

**Neighborhood Revitalization Tax Credit Program**

**2021 Projects - Awarded**

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| **Project** | **Partners** | **Request** |
| 1. Community Events and Programming | Chelsea EDC and Other Organizations | $ 25,000 |
| 2. Beautify Chelsea Program | Chelsea EDC | $ 100,000 |
| 3. Social Service Outreach | AtlantiCare | $ 50,000 |
| 4. Fitness Program | AtlantiCare | $ 15,000 |
| 5. Homeownership Incentive Program | Chelsea EDC | $ 150,000 |
| 6. Chelsea Business Resource Center | Chelsea EDC | $ 0 |
| 7. Chelsea Business Support | Greater Atlantic City Chamber of Commerce | $ 75,000 |
| 8. Commercial Building Ownership Program | Latin American Economic Development Agency | $ 75,000 |
| 9. Façade Grants | Chelsea EDC | $ 50,000 |
| 10. Adult and Career Pathways | Boys and Girls Club, Our Lady Star of the Sea School, Mudgirls | $ 125,000 |
| 11. Administrative |  | $ 16,250 |
|  | Total Request | $681,250 |

**Project 1: Community Events and Programming**

Recognizing that events and programming have proven a successful strategy to jump start the revitalization process, events highlighting the Plan’s focus areas, such as celebrating diversity and access to art will be offered. Due to Covid-19 restrictions, events will be planned for outdoors, and to start in September. Event ideas include multicultural events including food, market items, music and performances; neighborhood business promotional events; fresh and prepared food market; arts and culture events; and others.

Objectives: Highlight Chelsea’s culture and history. Promote international cuisine and markets. Build the capacity of cultural organizations in the neighborhood. Support fine and performing arts programs.

Implements Plan Strategies: 1.1 Celebrate diversity; 1.2 Engage residents through the arts; 1.4 Facilitate opportunities to connect the community to anchor institutions; 3.3 Partner with organizations to increase access to youth programming.

Project Cost: $25,000

Project Partners: Chelsea EDC and other organizers/promoters.

**Project 2: Beautify Chelsea Street Captain Program**

The program identifies Captains for each street, that will be trained to lead beautification efforts that will result in rewards such as sidewalk repairs, tree plantings, general clean up, lighting, and other improvements requested by the residents.

With oversight by a community steering committee, street captains and a program coordinator will be selected. Captains will be trained in the following areas:

* the process for reporting issues to various City departments, including property maintenance/code enforcement, zoning, and public safety
* leadership and communication
* social service resources in the community

The Atlantic City Police Department’s Neighborhood Coordination Officers will also serve as a resource and connection to services.

Once trained, the street captains will lead beautification projects in their designated area, report code violations and crime, and contact city departments as needed.

The steering committee will choose recognition of streets and (in consult with the residents) associated rewards that will further beautify and improve the area.

Objectives: Beautification and improvements to the neighborhood. Mitigation of code violations. Increased leadership, volunteerism and active community participation. Stronger connection between the neighborhood and City departments.

Implements Plan Strategies:1.3 Empower residents to become community leaders; 1.3 Engage residents through the arts; 1.4 Facilitate opportunities to connect community to anchor institutions; 2.1 Interventions for a safe community; 4.2 Improve housing quality; 4.3 Promote preservation, resilience and beautification of homes.

Project Cost: $100,000

Project Partner: Chelsea Economic Development Corp

**Project 3: Social Service Outreach**

This is a comprehensive program of providing mental health professionals into the neighborhood; training residents to identify social service issues; creating a dedicated call line to report those issues; and a network of providers and stakeholders to develop best practices. Social service professionals will work in the Chelsea neighborhood to identify and refer individuals with mental health, addiction, and housing issues to established programs, and lobby for needed programs. Community members (block captains and others) will be informed and educated generally regarding this issue, and who to contact when they observe a person who may need assistance. A dedicated response line will be created or shared to develop an “on-call” community response line to provide community members a place to refer individuals in need of resources. A Community Safety Think Tank will be established to collaboratively problem solve for current community concerns and use data and plan for upstream interventions to further prevent and solve for future concerns. Best practices for use throughout Atlantic City will be created. Participants of the think tank will include representatives in law enforcement, education, residents, social services, medical services, and community leaders.

Objectives: Identify and refer individuals with mental health, addiction and housing needs into programs that provide long term solutions. Inform residents on social service issues. Build a coalition of service providers where services are coordinated.

Implements Plan Strategy: 2.1 Interventions for a safe community.

Project Cost: $50,000

Project Partner: AtlantiCare with other providers

**Project 4: Fitness Classes**

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

Objectives: Increase the health of community members. Build community relationships. Increase access to health care coverage (currently at 75% of Chelsea population) and health services. Offer nutrition and other health education.

Implements Plan Strategies: 1.4 Facilitate opportunities to connect community to anchor institutions; 2.3 Promote an active and healthy lifestyle; 3.2 Improve and expand recreational facilities; 3.3 Increase access to youth programming.

Project Cost: $15,000

Project Partner: AtlantiCare and local fitness instructors

**Project 5: Homeownership Incentives**

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

Objectives: Growth wealth of Chelsea residents. Increase homeownership rates in Chelsea, currently at 21%. Improve the quality of housing and decrease code violations by absentee landowners. Curb displacement of low and moderate income and culturally diverse residents as neighborhood gentrifies.

