

Western/Southern Cumberland Region Strategic Plan

Western/Southern Cumberland Region Potentials for Economic Development

Phase I Report: Secondary Data Review and Analysis



January 2003

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Strategic Plan**

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PURPOSE OF THIS REPORT

Cumberland County is similar to any number of small communities throughout the United States that have been left behind by the social and economic changes that have occurred over the past 50 years. While it has many of the problems of these older communities, what sets it apart are its assets. Among these are its scenic waterways, its historic areas, its diversity, and its fertile farmland. The challenge for it is to develop a plan that harnesses these assets at the same time that it protects them.

The County has been proactively involved in planning for its own future for a number of years. During the past eight years, its particular concerns have focused on the protection of its environment, economic development and the provision of jobs for its citizens, and on the development of an infrastructure that will enhance that environment and promote economic development. At the same time, the past ten years have been a time when the State of New Jersey also focused its efforts on Statewide planning efforts, some of which, although prepared at the State level, will have a profound impact on Cumberland County.

This report summarizes the first phase of a market study that is part of the overall planning studies for the County, and is part of the first phase of the County's Strategic Plan. The goal of the Plan is to determine where in the County growth can occur, what type of growth is feasible, and how this growth can be encouraged. The scope of services for this phase included collecting, reviewing, and synthesizing recent studies and reports on Cumberland County's economic base, researching the efforts and success of industrial parks within the study area, and producing a summary

memorandum. Phase Two of this assignment will be a series of interviews with key personnel in the study area.

One initial task of the Western/Southern Cumberland Region Strategic Plan (WSCRSP) was to review and summarize all of the major planning documents that have been prepared by the County or the State since 1993. This was, in fact, the first time that anyone had taken a comprehensive look at all of the prior County planning studies that had gone before, and summarized that work so that it would be readily accessible to the community as a whole. As part of the process of document review and summary, many common themes and concerns emerged. Among them were the potential for economic growth and environmental protection to be mutually supportive efforts, and the ability for improved infrastructure to support economic development. This Summary of County Planning Documents was the first of Orth-Rodgers & Associates, Inc.'s (ORA) tasks in preparing the smart growth plan.

The purpose of this report is to identify the market realities that underlie and determine the success of economic development in the County. This work was done by reviewing the other studies and published documents that have been done over the past nine years, by reviewing demographic and economic data, and by doing a brief analysis of the current state of the commercial and industrial real estate market in and around Cumberland County. Finally, this synthesis of demographic, economic, and real estate data was put together in a summary of findings for the economic development portion of phase one of the County's Strategic Plan.

ECONOMIC DEVELOPMENT METHODOLOGY

The first task on the work program consisted primarily of gathering, reviewing, and synthesizing published data on the Cumberland County area. Socioeconomic data on Cumberland County and its relation to Southern New Jersey and its Labor Market Areas was collected and reviewed to develop an in depth knowledge of local economic conditions and trends. The New Jersey Department of Labor and Industry and the Center for Urban Policy Research were both prime resources for demographic profiles and population estimates and projections, as well as for labor force data. Specific documents that were reviewed include:

- 2002-03 Cumberland County Economic Development Strategy for Action, Cumberland County Economic Development Board, as well as previous years' strategic plans
- Cumberland County College Project Outline for a Demand Side Regional Labor Market Assessment for the South Jersey Region
- Cumberland County Ecotourism Plan, Cumberland County Department of Planning and Development, March 1996
- 1999 Target Industry Study, the WEFA Group for Conectiv
- Cumberland County Intermunicipal Industrial Park Study, Peter Karabashian & Associates, 2001
- Growing Partnerships & Expanding Opportunities in Cumberland County, New Jersey, Application for Empowerment Zone Designation, 1998
- Bridgeton HOPE VI Redevelopment Plan, November 2002, Lindemon Winckelmann Deupree Martin & Associates, PC

The second work item in the market analysis was to collect data on the commercial real estate market in and around Cumberland County. Because the County has not been a locus of business, office, or industrial office to date, little published data on it was available. It is, however, close to what is usually termed the Southern New Jersey market area, and for that reason various published reports for Southern New Jersey were reviewed. Among those reports were those by ESG/Jackson Cross, Grubb & Ellis, and NAI Mertz Corporation. This

data was supplemented through realtor interviews. Information gathered included such items as land costs, rental rates, occupancy rates, types of occupants, and absorption of new product. Particular attention was paid to any efforts to promote agri-industry. Recent additions to the inventory of industrial and commercial space that are being planned, as well as prospective end users that are known to be in the market, were also identified.

Finally, this summary memorandum was prepared to address problems that hinder economic growth in Cumberland County, and to offer preliminary suggestions on solving those problems. Because Cumberland County has several features that are unique in Southern New Jersey, and is interested in retaining these features, we paid special attention to ways in which it can generate agricultural-based industries and eco-tourism. Specific issues addressed include:

- current economic conditions and trends;
- labor force information and trends;
- industry types which have been attracted to this region;
- potential industries which could be attracted to this location by its natural assets;
- industry clusters and seed industries on which economic development efforts can focus;
- factors which influence locational decision making for these industries.

Although Cumberland County has been primarily rural for many years and is beyond the Philadelphia/New Jersey Standard Metropolitan Statistical Area, it is in fact only an hour from one of the largest cities in the United States. In addition, there are over five million people in the Philadelphia region, and slow, but reasonably steady growth is forecast over the next 20 years. For these reasons alone, it stands to reason that there are ample and accessible markets for Cumberland County products, including especially those relating to agriculture and eco-tourism, for the foreseeable future.

DEMOGRAPHIC AND ECONOMIC TRENDS

Population. As noted earlier in this report, Cumberland County has fallen behind much of the rest of the country over the past 50 years. Recent releases from the year 2000 Census of Population and Housing on population, education, and income illustrate the very slow growth, and in some case decline, of the County and the study area. The following table summarizes data from the 1990 and 2000

Census of Population and Housing on the number of people and households in the study area, the County, and the State of New Jersey. Although the cities of Vineland and Millville are not part of this smart growth study, they have been included in much of this analysis because of their geographic proximity to those municipalities that are participating in this project.

1990 and 2000 Population and Households

<u>Municipality</u>	<u>Total Population</u>		<u>% Change</u>	<u># Households</u>		<u>% Change</u>
	<u>1990</u>	<u>2000</u>	<u>1990-2000</u>	<u>1990</u>	<u>2000</u>	<u>1990-2000</u>
New Jersey	7,730,188	8,414,350	8.9%	2,794,711	3,064,645	9.7%
Cumberland County	138,053	146,438	6.1%	47,118	49,143	4.3%
Millville City	25,992	26,847	3.3%	9,640	10,043	4.2%
Vineland City	54,780	56,271	2.7%	18,732	19,930	6.4%
Study Area						
Bridgeton City	18,942	22,771	20.2%	6,725	6,182	-8.1%
Commercial Township	5,026	5,259	4.6%	1,741	1,873	7.6%
Deerfield Township	2,933	2,927	-0.2%	992	1,013	2.1%
Downe Township	1,702	1,631	-4.2%	631	658	4.3%
Fairfield Township	5,699	6,283	10.2%	1,843	1,751	-5.0%
Greenwich Township	911	847	-7.0%	330	326	-1.2%
Hopewell Township	4,215	4,434	5.2%	1,394	1,628	16.8%
Lawrence Township	2,433	2,721	11.8%	801	920	14.9%
Maurice River Township	6,648	6,928	4.2%	1,249	1,332	6.6%
Shiloh Borough	408	534	30.9%	152	194	27.6%
Stow Creek Township	1,437	1,429	-0.6%	489	536	9.6%
Upper Deerfield Township	6,927	7,556	9.1%	2,399	2,757	14.9%
Study Area	57,281	63,320	10.5%	18,746	19,170	2.3%

Source: United States Bureau of the Census, 1990 and 2000 Censuses of Population and Housing

The State's population grew by 8.9%, the County's by 6.1%, and the study area's by 10%. In fact, this increase in the study area's total population was in large part due to a 20% increase in Bridgeton's population, due to the construction of the South Woods State Prison, and a 10% increase in Fairfield's population due to the construction of the Fairfield Prison. While the total number of households in the State grew by 9.7%, the number of households in the study area increased by only 424, or 2.3%. Hopewell Township had a substantial increase (17%) in the number of households and a 5% increase in total population. Both Stow Creek and Downe Townships experienced some loss in population, but an increase in the number of households. The increase in the number of households in many of these communities, and the slower growth in population, reflects national trends toward smaller households, coupled with an overall aging of the population.

