



# CAMDEN

CITY OF OPPORTUNITY





# WELCOME FROM THE MAYOR

**AS THE MAYOR OF CAMDEN, IT IS MY GOAL TO RE-ESTABLISH THE CITY AS THE ECONOMIC AND CULTURAL CENTER OF SOUTH JERSEY. THE CITY OF CAMDEN IS WORKING TO ENCOURAGE INVESTMENT AND TO CAPITALIZE ON ITS LOCATION, ITS TALENT, AND ITS ANCHOR INSTITUTIONS TO ONCE AGAIN BECOME A HUB IN THE REGION'S ECONOMY.**

In order to realize this vision, during the first few years of my administration, I have focused on streamlining and improving the operations of City government to create a stronger environment for business. I am proud to report that today, Camden government is running more efficiently, with stronger fiscal management than it has had in several decades.

Camden's 2013 municipal budget was approved in advance by City Council, and our books received an unqualified audit opinion. Camden has established a stable Ba2 bond rating and as a result of these fundamental reforms, there is growing confidence in the marketplace in Camden.

With our municipal house in order, we can focus on implementing economic development strategies that will help Camden to revitalize not only its Waterfront and downtown, but also the entire city. Through this development, we can rebuild the city's tax base and become a city of opportunity and innovation once again.

Many Camden communities are developing resident-driven neighborhood plans that set forth coherent big-picture visions for neighborhood revitalization and offer specific strategies to develop vibrant commercial corridors, new housing opportunities, and high-quality public spaces. These neighborhood plans help to attract and direct new investment, fostering development and improving quality of life for residents.

In addition to private investment in Camden's communities, there is evidence that Camden's economy has stabilized through the growth of the downtown educational and health services sector, which saw a 4.4% increase in employment in the past 10 years, despite the national economic downturn.

At the same time, however, economic development in Camden is not only about bricks and mortar but also about quality of life and public safety for residents. From this standpoint, it has been a difficult year for Camden. Know that I am committed to providing a safe environment for families to thrive in this city.

In an effort to confront our safety issues head on, I have worked with our partners in County government to transition from the Camden Police Department to a Camden Metro Police Division, which will give our city strength in numbers and the tools and talent to deliver real results for our residents.

Despite our challenges, I draw from this report a great deal of optimism that Camden's economic revival is gaining an unstoppable momentum. We are once again becoming a *City of Opportunity*.

Sincerely,

The Honorable Dana L. Redd, Mayor



# WELCOME FROM COOPER'S FERRY PARTNERSHIP

The lead story this year is the transformation of downtown Camden through the leadership of Camden's higher education and health care institutions. In 2012, Camden celebrated the opening of the new Cooper Medical School of Rowan University and Rutgers-Camden's new graduate school dormitory.

This is just the beginning. New Jersey's recent higher education realignment and bond referendum mean that in the near future these institutions will have significant resources to develop a major academic and health science research center in the City of Camden.

There are many other promising initiatives throughout the city. We are seeing entrepreneurs, who could move anywhere, choosing Camden to open or expand their businesses. Recently, we were delighted to welcome Yaphie, a high-tech start up, Group Melvin Design, a planning and urban design firm, and Cooper River Distillers, a producer of craft spirits.

These companies identified Camden's affordable real estate, great location, attractive financial incentives and regional talent pool among the reasons they chose to locate in Camden. They were also attracted to a growing synergy amongst those collectively invested in building a vibrant city.

At Cooper's Ferry Partnership (CFP), where we work to facilitate the revival of the City of Camden, we were able to move ahead on the implementation of over \$10 million of public improvement projects, together with the City

and County, to upgrade parks, roads and utilities in the downtown and several neighborhoods throughout the city.

There are also improvements taking place in many of Camden's neighborhoods through community-based and resident-driven initiatives focused on neighborhood planning, housing and business development, greening and sustainability, and youth recreation. Last October, our staff enjoyed the opportunity to work with North Camden residents, the YMCA of Burlington and Camden Counties, Horizon Blue Cross Blue Shield of New Jersey volunteers and others to build a new KaBOOM! playground in Northgate Park.

Finally, it seems that there is more to do than ever before in downtown Camden—catch a free concert in the park, grab a coffee and browse the books at Barnes and Noble, or bicycle down to the river. This summer, for the first time, guests will be able to enjoy internationally renowned Cirque du Soleil on The Camden Waterfront.

Please join the growing movement of residents, institutions and businesses who are working collectively to shape a bright future for Camden.

Sincerely,



Anthony Perno  
Chief Executive Officer



David Foster  
President



COOPER'S FERRY  
PARTNERSHIP  
LIVE | WORK | INVEST | CAMDEN



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**“DOWNTOWN CAMDEN IS CENTRALLY LOCATED IN THE REGION, AND THERE IS A RAPID EMERGENCE OF A DOWNTOWN BUSINESS DISTRICT. IN ADDITION TO THE BUSINESS INCENTIVES, THERE IS THE TALENT – RUTGERS UNIVERSITY, ROWAN UNIVERSITY, THE UNIVERSITY OF PENNSYLVANIA, DREXEL, AND VILLANOVA ARE WITHIN A 7-MILE RADIUS, WHICH HELPS US TO ATTRACT THE TALENT WE NEED TO GROW YAPHIE.”**

*-Mohit Shah, Co-Founder of Yaphie*



# CITY OF OPPORTUNITY



Camden is at a watershed moment in its economic revival. Last year, over \$325 million of construction activity occurred in downtown Camden, fueled primarily by the growth of its educational and health care institutions. As a result of recent state legislative reforms focused on higher education, institutional investment in Camden is continuing to accelerate at a scale that will fundamentally reshape the city.

In August 2012, Governor Chris Christie signed the New Jersey Medical and Health Sciences Restructuring Act, which realigned New Jersey's higher education system. As a result of this legislation, Rutgers-Camden will have a new local governing board and a fairer share of university resources allocated to Camden.

At the same time, Rowan University has been designated as a research university, allowing it to access additional state funding. Further, a separate joint Rowan/Rutgers-Camden Board

of Governors will be established to oversee the creation of a new joint College of Health Sciences. These and other strategic linkages are galvanizing the rise of a medical research hub in Camden that will stimulate the city economy.

In November 2012, New Jersey also saw the passage of a \$750 million bond referendum for higher education, a portion of which will come to Camden's universities. In combination, these state policies will infuse new resources into Camden on an order of magnitude that could exceed state investment made through the 2002 Municipal Rehabilitation and Economic Recovery Act (MRERA).

This year, Camden's anchor institutions will be working collectively to develop a coordinated long-range investment plan for downtown to develop strategies that leverage this anticipated investment to foster transformative economic benefits for the city and its residents.



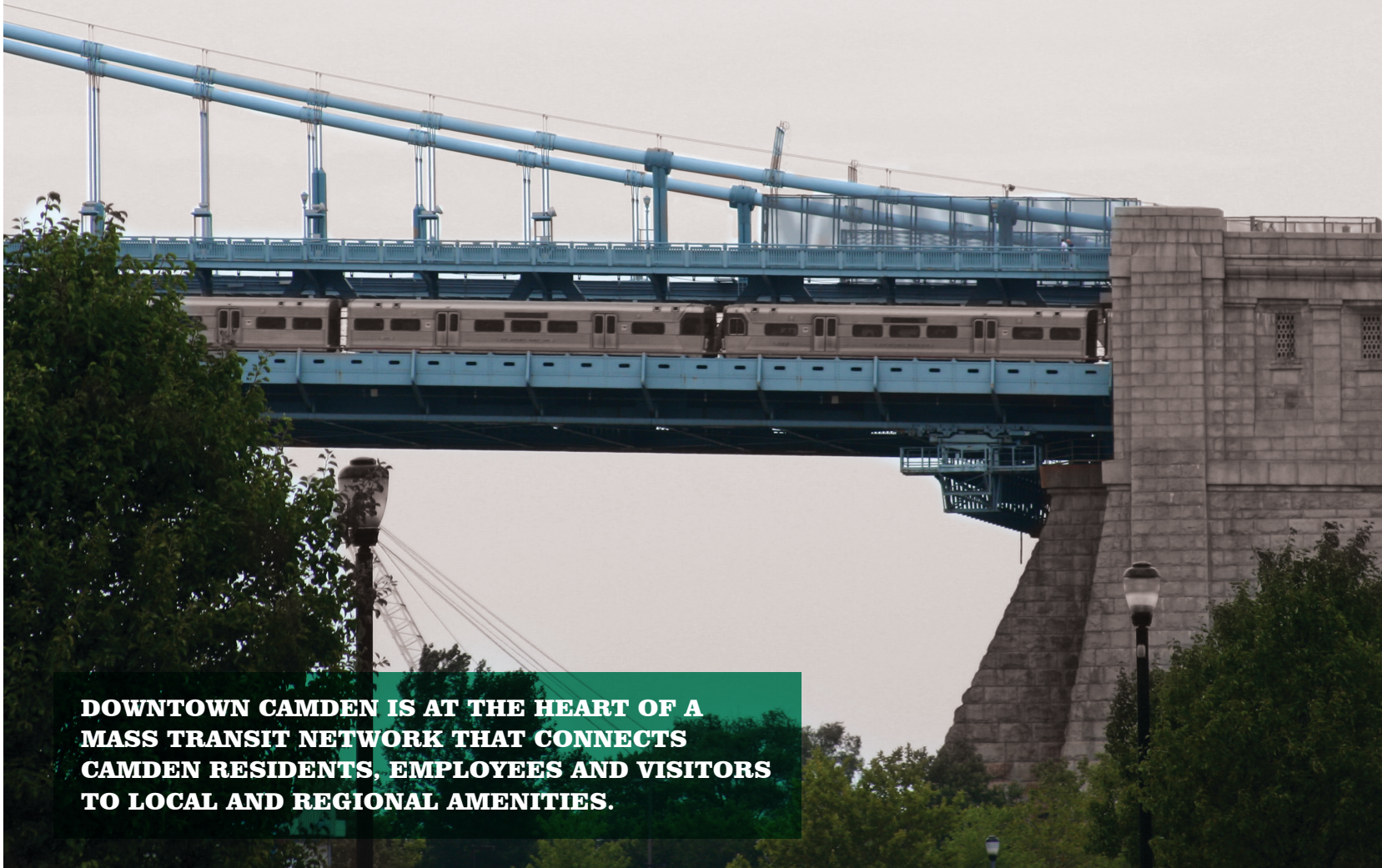
View of downtown Camden, including Rutgers-Camden graduate dormitory, completed in 2012.

