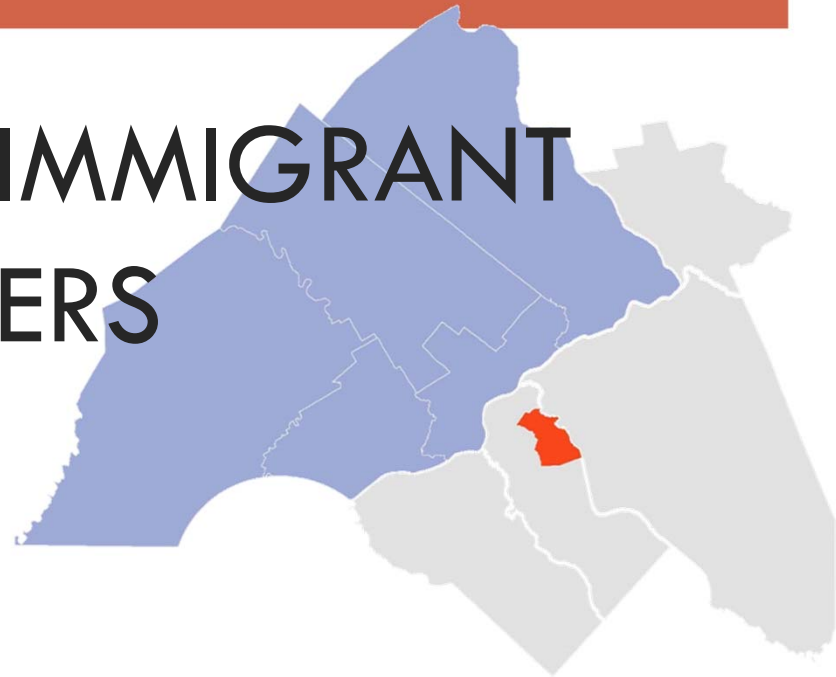


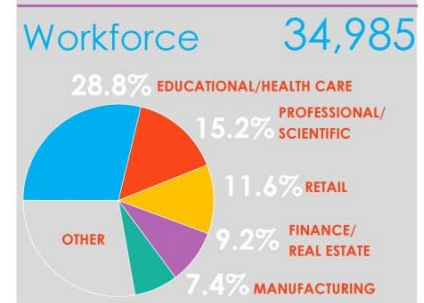
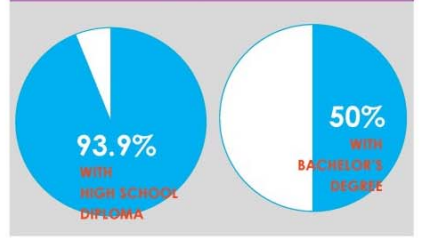
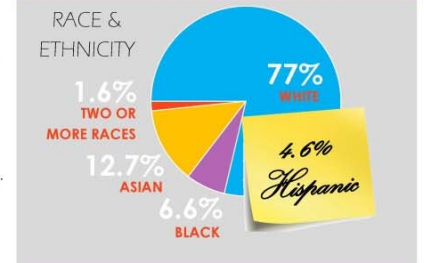
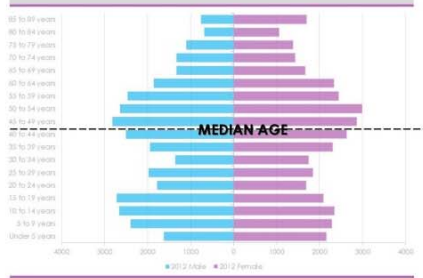
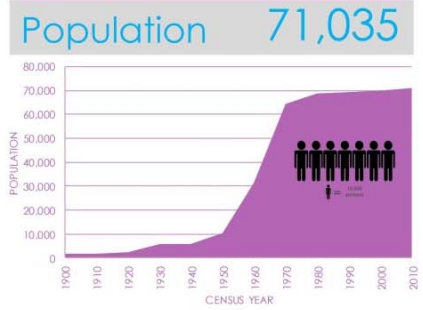


