invested more than \$25 million in green and grey infrastructure projects, leading to the capture and infiltration of 61.2 million gallons of stormwater. Its efforts have engaged more than 4,000 community members at nearly 40 sustainability events, including its annual SMART Forum.

### Fast Fact

Camden SMART efforts have collected more than 61 million gallons of stormwater.

In 2016, the fourth **Camden SMART Forum** drew a diverse audience for a lively event featuring panel discussions, exhibitions, and a tour of green infrastructure sites throughout the city. After the forum, Camden SMART hosted a Green and Complete Streets workshop promoting the creation and maintenance of green infrastructure projects throughout the city.

Camden SMART also circulated magnets and tip sheets throughout the Camden City School District to educate youth on tips for safe drinking water practices and avoiding exposure to and ingestion of lead at home and in school.



Exercise class at a public space in Camden

*"We recognize that in order to improve quality of life, we must take a holistic approach to a healthy lifestyle. They simply go hand in hand. The city and its partners are committed to integrating healthy strategies into community programs throughout the city."*

— Camden Mayor Dana L. Redd



Encouraging healthy choices

## Culture of Health

The **Get Healthy Camden** working group launched in 2016, reorganized and rebranded from the six-year partnership of the New Jersey Partnership for Healthy Kids (NJPHK-Camden), a program of the Robert Wood Johnson Foundation. Get Healthy Camden continues to carry out those programs and initiatives, answering the call to create a culture of health in the city by making sustainable, equitable, system-level changes.

Its specific goals are to improve access to healthy, culturally appropriate food; to create safe, accessible places for physical activity; to champion and support policies that promote a culture of health; and to implement supports to prevent and eliminate instances of chronic disease. Building on the legacy of NJPHK-Camden, Get Healthy Camden also advocates for safe walking and biking routes to schools, improving access so families can play safely in city parks, trails, and recreational spaces, and promoting childhood development through healthy food and physical activity.



As part of this effort, Cooper's Ferry Partnership will infuse health-focused strategies throughout its environmental, cultural, and community development programs, and will call upon other Camden-based organizations to promote activities and implement organizational policies supporting healthy behavior in the workplace. Get Healthy Camden serves as the Health & Wellness Workgroup for the Camden Promise Zone.

Get Healthy Camden is supported by Robert Wood Johnson Foundation, New Jersey Health Initiatives, United Way of Greater Philadelphia and Southern New Jersey, Campbell Soup Foundation, and General Electric HealthyCities Leadership Academy.



Cyclists enjoying a bike ride at the Camden Waterfront





TD Bank tree planting day



## NJ TREE FOUNDATION

Since 2002, the NJ Tree Foundation planted more than 6,000 trees in Camden City through its community-based Urban Airshed Reforestation Program. The program engaged 12,500 volunteers in 14 years to support plantings in streetscapes, park improvements, and community gardens.

At Camden's TD Tree Day, a partnership with **TD Bank** and **St. Joseph's Carpenter Society**, the Tree Foundation added 60 new trees along Baird Boulevard in East Camden. The Fruit Tree Farmer project, sponsored by the **Campbell Soup Foundation**, gave fruit trees to members of the Camden City Garden Club. NJ Tree Foundation also planted and maintains trees along The Circuit regional trail network through "Trees for Trails," an initiative to help green the Camden City trails that lead to other parts of South Jersey and Pennsylvania.

### Fast Fact

The NJ Tree Foundation has planted 6,000 trees in Camden since 2002.

## ENVIRONMENTAL EDUCATION

The **Environmental Education** working group represents the collective efforts of more than 25 partners who focus on broadening public understanding of the environmental dimensions of life in Camden City. In 2016, this group put 10 Camden teenagers to work in green-collar jobs in the third year of its Green Jobs Summer Youth Ambassadors Program. The Green Ambassadors Program offers hands-on work experience and classroom education that introduces teens to environmental issues and careers helping transform the city into a greener, cleaner, safer community.

The Environmental Education group also partnered with the Camden City School District to register four Camden schools in the Sustainable Jersey for Schools program, improving their eligibility for a variety of sustainability grants.

*"TD Bank cares about building stronger communities, supporting diversity, and protecting the environment. These are ultimately the things that make our bank different. With more than 30 years in Camden County and 21 convenient retail locations, we are proud of our partnership with our customers and the community, and look forward to growing together. Through TD Tree Days, we have proudly planted 450 trees in Camden from 2013 to 2016. In Camden County alone, 143 TD Bank employees have volunteered 1,363 hours in 316 activities for nonprofit organizations."*

— Joe Tredinnick  
TD Bank, Regional Vice President

Rain Gardens are located throughout the city



Community tree planting

## BROWNFIELD REMEDIATION

In 2016, the Camden County Municipal Utilities Authority (CCMUA) and Camden County government announced plans to convert a former wastewater treatment plant along the Delaware River into the **Cramer Hill Nature Preserve**, a 35-acre urban forest bordering Petty's Island and Pennsauken Township. The \$600,000 preservation project, slated for a spring 2017 opening, will complement the preservation of historic Petty's Island as state parkland in 2020. The Land & Brownfields working group will continue to support the CCMUA and Camden County with the development of the Cramer Hill Nature Preserve.

With funding secured and provided by the New Jersey Department of Environmental Protection, Cooper's Ferry Partnership is helping oversee remediation of the final portion of the Harrison Avenue Landfill, which once contained medical, chemical, and industrial waste. Parts of the land have already been transformed into the Salvation Army Corps Community Center; the remainder will soon become the **Cramer Hill Waterfront Park**, which offers restored wetlands, walking trails, and landscaped areas.



Cooper Medical School of Rowan University students help plant a community garden with community leader Sheila Roberts



Resident posing proudly with her new rain barrel

## WASTE & RECYCLING

The Waste & Recycling working group aims to create and implement best practices and opportunities to reduce, reuse, and recycle materials through a variety of programs including policy reform, landfill diversion programs, and community education. NJDEP selected Camden as a pilot city for its "Don't Waste Our Open Space" program, providing a high-quality Q-Star camera to help capture incidents of illegal dumping at the Camden Laboratories site in the Whitman Park neighborhood. Use of the camera resulted in six police citations for illegal dumping; after these incidents, working group partners helped clean and secure the site to prevent future occurrences. These efforts drew the notice of the New Jersey Clean Communities Council, which recognized the working group and its partners at the 13th Annual Clean Communities Conference.

Waste & Recycling partners engaged with Covanta Camden Energy Recovery Center to aid with implementation of a recycling program in the Camden City School District. Covanta provided technical support from the nonprofit, California-based Go Green Initiative, which works to create a culture of conservation and natural resource stewardship. These efforts helped bring the district into compliance with state and county recycling regulations.

In 2017, the Camden Collaborative Initiative plans to launch **Camden Reports**, an anonymous, web-based citizen reporting tool for illegal dumping and flooding; these reports will be strategically addressed by Camden SMART or the Waste & Recycling working groups.



# Investment



Liberty Property Trust construction along Camden's waterfront.

## Large and small, storefronts and international corporations—business is once again flocking to and growing in Camden.

Camden is using tools and resources smartly. Investors and major corporations are showing a palpable enthusiasm to develop and grow in Camden, thanks to the Economic Opportunity Act of 2013 (EOA), which provides incentives for residential, retail, and corporate investments. The city is leveraging these incentives to help draw businesses and developments that will create job growth and commerce in Camden, contribute back to the community and re-establish Camden as a regional and global leader in technology and industry. Anchor institutions continue to deepen partnerships, leading to unprecedented investment in the “Eds and Meds”

economy in both the university district and health sciences corridor. The city supports the investment with strategic infrastructure planning and widespread improvements including water, sewer and transportation upgrades to accommodate future growth.

Newly renovated DCM Architecture & Engineering offices at the former Camden Fire Station No. 6



A rendering of Virtua's planned family health center in Camden







Economic Development - Map Key

-  **Current Economic Development Project Highlights**
-  **Other Points of Interest**
- 1 Rutgers Nursing School

2 Rutgers Writer's House

3 300 N. Delaware Ave.

4 76ers Training Complex

5 Lockheed Martin

6 Plastics Consulting and Manufacturing

7 WebiMax

8 Pierre Building Apartments

9 Contemporary Graphic Solutions/Rondo-Pak

10 Mastery Renaissance School

11 KIPP-Cooper Norcross Academy

12 Cooper Medical School of Rowan University Parking Garage

13 Cooper Village Apartments

14 Holtec International

15 Joint Health Sciences Center

16 Broadway Apartments

17 Branch Village/Housing Authority

18 IPAK

19 Uncommon: Bonsall School Reconstruction

20 Uncommon: New School

21 Cooper Health Care

22 KIPP-Cooper Norcross Academy: Whittier School

23 Mastery Schools: East Camden Middle School

24 Mastery Schools: McGraw Elementary School

25 Goldenberg Development Site

26 American Water Works Co.

27 Mastery Schools: Molina

28 Volunteers of America

29 Parking Authority of the City of Camden Waterfront Parking Garage

30 Eastern Metal Recycling

31 PSE&G

32 Subaru of America

33 Rutgers University Business School Development

34 Liberty Property Trust - Camden Waterfront

35 Brandywine Realty Trust - Knights Crossing

36 ACTEGA North America

37 Dubell Lumber Company

38 Resin Tech, Inc.

39 Advanced Hydraulic Systems, Inc.

 Parks & Open Space

 PATCO Rail Line

 PATCO Station

 River LINE

 River LINE Station

 Proposed Glassboro-Camden Line

 Proposed GCL Station
- INCENTIVES DRIVE INVESTMENT
- Camden redevelopment is happening at lightning speed. Private businesses, public institutions and nonprofits are investing \$1.2 billion, with the support of another \$1.1 billion in business attraction and retention incentive programs such as the Grow New Jersey Assistance Program (Grow NJ) and the Economic Redevelopment and Growth Program (ERG). Under the Economic Opportunity Act of 2013 (EOA), these programs lay the groundwork for the revolutionary change occurring with the waterfront, business districts, and economy in the city. The investments the EOA spurred act as a catalyst for dozens of other programs in Camden, including business incubators, charitable giving, small business growth, beautification, and infrastructure improvements. The EOA is driving more change than Camden has seen in the last 50 years in a fraction of that time.
- ECONOMIC OPPORTUNITY INVESTMENTS
- WebiMax
- WebiMax relocated to Camden's Ferry Terminal Building after receiving a tax incentive of \$6 million. The company anticipates hiring 50 new employees.
- Plastics Consulting and Manufacturing Company, Inc.
- With \$3.9 million in tax credits, Camden business Plastics Consulting and Manufacturing Company, Inc. will remain here, retaining 20 jobs, adding eight more, and rebuilding its Ferry Avenue facility, which had been damaged by fire.
- Lockheed Martin
- Lockheed Martin Corporation is utilizing a \$107 million tax break to open two laboratory facilities that will house 250 jobs.
- Cooper University Health Care
- Cooper University Health Care received \$4 million in tax incentives, and is relocating 353 jobs from Cherry Hill and Mount Laurel and adding 19 new positions.
- Volunteers of America Delaware Valley
- Volunteers of America Delaware Valley is using a \$6.3 million tax incentive to relocate from Collingswood.
- 
- "The Economic Opportunity Act has been a game-changer for our city. It's revitalized Camden and attracted employers, brought new community development, and most importantly, created jobs for residents. I'm proud to be part of this exciting time for the City of Camden."*
- Congressman Donald Norcross (NJ-01)
- Contemporary Graphic Solutions/Rondo-Pak
- Formerly based out of Pennsauken, Contemporary Graphic Solutions officially opened its new printing and graphics facility on Ferry Avenue in Camden, and recently merged with Rondo-Pak. Currently, the company employs more than 100 residents at its printing center.
- American Water
- Voorhees-based American Water recently received authorization for \$164 million in tax credits to support relocating 600 workers and adding 100 more to a 250,000-square-foot headquarters.
- IPAK, LLC
- Previously based in West Deptford, IPAK, LLC, which provides printing, packaging, book binding, and video production services for sales, marketing, and educational products, received \$17.1 million in tax breaks to move 114 jobs to Camden.
- EMR EASTERN, LLC
- Investment in Camden is not only new businesses building and relocating to Camden, but also the support and growth of long-established businesses. Eastern Metal Recycling (EMR) saw growth with EOA opportunities. A global leader in metal recycling, EMR's Camden location will build a new, 250,000-square-foot regional headquarters along with new facilities to process all grades of metal. This expansion translates directly to stable job opportunities for Camden residents. EMR's \$253 million in tax incentives will translate to an estimated 285 new full-time jobs on its new campus.
- Subaru
- Subaru of America continues construction on a 250,000-square-foot headquarters and separate training facility at the site of the former Sears store adjacent to Campbell Soup Company. The new facility will house nearly 600 employees and create an additional 100 new positions. Construction of the facility will be complete by the end of 2017.
- 
- Workers at the Contemporary Graphic Solutions/Rondo-Pak facility on Ferry Avenue
- 
- Subaru construction rendering
- Investment 29