Education. The following table summarizes data from the 1990 and 2000 Census of Population and Housing for New Jersey, Cumberland County, and the study area. While just under 30% of the residents of the State have a Bachelor's degree or more, no municipality in the study area has more than 22% of its residents who have graduated from college. In fact, in five of the municipalities fewer than 10% of its residents have at least a college degree. The percent of residents in the study area who have not graduated from high school ranges from a low of 13.7% in Greenwich Township to a startling high of 42.4% in Bridgeton City. By comparison, 17.9% of the residents of the State of New Jersey over 25 years old lack a high school diploma.

Educational Attainment: Population 25 Years and Over

<u>Municipality</u>	% Bachelor			
	% No Diploma	% HS Graduate	% Some College	Degree or Higher
New Jersey	17.9%	29.4%	23.0%	29.8%
Cumberland County	31.5%	36.3%	20.4%	11.7%
Millville City	25.9%	38.7%	23.3%	12.2%
Vineland City	32.2%	32.1%	21.4%	14.3%
Study Area				
Bridgeton City	42.4%	34.8%	15.5%	7.3%
Commercial Township	36.8%	37.1%	19.8%	6.3%
Deerfield Township	26.5%	40.2%	22.6%	10.6%
Downe Township	28.8%	43.7%	19.6%	7.8%
Fairfield Township	36.7%	44.2%	14.0%	5.1%
Greenwich Township	13.7%	35.9%	28.4%	22.0%
Hopewell Township	16.9%	43.3%	21.1%	18.8%
Lawrence Township	24.8%	43.9%	20.2%	11.0%
Maurice River Township	37.2%	42.3%	15.8%	4.7%
Shiloh Borough	23.2%	36.4%	26.4%	14.1%
Stow Creek Township	16.9%	39.5%	24.7%	18.9%
Upper Deerfield Township	18.9%	38.6%	26.9%	15.6%

Source: United States Bureau of the Census, Year 2000 Census of Population and Housing

Income. The following table shows the 1989 and 1999 median household and median family incomes, as well as the per capita incomes, for the State of New Jersey by County. Of the 21 counties in New Jersey, Cumberland had the lowest median household income, the lowest median family income, and the lowest per capita

income in the State in both 1989 and 1999. The Cumberland County median household income in 1999 was about \$16,000 below that of the State. Its 1999 per capita income was fully \$10,000 below the per capita income of the State.

<u>Area Name</u>	<u>1999 Income</u>			<u>Per Capita Rank</u>	<u>1989</u>	
	<u>Median Household Income</u>	<u>Median Family Income</u>	<u>Per Capita Income</u>		<u>Per Capita Income</u>	<u>Per Capita % Change 1989-1999</u>
New Jersey	\$55,146	\$65,370	\$27,006		\$18,714	44.3%
Atlantic County	43,933	51,710	21,034	19	16,016	31.3
Bergen County	65,241	78,079	33,638	4	24,080	39.7
Burlington County	58,608	67,481	26,339	10	17,707	48.7
Camden County	48,097	57,429	22,354	16	15,773	41.7
Cape May County	41,591	51,402	24,172	13	15,536	55.6
Cumberland County	39,150	45,403	17,376	21	12,560	38.3
Essex County	44,944	54,818	24,943	12	17,574	41.9
Gloucester County	54,273	62,482	22,708	15	15,207	49.3
Hudson County	40,293	44,053	21,154	18	14,480	46.1
Hunterdon County	79,888	91,050	36,370	3	23,236	56.5
Mercer County	56,612	68,494	27,914	6	18,936	47.4
Middlesex County	61,446	70,749	26,535	9	18,714	41.8
Monmouth County	64,271	76,823	31,149	5	20,565	51.5
Morris County	77,340	89,773	36,964	2	25,177	46.8
Ocean County	46,443	56,420	23,054	14	15,598	47.8
Passaic County	49,210	56,054	21,370	17	16,048	33.2
Salem County	45,573	54,890	20,874	20	13,961	49.5
Somerset County	76,933	90,605	37,970	1	25,111	51.2
Sussex County	65,266	73,335	26,992	7	18,566	45.4
Union County	55,339	65,234	26,992	8	19,660	37.3
Warren County	56,100	66,223	25,728	11	16,716	53.9

Source: United States Bureau of the Census, 1990 and 2000 Census of Population and Housing

The following table shows the median household and median family incomes, as well as per capita incomes, for those municipalities

participating in this smart growth project, and for the cities of Vineland and Millville. Bridgeton City has the lowest median

household income of \$26,923. Commercial, Downe, and Fairfield townships all have median household incomes below \$40,000. Stow Creek had the highest median household income of \$52,500. Close behind were Greenwich and Hopewell Townships and Shiloh

Borough. The per capita income of the municipalities participating in this smart growth study ranged from a low of \$10,917 in Bridgeton to a high of \$22,783 in Hopewell Township. All per capita incomes are substantially below the State's per capita income of \$27,000.

<u>Area Name</u>	<u>1999 Income</u>			<u>1989</u>		
	<u>Median Household Income</u>	<u>Median Family Income</u>	<u>Per Capita Income</u>	<u>Per Capita Rank</u>	<u>Per Capita Income</u>	<u>Per Capita % Change 1989-1999</u>
Millville city	40,378	46,093	18,632	506	13,748	35.5%
Vineland city	40,076	47,909	18,797	501	12,963	45.0%
Study Area						
Bridgeton city	26,923	30,502	10,917	565	10,346	5.5%
Commercial township	34,960	37,500	14,663	549	11,719	25.1%
Deerfield township	45,365	47,225	18,468	511	12,228	51.0%
Downe township	34,667	39,375	17,366	527	11,008	57.8%
Fairfield township	37,891	41,326	17,547	525	10,619	65.2%
Greenwich township	52,188	56,111	22,233	418	13,580	63.7%
Hopewell township	49,767	59,675	22,783	402	16,200	40.6%
Lawrence township	46,083	48,456	17,654	522	11,870	48.7%
Maurice River township	43,182	46,987	17,141	529	10,189	68.2%
Shiloh borough	49,191	54,219	16,880	532	11,935	41.4%
Stow Creek township	52,500	58,583	20,925	453	15,110	38.5%
Upper Deerfield township	47,861	51,472	18,884	497	13,408	40.8%

Source: United States Bureau of the Census, 1990 and 2000 Census of Population and Housing

Finally, the following table summarizes the United States Bureau of the Census' determination of the percent of the population of each municipality in the study area that has been determined to be in poverty. It also shows poverty information for New Jersey and the cities of Millville and Vineland. The percentage of individuals and families in New Jersey that were below poverty increased by just under 1% between 1990 and 2000. Cumberland County experienced a slightly higher increase of 2% during the ten years. In both Censuses, the percent of individuals and families below poverty in

the County was about twice that of the State. Within the County, there were substantial differences among municipalities. In the City of Bridgeton, about one quarter of the residents were below poverty in both Census years, while Stow Creek Township had 6.7% in 1999, and only 3.5% during the previous Census. During the most recent Census, Commercial, Downe, Fairfield, and Upper Deerfield townships also had a substantially higher percentage of their population below poverty than did the State.

