High-Profile Companies EXPAND in South Jersey

Keeping South Jersey Connected
Food Specialization Center
Cape May County Emerging as a South Jersey Drone and Innovation Hub
Maryville’s Highly Acclaimed Addiction Treatment Programs Achieve Positive Outcomes
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President’s Message

Southern New Jersey has become a haven for entrepreneurship and innovation, driving growth and bringing jobs to our communities. Our fourth and final issue of 2018 on Economic Development showcases several examples of success.

When we think of economic development, the term “infrastructure” often comes to mind. Joe Divis of AT&T challenges us to move past defining “infrastructure” as roads, bridges, water or sewer lines and power grids, and consider connectivity as the foundation of quality of life, commerce and public safety in “Keeping South Jersey Connected - the Importance of Wireless Infrastructure for Economic Development.”

Owing to New Jersey’s proximity to major ports, highly-skilled and available workforce and world-class infrastructure, Blue Rock Construction’s President Steve Kettleberger details in our cover story “High-Profile Companies Expand in South Jersey” how he expects to be busy for the foreseeable future as more and more companies are increasingly attracted to our region.

Living up to our moniker as the “Garden State,” Cumberland County’s “Food Specialization Project” highlights a renewed effort to advance Southern New Jersey as a food industry technology hub.

As Cape May established a new Tech Village at the county airport, you may have noticed a different kind of aircraft flying around. Unmanned Aerial Systems, or drones, are proving to be of significant interest as the burgeoning industry finds the County’s features to be idyllic to spur innovation and draw entrepreneurs to the region as Carole Mattessich describes in “Cape May County Emerging as a South Jersey Drone and Innovation Hub.”

Through the darkness of our state’s increasing addiction epidemic, a bright light emanates from Maryville Addiction Treatment Center. Their recent successes and plans for expansion as described in “Maryville’s Highly Acclaimed Addiction Treatment Programs Achieve Positive Outcomes,” offers hope to those who are, or those who know someone, suffering from addiction.

Debuting a new feature, “Redevelopment Property Opportunity,” Pittsgrove Township offers a commercial lot in a highly visible and desirable area that would be a good fit for any company seeking to locate or expand in our region.

We welcome your comments at marlene@snjdc.org. To learn more about the SNJDC, contact us (856) 228-7500 or visit our website snjd.org.

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Keeping South Jersey Connected

The Importance of Wireless Infrastructure for Economic Development

By Joseph Divis, AT&T

‘Infrastructure’ is often characterized as roads and bridges, the electrical grid, water and sewer facilities and airports. We think more often of what enables us to move people and things, goods and supplies.

What gets lost sometimes is the infrastructure that moves ideas, content, data, mission-critical information, and entertainment. It’s our connectivity infrastructure. It’s the cables and the fiber, antennas and radios, processors and software that ever-increasingly play a fundamental role in how we live, work, play and relax.

Indeed, our connectivity infrastructure is really the foundation of our quality of life, commerce and public safety.

And, so much more of our information is being moved wirelessly.

Those who follow the industry expect that growth of data won’t be slowing down in the foreseeable future.

What all of this means is that our wireless networks, which include antennas on cell towers, water tanks, building rooftops and the like, and now small cells on street furniture and poles – along with the radio spectrum you don’t see – are carrying unprecedented amounts of data and video.

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Take the latest data from CTIA, the wireless trade association:

- Mobile data traffic has increased by a factor of 40 since 2010 to nearly 16 trillion MB in 2017.

- While voice and messaging have not seen similar increases, the 1.77 trillion message (SMS and MMS messages) exchanges in 2017 are equivalent of 56,000 messages every second of the entire year.

Mobile data traffic on AT&T’s national wireless network increased more than 360,000% from 2007-2017.
Multiple agencies and collaborative partners are combining to create two innovative projects that will enhance the food industry in Cumberland County and establish Bridgeton as a food technology hub in South Jersey. The Cumberland County Improvement Authority, the Cumberland Empowerment Zone, Rutgers University, the City of Bridgeton and the U.S. EDA have partnered to create a new Food Specialization Center for expanding food companies, and to design a technology-based research and development center for food-based industries. This center will weave technology into the machinery and processes leading to full automation.

In 2001 Rutgers University, through its Agriculture Experiment Station, established a Food Innovation Center in downtown Bridgeton to meet the changing needs of New Jersey’s food industry. In 2008, the 23,000 s.f. Rutgers Food Innovation Center was constructed at the Florida Avenue Industrial Park in Bridgeton, New Jersey. Over the last 15 years, the Center has provided expertise to more than 1,500 startup and established food and value-added agriculture businesses in New Jersey and the surrounding region.