**“SOUTH JERSEY TUITION DOLLARS WILL STAY WHERE THEY BELONG, ENABLING RUTGERS TO BUILD PROGRAMS THAT ARE MEANINGFUL TO THE STUDENTS HERE...THIS VOTE ALSO FOSTERS THE DEVELOPING BONDS BETWEEN TWO GREAT INSTITUTIONS—RUTGERS-CAMDEN AND ROWAN—THAT HAVE BECOME ENGINES OF ECONOMIC GROWTH FOR OUR REGION.”**

*—Senator Donald Norcross, 5<sup>th</sup> Legislative District of New Jersey*



## CONNECT CAMDEN



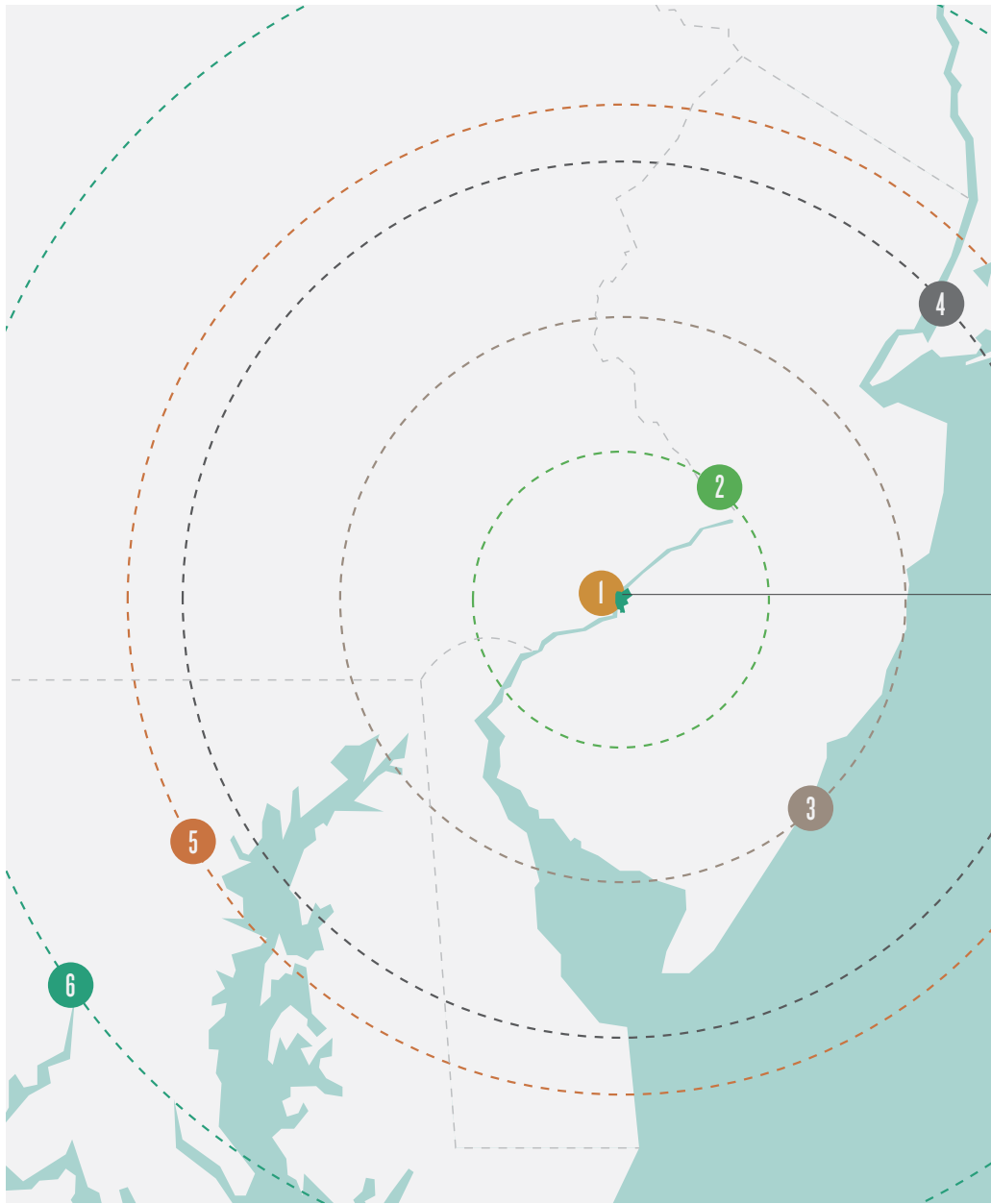
**DOWNTOWN CAMDEN IS AT THE HEART OF A MASS TRANSIT NETWORK THAT CONNECTS CAMDEN RESIDENTS, EMPLOYEES AND VISITORS TO LOCAL AND REGIONAL AMENITIES.**

Camden's public transportation access and complete streets provide sustainable transportation alternatives, making it more convenient to travel to downtown Camden than ever before.

### **REGIONAL ROAD NETWORK**

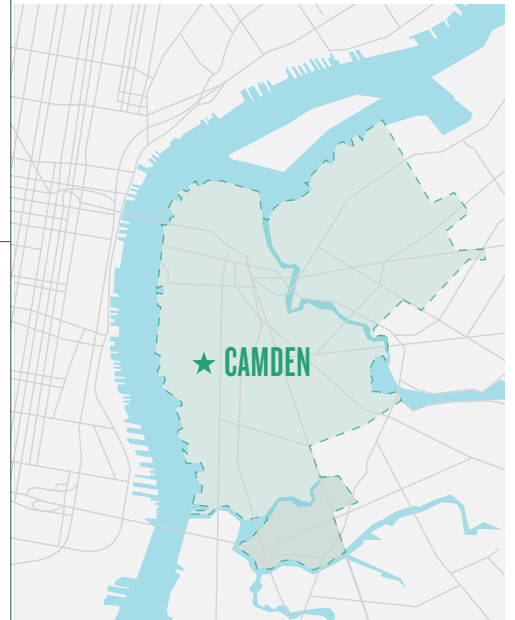
Downtown Camden is connected to all major South Jersey arterials and is a 20-minute drive from Exit 4 on the New Jersey Turnpike. Camden is connected to Philadelphia and I-95 via the Benjamin Franklin Bridge; and to I-76 via the Walt Whitman Bridge.

The City of Camden recently invested \$6 million in Federal TIGER (Transportation Investment Generating Economic Recovery) funding to make significant roadway and signage improvements on major city corridors leading throughout downtown Camden to The Waterfront.



### DRIVING TIME AND DISTANCE TO DOWNTOWN CAMDEN

Camden is located directly across the Delaware River from Philadelphia, the fifth largest city in the United States.



**PHILADELPHIA'S CITY HALL IS 3.3 MILES FROM DOWNTOWN CAMDEN AND MORE QUICKLY AND EASILY REACHED FROM CAMDEN THAN FROM MANY PHILADELPHIA NEIGHBORHOODS AND SUBURBS.**

- 1 PHILADELPHIA, PA**  
*(3 miles) 5 minutes*
- 2 TRENTON, NJ**  
*(34 miles) 39 minutes*
- 3 ATLANTIC CITY, NJ**  
*(59 miles) 1 hour*
- 4 NEW YORK CITY, NY**  
*(91 miles) 1 hour, 50 minutes*
- 5 BALTIMORE, MD**  
*(100 miles) 1 hour, 51 minutes*
- 6 WASHINGTON, DC**  
*(138 miles) 2 hours, 38 minutes*



## CONNECT CAMDEN

*[Left] Passengers board the NJ Transit RiverLINE at the Aquarium stop. [Right] Concertgoers coming over from Philadelphia's Penn's Landing.*

### 2012 RIDERSHIP

RiverLINE: 2,834,607

PATCO: 10,500,000

RiverLink FERRY: 145,395



#### **PUBLIC TRANSIT SERVICE**

**A. PATCO** provides high-speed rail service between Center City Philadelphia and Lindenwold, NJ. The PATCO Broadway station is located in Camden's downtown Walter Rand Transportation Center. PATCO has direct connections to NJ Transit's RiverLINE, regional bus service, trains to Atlantic City, and to SEPTA's Market East Station in Philadelphia.

**B. NJ Transit RiverLINE:** NJ Transit's RiverLINE light rail service currently operates over a 34-mile corridor between Camden and the Trenton Transit Center. The RiverLINE has several stops in downtown Camden and on the Camden Waterfront.

**C. NJ Transit Buses:** Camden's Walter Rand Transportation Center serves as a hub for 26 regional NJ Transit Bus lines that connect Southern New Jersey and Philadelphia.

**D. RiverLink Ferry:** The RiverLink runs across the river between Penn's Landing and The Camden Waterfront seven days a week between Memorial Day and Labor Day. It operates on an express schedule for Susquehanna Bank Center concerts and other special events.

# PUBLIC TRANSPORTATION IN DOWNTOWN CAMDEN



Map courtesy of Kitchen & Associates



## PHILADELPHIA'S PENN'S LANDING AND THE CAMDEN WATERFRONT FORM A TWO-SIDED WATERFRONT DESTINATION THAT IS LINKED BY ROAD, RAIL, BIKE TRAIL, AND FERRY.



The Ben Franklin Bridge's dedicated multi-use pathway provides cyclists and pedestrians with a convenient, enjoyable way to commute to work or enjoy time outside.

### BIKEWAYS

Every day, students and commuters travel over the Ben Franklin Bridge between Philadelphia and Camden on its multi-use pathway. Traveling from downtown Camden to Center City Philadelphia is a short 20-minute bike ride.

Camden recently created new bike lanes throughout downtown, creating safe, contiguous bike routes that connect major Camden corridors to key downtown destinations and to The Waterfront. These lanes are part of **The Camden GreenWay** and **The Circuit**, regional bicycle trail networks which will connect Camden to Philadelphia, South Jersey, and Western Pennsylvania.

BETWEEN 2011 AND 2012, THERE WAS A 38% INCREASE IN BICYCLE TRAVEL OVER THE BEN FRANKLIN BRIDGE, TOPPING 400 BICYCLE TRIPS PER DAY IN 2012.



A Camden resident enjoys bicycling on The Camden GreenWay.

## GETTING TO CAMDEN IS INEXPENSIVE AND EASY!

### Getting to Center City Philadelphia:

- Starting at \$1.40 / 10 minutes / Take PATCO from Camden City Hall or Broadway to 15th & Locust in Philadelphia.

### Getting to the Philadelphia Airport:

- Starting at \$1.40 / 6 minutes / Take Camden City Hall PATCO to 8th & Market in Philadelphia.
- \$8.50 / 20 minutes / Follow underground signs to Convention Center and get on the R1 Airport Regional Line (Buy your ticket before you get on the train!)