Poverty Status: 1990 and 2000 Census

	1989		1999	
	% Individuals Below Poverty	% Families Below Poverty	% Individuals Below Poverty	% Families Below Poverty
New Jersey	7.6%	5.6%	8.5%	6.3%
Cumberland County	13.0%	10.2%	15.0%	11.3%
Millville City	11.5%	9.2%	15.2%	12.1%
Vineland City Study Area	10.9%	8.6%	13.8%	9.8%
Bridgeton City	25.1%	20.7%	26.6%	22.7%
Commercial Township	15.1%	12.3%	15.8%	13.0%
Deerfield Township	9.0%	6.0%	9.2%	6.3%
Downe Township	12.2%	9.1%	13.1%	11.5%
Fairfield Township	15.5%	11.1%	11.2%	6.9%
Greenwich Township	8.6%	6.9%	8.0%	6.1%
Hopewell Township	6.6%	3.2%	6.6%	3.8%
Lawrence Township	11.1%	8.3%	8.9%	6.2%
Maurice River Township	10.2%	7.2%	8.1%	6.4%
Shiloh Borough	8.8%	6.1%	5.8%	4.1%
Stow Creek Township	3.5%	2.4%	6.7%	5.7%
Upper Deerfield Township	9.5%	8.5%	13.7%	10.1%

Source: United States Bureau of the Census, 1989 and 1999 Census of Population and Housing.

Employment. Data on employment of residents and workers in Cumberland County was collected from the year 2000 Census of Population and Housing and from the New Jersey Department of Labor and Industry. The following table summarizes annual unemployment rates for the State, the County, and the municipalities within the study area. It shows that the County unemployment rate has consistently been higher than the State's unemployment rate, and that the 2001 County unemployment rate is fully 3.3 percentage points higher than the State's.

Within the County, unemployment rates vary considerably. In 2001 unemployment ranged from 4.1% in Stow Creek to 13.1% in Fairfield. Stow Creek has had the lowest unemployment rate in the County since 1990, staying at or below the State unemployment rate. Fairfield has consistently had the highest unemployment rate, currently more than three times that of the State. Bridgeton and Lawrence have also had unemployment rates significantly higher than the State and the other municipalities within the study area.

Annual Unemployment Rates

	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>2001</u>
New Jersey	5.1	6.4	3.8	4.2
Cumberland County	7.5	9.8	7.2	7.5
Millville	6.5	8.5	6.2	6.5
Vineland	7.3	9.5	7.0	7.3
Study Area				
Bridgeton	10.1	13	9.7	10.1
Commercial	5.0	6.5	4.8	5.0
Deerfield	7.5	9.8	7.2	7.5
Downe	8.4	10.9	8.0	8.4
Fairfield	13.1	16.8	12.6	13.1
Greenwich	6.4	8.4	6.2	6.5
Hopewell	5.2	6.8	4.9	5.2
Lawrence	9.3	12.1	9.0	9.3
Maurice River	5.0	6.5	4.8	5.0
Shiloh	5.4	7.2	5.1	5.7
Stow Creek	4.1	5.4	4.0	4.1
Upper Deerfield	6.9	9.1	6.7	6.9
Study Area	8.2	10.7	7.9	8.2

Source: New Jersey Department of Labor and Industry

The following table summarizes the place of employment of workers 16 years and over who live in Cumberland County and the study area. About 76% of Cumberland County residents work in the County as well. An additional 21% work outside of the County, but within the State of New Jersey. The percent of workers who stay in the County for work ranges from 69% (Maurice River) to 85% in Lawrence Township.

2000 Census: Place of Work
Workers 16 Years and Older

<u>Municipality</u>	<u>Total</u>	Worked in Cumberland		Worked Outside of County		Worked Outside of State	
		<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Cumberland County	57,387	43,866	76.4%	12,226	21.3%	1,295	2.3%
Millville City	11,433	9,107	79.7%	2161	18.9%	165	1.4%
Vineland City	23,938	17,397	72.7%	5917	24.7%	624	2.6%
Study Area							
Bridgeton City	6,489	5,155	79.4%	1194	18.4%	140	2.2%
Commercial Township	2,094	1,728	82.5%	326	15.6%	40	1.9%
Deerfield Township	1,296	960	74.1%	315	24.3%	21	1.6%
Downe Township	647	536	82.8%	100	15.5%	11	1.7%
Fairfield Township	1,953	1,611	82.5%	302	15.5%	40	2.0%
Greenwich Township	438	333	76.0%	87	19.9%	18	4.1%
Hopewell Township	2,172	1,670	76.9%	468	21.5%	34	1.6%
Lawrence Township	1,160	981	84.6%	132	11.4%	47	4.1%
Maurice River Township	1,610	1,109	68.9%	471	29.3%	30	1.9%
Shiloh Borough	271	207	76.4%	52	19.2%	12	4.4%
Stow Creek Township	692	492	71.1%	179	25.9%	21	3.0%
Upper Deerfield Township	3,194	2,580	80.8%	522	16.3%	92	2.9%
Study Area	22,016	17,362	78.9%	4,148	18.8%	506	2.3%

Source: 2000 US Census

Journey to Work. About 73% of all Cumberland County residents spend less than 30 minutes commuting to work. The following table summarizes commute to work time by municipality. Just over 71% of the residents of the study area commute less than 30 minutes for work, 20.3% commute between 20 and 59 minutes, and 8.6% commute for more than one hour. Greenwich Township has the

highest percentage of residents who work at home, as well as the highest percentage who spend between 30 and 59 minutes commuting to work. Residents living in Downe Township appear to have the longest overall commute: 14% commute for more than an hour, and 26% have a 30 to 59 minute commute.

2000 Census: Commute Time to Work
Workers 16 Years and Older

<u>Municipality</u>	Worked at Home		Commute of Those Not Working at Home							
	<u>Number</u>	<u>%</u>	<u>Total Not work at Home</u>	<u>Less than 30 Minutes</u>	<u>30 to 59 Minutes</u>	<u>1 Hour or more</u>	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>
Cumberland County	1,236	2.2%	56,151	41,035	73.1%	10,647	19.0%	4,469	8.0%	
Millville City	240	2.1%	11,193	8,462	75.6%	1,993	17.8%	738	6.6%	
Vineland City	445	1.9%	23,493	17,304	73.7%	4,295	18.3%	1,894	8.1%	
Study Area										
Bridgeton City	118	1.8%	6,371	4,281	67.2%	1,469	23.1%	621	9.7%	
Commercial Township	48	2.3%	2,046	1,483	72.5%	367	17.9%	196	9.6%	
Deerfield Township	34	2.6%	1,262	957	75.8%	205	16.2%	100	7.9%	
Downe Township	25	3.9%	622	377	60.6%	161	25.9%	84	13.5%	
Fairfield Township	57	2.9%	1,896	1,410	74.4%	328	17.3%	158	8.3%	
Greenwich Township	44	10.0%	394	234	59.4%	130	33.0%	30	7.6%	
Hopewell Township	71	3.3%	2,101	1,490	70.9%	410	19.5%	201	9.6%	
Lawrence Township	24	2.1%	1,136	818	72.0%	244	21.5%	74	6.5%	
Maurice River Township	32	2.0%	1,578	1,108	70.2%	362	22.9%	108	6.8%	
Shiloh Borough	0	0.0%	271	170	62.7%	77	28.4%	24	8.9%	
Stow Creek Township	14	2.0%	678	476	70.2%	150	22.1%	52	7.7%	
Upper Deerfield Township	84	2.6%	3,110	2,465	79.3%	456	14.7%	189	6.1%	
Study Area Total	551	2.5%	21,465	15,269	71.1%	4,359	20.3%	1,837	8.6%	

Source: 2000 US Census

The following table shows that Cumberland County residents tend to drive to work alone, in even greater numbers than New Jersey residents as a whole. Those residents of the study area who do take public transit are likely to be residents of Bridgeton, Millville, or

Vineland. Some carpool and a few walk. The mean travel time to work for residents of the study area ranges from 19 to 30 minutes, and is consistently lower than the State's mean travel time to work.