## Holtec International

Holtec International recently completed construction of a \$260 million, state-of-the-art Technology Center along the Delaware River. The 47-acre center will create jobs for 2,000 workers and 1,000 engineers and will include a manufacturing complex, reactor test loop facility, and corporate engineering building. Committed to Camden, Holtec desires to hire locally and help the city in several facets. The company is working with Camden's Board of Education and Camden County College to craft curriculums for Camden students that can work at Holtec at different skill levels and join apprenticeship programs upon graduation. Scheduled to open one year ahead of schedule in February 2017, the company is already making good on the promise to deliver much-needed jobs for Camden.

## Philadelphia 76ers

The 76ers opened their new training facility in 2016, welcoming players into the 125,000-square-foot facility, the largest in the NBA. After years of sharing space at the Philadelphia College of Osteopathic Medicine on City Avenue, the organization now has its own dedicated facility. The sprawling building on South Front Street will provide players and staff with the resources they need on-hand in Camden. The \$82 million space also houses more than 250 employees and features two regulation-size basketball courts, locker rooms, hydrotherapy rooms, player restaurant, media production studio, and roughly 10,000 square feet of mixed-use commercial space.

## Ruby Match Factory

The Ruby Match Factory on North Delaware Avenue will kick off Camden's waterfront renewal in 2017, anchoring all future projects with state-of-the-art loft offices. New mezzanines and mechanical systems

New City Invincible office space in downtown Camden

will upgrade the historic 1899 warehouse, bringing high-quality office space with cutting-edge design. A flexible plan and large floor plate open to the historic brick and wooden trusswork will serve an increasingly technology-driven workplace, with the intention of drawing new business to the area. Ruby Match's planned café/arts venue with outdoor garden seating will be a neighborhood focus for new workers and residents. New businesses with 35 or more employees that open at Ruby Match can also take advantage of EOA tax credits, meaning the site will anchor a range of industries in Camden and deliver a new source of job opportunities.

## ResinTech, Inc.

ResinTech, Inc. announced plans to relocate its corporate headquarters and build two new manufacturing plants in Camden. The move to Federal Street and River Road will allow the water treatment and filtration company to bring a minimum of 265 jobs to Camden. The company will be adding 55 employees to staff the new manufacturing facility, and will bring hundreds of existing jobs from Pennsylvania, Maryland, California, and New Jersey. The announcement followed the approval of approximately \$138 million in tax credits from the New Jersey Economic Development Authority. In late 2017, ResinTech plans to break ground on the new manufacturing complex, which will feature LEED-certified Gold standards incorporating the latest technologies for both energy efficiency and water conservation. The new plan for its Camden site includes an approximately \$8 million investment in solar energy, which will help to offset a large percentage of the company's ongoing utility requirements.

## CITY INVINCIBLE ARCHITECTURE, INTERIORS, URBAN DESIGN

City Invincible is a full-service architecture, interior design, and urban redevelopment firm specializing in

*"City Invincible Architecture is dedicated and is actively contributing to the renaissance of Camden City both professionally and through charitable giving."*

— Angelo Alberto  
AIA, PPNJ, Principal, City Invincible

health care, education, multifamily residential, senior living, hospitality and city planning. City Invincible is the architect for the renovation of the Camden Whittier School, transforming the historic structure into the state-of-the-art KIPP Cooper Norcross Academy at Whittier. City Invincible is also the architect for a new dining facility at the Battleship New Jersey, the Meadows at Pyne Poynt, and numerous facility renovations for Lourdes Health System.

City Invincible Architecture represents the formal merger of four regional architectural firms; Alberto & Associates, Haley Donovan, Berzinsky Architects, and LaVadera Architects. The firms have a long history together, having collaborated on building projects for more than 10 years. As part of the firm's mission, City Invincible is actively contributing to the renaissance of Camden City, both professionally and through charitable giving. The City Invincible name pays homage to one of Camden's most prominent figures: Walt Whitman. City Invincible Urban Design is working with Camden thought leaders to assure that the urban renaissance enhances the city's historic beauty and incorporates the diversity that is Camden.

City Invincible Architecture invested \$1.2 million in the purchase and renovation of the historic State Bank in Downtown Camden. In addition to the building serving as the firm's headquarters, City Invincible Architecture is working with the city and county to offer lease space to various Camden startup businesses, and as a venue for events and for think-tank sessions.

## VIRTUA

Last fall, Virtua announced the expansion of health care for Camden residents along with a growing footprint at its current Camden location. The project includes the development of a \$22 million, 36,000-square-foot family health center. The center will provide a full range of health services to the community including primary care, cardiology, behavioral health, podiatry, dental care and physical therapy. In addition, Virtua is collaborating with the Camden Coalition of Healthcare Providers to focus on the needs of those suffering from chronic health conditions. The center includes special "group visit" space where individuals with similar health conditions can meet with health care practitioners to learn more about their conditions and support each other. Construction on the new facility is expected to begin this spring.

## LIBERTY PROPERTY TRUST

Liberty Property Trust announced in late 2016 that it had completed the land assemblage necessary

to move forward with its project along the Camden Waterfront. The development is a transformational, mixed-use urban neighborhood that will commence with the construction of One Water Street, a five-story, 222,376-square-foot office project that will serve as the corporate headquarters of American Water when completed in late 2018. During the last 15 months of due diligence, Liberty received approvals from and negotiated sale agreements with parcel owners, including the New Jersey Economic Development Authority, the New Jersey Department of Environmental Protection, Camden County, the Camden County Municipal Utilities Authority, the City of Camden, and the Delaware River Port Authority. The first phase of this \$1 billion project will focus on infrastructure to support an 806-car parking garage and the new office building. Robert A.M. Stern Architects designed the office building and will pursue LEED Platinum Core and Shell certification.

The new development represents a unique opportunity to develop a project of this scale in the center of a major metropolitan area. Liberty envisions a

mixed-use development that will attract corporations, create jobs, spur future investment, and provide an economic benefit to existing local businesses. In addition to the anticipated 1.45 million square feet of build-to-suit projects for corporations seeking to grow their businesses under the Grow New Jersey program, the development will include a proposed 180-room Hilton Garden Inn, which will be developed by Ensemble Real Estate Solutions, and a 188-unit residential component for which an agreement is pending with The Michaels Organization.

Demonstrating their commitment to the community, substantial investment is planned, including the enhancement of the existing waterfront park, creating more than 2.5 additional acres of parkland and offering increased opportunity for waterfront recreation.

Liberty has also worked closely with the city to provide community benefits, such as employment opportunities, local sourcing initiatives, student internships, youth athletic program support, and affordable housing programs.

*"The commencement of this project marks the beginning of what will become an energetic high-performance community, anchored by world-class office buildings and a spacious waterfront park easily accessed by walking, biking, driving and public transportation, one which will build upon and greatly contribute to the revitalization efforts already underway in Camden. As we shift into the development of the Camden Waterfront, our focus shifts too, from that of a vision to that of a reality, and that is a very exciting thing."*

— John Gattuso, Liberty Property Trust Regional Director and Senior Vice President, Urban Region

*"Liberty Property Trust has been a great partner throughout this process by ensuring that Camden residents have an opportunity for employment and local sourcing. Camden's resurgence has been catapulted by projects such as this one, our focus on enhancing public safety and our efforts to improve educational outcomes for our youth."*

— Camden Mayor Dana L. Redd



## COOPER UNIVERSITY HEALTH CARE

As the largest anchor institution in Camden, Cooper University Health Care is proud to have called Camden home for nearly 130 years. With more than 6,500 employees total, more than 5,500 of whom are located here in Camden, Cooper is committed to its city across more than 1.4 million square feet of hospital, medical, and office space. Positive, permanent changes are taking place every day.

In 2016, MD Anderson Cancer Center at Cooper expanded its services and opened a \$13.5 million inpatient oncology unit at Cooper University Hospital in Camden on the fifth floor of Roberts Pavilion, which began serving new patients in July. The 30-bed, all-private-room unit was designed to create a patient-centered healing environment, by providing contemporary décor, abundant natural light, and soothing color schemes.

### Fast Fact

To meet the growth in the number of patients seeking surgery, in 2016, Cooper University Health Care opened four new operating rooms on the Camden Health Sciences Campus, increasing its number of operating rooms to 23. These state-of-the-art operating rooms include two rooms specifically designed for robotic surgery.

MD Anderson Cancer Center at Cooper



Joint Health Sciences Center renderings

## INVESTING TOGETHER FOR A BRIGHTER FUTURE

The New Jersey Medical and Health Sciences Education Restructuring Act that took effect in 2012 created the Rowan University/Rutgers-Camden Board of Governors (RURCBOG) to facilitate joint development of curricular offerings, produce significant positive economic development outcomes, and engage the Camden community on health-related issues. The fulfillment of its mission is established through the development of health sciences programming and the creation of a vibrant health sciences corridor anchored by and in partnership with Rowan University, Rutgers-Camden, Cooper University Health Care, MD Anderson Cancer Center at Cooper, Coriell Institute for Medical Research, and Camden County College.

Work on RURCBOG's first building, the Joint Health Sciences Center (JHSC), is already underway. The 95,000-square-foot building is expected to be complete in early 2019, and represents over \$70 million in additional investment in the city. The facility, the first of its kind in the state of New Jersey, will co-locate two four-year institutions, the medical school and the county college, all with the goal of providing a continuum of education and training opportunities to accommodate a growing demand for allied health and medical education positions.

*"We are breaking new ground...For the first time in New Jersey, one facility will co-locate important functions of two four-year institutions, a medical school, and a county college, all with the goal of providing a continuum of research, education, and training opportunities in the health space."*

— Kris Kolluri, Esq.  
Chief Executive Officer of RURCBOG

## SMALL BUSINESS INVESTMENT

Small business development and support is key to contributing and building Camden's economy. As such, there are several programs available to assist businesses in the city. The **NJ Small Business Development Center at Rutgers-Camden** is part of a statewide network that provides comprehensive consulting services and educational opportunities to small business owners and potential owners throughout the State of New Jersey. The center offers a variety of workshops and one-on-one consulting to assist businesses.

The Mayor's Office leads small business initiatives, including several local sourcing initiatives, and helps to create partnerships between small business and larger companies. Additionally, the city has a façade improvement program that aims to enhance Camden's business corridors. Since its inception, the city has awarded more than \$1 million to 52 businesses. The city, in partnership with Cooper's Ferry, will begin construction on the second phase of business façade improvements in the spring of 2017.