### Getting to Trenton, New York & Washington, D.C.:

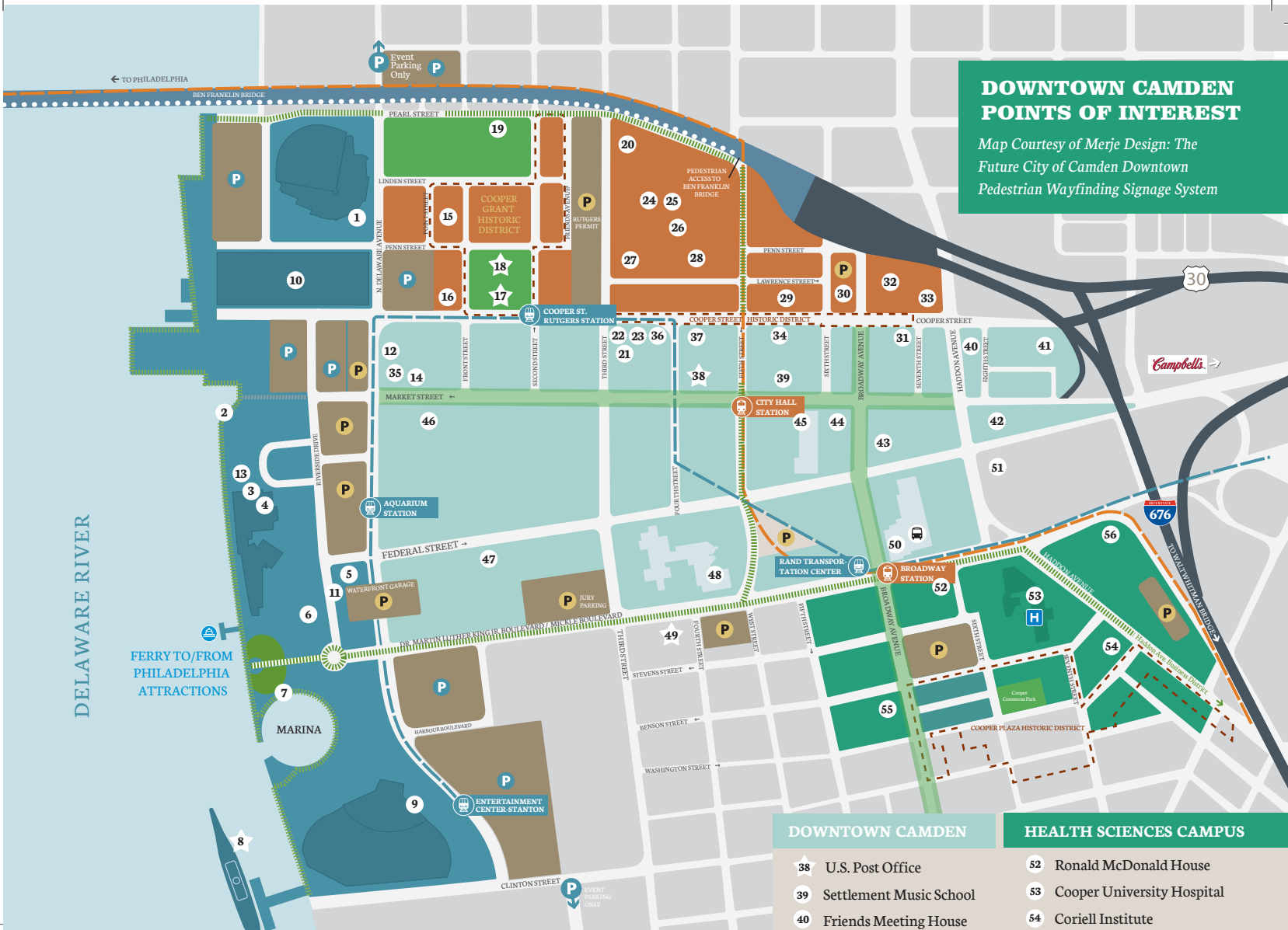
- \$1.50 / 45 minutes to Trenton / Take the NJ RiverLINE from Camden to Trenton Transit Center. Connect to New Jersey Transit and Amtrak regional rail lines.

### Getting to Philadelphia 30th St. Station:

- \$1.40 / 6 minutes / Take Camden City Hall PATCO to 8th & Market in Philadelphia.
- \$2.80 / 5 minutes / Transfer to SEPTA Market/Frankford line to 30th & Market.

## DOWNTOWN CAMDEN POINTS OF INTEREST

Map Courtesy of Merje Design: The  
Future City of Camden Downtown  
Pedestrian Wayfinding Signage System



### CAMDEN WATERFRONT

- 1 Campbell's Field
- 2 Camden GreenWay
- 3 Ferry Terminal Building
- 4 Adventure Aquarium
- 5 One Port Center
- 6 Camden Children's Garden
- 7 Wiggins Park and Marina
- 8 Battleship New Jersey
- 9 Susquehanna Bank Center
- 10 Cirque du Soleil
- 11 Vitarelli's Restaurant
- 12 Victor's Pub
- 13 Bain's Deli
- 14 Market St. Pizza
- 15 Gallery Eleven One

### UNIVERSITY DISTRICT

- 16 Board of Education
- 17 Johnson Park
- 18 Walt Whitman Arts Center
- 19 Rutgers-Camden Community Park
- 20 Rutgers Recreation Center
- 21 Rutgers Graduate Student Housing
- 22 Subway
- 23 Three Chiles
- 24 Gordon Theater
- 25 Stedman Gallery
- 26 Rutgers University
- 27 Rutgers Campus Center
- 28 Rutgers Admissions Office
- 29 LEAP Academy Upper School

### DOWNTOWN CAMDEN

- 30 Barnes & Noble University District Bookstore and Camden County College
- 31 Rowan University
- 32 Camden County College
- 33 LEAP Academy Lower School
- 34 STEM School
- 35 The Victor Building
- 36 7-Eleven
- 37 U.S. Courthouse

### DOWNTOWN CAMDEN

- 38 U.S. Post Office
- 39 Settlement Music School
- 40 Friends Meeting House
- 41 BridgeView Building
- 42 CAMcare
- 43 Cathedral of Immaculate Conception
- 44 County Administration Building
- 45 City Hall
- 46 L-3 Complex
- 47 Waterfront Technology Center
- 48 Hall of Justice
- 49 Walt Whitman House
- 50 Rand Transportation Center
- 51 Police Headquarters

### HEALTH SCIENCES CAMPUS

- 52 Ronald McDonald House
- 53 Cooper University Hospital
- 54 Coriell Institute
- 55 Cooper Medical School of Rowan University
- 56 Cooper Cancer Institute (Opening Fall 2013)

### SYMBOLS

- Public Parking
- Event Parking
- Highways
- RiverLink Ferry (to/from Philadelphia)
- RiverLINE Route/Stop
- PATCO Route/Station
- Bus Station
- Historic Site
- Business District
- Pedestrian Pathway



# LIVE CAMDEN

**AFTER A LONG DAY OF CLASSES, A SHIFT IN THE ER, OR AN EVENING AT SYMPHONY IN C, WOULD YOU RATHER LOOK FOR YOUR CAR IN THE PARKING LOT AND DRIVE HOME TIRED, OR SIMPLY STROLL BACK TO YOUR RESTORED BRICK TOWNHOME?**



A blossoming education and health services sector, beautiful new and historic homes, and access to public transit, waterfront parks and entertainment are all reasons people are choosing to call downtown Camden home.

#### **CAMDEN OFFERS:**

1. High-end, market-rate housing and loft space at more affordable prices than in Philadelphia and many South Jersey suburbs.
2. Historic downtown neighborhoods with tree-lined streets and neighborhood parks.
3. \$15,000 towards a down payment and closing costs for employees of Camden County College, Cooper University Hospital, Our Lady of Lourdes Medical Center and Virtua through the **Employer Assisted Housing Program**.

#### **THE EMPLOYER ASSISTED HOUSING PROGRAM**

provides employees of participating institutions with financial incentives to purchase homes in Camden. State programs such as the **Live Where You Work Program** provide additional benefits to qualified homeowners. To learn more, visit [www.livecamden.org](http://www.livecamden.org).



Teresa Lopez worked with St. Joseph’s Carpenter Society to purchase a newly rehabilitated four-bedroom historic row home in Cooper Plaza. Teresa, born and raised in Camden, move from East Camden to downtown Camden last year.

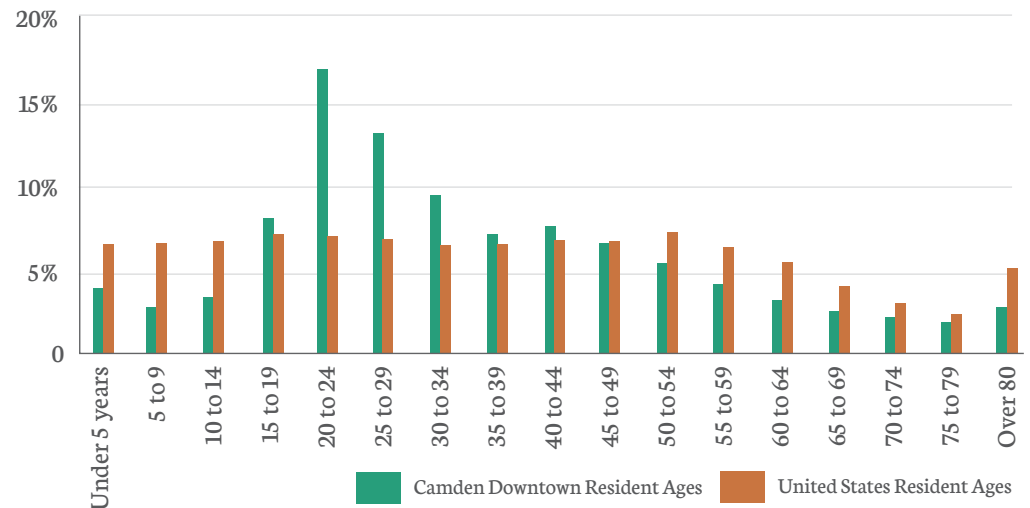
**“I MOVED BECAUSE THERE IS A LOT OF DEVELOPMENT GOING ON DOWNTOWN. THE CITY AND RENOVATED HISTORIC HOMES REALLY LOOK BEAUTIFUL. AFTER LIVING IN CAMDEN ALL MY LIFE, I MOVED OUT OF THE CITY YEARS AGO FOR WORK. I MOVED BACK BECAUSE OF THE STRONG SENSE OF COMMUNITY AND THE POSITIVE CHANGE TAKING PLACE IN DOWNTOWN. MY FAMILY LOOKS FORWARD TO BEING ABLE TO VISIT THE WALT WHITMAN HOUSE AND ADVENTURE AQUARIUM. WE ALSO LOOK FORWARD TO WALKING AROUND, A LOT, IN A SAFE ENVIRONMENT.”** —Teresa Lopez



### COOPER PLAZA NEIGHBORHOOD

M&M Development LLC recently completed the renovation of 30 townhomes in the historic Cooper Plaza neighborhood. The new three-story, Energy Star, green townhomes include a Jacuzzi, gas fireplace, and stainless steel appliances. The homes are within walking distance to Camden’s convenient mass transportation system and active Waterfront.

### DOWNTOWN CAMDEN AND NATIONAL AGE PROPORTIONS



Source: 2011 US Census



*Residents at The Victor Lofts have great views of the Philadelphia Skyline and Waterfront Fourth of July and New Year's Eve fireworks shows.*

### **THE VICTOR**

Looking to rent a gorgeous industrial-style loft apartment with stunning views of the Philadelphia skyline? Victor Lofts residents enjoy amenities including a fitness center, bike share program, and the Dranoff Lifestyle Access Card, which provides discounts to local businesses and services. Formerly known as the “Nipper Building,” the Victor retains many architectural details from its history as the home of the Victor Talking Machine Company.



**“I REALLY ENJOY LIVING AT THE VICTOR LOFTS BECAUSE EVERYONE, INCLUDING THE STAFF, THE MANAGEMENT, AND ALL THE RESIDENTS ARE ALL SO FRIENDLY AND WELCOMING—IT IS TRULY ITS OWN LITTLE NEIGHBORHOOD INSIDE THE BUILDING. THIS WARM COMMUNITY HELPS TO PROVIDE A NICE BREAK FROM THE RIGORS OF STUDYING AND SCHOOL. THE VICTOR, BEING CLOSE PROXIMITY TO THE RUTGERS CAMPUS MAKES IT AN ADDED BONUS!”**

*—Joshua Sonstein, second-year law student at Rutgers School of Law - Camden*

In August, **Rutgers-Camden** opened a 12-story, \$55 million, state-of-the-art student housing facility with ground floor retail on Cooper Street. The number of Rutgers students living on or near campus is anticipated to grow to 2,000 in the next few years. This critical mass of students living, studying, and working in Camden supports new retail and residential development in downtown Camden.

