

2018 Annual Report

Prepared by Cooper's Ferry Partnership



MOMENTUM


CAMDEN RISING TOGETHER

#CamdenRising



Welcome





Partnerships Creating Momentum in Camden

We have a lot to be excited about in Camden—from what we have accomplished to what the future holds, from what we have done to where we are going.

Camden is a model of what can be achieved when passionate people dream big and work together to take action, ***creating unstoppable momentum.***

As the city continues to rise, we are focused on restoring our neighborhoods and improving the lives of our residents, both key to the city's ongoing success. Community leaders, residents, employers, educators, and nonprofit organizations are all actively engaged in ensuring the economic growth and security of residents now and in the future.

Our residents-first approach focuses on improving housing, public safety, infrastructure, education, and neighborhood initiatives, and creating employment opportunities for residents remains a top priority for partners throughout the city.

For example, the Union Organized for Social Service's pre-apprentice program is aimed at providing jobs with the building trades, and a new medical coding program offers

training and seamless transition into a career at Cooper University Health Care.

Additionally, our education system in Camden is undergoing a tremendous transformation. The city's Renaissance schools, led by KIPP, Mastery, and Uncommon, are improving the academic success of our students, and throughout the district, more and more students are staying in school and graduating. Further, our Eds and Meds economy is helping to drive our economic growth and at the same time preparing students for future careers.

Since the passage of the New Jersey Economic Opportunity Act of 2013, we have continued to attract new business to the city, bringing game-changing developments that create opportunity and drive further investment.

Construction along the waterfront progressed in 2017, and companies including American Water, Conner Strong & Buckelew, and NFI Industries have committed to relocating, turning the vision for the waterfront into a reality.

The developments along the waterfront represent over \$1 billion in investments in Camden and include mixed-use projects with professional offices, retail space, market-rate apartments and a hotel. Additionally, projects like the new Rutgers-Camden

Nursing and Science Building and Holtec's new technology campus further demonstrate the momentum of this city on the rise.

Last year, we also joined the Rowan University/Rutgers-Camden Board of Governors in celebrating the groundbreaking for the \$72 million Joint Health Sciences Center, while Rutgers announced plans for the development of a 100,000-square-foot business school building.

In addition to larger investments, small businesses are thriving in Camden more than ever before. Small business initiatives, from local sourcing programs to façade improvement programs and startup incubators, help support the growth of local businesses that are the backbone of our economy. In 2017, city leaders joined forces with the Chamber of Commerce Southern New Jersey to create the Committed to Camden Committee, which links the city's small business community with larger companies to develop business-to-business opportunities.

This movement we've all been a part of in Camden is greater than the sum of its parts. It is a true community spirit lifting us all up together. We invite you to join us to continue working together to revitalize Camden—a Camden Rising!

Sincerely,



The Honorable Frank Moran
Mayor, The City of Camden



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



Kris Kolluri
President & Chief Executive Officer
Cooper's Ferry Partnership

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Camden's **transportation** networks offer convenient travel options for commuters and quick access to highways, ports, and rail lines for companies seeking a central Northeast location.



Circuit Trails



PATCO Speedline



Ben Franklin Bridge

PERFECTLY SITUATED

Camden boasts a rich network of travel options that include alternative modes of transportation, a highly efficient public transportation network, interconnected roadways and bridges, and close proximity to airports and rail lines.

Companies here benefit from 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.



PATCO Speedline

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 like I-95 and I-76. The Benjamin Franklin Bridge, 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.

TRAVEL MADE EASY

PATCO

The PATCO Speedline offers fast, affordable, and reliable transportation to downtown Philadelphia and regional stations throughout South Jersey. Just a five-minute train ride from Center City Philadelphia, PATCO connects to SEPTA via four stops in 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.

NJ Transit River LINE

The River LINE spans a 34-mile scenic route between Trenton and Camden and is a convenient way for Southern New 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.

10 Million

Yearly PATCO Ridership is over 10 Million.

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.



RiverLink Ferry



NJ Transit River LINE

RiverLink Ferry

150,000+ Passengers travel to the Camden Waterfront via the RiverLink Ferry annually.



Ben Franklin Walkway

The Ben Franklin Bridge pedestrian pathway is often recognized as one of the best biking and running trails in the region, earning regular mentions from publications such as Philly Mag and Visit Philadelphia.

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 **Atlantic City Airport**, which offers discount travel provided by Spirit Airlines, is also within 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 in the Caribbean Islands, Latin America, and Mexico.

Roadways

Situated in the heart of the Northeast region, Camden boasts a comprehensive roadway system that easily connects to all major regional, state and interstate highways. Short travel times and access to highways such as I-95, I-76, I-295, and the New Jersey Turnpike position Camden as a great place to live, work, and grow a business.

The Circuit Trails

Encompassing more than 300 miles of completed trails of a planned 750-mile network, the Circuit Trails connect nine counties of Pennsylvania and New Jersey via a vast arterial array of roadways, footpaths, and trails including the Camden GreenWay. These trails comprise the most extensive alternative transportation network in the region, a \$250 million amenity-in-progress for the exploration of natural resources, connections with employment and recreation, and nonvehicle travel.

Cooper's Poynt Waterfront Park



Ben Franklin Bridge



The State of New Jersey is spearheading a \$2.8 billion investment in mass transit improvements in Camden County and South Jersey over the next decade, including a newly proposed Walter Rand Transportation Center and the 18-mile Glassboro–Camden passenger rail line.

PLANNING FOR A GROWING CAMDEN—INVESTMENT IN TRANSPORTATION

New investment and an expanding workforce in Camden require a steady commitment to a transportation system that supports growth.

Walter Rand Transportation Center Planning & Design Study

City officials joined partners from the Delaware Valley Regional Planning Commission, Camden County, and the City of Philadelphia in the summer of 2016 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 and, with support from local and federal partners, will encourage greater use of public transit, promote economic development, and improve public space surrounding the center. In 2017, stakeholders presented concept plans at



“As world-class businesses, health care, and education institutions continue to lay down roots in the city, federal resources like the TIGER grant help upgrade and modernize the city’s vital transportation network.”

—Congressman Donald Norcross (NJ-01)

two public meetings geared at gathering input from residents, businesses, and commuters. The presentation included options for expanded and more efficient connections to NJ Transit bus lines, the River LINE, and PATCO trains, and also highlighted the potential for a mixed-use development including office, retail, and residential spaces.

Connections for the Future

The \$16.2 million Transportation Investment Generating Economic Recovery (TIGER) grant from the U.S. Department of Transportation, along with

\$9.5 million

Funds committed to design the new Walter Rand Transportation Center and building a new pedestrian bridge.

additional funding from the U.S. Economic Development Administration and the New Jersey Economic Development Authority, will fund the **Camden Connections for the Future Project**, which will complete several infrastructure improvements throughout the city.

The Projects

Cooper Street Pedestrian Access Project includes enhancements to improve pedestrian safety and improve traffic flow along the Cooper Street corridor between Delaware and Haddon avenues. This will construct two through lanes of traffic; open up the intersection of 6th and Cooper streets; implement Americans with Disabilities Act-compliant sidewalk improvements, pedestrian crosswalks, and safety measures; and improve traffic-signal timing along the corridor.

Cooper’s Poynt Road Reconstruction Project is improving a grid of streets in North Camden, just north of the Ben Franklin Bridge, that make a critical connection through the neighborhood to the waterfront development currently underway. This project will replace failing water and sewer systems and construct 1.45 miles of new roadways, including ADA-compliant sidewalks, crosswalks, lighting, and landscaping.



Walter Rand Transportation Center Planning & Design Outreach Event



7th Street Gateway Streetscape Improvement Project is transforming 7th Street between Linden and Elm streets in North Camden from a dangerous eyesore into a neighborhood gateway and creating an important connection to the waterfront. This includes stormwater improvements, roadway reconstruction, ADA-compliant sidewalks, crosswalks, pedestrian safety measures, traffic-signal upgrades, traffic-calming measures, and landscaping.

Excellent Highway Access



OTHER TRANSPORTATION HIGHLIGHTS

Cramer Hill: River Road Improvement Initiative

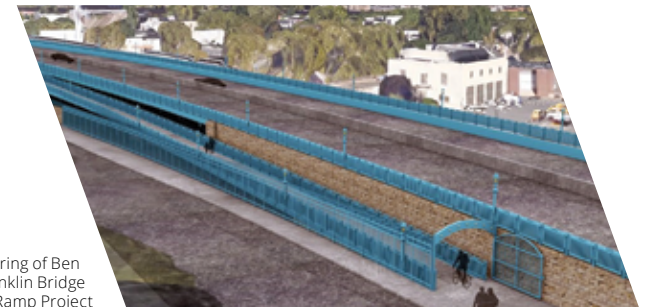
A priority of the Cramer Hill NOW! Neighborhood Plan, the River Road improvement Project reduces truck traffic and improves pedestrian safety and accessibility, creating a vibrant, walkable commercial corridor. The project includes truck mitigation and traffic-

calming measures, traffic-signal upgrades, ADA-compliant sidewalk improvements, crosswalks, and pedestrian-timing upgrades.

Ben Franklin Bridge Bike Ramp

In August 2017, Delaware River Port Authority commissioners approved a \$7.8 million contract for a renovation that will add a ramp to the south walkway over the bridge. The new ramp will replace the existing stairway on the south side of the bridge

Rendering of Ben Franklin Bridge Ramp Project



in Camden and is designed to improve connections between Camden and Philadelphia for pedestrians and cyclists and encourage the use of alternative modes of transportation for both commuter and recreational users.

The proposed ramp will provide safe and efficient access to the south walkway and will be fully ADA-compliant. Construction recently began and is scheduled to be completed in the spring of 2019.

“For the three years that I taught at Rutgers(–Camden), I rode my bicycle almost every day from my home in University City in Philadelphia to campus. I am grateful for the opportunity to do this. The pedestrian/bike lane over the Ben Franklin bridge is just wonderful. Looking at the view of Center City Philadelphia was a great way to end my day. I felt that the route to Camden was very safe. There is a safety patrol on the bridge. These officers are really friendly and it is wonderful to wave to familiar faces each day.”

—Michael Clark



Biking Enthusiasts Riding in Camden



40%

Of the U.S. population is within a day's drive of Camden



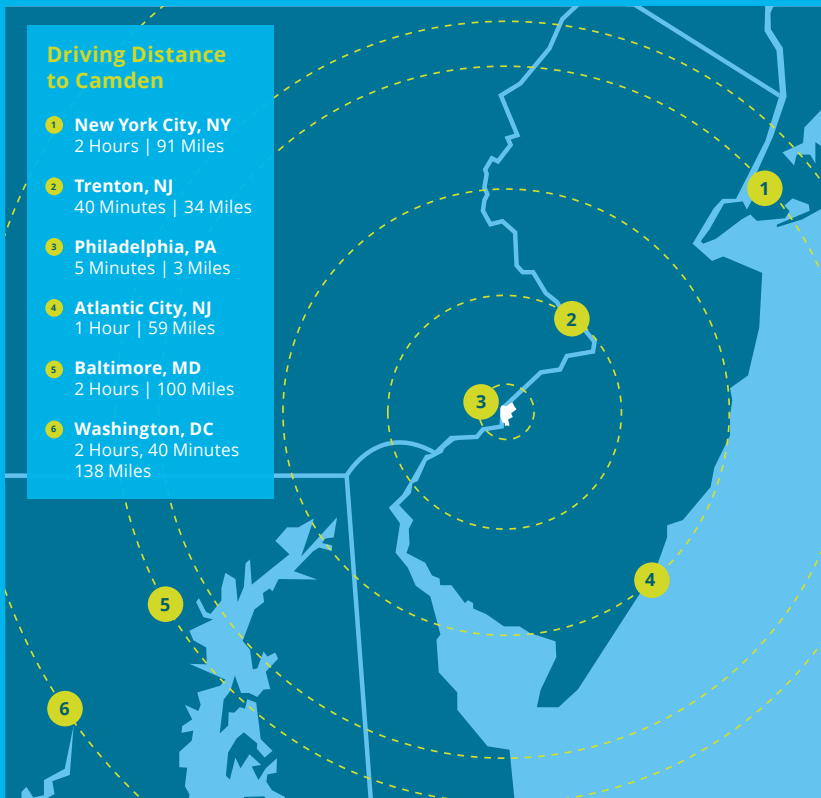
300 MILES

Of circuit trails have been developed



45 MINUTES

Two airports are within a 45-minute drive



Downtown Camden & City Transit

Downtown Camden

- 1 The Victor Building
- 2 U.S. Courthouse
- 3 U.S. Post Office
- 4 Rutgers Nursing and Science Building
- 5 Volunteers of America
- 6 Friends Meeting House
- 7 BridgeView Building
- 8 CAMcare Health Corporation
- 9 The Cathedral of the Immaculate Conception
- 10 County Administration Building
- 11 City Hall
- 12 Roosevelt Plaza Park
- 13 L3 Communication Systems-East
- 14 Governor James J. Florio Center for Public Service
- 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
- 40 Rowan University/Rutgers-Camden Board of Governors

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

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

Camden Waterfront

- 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



TO PHILADELPHIA BEN FRANKLIN BRIDGE

Campbell's →

TO WALT WHITMAN BRIDGE

- P Public Parking
- P Event Parking
- P Highways
- RiverLink Ferry
- NJ Transit Local Bus Route
- River LINE Route/Stop
- PATCO Route/Station
- Bus Station
- ◆ Historic Site
- GreenWay Trails/ Pedestrian Paths



Community Policing Event



Connect the Lots

INVESTMENT IN CAMDEN NEIGHBORHOODS

Strategic investments in community development projects and programs act as a catalyst for transforming Camden into a place where residents feel connected to the city and enjoy a sense of pride in the changes occurring. Cooper's Ferry Partnership, along with private-sector and nonprofit partners, works alongside residents to improve neighborhoods with placemaking, recreational amenities, improved housing, and other initiatives that positively impact the quality of life in the city.

PROMISE ZONE & NEIGHBORHOOD

Camden was designated a Promise Zone by the Obama Administration in 2015. The initiative forms a partnership between the federal government and local leaders in Camden 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 will support Camden's continued revitalization.