## INVESTMENT IN INFRASTRUCTURE

Attracting new developments and strengthening neighborhoods makes infrastructure upgrades a necessity for Camden. The city is assessing roadways, power, water and sewer services to ensure the capacity

to keep up with its rapid growth. In 2016, Camden was the recipient of more than \$23 million in grants to fund these improvements.

In late July, the U.S. Department of Transportation announced the eighth round of Transportation Investment Generating Economic Recovery (TIGER) Grant Program awards. The City of Camden received \$16.2 million for an infrastructure project called **"Camden Connections for the Future"**. The TIGER grant will fund critical infrastructure improvements to support increased growth and development. The project includes upgrades to several critical city gateways, and construction will begin in the fall of 2017.

- Cooper Street from Delaware Avenue to Haddon Avenue
- 7th Street between Linden Street and Elm Street
- Point Street between Elm Street to Vine Street
- N. Front Street from Pearl Street to State Street
- N. 2nd Street from Pearl Street to State Street
- N. 3rd Street from Pearl Street to State Street
- Main Street from Elm Street to N. 2nd Street
- Elm Street from Delaware Avenue to N. 4th Street
- Vine Street from Delaware Avenue to N. 4th Street

### River Road Improvement Project

The River Road project is a priority for residents in the Cramer Hill section, and is highlighted in the Cramer Hill Now! Neighborhood Plan. The city will work to reduce the truck traffic along River Road and incorporate streetscape and traffic calming measures. Utilizing grant funds from the Federal Highway Administration, design plans are currently under review by New Jersey Department of Transportation's Local Aid Office, and construction will likely begin in the fall.

Critical roadway improvements are underway

### Downtown Corridors Traffic Feasibility Study

Last summer, the city completed a feasibility study that examined Market, Federal, and 5th Streets to determine the optimal roadway configuration of these three downtown corridors. Funded by the Delaware Valley Regional Planning Commission (DVRPC), the report recommends a series of vehicular improvements aimed at alleviating congestion and improving access to the transportation center. Specifically, a few key recommendations included converting the streets from one-way to two-way to create a more bike- and pedestrian-friendly downtown, manage traffic volumes, and support economic growth. Over the next few months, the city will be seeking additional funds to complete the traffic study.

### Haddon Ave. Gateway Enhancement Project

Camden County, the City of Camden, and Cooper's Ferry Partnership are overhauling a critical segment of Haddon Avenue to support existing anchors along the corridor, including Our Lady of Lourdes Medical Center, and to attract new investment interest in Haddon Avenue. The project partners completed Phase I of the project in 2015, and expect to complete Phase 2, extending from Vesper Boulevard to Old White Horse Pike, including a section of Copewood Street, in early 2017. The \$7 million project, funded by a variety of sources, including Camden County, completely reconstructs Haddon Avenue, providing new drainage and stormwater management systems, traffic signals, crossings, lighting, ADA-accessible ramps, and paved sidewalks. This project significantly improves infrastructure in Camden, and provides a welcoming gateway into the city from neighboring Collingswood.

## PSE&G

Working closely with PSE&G, the city is making energy investments to support Camden's ongoing economic development. The utility is investing approximately \$55 million in electric and gas upgrades to support load growth. A dedicated team developed a master plan to design and implement upgrades that include higher-capacity electric transformers at the Locust Street substation and new distribution lines to serve new customers.

PSE&G is also reinforcing its gas system by replacing more than 44,000 feet of older gas lines with durable plastic pipe. Currently, PSE&G has 30



Haddon Avenue roadway improvement project

electric and gas projects in development to serve new or expanding businesses in Camden. In addition, PSE&G improved outdoor lighting and streetscapes that play an important role in public safety. The utility completed energy efficiency upgrades at two Camden hospitals, the Tamarack and Northgate One apartments, and the Camden Parking Authority's Waterfront Garage. Under the Solar Loan Program, PSE&G provided funding for solar systems at the Camden County Municipal Utility Authority and the Cooper University Hospital solar storage project.

### Fast Fact

The energy efficiency upgrades at Cooper University Hospital and Our Lady of Lourdes Hospital annually save enough electricity to power more than 250 homes and enough natural gas to supply 140 homes, thanks to PSE&G's Hospital Efficiency Program.



# Innovation

## Camden pushes ideas forward through collaboration.

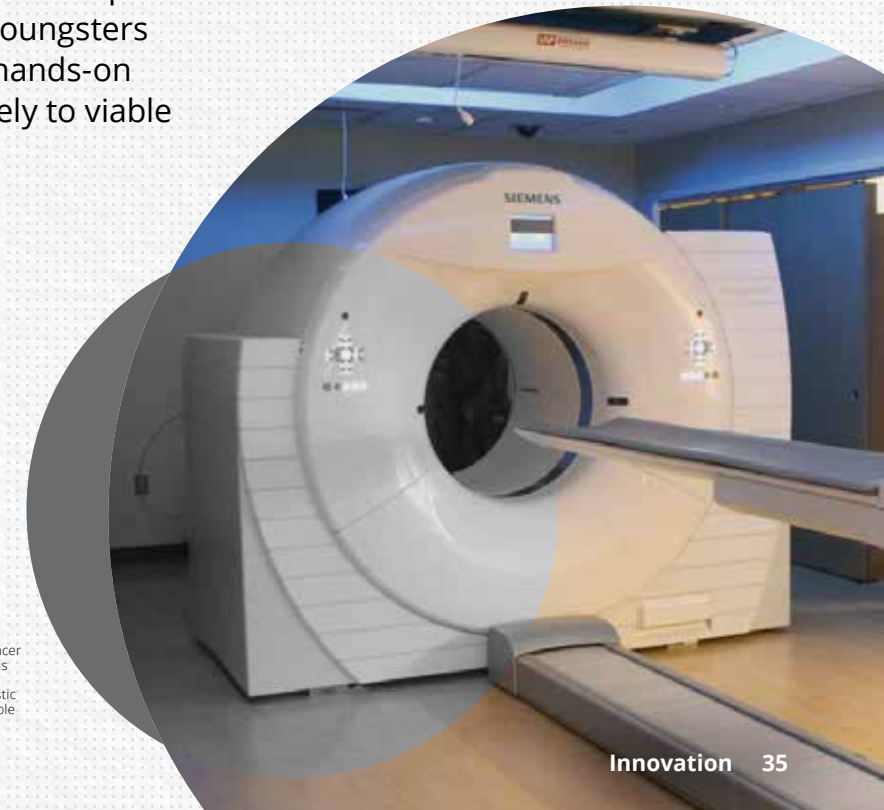
The city fosters a “cradle to career” ecosystem by utilizing both new and proven strategies to create partnerships among businesses, health care centers, and educational institutions. These partnerships provide students with opportunities to explore STEM curriculum, build skills, and foster excitement for careers in science, technology, engineering, math and other fields. Apprenticeships and internships guide youngsters from the classroom to hands-on experience and ultimately to viable lifelong careers.

New business incubators, accelerators, and co-working spaces across the city establish a network of startup and small businesses that will put Camden on the map as a center for innovation. The city and its partners will work to retain and grow these businesses when they are ready to expand.

Coriell's cryogenic technicians working in a tank within the Coriell BioBank. Each tank holds 36,720 vials of cells, which are distributed around the world for scientific research.

*Photo courtesy of Coriell Institute for Medical Research*

MD Anderson Cancer Center at Cooper is home to the most advanced diagnostic technology available





COLLABORATING WITH CAMDEN'S INSTITUTIONS OF HIGHER EDUCATION

Innovation starts young. Camden now provides Science, Technology, Engineering, and Mathematics (STEM) and Science, Technology, Engineering, Art, and Mathematics (STEAM) education at every level of learning through partnerships with businesses and Camden's most esteemed higher-ed institutions.

Rutgers University–Camden

Rutgers University–Camden, through the highly successful LEAP Academy Charter School, works to improve educational outcomes for the city's children with initiatives that encourage students to follow STEM career paths. Its Office of Civic Engagement offers after-school and summer school programs that serve 400 students in grades 4–8 from five schools in North Camden near the Rutgers–Camden campus. The after school program *Ignite!* began in 2012 to provide physical education, remediation classes, and field trips. The program also offers classes in STEM. STEM classes help expand the diversity in these fields by providing exposure to these subjects to children at an early age.

The university also sponsors the **Rutgers Future Scholars** program for academically promising seventh-graders from city schools whose parents did not go to college. The university delivers supportive services to 50 students through high school, bringing them to campus, helping them understand the transition to college, and ultimately paying all four years of tuition for program participants who attend Rutgers–Camden. Of the 150 students who have gone through the program, 90 have enrolled in the university.



Cooper Medical School of Rowan University campus and lab

The **LEAP Academy Fabrication Lab** was set up by the collaborative efforts of a team of Rutgers–Camden STEM Faculty, the Community Leadership Center, and the LEAP Academy University Charter School. The “FabLab” focuses on the creation and implementation of innovation. It does so through the mixture of best practices in the context of academic/curriculum piloting and hands-on contribution in STEM areas to motivate students' interest in said fields. These partnerships give an excellent opportunity to develop, refine and test a comprehensive STEM curriculum delivered across grade levels by using a problem solving/hands-on approach, where students can create something needed to complete their projects. This not only enhances traditional teaching in STEM, but also provides students with the experiential element that resonates within the professional strata in these fields.

Rowan University

Rowan University, a major contributor in engaging Camden learners with tech and STEAM curriculum before they reach college, offers a variety of programs including the **STEAM Academy**, which is open to students entering grades 10 through 12. The Academy prepares students for college and career paths in one of the fastest-growing segments of today's economy. The pairing of STEM with art, design, culture and humanities is what makes the school's program unique and provides a well-rounded experience. During the STEAM Academy's three-week residential program, students get a feel for college life, staying in supervised, on-campus housing and dining in Rowan's cafeteria and at local restaurants. They use the Recreation Center, engage in team-building activities, and take STEAM-focused field trips. In addition, students actively plan for their futures through immersive leadership training, career counseling, creation of



personal resumes, and PSAT/SAT test-preparation. Upon successful completion of the program, students earn three transferable, college-level Rowan University credits.

Cooper Medical School of Rowan University (CMSRU)

CMSRU provides several opportunities for middle and high school students to learn about careers in science, math, and health care, with programs such as **Primary Urban Partnership (PUP)**, **MEDacademy**, and **Junior Urban Medical Pioneers (JUMP)**. In addition, CMSRU offers a college-level program called **Premedical Urban Leaders Summer Enrichment (PULSE)**. PULSE offers exposure to medical professions for students from underrepresented and/or educationally and financially disadvantaged backgrounds. PULSE is a full-day program that runs five days per week for six weeks, and culminates with the PULSE Symposium, in which students make formal presentations highlighting their summer work or research projects to faculty, family, and friends.

SPECIAL YOUTH PROGRAMS

Hopeworks 'N Camden

Hopeworks 'N Camden uses education, technology and entrepreneurship to collaborate with young men and women as they identify and earn a sustainable future. They provide students with firsthand experience in web and software development and Geographical Information Systems (GIS) through training, mentorship, and paid positions. In turn, Hopeworks 'N Camden offers services to companies throughout the region, creating solutions for businesses that provide opportunities and pathways to success for youth.



Hopeworks students and staff

Verizon Foundation Supports Innovation

Through support from the Verizon Foundation and a variety of sponsors, Camden's 2nd Hackathon took place last April. TechGirlz, Girl Develop It and local nonprofits collaborated to facilitate the event, which drew over 100 participants. The crowd of Camden residents gathered to sharpen their technology skills and brainstorm with nonprofits and like-minded individuals to develop solutions to benefit the community. Educational workshops offered at the event included coding, basic HTML and PHP setup, network architecture, and much more.