While many food businesses have been assisted, few have remained in Cumberland County. To provide prime space for the next phase of business growth, and to entice those businesses to remain in Cumberland County, in October 2017 the Improvement Authority broke ground for a 32,000 s.f. Food Specialization Center. This facility, currently under construction, will provide space for the fledgling companies “graduating” from the Rutgers facility as well as national and international food industry firms seeking a location in the southern New Jersey region. US Economic Development Authority provided a grant of $2.5 million toward the $10 million construction cost. The Cumberland County Improvement Authority (CCIA) is constructing the project and will be the master lessee of the property.

With a completion date of late spring 2019, this state-of-the-art specialization center will provide short-term tenancy for new businesses until they are ready to move to a fully independent location. It will also enable them to realize the benefits of shared freezer space, refrigeration, warehousing, and loading docks. Half of the space has already been leased by a local food processor expanding their product line. Companies

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Several years ago a small band of believers envisioned Cape May County as a hub for unmanned aerial systems ("UAS"), or drones, along the nation’s busy northeast aviation corridor. Today, the County is a hotbed of activity involving cutting-edge drone technology, and intent on scaling its success to be “South Jersey strong.”

Efforts to gain UAS business were forged in large part by concern with the area’s lack of year-round, well-paying jobs. Will Morey, the County Freeholder overseeing economic development, grew intrigued with early optimistic forecasts on drone technology, offering exactly such jobs. Goldman Sachs, for one, forecast a $100 billion domestic market economic impact between 2016 and 2020 for drones.

These drones were not just your kids’ wobbly plastic flyers. Drones in commercial R&D include sophisticated versions of both the rotary model often featured by mass media and its larger fixed-wing cousin resembling a miniature airplane. They’re surfacing in use cases ranging from agricultural monitoring to home inspections to First Responder search & rescue. With them come related companies like sensor developers, software programmers, and skilled flight operating service providers.

The needs of the burgeoning UAS industry – items like airspace access, and opportunities to fly over areas without people and buildings below – synched nicely with the County’s geospatial and other features. And strong encouragement came from Congressman Frank LoBiondo, who represents the County’s district and is a prime proponent of drones in Congress. Engineers from the FAA’s William J. Hughes Technical Center in neighboring Egg Harbor Township also offered crucial support.

“It was a match made in Jetsons’ heaven,” Morey says today.

Though the stage was set, breaking into a new industry requires intense strategic effort. Early on, Cape May County inaugurated regular “Innovation Forums” resembling popular millennial meet-ups, designed to draw high-tech innovators to the County.

“These provide an open invitation for UAS entrepreneurs and professionals to gather and talk about their passion,” Morey explains. A valuable Forum feature is the “self-introductory period,” where it’s not enough to simply state your name and company. Rather, everyone is asked to describe what they’re doing with UAS technology “in a way that promotes true networking and stimulates collaborative interactions,” according to Morey.

The process works. Bonding with each other, innovators also establish a toehold – and sometimes more – in the region. Two of the early innovators’ companies are currently merging, and several early innovators are now working to establish operations here in Cape May County.

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This 4.4-acre lot is near the corner of Gershal Avenue and on the desirable Landis Avenue/Route 56. Highly visible, located in a Redevelopment Zone and an expanding commercial corridor on Landis Avenue between Vineland and Bridgeton and just minutes off of Route 55. An estimated 15,000+ vehicles travel this corridor weekly. The lot was the site of the Garrison Grain Mill that was demolished by the Township with grant money from the Small Cities Community Development Block Grant. The site also features frontage on Gershal Avenue and has access to the light rail that runs along the southeast border of the property.

Pittsgrove Township Tax Block 3001, Lot 8. According to the FEMA National Flood Hazard Layer, this property does not appear to be in a flood zone.

For more information, contact Chuck Hughes at chughes@pittsgrovetownship.com (856) 358-2300 x6024
In 2015, when cured-meat specialist Veroni, a family-run Italian company with a rich history dating back to 1925, decided to establish a U.S. commercial presence, they chose South Jersey.

Today, Veroni’s 46,800-square-foot state-of-the-art slicing facility, built by Blue Rock Construction in Logan Township, stands as its highly successful U.S. headquarters, offering 100% Italian cold cuts to the American market from New York to San Francisco.

Our experiences at Blue Rock Construction have shown that Veroni is not the only high-profile company attracted to what South Jersey has to offer.

Shortly after completing Veroni’s project, Blue Rock started work on the first U.S. expansion of the Fresh Division of Belgium-based Greenyard, a global market leader in fresh fruits and vegetables. Blue Rock constructed a 152,200-square-foot packaging and cold storage facility, also in Logan Township.

Greenyard said the new facility quadrupled the square footage, capacity, and overall production capability of its former operations, while significantly adding to the company’s services, such as value-add packing, consolidation, and controlled atmosphere storage.