SPOTLIGHT ON IMMIGRANT BUSINESS OWNERS

CHERRY HILL TOWNSHIP

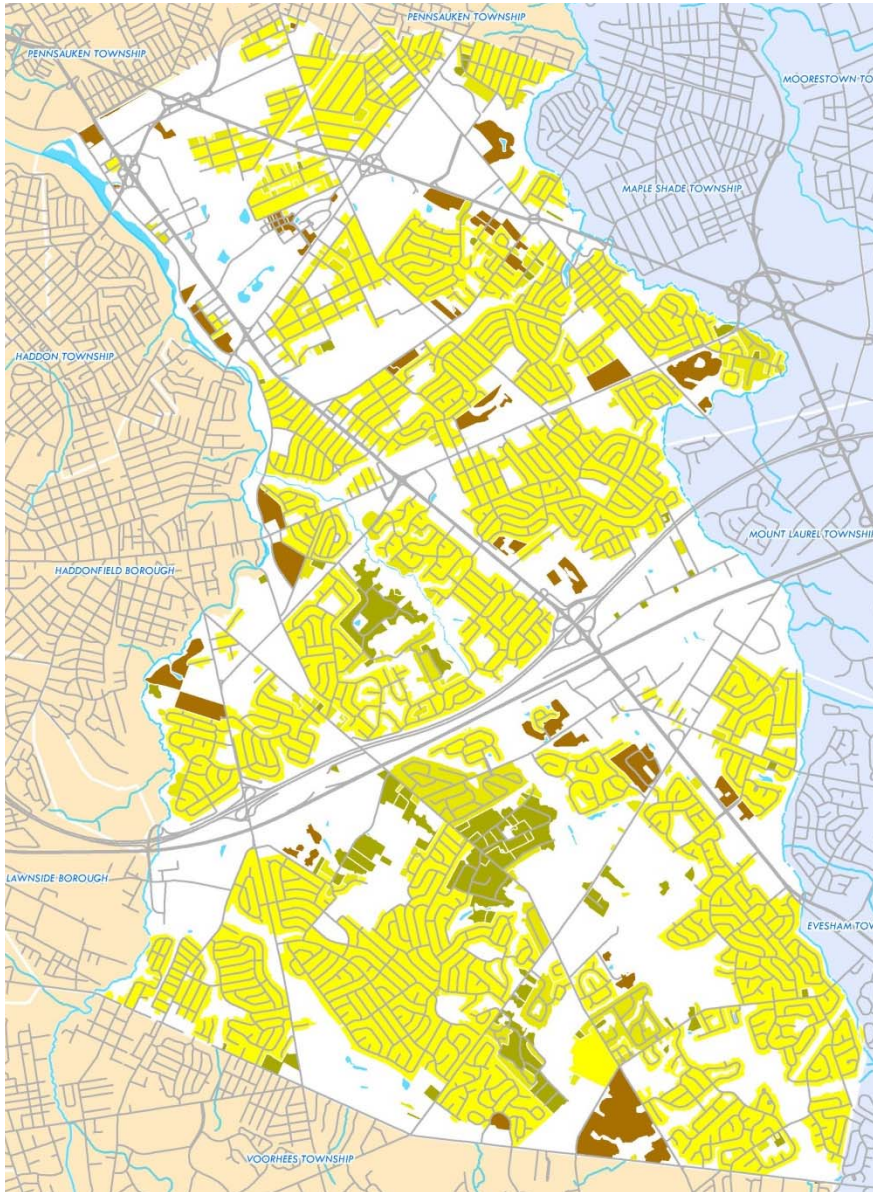


CHERRY HILL AT-A-GLANCE

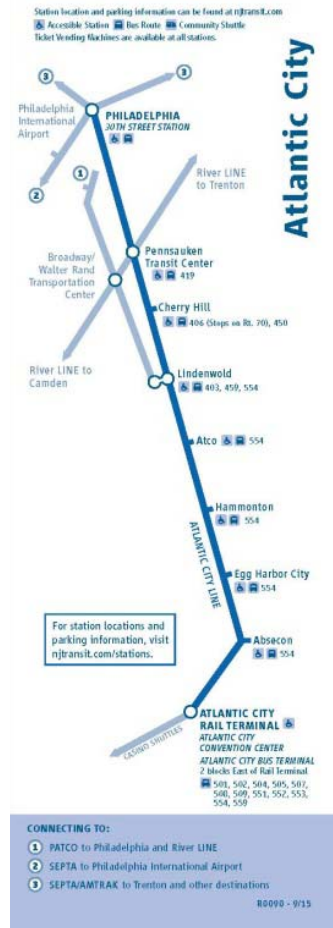
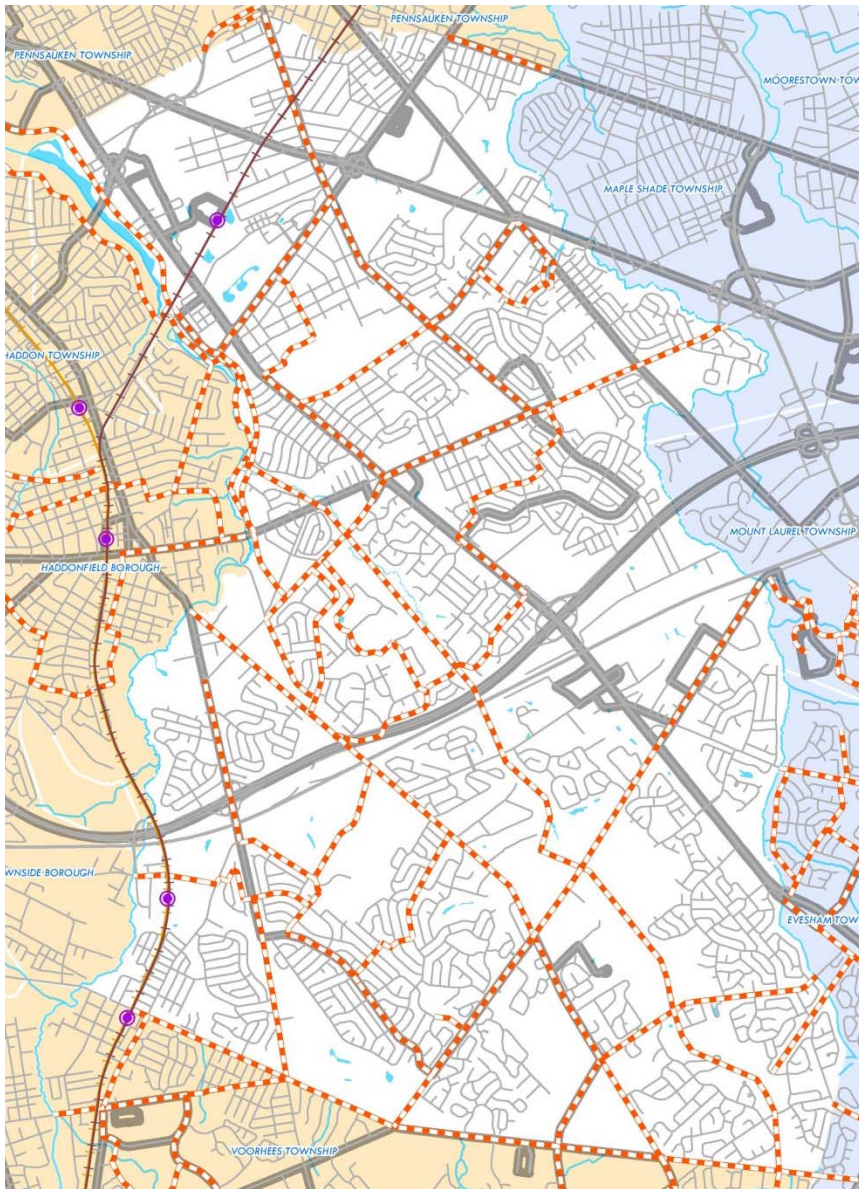