TechGirlz is a nonprofit organization dedicated to reducing the gender gap in technology occupations, by focusing on girls at the crucial middle school age. Supporting adult women, Girl Develop It provides affordable and judgment-free opportunities for women interested in learning about the web and software development. Both organizations support programs that enhance diversity and help women to succeed in technology careers.

Camden Dream Center

Koinonia Family Life, Inc. (KFL), a 501(c)(3), operates the Camden Dream Center, which provides comprehensive, community-based social services to well over 500 families and 3,000 individuals annually in Camden and its vicinity. Their mission to empower families by providing 21st-century models in education programming improves the quality of life for people living in underserved communities. The programs track measurable outcomes across key “touch points” to ensure positive social impact in education, workforce training, mentoring, and health and well-being.

One of the center's most popular programs is the Technology Training School, which prepares students to take the Cisco CCENT certification exam by offering two prerequisite courses to the Cisco CCNA Routing and Switching course. The curriculum is appropriate for students at many education levels and types of institutions, including high schools, secondary schools, universities, colleges, career and technical schools, community organizations, and nontraditional learning environments. The curriculum helps students develop workforce readiness skills and builds a foundation for success in networking-related careers and degree programs.

CAMDEN BUSINESS FOSTERING INNOVATION

Sixers Innovation Lab Crafted by Kimball

The Philadelphia 76ers solidified their roots in Camden with the establishment of the Sixers Innovation Lab Crafted by Kimball. The 10,000-square-foot facility includes space for approximately six startup companies, at varying stages of development. The announcement of the first participant, **Monster Roster**, came last fall. Monster Roster created a daily fantasy sports lineup recommender application that combines a unique process and powerful algorithm to help fantasy sports users build superior lineups.

The Sixers Innovation Lab Crafted by Kimball focuses on rapidly growing, early-stage consumer space companies like Monster Roster, and provides speed and flexibility, individualized, industry-leading consulting, and the opportunity for direct investment to participants. Selected companies receive office space in the Innovation Lab furnished by Kimball Office; access to industry experts, executives and financiers; third-party branding, marketing and legal services; free meals and housing in the Philadelphia-area; and the opportunity to pitch industry-leading investors and venture capital firms. Innovation Lab Advisors include the Wharton School of the University of Pennsylvania, StubHub, DraftKings, Rothman Institute, First Round Capital, Maven Creative, and more. Applications are rolling for startup companies and driven entrepreneurs that will impact the crossroads of sports and consumer products.

Campbell Soup Company Incubator

Campbell Soup committed significant funds to venture funding and new ideas, announcing last year that it will allocate \$125 million toward food industry projects. The new venture fund, Acre Venture Partners, is

another commitment from one of Camden's longest-established businesses, and will provide funds for creative food entrepreneurs to develop new growth opportunities in the fields of food, well-being, and technology. Campbell's supports innovation, and helps to designate Camden as a center where new projects, businesses, and ideas come to life.

Waterfront Innovation Labs

More than just a co-working space, Waterfront Innovation Labs brings together culture and community where startups and entrepreneurs can grow in Camden through access to startup events, education and incubator programs. Most recently, the group hosted the “UP Conference,” which provided an opportunity for entrepreneurs and business owners to meet and learn from local angel investors, venture capitalists and startup founders. The event drew 150 attendees on a Saturday morning in January to talk about innovation in Camden, and featured a panel discussion and a post-event networking opportunity. Waterfront Innovation Labs, along with local architect Angelo Alberto and Camden County, aims to attract startups to a newly renovated space developed by Alberto.

Damon Pennington, Johnathan Grzybowski and Khai Tran at Waterfront Ventures “UP” Conference



Campbell Soup Company Headquarters



LEAP Academy Charter School





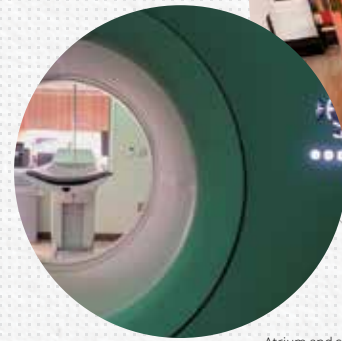
*“Personalized medicine helps physicians identify disease risk sooner and make the best prescribing decisions, resulting in safer and more accurate care for their patients.”*

— Michael Christman, Ph.D.  
President and CEO, Coriell Institute



#### Coriell Institute for Medical Research

The Coriell Institute for Medical Research continues to play a key role in the growth of our health sciences corridor. Coriell has been a leader in medical innovation in Camden since 1953. An independent, nonprofit research center dedicated to the study of the human genome, Coriell is pioneering programs in the fields of personalized medicine, cell biology, cytogenetics, genotyping, and biobanking. As Coriell's research translates into advances in human health, the city further establishes itself as a center of medical innovation.



Atrium and state-of-the-art diagnostic equipment at MD Anderson Cancer Center at Cooper



#### MD Anderson Cancer Center at Cooper

The MD Anderson Cancer Center at Cooper provides world-renowned cancer care, and is a major contributor to innovation in Camden. Opened in 2013, the state-of-the-art, \$100-million, 103,050-square-foot, comprehensive cancer center is a significant contribution to the growing and vital eds-and-meds hub of Camden.

The addition also greatly expands access to outstanding cancer care for residents of southern New Jersey and beyond, and offers a full range of supportive care services, including genetic testing and counseling, nutrition counseling, social work services, physical rehabilitation, complementary medicine therapies and behavioral health support—all under one roof.

Quickly proving itself as a leader in cancer treatment, the center offers expanded programs and services in an environment that fosters a multidisciplinary team approach to medicine. In this dynamic environment, cancer specialists from various medical disciplines

(medical oncology, radiation oncology, surgical oncology, gynecologic oncology and urology) conduct concurrent, complementary clinical sessions, promoting professional interaction and collaboration. MD Anderson Cooper is also home to the most advanced diagnostic and imaging technology available, including two linear accelerators, high-dose-rate brachytherapy, PET/CT imaging, exam and procedure rooms, treatment areas and a bright, modern chemotherapy infusion suite.

Clinical trials involving people that help investigators find new ways to prevent, detect, diagnose, or treat cancer and other diseases provide access to treatment options that may not be available elsewhere. All of today's successful treatments for cancer are based on clinical trial results. Through affiliation with the Cooper Medical School of Rowan University and partnership with the University of Texas MD Anderson Cancer Center, the physicians, nurses and other cancer specialists work together to bring the most innovative clinical trials to patients.

*“Research, clinical trials and innovative programs are critical to bringing new and potentially lifesaving treatments to patients at the MD Anderson Cancer Center at Cooper. In 2016, the Cooper Foundation received a \$2 million grant from the William G. Rohrer Charitable Foundation to expand the cancer genetics program at MD Anderson Cooper and provide the best care to our patients.”*

— Susan Bass Levin  
President and Chief Executive Officer,  
The Cooper Foundation



#### INNOVATIVE RESEARCH & HIGHER EDUCATION

Camden institutions conduct research that creates far-reaching and lifesaving effects. Scientists and researchers push the boundaries of innovation right here in Camden. Their work is putting Camden on the map as a true center of science, learning, and medical and scientific breakthroughs.

##### Rowan University

At Rowan, research is not just an integral part of the curriculum, it is a vital part of the community and the economy. The Office of Research at Rowan supports faculty, staff and students by cultivating scholarship and research, encouraging research in emerging areas, and promoting interdisciplinary partnerships to advance basic knowledge and practical solutions to industry and government problems. Research at Rowan focuses on the following four areas of core competency: computation and information, health sciences and bio tech, infrastructure and materials, and sustainability and community.

##### Rutgers University–Camden

Nationally known and respected, Rutgers–Camden faculty receive competitive research grants that recognize the profound value of their work. The faculty brings its findings and expertise into their classrooms and the community and contributes to progress in business enterprise, technology innovation, education outreach, and scientific advances. With each success, they define the next challenge to meet and the newest frontier to cross.

##### Camden Coalition of Healthcare Providers

Using data-driven, human-centered practices, the Camden Coalition of Healthcare Providers is a nonprofit community organization that tests health care delivery models to improve patient outcomes and reduce the cost of their care. With more than a decade of experience working with vulnerable populations in the city, it shares data and program success stories with other communities to improve state and national health care policies.

In 2016, the coalition launched an exciting new online social service tool, [camdenhealth.auntbertha.com](http://camdenhealth.auntbertha.com), which seamlessly connects individuals in need with social service providers. Designed in partnership with the public benefit corporation Aunt Bertha, the free, customized search platform provides a user-friendly, continuously updated and rated “Yelp for social services” to aid the county's most vulnerable citizens. Designed around the 10 domains of care developed by the coalition over a decade of working with individuals with complex health and social challenges, the online resource scours the web for information on Camden County social services such as food pantries, housing agencies, health centers, legal services, and more. Individuals in need or providers looking for services can search online by ZIP code and type of service, and then check eligibility criteria and location for needed services.



Jeffrey Brenner, MD, founder and CEO of the Camden Coalition of Healthcare Providers, speaks to governors about innovative ways to improve health care.

#### A Model for Collaborative Research

Researchers from Rutgers University–Camden and Rowan University are collaborating on an interdisciplinary project to accelerate the fight against diabetes, and use untapped resources to improve treatment and perhaps even cure the disease. The joint Rowan University/Rutgers–Camden Board of Governors approved a \$30,000 research grant for the project last summer.

Scholars from Rutgers–Camden and Rowan University are testing naturally occurring herbal remedies derived from African plants, as well as new synthetic drugs that target a specific part of the biological mechanism that malfunctions in patients with Type 2 diabetes.

“The collaboration represents the tip of the iceberg in terms of a growing number of planned or already instituted joint projects between Rutgers University–Camden and Rowan. The STEM (science, Technology, Engineering, and Math) research programs of the two institutions are growing rapidly and will only strengthen by the ability to work together.”

— Joseph Martin  
Professor of Biology and Associate Dean  
For Science, Mathematics, Technology,  
and Health Sciences



Rutgers University–Camden and Rowan University are fueling research in Camden



# Opportunity



Camden City workers with Joseph Jingoli & Son representative at the new Holtec International Facility

**Collaborating to create economic security for Camden residents is the single most essential component of the city's renewal.**

To truly transform Camden must commit to building, sustaining, and retaining a viable workforce that can support its current and future commercial development. Businesses, educational institutions and nonprofit groups are collaborating to provide strategic local workforce development, matching the available labor base with open positions, and providing job-seekers with technical education and vocational training applicable to the local economy.



Employee at the Contemporary Graphic Solutions/Rondo-Pak facility on Ferry Avenue in Camden



**BUILDING A NEW CAMDEN,  
BUILDING CAREER OPPORTUNITIES**

In 2016, a myriad of local partners including Camden City, the Cooper Foundation, and Cooper's Ferry Partnership rolled out the **Camden Construction Career Initiative (CCCI)**, an initiative connecting real estate developers and general contractors operating in the city with its available trained workforce. As a local sourcing initiative, CCCI also leads workshops to help drive collaboration among qualified local businesses, vendors, and suppliers.

CCCI is modeled after a successful Cooper Foundation initiative that accompanied the build-out of the Cooper Medical School of Rowan University and MD Anderson Cancer Center. The program will lead Camden residents

in job training through 10 weeks of pre-apprenticeship instruction from the Union Organization for Social Service (UOSS). CCCI also helps work-ready residents put their skills to use immediately, providing them with hiring resources that match their employment interests with available opportunities.

In the summer of 2016, Camden City implemented a robust outreach effort to raise the profile of the program. A citywide mailer was mailed to every household, notifying residents about a series of four CCCI workshops held in September; approximately 100 people attended each meeting.

*CCCI is supported by the City of Camden, the Cooper Foundation, the Residents Building Camden Task Force, Cooper's Ferry Partnership, United Camden, and Vicinity Building & Construction Trades Council.*

Paige Prado, former member of Cohort 1, is now an assistant crew leader with the program.