The city is also proud to be a recipient of 2017 Federal Promise Neighborhoods Implementation funding. Promise Neighborhoods, based on Geoffrey Canada's Harlem Children's Zone model, aim to create a pipeline of services and a cradle-through-college-to-career path. The award brings \$30 million to Camden over five years, supporting the development and implementation of comprehensive services to reach children at every age and stage of development. The grant focuses on four contiguous Camden neighborhoods—Cooper Lanning, Bergen Square, and parts of Centerville and Liberty Park—and children attending schools in those neighborhoods. Services resulting from the grant will reach almost 14,500 individuals living and learning in these areas.



Camden Night Gardens Event

HOUSING HIGHLIGHTS

St. Joseph's Carpenter Society

St. Joseph's Carpenter Society (SJCS) strives to improve the quality of life of the people of Camden and its surrounding communities by promoting affordable housing and neighborhood development. SJCS, a regionally recognized leader in the city's revitalization, provides housing and economic development services that have resulted in increased property values within stable, mixed-income neighborhoods. SJCS collaborates with organizations such as Cooper's Ferry Partnership and The Cooper Foundation to create improvements of the physical space and provide social programming to revitalize entire neighborhoods.

In East Camden, SJCS offers home improvement programs, a lead remediation program, homebuyer education, and home purchase opportunities to current residents or those looking to make East Camden home. In the Cooper Plaza neighborhood,

the organization rehabbed more than 50 homes and completed more than 100 façade improvements. Cooper Plaza is now a desirable neighborhood to live in and proof that a holistic approach to redevelopment that couples private investment with community development truly transforms a neighborhood.

POWER

Cooper's Ferry Partnership (CFP) and Camden construction management firm Scungio Borst continue to partner on the next round of Camden's residential home improvement program, POWER (Program Offering Widespread Energy Recovery). The goal of POWER's phase two is to complete façade improvements, life-safety repairs and renovations to a minimum of 50 owner-occupied homes in the Liberty Park, Whitman Park, and Centerville neighborhoods. In addition to addressing quality-of-life issues and reducing energy bills for low-income residents, the program also includes façade improvements with the goal of increasing neighborhood aesthetic appeal and instilling a sense of pride in residents. CFP leverages funds from Camden's federal funding in partnership with the New Jersey Board of Public Utilities Comfort Partners Program and the TD Bank Charitable Foundation.



Cooper Lanning
Neighborhood

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 neighborhood, along with mixed-use development on the Broadway corridor. The foundation also promotes 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 homes. Since beginning the program, the CCIA demolished more than 500 abandoned properties, creating cleaner, safer blocks while employing residents in 75 percent of the demolition jobs.



St. Joseph's
Carpenter Society
Housing Program



Branches at Centerville

Officials celebrated a ribbon cutting at the Branches at Centerville in early 2018. The \$16 million project is the first phase of a redevelopment plan for a formerly obsolete public housing complex and brings 50 modern, energy efficient, high-quality affordable apartment homes to the neighborhood.



The Michaels Organization's Eleven Cooper Rendering

Eleven Cooper

The Michaels Organization's project Eleven Cooper will deliver a high-end, five-story apartment building that will cater to the needs of recent college graduates and young professionals looking to locate in an urban setting along the waterfront with modern and upgraded amenities, as well as quick access to Philadelphia. The project includes 156 market-rate apartment units with a few income-eligible set-asides. The project is expected to be complete in March 2019.

COMMUNITY PROGRAM HIGHLIGHTS

Volunteers of America

With a vast array of services designed to help people find permanent residency, employment, and reliable support systems, Volunteers of America Delaware Valley (VOADV) provided emergency housing, veterans services, behavioral health, re-entry, and supportive services to more than 10,000 people in the

"Our programs help people in our community. We give hope through wraparound services and intense case management resulting in positive change."

—Daniel Lombardo, Volunteers of America Delaware Valley President and CEO

42%

A recent survey conducted by the Camden Higher Education and Healthcare Task Force determined that 42 percent of 1258 respondents working in the city indicated they would consider possibly purchasing or renting a home in the City of Camden.

surrounding areas in 2017. It was able to offer intensive, personalized, proven services to end homelessness for individuals and families. Outside of housing and supportive services, VOADV was able to get more than 600 needy families adopted for the holiday season. The Adopt a Family campaign featured a radiothon hosted by 95.7 BEN FM. The year also saw more than 900 volunteers donating more than 26,000 volunteer hours. Team Hope volunteered for such initiatives as Adopt a Family, Brightening Birthdays, Halloween Trunk or Treat, and various landscaping and painting projects.

Salvation Army Ray and Joan Kroc Corps Community Center

The 120,000-square-foot Salvation Army Kroc Center in Camden is redefining what a community center is all about. Functioning as a gathering and enrichment space, the center provides a vast array of education, sports, faith, recreation, arts, and supportive programs never before assembled under one roof in Camden. The programming, open and accessible to all, is designed to stimulate mind, body, and spirit, providing hope and transforming lives within the community. Programs have expanded in the three years since the center opened its doors and include aquatic and fitness programs, sports, educational and career services, youth programs, and performing arts classes. The Kroc Center is thriving as a community hub, providing a diverse selection of programs needed to support families.

15,000 Individuals

Are directly impacted by the Kroc Center annually.



"Joan Kroc wanted all Kroc Centers to be places where potential meets opportunity. There are only 26 Kroc Centers in the world and it is no surprise that one is located in Camden. It is a place with plenty of both. I wouldn't want to be anywhere else."

—Major Terry Wood, Kroc Center Administrator



CK Café

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 promote individual health and community well-being. In addition to serving more than 100,000 meals each 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. The programs, which enroll approximately 60 students annually, operate concurrently for 17 weeks, twice a year, offering classroom instruction in culinary and baking arts, ServSafe certification training, life skills, financial literacy, and job interview skills training. Graduates get help with job placement and more than 80 percent find work in the first three months after completing the program.

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. Last December, then-Mayor Dana Redd hosted the event for the seventh consecutive year. The event, held at the Adventure Aquarium in cooperation with the Children's Garden, drew hundreds of attendees. Camden residents enjoyed toy giveaways, refreshments, face painting, and a visit from Santa.

Camden Health & Athletic Association

Setting the goal of strengthening community and keeping young people healthy and active, AmeriHealth, the Norcross Foundation, and The Cooper Foundation formed the Camden Health & Athletic Association (CHAA) in 2016. The nonprofit acts as an umbrella organization to support current sports programs in the city while expanding the availability of health and athletic programs.

In 2017, professional athlete Michael Kidd-Gilchrist joined CCHA to host the first youth basketball camp at Rutgers-Camden Athletic and Fitness Center, where more than 100 Camden children between the ages of 8 and 13 participated in instructional clinics, which helped them develop skills on and off the court.

CHAA also hosted a football skills and drills clinic for Camden youth, partnering with five neighborhood football leagues. Camden High hosted the event, which included a special guest appearance from Haason Reddick, who plays for the Arizona Cardinals.

The second annual Soccer Fest featured interactive exhibits by Philadelphia Union's The U on Tour. More than 100 children participated in the August event, where they got a chance to learn more about the sport, practice the game,



CHAA Soccer Fest



Susan Bass Levin- Cooper Foundation President and CEO, Haason Reddick-Arizona Cardinals, & Al Dyer- Executive Director, CHAA

“As a founding member of the Camden Health & Athletic Association, Cooper is committed to ensuring all Camden children have the opportunity to play sports and learn about teamwork, leadership and healthy lifestyles.”

—Susan Bass Levin, The Cooper Foundation President and CEO

and register for the fall season. The Camden Youth Soccer Club offers programs for boys and girls, ages 4 to 14, to learn to play soccer, improve their skills, and play competitively with their friends. CHAA sponsors the players by providing uniforms and protective gear at no cost to families. Required athletic physicals were also provided free of charge for more than 150 participants by Cooper University Health Care.

Camden Comes Together to Help Puerto Rico

Hurricane Maria's devastation hit home in Camden. More than a third of the city's population is Puerto Rican, and most have family and friends who were on the island when the hurricane hit. The need for supplies is dire. Camden stepped up with a massive drive to collect donations and supplies throughout the city and across the state. State Senator Nilsa Cruz-Perez of Camden joined city officials and community groups to launch relief efforts by partnering with the Puerto Rican Congress of New Jersey to create the Boricuas from New Jersey para Puerto Rico Fund with the South Jersey Credit Union. The collection drive

“It’s been heart-wrenching to watch the news and coverage of what’s happened as a result of Hurricane Maria. I hope that by coming together as a community, we can do our part to help the people of Puerto Rico get back on their feet as soon as possible.”

—Camden Mayor Frank Moran

culminated in a big event in Von Niede Park on Sunday, Oct. 8. The day featured donation drop-offs, music, and a renewed commitment to be there in the long-term for people in need.

CAMcare

CAMcare Health Corporation is a Federally Qualified Healthcare Center (FQHC) with a trusted name in providing high-quality, comprehensive care and advocacy to the underserved communities of South Jersey since 1978. With seven locations across Camden and Gloucester counties, CAMcare has become one of the largest community health centers in the area. What makes CAMcare unique is its recognition that patients’ healthcare needs often extend beyond the typical primary care experience. CAMcare believes that everyone should receive high-quality care and help to navigate the healthcare system regardless of their socioeconomic status.

L3 Investments in Technology & the Community

For over a century, L3 Technologies, Communication Systems-East (L3) on the Camden Waterfront has been designing, developing, and manufacturing equipment

and systems based upon advanced technology and innovative hardware and software. As a defense industry leader, L3 delivers products and services that address some of the nation’s most critical concerns. However, its contributions don’t stop there! L3 also plays an active role in strengthening the quality of life of the members of the surrounding communities. It knows firsthand the importance of education and the value of continuous learning in the community. L3 provides tutoring programs that educate and inspire the next generation of leaders. Its employees interact and encourage local students by serving in schools as mentors, providing enrichment opportunities, and being career role models. L3 also contributes to UrbanPromise, enabling the children of Camden to participate in summer camps full of stimulating activities and lots of fun!

750 Lunches

Working with its partners at United Way, L3’s employees made more than 750 sandwiches for Cathedral Kitchen in Camden. This is a tradition L3 plans to continue, helping to alleviate hunger!

Cooper in the Community

Cooper hosted more than 100 kindergarten students from Camden’s KIPP Cooper Norcross Academy at the second annual Teddy Goes to Cooper event. The event helps alleviate young children’s fears of visiting the hospital or doctor and common medical procedures. The initiative is a joint effort among Cooper’s community outreach program, Emergency Medical Services of Cooper and The Cooper Foundation.

“The benefits of giving have no bounds. If you proactively focus on giving, you’ll realize it’s usually the small things that mean the most and make those you help feel better about whatever lies ahead. You make a difference, and I really do believe together we can make the world a better place.”

**—Kelly S. King,
Chairman and CEO, BB&T**



United for Puerto Rico Event



COMMUNITY POLICING 2017 HIGHLIGHTS

The Camden County Police Department (CCPD) is dedicated to reducing crime and strengthening relationships with city residents. The department continues to invest in community policing strategies, state-of-the-art crime-fighting technology, and the training and recruitment of new officers. The CCPD also



works closely with a variety of city departments to address quality-of-life issues that impact the safety of Camden's neighborhoods.

The CCPD's commitment to community policing has become the core of its policing philosophy and strategy. Often recognized as a national model, neighborhood engagement is the first and foremost priority of the

department, and its importance is ingrained in officers from the day they join the CCPD.

Movies with Metro and Pop-Up Block Parties

The department hosted a series of Movies with Metro Saturdays, which are free for the public to attend. The series features family-friendly movies, popcorn machines, snacks, and drinks. Summer months also bring Pop-Up Block Parties held in neighborhoods throughout the city. The CCPD brings the grills and basketball hoops, and officers serve up burgers and hot dogs, and play ball with the neighbors.

BookMates

Making change through community policing is more than just fun. The department is involved in education too! More than 30 officers visit schools throughout the city for one-on-one reading time as part of BookMates, a highly successful program that brings officers and children together through the act of reading together.

March Against Gun Violence

Residents and officers advocate for peace in the streets together as well. Last spring, the CCPD joined forces with the Camden



County Board of Freeholders, city officials, community organizations, and residents in the March Against Gun Violence. Chief Scott Thomson stepped up as one of the day's featured speakers. Also, the department is continuing its programs aimed at reaching at-risk youth through Gang Resistance and Education Training (GREAT) and Project Guardian, which gathers several times a year in churches and community centers to steer young people away from crime and violence.

REIMAGINING NEIGHBORHOODS THROUGH PARKS & PLACEMAKING

Connecting Places, Connecting People

Investment in parks and recreation is vital to improving the quality of life of any community and Camden is no different. In what is perhaps one of CFP's most essential missions, the agency works to offer recreation

programs and create green spaces that strengthen and connect neighborhoods and enhance the economic and environmental well-being of the city. Recognizing the value of green space, Cooper's Ferry, the City of Camden and Camden County invested over \$15 million in the revitalization of parks and transformation of former industrial sites to parkland to expand Camden's park system. What it means for residents and the region are beautiful new parks, recreation opportunities, and an increased sense of community pride.

2017 Park Development Highlights

In June 2017, state, county, and local officials cut the ribbon at Cooper's Poynt Waterfront Park, a beautiful new park on the site of the former Riverfront State Prison just north of the Ben Franklin Bridge in North Camden. The development marks the first completed section of the North Camden Waterfront Park, as envisioned by the residents in the North Camden Neighborhood



Local Officials Lead
March Against Gun Violence

Plan. The park boasts incredible views of the Delaware River, Ben Franklin Bridge, and Philadelphia skyline, as well as a state-of-the-art playground and a multipurpose trail, which is part of the Circuit Trails, Greater Philadelphia's trail network.

At the footsteps of Camden City Hall stands one of Camden's premier community gathering spaces, Roosevelt Plaza Park. Opened in 2012, the park replaced a run-down parking garage constructed in the 1950s to serve Camden City Hall and nearby offices. Due to its location at the center of downtown Camden, Roosevelt Plaza Park connects the city's growing central business, education, and medical districts. It also serves as an everyday gathering space for residents, visitors, and workers, and hosts a growing number of community events, family-friendly programming, art installations, fitness classes, and lunchtime concerts. For the past four years, the City of Camden and Cooper's Ferry's Connect the Lots initiative designed and installed a themed "pop-up" installation each year. These "pop-ups" have brought everything from public pianos and planted rainwater harvesting towers to motion-detecting light installations and human-powered water features to the community.

