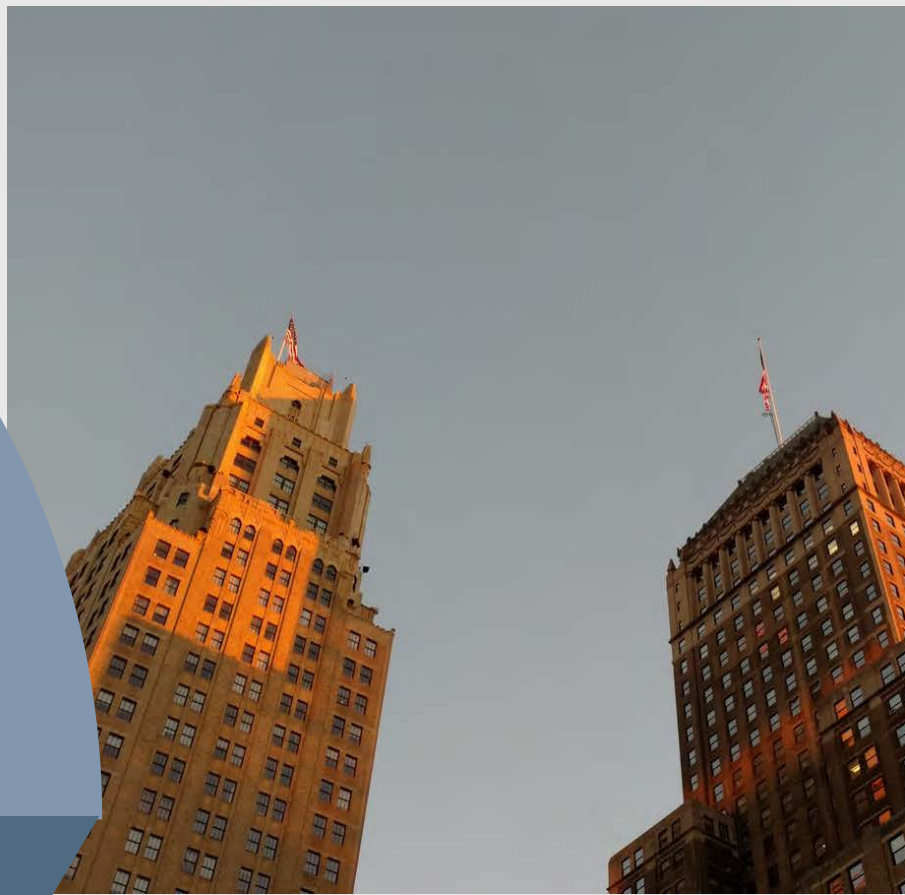




# MEMBERSHIP

EDITION

20  
22



**LATA REDDY**

PRUDENTIAL FINANCIAL  
BOARD CHAIR, NEWARK ALLIANCE

**EVAN WEISS**

PRESIDENT & CEO, NEWARK ALLIANCE

**Inclusive economic growth for all of Newark.**

# OUR MEMBERS







The Kreuger-Scott Mansion @ Newark Markerhoods - Central Ward

# MISSION

THE NEWARK ALLIANCE, THROUGH THE COMBINED STRENGTH AND COLLABORATION OF ITS MEMBERS, DRIVES INCLUSIVE ECONOMIC GROWTH FOR ALL OF NEWARK.



# VISION

TO WORK COLLABORATIVELY TO CEMENT NEWARK'S STATUS AS ONE OF AMERICA'S MOST DIVERSE, PROSPEROUS, EXCITING, AND EQUITABLE CITIES, SERVING AS A NATIONAL MODEL FOR INCLUSIVE ECONOMIC GROWTH.





# What does it mean to be a Member of the Newark Alliance?

Joining the Newark Alliance is a commitment first and foremost to Newark and its people. Joining the Alliance means focusing collaboratively on the projects and initiatives that can fundamentally and positively alter the city's general economic trajectory, driving it toward a brighter, stronger, and more equitable future. Alliance membership is also an investment. Every Member has a stake in Newark's future, as a key part of that Member's own growth, strength, and stability. A strong and equitable Newark will lead to strong Member returns, which includes employees, students, and visitors who are excited to be part of and invested in Newark's continuing rise.

**Joining the Alliance means asking the question of yourself and your institution: "What can we do in Newark?"—and asking it honestly each and every day.**

"We" is an important word. In one sense, it means what can you and your organization specifically do, based on your resources, abilities, and expertise, moving well beyond traditional community and government affairs initiatives. A broad commitment to Newark is a foundation, but it is not enough. In all cases, Alliance Members believe that profound and lasting impact depends on harnessing the unique strengths of each Member, on top of our shared foundation of a broad commitment to Newark. Your institution should be prepared to leverage your industry subject-matter experts, along with your HR, Procurement, Marketing, Communications, and IT teams.



“We” also means “together”, acknowledging that the real work of transformation cannot be done by any one person or organization, but must be done in partnership and collaboration. “What can we do in Newark?” recognizes that this is not work for Newark, not work happening to Newark. Rather, we must work collaboratively with Newarkers, community partners, and other leaders through a process that takes as its touchstone the real wants and needs of the city.

**The Newark Alliance is a voluntary organization.**

We are all here, together, because we believe in the fundamental mission of inclusive economic growth for all of Newark.

