

SNJDC

REGIONAL OUTLOOK 2016-2018



SOUTHERN
NEW JERSEY
DEVELOPMENT
COUNCIL

www.snjdc.org

Discover Something New – In South Jersey

Southern New Jersey offers opportunity for economic development across eight counties and 3,700 square miles. Centrally located between New York City and Washington D.C., over 100,000 million consumers, representing 40% of the country's population and a \$2 trillion market, are within a day's drive.

Blessed with available, undeveloped land and a quality of life that includes access to education/job training, healthcare, entertainment, recreation and open space, and transportation, utilities and communications infrastructure, the South Jersey region is primed for future growth.

Those interested in relocating or expanding their businesses in South Jersey can take advantage of incentives through the New Jersey Economic Opportunity Act, the state's aggressive economic development program designed to promote job creation and redevelopment. The Grow NJ Program offers tax incentives and credits for businesses that invest and retain or create jobs. The ERG Program is an incentive for developers and businesses to address revenue gaps in development projects. Each program has eligibility requirements – however, the thresholds are lowered for projects in South Jersey.

South Jersey is a great place to live and play. It's also a great place to do business. We invite you to peruse these pages of our Regional Outlook and see for yourself a snapshot of what is occurring in South Jersey today.

The Southern New Jersey Development Council actively promotes initiatives that increase economic opportunity in South Jersey to improve our certain quality of life and supports project-specific activities that will create a positive impact on the region. The Development Council is the regional organization to connect you to the resources you need and the opportunities available.

Contact us to see how we can help.

Sincerely,



Marlene Z. Asselta, President
Southern New Jersey Development Council



Marlene Z. Asselta,
President, Southern New Jersey
Development Council





Stockton University Expands

Stockton University is expanding, with two new academic buildings and a distinctive quad entrance to be built on the main Galloway campus, and a residential campus in the planning stages in Atlantic City. The Atlantic City campus will be located at the site of the old Atlantic City High School, at the intersection of Atlantic, Albany and Pacific avenues. The project is a public-private partnership with the Atlantic City Development Corp. and is designed to include a housing and student center on the Boardwalk for about 520 students. A parking garage will be topped by new offices for South Jersey Gas and 879 parking spaces. An academic building will accommodate up to 1,800 students. The University plans to open the Atlantic City campus in 2018 with about 1,000 students.



Pleasantville City Center

Main at City Center in Pleasantville, a new \$34 million two-building commercial and residential complex operated by RPM Development Group, opened in May 2015. All 135 apartment units are filled, with more residents on a waiting list to rent. More than a third of the 18,000 square feet of retail space has already been leased to a Head Start day care and a beauty supply store. The project was supported by \$7.3 million in federal funding through the New Jersey Department of Community Affairs and its affiliate, the New Jersey Housing and Mortgage Finance Agency.



New Food Commercialization Center

The Cumberland County Improvement Authority (CCIA) is partnering with Rutgers University, Cumberland Empowerment Zone Corporation and the City of Bridgeton to develop a new 27,000 square-foot Food Commercialization Center. The estimated \$9 million project is slated for completion in December 2017. This new center will provide much-needed flex space and business development services for the multitude of developing businesses guided by the Rutgers Food Innovation Center.

The project is planned to be constructed using the existing infrastructure of Bridgeton’s Florida Avenue Industrial Park, where the Rutgers Food Innovation Center is currently located. In its partnership agreement with the center, the CCIA will develop and manage the project with support from the US Economic Development Authority.



Domestic and international food processors will gain access to their very own manufacturing space as well as shared freezer, refrigeration and warehousing space after developing product lines and services at the County's new Food Commercialization Center.



Farmland Preservation

In the last 60 years, New Jersey’s thriving agricultural industry was overtaken by real estate development and falling crop prices, halving farmland acreage in favor of parking lots and grass lawns. The erosion of a distinctive “South Jersey” landscape has prompted strong public support for farmland preservation. At a state level, 100% of ballot initiatives for open space and farmland preservation since 1961 have passed. State, county and municipal funding has led to the preservation of more than 140,000 acres of farmland, about 20% of all farmland in New Jersey. Each year, school tours provide valuable educational experiences for children and a source of income for South Jersey farms, encouraging public appreciation for the health benefits and knowledge resource they represent.