**“THESE NEW HOUSING FACILITIES WILL ALLOW NEW JERSEY TO RETAIN SOME OF ITS BRIGHTEST GRADUATE STUDENTS, WHILE ATTRACTING OTHER STUDENTS TO OUR STATE, WHERE THEY WILL BE MORE LIKELY TO REMAIN AND CONTRIBUTE TO OUR ECONOMY UPON EARNING THEIR DEGREES.”**

*—Chancellor Wendell Pritchett, Rutgers University-Camden*



*The Rutgers graduate dormitory.*

**“AS A STUDENT AT THE NEW MEDICAL SCHOOL, I WANTED TO LEARN AND LIVE IN CAMDEN. IT DIDN’T MAKE SENSE TO MOVE TO PHILADELPHIA. ONE OF THE BEST THINGS ABOUT MOVING TO CAMDEN HAS BEEN MEETING PEOPLE WHO ARE TRULY DEDICATED TO THE CITY AND WHO HAVE NEW, EXCITING IDEAS. IT IS REALLY INSPIRING TO BE HERE.”**

*—Michelle Breda, first year medical student at Cooper Medical School of Rowan University and resident of the Cooper-Grant neighborhood*

## BEYOND DOWNTOWN CAMDEN

There are housing initiatives taking place throughout the City of Camden that make new and rehabilitated homes accessible to residents at every price point.

In 2012, the Camden Redevelopment Agency implemented more than \$26 million in federally funded **Neighborhood Stabilization Program 2 (NSP2)** funds to finance the construction and renovation of more than 108 homes in Camden. As a result of this investment, in the Cooper Plaza and Lanning Square neighborhoods, there are 45 new soon-to-be occupied homes and 122 properties that have been stabilized, cleaned, greened, and await redevelopment.



*A historic Cooper Plaza neighborhood townhome before and after undergoing NSP2 financed renovations.*



The **Residential POWER Program**, managed by Cooper's Ferry Partnership on the behalf of the City of Camden, helps

homeowners to reduce energy consumption and save money on their bills. Last year, over 100 residents received up to \$16,000 in energy retrofits to their homes. To learn more visit [www.camdenpower.com](http://www.camdenpower.com)



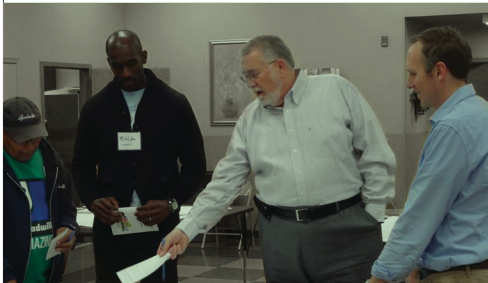
Freda Pritchett is a homeowner in Lanning Square who received a new hot water heater, high efficiency furnace, and insulated roof. Her total energy consumption dropped by almost 40%.

**“MY ENTIRE EXPERIENCE WITH THE POWER PROGRAM HAS BEEN WONDERFUL. THE WORKERS WERE VERY PROFESSIONAL, POLITE, AND EFFICIENT IN COMPLETING THE WORK. I WILL CONTINUE TO PROMOTE THE POWER PROGRAM TO OTHERS IN MY COMMUNITY AND CAMDEN CITY.”** —Freda Pritchett



*A construction crew levels the ground for the foundation of the Kroc Center.*

It's hard to be patient for Spring of 2014, when the **Salvation Army Ray and Joan Kroc Corps Community Center** will open after years of hard work, dedication and generosity from so many supporters! After over two years of landfill remediation activities, the new 120,000-square-foot, state-of-the-art facility has already begun to rise. The Kroc Center will have a transformative effect on the Cramer Hill neighborhood, providing recreational, spiritual, educational, and cultural arts programs of superb quality to residents of Camden and the region.



*Planners meet with community members to discuss visions for My East Camden.*

CFP helps community partners to identify revitalization strategies that leverage underutilized assets. With support from the Wells Fargo Regional Foundation, CFP is working with the St. Joseph's Carpenter Society and the Regional Plan Association to launch its largest planning endeavor to date—**My East Camden: Many Voices, One Vision- Nuestro Este Camden- Muchas Voces, Una Visión**. The resident-driven planning process will generate a comprehensive vision for the four census tracts that comprise the East Camden neighborhood.

## **EAT YOUR FRUITS AND VEGGIES!**

From April to November, residents, students, and employees can access seasonal, local produce at **Camden's downtown farmers markets**, sponsored by AHEC, and mobile farm stands supported by Greensgrow Farms.



*It's a home run for North Camden! Resident and community advocate Bryan Morton resurrected the North Camden Little League, after a 9-year hiatus. In 2012, over 350 children, ages 5-16, had the chance to have fun, get fit, and learn valuable lessons on the field.*



## LEARN CAMDEN

**LEADERSHIP AND INVESTMENT BY CAMDEN'S ANCHOR INSTITUTIONS, IN CONJUNCTION WITH STATE-LEVEL POLICY CHANGES ARE TRANSFORMING CAMDEN INTO THE PREEMINENT ACADEMIC LEARNING AND RESEARCH CENTER IN SOUTHERN NEW JERSEY.**



Educational opportunities and choices are expanding at every level from early education through graduate school and professional training as Camden works to cultivate academic excellence.

In fall 2012, Rutgers-Camden welcomed 19 research faculty to the campus, an incoming class of scholars second only to 2011, when 26 professors arrived in Camden. This growing roster of established and emerging researchers adds tremendous capacity to Camden's ever-growing reputation as a center for innovation. Higher education facilities are expanding access to courses in the fields of math and science, helping to support Rutgers-Camden's growing collaborations with Cooper Medical School, Rowan University, and Coriell Institute.

During the next few years, Rutgers-Camden anticipates growing its enrollment to 7,500 students, with more than 25% of those students living in the city.

*[Left] Rutgers professor in the lab. [Right] Rutgers students meet to discuss classwork.*

**11,900 UNDERGRADUATE AND GRADUATE STUDENTS ARE ENROLLED IN CAMDEN'S HIGHER EDUCATIONAL INSTITUTIONS.**



## A SECOND RESEARCH UNIVERSITY IN CAMDEN

Rowan University is undergoing a massive expansion of its footprint in the City of Camden. Fifty members of the charter class at **Cooper Medical School of Rowan University** began classes in August 2012 in a new \$139 million medical school building at South Broadway and Benson Street.

In August, the **New Jersey Medical and Health Sciences Restructuring Act** designated Rowan as New Jersey's second research university, enabling it access to additional federal research dollars. As a result of this legislation, Rowan and Rutgers-Camden will work together to establish a new **College of Health Sciences** which will serve as a hub of medical research.

Rowan has also begun renovation on the historic First Camden National Trust Bank at Cooper Street and Broadway which will be restored and transformed into the academic home of its undergraduate and graduate programs in Camden. When complete, the renovation will allow the campus to triple enrollment in the city.

**“THIS VISION [FOR THE COOPER MEDICAL SCHOOL OF ROWAN UNIVERSITY] SET FORTH MORE THAN 30 YEARS AGO HAS NOW COME TO FRUITION. THE MEDICAL SCHOOL WILL HAVE A DRAMATIC, POSITIVE IMPACT ON OUR CITY, STATE, AND REGION BY PROVIDING A STEADY STREAM OF NEW, HIGHLY TRAINED PHYSICIANS WHO WILL DELIVER COMPASSIONATE CARE TO FUTURE GENERATIONS.”**

— *George E. Norcross, III, Chairman of the Board of Trustees at Cooper University Hospital*

*[Left] The new home of Rowan University Camden, located on Cooper Street in downtown Camden.  
[Right] New Jersey Governor Chris Christie speaks at the opening of the Cooper Medical School of Rowan University.*

### GETTING ON TRACK

With the education and medical services sector becoming the principal driver of the Camden economy, it is critical that residents have the education and credentials required to be successful in the knowledge economy.

**Camden County College (CCC)** provides a critical ladder into higher education. In 2012, CCC provided approximately 44,000 credits to 3,900 students enrolled at its Camden Campus toward associate degrees. 700 students participated in the Adult Basic Skills/ GED Program, many of whom passed the GED Test and obtained a State endorsed New Jersey High School Diploma. Out-of-school youth ages 16 to 20 also participated in CCC's Gateway to College Program (GTC), which allows them to work towards their high school diploma while earning college credits towards an associate degree or certificate.



Camden County College students work in the Barnes & Noble on Cooper Street.

**“TODAY’S SIGNING OF THE URBAN HOPE ACT IS TRULY A VICTORY FOR OUR YOUNG STUDENTS...IF WE PROVIDE OUR CHILDREN WITH THE NECESSARY TOOLS LIKE A SOLID EDUCATION, SAFE LEARNING ENVIRONMENTS, AND CLEAN AND SECURE NEIGHBORHOODS TO GROW UP IN, WE ARE OFFERING THEM A SECOND CHANCE TO SUCCEED IN THE EVER-CHANGING GLOBAL ECONOMY.”**

—Camden Mayor, Dana L. Redd

### CREATING AN EDUCATION PIPELINE

In October 2012, the **LEAP** (Leadership, Education, and Partnership) Academy University Charter School celebrated the grand opening of its new \$12.5 million school building dedicated to teaching science, technology, engineering, and math (S.T.E.M.). The **STEM High School** uses state-of-the-art practices and project-based learning to develop LEAP students' skills in science and technology, the fastest-growing career fields in the global 21st-century economy.

Camden families will soon have more choices for their children's schooling with the 2012 enactment of the **Urban Hope Act**. Sponsored by State Senator Donald Norcross, this legislation, allows for four Renaissance public schools to be built in Camden, which will be constructed and operated by private nonprofit groups with public education funds.

The Camden Board of Education recently approved a Renaissance school proposal for a five-school campus in the Lanning Square neighborhood which was submitted by a partnership between the Norcross Foundation Inc., The Cooper Foundation, and one of the nation's largest charter school operators, the Knowledge Is Power Program (KIPP).

Last year, the International Academy of Camden was one of two schools statewide to be granted a charter. This new school will open in September 2013, serving 450 school children grades K-4, and will eventually grow to include a middle and high school as well.



Camden County College main campus.

**STUDENT ENROLLMENT IN CAMDEN UNIVERSITIES** 🧑 = 50 STUDENTS

**RUTGERS UNIVERSITY—CAMDEN (6,570)**



**CAMDEN COUNTY COLLEGE (4,527)**



**ROWAN UNIVERSITY IN CAMDEN (747)** 🧑

**COOPER MEDICAL SCHOOL OF ROWAN UNIVERSITY (50)** 🧑

Source: Higher Education and Healthcare Taskforce Self-Reported Data

Camden is also expanding the availability of safe, stimulating, and structured environments for children during out-of-school hours.

With support from a New Jersey 21st Century Community Learning grant, Rutgers-Camden is expanding after-school and summer programs in the **Rutgers North Camden Schools Partnership**, with emphasis on science, technology, engineering, and mathematics.

Rutgers-Camden has also adapted underutilized space in the campus’ Paul Robeson Library to create the **Nilsa Cruz-Perez branch of Camden County Library**. In an effort to extend services to patrons of the county library branch, Rutgers has co-located the **Hill Family Center for College Access** at that site.

The YMCA of Camden and Burlington County is creating a “YMCA without Walls” in Camden, working in partnership with local organizations and schools to support healthy, active lifestyles for Camden youth. School children are learning about nutrition, cooking, and physical fitness through the YMCA’s work with district staff. The YMCA provides soccer, tennis, and cycling programs after school and during the summer as well as supervised, structured play in Northgate Park.



# WORK CAMDEN

**CAMDEN'S PROXIMITY TO MAJOR NORTHEAST CITIES AND ATTRACTIVE FINANCIAL INCENTIVES MAKE THE CITY THE PERFECT PLACE TO START OR EXPAND YOUR BUSINESS.**

Downtown Camden is home to a growing number of educational and medical institutions that are helping to increase job opportunities and encourage the growth of the city's knowledge economy.