- 71,035 people
- 27,704 households
- 250,000 visitors daily
- 5th in DVRPC region for Foreign Born
- 14th Largest Municipality in NJ
- 3% increase in foreign born since 2000
- 5% increase in Asian population since 2000

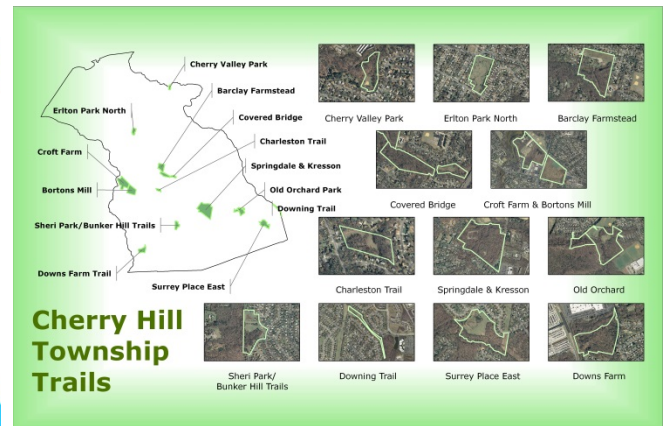
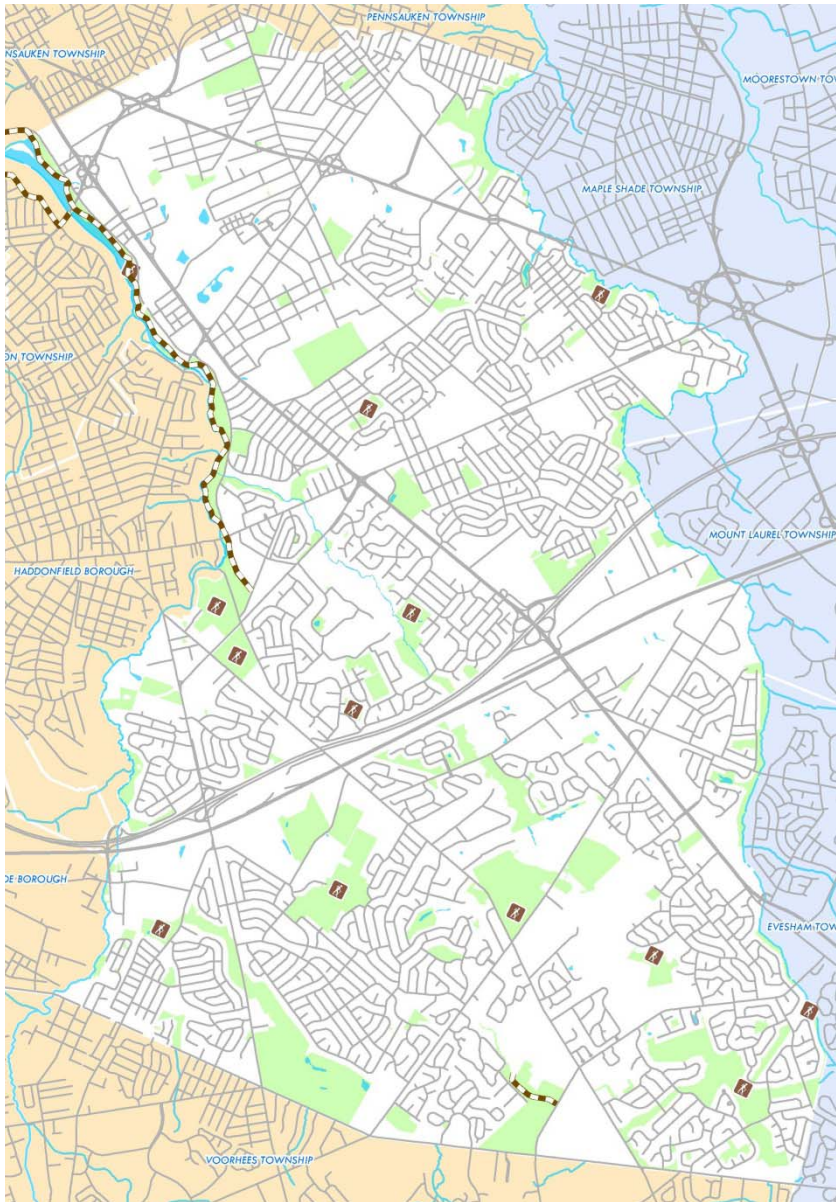
CHERRY HILL TOWNSHIP



