Tuesday, June 8: NJM Urban Placemaking Day

Social Profit Center at Mill One

isles.org/forum
Social Profit Center
Do Good. Better.

Making of “The SPC”
The SPC offers **attractive**, **flexible**, and **high-performing** space at affordable rents, allowing members to focus their human & financial capital on their **missions**. It will strengthen Isles, regional public impact groups and businesses, and be a permanent asset that revitalizes the surrounding community.
1897: V. Henry Rothschild Company, manufacturer of shirts & clothing
1907: Straus Woolen Mills
1929: Boston Worsted Mills Corp.
1931: Atlantic Products Corp.
1967: Cluelt, Peabody & Co. Arrow brand shirts/clothing
1981: Standard Roofing & producer of x-mas novelty items/outdoor furniture
Mid 1980s: Building becomes vacant

Mill One’s role in U.S. Child Labor history: In 1913, nearly 500 girls were employed in the Ferdinand Straus textile mill. In the face of reduced wages, the girls went on strike and shut down Straus Woolen Mills, leading to a high-profile confrontation.

TRENTON, N. J., March 13.—Some 500 girl strikers set upon Holdsworth Robertson, one of the officials of the Straus Woolen Mills, in this city, this afternoon. Cries of “Lynch him!” were heard, and it looked for a time as though the strikers might carry out the suggestion. Robertson took refuge in a trolley car, but the girls got in the path of the car, and the motorman was compelled to stop. Then the girls stormed the car, but the conductor slammed the door at one end, and the motorman stood guard at the other and prevented the women from entering.
Regional Nonprofits:
- Isolation
- Absence of collaboration
- Facilities cost & quality
- Weak technology

Older Factories
- Require innovative re-use
- Environmental Toxins
- Lost history
- Heat Islands

Housing Trends
- 24% housing – vacant
- 77% of units are renter occupied
- 58% of those are unaffordable

Surrounding Community
- Poverty increased from 4% (1990) to 28% (2017)

44,000+ nonprofits spread across NJ. In regional survey of 200 orgs, nearly 30% cited their current facility as inadequate and over 50% believed sharing services with others is important.

Located in the Bromley community of Hamilton Township, Mill One helps counter three decades of disinvestment.
**Co-locate**
Share services, tech, conference spaces, ideas, workflows - affordably

**Revitalize Communities**
Lead to 270 jobs, pump $12M into local business, enhance local tax ratable

**Build Green**
Save historic mill, retrofit with solar and green roof and efficient technologies

**Public Spaces**
Offer meeting and community spaces for public use

**Research & Teach**
Partner with Princeton U, The College of NJ, Rutgers, UPenn & others

**Home for Isles**
Integrate office, training, warehouse, and flex uses for decades to come

**The Benefits**
Of the 174 members across Canada and US, Isles is the only NJ member.

Unlike most other NCNs, the SPC is wholly owned by a nonprofit, ensuring permanent affordability.

The SPC will bring jobs, training, employment, and environmental restoration to an area in need of redevelopment.

Located in an Arts and Culture redevelopment zone along the highly visible NE Corridor Rail Line.
Building the Social Profit Center
Capital Campaign
- Individual and foundation support
- Multi-year pledges

State and Federal Funding
- Brownfields/Historic building funding
- Historic tax credits

Partner with like-minded agencies
- NJ EDA
- NJ Community Capital
  - New Markets Tax Credits
  - Traditional and bridge funding

Fundraising & Financing
Q & A with Ron Wong
Program Director – Economic Development, NJ Community Capital
Maximize light, natural surfaces, and open spaces.

SPC Transformation
Open floor plan converted into useful spaces – kitchen with seating for large groups.

SPC Transformation
High efficiency lights and new HVAC system with latest technology – lower operating costs, better output
Windows repaired, replaced, and floors and beams restored and repurposed.
New doors, windows, and newly established entry welcome tenants and visitors
Mill One Today

- 45 mixed-income residential units
- Solar panels
- Green roof
- Warehouse
- Isles HQ
- Social Profit Offices
- Event Space
  - Arts & Arts Education
SPC Opens for Tenants
Meet Some Tenants…
This could be your new home!

Shameless Plug!
Maslow Hierarchy of Social Profit Center

Share professional services/strategy

Cooperation and sharing amongst tenants

Efficient, reasonable cost office space

More than an Office
• SPC is more than a building.
• It’s a place for collaboration.
• It’s a place to impact the community in which we’re located.

Making an Impact
• Occupy first floor suite
• Their mission: *Provide positive, meaningful employment for people with disabilities and those facing other barriers to employment*
• Partner with Isles to take on pandemic PPE challenge
• Jeanene Leppert, Executive Director

**Inspired Threads**
• First Floor workshop

• Mission: Refurbishes donated computers and distributes them in collaborations with Trenton nonprofits to individuals and groups who do not currently have internet access.

• 1,250 computers given to families in need in 2020

• Mark Iorio, Executive Director

TDI Connect
Q&A with Jeanene Leppert
Mark Iorio
Sean Jackson
Mill One
Bromley Neighborhood
East State Street, the main street of Bromley.

First ring suburb of Trenton, marked by similar disinvestment
SPC as a Community Hub…

Facilities for the local community
- Community Room
- Event Spaces

Isles services to local community
- Weatherization
- Lead Paint Remediation
- Urban Gardens

Grow our connection to neighbors
- Job Training Opportunities
- Education Services
- Isles Financial Solutions

The Vision
Questions?
Thank you for attending the Social Profit Center!

Contact me:
Sean Jackson
sjackson@isles.org
609.468.8835

Sign up for more sessions at isles.org/forum