**2000 Census: Commute to Work
Workers 16 Years and Over**

<u>Municipality</u>	<u>Drive Alone</u>	<u>Carpool</u>	<u>Public Transp.</u>	<u>Walk</u>	<u>Other</u>	<u>Mean Travel Time (Min.)</u>
New Jersey	73.0%	10.6%	9.6%	3.1%	1.0%	30.0
Cumberland County	78.3%	13.7%	2.2%	2.1%	1.5%	23.1
Millville City	80.5%	11.1%	2.8%	2.2%	1.3%	22.4
Vineland City	78.2%	14.0%	2.5%	1.9%	1.6%	22.5
Study Area						
Bridgeton City	65.9%	22.2%	3.7%	3.7%	2.7%	24.8
Commercial Township	78.8%	16.8%	0.2%	0.5%	1.4%	25.4
Deerfield Township	83.1%	10.1%	0.2%	1.6%	2.3%	24.4
Downe Township	84.1%	8.8%	1.1%	1.1%	1.1%	29.2
Fairfield Township	81.8%	11.2%	1.5%	1.6%	1.0%	23.3
Greenwich Township	79.2%	7.8%	1.6%	0.9%	0.5%	27.9
Hopewell Township	78.1%	14.5%	1.7%	2.1%	0.3%	24.8
Lawrence Township	79.1%	10.8%	0.6%	3.1%	4.3%	24.4
Maurice River Township	83.8%	12.3%	0.9%	0.6%	0.4%	24.1
Shiloh Borough	80.8%	13.3%	0.0%	5.9%	0.0%	24.9
Stow Creek Township	82.2%	11.7%	0.0%	2.9%	1.2%	24.6
Upper Deerfield Township	87.7%	7.4%	0.5%	0.8%	0.9%	19.8
Study Area						

Source: 2000 Census of Population and Housing

Occupation and Industry. The following table summarizes the percentage of the employed civilian population in Cumberland County and the study area who work at various occupations. A significantly lower percent of Cumberland County residents work at managerial, professional, sales, and office occupations than New Jersey as a whole. Cumberland County residents tend to be in service, construction, maintenance, production, and transportation

related occupations. It is of special interest that only 1.3% of the employed residents of Cumberland County actually work in farming, fishing, and forestry. In part, this is because these industries are less labor intensive than they were many years ago, and in part it is because many farms in Southern New Jersey use migrant workers who live in other locations. Finally, workers involved in food processing are considered to be working in production.

Occupation by Area

% Of Employed Civilian Population

Occupation	<u>New Jersey</u>	<u>Cumberland County</u>	<u>Bridgeton</u>	<u>Millville</u>	<u>Vineland</u>	Other
						<u>Areas</u>
Management, Prof., etc.	38.0%	24.8%	19.1%	24.8%	26.3%	24.9%
Service Occupations	13.6%	19.0%	23.7%	19.9%	18.0%	17.7%
Sales and Office	28.5%	23.8%	21.6%	24.5%	24.5%	23.2%
Farming, fishing, forestry	0.2%	1.8%	5.0%	0.2%	2.0%	1.3%
Construction and maintenance	7.8%	9.8%	6.4%	10.8%	9.7%	10.6%
Production, Transportation and Material moving	12.0%	20.9%	24.2%	19.8%	19.6%	22.3%

Source: 2000 Census of Population and Housing

Appendix A at the end of this report summarizes the percentage of Cumberland County residents who are employed in thirteen major categories of industries. It shows that Cumberland County residents are far more likely to be employed in manufacturing, educational, health, and social services, than New Jersey residents as a whole, and far less likely to work in information, professional, scientific, management, and administrative industries. It also shows that,

although agriculture, forestry, and fishing accounts for a small percentage of the total Cumberland County employment, it nonetheless occupies a far larger percentage of Cumberland County's population than it does elsewhere in the State. Appendix A also breaks this information down to the municipal level, and shows both the occupation and industry of residents of the study area by municipality.

DEMOGRAPHIC AND ECONOMIC PROJECTIONS

Projections for the County. Four well known organizations have been involved in preparing population and employment projections for the year 2020 for the State of New Jersey, and seven separate sets of projections have been prepared, all based upon different assumptions. Their projections for Cumberland County are shown in the table below. None of these projections have been approved or adopted by the County as of this time. It is also important to understand that, with the exception of the Department of Labor, none of the projections released as of this time have incorporated year 2000 Census data.

The first set of projections was done for the New Jersey Department of Transportation in 1994 by Urban Economics, Inc., and reflects an assumption that there would be either moderate or significant growth in Southern New Jersey. In 1999, Rutgers Economic Advisory

Service (R/ECON) released high, low, and baseline projections, based upon the assumption of strong growth in Northern New Jersey. The New Jersey Department of Labor released population projections in January 2001 that projected the County's population through the year 2015, based upon a number of identifiable demographic and economic trends. A linear projection of these numbers was performed to bring them to the year 2020.

The final set of numbers was prepared for the New Jersey Office of State Planning by the Rutgers Center for Urban Policy Research (CUPR) in September 2000. These numbers incorporated both New Jersey Department of Transportation and R/ECON numbers in their calculations. Overall, the projections ranged from a low of 152,413 (R/ECON Trend Low) to a high of 192,500 (NJDOT Trend Optimistic). All projections are shown below.

Cumberland County Population Projection Ranges

Locality	NJ DOT (1994) Trend Baseline 2020	NJDOT (1994) Trend Optimistic 2020	R/ECON (1999) Trend Baseline 2020	R/ECON (1999) Trend Low 2020	R/ECON (1999) Trend High 2020	NJDOL (2015) Linear to 2020	CUPR 2020
Cumberland County	179,800	192,500	156,500	152,413	160,700	152,700	168,318

Source: 2020: NJDOT, R/ECON Projections from NJOSP, Final Plan, March 2001
 Center for Urban Policy Research: 2020 Trend Projections, September 2000
 NJ Dept. Of Labor, Division of Labor Market & Demographic Research, 1/01 (S. Huffman Assoc. Linear Projection to 2020)

The following table summarizes employment projections from the same sources for Cumberland County for the year 2020. All projections except those from the New Jersey Department of Labor were done for the year 2020; a linear projection to 2020 based upon 2008 was done for the sake of comparison. The projections ranged from a low of 60,800 (R/ECON Trend Baseline) to a high of 78,841

(NJDOT Trend Optimistic). These Cumberland County employment projections do not include agricultural jobs or self-employment, neither of which account for a large number of jobs in Cumberland County at the present time. They do, however, incorporate many of the assumptions of the other organizations, and they fall somewhere in the middle between high and low growth projections. Finally,

CUPR produced employment projections at the municipal level for the New Jersey State Plan, which we have in turn incorporated into

this report. Following is a summary of employment projections for the year 2020 from all major sources.