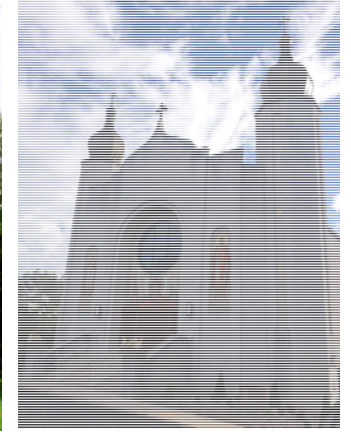
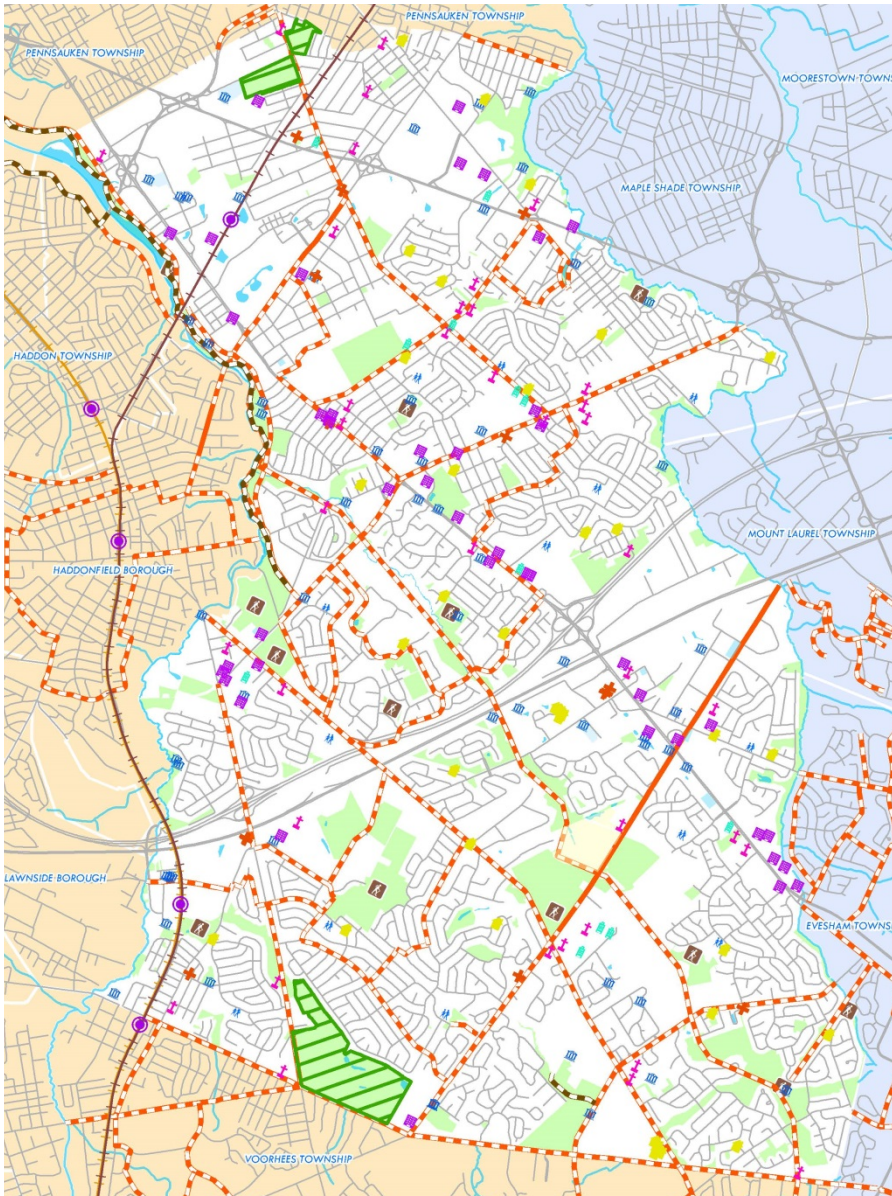
DIVERSE HOUSING TYPES



