

POSSIBILITIES FOR A BRAINSTORMING SESSION ON THE NEW MARKETS TOUR

Please give some thought to the following ideas prior to the brainstorming session. Also come prepared with your own ideas and possibilities for the next New Markets Tour. We will need to distinguish the second tour from the first. Your suggestions and ideas will be important to shaping the locations and events for the next New Markets trip.

Possible Ideas/Themes

- Welfare to Work Partnerships
- Agricultural Opportunities
- Conference on New Markets Research and Data
- The Role and Involvement of the Legal Community in New Markets
- The Role and Involvement of Sports Teams and Organizations in New Markets
- The Role and Involvement of Universities and Community Colleges
- Livability Agenda
- Programs Created by Local Municipalities and States

Geographic Possibilities (with a focus on places we did not visit on the first tour)

- A community heavily dependent on agriculture
- A community heavily dependent on large manufacturing
- Newark, NJ
- Northeastern Cities



"Ariel M. Zwang" <Ariel_M._Zwang@HUD.GOV>

09/21/99 04:24:31 PM

Record Type: Record

To: Lisa Green/OPD/EOP

cc:

Subject: Adding me to the regular mailing list

Hello again. Can I ask you to add me to your regular mailing list for New Markets?

Other contact information is as follows:

Phone: 708-0614 x4839

Fax: 718-9981

Thanks,

Ariel

Group 4 - Moderator Kathleen Allen

<u>Name</u>	<u>Agency</u>
Betsy Kim	SBA
Andy Solomon	USDA
Justin Paschel	USDA
Clyde Williams	USDA
Sakima Thompson	ARL
Clyde Williams	
Irma Martinez	Cabinet
Kathleen Allen —	One America

AGENDA
BRAINSTORMING SESSION FOR NEW MARKETS
Room 231 Old Executive Office Building
10:30 AM – 12:30 PM

I. Introductions and Overview (10:30 AM – 10:45 AM)

- Goals for The New Markets Initiative
- Review of the 1st Trip's Success
- The Four Ms
- Need for an Ongoing Effort
- Instructions for Breakout Groups

II. Breakout Groups (10:45 AM – 11:45 AM)

III. Reports and Wrap-up (11:45 AM – 12:30 PM)

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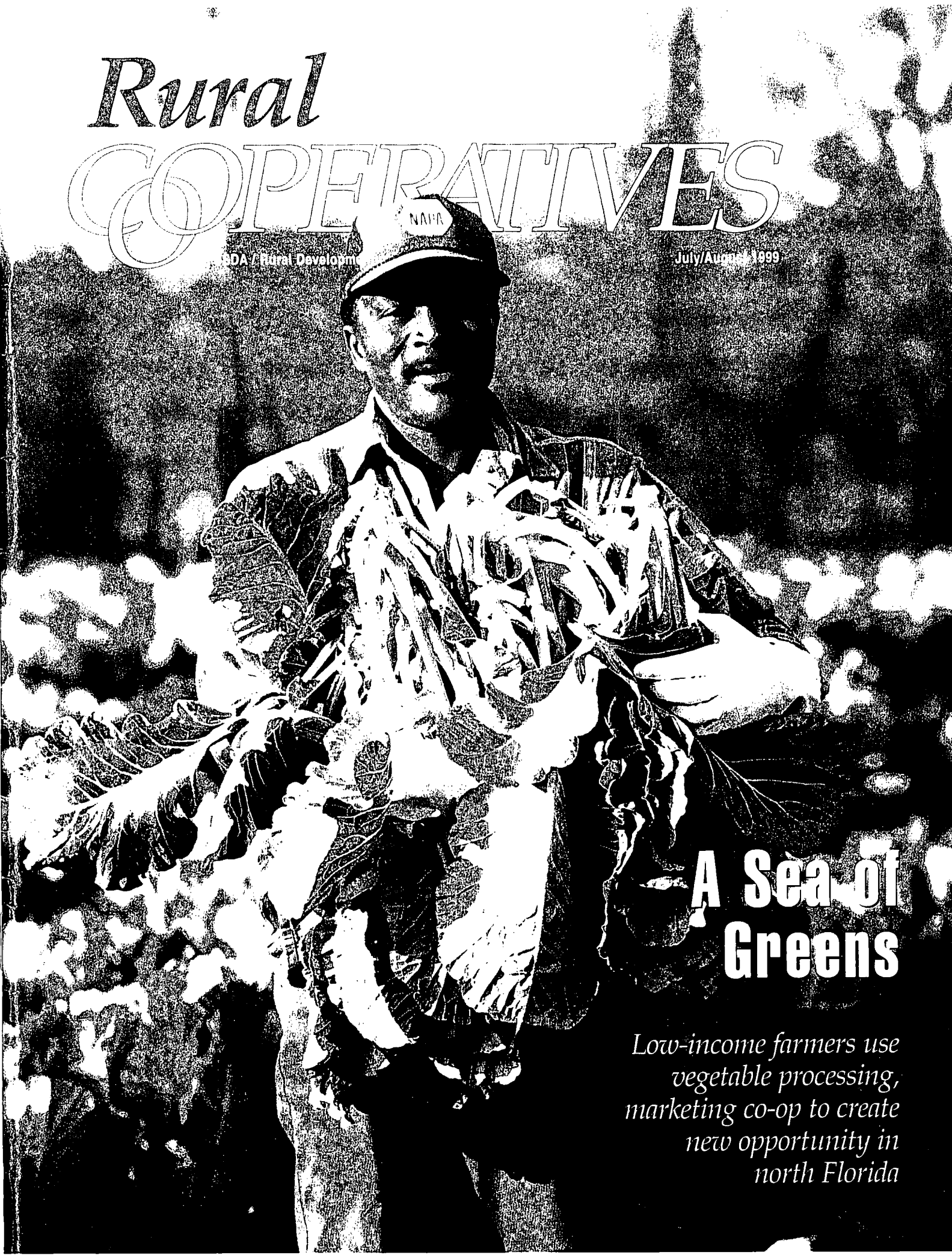
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Rural **COOPERATIVES**