### **INNOVATION-DRIVEN BUSINESS GROWTH**

**Coriell Institute for Medical Research's** expertise in personalized medicine has been recognized by the United States Air Force (USAF), which is partnering with Coriell to bring advanced healthcare to their service members. This collaboration brings new federal research dollars to the region and highlights Southern New Jersey as a center of scientific innovation and excellence. Coriell hopes to expand this study to the other branches of the United States military.

This past year Coriell made immense progress in the area of stem cell research, successfully creating disease models of type 1 diabetes, muscular dystrophy, and Huntington disease. This work positions Coriell Institute at the forefront of vital scientific discovery.

Coriell's world-renowned "human genome" scientists are now serving as biomedical science faculty for medical students at the Cooper Medical School at Rowan University.



*[Left] Façade of a Camden Waterfront office building: One Port Center. [Right] Coriell Institute employees examine lab specimens.*

Only a few blocks away, the **Camden Coalition of Healthcare Providers (CCHP)** is receiving national attention for its cutting edge work to improve the quality of health care for Camden residents while reducing health care costs citywide. As our nation struggles with high health care costs, CCHP is pioneering efforts to focus on the 1% of patients who drive 30% of costs through frequent visits back to local emergency rooms and hospitals. Through its nationally recognized model of nurse-led outreach teams, which fan out across the streets of Camden, CCHP is combining new technology with old-fashioned home-based care. In 2012, CCHP received a \$2.7 million federal innovation grant to expand its project to 30 more Camden patients every month. CCHP is also working with 12 sites across the country to test the model they have innovated.

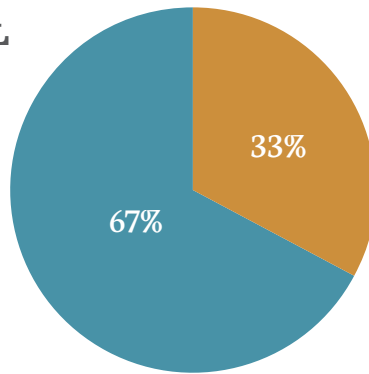
**74.8% OF CAMDEN'S JOBS PAYING OVER \$40K PER YEAR ARE IN THE DOWNTOWN**

## EDUCATION & MEDICAL SECTOR JOBS

- Eds/Meds Jobs\*
- Other Camden Jobs\*\*

\* Source: 2011, self-reported numbers from the Eds/Meds Task Force

\*\* Source: 2011 Census Longitudinal Employer Household Dynamics



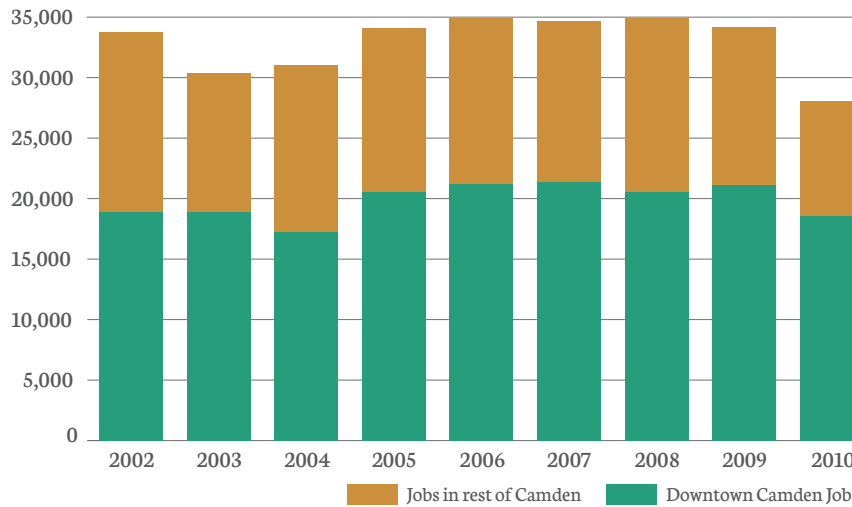
EDS AND MEDS AGGREGATE SALARY:  
**\$528 MILLION**

Source: Higher Education and Healthcare Taskforce Self-Reported Data.

TOTAL SPENT IN CAMDEN BY EDS AND MEDS:  
**\$1.11 BILLION**

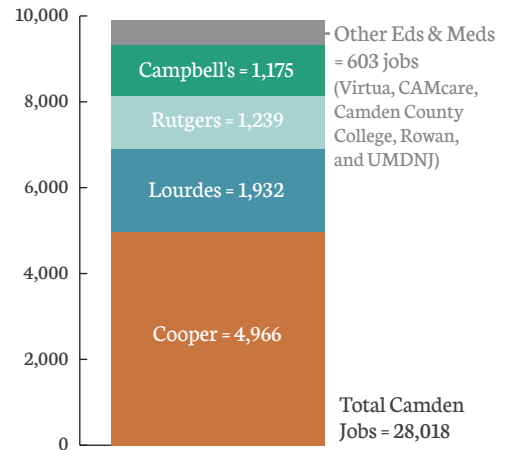
Source: Higher Education and Healthcare Taskforce Self-Reported Data.

## TOTAL JOBS IN CAMDEN



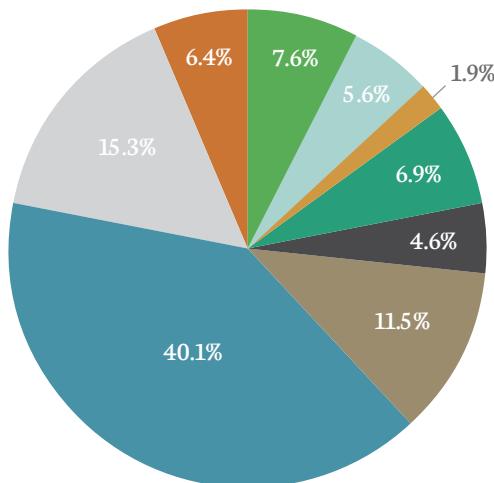
Source: 2011 Longitudinal Employer Household Dynamics.

## CAMDEN'S LARGEST PRIVATE EMPLOYERS

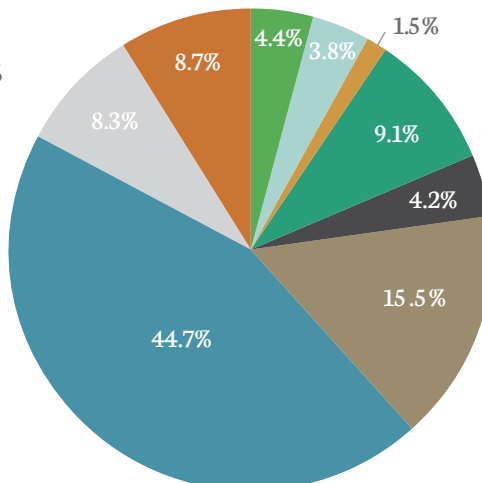


Source: Higher Education and Healthcare Taskforce Self-Reported Data.

## TOTAL CAMDEN JOBS BY SECTOR



## DOWNTOWN CAMDEN JOBS BY SECTOR



- Public Administration
- Trade, Arts & Entertainment, Food, & Other Services
- Health Care & Social Assistance
- Educational Services
- Administration & Support, Waste Management
- Management, Information, Professional, & Tech Services
- Finance, Insurance, & Real Estate
- Transportation and Warehousing
- Manufacturing & Construction

Source: Higher Education and Healthcare Taskforce Self-Reported Data.

## WORK CAMDEN

**Group Melvin Design** is a planning and urban design firm that moved to Camden last year. The firm has a long history of working on projects of varying scales throughout Camden, and this past year made the decision to move their firm from Woodbury, NJ to the Camden Waterfront. The firm recently completed several projects in the city, including the Broadway Design Guidelines, Façade Improvement Standards for Camden’s Urban Enterprise Zone, and a Comprehensive Economic Development Strategy.

When Principal Bob Melvin decided to relocate his firm, Camden was the first choice. The city’s excellent public transportation network was a major draw for them, and has greatly eased commutes and made it easier to hire and retain talent. New employees and interns have consistently cited the availability of public transit and being in an urban environment as important to them.



**“FOR US, RELOCATING OUR BUSINESS TO CAMDEN MADE SENSE FROM THE BEGINNING. WE’VE BEEN CONTINUALLY INSPIRED BY ALL OF THE NEIGHBORS, ORGANIZATIONS, AND BUSINESSES WE’VE WORKED WITH IN THE CITY, AND WE ARE VERY EXCITED TO BE A PART OF THE CAMDEN COMMUNITY”.** —Bob Melvin, AICP/PP, Principal

**Yaphie, Inc.**, is an information technology start-up based in North Jersey that opened its second office in downtown Camden last year. Yaphie aims to transform the education process by removing the boundaries imposed by standardized guidance counseling, and replacing it with an automated, user-friendly online system designed to give students the motivation and proper direction they need to achieve admission into the school that best suits their talents. Mohit Shah, the Co-Founder of Yaphie, chose Camden as the company’s new home because of the opportunity to bring positive change to the city—specifically in the education and business sectors.



*Mohit Shah, with Yaphie employees.*

**“WE WANT TO STAY IN CAMDEN AND HEADQUARTER OUR DATA OPERATION CENTER IN THE CITY. PRESENT CORPORATIONS IN THE CITY, LIKE L3 AND CAMPBELL’S SOUP, ENSURE US THAT THERE IS A SOPHISTICATED INFRASTRUCTURE THAT CAN SUPPORT COMPETITIVE BUSINESS. THERE IS A GREAT SYNERGY BETWEEN THE VARIOUS BUSINESSES HELPING TO CREATE A NEW DOWNTOWN MARKET. THIS IS A PLACE WHERE PEOPLE WANT TO BE.”** —Mohit Shah, the Co-Founder of Yaphie

Camden is also now the home to **Cooper River Distillers**, New Jersey's first craft distillery since the Prohibition. James Yoakum is a young entrepreneur who opened the distillery in a former garage in downtown Camden. Using local suppliers, Cooper River Distillers will produce Petty's Island Rum and other spirits. When Yoakum decided to start a craft distillery, he chose Camden because he found it was affordable and centrally located.



**“THE BUSINESS COMMUNITY AND LOCAL GOVERNMENT IN CAMDEN HAVE BEEN GREAT TO WORK WITH. I ESPECIALLY APPRECIATE THE SMALL TOWN VIBE WHERE EVERYONE IN DOWNTOWN CAMDEN SEEMS TO REALLY WORK TOGETHER, REALIZING THAT WHEN ONE BUSINESS SUCCEEDS WE ALL SUCCEED.”** —James Yoakum, Chief Distiller, Cooper River Distillers

## **RETAIL EXPANSION**

The University District bookstore was renovated last year into a **Barnes & Noble** bookstore and **Starbucks** café. The \$350,000 project included upgrades to 13,500 square feet in the Camden Technology Center. The University District Bookstore serves as the campus bookstore for Rutgers University-Camden, Rowan University-Camden, and Camden County College and has become a gathering place for people working downtown to hold informal business meetings while enjoying a cup of coffee.

Rutgers-Camden's new graduate school dormitory opened with three ground floor retail tenants including **7-Eleven**, **Subway**, and **Three Chiles Grill** café.

## **TRAINING RESIDENTS TO GREEN THEIR COMMUNITY**

The Respond Inc. **Lawn Care Training Program** serves a dual purpose of training local residents for future employment while cleaning and greening Camden's neighborhoods. Utilizing funds that CFP helped to secure from the Wells Fargo Regional Foundation, Respond's program provides hands-on training in landscaping, street cleaning, horticulture, and vacant lot stabilization.