In 2017, Roosevelt Plaza Park was home to the weekly Farmers Market and Music series and CUBES, a unique series of temporary interactive play sculptures that was constructed in the

summer and complemented the schedule of events promoting health, wellness, and physical activity. The temporary feature provided the first and only youth-focused amenity at the park and was funded by the Kresge Foundation, The Horizon Foundation for New Jersey, and the William Penn Foundation.



Cooper's Poynt Waterfront Park Playground

Sheila Roberts Park



"The creation of more green space in Camden boosts recreation, helps to protect the environment, and, most importantly, provides an opportunity for our children to run, play, and enjoy nature like in any other community."

—Camden Mayor Frank Moran

New "Sprayground" at Von Nieda Park in Cramer Hill



Other recent projects include the construction of a nature-themed "sprayground" at Von Nieda Park in Cramer Hill, the first water play feature in the neighborhood, and upgrades to Dominick Andujar Park in North Camden, home to the popular North Camden Little League T-ball program.

\$1.8 million

Granted to Cooper's Ferry Partnership by the William Penn Foundation, who has been instrumental in redefining the city's approach to preserving and cherishing public spaces.

7th & Clinton Park





Cooper's Poynt Waterfront Park



Roosevelt Plaza Park

Future Park Development

The next two years will bring an estimated additional \$35 million of investment into new parks, green spaces, and upgraded facilities throughout the city. These include the construction of the Cramer Hill Waterfront Park, a 62-acre park located at the former Harrison Avenue Landfill adjacent to the Salvation Army Ray and Joan Kroc Corps Community Center. The New Jersey Department of Environmental Protection is working with local officials to transform the former landfill, which will feature trails, a fishing plaza and kayak launch, amphitheater, vista summit, picnic and playground areas, living shoreline, sensory garden and three acres of bald eagle forage habitat. Construction is expected to begin in 2018.

Also in 2018, Cooper's Ferry expects to break ground on the North Camden Waterfront Park at Pyne Poynt. The 16-acre park will extend a half-mile along the North Camden waterfront from the river's edge at Pyne Poynt Park west to 3rd Street. Similar to Cooper's Poynt Waterfront Park, the plans are a result of the vision outlined in the North Camden Neighborhood Plan by residents and community groups. The park will feature a multipurpose waterfront greenway trail, boat launch, fishing pier, picnic areas, and overlooks to the scenic Delaware River backchannel. The former brownfield site will reconnect residents to the restored natural beauty of their waterfront once completed.

Community parks within the city's neighborhoods will also undergo



Dominick Andujar Park

improvements in 2018. The Camden County Board of Freeholders dedicated \$5 million to design and construct transformational upgrades to four parks: Alberta Woods Park in East Camden, Reverend Evers Park in Morgan Village, 4th & Washington Park in Lanning Square, and Whitman Park in the Whitman Park neighborhood. Camden County worked closely with the City of Camden, Cooper's Ferry and neighborhood organizations to design the improvements.

The Camden GreenWay

With a network of trails spread throughout Camden and its surrounding suburbs, the Camden GreenWay network provides a beautiful and unique way to experience the City. The GreenWay continues to focus on connecting walking and biking trails within the city and to those throughout Philadelphia and Southern New Jersey, including the Cooper River Park Trail, Schuylkill River Trail, and the East Coast Greenway.

Once complete, the GreenWay will connect more than 128 miles of bicycle trails, provide mobility alternatives to the residents of South

Jersey, improve public health, and help the environment. Economic development along the trail corridor will increase property values and employment opportunities. As the Camden GreenWay grows, it continues to be a fantastic addition to Camden and its suburbs and an ideal way to visit and explore the city and beyond!

Visit the new website for more information and trail updates at thecamdengreenway.com.

Connect the Lots

Camden's neighborhoods are most vibrant when communities come together to interact with each other. When neighbors, visitors, and civic leaders get together to use the common spaces we share for fun, food, and education, great things happen. A community-led initiative called Connect the Lots (CTL) implements placemaking activities in underused parks and vacant lots to make these connections materialize.

The program launched in 2014 in the North Camden and Cooper-Grant communities, with an ambition of enhancing and re-energizing physical connections between the two neighborhoods and other parts of the city. Since then, Connect the Lots has expanded citywide. The objective to create safe, high-quality outdoor spaces is in high demand and is increasingly popular among residents. Cooper's Ferry is meeting this need with consistent programming of local cultural and recreational activities while incorporating events and initiatives that address the health and sustainability of the neighborhoods and residents we serve.

The warmer weather brings residents outdoors looking for positive ways to have



Camden Night Gardens

Connect the Lots kicks off each year in May with Camden Night Gardens—an awe-inspiring festival of art, dance, music, food, and more. The event highlights the rich vibrancy of Camden’s art community. 2017’s theme was RISE UP, featuring community art installations, hip-hop cinema, break dance workshops, the legendary Camden High Marching Band, and an electrifying car show. There was also a wonderland of light installations and projection mapping, while DJ Rich Medina made the dance party happen with his unique style to get the crowd moving and grooving.

a good time. CTL provides the space and activities to help make it happen. In 2017, CTL reached more than 13,000 Camden residents with diverse, healthy, and fun events that occurred on an ongoing basis from spring through fall. There are now nine activated spaces in locations throughout the city offering programming five days a week.

2017 Connect the Lots Highlights

Things kicked off last May with Camden Night Gardens—a festival of art, dance, music, food and more, aimed at fostering the rich vibrancy of Camden’s art community. The 2017 theme was “Rise Up” and featured community

art installations, hip-hop cinema, break dance workshops, the legendary Camden High marching band, and a car show with an urban twist. There was also a wonderland of light installations and projection mapping, while DJ Rich Medina made the dance party happen with his unique style to get the crowd moving.

Partnering with Get Healthy Camden, fitness is the focus during the summer months, and residents took advantage of Zumba classes on Mondays in Dudley Grange Park, practiced mindfulness at yoga classes on Tuesday evenings in Johnson Park, sharpened their skills at dance fitness classes on Wednesdays in Pyne Poynt Park, and took exercise to the next level with boot-camp training at Cooper’s Poynt Waterfront Park on Thursdays. Some residents preferred to cool off with low-impact aqua-aerobics in the North Camden city pool on Saturday mornings.



Connect the Lots
#TURNUPTHEFUN

Stay Connected!

Text “CTLCAMDEN” to 41411 for Event Updates



“This fun-filled family fall festival gave us the opportunity to spend time with our loved ones, young and old. We would like to take this time to thank all those who put it together for a job well done”

—Money-Alford Family

What better way to wind down the warmer weather than having a music fest? The third annual Camden Jam, held on Sept. 9, was a daylong showcase of live music, arts and crafts vendors, activities for kids, food trucks and more. Dyana Williams of 100.3 WRNB hosted a lineup that included Elvis Alvarez, CamdenpopRock, and the winner of the year’s Camden’s Got Talent. More than 7,000 people turned up the fun to enjoy the 2017 headliners, Bilal and Kelly Price.

CTL extended into fall last year, with the Fall Festival in October. The event featured pumpkin

decorating, face painting, fall crafts, and all the usual delights of the Camden Children’s Garden, where the festival was held. There were some special guests on hand to greet residents too, including a friendly scarecrow on stilts, a local balloon artist, and Buzz the Yellow Jacket, the mascot of the Camden Special Services District (CSSD) Clean and Safe Ambassadors. Buzz, who debuted in 2017, teaches children the importance of the environment and is seen buzzing around schools, events, and gathering spaces handing out coloring books and special giveaways throughout the city.

Connect the Lots Funded by:

The Kresge Foundation, William Penn Foundation, The Horizon Foundation for New Jersey, Campbell Soup Foundation, Geraldine R. Dodge Foundation, Robert Wood Johnson Foundation, GE Foundation. Inaugural Sponsors included Camden County College, PSEG, Dilworth Paxson, LLP, Republic Bank, Salvation Army-Kroc Center, RondoPak.



Virtua Mobile Farmers Market

East Camden Produce Stand



Camden Children Enjoying Virtua's Mobile Market

Get Healthy Camden

Get Healthy Camden works with many partners throughout the city to improve the personal health of residents by incorporating healthy strategies into environmental, arts and culture, and community development. Its specific goals are to improve food access that is culturally appropriate and accessible; create safe, accessible places to live, play, and work; champion and support policies that promote a culture of health; and implement and support the prevention and decrease of chronic disease.

From June through September, residents were provided a variety of family-friendly fitness options to enjoy while Virtua's Mobile Farmers Market offered fresh and affordable food each Thursday in Roosevelt Plaza Park. The market featured delicious and nutritious food for sure,

but that wasn't all. About 700 people enjoyed weekly musical performances, massages, and live cooking demonstrations with healthy recipes for patrons to try at home.

In August, approximately 60 cyclists gathered at Cooper's Poynt Waterfront Park to participate in the inaugural "I Bike Camden," a family-friendly bicycle ride and community event showcasing the beauty of the city and its growing network of biking trails. The event kicked off with an easygoing, social 10-mile ride around Camden along the city's trails. Afterward, there were free, fun activities including youth bike lessons, music, face painting, a bounce house, healthy food, and refreshments.

Campbell's Healthy Communities

The Campbell Soup Company, a Get Healthy Camden Partner, works to strengthen and empower healthy communities in its hometowns through Campbell's Healthy Communities.

For the past seven years, Campbell has worked with a cross-sector of partners, including the Camden City School District, KIPP Cooper Norcross Academy, the Food Bank of South Jersey, the Food Trust, GoNoodle, Get Healthy Camden, the U.S. Soccer Foundation, and Wellness in the Schools, to make healthy living accessible to all. This \$10 million commitment over 10 years works to increase food access, nutrition education, physical activity and access, and stakeholder engagement in Camden and in four other U.S. cities.

Campbell also collaborates with the Food Trust and enrolled 55 corner stores in its Healthy Corner Store Network with the goal of increasing access to healthy foods for local residents. Of those enrolled stores, 76 percent report increases in healthy food sales and 100 percent offered at least four additional fresh fruit and vegetable options last year after receiving technical assistance such as expanded refrigeration.

Get Healthy Camden Leadership

Get Healthy Camden is supported by its leadership committee, including: Anthony Johnson (Camden resident), Camden County Department of Health and Human Services, Campbell Soup Company, Center for Family Services, City of Camden, Cooper Foundation, Cooper's Ferry Partnership, Delaware Valley Regional Planning Commission, New Jersey YMCA State Alliance, New Jersey Partnership for Healthy Kids, Rutgers Cooperative Extension of Camden County, Rutgers-Camden School of Nursing, U.S. Department of Housing and Urban Development, United Way of Greater Philadelphia and Southern New Jersey, Virtua Health, YMCA of Burlington and Camden Counties.



Healthy Meals

500

Families were served by the Virtua Mobile Farmers Market in the summer of 2017



55

Campbell Soup Company collaborates with the Food Trust and enrolled 55 corner stores in its Healthy Corner Store Network

100,000

Cathedral Kitchen Serves more than 100,000 meals per year

Community

2,000

The VOA Safe Return program, tasked with servicing 400 clients in its first two years, served more than 2,000

600

The Volunteers of America Adopt a Family program ensured holiday joy to more than 600 families in need

50



In a typical week, the Kroc Center offers more than 50 fitness and aquatics classes

2,500

More than 2,500 participants learn to swim classes each year

Housing

50



Homes and more than 100 completed façade improvements by St. Joseph's Carpenter Society

500

More than 500 abandoned properties have been demolished over the last three years

Connect the Lots



13,200

PEOPLE ENGAGED

120

VOLUNTEERS

9

Locations throughout city neighborhoods

Public Safety



30

OFFICERS

Visited schools throughout the City of Camden to read to students in BookMates Program

45

YEAR LOW

In 2017, crime dipped to the lowest levels in 45 years

Parks

\$15 MILLION

In construction completed

\$35 MILLION

New investment into new parks over the next two years

Engaging the community in creating **sustainable futures** by preserving the natural resources that are part of everyday life is key to a healthier Camden.



Von Niede Park
"Sprayground"



TD Bank Employee
Tree Planting



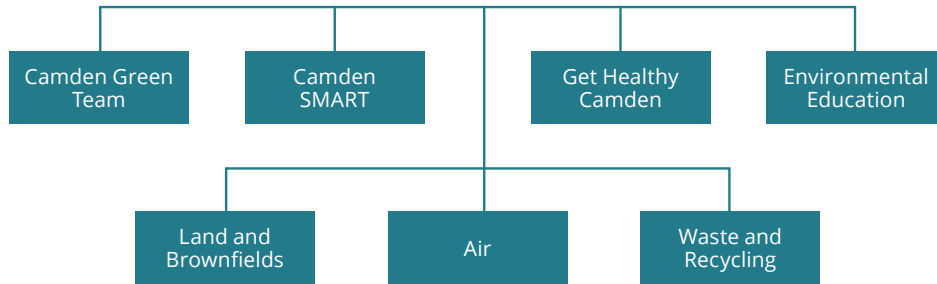
Campbell Soup
Company Employee
Tree Planting

A LEADER IN SUSTAINABILITY

Camden's future is built on bold environmental initiatives that are the foundation upon which the city's residents thrive. Tomorrow's education, safety, and economic growth all face more sound futures thanks to the city's commitment to a greener city. Cooper's Ferry Partnership (CFP) and local stakeholders are taking the lead—pushing for smarter infrastructure reinvestment, working to restore and remediate brownfield areas, and orchestrate green efforts on a grassroots level, neighborhood by neighborhood. This work ranges from renovating parks and planting trees to improving air quality, being

mindful of open space for urban agriculture, and rerouting traffic. CFP is reaching across Camden by facilitating planning, investment, and community outreach efforts to build on individual responsibility for making a greener, more sustainable city.





The Camden Collaborative Initiative (CCI) is a solutions-oriented partnership between governmental, nonprofit, private, and community-based agencies formed to plan and implement innovative strategies to improve the environment and the quality of life of Camden's residents.

