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OBAMA ADMINISTRATION ANNOUNCES EIGHT ADDITIONAL PROMISE ZONES TO BUILD COMMUNITY PROSPERITY

*Minneapolis, Sacramento, Indianapolis, Camden, Hartford, St Louis (MO) Pine Ridge (SD) &
Low Country of South Carolina earn designation*

FACT SHEET: NEW PROMISE ZONES BUILDING STRONGER LADDERS OF OPPORTUNITY

Today, the Obama Administration announced eight new Promise Zones, as part of the President's initiative to partner with local leaders and build stronger ladders of opportunity in revitalizing urban, rural, and tribal communities. Though the recovery from the economic crisis has been strong, there are pockets of the country that have struggled for decades to build resilient middle-class economies. The Promise Zones initiative, launched by the President last year, works in partnership with local leaders in high-poverty communities, leveraging private investment to create jobs, increase economic activity, improve educational opportunities, and reduce violent crime.

The eight new Promise Zones are located in Camden, Hartford, Indianapolis, Minneapolis, Sacramento, St. Louis, South Carolina Low Country, and the Pine Ridge Indian Reservation in South Dakota. Each of these communities put forward a plan demonstrating how they will partner with local business and civic leaders to make investments that reward hard work, create jobs, and expand access to middle class economic opportunity. To advance these goals, Promise Zones often incorporate evidence-based strategies to increase housing affordability, improve health and wellness, and cultivate civic engagement. In recognition of the strength of their plans and the cross-sector partnerships implementing them, Promise Zones receive priority access to the federal resources and partnership they need to achieve their goals.

Their work will build on the progress we are already seeing in the first five Promise Zones, announced in January 2014: Los Angeles, Philadelphia, San Antonio, Southeastern Kentucky

and the Choctaw Nation of Oklahoma. In these communities, collaboration across business, government, and civic leadership is leading to concrete change.

In the Los Angeles Promise Zone, college preparedness is exceeding the city school district average, and new entrepreneurship training is expanding economic opportunities for low-income workers, including immigrants and refugees. In East San Antonio, high school graduation rates have increased alongside school attendance, a new equity investment fund is growing local small businesses, and at-risk and reentering youth are gaining access to new job skills in growing sectors like health care. In West Philadelphia, a partnership with Drexel University is expanding access to high-quality early learning, and a new entrepreneurship center is providing technical assistance on financing and streamlining the funding process for new local businesses.

In Southeastern Kentucky, thousands of the region's poorest children are getting new access to healthy food, and hospital improvements are protecting access to care while saving hundreds of jobs. In the Choctaw Nation of Oklahoma, schools have made critical upgrades to distance learning infrastructure and digital capacity, and early learning opportunities are expanding. To date, thirteen of the twenty Promise Zones have been designated. The competition for the final seven designations will open this fall.

THE EIGHT NEW PROMISE ZONES AND THEIR PLANS:

Camden, NJ

Lead Partner: The City of Camden.

Strategies include:

- Strengthen the economic base by continuing citywide economic revitalization through the work of the Camden Higher Education and Healthcare Task Force; negotiate redevelopment and community benefit agreements; and provide job training services and training programs.
- Implement a community policing model to build local trust and engage residents in meaningful discussions regarding crime activity and prevention.
- Reduce violence and advance the safety and well-being of Camden Promise Zone youth using an integrated and data-driven approach to service delivery.
- Create a Youth Justice Task Force in partnership with local community organizations to provide interventions and supports in non-school settings for the most at-risk students.
- Reduce childhood obesity and hunger by collaborating with school and community partners to provide onsite nutrition education, school gardens, cooking classes, physical activity programs, and school health and wellness policy creation and implementation.
- Ensure quality housing options are available for all residents by rehabilitating existing multi-family housing units with supportive services and demolishing vacant properties.

Hartford, CT

Lead Partner: The City of Hartford.

Strategies include:

- Restore the historic former Swift Gold Leaf factory complex to bring together Promise Zone initiatives on job creation, education, and health improvement.
- Align and expand existing youth/adult education and workforce programs that support occupational demand in four targeted industry sectors.
- Implement the Minority Youth Violence Intervention and Prevention (MYVIP): A Public Health and Community Policing Approach.
- Assist residents with preventing foreclosure and provide low-to-moderate income individuals and/or households decent, affordable and sustainable rental, homeownership, and home improvement opportunities.
- Increase the number of food retailers offering healthy food options from zero to 10 and remove barriers to community gardening.

Indianapolis, IN

Lead Partner: The John H. Boner Community Center.

Strategies include:

- Create an economically diverse community that embraces existing and new residents by recapturing vacant housing and developing new and affordable options.
- Develop neighborhood businesses, industries, and commerce that employ residents in living wage jobs. Support entrepreneurship, job training, and the repurposing of vacant industrial sites.
- Create vibrant commercial corridors that provide desirable goods, services, and amenities to residents, and establish the Promise Zone as a regional destination for shopping, dining, and recreation.
- Partner with community organizations and neighborhood residents to support crime prevention efforts, youth intervention programming, and supportive reentry services.
- Increase educational opportunities by providing developmentally appropriate early childhood services, high quality and innovative schools, and access to post-secondary education and training.