**Results**

Camden City, the Cooper Foundation, Cooper's Ferry Partnership and other stakeholders launched the Camden Construction Career Initiative (CCCI) last September. Camden resident Micah Cook, a training program graduate speaks to the crowd about his positive experience with the program. After completing the program, Mr. Cook began working as an apprentice with the local painters union, working on projects throughout the city.



*"I'm playing a part in changing Camden City. The special thing about it is that I'm from here, so it feels good to know I'm doing something like this. It really means a lot."*

— ZaQuan Smith

Construction workers at the new 76ers Practice Facility



PowerCorps Camden members (left to right) Elijah Perry, Jaleel Williford, and ZaQuan Smith

**WORKFORCE  
DEVELOPMENT PROGRAMS**

**Center for Family Services**

As the city infrastructure build-out continues, so too must complementary initiatives to expand employment resources for the next generation of Camden City residents as well as those who are ready to hit the job sites today. Together with the CCMUA, Rutgers University, and Camden County College, Cooper's Ferry Partnership supports a variety of initiatives helping to drive parallel vocational and educational opportunities for hardworking young adults.

**Fast Fact**

In the past year, more than 70 percent of PowerCorps Camden members who have successfully completed one term of service with the program have gone on to post-secondary education, committed to an additional AmeriCorps program term, or have gained employment.

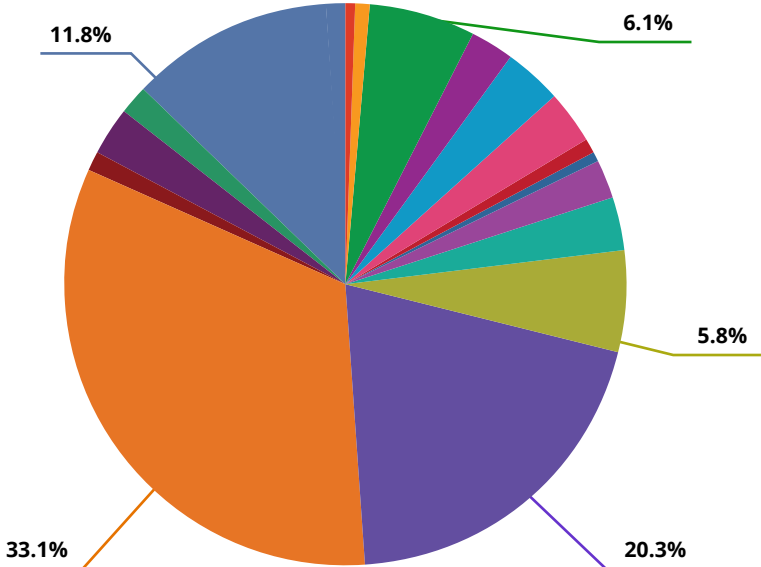
Program graduates receive services to help them transition to full-time employment, including coaching from the program's alumni to help develop the skills and work habits necessary to secure, retain, and flourish in their chosen career paths. These support services also provide students with direct employer contact, which assists with job retention.

**Camden Corps Plus** works to provide flexible and targeted educational and vocational training opportunities for young people who do not have a high school diploma. Program members can complete their courses of study while developing their skill sets in fields including nursing, advanced manufacturing, culinary arts, carpentry and construction, automotive technology, web design, and Cisco networking.

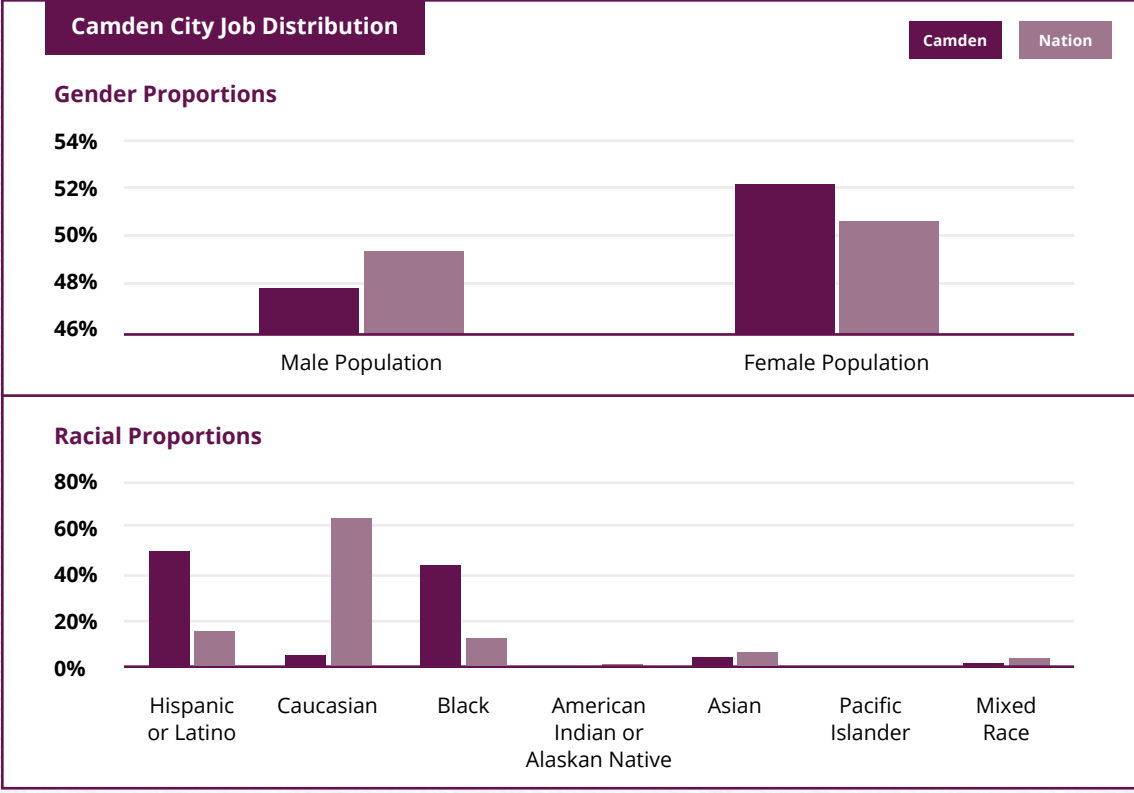
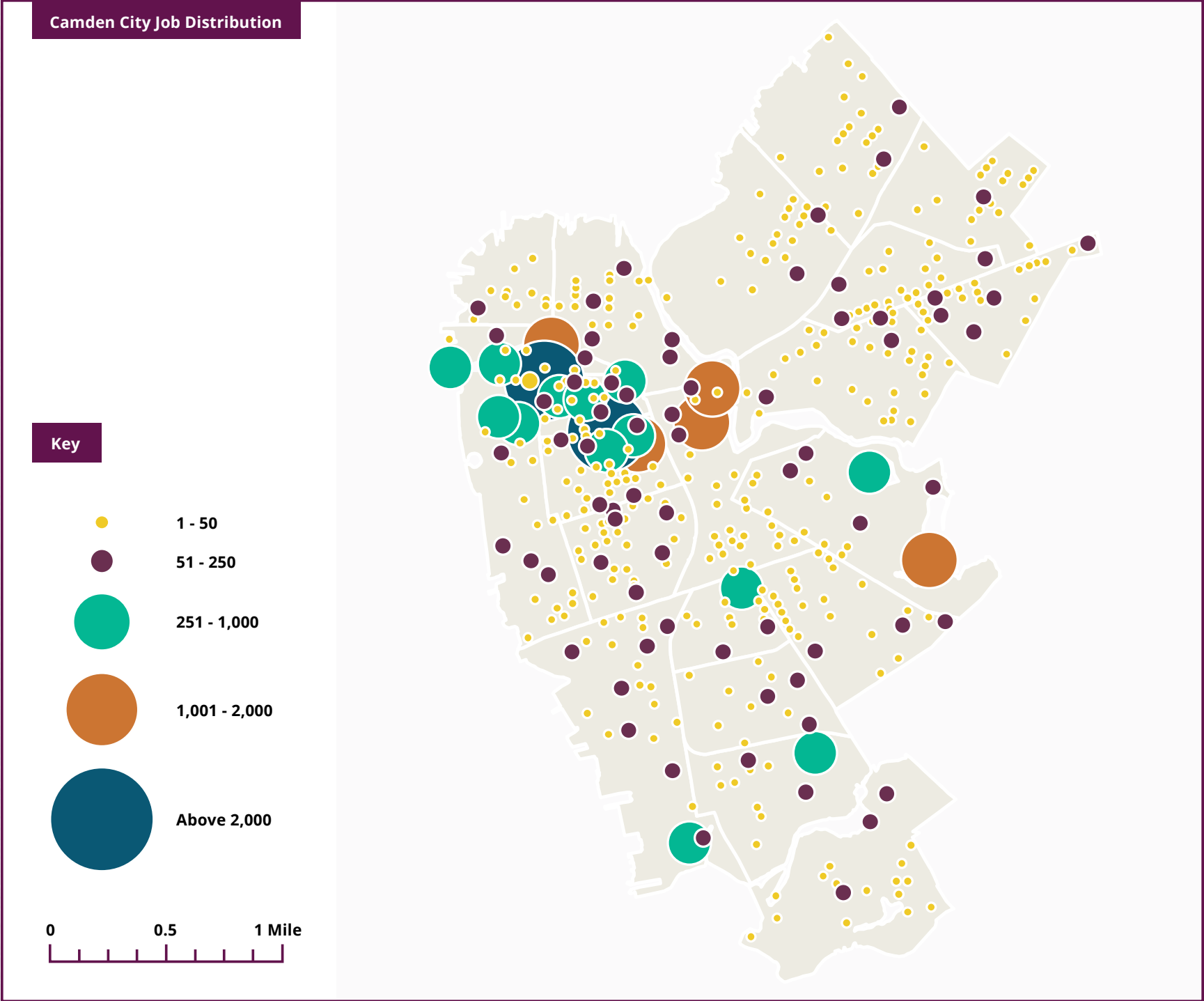
As Camden City addresses its environmental needs along with its infrastructure repairs, **PowerCorps Camden** taps local youth to tackle the renewal of public lands and green spaces while connecting them to future opportunities in the green-collar economy. An AmeriCorps program, PowerCorps members complete a six-month term of service through which they develop extensive, hands-on training in green infrastructure, stormwater management, water quality and community sustainability initiatives.

**Jobs in Camden by Sector**

- Utilities 0.5%
- Construction 0.9%
- Manufacturing 6.1%
- Wholesale Trade 2.7%
- Retail Trade 3.3%
- Transportation 3%
- Information 0.2%
- Finance & Insurance 0.7%
- Real Estate, Rental & Leasing 0.7%
- Professional, Scientific, & Technical Services 2.2%
- Management of Companies & Enterprises 3.1%
- Administration, Support, Waste Management & Remediation 5.8%
- Educational Services 20.3%
- Health Care & Social Assistance 33.1%
- Arts, Entertainment & Recreation 1.1%
- Accommodation & Food Services 2.9%
- Other Services 1.7% (excluding Public Administration)
- Public Administration 11.8%







#### Camden County Youth One-Stop

The Camden County Youth One-Stop provides access to high-quality education, job-training and support services to benefit at-risk residents aged 16 to 24 who are facing obstacles keeping them from completing high school and developing the life and work skills necessary to find a job. Supported by tutoring, mentorship, and degree/certification programs, participants explore their career options within the community and gain practical work experience relevant to in-demand occupations and industries.

#### Holtec Welding Program

Through the Camden County One-Stop Employment Center, Holtec is recruiting job candidates from among those who have completed the welding curriculum at Camden County College. Holtec has already selected several successful candidates for positions, who were further trained at the Holtec Ohio location to prepare for the Camden project's opening in early 2017.

