

REMARKS OF
GOVERNOR THOMAS H. KEAN
AT THE
CAMDEN AQUARIUM ANNOUNCEMENT
CAMDEN, NEW JERSEY
WEDNESDAY, APRIL 24, 1985

THANK YOU, DR. HALPERN. (KEVIN).

YOU KNOW, I COME HERE TODAY PRACTICALLY BURSTING WITH
EXCITEMENT.

EXCITEMENT FOR CAMDEN. EXCITEMENT FOR NEW JERSEY.
EXCITEMENT FOR THE PROMISE THAT IS UNFOLDING BEFORE US.

I'M READY TO BURST BECAUSE CAMDEN HAS WAITED A LONG
TIME FOR THIS DAY -- AND I AM PROUD THAT I, AS GOVERNOR, CAN
BE A PART OF IT.

TODAY IS TRULY A RED-LETTER DAY FOR CAMDEN.

I'M HERE TO MAKE AN ANNOUNCEMENT -- BUT BEYOND THAT,
I'M HERE TO BE A PARTNER.

FIRST, THE ANNOUNCEMENT: I AM VERY PLEASED TO ANNOUNCE
THAT THE STATE OF NEW JERSEY, THROUGH THE NEW JERSEY SPORTS
AND EXPOSITION AUTHORITY, PLANS TO OVERSEE THE DESIGN AND
CONSTRUCTION OF A UNIQUE AND I BELIEVE MOST EXCITING
AQUARIUM HERE ON THE CAMDEN WATERFRONT.

THE SPORTS AUTHORITY HAS ALREADY COMMITTED \$1 MILLION
OVER THE NEXT TWO YEARS FOR THE DESIGN OF THE AQUARIUM,
WHICH WILL BE BUILT ON THE LAND ADJACENT TO THE CAMPBELL'S
SOUP WORLD HEADQUARTERS THAT MR. MCGOVERN JUST TOLD YOU ABOUT.

I THINK THAT THE AQUARIUM WILL BE A CRITICALLY
IMPORTANT PART OF THE PLAN THAT IS BEING UNVEILED TODAY.

WHY? BECAUSE IT WILL ATTRACT THOUSANDS OF VISITORS TO
THIS WATERFRONT -- TO THIS CITY.

BECAUSE I PLAN TO ASK EVERY SCHOOL IN THIS STATE TO
MAKE A TRIP TO THIS AQUARIUM PART OF ITS CURRICULUM.

BECAUSE THE SPORTS AUTHORITY HAS A PROVEN TRACK RECORD OF SUCCESS IN ITS PROJECTS -- AND THIS ONE, I AM CONFIDENT, WILL BE NO LESS SUCCESSFUL.

AND MOST OF ALL, BECAUSE THIS AQUARIUM WILL SHOWCASE SOMETHING VERY INTERESTING AND UNIQUE -- NEW JERSEY ITSELF. AS CURRENTLY CONCEIVED, THE AQUARIUM WILL PORTRAY ALL OF THE DIVERSE AND VARIED AQUATIC HABITATS THAT ONE CAN FIND IN NEW JERSEY.

IN DOING SO, IT WILL BE UNDERSCORING ONE OF OUR STATE'S STRONGEST POINTS -- ITS REMARKABLE DIVERSITY. THAT DIVERSITY -- IN EVERYTHING FROM OUR PEOPLE TO OUR MARINE RESOURCES -- IS WHAT GIVES NEW JERSEY ITS STRENGTH, ITS RESILIENCE, ITS PRIDE.

I AM VERY PROUD AND EXCITED THAT THE PHILADELPHIA ZOOLOGICAL SOCIETY, WHICH OPERATES THE PHILADELPHIA ZOO, WILL OPERATE THE AQUARIUM. THEY HAVE USED THIS HABITAT CONCEPT WITH GREAT SUCCESS AT THE ZOO. I THINK IT IS IDEALLY SUITED TO THIS AQUARIUM.

THAT'S MY ANNOUNCEMENT. BUT AS I SAID, I COME HERE
TODAY AS A PARTNER.

A PARTNER IN A PROMISING AND WELL-CONCEIVED PLAN TO
BRING HOPE, TO BRING INVESTMENT, AND TO BRING A RE-BIRTH TO
CAMDEN.

THAT PLAN WAS DESIGNED BY ONE OF AMERICA'S MOST
PRESTIGIOUS AND SUCCESSFUL DEVELOPMENT FIRMS -- THE AMERICAN
CITIES CORPORATION.

IT INVOLVES AND IS SUPPORTED BY SOME OF THE GREATEST
CORPORATIONS IN THE WORLD -- CAMPBELL SOUP COMPANY AND THE
RCA CORPORATION.

IT INCLUDES THE CITY OF CAMDEN -- WHICH WILL DONATE THE
LAND FOR THE AQUARIUM I JUST MENTIONED -- AND ITS GREAT
MAYOR, RANDY PRIMAS.