Drones in Cape May County

Designated by Congress as one of six official test sites in the nation for flights of unmanned aerial systems, or drones, Cape May County is in an enviable position. The county was chosen because of the relatively quiet surroundings, equidistant to Washington, D.C., Philadelphia and New York City and the proximity of the FAA Technical Center in Atlantic County. The potential market is forecast to generate more than 100,000 jobs and over \$82 billion nationwide by 2025. In mid-2015, it hosted the first commercial test campaign launched at a New Jersey public airport, and continues to develop into an active site for UAS flights and testing by corporations and universities. The County also has applied for permission to fly its own drone missions on County projects like bridge inspections, coastal assessments, emergency response, and construction project monitoring.



A fixed-wing drone produced by American Aerospace Technologies, Inc. (AATI) is pictured above the Cape May Peninsula. AATI is one of the companies settling in Cape May County to conduct drone-related business.

Rowan Boulevard

Rowan Boulevard is a new mixed-use complex on the campus of Rowan University in Glassboro, New Jersey. The new retail and living space is the second phase of Nexus Properties' development of the Rowan Boulevard project, which was designed to help link Rowan University with downtown Glassboro.

The second phase development includes a 316,500 square-foot multi-use building containing 57 luxury market rate apartments (48 2-bedroom units and 9 1-bedroom units) for graduate students, faculty and Glassboro residents; 119 student apartments (109 4-bedroom units and 10 2-bedroom units); parking for 179 vehicles (147 spaces on-site behind the building and 32 spaces on the street); 20,000 square-feet of retail (targeting full-service restaurants); and 27,000 square-feet of medical (urgent, primary, specialty care and orthopedic care in joint agreement with Inspira and Cooper Hospital).



Renovation at DoubleTree Suites by Hilton

The DoubleTree Suites by Hilton Mt. Laurel recently finished a \$6.5 million renovation that includes upgrades to the lobby, pool, fitness center, public space, and all guest rooms. The renovation also included a new restaurant and bar, REDZ, that features inspired American fare and authentic specialties from all over the country. The hotel currently holds the #1 ranking for hotels in South Jersey by TripAdvisor and received the 2015 TripAdvisor Certificate of Excellence Award and the 2016 TripAdvisor Green Leader Silver Certificate for commitment to green practices. Plus, guests get to enjoy a delicious, warm “DoubleTree Chocolate Chip Cookie” at check-in.



Jimmy Buffett’s Margaritaville Entertainment Complex

Resorts Casino Hotel in Atlantic City celebrated its 35th anniversary in May 2013 with a new milestone: a \$35 million Margaritaville casino and entertainment complex by Jimmy Buffett. Jimmy Buffett’s Margaritaville infused the Resorts Casino guest experience with a fun beach vibe and provided the Atlantic City Boardwalk with a major new attraction. The complex features Jimmy Buffett’s Margaritaville restaurant and LandShark Bar & Grill, the only full-service, on-the-beach restaurant and bar in Atlantic City, with nightly entertainment and year-round service. Both restaurants can accommodate groups from 10 to 800 including a private Tiki Bar area available in Margaritaville.



I-295/I-76/Route 42 Direct Connection

This \$900 million project consists of one of the largest and most congested interchanges in southern New Jersey. From 26 alternatives, one alternative with a six-lane direct connection overpass alignment was chosen which includes the realignment of 6 ramps, including one in a depressed section under I-76, 13 bridges, 2 culverts, 16 retaining walls and noise walls. The project is scheduled for completion in 2020.