“Our competitors were saying we wouldn’t have started before 2017,” said Marco Veroni, president of Veroni USA Inc. “We’re very proud to say they were wrong.”
Location, Location, Location

In announcing the project, Greenyard said it strategically selected South Jersey for its close proximity to the northeastern ports, a top receiving point for imported fresh produce.

Both Veroni and Greenyard are located at LogistiCenter at Logan, owned by Dermody Properties. The 1,100-acre, master-planned Class A business park is located halfway between New York City and Washington, D.C., in the heart of the northeast transportation corridor. LogistiCenter at Logan provides exceptional access to the U.S. interstate system. This strategic location puts 40% of the total U.S. population and one of the world’s largest consumer markets within a one-day drive.

In January, Blue Rock and Dermody Properties added another high-profile company, Kenco Logistics, to LogistiCenter at Logan. Kenco, one of the largest third-party logistics companies in the United States based in Chattanooga, TN, occupies a 401,008-square-foot facility. Kenco will use the new facility, located at 395 Pedricktown Rd., for storage and distribution of their customers’ products.

In Pedricktown, NJ, e-commerce giant Jet.com established itself at Gateway Business Park, leasing a 705,000-square-foot distribution facility to accommodate its growth and position itself for overnight deliveries in the Mid-Atlantic and Northeastern United States. Blue Rock Construction built the facility for property owner Matrix Development Group.

Gateway Business Park, a 3.5 million-square-foot distribution park, provides immediate access to the New Jersey Turnpike, with seamless overnight access to the Northeast and Mid-Atlantic regions. The site is strategically located adjacent to Exit 7 off Interstate 295, and is just seven miles from the Delaware Memorial Bridge, and eight miles from the Commodore Barry Bridge. Gateway Business Park is within an overnight drive of one-third of the nation’s population and close to Philadelphia, Wilmington, and Baltimore.

“We are excited to add this facility to our nationwide network of distribution centers,” said David Caines, chief operating officer at Kenco. “We are equally excited to bring new jobs to the area.”
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New businesses might consider settling at the new “Tech Village” at Cape May County Airport. The first building begins construction in January. Targeted for high-technology and innovation firms, the project recently was awarded a $3 million grant by a USEDA demonstrating its enthusiasm for expanding the region’s UAS and technology business.

To drive its UAS initiative, the County also retains a UAS subject matter expert (SME) – David Yoel, a former Boeing engineer who started his own UAS company. It also acquired a COA, a Certificate of Authorization, from the FAA to use airspace above the County for public purpose drone flights. The COA has enabled the County to engage in public-private partnerships serving public missions like testing how UAS technology might improve First Responder tools after disasters, with partners like Verizon and T-Mobile.

Proximity to water also spawns opportunities. When asked to conduct a drone workshop for United Nations representatives, the County and others used land around the Ferry Terminal to stage a simulated medical emergency, showing how drones can deliver medical supplies at sea. The same venue soon will be used by the United States Defense Logistics Agency for a Proof of Concept to assess drone use in domestic disasters.

Industry participants in County UAS activities have formed working groups addressing UAS use cases in four main areas: Maritime, First Responder, Energy/Utility, and Counter-UAS. Currently, the County is negotiating an agreement with the FAA under which that agency will actively partner in certain of the projects.

Significantly, Cape May County’s forward motion in UAS is now complemented with adjoining Atlantic County’s recent focus on general aviation for
Maryville’s Highly Acclaimed Addiction Treatment Programs Achieve Positive Outcomes

Maryville Addiction Treatment Center is recognized as a premier provider of treatment for those suffering from addiction to opioids, alcohol and other drugs. Maryville’s residences for men and women are situated on 40 acres of serene woodlands in Gloucester County. Dedicated physicians, nurses, and clinicians provide individualized, trauma informed treatment to address the physical and mental health, family, support system, social and economic factors specific to each gender. Maryville’s treatment plans incorporate referrals to medical, housing, educational, and social service agencies to support long term recovery. Outcomes for Maryville’s inpatient detoxification and residential programs once again surpassed New Jersey state averages for 2018.

In response to our state’s growing addiction epidemic, Maryville recently opened two additional addiction treatment centers. In February 2018, Maryville opened a 48-bed inpatient facility in Pemberton, Burlington County. In July 2018, Maryville opened its third community-based treatment facility in Northfield, Atlantic County. Outpatient services are also offered in Turnersville and Vineland. Maryville’s first and largest 76-bed inpatient facility is located in Williamstown, Gloucester County.