MULTI-MODAL TRANSPORTATION OPTIONS



OPEN SPACE & RECREATION AMENITIES

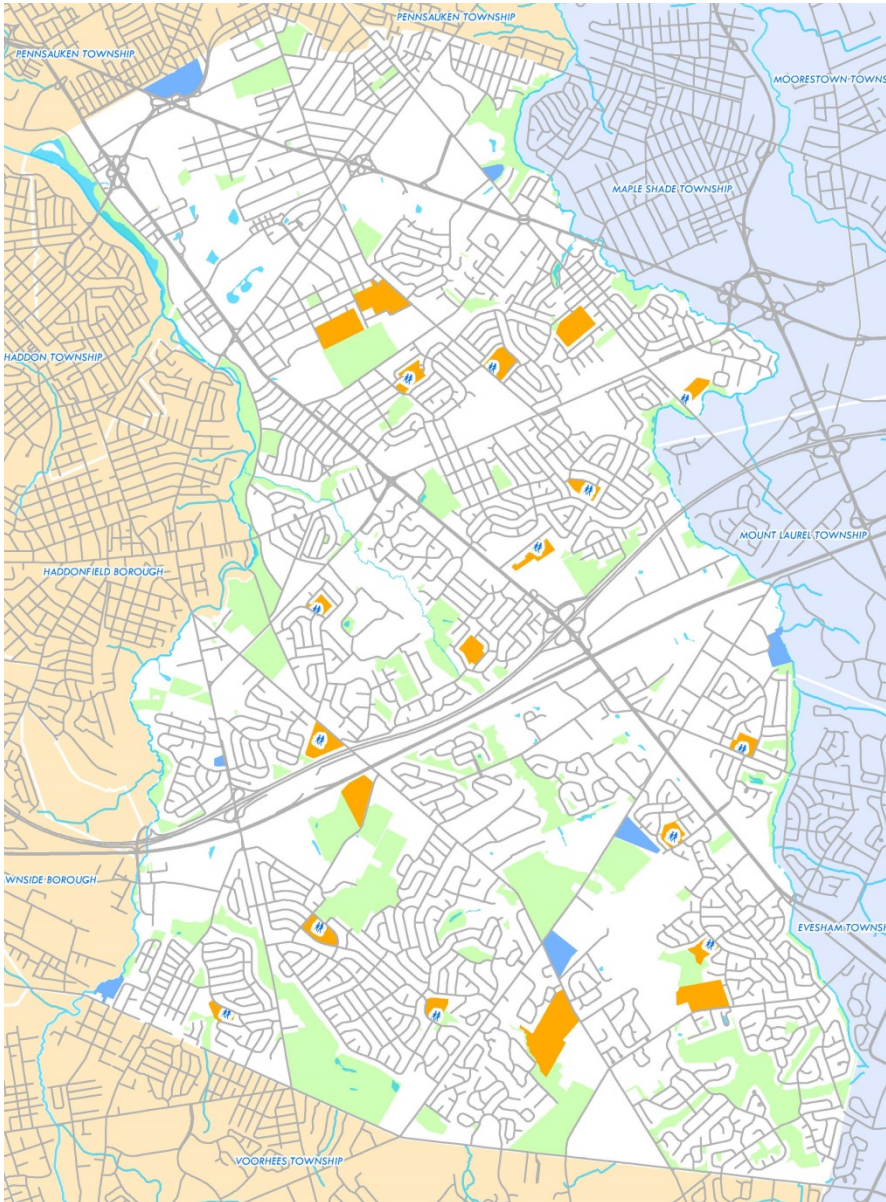


CHERRY HILL
Restaurant Week

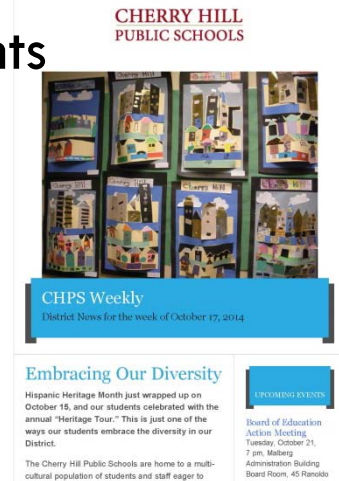
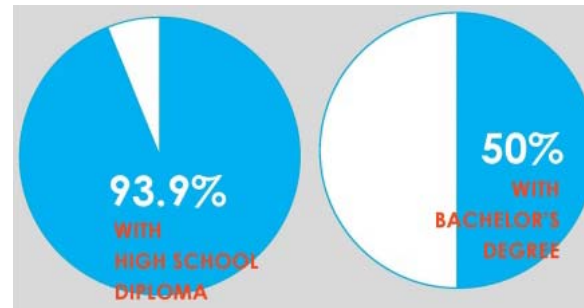
August 16th - 23rd
[Read More](#)