CAMDEN COLLABORATIVE INITIATIVE

The city's comprehensive approach to creating cleaner, more eco-friendly neighborhoods is the work 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's core organizational team includes representatives from Camden City, Camden County Municipal Utilities Authority (CCMUA), New Jersey Department of Environmental Protection (NJDEP), U.S. Environmental Protection Agency (EPA), and the United Way of Greater Philadelphia and Southern New Jersey. In the four years since its establishment, CCI has connected with more than 80 educational, environmental, and health agencies, and has

recruited thought leaders from a diversity of backgrounds into multiple working groups that tackle the health and environmental issues that most affect the daily lives of residents

The collaborative works along with residents and community groups throughout the city to leverage partnerships for proactive, holistic, and innovative solutions to help Camden become a greener, healthier city.

Green Ambassadors

For the past four years, CCI partners, through the Environmental Education working group, facilitated the Green Ambassadors Summer Youth Internship Program. The Green Ambassadors program targets Camden high school students and provides them with green-collar work opportunities. The young people participate in hands-on work experience and classroom environmental education that introduces them to environmental issues and careers. In 2017, the Green Ambassadors

program employed 20 high school-aged Camden residents during the summer.

Camden Labs: Addressing Illegal Dumping

NJDEP selected the CCI Waste and Recycling working group to participate in a pilot program designed to deter, reduce, and enforce laws against dumping citywide. The team installed more than 15 cameras throughout Camden in illegal-dumping hotspots to capture the license plates of those dumping waste in the city's public spaces. It addressed one of New Jersey's largest urban dumping hotspots, Camden Labs in the Whitman Park neighborhood. The workgroup chose Camden Labs as the first site to address, and it is now free of all illegal dumping activities. The City of Camden and the Camden Redevelopment Agency secured funds to demolish the building, remediate the soil, and transform the formerly contaminated site into playing fields for the adjacent Whitman Park. The New Jersey Clean Communities Council recognized the Waste and Recycling Team in 2016 for the team's enforcement efforts pertaining to illegal dumping.





Camden Labs Before & After Cleanup



Camden Reports

In 2017, the CCI launched Camden Reports, a web-based application designed to provide Camden residents and visitors with a system to anonymously report illegal dumping and flooding. The map-based application serves as a tool to help engage residents and address environmental issues throughout the city. Hopeworks 'N Camden developed Camden Reports with its youth workforce programs. To learn more about Camden Reports, go to Camdenreports.com.

Camden SMART Initiative

The objective of the Camden SMART (Stormwater Management and Resource Training) Initiative is to develop a comprehensive network of green infrastructure programs and projects for the city. Created in 2011, the initiative is a collaboration between the City of Camden, CCMUA, Cooper's Ferry Partnership, Rutgers Cooperative Extension Water Resources Program, New Jersey Tree Foundation, NJDEP, public-private partners, community organizations, and, most importantly, Camden residents to restore and revitalize our neighborhoods. The initiative includes neighborhood green infrastructure projects, stormwater management policy development, and green infrastructure training programs.

In December 2017, the SMART Partners unveiled one of the largest projects to date: Phoenix Park. Phoenix Park once was a 5-acre contaminated, abandoned waterfront parcel that was transformed into the first waterfront park for the residents of Waterfront South. The project incorporates a variety of green infrastructure elements

that collectively manage 5 million gallons of stormwater annually. The park also features a kayak launch and scenic views of the Philadelphia skyline.



Waterfront South Rain Garden



Phoenix Park Revitalization



Green Ambassadors
Summer Youth Internship
Program Participants

“The CCMUA is proud to work with great partners such as Cooper’s Ferry. We plan on continuing our positive impact in the community by being an innovative and active public utility agency. The CCMUA is investing over \$70 million in facility upgrades and pumping stations to improve the resiliency of our plant and to spur private investment in the City.”

**—Michael G. Brennan,
Camden County Municipal Utilities Authority, Chairman**

Camden Children and Officials
Celebrating "Sprayground"
Opening, Blending Flood
Prevention with Fun

PowerCorps Camden

The PowerCorps Camden program began in December 2015 with the goal of creating opportunities for city youth, while improving green infrastructure. The program provides youth with job training and employment readiness skills each year. PowerCorps members play a key role in maintaining more than 50 green infrastructure installations, including 20 rain gardens, 10 city and county parks, 400 vacant lots, and 5,500 stormwater inlets. CCI partners directly engage with PowerCorps Camden members through the various green infrastructure projects, while connecting members with a variety of opportunities within CCI. Four PowerCorps Camden graduates participated in the keynote panel during the 2017 Camden Environmental Summit to testify to the positive impact the program made in their lives.



Implementing Outreach in Flood Risk Areas to Prevent Pollution

CFP partnered in 2017 with the Sustainability Institute at The College of New Jersey, Sustainable Jersey, Camden City, Camden County, and the NJDEP. The coalition, created through the EPA's Pollution Prevention Grant Program, works to create a replicable model for local governments to conduct pollution

prevention outreach campaigns to small businesses in current and future flood zones. The coalition develops best management practices and outreach material, and provides training and technical assistance to local governments and constituents, which will result in a reduction of chemical pollutants. These methods will also enhance safety measures in the storage and use of chemicals in flood-risk areas.

2017 Camden
Environmental Summit



PowerCorps Waterfront
South Cleanup



2017 Camden Environmental Summit

The Camden Environmental Summit, formerly known as the Camden SMART Forum, is a one-of-a-kind event in the region that provides an opportunity for community groups, nonprofit organizations, environmental leaders,

CFET's Busy Bees



and government officials to unite under a common agenda. Last June, stakeholders came together at Cooper Medical School of Rowan University to educate one another on the importance and effectiveness of collaboration, addressing stormwater management, climate resilience, brownfield redevelopment, illegal dumping, health, environmental education, and making progress toward the goal of improving the quality of life for Camden's residents.

The summit featured breakout sessions and provided participants with an opportunity to tour environmental project sites, including the CCMUA, where they got an up-close look at the wastewater treatment process.

THE CENTER FOR ENVIRONMENTAL TRANSFORMATION

The Center for Environmental Transformation (CFET) is a nonprofit organization dedicated to environmental transformation for Camden neighborhoods. Located in Waterfront South, the group works to advance a variety of environmental justice goals, including education, workforce development, and food access. Through extensive community outreach efforts, CFET works alongside residents and stakeholders to advance sustainability goals for the city.

Healthy Eating & Employment

A dozen Camden teens completed an eight-week intensive summer program focused on job training and healthy eating. CFET collaborated with the Food Bank of South Jersey and conducted cooking and nutrition classes with the youth to prepare healthy foods with produce from gardens. The group has harvested more than 2,017 pounds of food to date. Some of the destinations of the produce harvested included 431 pounds sold at the youth-run farmers market during the summer, 136 pounds taken home by the teens to their families, 304 pounds donated to Cathedral Kitchen, and more than 226 pounds sold at the fall Community Supported Agriculture (CSA) pilot. CFET also

CFET's Garden at Liney Ditch Park in Waterfront South



works in two Camden schools (H.B. Wilson and Sacred Heart School), where FoodCorps Service members implement Garden SEEDS (Service, Eating, Education, Diversity and Silliness), which focuses on nutrition, school gardening, and in-class curriculum programs.

In 2017, CFET improved its gardening operation with the help of students from various universities. They tackled several projects, including new compost bins at two gardens, new benches for seedlings growing in the greenhouse, and a new irrigation system at Liney Ditch Park. A local Eagle Scout built an outdoor classroom that features benches and a learning kiosk.

2,017 Pounds

2,017-Plus pounds of food harvested at CFET Gardens

Assistant Farmer Rickea Busy Planting in Eve's Garden



"My time with CFET over the summer was amazing. I was very grateful to have this experience. Over the summer, I learned a lot of things that I plan on carrying with me the rest of my life. I learned about new foods that taste just as good as the foods that I previously ate but are 10 times healthier. The head farmer taught me how to plant and harvest foods, which brings an amazing feeling because we ate what we grew. Everyone should be able to experience this opportunity."

—2017 CFET Eco Intern

Food Justice Retreats

CFET conducts service learning retreats with a focus on environmental and food justice issues. Students volunteer in gardens, along with other nonprofits in Camden, and attend evening presentations addressing environmental justice and sustainable food security. In 2017, students from Niagara University, George Mason University, MIT, La Salle University, Loyola Blakefield High School, and Villanova University spent a week at CFET to get to know Camden from the inside out. Upon completion, these students take their new perspective of what's happening in the city back to their schools, acting as ambassadors for the innovative food justice work happening in Camden.



Senior Farmer
Dimitrius Trying out
the New Jang Seeder



CAMDEN COUNTY MUNICIPAL UTILITIES AUTHORITY: GOING "OFF GRID" BY 2020

The Camden County Municipal Utilities Authority (CCMUA) took a big step last fall with the announcement of the final phase of a multistep project that creates a sustainable-energy loop between the CCMUA and the Covanta Camden Energy Recovery Center. The loop will create an exchange of resources between the two entities and will provide the last bit of energy the CCMUA needs to completely replace the grid with green energy.

The plan calls for the CCMUA to send Covanta 1 million gallons of treated and filtered effluent for cooling water per day. Covanta currently

"Camden County is committed to doing our part when it comes to the environment. The energy independence project at the CCMUA is an excellent example of environmental responsibility, and we are excited to see it come to fruition thanks to the help of so many partners in the city."

—Jeffrey Nash, Camden County Freeholder

2020 Energy Use

The CCMUA plans on producing as much energy as it consumes by 2020.

withdraws the same amount per day from an impacted aquifer, so the CCMUA supply can help replace the need to use that damaged equipment and reduce the strain put on the environment. In turn, Covanta will send the CCMUA excess electricity from its trash-to-steam operation. It will provide the remaining power needed by the plant to render the CCMUA 100 percent energy independent.

\$600,000 in Savings

This project will reduce the agency's carbon footprint while saving \$600,000 or more in annual electricity costs.

SMART by the Numbers

50 PROJECTS
For green infrastructure



45+
Partnerships created



1,700+
Trees planted



4,000
City residents engaged



300+
Rain barrels distributed



63+ MILLION GALLONS
Of stormwater captured



\$25 MILLION
Invested in Camden since 2011



LEGEND
 RAIN GARDEN
 OTHER GREEN INFRASTRUCTURE PROJECT
 (Tree Planting, Rainwater Harvesting, Porous Pavement or SW Planters)

Camden's children are tomorrow's leaders. Investing in **quality education** ensures the academic success of our students, creating the city's future leaders and innovators.



Katz-Dalsey Academy Student



Camden Students in the Classroom



Rowan University

CAMDEN'S FUTURE

The future of Camden's growth works in tandem with the development of advancement opportunities for its residents. The city's primary and high schools must prepare young people with the knowledge, responsibility, and fortitude to succeed beyond compulsory schooling. Creating opportunities for successful careers for Camden's residents begins long before the interview process because it takes a strong education at an early age to make way for lasting, sustainable success. Improving the number of graduates and decreasing the dropout rates is key to making moves toward a thriving education system that prepares young people for the positive futures that await them.

In Camden, the Eds and Meds economy creates new possibilities for youth and is a significant driver in today's economic growth of the city, with approximately 40 percent of the city's jobs coming from the medical and educational fields. When higher education and medical institutions work with our school system, young students are set on a path together to explore and succeed in careers in this rapidly growing economy.

PRIMARY & SECONDARY EDUCATION

Public Schools

More children are leaving Camden schools with diplomas because the district is implementing innovative programs to get involved with students when help is needed most. With initiatives that embrace parent involvement, school choices, and community partnerships, graduation rates and test scores continue to rise.

Thanks to the Camden City School District's partnerships with charter and Renaissance schools, quality school options are available for thousands of children. The district has streamlined the application process too, going from 17 different school applications to one straightforward process for students to apply.

In 2017, the district offered even more support to schools, placing a climate and culture coordinator in every building. These mentors

Graduation on the Rise

Camden City School District's graduation rate has risen from 49 to 70 percent over the last three years, while the dropout rate has fallen from 21 to 12 percent.

maintain a positive school environment while introducing alternative consequences that don't exclude students from the opportunity to learn.

There is still much work to do, but the community as a whole is rolling up its sleeves and continuing the work that will build on the city's momentum in improving education.

Parent Involvement

Parents for Great Camden Schools (PGCS) is an organization of local families and community stakeholders committed to the belief that every child deserves a high-quality education that prepares them for the world

Community Engagement

Parents for Great Camden Schools conducted a community engagement process that included visits to more than 30,000 homes in two years.

and workplace of tomorrow. As a local parent-led and parent-staffed nonprofit, PGCS does advocacy work with charter, district, and Renaissance school families. The group has a close working relationship with the district and the families it represents. As a result, more than 4,000 students are currently attending higher performing schools. The group recently announced its education agenda after an extensive community engagement effort over a two-year period. The agenda includes a clear set of expectations for the policies and actions that Camden parents want to see from the schools in their city.

Parents for Great Camden Schools Agenda

1. A Great School in Every Neighborhood
2. Better Special Education and Bilingual Services in All Schools
3. Improved Transportation
4. High-Quality After-School Programming
5. World-Class Teachers in Every Classroom





KIPP Cooper Norcross
Academy Students
Enjoying Recess

Mastery Cramer Hill Elementary

Mastery Cramer Hill Elementary opened its doors to students in kindergarten through eighth grade last August.



Camden Academy

Camden Academy currently has a four-year graduation rate of 98 percent and a five-year graduation rate of 100 percent.

EDUCATIONAL OPTIONS CONTINUE TO EXPAND

Camden’s Charter School Network

Camden’s Charter School Network is the largest network of charter schools in the city, as well as home to the second oldest charter in Camden. Incorporated in 2011, the network consists of four schools: Katz-Dalsey Academy, Camden’s Pride, Camden’s Promise, and Camden Academy High. In 2016, Camden’s Charter School Network merged all four schools to become one entity: Camden’s Promise Charter School, serving grades K-12. Exceptional education and standards are helping students gain admission to the college of their choice and pursue a path to prosperous and fulfilling lives.

In 2016, U.S. News and World Report’s Best High School Rankings awarded Camden Academy Charter High School the bronze medal.

“There is a huge difference in the type of education she’s getting compared to what my children got when they were in school. These kids are brilliant, and KIPP is bringing that out in them. When my granddaughter excels, everyone celebrates with her. The teachers at her school make learning fun and are preparing her for success. They make you feel like family. I’ve seen the principal greet every child in a family by name from youngest to oldest. Even the kids that don’t go there are treated like family.”