Trainees learn by practicing their skills- cleaning, greening, and upgrading vacant lots. Upon completion of the program, graduates receive a certificate in lawn repair and maintenance from Camden County College. Since 2011, over 45 Camden residents have completed the program, spurring greater community participation in cleaning streets, landscaping and greening vacant land. Respond Inc. has hired several former trainees to continue to perform lawn care services in the North Camden neighborhood, while several others have opened independent lawn care businesses.



*Lawn Care Training Program graduates.*

# INVEST CAMDEN



**INVESTMENTS BY CAMDEN'S ANCHOR INSTITUTIONS, COUPLED WITH SIGNIFICANT IMPROVEMENTS IN PUBLIC INFRASTRUCTURE AND TRANSPORTATION, HAVE ESTABLISHED A NEW CENTER OF ECONOMIC ACTIVITY.**



[Left] Rendering of the Cooper Cancer Institute, opening in fall 2013. [Top Right] The Ferry Terminal Building, which includes office space and retail. [Bottom Right] Streetscape rendering of the Haddon Avenue Transit Village.

2012 was an unprecedented year for investment in Camden by the city's educational and health care institutions. Rutgers University opened a \$55 million graduate student dormitory. Cooper Medical School of Rowan University welcomed its inaugural class of medical students to its new \$139 million facility. Cooper University Hospital broke ground on the \$100 million Cooper Cancer Institute.

Most promising, investment by Camden's education and health care anchors is going to continue to accelerate in the downtown area as a result of recent state legislation which restructures and invests greater resources in higher education in Camden.

In anticipation, Cooper's Ferry Partnership (CFP) is working with Camden's medical and educational institutions to develop a **strategic investment and economic development plan**. The plan will set forth unified development strategies for these institutions to leverage their resources to continue to build out a vibrant university district and health science campus.

Leveraged by the investment of other Camden medical institutions, the **Haddon Avenue Transit Village (HATV)** is a mixed-use development

project situated between **Our Lady of Lourdes Health Center** and the Ferry Avenue PATCO Station that will break ground this year. Grapevine Development, Our Lady of Lourdes, the Camden County Improvement Authority (CCIA), and CFP are moving full steam ahead on this 15-acre development that includes a grocery store, parking garage, office building, and housing. Construction will begin in 2013.

Major milestones reached last year:

- The **Fresh Grocer**, an urban supermarket operator, signed a letter of intent to open a 55,000-square-foot grocery store within the HATV, the first in Camden in 30 years.
- New Jersey Economic Development Authority (NJEDA) has approved an award of **Urban Transit Hub Tax Credits** in the amount of \$50 million towards the HATV Project. The Urban Transit Hub Tax Credit Program offers economic incentives to spur private capital investment, business development and employment by providing tax credits to businesses planning a large expansion in or relocation to designated transit hubs in nine New Jersey urban municipalities, including Camden.

## ON THE WATERFRONT

CFP is leading the development of a **27,000-sf, three-story** Class A office building on the waterfront. Located in front of Fountain Park, the building will feature two floors of office space, a restaurant, and retail on the first floor. CFP is seeking tenants. For more information, call Dave Foster at (856) 757-9154.

[Below] Rendering of the Camden Waterfront office building.



**New Jersey Economic Development Authority (NJEDA)** offers financing, incentive and assistance programs designed to facilitate and incentivize business investment in New Jersey cities including Camden. These include:

- Urban Transit Hub Tax Credit

- NJEDA 5-4-3-2-1 Business Lease Incentive Program
- Business Employment Incentive Program (BEIP)
- Main Street Business Assistance Program
- Small Business Fund
- Urban Plus
- New Jersey Business Growth Fund

## SMALL BUSINESS ASSISTANCE

In addition to investing in major institutions in Camden, sustainable redevelopment must support small business development and growth.

## HELPING FOSTER LOCAL BUSINESS GROWTH AND DEVELOPMENT

The **Latin American Economic Development Association, Inc. (LAEDA)** works to support community-based small businesses with a focus on keeping businesses in the City of Camden. Through its Entrepreneurial Development Training Program (EDTP), LAEDA provides interested entrepreneurs with the tools to start a small business through a nine-week course that covers concept development, business plan creation, management, marketing, and implementation. To date, EDTP has created more than 433 small businesses, representing 1,038 jobs and millions of dollars in local sales.

Camden business and commercial property owners can conserve energy and reduce utility costs through the **POWER Commercial Program**, which provides access to incentives and financing that lower the up-front costs of energy efficiency improvements. So far, 50 businesses have been approved to participate in the program.

Businesses on key commercial corridors around the city can also make upgrades to their storefront facades through the **Business Façade Improvement Program**. With Camden Urban Enterprise Zone funds, the program provides grants up to \$25,000 and helps qualified business owners to finance the reconstruction and rehabilitation of their facades in conformance with the applicable design standards.



Local entrepreneurs participate in LAEDA the business development and training program.



# PLAY CAMDEN

WITH A NEW LOGO, NEW ATTRACTIONS AND A NEW AND IMPROVED WEBSITE, THE CAMDEN WATERFRONT IS QUICKLY BECOMING A MAJOR REGIONAL DESTINATION AND EVENT SPACE.



## VISUAL ARTS

In November 2012, **Gallery Eleven One** celebrated its one-year anniversary in Camden. Gallery Eleven One is a contemporary art gallery located in a restored firehouse at Front and Linden Streets in the historic Cooper Grant Neighborhood.

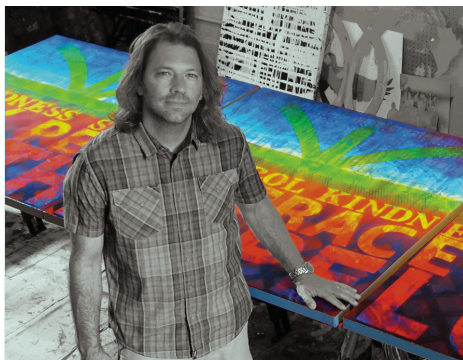
SEE THE WORK OF LOCAL ARTISTS AT CAMDEN'S 3RD THURSDAY ARTS CRAWL. OVER 150 RESIDENTS, ARTISTS AND VISITORS GATHER ON THE THIRD THURSDAY OF EACH MONTH FROM 5-9PM TO ENJOY CAMDEN'S NASCENT ARTS COMMUNITY.

## MAJOR ATTRACTIONS

250,000 fans attended Camden Riversharks games in 2012, including the Atlantic League All Star Game that drew almost 10,000 people to **Campbell's Field**. This year, the Riversharks will host the American Legion Tournament and Transforming the Minds of Men at Campbell's Field.

**Adventure Aquarium** drew almost 900,000 visitors to its unique and interactive aquatic exhibits last year. Popular special exhibits included Mighty Mike and the national traveling exhibit *Megladon: The Largest Shark The Ever Lived*. Back by popular demand, Mighty Mike will make his return to Adventure Aquarium in the summer of 2013.

Ranked Philadelphia's #1 historical attraction by Philadelphia Magazine, the **Battleship New Jersey** offers visitors a true Navy experience! Last year, volunteer veterans gave over 42,000 tours. The ship also hosted 15,000 children for overnights and over 20,000 people for special events, including *Beer Fest*, *Mud Run*, and *Wreaths Across America*.



*William Butler's Live Art Experience has helped bring awareness and/or raise funds for great organizations in Camden and throughout the nation.*



*Adventure Aquarium visitors experience Megalodon, a special summer exhibit.*

The **Camden Children's Garden** was featured in First Lady Michelle Obama's book *American Grown: The Story of the White House Kitchen Garden and Gardens Across America*. The Camden Children's Garden is recognized for its education and outreach efforts to establish over 126 urban community gardens throughout the city.

**Susquehanna Bank Center** hosted over 350,000 concertgoers in 2012 with sellout concerts like Jimmy Buffett, Brad Paisley, Dave Matthews Band, and Nicki Minaj.

**Symphony in C** celebrated its 60th Anniversary in 2012. Symphony in C reaches over 6,000 people a year in Camden with world-class performances and innovative educational programs through concerts at the Gordon Theater at Rutgers-Camden, free community concerts, and programs in Camden City schools.

**OVER 3 MILLION PEOPLE VISITED THE CAMDEN WATERFRONT IN 2012**

**TWO CITIES. ONE WATERFRONT.**

A growing schedule of special events along The Camden Waterfront is due, in part, to its close proximity to and partnership with the Philadelphia Waterfront. Separated by the Delaware River, Camden and Philadelphia cross-promote events to market the waterfronts as a single regional destination. The Camden Waterfront and Penn’s Landing coordinate the New Year’s Eve and 4th of July fireworks, in addition to the multiday XPoNential Music Festival and WHYY Connections Festival. Patrons who purchase multiday event passes can travel easily and quickly from both waterfronts using the RiverLink Ferry, PATCO Highspeed Line, or the new and improved regional bike network that goes across the Ben Franklin Bridge.



*Waterfront patrons along the promenade.*



*Cirque performers in Totem.*

**Cirque du Soleil** will make its debut on The Camden Waterfront with its big top production **TOTEM**. Written and directed by Robert Lepage, **TOTEM** traces the fascinating journey of the human species from its original amphibian state to its ultimate desire to fly. **TOTEM** illustrates, through a visual and acrobatic language, the evolutionary progress of species and explores the ties that bind man to other species, his dreams and his infinite potential. Since its world premiere in 2010, **TOTEM** has visited over 15 different cities in four different countries. Tickets can be purchased on [www.camdenwaterfront.com](http://www.camdenwaterfront.com).



*Waterfront visitors enjoy the Wawa Welcome America Waterfront festivities.*

**Wawa’s Welcome America** returned to The Camden Waterfront for a week of 4th of July summer festivities. Highlights from the week included the Battleship Blast fundraiser, the 78th Army Band performance in Wiggins Park, Adventure Aquarium’s Independence Day Splash, and events at the Children’s Garden, Campbell’s Field and Susquehanna Bank Center, drawing a total of 15,000 visitors to the Waterfront.

**XPoNential Music Festival** partnered with Live Nation to bring over 30 artists on four stages for three days of music on the Delaware River.

### Summer in the City

The Cooper Foundation of Cooper University Hospital hosted four free “Summer in the City” concerts in Cooper Plaza and Lanning Square neighborhood parks. The concerts brought together people who live and work in the city and highlighted new, positive developments taking place in the neighborhoods. Rowan University at Camden, Campbell Soup Company, and The Garden State Discovery Museum were sponsors of the summer concert series, which drew roughly 100 people to each show.

Camden County hosts the **Sunset Jazz Concerts** at Wiggins Park many Tuesday evenings during the summer months.



*Children enjoy Summer in the City activities at Cooper Commons Park.*



*Contestants compete in Red Bull Flugtag.*

Over 60,000 people visited The Camden Waterfront to watch the return of **Red Bull Flugtag** in 2012. Originally held on The Waterfront in 2010, Red Bull Flugtag invites local pilots to launch homemade flying machines into the Delaware River. Visitors lined The Camden Waterfront while others watched on big screens along the Philadelphia Waterfront, from a flotilla of boats in the water, and from the pedestrian walkway of the Ben Franklin Bridge.

South Jersey Travel and Tourism drew hundreds of visitors to Campbell’s Field for the **Vintage South Jersey Fall Beer and Wine Festival** to showcase some of the best east coast wines, craft beers, and gourmet foods.