USDA / Rural Development

July/August 1999

A black and white photograph of a man wearing a baseball cap with 'NAIFA' on it and a plaid shirt. He is holding a large, dense bunch of leafy green vegetables, possibly collard greens or kale, in front of him. The background is dark and textured, suggesting an outdoor setting like a field or garden.

A Sea of Greens

*Low-income farmers use
vegetable processing,
marketing co-op to create
new opportunity in
north Florida*

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Florida's Outreach Update



United States
Department of
Agriculture

Natural
Resources
Conservation
Service

April 1999



Collard Greens – fresh for the picking.
Spencer Lewis picks collards from his farm in northwest Florida.



*“Hey, where’s the man
with the collards?”*

One boy’s question reflects how much students in Northwest Florida schools like having fresh cooked collard greens included in their school lunches.

Collard Greens – Fresh From the Farmer’s Fields to School Lunches

The New North Florida Cooperative Association, Inc., established in 1995, is providing fresh collard greens directly from local farmer members to 30 schools in northwest Florida. Cooperative grower Spencer Lewis explains, “It takes about an acre of collards to serve greens for lunch in all 30 schools. I grow about 54 rows on one acre of land.” Thanks to an agreement between the Cooperative and the Gadsden and Jackson County School Districts, the counties serve collards in their school lunches about once a month.

Collards aren’t the only fresh foods the Cooperative provides to the schools. Local farmers in the area are growing watermelon, cantaloupe, strawberries, muscodines and blackberries, as well as leafy greens to market to the schools. The school district provides its lunch menu schedules to the Cooperative, which in turn passes them along to its member farmers to plan when and what to plant. Farmers

DRAFT

Potential Sites and Cities for a Potential New Markets Tour U.S. Department of Labor Programs

Note: all specific sites listed are subject to further review and vetting.

NEWARK, NJ

SPORTS TEAMS - LIVABILITY - WELFARE TO WORK

**Site TBD
Newark**

The President and the Secretary join Nets owner Ray Chambers, players for the New Jersey Nets and other New York area athletes and business leaders for an announcement of a major financial investment and partnership effort to revitalize inner-city Newark, creating jobs for local Welfare-to-Work clients and out-of-school youth and youthful offenders.

Contact: Ana Ma for Ray Bramucci, DOL, 202-693-2700

DENVER, CO

OUT OF SCHOOL YOUTH

**Manual High School
1700 E. 28th Street
Denver**

The President/Secretary visits Manual High School, taking a tour of the school's Technology Lab, where vocational students will demonstrate one of the many programs and tutorials available on computer work stations, such as a flight simulator program. Joined by Mayor Wellington Webb, local businessman Rollie Heath, additional businesses that pledge commitments and young people from the high school and other local out-of-school youth programs including a new Youth Opportunity program.

Contact: Wilma Webb, 303-844-1256

DETROIT, MI

WELFARE TO WORK, OUT OF SCHOOL YOUTH

**Arbor Career Center
1500 Southfield Freeway
Detroit**

The President, the Secretary and area CEOs from the big three automakers tour this highly rated One Stop Career Center, announcing linkages between Michigan's Welfare-to-Work program and Detroit's new Youth Opportunity grant to major area employers.