—Andrea Whye, KIPP Lanning Square Primary Grandparent

KIPP Cooper Norcross Academy

KIPP Cooper Norcross Academy is a growing network of Renaissance schools in Camden that is part of the nationally recognized KIPP (Knowledge is Power Program) Schools. Students are in school until 4:30 p.m. most days, attend special programming on weekends, and start the school year in mid- August. The extended school day affords students time for core academic subjects plus science, art, technology, and trips to supplement their learning experience. Currently, KIPP operates three schools in the city in two locations, serving kindergarten through eighth grades.

Uncommon Schools–Camden Prep

Uncommon Schools first formalized its mission as a charter management organization in 2005 with the goal of starting and managing schools that create transformative college prep opportunities for low-income children in Massachusetts, New Jersey and New York. Uncommon opened its doors in Camden in 2014 as one of the city’s three Renaissance School operators. The school’s mission is simple—to close the achievement gap and prepare Camden students to get accepted to and graduate from 4-year colleges.

432,000 Hours of Service

Every year, the Rutgers University-Camden community delivers more than 432,000 hours of civic service to the region.



HIGHER EDUCATION

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 enrolled at the Camden campus experience the superior academics of 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. Rutgers provides an active campus life with academic clubs, sports programs, top-notch amenities, and community programs.

Rutgers University-Camden greeted the 2017-18 academic year with its largest-ever enrollment of nearly 7,000 students. The burgeoning demand for the Rutgers-Camden experience is fueled in part by the Bridging the Gap tuition program. The national model for

“Rutgers is proud to be part of #CamdenRising. Our Nursing and Science Building is a big step in forging an Eds and Meds corridor that is redefining Camden for its innovation in health care and bioscience, and Rutgers’ commitment to access and civic engagement providing new opportunities for success every day.”

**—Phoebe A. Haddon,
Rutgers University-Camden Chancellor**



Serving Students

Rutgers University-Camden is New Jersey’s only Purple Heart University in recognition of its commitment to serving our student-veterans.

affordability and access charges New Jersey families reduced tuition and in some instances no tuition at all. Through Bridging the Gap, the university is experiencing significant increases in the number of New Jersey students attending college as the first in their families to do so, as well as impressive numbers of African-American and Hispanic students.

Continuing its revitalization of Cooper Street, Rutgers University-Camden opened its Welcome Center at 330 Cooper St. in 2017 as a testament to Camden’s growing vibrancy. The center now welcomes prospective students and their families to both Rutgers and Camden.



Rutgers-Camden
Student and Teacher

Rowan University

Rowan University has been committed to serving the residents of Camden and the South Jersey community for 48 years. With the opening of the Camden Academic Building, located in the restored First Camden National Bank and Trust building at 606 Cooper St. in the city's University District, Rowan is looking to double enrollment, increasing access to affordable, high-quality degree programs. The 44,000-square-foot building was acquired by Rowan in 2009 to support campus growth. In 2016, renovations to the building were completed to include 17 active learning classrooms, five shared learning commons, and a 33-seat multipurpose room on the lower level. There are also two adjoining multipurpose rooms on the first floor that, when combined, can accommodate 190 seats and six student lounges. The building also contains 31 office spaces occupied by faculty, academic advisers, administrative staff, and programs. The Camden campus is home to the Creating Higher Aspiration and Motivation Project (C.H.A.M.P.)/ Gaining Early Awareness and

Readiness for Undergraduate Programs (GEAR UP) program. One of seven GEAR UP programs in the state, it serves students in sixth through 12th grades. More than 400 Camden middle and high school students participate in college access activities each year.

Offering More

Rowan University is only the second institution in the nation with medical schools offering M.D. and D.O. programs, through Cooper Medical School of Rowan University in Camden and Rowan School of Osteopathic Medicine in Stratford.

Cooper Medical School of Rowan University

A partnership between Cooper University Health Care and Rowan University, Cooper Medical School of Rowan University (CMSRU) opened in 2012 and achieved



National Recognition

Rowan University was named a state research institution and has achieved national recognition through its designation as a Carnegie-classified doctoral research institution.

full accreditation from the Liaison Committee on Medical Education in June 2016. CMSRU is located in a \$139 million, six-story facility on the corner of South Broadway and Benson Street in Camden. It is a mission-driven school that focuses on developing highly skilled and socially conscious physicians, providing humanistic education in the art and science of medicine. CMSRU fosters a scientific and scholarly community that values inclusivity, excellence in patient care, innovative teaching, research, and service to the community. Service to the city is a core component of the work CMSRU does. All students engage in a minimum of 40 hours of service each academic year in

community-based projects that support the residents of Camden. Additionally, the school runs several pipeline programs for students at the elementary, middle, high school, and undergraduate levels who have an interest in the study of science and medicine. CMSRU's first class of 43 students graduated in 2016.

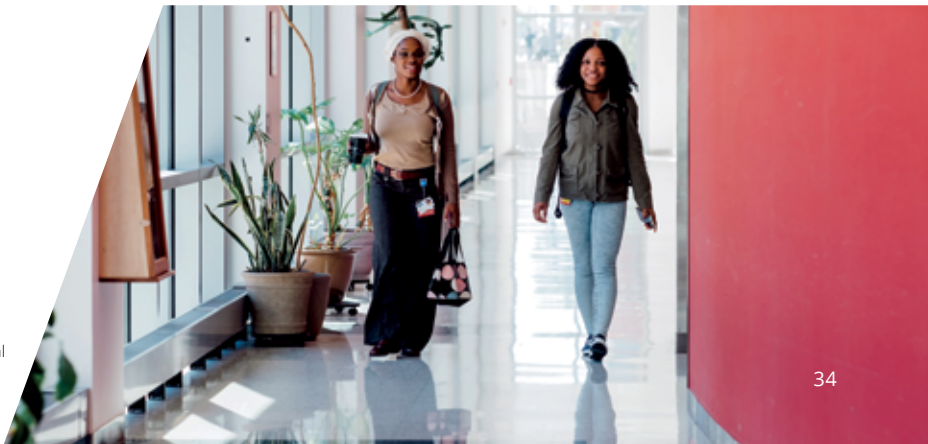
#1

Cooper Medical School of Rowan University was the first new medical school in New Jersey in more than 35 years and is the only four-year M.D.-granting medical school in South Jersey.

"We're very proud that Rowan University has been providing educational opportunities in the City of Camden since 1969. Our new Camden Academic Building will allow us to double our enrollment to increase access to higher education for all. Additionally, we're deeply committed to contributing to the city's growth through academic programs and research in the health sciences and through our continued involvement in Camden schools."

—Dr. Ali A. Houshmand, Rowan President

Cooper Medical
School of Rowan
University Students



Camden County College

In today's economic reality, many young people are entering the world of employment with excessive student loan debt. Camden County College (CCC) offers an affordable opportunity to receive education and training to enter the workforce with an associate's and a bachelor's degree for under \$20,000. Working with Rutgers–Camden, CCC offers a financial aid program called Bridging the Gap. Students with adjusted annual household incomes under \$60,000 may be eligible to earn a free education by attending CCC and Rutgers–Camden.

Camden County College offers 45 certificate programs, and each has an agreement with a business or industry. The college partners with such businesses as General Motors, Cooper University Health Care, and Holtec to provide opportunities and clear career pathways for students. The school's automotive program trains students while they are earning a full-time paycheck at General Motors. This type of professional development and training allows companies to work with the college to meet industry and workforce needs while providing career opportunities for students.



Camden County
College Grads
Celebrating

Rutgers & Camden
County College Mascots



“At Camden County College, we always put students first, and we believe people are meant to succeed. Everyone has dreams—CCC helps people learn what they need to achieve their dreams and live a life of prosperity and success.”

**—Donald Borden,
Camden County College President**

Primary and Secondary Education

↑ 21%

Camden City School District's graduation rate has risen from 49 to 70 percent over the last three years, while the dropout rate has fallen from 21 to 12 percent



↓ 9%

Camden City student suspensions decreased by 53 percent during the 2016-17 school year

↓ 53%

98%

Camden Academy currently has a four-year graduation rate of 98 percent and a five-year graduation rate of 100 percent

6,500 Students are enrolled in district schools, 4,900 in charter schools and 3,950 in Renaissance schools

15,350

30,000

Parents for Great Camden Schools conducted a community engagement process that included visits to more than 30,000 homes in two years

Higher Education

1ST

Cooper Medical School of Rowan University was the first new medical school in New Jersey in more than 35 years and is the only four-year M.D.-granting medical school in South Jersey



19TH

The Henry M. Rowan College of Engineering at Rowan is ranked 19th in the nation among the best undergraduate engineering schools

Every year, the Rutgers University-Camden community delivers more than 432,000 hours of civic service to the region

432,000

7,000

Rutgers University-Camden's 2017-18 academic year student enrollment

Camden middle and high school students participate in college access activities at Rutgers University-Camden each year

400



#1

Camden County College leads the way in the number of certificate programs offered among all community colleges in South Jersey

↑ 45%

The number of Camden County College students who are under age 24 rose from 17 percent in 2010 to 62 percent in 2016

The momentum of **investment** in the city is undeniable. From small startups to Eds and Meds and international corporations, the city's business community is rapidly expanding and thriving.





Holtec Camden Facility



Mayor Frank Moran, Freeholder
Director Louis Cappelli Jr.,
& Rutgers-Camden Chancellor
Phoebe Haddon at the Joint
Health Sciences Center

UNSTOPPABLE MOMENTUM

From its roots as a prewar manufacturing hub, Camden continues to establish its position as a leader in new technology, medicine, and leading-edge research and development. Thanks to smart investment and the support of individual investors and major corporations, Camden City is laying a foundation of

generational economic growth. The city now has a BBB+ Standard & Poor's (S&P) credit rating, its best since the turn of the century.

Private businesses, public institutions, and nonprofits are betting on Camden to the tune of \$2.5 billion, with an additional \$1.1 billion in incentives doubling down on those dollars and catalyzing business incubators, charitable giving, small business growth, beautification, and infrastructure improvements.

Investing in Camden

**\$2.5 Billion in investment
in Camden since 2015**



Campbell
Soup Company
Headquarters

EDS & MEDS

Eds and Meds are an important economic catalyst for Camden and New Jersey. Universities, health systems, and research institutions are essential educators and service providers, and a crucial piece of the innovative growth that spurs modern economies. The importance of being a good neighbor is part and parcel of the efforts of such institutions, which work to ensure that their physical presence confers many layers of economic gains and social benefits to their immediate neighborhoods.

The **Rowan University/Rutgers-Camden Board of Governors (RURCBOG)** is charged with jointly developing shared curricula among its two partner institutions, producing significant economic development, and engaging the Camden City community on health-related issues. It aims to create 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.**

Concentrating this kind of activity on the burgeoning RURCBOG Camden campus will help attract knowledge work, research funding, and additional corporate interest, thereby driving new residents to the area. Eds and Meds jobs now account for one of every three jobs in the tri-county area, 12,000 of the 30,000 jobs in Camden City, and more than \$2 billion in economic impact.

1 in 3 Jobs

In the tri-county area
is in Eds & Meds



Joint Health Sciences
Center Rendering

Rutgers-Camden Business
School Rendering



In 2017, Rutgers University completed its new **Nursing and Science Building**, and RURCBOG broke ground on the \$72 million **Joint Health Sciences Center**, the first of its kind in New Jersey and a hub for future job growth in the region. The center will add 580 full-time local jobs, create \$39 million in labor income, and generate an additional \$3 million in tax revenues.



The Future of Nursing

A 107,000-square-foot Nursing and Science Building, located at Fifth and Federal streets in Camden, was dedicated on September 25, officially opening the \$62.5 million world-class teaching and research facility, which allows Rutgers-Camden to expand its ability to prepare a new generation of science and nursing leaders for New Jersey and the region.

580 New Jobs

The Joint Health Sciences Center is projected to add 580 new jobs

Rutgers recently announced plans for the development of a 100,000-square-foot business school building to meet skyrocketing demand for a Rutgers business degree in South Jersey. The project is funded in part by a special \$5 million appropriation from the State of New Jersey and will add to the Eds and Meds corridor.

The free-standing **Virtua Health & Wellness Center Camden** is set to open on Virtua's Camden campus in 2018. The \$22 million, 34,000-square-foot center will replace the current Family Health Center with a modern, patient-focused facility that will feature a full range of health services for the community, including primary care, cardiology, behavioral health, podiatry, dental care, and physical therapy.

“Thanks to our outstanding staff, who practice patient-centered care and who have a solid commitment to patients having a top-notch healthcare experience each and every day.”

—Reginald Blaber, MD, MBA, FACC, President, Lourdes Health System and Executive Director, Lourdes Cardiovascular Institute

Lourdes Health System

Lourdes cares for patients who walk through its doors, but then it goes beyond—reaching out to those most in need to serve them in their homes, in special programs and clinics, and throughout the community. Lourdes Health System's community outreach programs serve children, seniors, the homeless, and the medically underserved. The goal is to ensure that every patient, regardless of ability to pay, has access to services that provide for medical, social, spiritual, and emotional needs. The American Hospital Association recognized Lourdes nationally for these efforts and accomplishments by awarding it the Foster G. McGaw Prize for Excellence in Hospital Community Service.



Virtua Health & Wellness Center Rendering



Lourdes' Estimated Regional Economic Impact

- Our Lady of Lourdes Medical Center Total Expenditures: \$266,805,000
- Purchased Services: \$53,047,000
- Full-time Equivalent Jobs: 1,465
- Total Employee Payroll: \$98,945,000
- Estimated State Income Taxes Paid by Employees: \$5,466,700
- Annual Taxes Paid by Hospital: \$1,797,800



The Rutgers Nursing & Science Building



“While we have much to be proud of, as our 130th unfolds, we will continue to build upon our existing foundation of providing the highest quality programs and services delivered by an exceptional staff, and developing community partnerships to further ensure that we are meeting and exceeding the health care needs of our communities for generations to come.”