Minneapolis, MN

Lead Partner: The City of Minneapolis.

Strategies include:

- Reduce racial inequities in public services by using data to identify and address disparate impacts and opportunities in improvement in public policies, programs, and services.
- Promote and expand youth employment through existing public and private internships, career readiness programs, and year-round job opportunities.
- Target business and land development in the Promise Zone through the City's *Grow North Initiative* along with other business attraction and expansion efforts.
- Improve educational outcomes from cradle to career by increasing access to high-quality early childhood programs and enhancing family and community supports.

St. Louis and St. Louis County, MO

Lead Partner: The St. Louis Economic Development Partnership.

Strategies include:

- Focus development on high-demand sectors, livable wages and upward mobility. Link schools' and training centers' curricula to the needs of high potential businesses.
- Invest resources to replace blight with opportunity and value-added amenities.
- Achieve greater operational coordination and uniformly high professional standards for all police and increase community policing.
- Increase educational opportunities by expanding access to early childhood programs and parent education programs, and implement evidence-based strategies to return underachieving schools to accreditation.
- Work with local developers to develop large-scale, mixed-income, mixed-use developments that link housing, retail, infrastructure, and other development to jobs and transit centers.
- Improve access to developmental, behavioral, and mental health services that promote healthy habits and behaviors, and safe, stable and healthy living and learning environments.

Sacramento, California

Lead Partner: The Sacramento Housing and Redevelopment Agency.

Strategies include:

- Accelerate job creation by diversifying the economy through growth and support in core business clusters, and invest in a sector approach to occupation skills training that prepares jobseekers for career pathways to middle-skilled jobs that ensure self-sufficiency.
- Partner with four local health systems to develop standards to and implement a chronic disease management focused community health worker program to include community health workers embedded in the community.
- Strengthen community capacity to address gang involvement and create safe neighborhoods.
- Increase housing types and transit growth to promote livability and connectivity.

South Carolina Low Country

Lead Partner: The Southern Carolina Regional Development Alliance.

Strategies include:

- Expand local and regional food systems and the agricultural sector to create new job opportunities.
- Create a revolving loan fund to enable private investment in community development across the region.
- Improve affordable housing stock by refurbishing existing housing.

Pine Ridge Indian Reservation, SD

Lead Partner: The Thunder Valley Community Development Corporation.

Strategies include:

- Improve educational opportunities from primary school through post-secondary school by offering native language (Lakota) immersion and charter school options, and partnering with tribal colleges.
- Increase the capital base through financial partnerships, expansion of banking options and access to credit.
- Improve public safety by addressing substance abuse issues and strengthening various components of the justice system.
- Increase access to affordable, energy-efficient housing by increasing access to capital.
- Develop public infrastructure by improving the capacity to operate, maintain and replace current water, sewer and other service infrastructure and facilitate future development.

THE PROMISE ZONES INITIATIVE

The 13 Promise Zones designated so far are part of 20 total Promise Zones the Administration will designate on the quality of their local partnerships and evidence-based plans to build stronger ladders of opportunity. The unique Promise Zone partnerships support local goals and strategies with:

- **Accountability for Clear Goals:** Each Promise Zone has identified clear outcomes they will pursue to revitalize their community, with a focus on creating jobs, increasing economic activity, improving educational opportunities, and reducing violent crime. All Promise Zones will continuously track those outcomes, and have committed to sharing data across their community partners (private-sector, non-profits, federal, state, and local agencies, etc.) so that each partner can work towards improvement and accountability. The Administration will work with the Promise Zones and third party experts to track progress and evaluate results.
- **Intensive Federal Partnership:** Promise Zones benefit from intensive federal support at the local level to help them implement their economic and community development goals.
- **Priority Access to Resources:** Where necessary to achieve their goals, Promise Zones receive priority to access federal investments that further the goals of creating jobs, increasing private investment and economic activity, improving educational opportunity, and reducing violent crime.
- **National Service:** Each Promise Zone is provided five full-time AmeriCorps VISTA members to support their strategic plan. These VISTAs recruit and manage volunteers, and strengthen the capacity of Promise Zones to expand economic opportunity
- **Investing in What Works:** In order to be designated as a Promise Zone, these communities have already demonstrated that they are pursuing strategies that have data supporting their effectiveness. This same data will also help direct future federal investments to these Zones.
- **Cutting Taxes for Businesses:** Finally, President Obama has proposed, and called on Congress to act, to cut taxes on hiring and investment in areas designated as Promise Zones – based upon the proven model of Empowerment Zones tax credits – to attract businesses and create jobs. Senator Casey and Senator Peters have previously introduced legislation that would enact these tax cuts.