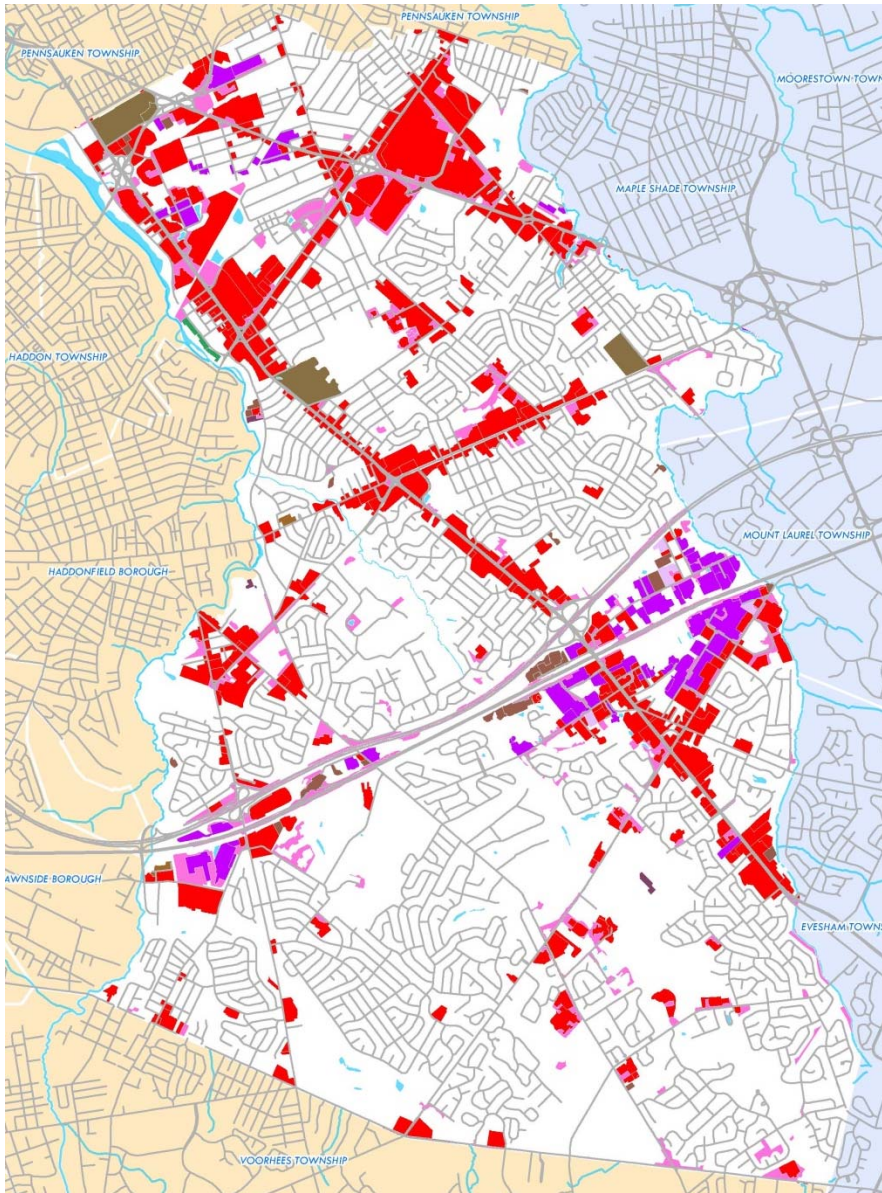
CULTURAL, SOCIAL & HISTORIC AMENITIES



- 19 Schools (1 early childhood center, 12 elementary, 3 middle schools, 2 public high schools, 1 private high school)
- 12th Largest School District in NJ
- 11,419 students
- 59 Languages Spoken by CHPS students
- 2,132 bilingual students
- 237 ELL



HIGH EDUCATIONAL ATTAINMENT



THRIVING BUSINESS COMMUNITY

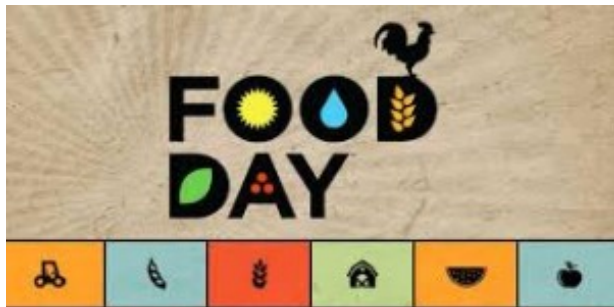


Fall 2015
Community Magazine



In this issue:
New! Craft Farm Workshops and Fresh Art Classes
Craft Fair at Harvest Festival featuring Fire & Life Safety Day
"Parent University"
Welcome to Cherry Hill night

Department of Recreation
<http://www.cherryhill-nj.com>
856-488-7868



COMMUNITY PROGRAMMING

[Limited English Proficiency (LEP): For persons who, as a result of national origin, do not speak English as their primary language and who have a limited ability to speak, read, write, or understand. For purposes of Title VI and the LEP Guidance, persons may be entitled to language assistance with respect to a particular service, benefit, or encounter.]

