

# The Valley Revitalization Initiative



[www.handsinc.org](http://www.handsinc.org)

# Using the arts to drive neighborhood revitalization



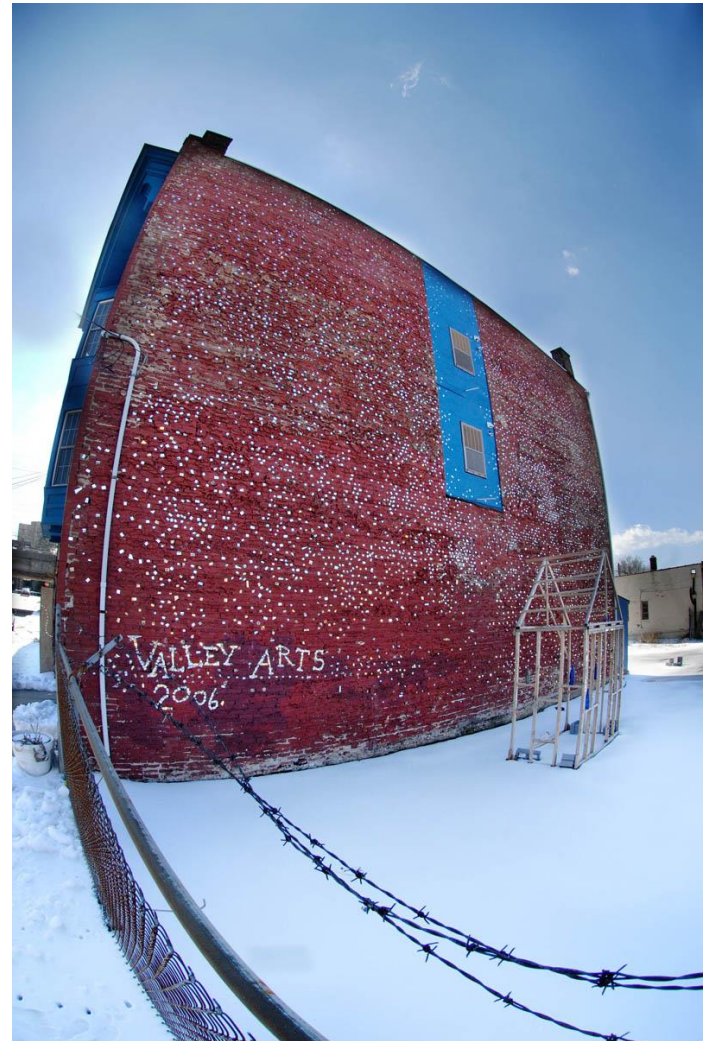


# Fifteen blocks and a commuter rail station



# Incubate and support a community arts organization

- *ValleyArts*- a new community organization of artists, educators, community and business leaders
- Economic development
- Raise academic achievement
- Create a dynamic identity



# Components of the Strategy

- Redevelop Strategic Properties
- Attract creative tenants
- Build nonprofit and small business partners
- Attract key funders
- Designate Brownfield Redevelopment Area
- Support cultural anchors
- Attract private sector partners



# Redevelop Strategic Properties



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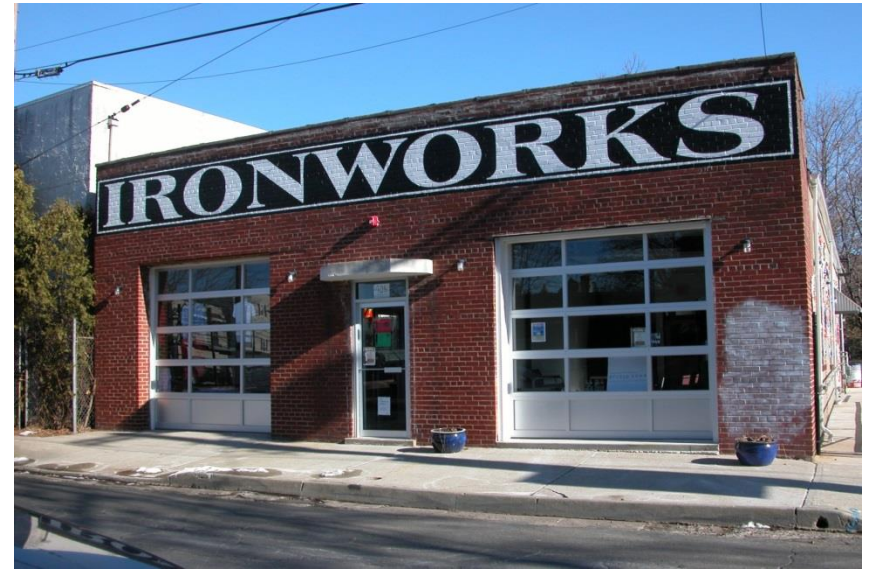