Cumberland County Employment Projection Ranges

NJ DOT (1994) Trend Baseline 2020	NJDOT (1994) Trend Optimistic 2020	R/ECON (1999) Trend Baseline 2020	R/ECON (1999) Trend Low 2020	R/ECON (1999) Trend High 2020	NJDOL (2008 projection) Linear 2020	CUPR 2020
72,100	78,841	63,200	60,800	65,800	66,990	71,266

Source: 2020: NJDOT, R/ECON Projections from NJOSP, Final Plan, March 2001
 Center for Urban Policy Research: 2020 Trend Projections, September 2000
 NJ Dept. Of Labor, Division of Labor Market & Demographic Research, 5/01 (with S. Huffman Assoc. Linear Projection to 2020)

Projections by Municipality. The following table summarizes CUPR's population projections for Cumberland County, Millville and Vineland, and the participating municipalities for the year 2020. It projects New Jersey's growth rate between 2000 and 2020 as 7.7%, and Cumberland County's as 14.9%. It shows modest (17%) increases in population for Millville and Vineland, and an overall

12.1% increase for the study area. Within the study area, CUPR projects a major loss of population by the year 2020 in Bridgeton (3,507 people, or 15.4%), and a large percentage loss in Shiloh. All other municipalities are projected to grow. Greatest growth areas are projected to be Deerfield, Lawrence, Fairfield, and Stow Creek.

Population Trends and Projections

Locality	1980	1990	2000	2020	Change 1990-2000	% Change 1990-2000	Change 2000-2020	% Change 2000-2020
New Jersey	7,365,011	7,730,188	8,414,350	9,061,817	684,162	8.9%	647,467	7.7%
Cumberland County	132,866	138,053	146,438	168,318	8,385	6.1%	21,880	14.9%
Millville	24,815	25,992	26,847	31,446	855	3.3%	4,599	17.1%
Vineland	53,753	54,780	56,271	65,894	1,491	2.7%	9,623	17.1%
Study Area								
Bridgeton	18,795	18,942	22,771	19,264	3,829	20.2%	-3,507	-15.4%
Commercial	4,674	5,026	5,259	6,350	233	4.6%	1,091	20.7%
Deerfield	2,523	2,933	2,927	4,280	-6	-0.2%	1,353	46.2%
Downe	1,803	1,702	1,631	1,844	-71	-4.2%	213	13.1%
Fairfield	5,693	5,699	6,283	8,606	584	10.2%	2,323	37.0%
Greenwich	973	911	847	1,020	-64	-7.0%	173	20.4%
Hopewell	4,365	4,215	4,434	5,476	219	5.2%	1,042	23.5%
Lawrence	2,116	2,433	2,721	4,299	288	11.8%	1,578	58.0%
Maurice River	4,577	6,648	6,928	8,674	280	4.2%	1,746	25.2%
Shiloh	604	408	534	534	126	30.9%	0	0%
Stow Creek	1,365	1,437	1,429	1,971	-8	-0.6%	542	37.9%
Upper Deerfield	6,810	6,927	7,556	8,980	629	9.1%	1,424	18.8%
Study Area Totals	54,298	57,281	63,320	70,977	6,039	10.5%	7,657	12.1%

Source: 1980-2000: U.S. Census Bureau
Center for Urban Policy Research: 2020 Trend Projections, September 2000

The following table summarizes the employment trends and projections of nonagricultural employment prepared by CUPR for the New Jersey State Plan. While the County had a slight decrease in employment from 1990 to 2000, it is projected to grow at about the same rate as the State by 2020. The growth varies considerably between municipalities. Bridgeton, which experienced a decrease in employment from 1990 to 2000, is projected to have modest growth

by the year 2020. Vineland is expected to grow at a faster pace than it did between 1990 and 2000, while Millville should experience slower growth. Upper Deerfield is projected to have significant growth. Maurice River, which saw a decrease in the number of jobs between 1990 and 2000, is projected to grow again between 2000 and 2020. Lawrence and Shiloh are expected to see small declines in employment.

Employment Trends and Projections

Locality	1990	2000est	2020	Change 1990-2000	% Change 1990-2000	Change 2000-2020	% Change 2000-2020
New Jersey	3,506,582	3,900,389	4,702,966	393,807	11.2%	802,577	20.6%
Cumberland County	59,529	59,342	71,267	-187	-0.3%	11,925	20.1%
Millville	12,051	12,580	13,408	529	4.4%	828	6.6%
Vineland	29,735	31,573	40,032	1,838	6.2%	8,459	26.8%
Study Area							
Bridgeton	10,552	9,447	10,119	-1,105	-10.5%	672	7.1%
Commercial	616	621	705	5	0.8%	84	13.5%
Deerfield	853	1,011	1,289	158	18.5%	278	27.5%
Downe	228	155	161	-73	-32.0%	6	3.9%
Fairfield	592	382	469	-210	-35.5%	87	22.8%
Greenwich	83	78	128	-5	-6.0%	50	64.1%
Hopewell	123	109	118	-14	-11.4%	9	8.3%
Lawrence	663	570	548	-93	-14.0%	-22	-3.9%
Maurice River	2,109	675	833	-1,434	-68.0%	158	23.4%
Shiloh	118	87	81	-31	-26.3%	-6	-6.9%
Stow Creek	154	155	225	1	0.6%	70	45.2%
Upper Deerfield	1,652	1,899	3,151	247	15.0%	1,252	65.9%
Study Area Totals	17,743	15,189	17,827	-2,554	-14.4%	2,638	17.4%

Source: Center for Urban Policy Research, The Impact Assessment of the NJ State Plan, September 2000

POTENTIAL INDUSTRIES FOR CUMBERLAND COUNTY

Every two years the Cumberland County Economic Development Board and the County Department of Planning and Development produce the Cumberland County Economic Development Strategy for Action. The final 2002-2003 Strategy for Action, approved in August 2002, builds upon the previous strategies, and includes the County's survey of businesses as well as recommendations from several economic development forums that had been conducted by public and private entities involved with the County's economic issues. The overall development goals that were set in that plan, as well as in previous plans, were:

1. Focus on Existing Centers
2. Reducing Business Costs
3. Continue to Improve and Expand Training
4. Maintain and Improve Quality of Life
5. Target Industrial Development

Because this study is being conducted under a Smart Growth Grant, we have attempted to focus on the issues of where growth should occur, what types of growth should occur there, and how this growth can be promoted. Key to our analysis are the characteristics and development potential of the 12 communities in the study area, as well as the development potential of Millville and Vineland. This development potential is determined by

- Road and transit access,
- Availability of sewer and water,

- Inclusion in the Inter-municipal Empowerment Zone,
- The interest of residents in that community in promoting economic development.

There are constraints on the economic development potential of a number of municipalities within the study area that make them appropriate for economic development of a less traditional sort. This type of development can build on the growing interest in and popularity of eco-tourism, the need to support eco-tourism with small-scale facilities and services, and the continuing need to research and develop sustainable models for agri-industry. These constraints include:

- Lack of wastewater infrastructure,
- Preserved and regulated land,
- Inclusion in Coastal Area Facility Review Act (CAFRA) zones that limit development (usually along the Atlantic Coast and inland rivers) and
- Inclusion within the New Jersey Pinelands Comprehensive Management Plan boundaries.

The following table summarizes the municipalities in Cumberland County, and/or portions of those municipalities, with the most and least traditional economic development potential based upon the above criteria.

Appropriate for Traditional Industrial Development	Appropriate for Limited Development/Preservation
Bridgeton	Bridgeton historic area
Commercial Township: Port Norris	Commercial Township: coastal areas
Deerfield Township	Downe Township
Fairfield Township near Bridgeton	Fairfield Township: coastal area
Hopewell Township	Greenwich Township
Maurice River near Routes 55 and 47	Maurice River remainder
Shiloh	Lawrence Township
Upper Deerfield	Stow Creek

Industries Appropriate for Traditional Industrial Development

Since 1996, Cumberland County has actively attempted to identify Industries in the County that have the greatest chance for success. As part of its strategic planning process, it has consistently surveyed local businesses about the problems and opportunities that exist in the County, and used their input in the development of the plan. It has also taken a look at its assets and attempted to make the County more attractive by building on them.