#### Cooper Hospital Medical Coding Initiative

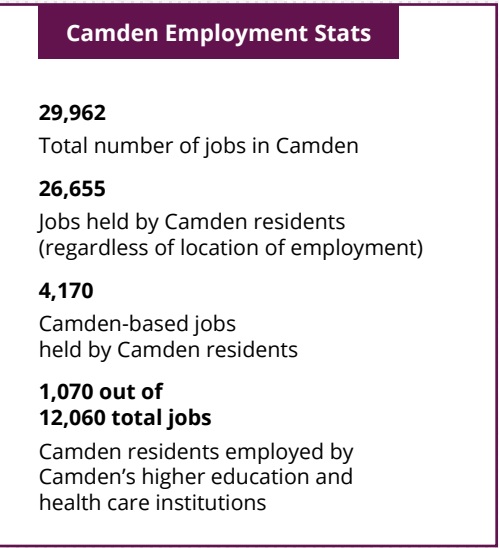
Cooper has created a program for 2017 to hire individuals with basic medical coding training, and a tiered approach to hiring new workers with hands-on experience. Cooper exposes certified coding professionals to hands-on experience through four phases, building their skills in different fields or driving them into advanced training and education. Eligible candidates can also receive tuition reimbursement in their pursuit of bachelor's degrees.

#### Job Fairs

In cooperation with the New Jersey Department of Labor and Workforce Development, the Camden County Board of Freeholders hosted three job fairs at the Camden BB&T Pavilion in 2016: two were open to the general public, and a third was focused exclusively on the needs of veterans and their spouses. The job fairs connected applicants with more than 100 employers, and offered resume workshops and on-site work readiness training.



Job seekers connect with employers at job fair held last fall





# Hospitality

## Residents and visitors come together to enjoy Camden as a destination.

Visitors to Camden come to experience the rich history, arts, and entertainment scene. Anchored by waterfront destination attractions and a gorgeous vista of the Philadelphia skyline, the city offers fun-filled entertainment, vibrant arts and cultural amenities and family-friendly activities throughout the year. The waterfront continues to grow as a destination, with attractions and events drawing over 3 million visitors each year.

In 2016, the city hosted a wide range of activities including concerts, fitness classes, a pro-fishing tournament and festivals. In addition, visitors and residents flocked to the waterfront to celebrate holidays with special events for the 4th of July and New Year's Eve, both featuring spectacular fireworks displays. Cooper's Ferry Partnership, along with a variety of partners, supports Camden as a destination by providing event programming, beautification and clean and safe activities.



Sunset Jazz Series  
along the waterfront

Camden art installation  
representing transformation  
of public spaces



Hippo Haven  
at Adventure Aquarium



WATERFRONT ATTRACTIONS

Adventure Aquarium

Located on the Camden Waterfront, Adventure Aquarium features one-of-a-kind exhibits with more than 8,500 aquatic species throughout 2 million gallons of water. The aquarium is home to the largest collection of sharks on the East Coast, including the only great hammerhead shark on exhibit in the United States as well as two rare scalloped hammerhead sharks. It's the only aquarium in the world to exhibit hippos, one of only six facilities in the U.S. to have Little Blue Penguins as permanent residents, and has the longest Shark Bridge in the world, a unique, V-shaped rope suspension bridge that hangs just inches over Shark Realm. Adventure Aquarium is an accredited member of the Association of Zoos and Aquariums, and in 2017, will welcome new features and creatures, including the new Shark Bridge, Turtle Cove, and the beloved Little Blue Penguins.

Fast Fact

Camden is host to more than 3 million visitors annually.

Adventure Aquarium

The Battleship New Jersey Museum and Memorial

The Battleship New Jersey is the most highly decorated battleship in U.S. history. Built at the Philadelphia Navy Yard in response to the bombing of Pearl Harbor in 1941, she rose to glory in the Pacific in World War II, saw action in the Korean Conflict, in Vietnam, and ended her extraordinary career by serving U.S. Marines in Beirut, Lebanon. Step inside a gun turret, the communication center, the bridge, or walk down Broadway—all are alive with the sights and sounds of the dedicated men and women who served aboard. Visitors can tour the ship, enjoy concessions, and even experience a flight simulator at the visitors' center. The ship's award-winning overnight encampments include dinner and breakfast served at the Chowline, a tour of the battleship, a ride on the 4D flight simulator, and even the opportunity to sleep in the bunks that her crew once did.

Camden Children's Garden

The Camden Children's Garden offers a special place to explore and discover the natural world in a family-friendly environment. The four-acre garden provides horticultural experiences for creative and imaginative play, and hosts public and private events throughout the year.

The garden includes three indoor attractions: the popular Philadelphia Eagles Four Seasons Butterfly House, the tropical exhibit, Plaza de Aibonito, and Ben Franklin's Secret Workshop. Other exhibits include a Dinosaur Garden, Maze, Tree House, Picnic Garden, CityScapes Garden, Storybook Gardens and the Fitness Garden. Visitors can round out their visit by riding the Garden Carousel, Arrow River Train and the Spring Butterfly Ride.

Deeply rooted in the community, the Children's Garden provides gardening and environmental education opportunities, service projects and programming at its waterfront location and throughout neighborhoods in the city.

Fast Fact

A national treasure, The Battleship New Jersey has won TripAdvisor's Excellence Award for the past two years.

Camden Children's Garden

Wiggins Park Marina

Located in the heart of waterfront attractions, Wiggins Park Marina features a 50-slip marina, sweeping views, a welcome center, and boater amenities, including indoor restrooms, showers, laundry, and barbecue and picnic facilities. It is open April-October and is a popular destination for seasonal and daily boaters during concerts and waterfront festivals.

BB&T Pavilion

Set on the Camden Waterfront, the BB&T Pavilion is a 25,000-seat, award-winning, outdoor amphitheater that features amazing views and both indoor and outdoor common areas with food, drink and merchandise vendors. The venue welcomes 40 national headlining acts and festivals every season and is home to an indoor theater that hosts concerts, theater, and family-friendly entertainment during the winter months.

Wiggins Park Marina

The Battleship New Jersey

BB&T Pavilion show

Fast Fact

The BB&T Pavilion received the 2016 Top Amphitheater Award from Billboard Music.

Symphony in C performing at the Rutgers Center for the Art's Walter T. Gordon Theater

Walt Whitman House

CULTURE, ART & HISTORY

Benjamin Cooper House

In 1734, Benjamin Cooper, the grandson of William Cooper, one of the first settlers of the city of Camden, and his wife Hannah built a three-story Dutch Colonial-style house on the Delaware River in North Camden. It is the last standing Cooper family house in the city. In 2016, Cooper's Ferry Partnership constructed a new roof and made other necessary repairs to stabilize the property for future restoration.

Walt Whitman House

Constructed in 1848, this modest, wooden-framed structure built in the Greek Revival style was the only home ever owned by Walt Whitman. In it, he grew to international fame as the author of "Leaves of Grass", hosted visitors from around the world, and completed his last comprehensive volume of poetry before his death in 1892. Today, as a New Jersey State Historic Site and a National Historic Landmark, the restored Whitman House welcomes admirers and aspiring poets from around the world, who come to experience the last worldly surroundings of America's great "Poet of Democracy." The Walt Whitman House is open to visitors for guided tours Wednesday through Sunday. Group tours are available by appointment.

Rutgers University Center for the Arts

The Rutgers–Camden Center for the Arts (RCCA) provides performances, exhibitions, education programs, and community projects that inspire a full appreciation and enjoyment of the arts, create meaningful opportunities to participate in the arts, advance the central role of the arts in pre-K-12 education and increase awareness of the arts as essential to cultural, economic, and community vitality. RCCA is composed of the Stedman Gallery and the Walter K. Gordon Theater, a 650-seat proscenium theater with state-of-the-art lighting, sound, and video/ multimedia capability that features luxurious seating with no obstructed views. It is host to community events, the Rutgers–Camden Department of Fine Arts stage plays and choral performances, and Symphony in C Orchestra performances.

Filbert Studio

Housed in a converted old union meeting hall in the University District, this ceramic, silkscreen, and sculpture studio is owned and operated by local, award-winning artist Jeffrey Filbert.





Fireworks display from aboard the Battleship New Jersey

### Camden FireWorks

Camden FireWorks opened its doors in the summer of 2016, breathing new life into Camden's emerging arts scene. FireWorks, an arts and social change organization, brings artists and neighbors together in a hospitable place to awaken the creative capacity of the community and serve as a model for sustainable cooperation. The restored former firehouse in the Waterfront South neighborhood features studio space, events and workshops.

Longtime neighborhood supporter Father Michael Doyle of Sacred Heart Church and community members led the rehabilitation of the building. The project received support from PSE&G and the State of New Jersey under the auspices of the Neighborhood Revitalization Tax Credit Fund and local architect Dave Lummis of Ignarri Lummis. Lummis volunteered his services to begin putting the dream into a workable form, and the Heart of Camden managed the restoration.

Surrounded by creative spaces nestled along the South Broadway Corridor, FireWorks branded itself



Waterfront South Theater



XPoNential Music Festival at Wiggins Waterfront Park

as the **"SoBro Arts District."** This blooming arts district includes the **Camden Shipyard and Maritime Museum**, the **Waterfront South Theater**, **Bridget's House for Writers**, the **Nick Virgilio Haiku House**, **Sacred Heart Church**, and **Bee Still Studios**.

### SPECTACULAR EVENTS

Camden has a calendar packed with events all year long. Visitors enjoy programs like breakfast with Santa at the Aquarium, concerts in the park, craft beer festivals, and more.

**Go to [Camdenwaterfront.com](http://Camdenwaterfront.com) for a full listing of 2017 events**



The Cooper Norcross Run the Bridge

### Freedom Festival—America's Birthday Celebration

On July 4, Camden County, The Battleship New Jersey, and Cooper's Ferry Partnership hosted the Third Annual Freedom Festival on the waterfront. With an estimated attendance of more than 20,000 visitors and residents, the festival offered special events, a variety of entertainment and live music from talented performers like the Philharmonic of Southern New Jersey and Michael McDonald. Family-friendly festival attractions included stilt walkers, face painters, and bounce houses, while adults enjoyed a variety of local beer, wine, and distilled spirits in the festival's beer garden. The event concluded with spectacular fireworks shown over the Delaware River with synchronized music provided by 102.9 WMGK-FM.

### Bringing in the New Year—Fireworks Celebration

Each year families and friends gather at the waterfront to bring in the new year and 2016 was no different. More than 10,000 people celebrated New Year's Eve along the waterfront promenade, with family-friendly fireworks displays at 6 p.m. and midnight, courtesy of SugarHouse Casino.

### XPoNential Music Festival

The XPoNential Music Festival is the annual, signature concert event from WXPN-FM, presented by Subaru and in partnership with the Camden County Freeholders. Drawing more than 20,000 people daily from throughout the Greater Philadelphia area, Mid-Atlantic region, and Northeastern United States, the festival features an expertly curated mix of established and new artists; convenient access via public transportation; natural amphitheaters that produce great sound; plenty of activities for kids; extensive food, drink, and vendor selections; and festival seating and riverfront promenades that offer spectacular views of the Delaware River and Philadelphia skyline. The three-day, multivenue event begins each day at Wiggins Park and ends at the BB&T Pavilion.

### Cooper Norcross Run the Bridge

In November, 4,000 runners and walkers gathered to participate in the annual Cooper Norcross Run the Bridge, presented by AmeriHealth New Jersey. As the largest certified 10K in the tri-state area, the event also includes a two-mile Bridge Walk and Kids Dash—all to benefit the Larc School, a nonprofit special education school serving students with a wide range of moderate to severe disabilities.