It is also an organization of diverse leaders, from arts, culture, education, business, real estate, tech, community, and healthcare institutions, who themselves come from diverse backgrounds. Building this volunteer leadership organization to contain the multitudes of all those doing good work in Newark is an ongoing commitment and task of the Alliance and each Member.



Old Iberia Peninsula Restaurant Door - East Ward



# THE WORK OF THE NEWARK ALLIANCE



Newark Penn Station - East Ward

*Structured around a cadence of quarterly Members Meetings, which include the Mayor, the work of the Alliance is broadly divided in two spheres of work—**Building Transformative Systems and Delivering Transformative Projects**—all conducted under a shared vision of advancing Racial Equity.*

**Building Transformative Systems.** Under the Hire. Buy. Live. Newark framework initiated with Newark 2020 in 2017 by Mayor Baraka and the Newark Alliance, the Alliance harnesses the aggregated economic power and expertise of Members to fundamentally and positively change how core economic and organizational practices like hiring and procurement work in Newark as a means to achieve inclusive economic growth—rooted in advancing racial equity specifically and addressing the institutional barriers faced by Black and Brown communities more broadly. The work of the **Newark Anchor Collaborative**, a community of practice facilitated by the Alliance, drives this work through internal institutional transformation, while the Alliance seeks to achieve these ends more broadly through its own and its Members' work in the city.

## Hire.

The Newark Alliance, as an organization of Newark’s major employers, places it in a unique position to work with the City, Workforce Development Board, Board of Education, County, State, and other partners to forge a best-in-class workforce ecosystem that meets the hiring needs of our Members and greatly expands career opportunities for Newarkers. Hire Newark is working to build a talent repository of qualified residents skilled to meet the needs of local and regional partners. In addition to Hire Newark, the Newark Alliance works closely with local schools and career and technical educational providers to develop preschool to career pipelines in the city. The Talent and Workforce division of the Alliance, including Newark Youth Career Pathways, convenes youth workforce providers, schools, and industry partners to synchronize year-round supports, that provide work-based learning experiences, and prepares and expose youth to in-demand career pathways.

## Buy.

Recognizing the economic potential of our Members’ need for goods and services, the Newark Alliance facilitates its Members’ procurement from Newark businesses building a more resilient and impactful local supply chain—which is more important now than ever before. By effectively aggregating purchasing power, the Alliance can help Newark suppliers from a wide array of industries grow in ways that would not be possible without organization and knowing a major, stable purchaser is on the other end.

## Live.

A central goal of the Alliance is to encourage more people to buy homes, rent, and have fun in Newark, through encouraging inclusive new development, homeownership, and world-class amenities. From a foundation of equitable growth, the Alliance seeks to work towards a Newark in which general and Member investment in real estate and small business development realizes its potential as driver of economic activity and ownership in Black and Brown communities, ranging from direct new construction jobs to launching new small businesses, entrepreneurs and developers.



# DELIVERING TRANSFORMATIVE PROJECTS



*The Alliance has chosen three focused initiatives that, in themselves, provide catalytic potential for our Membership and Newark. While each project has a specific end, the means will be multiple and are meant to approach their challenges from a foundation of Racial Equity and the broader Hire. Buy. Live. Newark framework.*



# Three Transformative Projects

## Halsey Street in the Arts & Education District.

We will work on the development of Halsey Street and the broader Arts and Education District as a nationally known, branded destination for arts, fashion, design, entertainment, culture, food, and drink, while serving as an engine of local wealth creation and ownership, particularly for entrepreneurs of color. Our strategy will necessarily be multifaceted, seeking to leverage State and federal development incentives, placemaking and marketing initiatives, and best in class pedestrianization, parking, lighting, and public safety solutions.

## Finishing Newark Fiber and Rooting the Innovation Economy.

We will work to make sure that the innovation economy's burgeoning promise is made real in Newark by closing the digital divide through cementing universal, high speed, and affordable internet access in partnership with the City and Invest Newark. From a foundation of the city's unique connectivity, we will foster an environment that inspires every startup company founded in Newark to stay in Newark, grow deep roots in the city, and bring on Newark workers and existing Newark businesses as partners.

## Addressing Homelessness.

We will work with our partners to address homelessness, with a focus on gateways to the city, by leveraging federal, State, City, and philanthropic funding and expertise to provide temporary shelter and permanent housing, as well as identifying and matching residents without addresses to the health and social services they need through best in class data solutions.



# RACIAL EQUITY



Newark Symphony Hall Rotunda - Central Ward

All of our work would be devalued if it were not firmly rooted in the cause of advancing Racial Equity. From broadband and business attraction to housing and homelessness, nothing is removed from this cause. The Alliance will build on its success in developing a unique understanding of the barriers to Racial Equity among all of Newark's sectors and industries by connecting Members to Racial Equity and inclusion technical assistance, tools—including frameworks—and comprehensive capacity-building exercises.



# JOIN THE MOVEMENT



Branch Brook Park - North Ward

## NEXT STEPS

Prospective Members must complete a pre-application questionnaire, which will be followed by at least one interview with Newark Alliance Senior Staff and current Members.

Click the link [here](#) or scan the QR Code below to access the questionnaire.