4-Factor Analysis & Language Assistance Plan

Community Development Block Grant Program

Cherry Hill Township
Department of Community Development



May 5, 2012
Updated July 7, 2014

Definition of Terms

Effective Communication – effective communication occurs when staff have taken necessary steps to make sure that a person who is LEP is given adequate information in his/her language to understand the services, benefits or the requirements for services or benefits offered by Cherry Hill Township.

Interpretation – Interpretation means the oral or spoken transfer of a message from one language into another language.

Limited English Proficiency – A person with limited English proficiency or "LEP" is not able to speak, read, write or understand the English language well enough to allow him/her to interact effectively with staff.

Meaningful Access – To ensure meaningful access for people with LEP, the Township must make free language assistance available to applicants/recipients that results in accurate and effective communication that does not result in undue delay or denial of benefits to which the LEP applicant/recipient is eligible.

Outreach Documents –Cherry Hill Township-designed and/or utilized documents used to provide information to the general public but targeting individuals who are eligible or may be eligible for CDBG programs.

Translation – Translation means the written transfer of a message from one language into another language.

Vital Documents – forms or documents designed and utilized by Cherry Hill Township Department of Community Development that are critical for accessing federally funded services or benefits or are required by law.

2004 Census Test		United States Census 2010
LANGUAGE IDENTIFICATION FLASHCARD		
<input type="checkbox"/>	ضع علامة في هذا المربع إذا كنت تقرأ أو تتحدث العربية.	1. Arabic
<input type="checkbox"/>	Խոսում ե՞նք ձեր լեզվով արդյո՞ք, կարո՞ւմ ե՞ք հասկանալ, կարո՞ւմ ե՞ք գրել ձեր լեզվով:	2. Armenian
<input type="checkbox"/>	যদি আপনি বাংলা পড়েন বা বলেন তা হলে এই বাক্সে দাগ দিন।	3. Bengali
<input type="checkbox"/>	លូមបញ្ជាក់ពីអ្នកប្រើប្រាស់៖ ចើង្គកមាស ឬនិយាយភាសា ខ្មែរ ។	4. Cambodian
<input type="checkbox"/>	Motka i kahlon ya yengin üntüngnu' manaitai pat üntüngnu' kumentos Chamorro.	5. Chamorro
<input type="checkbox"/>	如果你能谈中文或讲中文，请选择此框。	6. Simplified Chinese
<input type="checkbox"/>	如果你能讀中文或講中文，請選擇此框。	7. Traditional Chinese
<input type="checkbox"/>	Označite ovaj kvadratić ako čitate ili govorite hrvatski jezik.	8. Croatian
<input type="checkbox"/>	Zaškrtněte tuto kolonku, pokud čtete a hovoříte česky.	9. Czech
<input type="checkbox"/>	Kruis dit vakje aan als u Nederlands kunt lezen of spreken.	10. Dutch
<input type="checkbox"/>	Mark this box if you read or speak English.	11. English
<input type="checkbox"/>	اگر خواندن و نوشتن فارسی بلد هستید، این مربع را علامت بزنید.	12. Farsi



CDBG PROGRAMS & LANGUAGE ASSISTANCE

Data Snapshots 3:4

Series 3 No. 4 | April 2015

IMMIGRATION: Spotlight on Immigrant Business Owners:

Cheltenham, Cherry Hill,
and Millbourne



Growing diversity creates struggles, opportunities in South Jersey

KIM MULFORD and JOHN CAMPBELL, COURIER-POST 10:22 a.m. EDT October 26, 2014



(Photo: mangostock, Getty Images/Stockphoto)

33 CONNECT 20 TWEET 13 LINKEDIN COMMENT EMAIL MORE

Fifty years from now, South Jersey's racial and ethnic makeup will be much more diverse than it is today, according to census reports and other research compiled by USA TODAY. The state has already witnessed monumental changes in its diversity. In New Jersey circa 1960, the chances of meeting someone of a different race or ethnicity

were about 16 percent.

Today, it's 60 percent and ticking upward. Much of South Jersey's increasing diversity is due to an influx of Hispanic residents settling here.

That move mirrors a longtime national trend decades in the making, exciting development that has enriched the region.

