

# **Promise Zone**

Central Arizona  
Transformation Corridor

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## **What is the Promise Zone Initiative?**

The Promise Zone Initiative seeks to revitalize high-poverty communities across the country by creating jobs, increasing economic activity, improving educational opportunities, reducing serious and violent crime, leveraging private capital, and assisting local leaders in navigating federal programs.

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The Promise Zone partners Federal government with local leaders who are addressing multiple community revitalization challenges in a collaborative way and have demonstrated a commitment to achieving regional transformation.

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## **Promise Zone Designees will receive:**

- Opportunity to engage five AmeriCorps VISTA members
  - A liaison from each federal department assigned to assist with navigating federal programs
  - Priority for competitive federal programs through bonus points
  - Promise Zone tax incentives, if enacted by Congress
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## **AmeriCorps VISTA**

VISTA members will assist with coordinating efforts, overcoming obstacles, launching programs/initiatives, and administrative duties throughout PZ region.

## **Bonus Points**

Bonus points range from 5 to 50 points, each federal department determines their own point system.

## **Federal Liaisons**

Each federal department will assign a point of contact to help the PZ region identify and apply for grants and navigate federal hurdles.

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Altogether, this package of assistance will help local leaders accelerate efforts to revitalize their communities. The Promise Zone designation is for a term of 10 years, and may be extended as necessary to capture the full term of tax incentives, if enacted by Congress.

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- In 2016, five urban, **one rural** and one tribal designation will be awarded.
  - To date, nine urban, two rural and two tribal communities have received a PZ designation.
  - By the end of 2016, there will be a total of 20 Promise Zone designations across the United States.
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Dept. of Education

Dept. of Labor

Dept. of Transportation

Dept. of Justice

Dept. of Commerce

Dept. of the Treasury

Small Business Administration

National Endowment of the Arts

Health & Human Services

Corp. for National & Community Service

HUD

USDA

Participating Federal Departments



**The first round Promise Zone designees have already achieved monumental strides:**

- In its first year, San Antonio Promise Zone received \$32 million in grants for education, economic development, health and wellness programs, housing and neighborhood safety.
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- In its first year, Los Angeles Promise Zone received \$38 million in grants for education, access to healthy food, teenage pregnancy prevention, lead hazardous reduction, healthy home intervention, and health and wellness.
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- In its first year, Philadelphia Promise Zone received \$30 million in grant funds to support health services for pregnant women and families with children; mentoring, tutoring, college awareness for middle schools; improvements in early childhood education and childcare quality; career training and placement for at-risk youth; loans for entrepreneurs; and rehabilitation of homes.
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- The Promise Zone must be comprised of a contiguous geographical region that meets the poverty threshold requirements set forth by the Promise Zone Initiative.
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# **Central Arizona Transformation Corridor**

Partners:

Gila County, Miami, Globe,  
San Carlos, Bylas, Hayden-  
Winkelman, Superior, Tonto Basin,  
Young

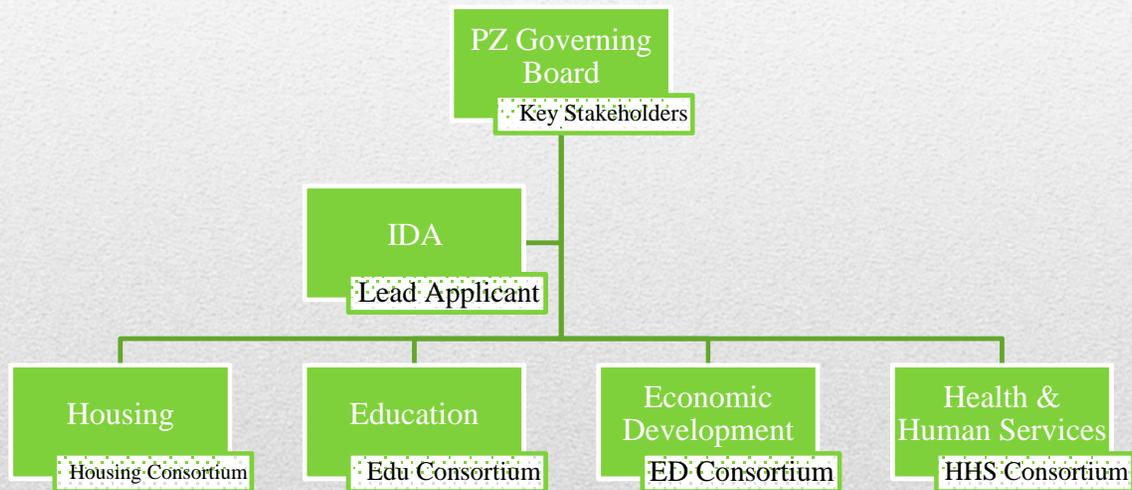
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The Central Arizona Transformation Corridor will apply for a **rural** designation.

The Tribe will be part of the rural designation, yet continue to function independently as a Sovereign Nation.

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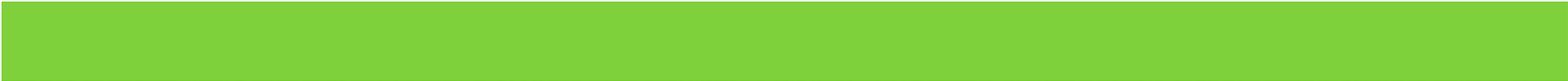
# PZ Governing Structure

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## **Regional transformation requires a team effort:**

- The PZ Governing Board will be comprised of designated representative(s) from each PZ partner.
  - Each focus group consortium will be comprised of key stakeholders in education, housing, economic development, health & human services, and drug & violent crime.
  - Focus groups will meet monthly with federal department liaisons to devise and implement programs and initiatives.
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The Industrial Development Authority will apply for the Promise Zone Designation as the lead applicant, which includes the duties of: writing the application, coordinating monthly meetings, keeping meeting minutes, communicating with liaisons and partners, administrative and reporting duties as set forth by the Promise Zone.

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## **Why is the IDA the best choice for lead applicant?**

- The lead applicant must have a preexisting governing structure, with a focus on economic development and regional transformation.
  - The flexibility to cross city/town/county boundary lines.
  - The IDA has a stellar grant execution and reporting rating with USDA.
  - The IDA has received Promise Zone Initiative mentorship from HUD.
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**Section IV– Part C: Promise Zone  
Sustainability and Financial Feasibility**

requires a narrative outlining the budget projection for funding project coordination for the first five years of designation.

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To satisfy this requirement, the IDA needs to show financial commitment from Promise Zone partners to sustain the Promise Zone Program for up to five years, or until grant funds cover related costs.

It's likely that most of the PZ partners lack the wherewithal to make a financial commitment, at this time.

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The federal departments reviewing applications must ensure the Promise Zone designation will be awarded to a region that will utilize the full potential of the Promise Zone Initiative for the entire ten year term. A financial commitment from PZ partners demonstrates an appreciation of the program and commitment to regional transformation.

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The Promise Zone is a highly coveted designation. The application process will be fiercely competitive for the **ONE** remaining rural designation. By partnering together, we can demonstrate our commitment to achieving regional transformation.

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