IT INCORPORATES ALL OF THE OTHER PARTNERS HERE TODAY --
THE COOPER HOSPITAL/UNIVERSITY MEDICAL CENTER, THE SPORTS
AUTHORITY, THE PHILADELPHIA ZOOLOGICAL SOCIETY, THE COOPER'S
FERRY DEVELOPMENT ASSOCIATION, AND THE CAMDEN COUNTY PARK COMMISSIO

BUT MOST IMPORTANTLY, THAT PLAN RESTS ON PEOPLE. THE PEOPLE OF CAMDEN. THE PEOPLE OF NEW JERSEY. THE THOUSANDS OF PEOPLE WHO WILL BE DRAWN TO THIS WATERFRONT TO WORK, TO LEARN, TO PLAY.

THE 2,500 PEOPLE WHO WILL GET JOBS BECAUSE OF THE DEVELOPMENT WE ARE LAYING OUT TODAY.

AND OF COURSE, THE PEOPLE WHO PUT IT TOGETHER -- THE PARTNERS, IF YOU WILL.

MANY OF THEM ARE HERE TODAY: KEVIN HALPERIN AND TOM CORCORAN OF THE COOPER'S FERRY DEVELOPMENT CORPORATION, MAYOR PRIMAS, GORDON MCGOVERN OF CAMPBELL SOUP, JOHN RITTENHOUSE OF RCA, BOB MULCAHY OF THE SPORTS AUTHORITY, BILL DONALDSON OF THE PHILADELPHIA ZOOLOGICAL SOCIETY, AND SO MANY OTHERS.

I AM PROUD TO BE A PART OF THIS PARTNERSHIP.

I AM PROUD BECAUSE IT HAS BEEN A PRIORITY OF THIS ADMINISTRATION TO BRING DEVELOPMENT TO CAMDEN AND TO ALL OF SOUTH JERSEY.

AND THIS PLAN WILL DO JUST THAT.

IT WILL PUT THE RESOURCES AND EXPERTISE OF THE SPORTS AUTHORITY TO WORK FOR THE FIRST TIME IN SOUTH JERSEY. AND I AM VERY GLAD THAT THE SPORTS AUTHORITY IS A PARTNER IN THIS PROJECT WITH THE PEOPLE OF SOUTH JERSEY.

I'M PROUD BECAUSE IT HAS BEEN A PRIORITY OF THIS ADMINISTRATION TO CREATE JOBS.

AND THIS PROJECT WILL DO JUST THAT. 400 JOBS IN THIS FIRST PHASE, AND, AS I SAID, 2,500 PERMANENT JOBS OVER THE LONGER TERM.

I'M PROUD BECAUSE IT HAS BEEN A PRIORITY OF THIS ADMINISTRATION TO FORGE PARTNERSHIPS BETWEEN THE PUBLIC AND PRIVATE SECTORS TO BUILD A BETTER NEW JERSEY.

AND THIS PROJECT IS THE RESULT OF JUST SUCH A PARTNERSHIP. A PARTNERSHIP SPROUTED BY THE COOPER'S FERRY DEVELOPMENT ASSOCIATION, AND BUILT BY ALL OF THOSE HERE TODAY. IT PROVES THAT THIS KIND OF PARTNERSHIP CAN WORK -- AND WILL WORK -- IF EVERYONE IS COMMITTED TO MAKING IT DO SO.

I BELIEVE IN THAT KIND OF PARTNERSHIP. AND I, ON BEHALF OF THE STATE, AM COMMITTED TO MAKING IT WORK.

IN FACT, WE HAVE BEEN TRYING VERY HARD TO MAKE IT WORK THROUGHOUT THESE LAST THREE YEARS.

TAPPING CAMDEN'S PROMISE HAS BEEN A SPECIAL PRIORITY OF THIS ADMINISTRATION -- AND I THINK IF TODAY SAYS ANYTHING, IT SAYS THAT CAMDEN IS INDEED FULL OF PROMISE.

THERE ARE SO MANY WAYS IN WHICH WE ARE WORKING TO FULFILL THAT PROMISE.

NOT FAR FROM HERE, WE ARE BUILDING -- THROUGH A PARTNERSHIP BETWEEN FEDERAL, STATE, AND LOCAL GOVERNMENT -- A \$15 MILLION TRANSPORTATION CENTER THAT CAN SERVE AS AN ANCHOR FOR FURTHER DEVELOPMENT.

LAST YEAR, I SIGNED A BILL THAT AUTHORIZED THE CREATION OF URBAN ENTERPRISE ZONES IN CERTAIN CITIES AROUND THE STATE. CAMDEN WAS ONE OF THE FIRST TWO CITIES CHOSEN. AND, IN FACT, THE SITE WE STAND ON TODAY IS WITHIN A DESIGNATED URBAN ENTERPRISE ZONE. THE URBAN ENTERPRISE ZONE CAN HELP ATTRACT SMALLER COMPANIES -- ENTREPRENEURS -- IN A FULL RANGE OF ENTERPRISES BY OFFERING THEM TAX BREAKS AND OTHER INCENTIVES IN RETURN FOR AN INVESTMENT IN CAMDEN'S FUTURE.

WE'VE COMMITTED \$15 MILLION TO CAMDEN'S BURGEONING MEDICAL CENTER -- TO BRING THE MEDICAL RESEARCH INSTITUTE INTO THE CITY OF CAMDEN.

