

NJSBDC Director's Award

**Geraldine N. Harvey
CREST Community Development Corporation
34-36 Woodland Ave
Newark, NJ 07103**



Brenda B. Hopper, Harvey, International Youth Organization

The CREST Community Development Corporation (CDC) was established by the International Youth Organization with the goal of neighborhood revitalization and preservation. The mission is implemented through a comprehensive neighborhood strategy that includes housing and neighborhood development, economic and workforce development and the empowerment of residents through training and community organizing.

NJSBDC Director Brenda B. Hopper the chair of CREST's Economic Development Committee and nominated CREST because of their impressive track record of work being done for the revitalization of the Springfield Avenue commercial corridor and throughout the west side of Newark.

Large-scale, multifamily residences, institutional use, large expanses of vacant land and little in the way of retail services once characterized the Springfield Avenue corridor. Replacing the concentration of public housing projects that once existed there, lower-density housing is beginning to bring people back to live in the area and community development groups like CREST are playing a vital role in stimulating the local economy and improving the quality of life for residents.