The Growth of Agritourism

In recent years, public demand for agricultural experiences has risen throughout South Jersey, leading to visitors and farmers interacting through roadside stands, farmers markets, pick-your-own operations and more. The economy of agritourism includes farm-based recreation, ranch vacations, camping, hayrides, corn mazes, petting zoos, bed-and-breakfasts and a wide variety of other business opportunities. The New Jersey Farmers' Direct Marketing Association, Rutgers University and the New Jersey Farm Bureau help promote South Jersey's growing agritourism industry, which encompasses gardening classes, county fairs, rodeos, horse shows, educational exhibits and more.

Cumberland County: NJ's Agribusiness Center

<p>580 Farms Home to 580 farms totaling more than 64,500 acres.</p>	<p>\$170 million Ranking first in market value for New Jersey's agricultural products sold.</p>	<p>1/3 of clams Where a third of all ocean clams are harvested and processed for consumption.</p>
<p>17% of NJ's agriculture Provides 17% of New Jersey's agricultural economy and nearly 25 percent of its entire nursery and horticultural industry.</p>	<p>1st Ranks first in the production of flowering trees and shrubs, herbaceous perennials, beets, broccoli, cabbage, cauliflower, Chinese cabbage, collards, escarole, endive, kale, lettuce, okra, green onions, parsley, radishes, sorghum for grain, and nectarines.</p>	



South Jersey Port Corporation - Building for the Future

The South Jersey Port Corporation (SJPC) is building for the future. In Camden, the Broadway and Balzano terminals are experiencing steady growth. In Paulsboro, SJPC, with the Gloucester County Improvement Authority as its construction agent, is investing nearly \$200 million to convert the former BP tank farm in Paulsboro into a state of the art omniport to meet the ever-changing demands of the global market. The first phase of construction is due for completion in the 3rd quarter of 2016. The Paulsboro Marine Terminal access road and bridge, funded by grants from the State of New Jersey, is complete. The bridge over the Mantua Creek provides direct access to the terminal, insulating the surrounding residential communities from truck traffic. The SJPC also invested in dockside rail and sidetrack rail capable of holding two 75 rail car unit trains within the terminal and connects to the main line to outlying markets.



A Well-Coordinated Energy Master Plan

New Jersey's Energy Master Plan establishes long-term goals and implementation strategies to respond to market changes for nearly one million non-residential customers through regulated energy services. It focuses on driving down costs, promoting new, clean, in-state generation, rewarding efficiency and conservation, capitalizing on emerging technologies, and maintaining support for renewables. Regional energy suppliers continually deliver reliable, affordable and energy-efficient resources to residents and business customers. Our system works through a combination of distribution and supply resources. The supply of electricity and natural gas is open to competition, even though the delivery occurs through regulated utilities, such as South Jersey Gas, Atlantic City Electric, New Jersey Natural Gas, and PSE&G. PJM Interconnection, an award-winning electric transmission organization, supports the growing electric generation needs for Southern New Jersey. Their role is to efficiently coordinate the movement of wholesale electricity in all or parts of 13 Mid-Atlantic States and the District of Columbia.



Gloucester Premium Outlets

The Gloucester Premium Outlets is South Jersey's premier outlet shopping destination. Featuring designer name brands at savings of 25% to 65% every day, it is a draw to the local area and a tourist attraction, bringing shoppers from near and beyond. The Outlets offer a mix of product categories including apparel and shoes, fashion accessories, leather goods, home furnishings, and specialty items. Additional amenities include multiple dining options, an outdoor lounge area, lush landscaping and significant green space to host community events such as musical performances, charity events and children's activities. The Gloucester Premium Outlets is the largest economic development project in the history of Gloucester Township.



Resorts all new Conference Center

In August 2015 Resorts Casino Hotel in Atlantic City opened a new state of the art Convention Center. The \$4.7 million multi-faceted convention space added 12,000 square feet of meeting space, encompassing a 6,500 square-foot ballroom and 12 meeting rooms. The expansion brings the total meeting space to 64,000 square-feet with 24 meeting and event rooms, including four ballrooms and a multi-purpose showroom. The expansion resulted in a significant increase in meetings and convention business, driving a 30 percent increase in the booking pace compared to 2015.