4,500 runners, and 1,000 walkers braved chilly conditions on the Ben Franklin Bridge on November 4, 2012 for **The Cooper Norcross Run the Bridge 10K**, which benefited the Larc School.



Spectators ring in the New Year on the Camden Waterfront.

The 6 P.M. and midnight **SugarHouse New Year's Eve** firework shows brought over 15,000 people to The Camden Waterfront to enjoy lights, music, and local food trucks. The family-friendly shows were part of a cross-city partnership between Camden and Philadelphia.



To celebrate the holidays, Adventure Aquarium transformed into an underwater winter wonderland featuring winter decorations, twinkling lights, glowing trees, and gently falling snow—not to mention 8,500 animals.

The Aquarium hosted Gill's Holiday Dance Party—featuring iconic Christmas characters like Rudolph the Red Nosed Reindeer, Bumble the Abominable Snow Monster—and **Scuba Santa Up Close**, which allows families to experience Scuba Santa underwater.

During the holiday season, Fountain Park transformed into **The Camden Waterfront Holiday Village**, which featured a dazzling 32-foot high holiday tree decorated with LED lights, streamers and garland. Additionally, lit wreaths, candy canes, and colorful, lighted signs adorned the park, making the perfect family holiday photo backdrop.

Over 400 Camden children enjoyed Christmas early at **Teddy's Toys for Camden Kids**. Hosted at The Camden Children's Garden, Teddy's Toys was an afternoon filled with free gifts, face painting, ornament decorating, holiday snacks, and photos with Santa.



[Top] Scuba Santa greets Adventure Aquarium visitors. [Bottom] The Camden Waterfront Holiday Village in Fountain Park

## ACTIVE PLAY FOR CAMDEN CHILDREN

More than 200 volunteers gathered in North Camden in October 2012 to build a dream playground in **Northgate Park** for neighborhood children sponsored by Horizon Blue Cross Blue Shield of New Jersey. The playground was built by KaBOOM!, a national nonprofit promoting play for children, with the help of various local organizations such as Cooper's Ferry Partnership and the YMCA of Burlington and Camden Counties. The new playground, which was designed with input from neighborhood children, features a "slither slide" and a swing set. The 3,600-square-foot playground will serve more than 1,500 children.



*Volunteers celebrate building the Kaboom! playground in Northgate Park.*

## PLACEMAKING

Over the past year, Cooper's Ferry Partnership, Camden Special Services District, and the City of Camden have been programming the beautiful parks and civic spaces within downtown Camden in order to foster a vibrant public environment and park stewardship. The City seeks to create an enhanced sense of place in these parks, which builds upon Camden's distinct character.

**Fountain Park** is located next to the Adventure Aquarium. Once an abandoned parcel, Fountain Park has become a vibrant area for passive recreation during the summer, offering amenities, games, a reading room, and new colorful tables and chairs.

**Roosevelt Plaza Park** is a new open space located at the entrance to City Hall in the heart of downtown Camden. The historic park reopened in June 2012 after the demolition of the Parkade building that was erected in 1955 to replace the original Roosevelt Plaza Park built during the New Deal. Designed by Wallace Roberts and Todd, Roosevelt Plaza Park received an Honor Award by the American Institute of Architects (AIA).

**Johnson Park** was built in the Cooper-Grant neighborhood in the 1920s by Eldridge Johnson, founder of Victor Talking Machine Company. Johnson built the park as a place for the City's children to imagine, create, and play. The park contains a collection of sculptures which represent the largest outdoor collection of works by Philadelphia sculptor Albert Laessle. Rutgers-Camden, the present-day owner, programs the park for use by students and residents.



*[Left] Children play in Fountain Park.  
[Center] Aerial view of Roosevelt Plaza.  
[Right] Johnson Park.*



# GREEN CAMDEN

**CAMDEN IS BECOMING A MORE ENVIRONMENTALLY SUSTAINABLE CITY. THE CITY IS ENGAGED IN INITIATIVES THAT USE GREEN INFRASTRUCTURE TO PROTECT WATER QUALITY AND MITIGATE FLOODING, AND IS BUILDING AN ACTIVE TRANSPORTATION TRAIL NETWORK.**

**“I AM DELIGHTED THAT OUR EFFORTS TO KEEP CAMDEN CLEAN AND GREEN HAVE ALLOWED THE CITY OF CAMDEN TO RECEIVE SUSTAINABLE JERSEY CERTIFICATION. AS WE CONTINUE TO REVITALIZE AND MOVE OUR CITY FORWARD, MY ADMINISTRATION WILL BUILD UPON OUR GREENING EFFORTS TO ENSURE OUR RESIDENTS ARE ABLE TO ENJOY A QUALITY OF LIFE THAT IS SECOND TO NONE.”** *—Camden Mayor, Dana L. Redd*

Founded in early 2011 as a public-private collaboration, the **Camden SMART Initiative** (Stormwater Management And Resource Training) focuses on developing a comprehensive network of green and grey infrastructure programs and projects in Camden to alleviate the severe flooding the city regularly faces.

In January 2013, the Camden SMART Initiative hosted its first annual SMART Forum, featuring Mayor Redd’s 2013 Sustainability Address, a talk on green infrastructure strategies in Syracuse, NY, and an update on the Camden SMART Initiative. The event brought together a diverse group of stakeholders and previewed the Initiative’s numerous aspirations for 2013, including the implementation of 20 additional green infrastructure projects of varying scale and scope and the development of a stormwater management plan for the City of Camden.

In September 2012, the City of Camden achieved bronze certification from **Sustainable Jersey**, a statewide certification program for New Jersey municipalities that want to go green and take steps to sustain their quality of life over the long term. Camden is one of 125 Sustainable Jersey-certified municipalities in New Jersey, and one of only five certified communities in Camden County. Sustainable Jersey certification enables the City of Camden to access specific funding streams for sustainability projects and spotlights Camden’s statewide leadership in the practice of urban sustainability.

## ACTIVE TRANSPORTATION

For five years, CFP has been working with local, county and state partners to develop a regional trail network called the Camden GreenWay, which originates on the Waterfront and connects to Philadelphia as well as throughout Camden County. The Camden GreenWay has now been incorporated into plans for a larger regional network that includes the entire Greater Philadelphia Region, recently dubbed "**The Circuit**," which when completed will put Camden at the center of a 750-mile bicycle and pedestrian network. The **Circuit Coalition** unveiled a new website that allows bicyclists and pedestrians to access maps, and plan routes, on safe, local trails. More information can be found at [www.connectthecircuit.org](http://www.connectthecircuit.org).

Over the past two years, the regional trail effort has gained significant momentum in the Philadelphia and Camden region, with a \$38 million investment of federal funds and support from the William Penn Foundation toward trail construction and planning for dozens of trail projects throughout the region.

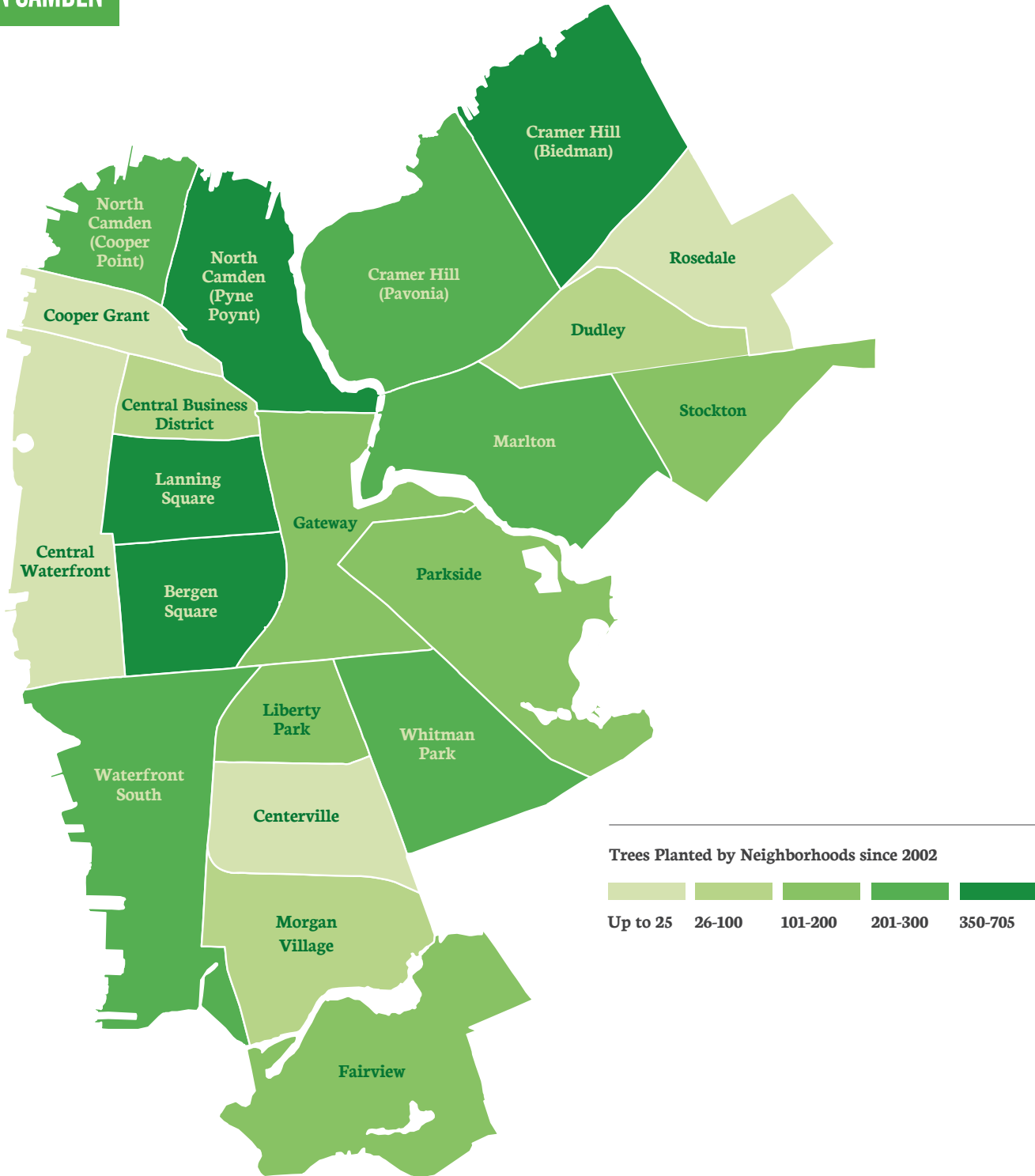
The **Camden Youth Cycle Learning & Exercise (CYCLE)** Program exposes Camden youth to cycling, giving them the skills to safely and confidently move through their neighborhoods, the city and surrounding areas. CYCLE participants engage in the Earn-a-Bike program, which teaches basic maintenance skills.

Last year, Rails-to-Trails Conservancy (RTC) and the Camden County Bike Share Program held three **pop-up bike clinics** in North Camden. The clinics offered free bike repairs and demonstrations about bicycle mechanics. Over 150 people attended the clinics, and staff fixed 80 bikes, with approximately 70% bikes brought in by city youth. Four pop-up clinics along the Camden GreenWay trail access points are planned for 2013.