WE'RE BUILDING A PRISON HERE IN THE CITY THAT WILL BRING 300 JOBS -- WITH PREFERENCE GOING TO LOCAL RESIDENTS.

WE'VE PROVIDED SPECIAL ASSISTANCE TO HELP SOLVE THE FISCAL PROBLEMS THAT CAMDEN WAS LEFT WITH AS A HANGOVER FROM THE PAST -- BECAUSE GETTING CAMDEN'S FISCAL HOUSE IN ORDER IS A PRE-CONDITION FOR ALL OF THIS; A NECESSARY PREDECESSOR TO THE SUCCESSFUL DEVELOPMENT WE'RE SPEAKING OF TODAY.

FINALLY, OF COURSE, WE'VE TARGETED A WHOLE RANGE OF STATE PROGRAMS NOT ONLY TO CAMDEN -- BUT TO ALL NEW JERSEY CITIES -- TO ATTACK THE PROBLEMS THAT HAVE KEPT THEM FROM SHARING FULLY IN THE STATE'S NEW GROWTH. PROGRAMS TO FIGHT CRIME WITH MORE POLICE ON THE STREET, TO PROTECT OLDER NEIGHBORHOODS WITH PRESERVATION FUNDS, TO CREATE JOBS WITH ECONOMIC DEVELOPMENT INVESTMENTS, AND TO IMPROVE OUR SCHOOLS WITH A SPECIAL NEW URBAN INITIATIVE.

WE SIMPLY MUST MAKE OUR CITIES FULL PARTNERS IN NEW JERSEY'S ECONOMIC RENAISSANCE. AND THAT IS WHAT EACH OF THE PROGRAMS I JUST MENTIONED IS DESIGNED TO DO.

TO MAKE SURE THAT AS NEW JERSEY GROWS -- CAMDEN GROWS WITH IT. OR BETTER YET, THAT CAMDEN SPRINGS AHEAD AND LEADS THE STATE.

TO MAKE SURE THAT THE EXCITEMENT THAT IS SWEEPING NEW JERSEY SWEEPS CAMDEN. OR BETTER YET, THAT IT IS GENERATED FROM HERE.

TO MAKE SURE THAT WHEN PEOPLE COME TO NEW JERSEY --
THEY COME TO CAMDEN. THAT THEY ARE DRAWN HERE. THAT THE
ATTRACTIONS WE ARE SPEAKING OF TODAY SERVE AS A MAGNET, FOR
TOURISTS, FOR DEVELOPMENT, FOR JOBS.

TO DO THAT WILL REQUIRE THAT WE CONTINUE THE
PARTNERSHIP THAT IS SO EVIDENT TODAY. AND I PLEDGE TO YOU
THAT THE STATE OF NEW JERSEY WILL REMAIN A PARTNER IN THIS
GROUP FOR AS LONG AS IT TAKES -- FOR AS LONG AS I AM
GOVERNOR.

YOU KNOW, JUST TO PROVE HOW MUCH I BELIEVE IN THAT
PARTNERSHIP, I BROUGHT A LITTLE SURPRISE WITH ME TODAY.

WE ARE STANDING HERE TODAY IN THE MIDST OF THE
WIGGINS WATERFRONT PARK -- ITSELF THE PRODUCT OF A
PARTNERSHIP BETWEEN THE STATE OF NEW JERSEY, THROUGH GREEN
ACRES, AND THE CAMDEN COUNTY PARK COMMISSION.

THE CONTINUED DEVELOPMENT OF THIS PARK WILL HELP MAKE
OUR PLAN A SUCCESS.

WELL, I HAVE WITH ME A GRANT -- A GRANT THAT CAMDEN HAS BEEN WAITING FOR -- OF \$1.5 MILLION FOR THE THIRD PHASE OF THE WIGGINS PARK PROJECT.

AS A PARTNER IN THE REBIRTH OF CAMDEN'S WATERFRONT, I AM HAPPY TO PRESENT IT TO CAMDEN COUNTY TODAY.

TODAY IS THE BEGINNING OF A NEW AND BETTER CAMDEN.

AND WHEN WE LEAVE HERE TODAY, WHETHER WE GO FAR OR NEAR, LET'S TAKE THE MESSAGE WITH US: THAT CAMDEN IS COMING BACK.

THAT SOMETHING GOOD IS GOING ON HERE.

THAT IF YOU WANT SOMEPLACE EXCITING TO GO -- TO DEVELOP, TO GROW -- COME TO CAMDEN. BECAUSE THAT'S WHERE THE FUTURE IS.

THAT -- AT LONG LAST -- CAMDEN'S TIME HAS COME.

I AM READY TO BURST, AS CAMDEN IS READY TO BURST --
WITH HOPE, WITH NEW PROMISE, WITH THE ACTIVITY GENERATED BY
A PLAN FOR A BETTER FUTURE.

TODAY IS A BIG STEP IN BUILDING THAT BETTER FUTURE FOR
CAMDEN. AND I AM, TRULY, PROUD TO BE A PARTNER IN IT.

THANK YOU.