South Jersey Wineries

South Jersey's well-drained soils, long growing season, mild winters and clean water combine to offer superior conditions for grape growing in the federally designated Outer Coastal Plain viticultural region. South Jersey is the birthplace of numerous award-winning wines and the home of more than 25 beautiful vineyards, many of which are open to the public for tastings, tours and entertainment. In 2012, French judges at a blind wine tasting in Princeton were surprised to discover they had ranked a wine from South Jersey higher than those from Bordeaux, France. In 2014, Rutgers University established the New Jersey Center for Wine Research and Education to further promote and develop the state's wine industry, which has grown from about 500 wine production acres in 2002 to more than 2,000 acres in 2014.



Joint Base McGuire-Dix-Lakehurst

Joint Base McGuire-Dix-Lakehurst (JBMDL) is a 42,000 acre facility spanning Ocean and Burlington Counties. With over 40,000 employees, the Joint Base is the second largest employer in New Jersey and is vital to the local and regional economy. There is an increasing threat of another Base Realignment and Closure Commission (BRAC) which would close a number of military installations around the country. There is also a more immediate threat of “mission creep” which siphons jobs away from an installation due to consolidation and or declining defense dollars.

Since the Joint Base houses the Air Force, Army, Navy, and other military branches, it is well positioned to meet the Defense Department’s need for greater efficiencies. However, all military installations are vulnerable. Proactive support is needed to protect JBMDL and the state’s other military installations. State and local efforts are already underway to protect our military assets, including the Lt. Governor’s Military Task Force, the NJ Defense Enhancement Coalition, and local military support committees. Visit the websites for these organizations to learn more about their efforts and for ways to get involved.



A Resurgence in Woodbury

The City of Woodbury has seen resurgence in retail activity with new restaurants and retailers opening. A number of larger businesses from surrounding counties are also relocating to the city, making significant real estate investments here. In the past three years, over \$25 million in commercial real estate investments have been made in Woodbury. Revitalization projects in the city include a new acute care facility on the site of the former country club, which will be joined by a long term care facility and memory loss center; a reinsurance company with over 40 employees in the historic Masonic Lodge on North Broad Street; and the historic opera house was redeveloped by RPM Associates, a \$14 million investment, creating a 55-unit affordable senior complex with four retail facilities on the ground floor. The governing body also purchased a historic bank building and converted it into the new police headquarters which opened in the first quarter of 2016.



NJ Community College Consortium’s Impact on Workforce and Economic Development

Since 2004, the NJ Community College Consortium of the state’s 19 community colleges has been contributing to and shaping workforce development initiatives and policies. Nearly 150 employers have received more than \$3 million dollars in salary reimbursements and more are continuing to benefit from its On the Job Training program. The economic impact of such direct cash payments to employers, the generated tax revenue of reemployment of hundreds of workers through the Consortium, and the immense productivity gains by the businesses illustrates the critical role of community colleges in the State’s workforce and economic development.



Rowan University Renderings

Rowan University

Centered in Glassboro, with medical schools in Stratford and Camden and a satellite campus in Camden, Rowan University enrolls about 16,000 students and is on pace to enroll 25,000 by 2023. To accommodate this growth, Rowan invested \$230 million in Glassboro and Camden over the past five years and the University and private investors will launch roughly \$641 million in projects over the next 5-10 years.

In Glassboro, Rowan is constructing a new building for the William G. Rohrer College of Business and a second for the Henry M. Rowan College of Engineering to enable a doubling of enrollment in those colleges when the buildings open in January 2017. Also on the main campus, privately-funded Holly Pointe Commons will provide 1,400 additional beds when it opens in the fall of 2016, and our partners along Rowan Boulevard, a \$350 million downtown redevelopment project, have begun construction of the final two buildings. Rowan is also expanding its satellite campus in Camden and is partnering with Rutgers Camden to build a health sciences facility at the heart of the “Eds/Meds” corridor.