### Summer in the City Concert Series

Each year, the Cooper Foundation hosts its annual Summer in the City Concert Series in the Sheila L. Roberts Park located at 6th and Washington streets in the Cooper Plaza neighborhood. The family-friendly concerts continue to grow in attendance with each passing year and feature multiple musical performances from local and rising artists, free water ice and face-painting for neighborhood children, and book giveaways courtesy of the Garden State Discovery Museum.

### San Juan Bautista Festival

This annual parade and concert celebrates the rich and vibrant history of Puerto Rican culture in Camden and attracts nearly 10,000 people to the city each year. The event, typically held on the last Sunday in June, coincides with the Feast of San Juan Bautista, the patron saint of Puerto Rico.

### Sunset Jazz Series

The Camden County Board of Freeholders celebrated the Sunset Jazz Series' 25th anniversary in 2016 with a full season of events each Monday throughout the summer, attracting more than 75,000 visitors to the Camden Waterfront.



### Kirk Franklin Show

Mayor Dana Redd and Council President Frank Moran enjoy the Kirk Franklin concert at the Camden Waterfront. More than 20,000 people were in attendance for this very uplifting event sponsored by the City of Camden and the Camden County Board of Freeholders.



### Pro-Am Bass Fishing Tournament

The Camden Waterfront was home to the 2016 Ike Celebrity Pro-Am Bass Fishing Tournament, a collaboration between the Ike Foundation and the Mid-Atlantic Youth Anglers & Outdoor Program. The Ike Foundation, created by champion professional bass angler Mike Iaconelli raises funds and awareness to introduce youth to fishing and the outdoors, with a special focus on urban areas. The 2016 tournament featured 16 bass fishing professionals and several celebrity fishing enthusiasts. The event is scheduled to return to Camden on July 8, 2017.



San Juan Bautista Festival



Visitors enjoying Camden Waterfront view



Breathtaking views at the 2016 Sunset Jazz Series

Camden County Sunset Jazz Series



# Clean & Safe



CSSD Ambassador provides a welcoming smile

**The CSSD continues to build an impeccable reputation for service as evidenced by clean and attractive public spaces, long-term stakeholder support, and new business growth each year.**

As the business improvement district of Downtown Camden, the Camden Special Services District (CSSD) administers a successful, clean, and safe program designed to improve the physical appearance of the downtown, and offers enhanced hospitality to visitors, residents, employees, and students. As a nonprofit 501(c)(3), CSSD receives support from key institutions, local government, businesses, and stakeholders through contributions, fee-for-service contracts, grants, and sponsorships.

Originally founded in 2005 to provide traditional clean and safe services to anchor institutions and key stakeholders in the downtown, CSSD continues to grow its footprint and service options. CSSD Ambassadors now work in various neighborhoods, commercial corridors, the Camden Waterfront,

sections of the Gateway, parks and Rain Gardens in Waterfront South, and beyond. By forming effective partnerships and providing first-rate services, CSSD creates a safe and welcoming environment, which is crucial to the city's continued success. Expanded service options now include:

- Trash and Debris Removal
- Graffiti and Handbill Removal
- Power Washing
- Leaf Removal
- Snow Removal (limited)
- Overnight Parking Lot Cleaning
- Landscaping
- Hardscaping Repair
- Hospitality
- Event Support



CLEAN, SAFE AND WELCOMING

CSSD Ambassadors are all city residents. They know their city best, and visitors, employees, and residents rely on these friendly faces for assistance. Easily spotted in their bright yellow uniforms, they provide a reassuring presence to the public, and aid with directions, up-to-date event news, and requests for information about the city. Last year, ambassadors handled more than 8,000 requests for assistance. As caretakers of the city, they deliver reliable customer service, creating and maintaining friendly and inviting public spaces where people feel welcome and comfortable.

PROGRAMS AND UPDATES

Safe and Clean Business Corridors Program

Now in its second year, the presence of CSSD in key commercial corridors throughout the city is making a significant impact on the business community. The CSSD team provides services five days a week on Haddon Avenue, Broadway, Mt. Ephraim Avenue, River Road/River Avenue, Federal Street, and in the Fairview business corridor.

Neighborhood Revitalization Tax Credit Projects

CSSD is responsible for two projects funded through the Neighborhood Revitalization Tax Credit (NRTC). NRTC funds awarded through the Cooper Foundation, allow CSSD to provide clean and safe services, seven days a week in the Cooper Plaza and Lanning Square neighborhoods and adjacent parks (Triangle Park, Sheila L. Roberts Park, and Joan Davis Park).

In addition, NRTC monies awarded through St. Joseph's Carpenter Society provide for 80 hours of clean and safe services along Federal Street on a weekly basis. This work on Federal Street covers the area from State Street to 27th Street—complementing the corridor services on Federal between 27th and 30th Streets.

Neighborhood Stabilization Program 2

The Neighborhood Stabilization Program (NSP2) is a Housing and Urban Development (HUD) program that provides funding to the Camden Redevelopment Agency (CRA) to address foreclosed properties. Procured by the CRA through the request for proposal process, the CSSD maintains 121 vacant lots in the Cooper Plaza and Lanning Square neighborhoods. Routine property maintenance helps improve the stability of these neighborhoods.



CSSD 2016 Annual Performance Numbers			
Cleaning Activity		Hospitality Services	
45,286	Trash Bag Count	8,183	Requests for Directions, Information or Assistance
905,720	Trash By Pounds	956	Homeless Assistance
843	Graffiti and Gum Removal		
2,292	Handbill and Illegal Signage Removal		
761	Landscaping Hours		

Waterfront Landscaping

The Camden Waterfront Landscaping Initiative supports the establishment and maintenance of a cohesive and attractive landscape along the waterfront's public spaces and parcels from the Battleship New Jersey to the Ben Franklin Bridge through the services of a professional, third-party landscaping company. Throughout the seasons, visitors, residents, and employees enjoy waterfront recreation in a beautifully landscaped environment. Longtime project partners support the program, including the New Jersey Economic Development Authority, the Parking Authority of the City of Camden, Adventure Aquarium, and the Camden County Department of Parks.

CUSTOMIZED SERVICES FOR THE BUSINESS COMMUNITY

CSSD works tirelessly to develop and maintain valuable relationships with businesses and organizations throughout the city. Private and public businesses contract with CSSD for specialized services on and around their business properties. The ultimate goal of each contract is to ensure that everyone entering their business is greeted with a clean and welcoming environment before they reach the front door. As with all contracts, CSSD efforts often exceed the expectations of these businesses.

Cooper University Health Care

Weekly cleaning and landscaping of the public spaces surrounding the hospital complex

Campbell Soup Company

Weekly cleaning on open space parcels and streets surrounding the headquarters complex

Adventure Aquarium

Daily cleaning and weekly landscaping of aquarium grounds and surrounding public spaces

Live Nation

Late night after-concert cleaning of parking lots

NJ Transit

Supplemental cleaning at Walter Rand Transportation Center and along passenger platforms with additional early morning service after all special events and concerts



*"I've lived in Camden my entire life. My father was a city police officer and a sheriff's officer and my mom was a nurse at Cooper. I made poor life choices and ended up in prison and then in Hope Hall—a VOA halfway house that helped me turn my life around. I wanted to do something positive for the city, and now I am. I work for the CSSD. People now respect me because I'm doing the right thing, and that motivates me to work harder and share my story with other guys coming out of prison—to show them there is a better way of life than what got them into trouble. All you gotta do is just take pride in yourself, your neighborhood, your work."*

— Mark Drayton  
CSSD Team Lead

the river. The CSSD partnered with city, county, and state offices to get ready for the thousands of visitors expected to attend events on the Camden Waterfront. Tasks included targeted power washing of sidewalks and public spaces around the WRTC, repair of uneven brickwork in tree wells, and maintenance and new plantings in the center islands along MLK Boulevard. Always looking to help the city put its best foot forward, the CSSD stepped up and provided similar services for the Cooper Medical School of Rowan University graduation, Cooper Norcross Run the Bridge, Urban Land Institute tours, grand opening of the 76ers Training Complex and the Camden tree lighting.

- Over the Last 5 Years
- 4,470,540 pounds of trash removed
  - 12,670 graffiti tags and handbills removed
  - 29,777 people assisted by CSSD ambassadors

EVENT SERVICES AND SUPPORT

CSSD partners with the city, and contracts with a variety of entities to support events with pre- and post-event cleanup and with event staffing support. Known for their "can do" attitude, CSSD staff take initiative to do what's needed to better accommodate clients and address evolving event needs. In the summer, CSSD added pre-concert sweeps and early, 5 a.m., post-concert cleanings of waterfront streets, the local River LINE platforms and the WRTC to the schedule. This additional effort kept Camden clean during the busy concert season.

CSSD played an important role in welcoming the 2016 Democratic National Convention to this side of

- 2016 Staffed Events
- Mayor Redd's Camden Clean Campaign
  - Camden Night Gardens
  - Camden Jam
  - Teddy's Toys
  - Cooper's Ferry Partnership's Connect the Lots events
  - Virtua Camden Community Day Clean up
  - The Cooper Foundation's Summer in the City Concert Series
  - Camden County Sunset Jazz Concert Series
  - XPoNential Music Festival
  - Freedom Festival

2017 AND BEYOND

As development continues throughout the city, CSSD expects an increased demand for its services, and is poised to meet the growing needs of new businesses and stakeholders in the city while continuing to provide outstanding service to current customers.

What's the Buzz All About?

CSSD Ambassadors, always easy to spot in their bright yellow uniforms, have earned the affectionate nickname "the Yellow Jackets." Capitalizing on this friendly and familiar nickname, a new CSSD "Yellow Jacket" mascot named "Buzz" is now calling Camden home.

Buzz is the face of a new CSSD educational initiative aimed at teaching city youth about environmental stewardship, sustainability, and community pride. The Camden Collaborative Initiative partnered with CSSD to develop a program to highlight the importance of clean, litter-free outdoor spaces, and promote healthy living as it relates to the environment and lifestyle. The PSEG Foundation and the Camden County Municipal Utilities Authority are our first sponsors. We are looking for more like-minded companies to support making Camden a better, cleaner, and more sustainable city.

Watch for Buzz's grand debut at the Camden Night Gardens in May, and look for Buzz throughout the city at school assembly programs, summer camps, parks, playgrounds, and special events, such as Mayor Redd's Camden Clean Campaign.