Three years ago, Conectiv asked The WEFA Group, an economic forecasting company from Eddystone, PA, to conduct a target industry study by economic development group for the eight counties in Southern New Jersey, Delaware, and Maryland that comprise "Delmarva". Cumberland County was one of the counties in the study. The findings, while not totally applicable to Cumberland, are useful if taken in the context of the socio-economic realities that face Cumberland, which are quite different than those which face more affluent counties on the Atlantic Coast or closer to Wilmington.

WEFA selected a number of industries as good potentials for Delmarva. It also recommended that the eight counties in Delmarva pursue what it terms High Growth/Large Import (HGLI) and High Growth/Large Export (HGLE) industries. Industries in the HGLI category have a good overall prospect for long term growth, coupled with a strong local market. Those in the HGLE category have good growth prospect coupled with locational advantages coupled with good access to markets. Following is the list HGLI industries that it recommended:

Business Services:

- Management Consulting: High skill/wage industry that has been growing nationwide as well as in Southern New Jersey
- Personnel Supply Services: There was a large increase in firms and jobs between 1992 and 1998 in Southern New Jersey. This category includes employment agencies and temp agencies, and is the second fastest growing business service category. However, employment shopping on the

Internet poses a threat to this industry. It is generally low skill and low wage.

- Accounting Services: high skill and high wage.
- Mail/Copying Services: low skill and low wage industry.

Distribution

- Freight Transport Arrangements

Financial Services

- Fire, Marine & Casualty Insurance. There is a business and personal demand for these services, and the Southern New Jersey labor pool is well suited for the transaction-processing nature of the business. The industry has been consolidating, which will probably continue.
- Security Brokers & Dealers: this sector is very dependent upon economic conditions. When the economy expands, the volume of new security issues will remain large and rise further. When it contracts, this sector will also contract.

Manufacturing

- Medical instruments
- Electronic Component Manufacturing. This industry saw good growth in these jobs between 1992 and 1998 in Southern New Jersey. Components are integral to products in many industries; the largest sources of demand are the computer, telecommunications, instrumentation, medical equipment and transportation markets. In long run, growth in

the industry may moderate, as it matures and faces greater world competition

Other

- Home Health Care Services: the Southern New Jersey population is currently underserved in this area compared to the remainder of the United States.

WEFA also included a list of High Growth/Large Export (HGLE) industries that it recommended be encouraged for economic development in the eight county area. Following is the list of HGLE industries that are recommended.

Business Services:

- Computer and Data Processing Services Southern New Jersey experienced a large increase in firms and jobs between 1992 and 1998, and is in fact the most rapidly growing category in business services. It is a high skill and high wage business category.
- Consumer Credit Reporting: low skill and wage industry.
- Advertising: there were a large number of start-ups and a substantial increase in jobs between 1992 and 1998. This is a high skill and wage business category.

Distribution

- Equipment Rental and Leasing: About 80% of US companies lease all or some of their equipment, and this practice is attractive to small and start-up companies. Growth in leasing volume will reflect anticipated increase in demand for computers and communication equipment, transportation markets and medical equipment.

Manufacturing

- Drug Manufacturing: Drug sales should maintain their good historical performance over the next several years.

Extensive research and development is required for continued growth.

- Communications Equipment: This industry experienced positive growth in Southern New Jersey from 1992 to 1998 during a period of overall industry decline. It should remain strong over the next ten years.

Although Cumberland County is part of the eight county Delmarva region, it is in many ways very different from its neighbors. It lacks the barrier islands that make the eastern counties of New Jersey a popular tourist destination, the city that has anchored the northern part of Delaware, and the long coastline of Maryland and its Eastern Shore. For this reason, we have included an analysis of the industry types that were already engaged in activity in Cumberland County as of the 1992 Census of Business and Industry. That list is shown on the following page.

The table includes only those industries that employ several hundred employees, and is based upon the total non-farm salaried employment in the County. For that reason, only four categories of manufacturing industries are shown.

While employment in the manufacturing industry has gone down since 1992, manufacturing is still a major part of the economy. Nineteen percent of salaried employment jobs are in manufacturing, While stone/glass and clay have decreased since 1992, 9% of salaried employment is still in these categories.

**Existing Base of Companies Currently Engaged in
Industry Activity in Cumberland County**

<u>Industry</u>	Average Annual Employment (in thousands)		% of Total Nonfarm Employ.	
	<u>1992</u>	<u>2001</u>	<u>1992</u>	<u>2001</u>
Total Nonfarm Employment	56.5	60.1		
Goods Producing	16.3	13.7	28.8%	22.8%
<i>Mining & Construction</i>	2.1	2.5	3.7%	4.2%
Mining	0.3	NA	0.5%	NA
Construction	1.8	NA	3.2%	NA
<i>Manufacturing</i>	14.2	11.2	25.1%	18.6%
Durable Goods	8.5	7.0	15.0%	11.6%
Stone/Clay/Glassware	6.5	5.2	11.5%	8.7%
Non Durable Goods	5.7	4.3	10.1%	7.2%
Food & Kindred	2.9	2.3	5.1%	3.8%
Apparel/Textile	1.0	NA	1.8%	NA
Paper/Allied Prod.	0.3	NA	0.5%	NA
Service Producing	40.2	46.4	71.2%	77.2%
<i>Transp./Public Util.</i>	2.2	3.3	3.9%	5.5%
<i>Wholesale Trade</i>	2.4	2.7	4.2%	4.5%
<i>Retail Trade</i>	8.0	10.6	14.2%	17.6%
<i>Finance/Insur./RE</i>	3.9	2.0	6.9%	3.3%
<i>Services</i>	11.0	13.4	19.5%	22.3%
<i>Government</i>	12.7	14.4	22.5%	24.0%

Source: NJ Department of Labor, Division of Labor, Market & Demographic Research

It is instructive to look at the list of industries that are already engaged in business in Cumberland County. In most cases, they are low skill/low wage, like wholesale and retail trade. In some cases, such as legal services and architecture and engineering, high skill/high wageworkers have also found a good place to do business. It is probable that these firms offer services to higher producing companies both in and near Cumberland County. This sector could increase if building and construction increased.

Based upon the recommendations of the WEFA study, the above analysis of industries already doing business in the County, and on Cumberland's traditional strengths and its raw materials, we recommend the following list of industries for those areas described above that are in a position to encourage economic development:

Distribution. Southern New Jersey has an excellent location, a favorable labor pool, and good highway infrastructure for distribution. Areas near Routes 55 and 49 are the most likely locations for distribution facilities. Specific types of distribution that Cumberland County is most likely to attract include:

- Groceries and related products, based in part on its agricultural heritage and its potential for food processing. The potential for developing agri-business in the County is supported by the distribution network already in place.
- Miscellaneous nondurable goods: good growth in jobs and output from 1992 to 1998
- Electrical goods: experienced positive growth in Southern New Jersey from 1992 to 1998, during a period of overall industry decline
- Nonstore retailers: Official statistics for this industry include sales of firms primarily engaged in catalog sales. Growth has been strong during the 1990's; catalog retailers account for about 60% of total catalog sales. Catalogue sales to businesses will grow faster than sales to consumers. The portion of sales accounted for by the catalog houses will remain on declining trend as non-catalog retailers continue to establish and grow catalog subsidiaries.
- Trucking & Courier Services: Truck traffic is influenced by manufacturing and construction activity and the demand for

imported goods. Trucks account nationally for 70% of small package shipments. A mix of commodities carried varies between trucks, railroads and barges. Raw building materials like stone, sand and gravel account for 25% of truck tonnage. Stone, clay and glass manufactured products account for 13% of truck tonnage. Farm products and foods represent about 11%.