Contact: Willie Walker, Detroit SDA, 313-876-0674

BOSTON, MA

OUT OF SCHOOL YOUTH, MANUFACTURING

Site: TBD

The President/Secretary convene a meeting of Boston Mayor Thomas Menino's high-energy Youth Council, made possible by passage of the landmark Workforce Investment Act, and area CEOs pledging jobs.

Contact: Thomas O'Brien, Boston SDA, 617-722-4300

SEATTLE, WA

OUT OF SCHOOL YOUTH, YOUTH VIOLENCE

**Safe Futures Youth Center
6337 35th Avenue SW
Seattle**

The President/Secretary join law enforcement and business leaders at this center, one of several possible sites that are involved in a wide-ranging effort by Seattle to crack down on runaway gang activity by getting young people out of gangs and into meaningful jobs.

Contact: Alfred Starr, Seattle/King SDA, 206-448-0474

NEW ORLEANS, LA OUT-OF-SCHOOL YOUTH

**New Orleans Job Corps Center
3801 Hollygrove Street
New Orleans**

The President/Secretary tour the Job Corps Center, representing the federal government's most effective, long-running program to help out-of-school and at-risk youth, with New Orleans area business leaders. Announcements include a new agreement linking the Job Corps system nationwide with the Americorps program. —

Contact: Jose deOlivares, Regional Job Corps, 214-767-2567

ATLANTA, GA OUT-OF-SCHOOL YOUTH, WELFARE-TO-WORK

**Bell South
5375 Chamblee Dunwoody Road
(Or other facility)
Atlanta**

The President/Secretary tour a Bell South facility where youth and former welfare recipients are at work, as Bell South announces a major national commitment to employ at-risk youth and Welfare-to-Work participants.

Contact: Stephanie Swirsky, DOL 202-693-6006



**U.S. SMALL BUSINESS ADMINISTRATION
WASHINGTON, D.C. 20416**

**SBA Proposed Site Visit for Second New Markets Tour
September 16, 1999**

PHILADELPHIA

- A. Economic Development Tour – Public/private partnership to increase credit, capital and technical assistance to small businesses in inner city communities.
- B. Deliverable – TBD
- C. Proposed sites:
 1. **Universal Companies** – project to revitalize the Greater South Philadelphia area through a “holistic” community development approach. Funding sources include federal grants and private investments.
 - a. Their objectives over the next 5-7 years are:
 - Replace more than 600 vacant and dilapidated buildings with renovated/newly constructed homes
 - Create more than 1,000 new jobs through the development of new business and relocation of industry to the area
 - Increase skill level of community residents through vocational, academic and life skills training
 - Become a major participant in the construction trade while raising the skill level of minority workers and contractors
 - Provide better education for the children in the community
 - Identify and implement a social service needs strategy for the community
 - b. Universal has established a number of institutions to accomplish these goals, which will represent approximately \$130 million in development and program activity over the next 5 years. These institutions include Universal Community Homes (real estate development), Universal Workforce Development Center (job training), Universal Business Support Center, Universal Institute Charter School (K-8 school focusing on math, science and technology), and Martin Luther King Opportunity & Resource Center (social service center).
 - c. This project is already well on its way, with 400 new homes built, recent opening of K-3 Charter School, and recent opening of the Universal Business Support Center. Universal is an SBA microlender and a participant in SBA's Prequalification Program.

- d. The Chairman of Universal Companies is Kenneth Gamble, a former Motown recording star (some of his hits include "Wake Up Everybody," "Family Reunion," "Give the People What They Want" and "Love Train") and former Chief Executive of Philadelphia International Records. In March 1999, he was awarded a Grammy lifetime achievement award.
2. **Enterprise Center of West Philadelphia a/k/a the Ronald Brown Enterprise Center** (named after the late Secretary of Commerce Ronald Brown) – founded in 1989 with the support of the Wharton Small Business Development Center, the Enterprise Center has pioneered the first complete entrepreneurial program, recruiting youngsters and giving them the skills to become tomorrow's entrepreneurs. The Center provides the resources, expertise and commitment to transform a high school student with a great business idea into a Fortune 500 industry leader. They are headquartered in the first new television studio built in America and the original home of Dick Clark's "American Bandstand."

Della Clark is President of the Enterprise Center. During her seven year tenure, she has grown the center from 6 to 30 businesses creating 371 jobs. The National Business Incubation Association recognized the Enterprise Center with the 1999 "Incubator of the Year" award.