—Adrienne Kirby, Ph.D., FACHE, President and CEO, Cooper University Health Care

Cooper University Health Care

Cooper University Health Care is the leading academic health system in South Jersey. Cooper includes South Jersey’s only Level I trauma center (Cooper University Hospital), a leading cancer center (MD Anderson Cancer Center at Cooper), the only Level II pediatric trauma center in the Delaware Valley (Children’s Regional Hospital), one of the largest physicians group in the region, four urgent care centers, and more than 100 outpatient offices throughout South Jersey and Pennsylvania.

Cooper University Health Care has approximately 7,000 employees, including more than 1,250 nurses and 630 physicians who practice more than 70 specialties.

In 2017, Cooper collaborated with the Deborah Heart and Lung Center for HeroCare Connect, a new concierge health care service for local active-duty military, retirees, veterans, and their

families. Cooper EMS celebrated its first year of providing improved, integrated Basic Life Support (BLS) and Advanced Life Support (ALS) emergency medical services to the city, increasing its call volume by 10 percent while hitting a national response benchmark within eight minutes on more than 90 percent of ALS calls.

Cooper EMS

In the first year of operations, Cooper EMS responded within the eight-minute benchmark for 90.25 percent of ALS dispatches, a 20 percent improvement over 2015. Cooper EMS responded to 26,920 unique dispatches, a 9.5 percent increase over the previous year.



Unveiling Sheridan Pavilion

In May 2017, then-Gov. Chris Christie, five former governors, numerous elected officials and nearly 30 members of the Sheridan family joined Cooper University Health Care leaders for the unveiling ceremony of Sheridan Pavilion at Three Cooper Plaza in honor of John Sheridan, the late former president and CEO of the health care system and his wife Joyce Sheridan. Cooper’s chairperson, George E. Norcross III, noted Sheridan’s commitment to the hospital and the city he worked tirelessly to improve.



MD Anderson

MD Anderson Cancer Center at Cooper is now the leading cancer program in South Jersey.



BIG INVESTMENTS

The billion-dollar **Liberty Property Trust** Camden Waterfront project, an effort to create a new live-work destination, represents Camden's most significant private-sector investment in decades. The development will be home to American Water, NFI Industries, The Michaels Organization, and Conner Strong & Buckelew, and also includes a hotel, retail space, and residential housing.

The first to occupy its space will be American Water, the state's largest water service provider. The company plans to open its new headquarters in 2018. The new facility reflects a commitment to Camden and the environment through green construction and features LEED Platinum Certification. American Water's roots in Camden date back to the 1800s, when it began serving the Cramer Hill neighborhood. In the past decade alone, the company funded projects in the city to the tune of \$3.5 million.

Beyond water service and infrastructure projects, the company participates in a variety of volunteer service hours as well as financial contributions to several neighborhood initiatives and projects.

Construction continues on the **Subaru of America** headquarters, as the company prepares to move into the second home it's had in 30 years in South Jersey. By locating its 600 employees at a single campus, Subaru is poised to leverage efficiencies of communication, interoperability, and connection to the greater regional network at which Camden is the hub.

Locally, the company has partnered with such organizations as Meals on Wheels, New Visions Homeless Day Shelter, and Greensgrow Farms, providing \$6 million in grants, scholarships, and charitable donations to communities throughout the Delaware Valley, with \$800,000 of it in Camden City alone.

Camden Waterfront Construction



"We are very pleased to be moving to the City of Camden for the next stage in our development. We want to be in on the ground floor for the amazing redevelopment of the Camden area. We want to be part of it, as a catalyst and a contributor. We know that our presence in Camden will only encourage other businesses to come and to invest in the area."

—Thomas J. Doll, Subaru of America President and COO



Holtec Headquarters

business initiatives, from local sourcing initiatives to partnerships with larger companies to façade improvement programs. Officials work to coordinate and support the network of local entrepreneurs through local, state, and federal financial incentives.

The \$260 million, 50-acre **Holtec International** technology campus opened in 2017, the culmination of a multifaceted strategy to improve economic conditions in the city. By hiring city residents, using local contractors, buying local goods and services, and frequenting local eateries, Holtec has created hundreds of construction jobs to build the technology campus starting in 2014 and is poised to train and hire hundreds more in the years to come.

About \$55 million in energy investments from utility provider PSEG will build in additional capacity to support private- and public-sector industrial development. The updates include higher-capacity electric transformers and new distribution lines, the replacement of some 44,000 feet of older gas lines with durable plastic pipe, and improved outdoor lighting and streetscapes that play an essential role in public safety.

Waterfront Ventures

Waterfront Ventures is one-quarter of the way to its goal of recruiting 100 technology startups to the City of Camden to foster a thriving culture of opportunity. These efforts have proved so popular that the institution is pushing to launch a second location in 2018. Its **Lighthouse Mentorship Program** and **Camden Catalyst** events have furthered these goals; the first by pairing fledgling operations with established business leaders, the second by putting a \$25,000 purse up for grabs to an organization that will headquarter in Camden and hire a minimum of half its workforce locally.

New Jersey Small Business Development Center at Rutgers-Camden

The New Jersey Small Business Development Center at Rutgers-Camden is part of a

statewide network that provides comprehensive consulting services and educational opportunities for entrepreneurs.

Committed to Camden Committee

In 2017, the Chamber of Commerce Southern New Jersey (CCSNJ) joined forces with the City of Camden's governing body and Cooper's Ferry Partnership to create the Committed to Camden Committee. The newly formed committee links the city's small business community with larger businesses to create business-to-business opportunities. The committee also provides the city's small businesses with resources and programs to help them grow and prosper.

Last year, the city hosted two events. The first provided free business basics to the members,

including advice on financing, law, accounting, and insurance. The second event was a business mixer where members of the committee took advantage of the opportunity to meet and network with a number of the city's developers and contractors to garner potential business opportunities.

The committee, one of CCSNJ's eight policy committees, waives the membership dues ordinarily charged for participation in the chamber to ensure assistance is available to all small businesses operating in Camden.

Attracting and Retaining Small Businesses

In 2017, the New Jersey Economic Development Authority (NJEDA) provided more than \$3 million for small businesses in the form of **Business Lease Improvement**



Committed to Camden

More than 100 business people attended the first Committed to Camden Committee meeting on July 19.

SMALL BUSINESS INVESTMENT

In addition to larger investments, small businesses must develop and thrive to cement the gains of Camden's burgeoning economy. The Mayor's Office leads small

Waterfront Ventures Camden Catalyst Startup Pitch Competition with Winner Invincible City Farms



“Bringing together Camden City’s small businesses and providing them with the resources, know-how, and network they need in order to benefit from the commerce that will take place as the city’s business base grows is an important piece of the transformation of the city. We are thrilled and honored to partner with city government to support and help small business.”

**—Debra P. DiLorenzo,
President and CEO, CCSNJ**

(BLI) and Business Improvement Incentives (BII) to help attract and retain street-level retail and service-oriented companies in a targeted area of downtown Camden. BLI offers two years of rent rebates for businesses leasing 500 to 5,000 square feet of new or additional market-rate, first-floor office, industrial, or retail space for a minimum of five years. BII funds 50 percent of project costs for qualifying businesses to make \$5,000 to \$20,000 worth of improvements.

INCENTIVES DRIVING INVESTMENT

Since the enactment of the Economic Opportunity Act of 2013 (EOA), incentives for residential, retail, and corporate development have attracted billions of dollars of economic value to the city.

- The **Grow New Jersey Assistance Program (Grow NJ)** is the main job-creation incentive program in the state. It offers annual, per-job tax credits of \$500 to \$5,000, with bonuses from \$250 to \$3,000, up to a maximum of \$15,000 per job, per year, for as long as a decade.
- The **Economic Redevelopment and Growth Program (ERG)** is a key incentive program for developers who promote job creation in smart-growth, infrastructure-adjacent locations.



“I am excited not just to see Camden rise but to be a part of its rising. My world has been and continues to be fixated on the endless potential of things before they bloom, and I take pure pleasure in the planting of seeds in the cracks and crevices of grounds that others deem infertile. It is amazing to watch those first buds bloom in Camden and know unequivocally what is to become! To know your vision so immensely matches that of so many others who were willing to invest in the possibility of what can be is incredibly overwhelming and satisfying when you see those very things come to fruition. I do understand, however, that dreams must be fed with commitment, fortitude, and hard work. ... Camden needs that more than anything right now, and I am in 110 percent.”

—Damon Pennington, AT&T Group CEO and Camden’s Restaurant Row Investor

76ers Practice Facility



INVESTMENT AT A GLANCE

- Camden City is also one of five **Garden State Growth Zones (GSGZ)**, which offer as many as 20 years of tax incentives for companies and developers that invest in new construction, improvements, or substantial property rehabilitation. A property owner not qualified as a GSGZ entity can get five years' worth of similar exemptions; each of these benefits is transferable upon sale of the property.
- Federal New Market Tax Credits (NMTC) provide tax incentives that leverage qualifying equity investments in active, low-income businesses in low-income communities. The program lowers borrowing costs for nonprofits and entrepreneurs, reducing risks for investors.

ENERGY INCENTIVES

- **New Jersey SmartStart** Buildings energy efficiency incentives offer support for new construction and renovation projects.
- **Pay for Performance** is an expert-driven, holistic approach to energy efficiency that begins with an energy reduction plan based on code compliance.
- The **PSE&G Solar Loan Program** offers financing, repayment, and direct installation options for companies upgrading to solar-powered energy systems.
- The **New Jersey Clean Energy Program** offers sector-specific services to leverage energy efficiency incentives.
- The **Combined Heat and Power (CHP)** fuel cells program provides incentives for onsite power generation through the recovery and productive use of waste heat.
- **Utility financing** is also available through the **New Jersey Board of Public Utilities** to support the installation of on-site solar and other clean, renewable electricity systems.

Investment



\$2.5
BILLION

In investment since 2015

Incentives



\$1.1
BILLION

In economic incentives



10+

Key incentive programs

Energy Improvements

\$55 MILLION

Current energy upgrades by PSEG

Development

30+



Active development projects

\$15+



MILLION

Camden City business contracts from Liberty Property Trust and Brandywine Realty Trust developments

140



ACRES

Of shovel-ready property for future development

Economic Development Map

Transportation and Open Space

- Parks & Open Space
- PATCO Rail Line
- PATCO Station
- River LINE
- River LINE Station
- Proposed Glassboro-Camden Line
- Proposed GCL Station



Economic Development Project Highlights

- 1 Rutgers Nursing and Science Building
- 2 Rutgers Writers 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: Lanning Square
- 12 Cooper Medical School of Rowan University Parking Garage
- 13 Cooper Village Apartments
- 14 Holtec International
- 15 Joint Health Sciences Center
- 16 Walter Rand Transportation Center
- 17 City Invincible Offices
- 18 IPAK
- 19 Uncommon: Bonsall School Reconstruction
- 20 Uncommon: New School
- 21 Cooper University 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 Conner Strong & Buckelew
- 40 NFI Industries
- 41 The Michaels Organization
- 42 Camden Waterfront Hotel Project
- 43 AeroFarms

Other Points of Interest

- A Rutgers-Camden Student Housing
- B North Camden Waterfront
- C Kroc Community Center
- D Gateway Office Park Transit Center
- E Our Lady of Lourdes
- F Cooper Medical School of Rowan University
- G MD Anderson Cancer Center at Cooper
- H Rowan University Expansion
- I Wilson Building / LEAP

Prioritizing the creation of **opportunity** for residents' economic security and growth through workforce development is an essential component of Camden's revitalization efforts.

Hopeworks 'N Camden Students
Performing GIS Fieldwork



CREATING OPPORTUNITY IN CAMDEN

The Camden City metro area topped the national charts for job growth in 2017, tying Dallas with a nearly 4 percent increase in non-farm jobs. Among 38 metropolitan regions, the area added 18,900 such jobs, hitting a total of 535,200. Its unemployment rate fell more than 5 percent, to 4.8 percent, from 2016 to 2017.

The challenge for Camden now is to capitalize on that growth, sustaining and retaining a viable workforce to support its current and future commercial development. Employers, 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 to support economic growth.

As the city infrastructure build-out continues, so too must complementary initiatives to expand employment resources for the next generation of Camden residents, as well as those who are ready to join the workforce today. Partnerships throughout the city support a variety of initiatives helping to drive parallel vocational and educational opportunities for hardworking young adults.

Topping the Charts

The Camden City metro area topped national charts for job growth in 2017.

Camden Residents on the Job at
Waterfront Construction Site



Waterfront Construction

CAMDEN COUNTY ONE-STOP CAREER CENTER

The Camden County One-Stop Career Center offers employment, training, and education programs provided by local, state, and other partner organizations. By coming together, these agencies provide seamless access to a myriad of programs for residents seeking jobs and for companies looking to train and recruit employees.

Holtec Training and Employment Program

A One-Stop collaboration with Camden County College and the energy technology company, Holtec connected city residents with opportunities for training in professional welding techniques. Thus far, 15 residents have completed the program and are continuing their training on the job as manufacturing support assistants at Holtec. The company plans to deepen its collaboration with the One-Stop to fill future administrative positions as well.

Certificate Training in Medical Assistantships

In partnership with Hopeworks 'N Camden and the Rowan University/Rutgers–Camden Board of Governors, the One-Stop also offers certificate training in medical assistantships (CMA). Successful program participants attain CMA credentials; those who fail to meet that standard can get trained as patient care technicians. The program will welcome its third class in late 2018.

Bancroft Neurohealth Home Health Aides Program

In an effort to address an annual attrition rate of some 600 to 800 home health aides, Bancroft Neurohealth also turned to One-Stop to place job candidates in its 40-hour home health aide training boot camp. The company hires directly from this training pool several times per year.

Job Fairs

In cooperation with the New Jersey Department of Labor and Workforce Development and the



Camden County freeholders, the BB&T Pavilion hosted two seasonal job fairs in which more than 160 employers met with thousands of job seekers; a third focused on the needs of U.S. military veterans and their families. The venue has provided its facilities for this purpose free of charge for three years running.

Camden County Youth One-Stop

The Camden County Youth One-Stop helps at-risk 16-to-24-year-olds overcome obstacles to developing the life and work skills necessary to find employment. The agency provides job training, mentorship, and access to degree and certification programs that help participants gain practical, relevant work experience.

In 2017, the Youth One-Stop began funding a **Youth Work Experience** program to get participants employed while enhancing necessary basic skills: It combines a 20-hour-a-week paid position with integrated educational or occupational training.