# Cooper's Ferry Partnership

## STAFF AND 2016 INTERNS

### Staff

Anthony J. Perno, III, Esq.  
*Chief Executive Officer & President*

Joseph Myers  
*Chief Operating Officer & Vice President*

Meiska L. Mitchell  
*Vice President of Neighborhood Initiatives*

Shahid Rana  
*Vice President of Business Development*

Caren Fishman  
*Executive Director,  
Camden Special Services District (CSSD)*

Sarah Bryant, AICP  
*Director of Community Initiatives*

Nakia Maxwell  
*Administrative Assistant  
and Receptionist*

Valeria Galarza  
*Senior Project Manager*

Rudisha Beattie  
*Project Manager*

Allison Hawco  
*Project Manager*

Caroline Gray  
*Project Manager*

Enrique Rivera  
*Project Manager*

Joseph Young  
*Project Manager*

Kathy Cullen  
*Project Manager*

### 2016 Interns

Brandon Cromwell  
*United States Military  
Academy—West Point*

Tiara DeGuzman  
*Rutgers University–Camden*

Annie Dunlap  
*FoodCorps Service Member*

Zoranyi Estevez  
*Rowan University*

Joseph Frimpong  
*Rutgers University–Camden*

Chazz Hinson  
*Rutgers University–Camden*

Bennett Kelberman  
*Washington University*

Westin Mullings  
*Student Conservation Association*

Alex Nikolinos  
*Rutgers University  
School of Law*

Rebecca Orsak  
*Washington & Lee University*

Esmeralda Reyes  
*Yale University*

John Valeri  
*United States Military  
Academy—West Point*

## BOARD OF DIRECTORS

Donald A. Borden  
*President, Camden County College*

Charles Bragitikos  
*Camden Town Center Associates*

Ira Brown  
*Regional President, Greater Philadelphia  
and Southern New Jersey, and Senior Vice  
President, M&T Bank*

Robert C. Caprice  
*Senior Vice President, Sales Performance  
& Support Executive, Bank of America*

James H. Carll  
*Partner, Archer & Greiner P.C.*

Carl Dranoff  
*President, Dranoff Properties*

John Fitzgibbons  
*Corporate Vice President of Operations,  
Herschend Family Entertainment*

Joseph A. Forline  
*Vice President, Gas Operations, PSE&G*

Scott R. Gamble  
*Regional President, BB&T Bank*

Phoebe Haddon  
*Chancellor, Rutgers University–Camden*

Alexander Hatala  
*President & CEO,  
Our Lady of Lourdes Health System*

Chris Heck  
*Chief Revenue Officer,  
Philadelphia 76ers*

Dr. Ali Houshmand  
*President, Rowan University*

Rev. Robert E. Hughes, V.G.  
*Vicar General & Moderator  
of the Curia, Diocese of Camden*

Patricia Egan Jones  
*Assemblywoman, Co-Chairperson, Home  
Port Alliance for the Battleship New Jersey*

Richard Landers  
*Vice President–Tax & Real Estate,  
Campbell Soup Company*

Susan Bass Levin  
*CEO & President, Cooper Foundation*

Kafi M Lindsay, Esq.  
*Vice President & Market Manager,  
PNC Community Development*

Daniel Lombardo  
*President & CEO, Volunteers of America*

David Micha  
*President, L-3 Communications  
Systems-East*

Debra Moran  
*Senior Operations Executive, Virtua*

Tim Moreton  
*President/Owner,  
Contemporary Graphic  
Solutions/Rondo-Pak, Inc.*

Anthony J. Perno, III  
*President & CEO,  
Cooper's Ferry Partnership, Inc.*

Dana L. Redd  
*Mayor, City of Camden*

Mark Roberts  
*Interim CEO,  
CAMcare Health Corporation*

Sheila Roberts  
*Broadway Mainstreet*

Brenda Ross-Dulan  
*Executive Vice President, Regional  
President Southern New Jersey, Wells Fargo*

Joseph Tredinnick  
*Regional Vice President, TD Bank*

William M. Varley  
*President, New Jersey American Water,  
Senior Vice President, Northeast  
Division, American Water*

Curt Voss  
*Executive Director, BB&T Pavilion*

Rev. Floyd L. White III  
*President, Woodland Community  
Development Corp.*

Jennifer Young  
*External Affairs, Verizon*



CAMDEN SPECIAL SERVICES DISTRICT  
BOARD OF DIRECTORS

- Shahid Rana

President
- Anthony J. Perno, III, Esq.

Vice President
- Joseph Myers

Secretary/Treasurer

CAMDEN SPECIAL SERVICES DISTRICT  
ADVISORY BOARD

- Louis S. Bezich

Chair

Senior Vice President, Strategic Alliances,  
Cooper University Health Care
- Larry Gaines

Vice Chair

Vice Chancellor, Rutgers  
University–Camden
- Vince Basara

Office of the Mayor/Ombudsman,  
City of Camden
- Gary Divens

Executive Dean,  
Camden County College
- Patrick Keating

Director, Dept. of Public Works,  
City of Camden
- Ray Lamboy

President and CEO, LAEDA
- Tyrone McCombs, Ph.D.

Associate Vice President,  
Rowan University
- Richard Stagliano

President/CEO,  
Center for Family Services
- Dominic Vesper, Jr.

Deputy County Administrator,  
Camden County

CAMDEN SPECIAL SERVICES DISTRICT  
SUPPORTERS

The CSSD would like to recognize and thank the following government agencies, institutional stakeholders, banks and local businesses for their support of our mission:

- Adventure Aquarium

AthenianRazak

Boos Development

CAMcare Health Corporation

Camden County College

Camden County Department of Events  
and Community Outreach

Camden County Department of Parks

Camden County Improvement Authority

Camden County Municipal  
Utilities Authority

Camden Redevelopment Agency

Campbell Soup Company

Center for Family Services

City of Camden

The Cooper Foundation

Cooper University Health Care

Coriell Institute
- County of Camden

Diocese of Camden

General Services Administration

Live Nation/BB&T Pavilion

New Jersey Economic  
Development Authority

New Jersey Transit River LINE

Planned Parenthood

PNC Bank

PSEG Foundation

Rowan University Rutgers–Camden  
Board of Governors

Rowan University

Rutgers University–Camden

St. Joseph’s Carpenter Society

Virtua Health



SUPPORTERS

Many of the projects featured in this report would not be possible without the support of the City of Camden, Camden County, and the State of New Jersey. Additionally, Cooper's Ferry Partnership would like to extend special thanks to the following organizations:

- Camden County Improvement Authority
- Camden County Municipal Utilities Authority
- Camden County Open Space Advisory Committee
- Delaware River Valley Planning Commission
- New Jersey Department of Community Affairs
- New Jersey Department of Environmental Protection
- New Jersey Department of Transportation
- New Jersey Economic Development Authority
- New Jersey Environmental Infrastructure Trust
- New Jersey Housing and Mortgage Finance Agency
- New Jersey Travel and Tourism
- Parking Authority of City of Camden
- Rutgers Cooperative Extension Water Resources Program
- South Jersey Port Corporation
- United States Environmental Protection Agency
- United States Department of Transportation

CONTRIBUTORS

Cooper's Ferry Partnership and the City of Camden would like to extend special thanks to all those who contributed to this report:

- Adventure Aquarium
- AthenianRazak
- Battleship New Jersey
- BB&T Pavilion/Live Nation
- The Bicycle Coalition of Greater Philadelphia
- Camden Children's Garden
- Camden Coalition of Healthcare Providers
- Camden County Board of Freeholders
- Camden County College
- Camden County Police Department
- Campbell Soup Foundation
- Christopher Hoffman
- Center for Family Services
- City Invincible
- The Cooper Foundation
- Cooper Medical School of Rowan University
- Cooper University Health Care
- Delaware River Port Authority
- Geoff Gelay, RCHeliCam
- Hopeworks 'N Camden
- Liberty Property Trust
- New Jersey Tree Foundation
- New Jersey Transit
- Rowan University
- Rutgers University-Camden
- The Salvation Army Ray and Joan Kroc Corps Community Center
- SLK Partners
- Thomas/Boyd Communications
- Wells Fargo Regional Foundation
- Group Melvin Design

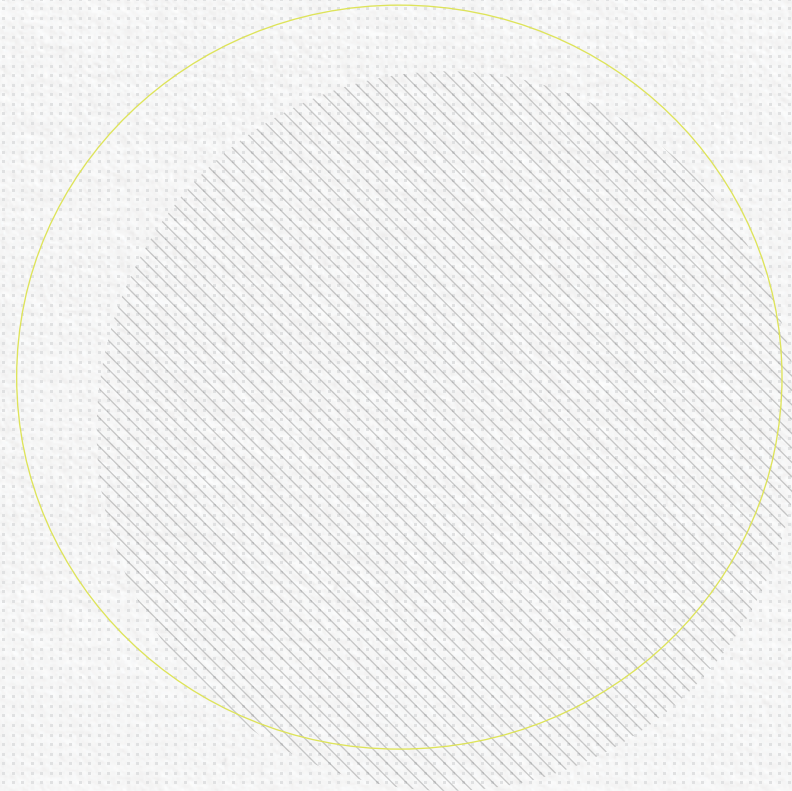


## #CITYOFPROMISE

Special thanks to our funders who support Cooper's Ferry Partnership's efforts throughout the year:

American Water Charitable Foundation  
Bank of America Charitable Foundation  
Camden Lutheran Housing, Inc.  
Campbell Soup Foundation  
Cramer Hill CDC  
General Electric  
Geraldine R. Dodge Foundation  
The Horizon Foundation for New Jersey  
Investors Bank Foundation  
Kresge Foundation  
National Endowment for the Arts  
New Jersey Health Initiatives

New Jersey Travel & Tourism  
PNC Bank Foundation  
PSEG Foundation  
Robert Wood Johnson Foundation  
Roma Community Bank Foundation  
St. Joseph's Carpenter Society  
TD Charitable Foundation  
United Way of Greater Philadelphia and Southern New Jersey  
Verizon Foundation  
Wells Fargo Foundation  
Wells Fargo Regional Foundation  
William Penn Foundation



## Support the preservation and growth in the City of Camden!

### PROMOTE HEALTH & WELLNESS

The city's Get Healthy Camden program focuses on implementing strategies that support access to affordable healthy food and increased opportunities for safe physical activity for residents. Organized through the Camden Collaborative Initiative (CCI), Get Healthy Camden advocates for safe walking and biking routes to schools, improving access so families can play safely in city parks, trails, and recreational spaces, and promoting childhood development through healthy food and physical activity.

### IMPROVE THE ENVIRONMENT

Recognized as a leader in sustainability practices, Camden offers a wide variety of choices to help preserve the environment. Organizations can get involved by sponsoring or volunteering at a wide variety of programs planned and implemented through the Camden Collaborative Initiative (CCI). Program areas include community environmental education, tree plantings, recycling, green infrastructure, water and air quality and more.

### PRESERVE ARTS & CULTURE

Volunteer at events or donate toward **Connect the Lots**, a community-driven initiative to activate Camden's vacant and underutilized spaces through the identification and implementation of artistic, cultural, and recreational projects. Through strategic programming and collaboration, activities in these spaces create safe and vibrant gathering places for the residents, students, and workers of the city.

### SUPPORT SMALL BUSINESS

Small business development and support is key to contributing and building Camden's economy. Programs aimed at strengthening the support and development of Camden's small business community include, local sourcing programs, façade improvement, mentorship, training, financing, and startup incubators. Organizations can get involved in any of these programs through sponsorship, angel investment, and participation in mentoring and training events.



## I PROMISE TO...

### LEARN MORE

There are many ways contribute to these initiatives and more. **Call (856) 757-9154** or **email [give@coopersferry.com](mailto:give@coopersferry.com)** for more information.

## #CITYOFPROMISE

Tell us about how you are helping the City of Camden, post your photos or story and **#CityOfPromise**



#CityOfPromise



### **Cooper's Ferry Partnership**

One Port Center, Two Riverside Drive, Suite 501  
Camden, NJ 08103  
(856) 757-9154  
[www.coopersferry.com](http://www.coopersferry.com)

### **Follow us!**



@CoopersFerry



@CoopersFerryPartnership

Report printed by Contemporary Graphic Solutions/Rondo-Pak, based in Camden, NJ