# Redevelop Strategic Properties





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# Attract creative tenants



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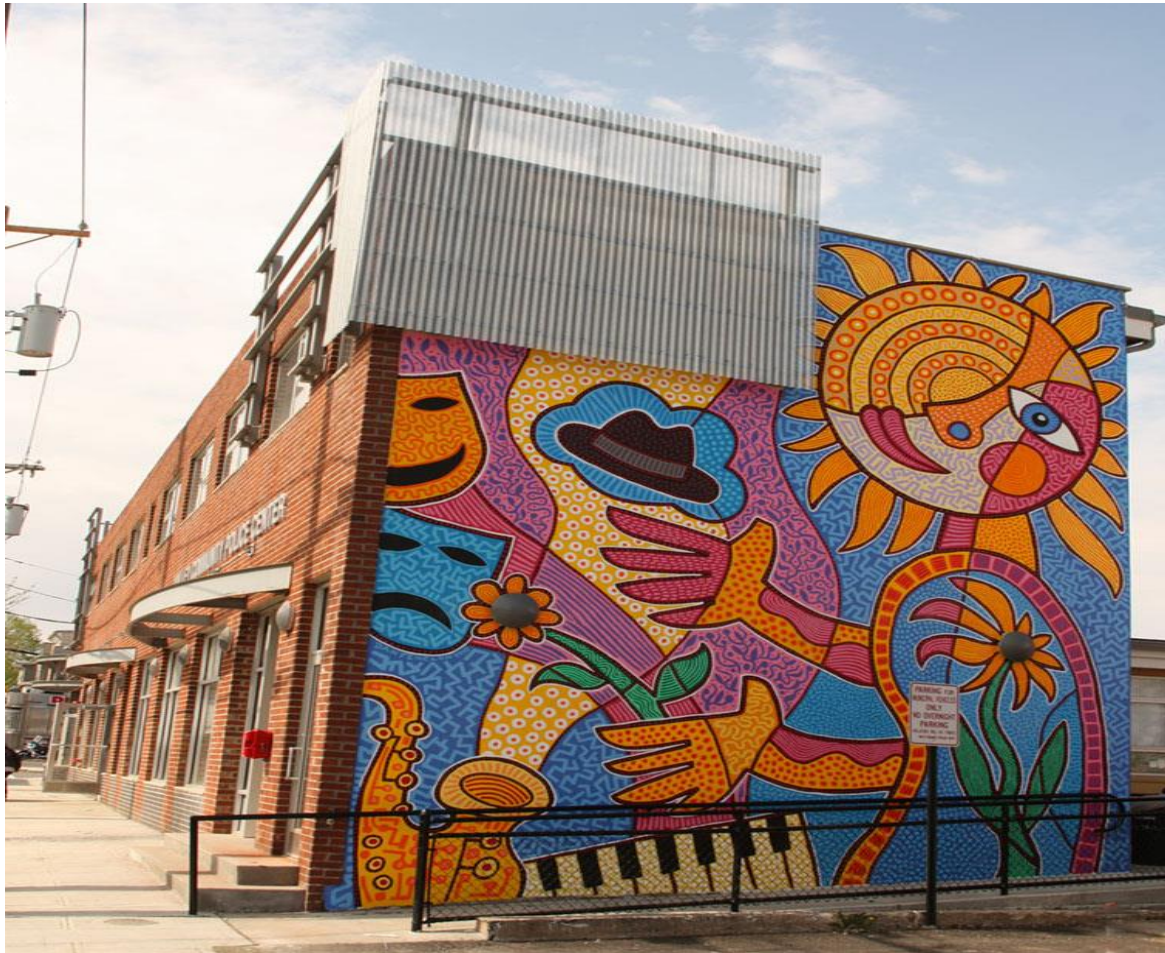


# Attract creative tenants





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# Build nonprofit and small business partners





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# Attract key funders

- Wells Fargo Regional Foundation
- Kresge, Prudential
- Neighborhood Revitalization Tax Credit
- New Market Tax Credit program
- New Jersey Community Capital

# Support Main Cultural Anchors

- Hat City Kitchen
- Luna Stage
- Valley Arts youth programs and artist co-operative



# Support the Main Anchors



# Support the Main Anchors



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# Support the Main Anchors





# Designate Brownfield Redevelopment Area



# Brownfield Development Area





# Attract private sector partners













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