The Federal Aviation Administration Technical Center

Based in the heart of Atlantic County, the FAA Technical Center features air traffic control and simulation facilities, a human factors laboratory, a fleet of specially instrumented in-flight testing aircraft, the world’s largest full-scale aviation fire test facility, a chemistry laboratory to analyze the toxicity of materials involved in a fire, radar test laboratories, a structural panel test facility, and the National Airport Pavement Test Facility.

It is also home to the Federal Air Marshal Service training program and the Transportation Security Laboratory, a test and evaluation site for new, advanced airport security technology. The U.S. Coast Guard Group Air Station Atlantic City, the U.S. Marshal Service and the New Jersey Air National Guard 177th Fighter Wing also base their operations at the FAA Technical Center.



A Renaissance in Camden

An extraordinary revitalization of Camden which began in 2010 has changed the face of the city. Major companies including Subaru and the Philadelphia 76ers have chosen Camden for new facilities. Liberty Property Trust's new \$1 billion, 16-acre Camden waterfront project, slated to break ground in late 2016, will add a mixed-use complex with high-rise offices, retail stores, apartments and a hotel adjacent to established entertainment venues.

The city's downtown "eds and meds" corridor is also taking shape. Cooper Medical School of Rowan University opened in 2012 and graduated its first class in May 2016. The \$62.5 million Rutgers-Camden Nursing and Science Building, part of the city's proposed "eds and meds" corridor, is expected to open in 2017, with a \$51 million Joint Health Sciences Center set to open in 2018. The nearby Cooper Lanning residential neighborhoods have benefited, with new and refurbished homes as well as parks, community centers and public spaces to improve city life.



Holtec Moves to Camden

Holtec International is a diversified energy technology company headquartered in Jupiter, Florida. The company is widely recognized as the foremost technology innovator in the field of carbon-free power generation, specifically commercial nuclear and solar energy. Holtec International received \$260 million in aid from the state Economic Development Authority in 2014 to move from its current offices in Evesham to build in Camden, on the site of the former New York Shipbuilding Corp. The three buildings overlook the Delaware River: a 385,000-square-foot manufacturing facility, where Holtec will manufacture large-scale energy equipment for use in nuclear, solar, geothermal and fossil fuel industries; a 55,000-square-foot warehouse and a seven-story, 162,000-square-foot office building.

County Economic Development Contacts

Atlantic County (567 sq. miles)

Atlantic County Improvement Authority
1333 Atlantic Avenue
Atlantic City, NJ 08401
609-343-2157
www.atlanticcountyimprovementauthority.org

Burlington County (819 sq. miles)

Burlington County Bridge Commission
1300 Route 73 North
Palmyra, NJ 08065
856-829-1900
www.bcbridges.org

Cape May County (222 sq. miles)

Cape May County Office of Economic
Resources & Capital Planning
4 Moore Road
Cape May Court House, NJ 08210
609-465-6875
www.capemaycountygov.net

Camden County (454 sq. miles)

Camden County Improvement Authority
2220 Voorhees Town Center
Voorhees, NJ 08043
856-751-2242
www.ccia.camdencounty.com

Cumberland County (489 sq. miles)

Cumberland County Improvement Authority
2 North High Street
Millville, NJ 08332
856-825-3700 x 1233
www.ccia-net.com

Gloucester County (329 sq. miles)

Gloucester County Economic Development
Route 45 & Budd Boulevard
West Deptford, NJ 08096
856-384-6961
www.co.gloucester.nj.us

Ocean County (638 sq. miles)

Ocean County Department of Planning
129 Hooper Avenue, PO Box 2191
Toms River, NJ 08754
732-929-2054
www.planning.co.ocean.nj.us

Salem County (338 sq. miles)

Salem County Economic Development Council
110 Fifth Street, Suite 400
Salem, NJ 08079
856-935-7510 x 8384
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The preparation and production of this report by the Southern New Jersey Development Council has been made possible by the generous support of the following organizations:



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