- Truck/rail competition is defined by length of haul. Trucks dominate market up to 750 miles. Attracting and retaining high quality drivers has been a problem for motor carriers.
- Apparel, Piece Goods & Notions: About half of all apparel sold in the United States is manufactured abroad, and domestic companies have increased their use of overseas contractors. Apparel sales over next ten years should grow about 2.7% per year. This sector is dependent upon inexpensive labor.
- Paper and paper products
- Drugs, proprietaries, and sundries

Manufacturing Southern New Jersey has several key manufacturing industries that provide jobs and spawn supply chain demand for other support industries. These industries would be well located near Routes 55 and 49, as well as in Bridgeton. Additional target industries include:

- Products of purchased glass
- Miscellaneous publishing
- Miscellaneous plastics products. Plastics is the largest category of materials used in the United States and, according to WEFA, the industry has unlimited possibilities in market applications. However, the added capacity, both foreign and domestic, of plastic producers will result in global oversupply that will keep prices weak. Over the next five to ten years United States demand for plastic resins will slow from historical rates of about 4% per year to around 3%.
- Miscellaneous converted paper products: includes packaging, envelopes, and stationery, and would support distribution. Construction and architectural services, medical services, and agriculture dominate the end-use markets for

converted paper and paperboard products, including boxes and containers. Principal growth markets are expected to be shipping containers for food products, beverages and consumer goods and point-of-purchase displays.

Business Services. The trend toward greater use of outsourced services is expected to increase, making this industry a growth sector. While locations along highways are helpful to most industries, it is also possible that some business services could be persuaded to locate in older municipalities as well. Business services that have already gained a foothold in Cumberland County are:

- Commercial Printing, which experienced positive growth in Southern New Jersey from 1992 to 1998 during period of overall industry decline. Two thirds of the industry's receipts come from work related to advertising. Computer technology has eroded the market for commercial printing, and print products by multi-media offerings also can threaten the industry. In addition, the industry will need to compete in the labor force for increasing number of technologically proficient workers. It is currently a low skill and wage industry.
- Engineering and Architectural services: high wage and high skill industry that has seen some success in Cumberland County.

Financial and Other. Other opportunities for the County may include miscellaneous health and allied services, since the population is currently underserved relative to the rest of the United States, legal services, which have gained some toehold in the County, and medical and health insurance.

Industries Appropriate for Development that Preserves the Existing Environment. Economic development in locations that lack water, sewer, and good highway access, as well as those that are in CAFRA, Pineland, or other preservation areas, are quite different from those that are appropriate for development areas. This type of development can promote and develop sustainable farming and fishing methods. It can also promote the history and ecology of the area by building support facilities and services to make visitors' stays

more pleasant. Cumberland County is fortunate, however, that it has a long history, including a maritime history, scenic views, an agrarian past, and the potential for a tourism and recreation based economy. It also has several communities that, with some revitalization and reinvestment, could become the center of this type of recreational activity.

The Cumberland County Eco-Tourism Plan, 1996, set forth the goals, the vision, and the implementation strategy for a County economic development strategy based on eco-tourism. Predictably and appropriately, the plan focused on the County's maritime heritage, fishing, hunting, and farming, glass making, its wild and scenic rivers, and the historic areas in Bridgeton, Millville, and Vineland.

As part of the Eco-Tourism Plan, a number of specific industries were mentioned that could provide employment to Cumberland County residents at the same time that they served to protect the natural environment. The industries included boat building, river tours, recreational boating, hunting, fishing, crabbing, birding, biking, and hiking. It also recommended the general category of agribusiness which includes agriculture, aquaculture (the production, trade, and sale of seafood as well as commercial fishing and food processing) as well. Nutraceuticals, or the production of dietary supplements, is also a sub-category of agribusiness that received some attention in the Plan. It does, however, require a well-educated and highly trained workforce. The plan also noted the need to upgrade the skill and educational levels of the Cumberland County workforce, since farming is increasingly dependent upon computerization and those workers who understand it.

The Cumberland County Economic Development Strategy for Action, 2002-2003, describes the progress that the County has made toward its five major goals. Two of these goals are directly related to smart growth issues. Following is a brief summary of progress on these goals to date:

Goal 1. Focus County Economic Development Efforts in and around Existing Villages and Centers. The strategies listed under this goal

that most directly affect areas that are appropriate for preservation include

Target Traditional Strengths of Downtown. Major accomplishments to date include:

- Technical assistance to Bridgeton and Millville in concept plans for downtown redevelopment;
- Empowerment Zone initiatives;
- Progress toward Millville's Glasstown Redevelopment Project and Arts District;
- Satellite County College programs in Bridgeton and Millville.

Promoting Regional Events. Major accomplishments include:

- Hiring a director of tourism and cultural affairs
- Continuation and addition of a number of concerts and travel agent tours
- Special promotions for eco-tourism activities, including those that center on bird watching
- Delaware Bay Summit that addressed economic development activities for smaller towns and villages.

Goal 4. Maintain and Improve Quality of Life. Strategies under this goal that most directly affect areas that are appropriate for preservation include:

Open Spaces. Major accomplishments include:

- Preservation of 8,000 acres for farmland
- County has begun to work with municipalities to develop priorities for open space preservation and development centers

Improve Recreation in the County

Identify and Market Biking and Hiking Trails. Major accomplishments include:

- County's Traffic and Transportation Plan updated
- Bicycle study completed
- Bay Shore Bike Route under development

Agricultural Development. Major accomplishment to date:

- Farmer's Market Guide produced annually

Tourism and Ecotourism. Major accomplishments include:

- "Familiarization tours" for local and regional media
- Ecotourism trails developed by PSE&G and the Nature Conservancy
- Marketing plan and budget for tourism developed
- Increased tourism marketing and exposure
- Partnership with Atlantic City Regional Tourism Council

Focus on Community Values

Special Events. Major accomplishments include:

- County's 250th birthday celebrated through series of events
- Millenium Celebration held in fall of 2000
- Miscellaneous events (see Promoting Regional Events above).

INVENTORY OF CURRENT ECONOMIC DEVELOPMENT INCENTIVES

Cumberland County has the advantage of having both an inter-municipal Federal Empowerment Zone and a State Urban Enterprise Zone within its borders. Empowerment Zone status was granted to five sites in the communities of Bridgeton, Vineland, Millville, and Port Norris in 1999, and Urban Enterprise Zones are located in Bridgeton, Vineland, and Millville. In addition, there are a number of additional State and County incentives that are available for economic development in Cumberland County. Peter P. Karabashian & Associates described these incentives in some detail in the Cumberland County Intermunicipal Industrial Park Study in October 2001. Following is a listing of those incentives.

Empowerment Zone. Projects eligible for Empowerment Zone funding include infrastructure, transportation, training, job creation, and community services. Tax and other incentives include:

- Empowerment Zone Employment Credit: annual incentive for businesses to hire individuals residing in the Empowerment Zone;
- Welfare to Work Credit: Two year credit for businesses to hire welfare recipients;
- Work Opportunity Credit: Credit for hiring individuals from groups with high unemployment rates.
- Increased expensing of certain depreciable property;
- Environmental Cleanup Cost Deduction.
- Additional tax exempt bonding power.

Urban Enterprise Zone. Incentives under the State's Urban Enterprise Zone Program include:

- Sales Tax reductions and exemptions in certain cases;
- Corporate tax credits for full-time hiring of residents who are residents of the municipality, unemployed, and on public assistance.
- Subsidized unemployment insurance costs in certain cases;
- Incentive tax credit for investment in the zone;

- Possible State regulatory relief;
- Priority for financial assistance from some State job training and financing funds.