Implements Plan Strategies: 4.1 Support individuals and families looking to own a home; 4.2 Improve housing quality; 4.3 Promote the preservation, resilience, and beautification of homes.

Project Cost: $150,000

Project Partner: Chelsea Economic Development Corp

**Project 6: Chelsea Business Resource Center**

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

Objectives: Provide a physical presence (storefront) in the heart of the business district to support local small businesses.

Implements Plan Strategies: 5.1 Promote and support businesses; 5.2 Connect residents with education and career pathways.

Project Cost: $0

Project Partner: Chelsea Economic Development Corp

**Project 7: Chelsea Business Support**

A merchant association or other support structure will connect Chelsea’s 100+ small businesses with available grants, access to capital, technical support, and other resources. In addition, the association will brand the neighborhood, create a webpage on the Chelsea EDC site, and provide marketing support to the businesses. The association will be run by the Greater Atlantic City Chamber, a 500-member organization that serves as the voice of the private sector. In addition, two annual anchor events, as well as several smaller events will be held to promote the business community. Educational seminars and relationship building events will be offered monthly. There will be no fee to the Chelsea merchants to be members of the association. A Chelsea directory of businesses will be created. The association will work closely with Stockton University’s School of Business and internship programs.

Objectives: To champion a thriving and interconnected business community where collaboration increases economic stability, information enhances ability, and advocacy influences authority to ultimately enhance the quality of life. Help the business community prosper and grow. Increase awareness of workforce development and job opportunities. Increase awareness of education and support resources. Collaborate to improve the overall economic stability and attractiveness of the community. Brand and market Chelsea’s business districts.

Implements Plan Strategy: 5.1 Promote and support businesses located in Chelsea.

Project Cost: $75,000

Project Partner: Greater Atlantic City Chamber of Commerce

**Project 8: Commercial Building Ownership Program**

Project will identify up to ten business owners to provide business education training,

business counseling, and credit counseling. Three to five businesses will receive capital funds to purchase commercial real estate to operate their business.

Objectives: Grow wealth for businesses. Shift unreasonably high commercial rents lower. Improve the quality and maintenance of the owner-occupied commercial buildings. Encourage owners to live above commercial space.

Implements Plan Strategy: 5.1 Promote and support businesses located in Chelsea.

Project Cost: $75,000

Project Partner: Latin American Economic Development Agency (LAEDA)

**Project 9: Façade Grants**

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

Objectives: Improve the aesthetics of the business districts and buildings. Attract new customers. Create a safer environment by clearing store window glass.

Implements Plan Strategies: 5.1 Promote and support Chelsea businesses; Strategy 1.2 Engage residents through the Arts.

Project Cost: $50,000

Project Partner: Chelsea Economic Development Corp

**Project 10: Adult and Youth Career Pathways**

9A. To support the Science, Technology, Engineering, Arts, and Math (STEAM) program at the Boys and Girls Club (BGCAC) by funding a portion of the full-time salary Director for a one-year period. The program will include the BGCAC’s ecosystem of partners including the Atlantic County Institute of Technology (ACIT), MudGirls, Adobe, Apple, 11th Floor Creative Group, CRDA, Atlantic County Workforce Development Corporation, the National Aviation & Technology Park, Orsted, Jingoli Construction, and others. The program will expose Chelsea Community youth to career pathways in STEAM fields, including robotics, coding, graphic and web design, drone education, and construction/green energy education.

9B. To implement youth and adult STEAM programming and training by creating a new, multipurpose STEAM/MAKERSPACE research and design lab for Chelsea’s Our Lady Star of the Sea School (OLSS) students and local community residents designed through a partnership with Atlantic County Institute of Technology (ACIT) and in collaboration with the Boys and Girls Club. The Lab will provide community youth and adults with STEAM education workshops, training, career education, and the discovery of new pathways to employment.

9C. To engage chronically unemployed individuals (with barriers to employment) in a creative work training program to provide career pathways and strengthen community through partnerships. MudGirls will create a transitional job training program to engage low income individuals in creative art making in the Chelsea neighborhood. With the goal of creating a more healthy and connected community, MudGirls Studios will partner with Our Lady Star of the Sea Community Garden to create a landmark wall mural to transform the backdrop of the community garden.

Objectives: Empowering youth, young adults, and workers through training, continuing education, and other career pathways and training.

Implements Plan Strategies: 1.2 Engage residents through the arts; 1.3 Empower residents to become community leaders; 1.4 Facilitate opportunities to connect the community and anchor institutions; 3.3 Partner with local and national organizations to increase access to youth programming. 5.1 Promote and support local businesses; 5.2 Connect residents with education and career pathways.

Project Cost: $125,000

9A: BGCAC STEAM Program $50,000

9B: OLSS Makerspace Lab $50,000

9C: Mudgirls Work Training Program $25,000

Project Partners: Boys and Girls Club of Atlantic City, Our Lady Star of the Sea, Mudgirls

**Project 11: ACDEVCO Administrative Costs**

$16,250 (2% of total project funding)