



## TAKE OUR SURVEY!

PLEASE TAKE OUR SURVEY TO BE ENTERED TO  
WIN ONE OF THREE GIFT BASKETS FILLED WITH  
GOODIES AND GIFT CARDS THAT YOU CAN ONLY  
FIND IN GLOUCESTER CITY.

SIMPLY USE YOUR CELL PHONE CAMERA TO SCAN  
THE QR CODE BELOW!



RESPOND BY  
DECEMBER 31!



GLOUCESTER  
CITY

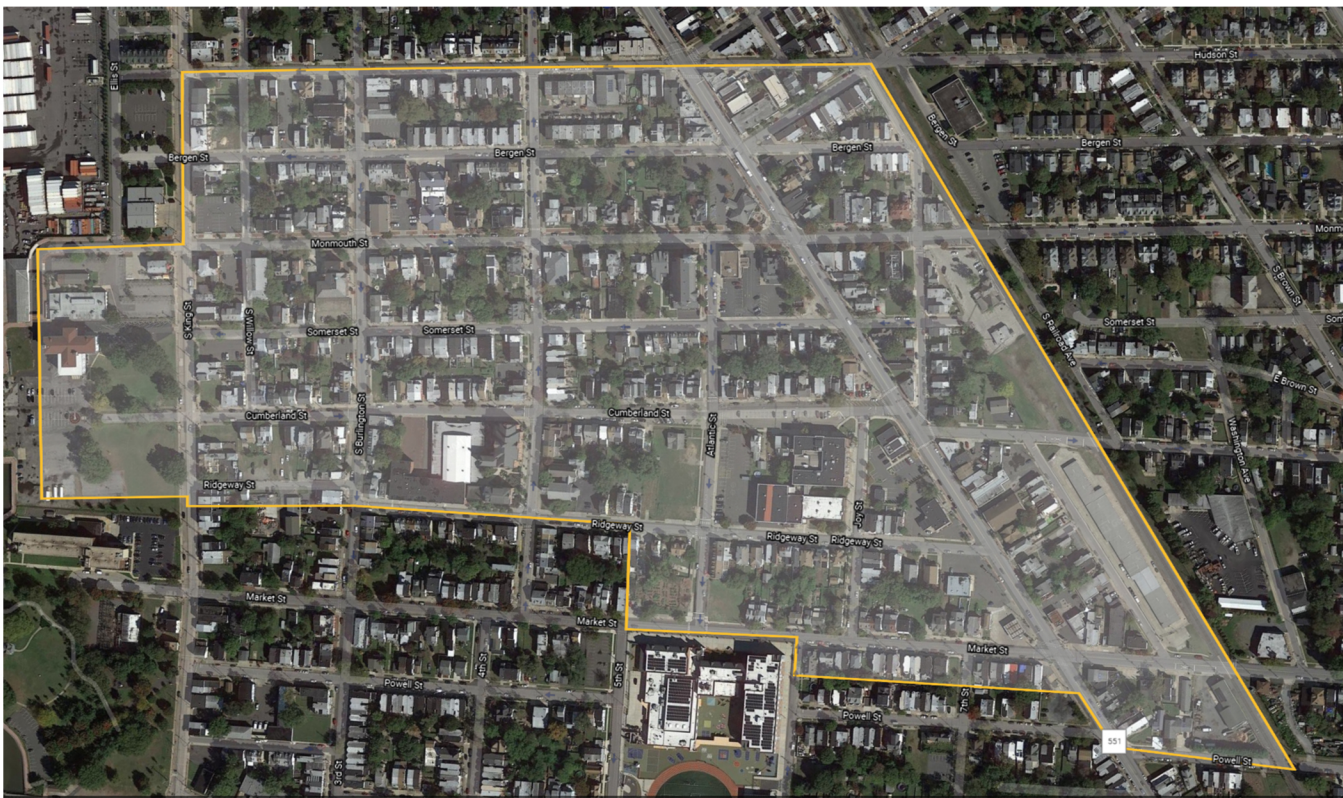
NPP

NEIGHBORHOOD  
PRESERVATION PROGRAM

*Irishtown District*

2021





THE NEIGHBORHOOD PRESERVATION PROGRAM (NPP) DIRECTLY SERVES TARGETED NEIGHBORHOODS THROUGHOUT THE STATE AND PROVIDES MONEY TO REVITALIZE AREAS IN DECLINE. THE PROGRAM IS AN OVERALL COMPREHENSIVE AND COOPERATIVE APPROACH THAT INCLUDES ALL SECTORS OF THE COMMUNITY AND PROMOTES A UNIFIED EFFORT THAT HAS PROVEN TO BE A SUCCESSFUL STRATEGY.

WHEN THE DCA INTRODUCED THE CURRENT VERSION OF THE NPP, THEY STRESSED THE VALUE OF BOTH ECONOMIC DEVELOPMENT AND NEIGHBORHOOD REVITALIZATION IN THE DESIGNATED AREAS. THE LOCAL IMPLEMENTATION PLAN WILL BE CREATED WITH THOSE TWO FOCUSES IN MIND — TO HELP REINVIGORATE THE BUSINESS AREAS IN THE DISTRICT WHILE INCREASING SUPPORT FOR THE SURROUNDING RESIDENTIAL AREAS.

## NPP VALUES

VISIBLE

TANGIBLE

ASSET-BASED

COMMUNITY-DRIVEN

CHANGE

### CIVIC

ENGAGING THE COMMUNITY TO HELP ADDRESS REAL NEEDS. BUILDING PARTNERSHIPS WITH PUBLIC AND PRIVATE SECTOR ENTITIES TO LEVERAGE THEIR TIME AND TALENTS INTO THE NPP DISTRICT. COMMUNICATING THE IMPORTANCE OF THE DISTRICT.

### PLACE

WORKING TO ENHANCE THE VALUE OF THE BUILDINGS, THE STREETS, AND THE ENTIRE PHYSICAL REALM. IF YOU CAN SEE IT OR TOUCH IT, NPP IS PROBABLY SEEKING TO MAKE IT BETTER.

### SOCIAL

MARKETING THE NPP DISTRICT, ACTIVITIES, EVENTS, AND ASSETS WHILE ENROLLING DISTRICT STAKEHOLDERS IN RELATIONSHIP-BUILDING AND FUN. IN A POST-COVID WORLD, CULTIVATING SOCIAL VALUE WILL BE ACCOMPLISHED VIRTUALLY AS WELL.

### ECONOMIC

SUPPORTING AND COORDINATING SMALL BUSINESS RECOVERY, GROWTH AND SUSTAINABILITY, BOTH ON THE STREET AND ON-LINE. FOSTERING PROPERTY VALUE STABILIZATION, LOCAL JOB OPPORTUNITIES, AND NEW INVESTMENT.



FOR MORE INFORMATION ON THE IRISHTOWN NEIGHBORHOOD PRESERVATION PLAN - CALL (856) 456-0205 X217