**“IN 2013, I AM EXCITED TO ANNOUNCE THAT CAMDEN WILL HAVE A NEW PARTNER FOR SUSTAINABILITY—THE U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA). THROUGH THE CAMDEN COLLABORATIVE INITIATIVE, THE EPA WILL PARTNER WITH LEVELS OF GOVERNMENT, AND LOCAL CAMDEN NON-PROFIT AND FOR-PROFIT AGENCIES TO IDENTIFY AND ELIMINATE GAPS AND BARRIERS TO SUSTAINABLE DEVELOPMENT AND SMART GROWTH.”**

*—Camden City Mayor, Dana L. Redd*



Source: New Jersey Tree Foundation Self-Reported Numbers



Volunteers help plant trees in Camden neighborhoods.

## 4,498 TREES HAVE BEEN PLANTED IN CAMDEN IN THE PAST 10 YEARS

### **NJ TREE FOUNDATION**

The NJ Tree Foundation's (NJTF) community-based **Urban Airshed Reforestation Program** (UARP) planted 240 new trees in Camden last year with help from nearly 800 volunteers. These events, organized by residents and planted with volunteers from across the region, were held throughout the spring and fall in communities

like North Camden, Cooper Plaza, Lanning Square, Whitman Park, Liberty Park, and Cooper Grant.

In April 2012, Camden was recognized nationally by the Arbor Day Foundation, the USDA Forest Service, and the National Association of State Foresters as a **Tree City USA** and was also lauded by the regional tri-state **Plant One Million Initiative**.

**“THIS SEASON WAS MORE EXCITING THAN EVER, WITH OUR FIRST EVER FRUIT TREE PLANTING, SEVERAL VACANT LOT STABILIZATION EFFORTS, AND HUNDREDS OF RESIDENTS ADOPTING TREES IN FRONT OF THEIR HOMES.”**

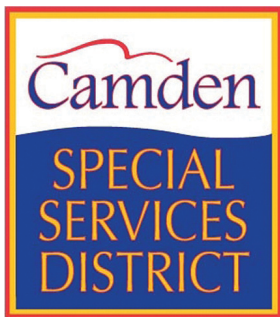
*—Jessica Franzini, Program Director, NJ Tree Foundation*



# CLEAN & SAFE CAMDEN



**THE CAMDEN SPECIAL SERVICES DISTRICT (CSSD) CONTINUES TO PROVIDE ESSENTIAL BUSINESS IMPROVEMENT DISTRICT SERVICES TO THE CITY OF CAMDEN.**



The CSSD, a traditional clean and safe program, continues to improve the physical appearance of downtown Camden and adjacent business corridors, and to provide an enhanced sense of safety and hospitality.

By applying commercial strategies to achieve social objectives—the improvement of the City of Camden

and employment of city residents—the CSSD continues to operate a social enterprise capable of providing a healthy return for contributors not in revenue but in results.

Supported by separate voluntary contributions, grants, and fee-for-service contracts from more than thirty sources, the program benefits existing

commercial activity, supports new investment, and exclusively employs Camden residents.

With increased park maintenance and landscaping projects and a robust “second chance” reentry summer program, the CSSD is positively impacting the quality of life and physical presence of the city for Camden residents and visitors.

### **ROOSEVELT PLAZA PARK**

Since its grand opening in 2012, the CSSD has been responsible for the overall care, maintenance and upkeep of Roosevelt Plaza Park, a flagship open space in downtown Camden. Positioned in the heart of the Downtown District in front of City Hall, Roosevelt Plaza Park is enjoyed by City residents, visitors and downtown employees alike. With the CSSD’s care seven days a week, this park has continued to shine as an example of the new Camden.



*A CSSD ambassador cleans Roosevelt Plaza Park in downtown Camden.*

### **WATERFRONT LANDSCAPING**

The CSSD continues to partner with numerous key Waterfront stakeholders including Camden County Parks, New Jersey Economic Development Authority, Camden Parking Authority, and Adventure Aquarium, to provide an attractive, cohesive, and well-maintained landscape along the Camden Waterfront. Over the past five years, the CSSD has managed the planting of hundreds of new trees and native plantings.

### **NEIGHBORHOOD CLEAN & SAFE CORRIDORS**

The CSSD continues to provide essential clean and safe ambassador services to important neighborhood commercial corridors in the City of Camden. Funded through a grant from Camden's Urban Enterprise Zone, these corridors received similar ambassador services to the Downtown District, such as litter, trash and debris removal, graffiti remediation, weeding and minor landscaping, power washing, and snow removal. In 2012, these services were delivered to busy commercial corridors on River Road, Mt. Ephraim Avenue, Federal Street, Haddon Avenue, Kaighn Avenue, and Historic Yorkship Square in Fairview. These services benefitted the small business and anchor institutions of Camden, and improved economic activity along the corridors.

### **CAMDEN SPECIAL PROJECTS**

As part of its mission to make Camden a beautiful, active, and livable city, the CSSD again coordinated with Mayor Dana L. Redd on all of the "Camden Clean" Campaign clean-ups held in neighborhoods throughout the city. CSSD also worked with numerous City stakeholders, organizations, non-profit, and community groups on important functions like farmers markets, playground building, and neighborhood block parties. In 2012, CSSD proudly assisted entities such as Salvation Army, Camden Area Health Education Center (AHEC), the YMCA of Camden & Burlington Counties, and the Parkside Business Community & Partnership (PBCIP) with their important events in the City.

# CLEAN & SAFE CAMDEN

← TO PHILADELPHIA

BEN FRANKLIN BRIDGE

PEARL STREET

LINDEN STREET

FONT STREET

PENN STREET

BRUNNEN AVENUE

PENN STREET →

LAWRENCE STREET →

COOPER STREET

B

A

MARKET STREET ←

WATER STREET

C

FEDERAL STREET →

D

DR. MARTIN LUTHER KING JR. BOULEVARD / MICKLE BOULEVARD

MARINA

HARBOR BOULEVARD

THIRD STREET

FOURTH STREET

FIFTH STREET

SIXTH STREET

SEVENTH STREET

EIGHTH STREET

NINTH STREET

TENTH STREET

ELEVENTH STREET

TWELFTH STREET

THIRTEENTH STREET

FOURTEENTH STREET

FIFTEENTH STREET

SIXTEENTH STREET

SEVENTEENTH STREET

EIGHTEENTH STREET

NINETEENTH STREET

TWENTIETH STREET

BECKETT STREET

E

F

HADDON AVENUE

UNIVERSITY AVENUE

COOPER AVENUE

UNIVERSITY AVENUE

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## DOWNTOWN DISTRICT CLEAN & SAFE AMBASSADOR ZONES



A Cooper Street & University District



B Waterfront & Market Street



C Federal Street & City Hall



D Dr. Martin Luther King Jr. Boulevard & Haddon Avenue



E Cooper Plaza



F Broadway Avenue

## **MAKING CAMDEN CLEANER AND SAFER**

### **STREETScape MAINTENANCE**

Bags of Trash Removed .....	74,018
Pounds of Trash Removed .....	2,272,375
Graffiti Removal .....	2,808
Gum Removal .....	221
Block Face Weed Extraction .....	755
Lots Cleaned of Debris .....	1,518

### **PUBLIC ASSISTANCE**

Meet & Greet .....	300
Information Requests .....	348
Merchant Visits .....	41
Lost & Found Items .....	44
Public Assistance .....	308
Miscellaneous .....	74

### **NEIGHBORHOOD “CLEANING & GREENING”**

Growing out of the successful Camden GreenUp Initiative in 2010, the Camden Special Services District (CSSD) continues to participate in the Neighborhood Stabilization Program activities in the Cooper Plaza and Lanning Square neighborhoods of Camden. As part of a consortium led by the Camden Redevelopment Agency, the CSSD has cleaned and maintained over one hundred vacant lots, urban spaces, and abandoned properties slated for future open space and redevelopment.

This successful “cleaning and greening” model has provided a healthy community relationship in the neighborhoods and acts as a catalyst for neighborhood stability, economic revitalization, and public safety.

### **RAIN GARDENS**

In coordination with Mayor Redd’s Camden Clean Campaign and the Camden SMART (Stormwater Management and Resource Training) Initiative, the CSSD maintains and oversees the City’s rain gardens. In addition, the CSSD works alongside the Camden County Municipal Utilities Authority and other Waterfront South stakeholders to ensure that the necessary and essential gardens for City residents remain beautiful and operational.



*Waterfront South rain gardens maintained by the CSSD.*

# COOPER'S FERRY PARTNERSHIP BOARD OF DIRECTORS

Cooper's Ferry Partnership (CFP) is a non-profit economic development organization located in the City of Camden. The mission of CFP is to plan and implement high-quality urban redevelopment projects throughout the city to help replenish Camden's tax base and to create jobs for city residents. CFP also works to improve the city's natural assets to help make Camden a more desirable place to live, work, invest, and visit.

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Cooper's Ferry was deeply saddened by the passing of Mr. **Kevin G. Halpern**, the Chairman of our Board of Directors, in September 2012. Kevin was Cooper's Ferry's founding chairman and served in that role for twenty-eight years, missing only one meeting during his decades of service.

When Kevin helped to start Cooper's Ferry in 1984, there were many who doubted its potential. Under Kevin's leadership and with his unwavering belief in the potential of the City of Camden, Cooper's Ferry grew into a citywide economic development organization that has impacted the lives of thousands of city residents.

Cooper's Ferry's staff and board mourn the loss of an inspirational leader and mentor. Kevin's passing was much too soon, but his impact on Camden will endure. We will always remember Kevin's powerful insights and his laughter. Kevin's lessons in dedication and perseverance will be a part of this company and this city forever.

# CAMDEN SPECIAL SERVICES DISTRICT ADVISORY BOARD

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## 2012 INTERNS

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**Caitlin Zacharias**, MCP, University of Pennsylvania

## SUPPORTERS

In addition to our annual Board contributors, we would like to thank the following foundations for their additional investment and support:

**Annie E. Casey Foundation, Bank of America Charitable Foundation, Camden Urban Enterprise Zone, Campbell Soup Foundation, Fund for New Jersey, Geraldine R. Dodge Foundation, H.F. "Gerry" Lenfest, New Jersey Department of Environmental Protection, Verizon Foundation, Wells Fargo Foundation, Wells Fargo Regional Foundation, and the William Penn Foundation**

**Thank you to those who contributed to the report and helped make it possible.**

Adventure Aquarium	Cooper River Distillers	Rails to Trails Conservancy
AHEC	DCM Architecture and Engineering	Respond, Inc.
Battleship New Jersey	Frida Pritchett	RGE Engineers and Consultants
Bryan Morton	Gallery Eleven One	Robert J. Laramie
CAMcare	Delaware River Port Authority	Rowan University
Camden Coalition for Healthcare Providers	Grapevine Development	Rutgers Center for Community Leadership
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Cooper University Hospital	Latin American Economic Development Association, Inc.	The Victor Lofts
Cooper University Medical School of Rowan	Michelle Breda	Virtua Health
Coriell Institute for Medical Research	NJ Transit	Yaphie
	New Jersey Tree Foundation	YMCA of Burlington and Camden Counties
	Our Lady of Lourdes	

Many of the projects featured in this report would not have been possible without the support of the City of Camden, Camden County, and the State of New Jersey. Specifically, we would like to thank the Camden County Municipal Utilities Authority, Camden County Improvement Authority, the NJ Economic Development Authority, NJ Housing and Mortgage Finance Agency, NJ Department of Environmental Protection, NJ Department of Transportation, Rutgers Cooperative Extension Water Resources Program, and The U.S. Department of Energy.

# CAMDEN

## CITY OF OPPORTUNITY

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Written and compiled by AJ Jensen & Jenny Greenberg  
Cooper's Ferry Partnership

Data collected by Josh Wheeling  
CamConnect