NONPROFIT WORKFORCE DEVELOPMENT PROGRAMS

Center for Family Services

At Camden's Center for Family Services (CFS), South Jersey residents receive job and life skills training for full-time employment, including alumni coaching, employer contacts, and specialized vocational training. For those who lack a high school diploma, CFS offers the chance to complete their courses of study while advancing job-specific skills in such fields as nursing, manufacturing, culinary arts, carpentry and construction, automotive technology, web design, and Cisco networking.

**\$30
Million**

Investment in
the Pathways to
Success program

“As someone who started their career as a laborer in the construction industry, it gives me great pride to see the next generation of men and women enter the trades and take part in rebuilding our beloved city”

—Curtis Jenkins, Camden City Council President



Camden County
Job Fair Participant

“We are promising these students if they successfully complete the program, they will have a job at Cooper.”

—Adrienne Kirby, Ph.D., FACHE, President and CEO, Cooper University Health Care

In 2017, the U.S. Department of Education provided \$30 million for Camden to develop and implement a comprehensive services pathway to colleges and careers as part of the Promise Neighborhoods program. CFS led the **Camden Promise Neighborhood Team**, which includes residents and community-based organizations, in developing these efforts to break the cycle of generational poverty with strategic workforce development programs. Collectively called **Pathways to Success**, these centralized points of access help young people earn their high school diplomas while developing vocational skills. **Pathways to Success** partners include **Subaru of America**, **Impact Charity Services**, and the **Wyanoke Group**.

Cooper University Health Care Careers Initiative—Free Medical Coding Program Benefits Camden Residents

Cooper, Camden County, Camden County College, and Hopeworks 'N Camden collaborated on the Cooper Health Careers Initiative that offers free medical coding education to Camden residents with the promise of employment at Cooper for those who successfully complete the program. The Cooper Health Careers Initiative (CHCI) offers

the program for those looking for employment in medical coding. Training is available for high school graduates and those with GEDs, as well as those working toward one. The program is also open to current high school seniors enrolled at Camden County Technical Schools. The CHCI aims to create a seamless transition from training to a rewarding career in health care.

PowerCorps Camden

PowerCorps Camden puts young people to work renewing the city's public lands and green spaces while training for work in the green-collar economy. An AmeriCorps program, PowerCorps offers six months in which participants get hands-on training in green infrastructure, stormwater management, water quality, and community sustainability.

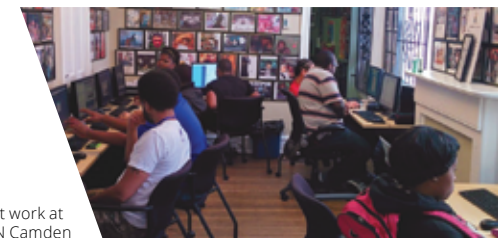
Hopeworks 'N Camden
Participants Receive
City Commendation



Hopeworks 'N Camden

For 17 years, Hopeworks 'N Camden has helped train Camden youth in web development, Geographic Information Systems (GIS), and Salesforce database software to prepare them for information technology careers. For city residents ages 14 to 25, the programs are a pathway back to school and a career thereafter, and rely on principles of entrepreneurship and trauma-informed caretaking.

The agency was the **2016 Nonprofit Organization of the Year** as chosen by the Nonprofit Development Center of Southern New Jersey. In 2017, it took home the **Scattergood National Innovation Award** and was named one of **Comcast/NBCUniversal's National Tech Impact All-Stars**.



Youth at work at
Hopeworks 'N Camden



“Camden Corps Plus is like a family to me. Because of it, I'm determined to further my education as much as I possibly can. I'm not going to stop until I'm Dr. Monroe, and nothing will get in the way of that.”

—Faith Monroe, 2017 Camden Corps Plus Graduate

**BUILDING CAMDEN, BUILDING
CAREER OPPORTUNITIES
FOR CAMDEN RESIDENTS**

“I started out as an apprentice. It was a good hands-on opportunity to gain skills and get into the trades. I like seeing all of the construction going on in the city. I’ve worked on many projects here, including Holtec, 76ers, and the KIPP Cooper Norcross Academy. The city is changing, and I want to encourage kids to think about getting into the trades because it’s been a great career and I’ve been able to provide for my family.”

—Derric Giles, Local 399 Ironworker and Camden Resident



“I took the Union Organization for Social Services training and it led me to getting a job with AP Construction. It’s very nice because every day I learn something different from my supervisors and coworkers. It’s also a good feeling knowing you can take care of your bills and I now have medical insurance too.”

—Michael Johnson, AP Construction Laborer and Camden Resident

“I was looking for employment and sending my resume everywhere and I got a call from Mr. Lee at Jingoli, who asked me if I was interested in a career in the construction industry. I jumped at the opportunity to learn more. I’m so glad that I took the job because it is something different every day and I am always learning. One of the things I live by is to never stop learning! As a woman in the construction industry, some might think that’s hard, but I see it as an opportunity to show that women can thrive in this field. I look forward to continuing on a path establishing a great career.”

—Tyler Stokes, Jingoli Construction Assistant Project Manager, Rutgers-Camden Business Management Senior, and Camden Resident



Construction Careers

497 

Camden City residents are union card holders in the construction industry

40+

Residents have been trained through the Union Organization for Social Services Camden Construction Career Initiative Program

Camden Metro Area Adds Jobs

18,900 

Jobs added in 2016-17, reaching a total of 535,200



↓ 5%

Unemployment rate decreased 5 percent from 2016 to 2017

2017 Eds & Meds Employment

24,000 

24,000 New Eds and Meds jobs expected over the next 10 years in the tri-county region

12,000 JOBS

Representing 40 percent of jobs in the city

140%

Projected 10-year growth of Eds and Meds employment

PowerCorps

14,000 HOURS

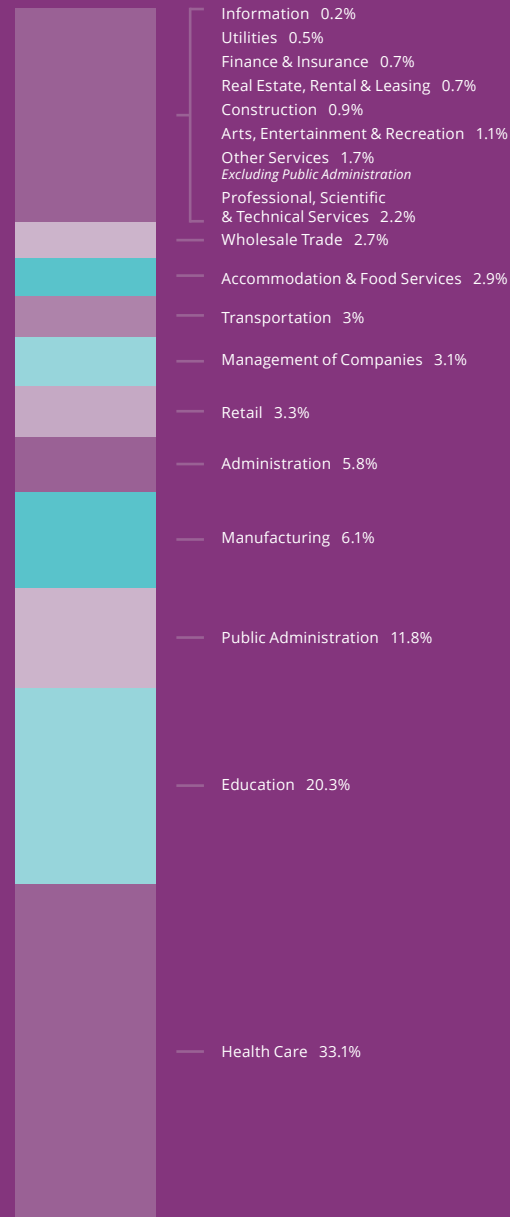
PowerCorps Camden participants completed 14,000 hours of service

15 YOUNG ADULTS

PowerCorps also graduated 15 young adults from its first cohort with a high school diploma and a field certification



Camden Jobs by Sector



Built on an impeccable reputation for providing quality services, the CSSD is transforming Camden's public spaces with **clean and welcoming** programs throughout the city.





CSSD Mascot Buzz
Creating Smiles
at the Camden
Children's Garden



CSSD Ambassador Giving
Directions Downtown

ABOUT THE CAMDEN SPECIAL SERVICES DISTRICT (CSSD)

One of the hallmarks of a thriving business district is its ability to offer a vibrant and hospitable environment to encourage pedestrian traffic and public interest. Downtown Camden City is amid a momentous transformation, and the CSSD works tirelessly to present the city's best face to its business community, residents, students, and visitors.

The nonprofit CSSD began providing Clean and Safe services in downtown Camden more than a decade ago. Since then, the program has grown into a far-reaching improvement mechanism

that enhances the downtown, waterfront, a variety of parks and neighborhoods, commercial and gateway corridors, and beyond.

Whether tasked with removing trash and debris, cleaning away graffiti and handbills, or providing landscape maintenance, the CSSD keeps the city bright, tidy, and attractive. Noted—and nicknamed for—their yellow jackets, its friendly staffers, all Camden residents, are a wealth of information about the city and are the front-line hospitality resource for all kinds of public assistance and guidance. Twenty-nine uniformed ambassadors and supervisors, the highest number in the organization's 12-year history, act as caretakers across the city, creating and maintaining inviting public spaces.



"I've been working for the City of Camden the last eight years, and I love it! I get up every morning and look forward to the work I do—especially in Roosevelt Plaza Park, where everyone knows me as 'Mamacita.' It's the social interactions and helping other people that I like the most. I work quickly, moving around the downtown area—people come up to me all the time and ask me if I have a twin because they see me everywhere! I don't have a twin, but I do care about my city and want to make sure it is the best it can be."

—Carmen Sanchez, CSSD Ambassador

CSSD Services

- Trash and Debris Removal
- Graffiti and Handbill Removal
- Power Washing
- Leaf Removal
- Snow Removal (limited)
- Overnight Parking Lot Cleaning
- Landscape Improvements and Maintenance
- Hardscape Improvements and Repair
- Hospitality
- Event Support



CSSD Ambassador Cleaning for Adventure Aquarium



CSSD Ambassadors Working on Vacant Lot Stabilization

2017 PROGRAM HIGHLIGHTS

Camden County Corridors Beautification

During the spring and summer, the CSSD participated in Camden County's multiagency Corridors Beautification pilot program intended to create a more welcoming commute into the city along its high-traffic and highly visible gateway corridors. The CSSD provided cleaning and landscape maintenance along stretches of Admiral Wilson Boulevard, the Ben Franklin Bridge Plaza, and vital arterial throughways.

Camden Waterfront Landscaping Initiative

Through the Camden Waterfront Landscaping Initiative, the CSSD installs and maintains cohesive and attractive landscaping at public spaces from the



Battleship New Jersey to the Ben Franklin Bridge. Support for the program comes from the New Jersey Economic Development Authority, the Parking Authority of the City of Camden, Adventure Aquarium, and the Camden County Department of Parks. In 2017, the CSSD added Liberty Property Trust to its partner base, working specifically at the waterfront construction site parking lot.

Event Services & Support

The CSSD contracts with public and private agencies to provide concert and event

assistance, including setup, breakdown, cleaning, supervision, traffic, and parking control.

In support of its mission to create a safe and welcoming environment, the CSSD leverages its resources and provides targeted cleaning and landscape maintenance before local public events such as grand openings, groundbreakings, and special events throughout the city. And in 2017, in response to a request, CSSD Ambassadors spent a day cleaning and trimming Evergreen Cemetery.

CUSTOMIZED SERVICES FOR THE BUSINESS COMMUNITY & GOVERNMENT AGENCIES

The CSSD is a valuable and sustaining link in the relationships among Camden's private businesses and public organizations. When guests and clients experience a clean and welcoming environment before they reach the front door, it's because the CSSD had a hand in making things that way.

26 Contracts

CSSD event services



CSSD Ambassador Cleaning for Adventure Aquarium



Meet Buzz!

Buzz, the CSSD yellow jacket mascot, travels to youth-based programs across the city to offer education and encouragement, helping kids learn to value themselves and their community, and raise public awareness about recycling and environmental issues.

Book Buzz for your next event! Buzz is available to participate in youth-based programs in the city for public or private entities. Call (856) 757-9154 to learn more.

35 Events

Supported at no additional cost

"The services provided to us by CSSD are top-notch. They keep the public spaces surrounding the Campbell Soup Company Headquarters clean, and we appreciate that their efforts enhance our overall campus environment and improve our employee and visitor experience."

**—Richard J. Landers, Vice President,
Tax and Real Estate, Campbell Soup Company**



CSSD Ambassadors
at Roosevelt Plaza Park



CUSTOMIZED BUSINESS SERVICES CONTRACTS

Cooper University Health Care

Daily cleaning and landscaping of the public spaces surrounding the hospital complex.

Adventure Aquarium

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

Campbell Soup Company

Once-a-week cleaning of open-space parcels and streets surrounding the headquarters complex.

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.

Camden Redevelopment Agency

Commercial Corridors: Daily cleaning along six busy commercial corridors.

Neighborhood Stabilization Program: Daily maintenance of 124 vacant lots.

The Cooper Foundation

Neighborhood Revitalization Tax Credit: Daily cleaning in the Cooper Plaza and Lanning Square neighborhoods.

St. Joseph's Carpenter Society

Neighborhood Revitalization Tax Credit: Daily cleaning along Federal Street.

Landscaping near Cooper University Health Care Campus



Buzz and Camden Children at Fall Festival





Ambassador Cleaning Programs

29

Ambassadors working in the city

10

Miles covered daily

272

Trash cans emptied daily

2017 Work Statistics

REMOVALS



68,776

Bags of trash

1,346,105

Pounds of trash

889

Graffiti tags and gum

2,442

Signs and stickers

Support for CSSD



10

CONTRIBUTORS

6

Public entity grants

16

Public & private contract providers

34

CONTRACTS

Landscape Maintenance Improvements



857

Tree wells maintained

761

Landscape maintenance hours

36

Landscape planters and medians maintained

16

New self-watering landscape planters installed

4

Parks maintained

Hospitality



8,538

Visitor assists



Camden Waterfront Event Aerial View

A GREAT PLACE TO VISIT

The rich history of Camden City reflects an entertainment scene that blends cultural attractions with family-friendly destinations and public gatherings that celebrate its diversity. From national touring acts to local performers, Camden is home to art and artists that set it apart from the rest of South Jersey. The city is oriented around a waterfront district that is poised to reap the benefits of billions in redevelopment efforts. Three million visitors find fun in Camden and the city's neighborhoods through tactical urbanism strategies—like pop-up parks, art crawls, and block parties—that reinforce community vibrancy.