Thousands of Maryville alumni have reclaimed their lives, and are successful employees, employers, students, parents and members of our communities. Christopher A. is one of many former patients documenting his success: “When I was depressed and had just gotten my third DWI, it was certainly make or break for me, but now everything’s great. I always tell people to try to go to Maryville - it’s worth it and I recommend it highly.” To get help for a loved one or to learn more about addictive disease or Maryville’s treatment programs, please contact us at www.maryvillenj.org, 855-823-3428. Most insurance plans, Medicaid, and other treatment funding plans are accepted.
Keeping South Jersey Connected  (continued from page 3)

Wireless network infrastructure is evolving to handle today’s growing demands and create the foundation for future technologies such as 5G, while also unlocking new experiences like augmented realities, virtual presence, autonomous vehicles, telemedicine and connected homes.

At AT&T, we are adding new capabilities to our existing cell sites to enable the power of software to perform upgrades and triage problems. We are adding more bands of spectrum into our network mix to create more “lanes in the mobile broadband highway.”

In New Jersey, from 2015 through 2017, we invested more than $1.4 billion in our network to keep our customers connected today and to prepare for the future. As part of that investment, we made more than 650 network upgrades, including 52 new cell sites. As a result, 100 percent of New Jersey’s population is covered by the AT&T Wireless network.

But even with all of this activity, the need remains – and will continue – for additional infrastructure to carry the data through the radio spectrum which makes wireless ‘wireless.’

In order to carry the data and deliver the speeds and performance our customers demand – that could be anything from streaming video to mission-critical, time-sensitive information being delivered over FirstNet (the nationwide network platform purpose-built by AT&T for the public safety community) – we must continue to invest in network densification, notably through strategically-placed small cells.

More infrastructure helps us carry more data, plain and simple, and do it in a way that creates speed, ensures reliability and performance, and enables initiatives such as Smart Cities and smart communities.

Of course, our company and our industry need to work closely with local leaders and groups like the Southern New Jersey Development Council to foster an environment that will welcome investment in critical wireless infrastructure like small cells to help create jobs and opportunities in our communities now and in the future.

South Jersey Connected

At AT&T we know that businesses help communities thrive. In South Jersey and across the nation, we empower connections that help build a better tomorrow.

AT&T is proud to support the Southern New Jersey Development Council.

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High-Profile Companies Expand in South Jersey  (continued from page 11)

**Labor Needs**

If location isn’t enough to attract a high-profile company to South Jersey, available labor is another asset.

According to Choose New Jersey, a non-profit organization that markets the state to companies throughout the nation and around the world, New Jersey can attract high-profile companies with top-notch labor.

“Looking to recruit top talent for your company? It’s easy: Move to New Jersey,” the organization states on its website. “Our state has one of the most highly educated, highly skilled workforces in the country. The numbers say it all:

- Nearly 39% of New Jersey’s workforce graduates from college with a bachelor’s degree or higher. The national average stands at only 31%.
- Nearly 15% of our workforce has an advanced graduate or professional degree, compared to 11.9% nationwide.
- The state also has one of the highest graduation rates from high school in the country: 90.1% of our seniors receive their diplomas. The national average: 83.2%.
- Plus, New Jersey boasts the biggest concentration of scientists and engineers per square mile in the world – more than 225,000 at last count.”

Perfect location, a strong workforce and world-class infrastructure has turned South Jersey into a destination spot for high-profile companies to expand. At Blue Rock, we expect to be busy at work making this happen.

*Steve Kettelberger is president of Blue Rock Construction Inc.*

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To further advance the local food industry, the City of Bridgeton submitted and received a $100,000 Innovation Challenge Grant from NJ Economic Development Authority. This grant will determine the feasibility of developing a technology-based research and development and food training facility as part of this food-based cluster within Bridgeton’s industrial park. Cumberland County Workforce Development Dept. has been an additional partner with this grant. Together, these three facilities will create the first of its kind food technology hub within Cumberland County. The partnership of all the agencies willing to collaborate and build upon each other’s strengths is driving these projects and creating a lasting synergy that will be replicated for future projects across the county.
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economic development in the southern Jersey region. Supporters now envision a New Jersey “aviation research triangle” including the Joint Base for military flights, Atlantic County for general aviation, and Cape May County for UAS technology development.

At September’s 4th Annual UAS Conference in Cape May County (an event drawing top UAS experts), Congressman LoBiondo complimented the County for recognizing the “tremendous opportunity” of UAS. By “pushing the envelope,” he said, the County has “launch pad” status enjoyed by few other communities in the nation.

“Cape May is going to provide opportunities that not many other places will be able to provide,” LoBiondo said. “It’s going to be a good place to locate businesses, to create jobs.”

Will Morey would like to see that perspective painted region-wide. “There’s exceptional strength in collaboration,” Morey says. “Let’s send the message that Cape May is ready to do serious aviation business for the region and our great Nation.”
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