"We're already diverse and to embrace more diversity will make us insist Loretta Winters, president of the Gloucester County branch

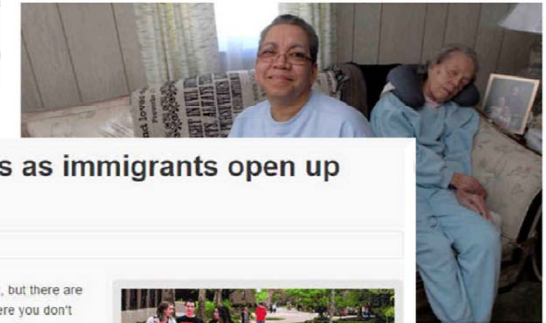
"We have so (many) more ingredients in the pot to make a better mix better when you have that mixture."

TOP VIDEOS



Family of American on sunken

Cherry Hill draws increasingly diverse crop of newcomers



grandson Evan, 2, and

Diversity extends to business as immigrants open up shop

JOE COONEY, COURIER-POST 2:31 a.m. EST January 28, 2015



(Photo: Courier-Post file)

"People complain about this country, but there are so many (business) opportunities here you don't even have time to get to them all."

So says Jose Brito, a native of the Dominican Republic who came to the United States 20 years ago. The 40-year-old is the founder and CEO of Cherry Hill's We Care Home Care, a service that provides health care to seniors and the disabled.

"When I first started this business in 2008, I was working 16 to 18 hours a day. It's not easy. But it's through hard work that you get successful."

Brito employs a staff of 110, and he's looking to open an office in Philadelphia in the next couple months. He's one of more than 2 million Hispanic entrepreneurs in America, a figure that tripled from 1990 to 2012, according to a report published by The Partnership for a New American Economy.

The report also stated that while entrepreneurship rates among non-Hispanic, U.S.-born individuals dropped over the last decade, the number of Hispanic entrepreneurs grew by 71.5 percent.



JOIN US FOR
GRADUATE OPEN HOUSE
WEDNESDAY, OCT. 21 | 5 to 8 p.m.

TOP VIDEOS



High School West in id in the township.

GROWING DIVERSITY

tiffin
INDIAN CUISINE

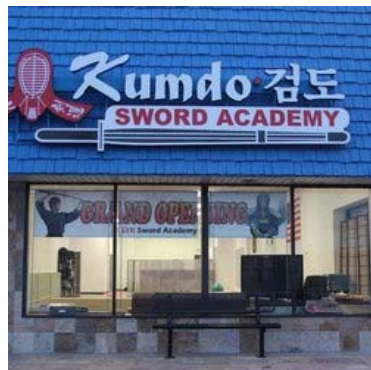


KUMON

Phở Barclay
Noodle House

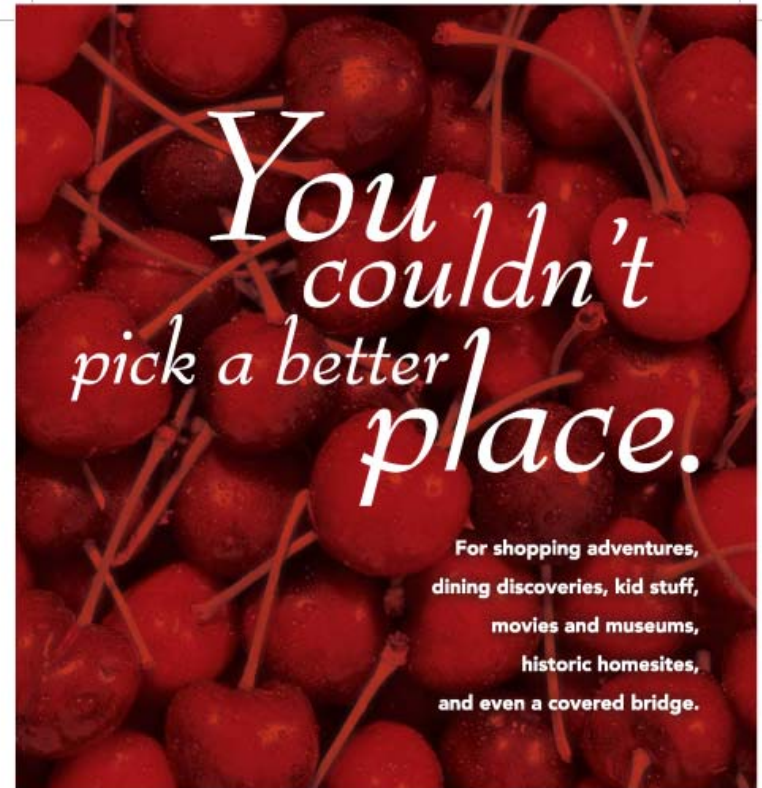


- Limited English Proficiency
- Real Estate Transaction Process
- State, County, & Local Regulatory Processes



NEW IMMIGRANT BUSINESS OWNERS

- Find a way to get to “yes”
- Establish and engage through Business & Citizen Council and cultural, religious and social organizations
- Diverse and inclusive programming
- Become a resource
- Be patient and welcoming!



THANK YOU!

LORISSA LUCIANI, PP, AICP

DEPUTY DIRECTOR

LLUCIANI@CHTOWNSHIP.COM

LESSONS LEARNED