WATERFRONT ATTRACTIONS

Adventure Aquarium

After a record-setting 2016, Adventure Aquarium enjoyed strong attendance in 2017. Exclusive attractions include the only great hammerhead shark on exhibit in the United States, as well as Genny and Button, the only hippos on display in an aquarium the world over.

In January, the aquarium's little blue penguins welcomed a chick, named Elanora by guests; in April, the Piranha Falls exhibit opened to offer visitors an immersive Amazonian experience, complete with indoor thunderstorms. Christmas Underwater brought Scuba Santa and the world's tallest underwater Christmas tree to the Shark Realm. Conservation awareness weekends raised a record amount of funds for animals in captivity. There are many planned additions for 2018, including the reopening of Adventure Aquarium's outdoor Penguin Island exhibit.

“As Adventure Aquarium continues to attract thousands of visitors as a must-see destination on the Camden Waterfront, we reflect on how proud we are to be a member of this community and help contribute to its ongoing success. As families explore the underwater world here at the aquarium, they also embrace Camden as a place to come together to create memories worth repeating.”

—Vince Nicoletti, Executive Director and Vice President, Adventure Aquarium



Adventure Aquarium Shark Tunnel



Adventure Aquarium Welcomes Penguin Chick Elanora

The Battleship New Jersey

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, it rose to glory in the Pacific in World War II, saw action in the conflicts in Korea and Vietnam, and ended its extraordinary career by serving U.S. Marines in Beirut, Lebanon. Visitors can tour the ship, experience a 4D flight simulator, and even camp aboard overnight, sleeping in the same bunks once used by American servicemen.

In 2017, the Battleship New Jersey earned the TripAdvisor Certificate of Excellence for the third year in a row.



Key to the City

Camden City native and NFL linebacker Haason Reddick was honored at a warm-up event in anticipation of the NFL draft on the Battleship New Jersey, where Camden leaders presented him with an honorary key to the city. The Arizona Cardinals drafted Reddick in the first round of the 2017 draft.

Camden Children's Garden

The four-acre Camden Children's Garden is a special place to learn about the natural world. The facility offers horticultural experiences for creative and imaginative play and hosts public and private events throughout the year. Beyond engaging exhibits like the Philadelphia Eagles Four Seasons Butterfly House, Plaza de Aibonito, and Ben Franklin's Secret Workshop, the Children's Garden also provides community gardening, environmental education, and service experiences.

Wiggins Park Marina

Located in the heart of waterfront attractions, Wiggins Park Marina features a 50-slip marina, sweeping views, a welcome center,



Wiggins Park Marina

BB&T Pavilion Show



and boater amenities, including indoor restrooms, showers, laundry, and barbecue and picnic facilities. It is open April to October and is a popular destination for seasonal and daily boaters during concerts and waterfront festivals.

BB&T Pavilion

The 25,000-seat BB&T Pavilion indoor-outdoor amphitheater entertains concertgoers with fantastic views of the riverfront and 40 headlining acts and festivals annually. Last year, the venue took home the Top Amphitheater Award from Billboard. In addition, its name sponsor, BB&T Bank, supports the Camden community with financial literacy education, volunteerism, and material contributions.

Cooper's Poynt Waterfront Park

In 2017, Camden cut the ribbon on Cooper's Poynt Waterfront Park on the site of the former Riverfront State Prison. It offers five acres of open space; a half-mile multiuse trail that connects to the Circuit Trails; and a one-of-a-kind ADA-accessible playground.

LIVING HISTORY

Walt Whitman House

The wood-frame, Greek Revival Walt Whitman House was the only home ever owned by the

transcendentalist poet. During his time in Camden, 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. A national historic landmark, the site welcomes visitors who come to experience the last worldly surroundings of America's great "Poet of Democracy" for group and guided tours.

Rutgers University-Camden Writers House

The Rutgers University-Camden Writers House, an 1885 Queen Anne Revival known as the Henry Genet Taylor House, was created by Philadelphia architect Wilson Eyre Jr. Today it houses the Rutgers Master of Fine Arts program, select English classes, and programming for the

Click History

Learn more about Camden's History by visiting the Camden County Historical Society's website at cchsnj.org

Writers in Camden Series, which welcomes nationally acclaimed novelists, poets, and essayists for readings and discussions.

ARTS ALIVE

Rutgers University Center for the Arts

The Rutgers University Center for the Arts hosts performances, exhibitions, education, and community projects that inspire arts appreciation and creates meaningful opportunities to participate in the arts. Comprising the Stedman Gallery and the 650-seat Walter K. Gordon Theater, the center hosts community events, dramatic and musical performances, and the Symphony in C orchestra. It is designated a major arts organization by the New Jersey State Council on the Arts.

Filbert Studio

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

Camden Repertory Theatre

"Camden Rep," founded by Desi P. Shelton, has been presenting high-quality theatre productions voiced by Camden story-tellers since 2005. The main stage season which operates from September to June develops serious pre-professional artists who present imaginative productions set to original scores and attracts talent and audiences from across the Delaware Valley.

Camden FireWorks

Since opening in 2016, the arts-and-social-change organization Camden FireWorks has converted a restored firehouse into the linchpin of the **SoBro Arts District**, which focuses on creating sustainable collaboration among artists in the Waterfront South neighborhood "SOuth of BROadway." The area incorporates the **Camden Shipyard and Maritime Museum**, the South



Waterfront Fireworks

Find Events

At camdenwaterfront.com
and even more at
connectthelotscamden.com

The Cooper Norcross
Run the Bridge Event



RiverLink Ferry

The RiverLink Ferry is a convenient and fun way for visitors to get to and from events on the Camden and Philadelphia waterfronts. Residents and visitors also enjoy just taking a leisurely ride on the Ferry, taking in the beautiful views along the Delaware River.

SPECTACULAR EVENTS

Camden Theatre Company, Bridget's House for Writers, the Nick Virgilio Haiku House, Sacred Heart Church, and Bee Still Studios.

Camden's calendar is packed with events all year long. Visitors and residents enjoy programs like Camden Jam, Breakfast with Santa at the Aquarium, concerts in the parks, pop-up community events, craft beer festivals, and more.

New Year's Eve Celebration

Each year, families and friends gather on both sides of the waterfront as Philadelphia and Camden ring in the new year together. More than 10,000 spectators line the Camden Waterfront, with fireworks displays at 6 p.m. and midnight.

Freedom Festival

The city and Camden County come together to celebrate Independence Day with the annual **Freedom Festival**, a

free event that welcomes tens of thousands of visitors to the Camden Waterfront. The family-friendly festival includes top-notch entertainment, activities for children, and a local wine-and-beer garden for adults. The event concludes with an unparalleled fireworks display over the Delaware River.

XPoNential Music Festival

The annual XPoNential Music Festival draws more than 20,000 people to the Wiggins Waterfront Marina over the course of a long weekend to hear a diverse roster of high-profile and independent artists curated by Philadelphia's WXPX 88.5 FM radio.

Cooper Norcross Run the Bridge

The annual Cooper Norcross Run the Bridge is the largest certified 10K race in the tri-state area, in which more than 4,000 people participate for the benefit of the Larc School, a local nonprofit serving students with disabilities.



El Gran Combo Concert

The Camden County Board of Freeholders and the City of Camden hosted a free concert starring El Gran Combo at the BB&T Pavilion.

Camden Jam

The daylong Camden Jam Arts and Music Festival is the Connect the Lots program's signature season closer. The free event includes live music, arts and crafts, sustainability demonstrations, food trucks, and more. Hosted by Dyana Williams of WRNB 100.3 FM, the 2017 festival featured performances from headliners Kelly Price and Bilal, with additional performances from Camden's own CamdenpopRock, Elvis Alvarez, and Stefahn Khalid—winner of the Camden's Got Talent showcase.

Parada San Juan Bautista

In June 2017, Camden celebrated the 60th anniversary of the San Juan Bautista Puerto Rican Parade and Festival. Established in 1957 by the parishioners of Our Lady of Fatima Catholic Church under the guidance of Father Leonardo Carrieri, *la parada* has become one of the premier Latino cultural events in the region, promoting civic pride and cultural unity.

Summer in the City Concert Series

The Cooper Foundation Summer in the City Concert Series brings local and rising artists to the Sheila L. Roberts Park in the Cooper Plaza neighborhood for family-friendly entertainment, free water ice and face-painting, and book giveaways from the Cooper Foundation.

Camden County Sunset Jazz Series

The Camden County Sunset Jazz Series brings more than 75,000 residents to the waterfront every summer for a free series of shows from renowned musicians.

Ike Celebrity Pro-Am Bass Fishing Tournament

For the past two years, Camden City has welcomed the Ike Celebrity Pro-Am Bass Fishing Tournament, a fundraiser for

the Ike Foundation, which focuses on introducing kids to fishing and the outdoors.

Camden Night Gardens

Camden Night Gardens fosters a sense of community in a pop-up arts festival that changes underused open spaces into massive block parties. Hosted in 2017 in Roosevelt Plaza Park, an exemplary example of placemaking located adjacent to Camden City Hall, the event featured DJs, art installations, food trucks, and a car show with an urban twist.



Camden High School Mighty Marching Panthers Band

CamdenpopRock Performing at Camden Jam



Camden Mayor Frank Moran Enjoying Time with Residents at Camden Night Gardens



Camden Waterfront

3 MILLION

Visitors annually to the Camden Waterfront



100

Camden Waterfront hosts more than 100 events each year

Tourism Impact

1 IN 10

Tourism in New Jersey accounts for 1 in 10 jobs

6.5%

Tourism represents 6.5 percent of the entire state economy

Jazz Fans

75,000

Sunset Jazz Series draws more than 75,000 concertgoers each summer



Aquarium

Adventure Aquarium features more than 8,500 aquatic species throughout 2 million gallons of water

8,500



1 & ONLY

Adventure Aquarium is home to the only great hammerhead shark on exhibit in the United States

Battleship NJ

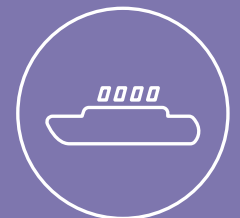
In 2017, the Battleship New Jersey earned the TripAdvisor Certificate of Excellence for the third year in a row

3RD YEAR

887

The Battleship New Jersey is 887 feet long and 45,000 tons

45,000 TONS



Staff & 2017 Interns

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City of Camden*

Camden Special Services District Contributors and Supporters

The CSSD would like to recognize and thank the following government agencies, institutional stakeholders, banks, and local businesses, who through contributions, grants, and contracted services, support our mission:



Adventure Aquarium

CAMcare Health Corporation

Camden County College

Camden County
Department of Events
& 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

Cooper's Ferry Partnership

The Cooper Foundation

Cooper University
Health Care

Coriell Institute

County of Camden

Diocese of Camden

General Services Administration

Liberty Property Trust

Live Nation/BB&T Pavilion

New Jersey Economic
Development Authority

NJ Transit/River LINE

The Parking Authority of
City of Camden

Planned Parenthood

PNC Bank Foundation

Rowan University/Rutgers-
Camden Board of Governors

Rowan University

Rutgers University-Camden

St. Joseph's
Carpenter Society

Virtua Health

Supporters

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**Camden County
Improvement Authority**

**Camden County
Municipal Utilities Authority**

**Camden County
Open Space Advisory Committee**

**Delaware Valley Regional
Planning Commission**

Federal Highway Administration

**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 & Tourism

**Parking Authority of
City of Camden**

**Rutgers Cooperative Extension
Water Resources Program**

**Rowan University/Rutgers-
Camden Board of Governors**

South Jersey Port Corporation

**United States
Department of Commerce**

**United States
Department
of Transportation**

**United States
Environmental
Protection Agency**

**United States Department
of Housing and Urban
Development**



Contributors



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Adventure Aquarium

AP Construction

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

Center for Family Services

City Invincible

The Cooper Foundation

**Cooper Medical School
of Rowan University**

Cooper University Health Care

Delaware River Port Authority

Hopeworks 'N Camden

Joseph Jingoli & Son

Liberty Property Trust

The Michaels Organization

New Jersey Tree Foundation

NJ Transit

Rowan University

Rutgers University-Camden

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and Joan Kroc Corps
Community Center**

SLK Partners

Waterfront Ventures

**Wells Fargo Regional
Foundation**



Special Thanks

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

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American Water
Charitable Foundation

Bank of America
Charitable Foundation

Camden Lutheran
Housing, Inc.

Campbell Soup
Foundation

Cramer Hill CDC

General Electric

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Foundation

The Horizon
Foundation for New Jersey

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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

Whole Kids Foundation

William Penn
Foundation





Help Keep The Momentum Going

Cooper's Ferry Partnership works with community, government, religious and business leaders to implement a comprehensive approach to redevelopment that impacts both the immediate need of the city and focuses on long-term goals to create a new Camden for the future. Attracting private investment is only part of the equation, success in strategic investments in community programs and creating opportunities for residents is at the core of our mission.



SUPPORT CAMDEN RISING!

To Promote Health & Wellness

The City's "Get Healthy Camden" program focuses on implementing strategies that support access to affordable healthy foods 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.

To 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.

To Preserve Arts & Culture

Volunteer at events or donate towards "Connect the Lots", a community driven initiative to activate Camden's vacant and underutilizes spaces through the identification and implementation of artistic, cultural and recreational projects and activities in these spaces to create safe and vibrant gathering places for the residents of the City.

To 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 start-up incubators. Organizations can get involved in any of these programs through sponsorship, angel investment, and participation in mentoring and training events.





WAYS TO HELP

Get Your Company Noticed & Make a Difference

Provide financial support by sponsoring a community initiative.

Volunteer Your Time

We are always looking to engage volunteers for our programs. Both individuals and company volunteer opportunities are available.

Share Good News

Share how your organization or company is making a difference in Camden, join the movement, post your stories, photos and videos.

Connect With Us!

CoopersFerry.com
#CamdenRising



#CamdenRising




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

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