

Qualitative Assessment Template

Name of Action Support Local Businesses

In a few short sentences, please describe the action and identify your partners.

In order to support local businesses, the City of Camden has taken numerous steps to expand purchasing opportunities with local businesses, promote business activities, and sponsor business development activities. These steps include developing the Camden Urban Enterprise Zone and implementing both a Local Sourcing Initiative and a Go Local Campaign.

Even if the action was performed by volunteers, or you got in-kind donations, please estimate your costs and the time commitment required to complete the action.

The City of Camden has prioritized supporting local businesses since the inception of the Camden Urban Enterprise Zone in 1984. The City employs both a dedicated economic development representative and UEZ coordinator, both of which focus on supporting local businesses. The City additionally partners with Cooper's Ferry Partnership, a Camden-based non-profit economic development corporation, on the local sourcing initiative and Go Local Campaign.

Assess what worked and what could be done if this action is tried again in the community.

The initiative has been successful, though there is room for improvement. A key step is securing the support and participation of local anchor institutions and businesses.

What are the next steps for this action?

The City of Camden expects to secure additional funding this year to fully implement the Go Local Campaign.