There are a number of State agencies that provide financial and technical assistance at the local level. They include:

- New Jersey Economic Development Authority:
 - Long term, below market interest bond financing for real estate acquisition, construction, and renovation, and for equipment and machinery;
 - Real estate development and land assembly on behalf of public and non-profit entities;
 - Business Employment Incentive Program,,: subsidizing State withholding taxes on new employees;
 - Statewide Business Loan Pool;
 - Loan Guarantees;
 - Capital Seed Program for businesses developing new technologies;
 - Technology Funding Program;
 - Low-interest and Long-term Fixed Asset Financing.
- New Jersey Department of Commerce
 - Business Employment Incentive Program: incentive grants for job creation;
 - Business Relocation Assistance Grant Program
- New Jersey Department of Labor
 - Customized Training: matching funds to assist businesses in upgrading workers' skills;
 - Apprentice Incentive Program grants.
- New Jersey Technology Council:
 - NJTC Venture Fund: investment fund for young companies

In addition to those State programs that address business and industry, and which Cumberland County could access in its

economic development efforts, there are several programs of the Federal government that address rural economic development. These programs could be accessed to promote economic development on a very small scale in those areas within the study area that are most appropriate for preservation, as well as in the more urbanized area of the County. They include:

US Department of Agriculture.

- Business and Industry Direct Loans available to those who cannot get credit elsewhere;
- Business and Industry Guaranteed Loans, which guarantee up to 90% of a bank or other commercial loan;
- Intermediary Relending Program provides loans to non-profits or public agencies to establish revolving loan funds for rural economic development;
- Rural Business Enterprise Grants to public and non-profit recipients to facilitate economic development in rural areas;
- Rural Business Opportunity Grants to public and non-profit recipients for sustainable economic development.

In addition, the US Environmental Protection Agency has several programs that promote environmental education and pollution prevention. These include the Environmental Education Grants Program and the Public Prevention Incentives to States Grant Program. Additionally, there is a grant program to promote Environmental Justice through Pollution Prevention Grants.

There are also several economic development initiatives specific to Cumberland County. One is the Cumberland County Improvement Authority, established under the County Improvement Authorities Law of 1960, and the other is a series of efforts that address educational and work-readiness issues throughout the County. Following is a brief description of each.

The Cumberland County Improvement Authority (CCIA) is one of many county improvement authorities in New Jersey that were authorized under the County Improvement Authorities Law of 1960. The original premise behind these authorities was to establish an authority that could help in the development and financing of public

transportation and government buildings. Since that time, amendments to the original law have expanded the powers of these authorities, and allowed them to participate in the development of solid waste facilities, tourist facilities, recreational facilities, and even housing. The Cumberland County Improvement Authority has been one of the more financially stable and progressive of the New Jersey State authorities, and has participated in solid waste issues, including recycling, an Adopt-a Road Program, a fire training center, and the renovation of a historic bank building for its own offices. In rural areas, it has participated in the Nursery Film Recycling Program, and in the Annual Public Lands Clean-up of waterways and woodlands. Because of its broad powers and progressive attitudes, CCIA should be viewed as an active partner in the County's economic development in both urban and rural areas.

Finally, the lack of a skilled workforce has surfaced as a concern of employers in the County business surveys that have been carried out by the Economic Development Board. A number of initiatives have been undertaken to address this concern. They include:

- A One Stop Career Center to link job applicants with remedial programs as well as job training and education;
- Upgrading of all existing computer-training efforts at Cumberland County College, the County Vocational Education Center, and the Office of Employment and Training;
- Efforts by the City of Bridgeton and Rutgers University to establish a Food Industry Research & Extension Center (F.I.R.E), and investment in an aquaculture development program by the County College;
- A "School Counts" program at the County College that certifies graduates for employers;
- A school-to-work training program that mentors students, provides on-the-job-training, and other incentives to help graduate transition to the work world.

In summary, there are a wide variety of programs to support economic development in Cumberland County and sources to fund it. These resources range from the site-specific Empowerment Zone and Urban Enterprise Zones to Federal, State, and Countywide

initiatives that are available nationally and locally. Any well-developed program with a solid business plan should be able to access one or more of these sources in order to bring its projects to fruition.

CUMBERLAND COUNTY'S INDUSTRIAL REAL ESTATE ENVIRONMENT

Several of the larger commercial and industrial real estate brokerage firms, including Insignia/ESG and Grubb & Ellis, publish annual and/or quarterly assessments of the commercial office market in the region. These reports focus on a number of specific geographic sub-markets, such as Center City Philadelphia, King of Prussia, or the Lehigh Valley. One of these commonly recognized sub-markets is Southern New Jersey. However, it is usually defined as Camden, Gloucester, and Burlington Counties, stopping short of Cumberland, which is more agrarian than its suburban neighbors. Like all commercial real estate the Southern New Jersey market has experienced some softness over the past year, as companies have put their expansion plans on hold until they can be sure that the recession has ended and that they will see a return on any investments that they make.

While Cumberland County is beyond the commonly recognized boundaries of the regional office and industrial marketplace, it nonetheless has a smaller but active warehouse and distribution economy. Its location has several assets, including excellent regional highway access, a strong agrarian economy, an extensive although undeveloped coastline, and several business airports. At the same time, it suffers from a high level of unemployment, an unskilled work force, and a location that is removed from I-295, the traditional north/south East Coast trucking route.

In September 2002, a survey was conducted of the major industrial parks in Cumberland County. A summary of our findings can be found in Appendix B. The locations of these parks are Vineland, Millville, and Bridgeton. Following is a brief summary of our findings.

Vineland Industrial Parks North and South. These municipally owned and operated industrial parks were developed in three phases. They have good, well-marked access from State Route 55, and lie within the Empowerment Zone. Phase I, Vineland Industrial North, opened in 1970 and currently has 39 sites on a total of 239 acres. It is now

fully developed and occupied. Vineland Industrial Park South, Phase I, is 180 acres with 27 sites, all but two of which have been purchased. Vineland Industrial Park South, Phase II recently opened on 106 acres; two sites have been sold as of this writing. The current average price for land with full infrastructure in Vineland South is about \$30,000 per acre. Typical tenants by type of business include trucking, airfreight, plastics, packaging, food processing, and glass manufacturing.

Vineland Airport Commerce Center. Located close to Vineland North and South, this privately owned industrial park began in 1987. It totals about 200 acres, and has 150 currently available. There are a number of major national corporations on site, including Federal Express and Pepperidge Farm. Management said that each site is customized, and was unable to give an average cost per acre.

Millville Airport Industrial Park. This municipally owned industrial park started in the 1980's, and has about 150 acres of land. Occupants include Easter Seals, an industrial glass company, and a mahogany importer. Millville is currently considering the development of a new industrial park, which is described in more detail under proposed industrial parks.

South Millville Industrial Park, the Gorton Road Industrial Park, and Eden Road Industrial Park. South Millville and Eden Road are two privately owned parks adjacent to one another in South Millville. Gorton Road Industrial Park is adjacent to these two parks, but is municipally owned. The total acreage for these three parks is less than 300.

Bridgeton Industrial Park. Located in southern Bridgeton near the newly constructed State prison, this municipally owned industrial park has about 40 acres; the Florida Industrial Park adjacent to it and currently awaiting final permitting has another 30 acres. Bridgeton has all utilities and rail access, and has four sites still available. It is a location for several food processing companies. The Florida Park will be the site of the Rutgers Food Industry Research Extension.

Proposed Industrial Parks. Two major industrial parks have been proposed for Cumberland County. The first was the subject of the Cumberland County Intermunicipal Industrial Park Study by Peter P. Karabashian & Associates last year. The site that was selected in that study for the intermunicipal park totaled 530 acres; the recommended location was Deerfield Township. The second industrial park is proposed for the Millville Airport. Phase I is planned for about 150 acres; the entire project is expected to total between 500 and 1,000 acres at build-out. Land here is expected to sell for \$15,000 to \$20,000 per acre, and they have seen an increase in the number of inquiries that they receive. The total new industrial acreage proposed for both of these parks will be between 1,000 and 1,500 acres, more than doubling the existing industrial park acreage in Cumberland County.

SUMMARY AND CONCLUSIONS

The purpose of this report is to assist in determining where in Southern and Western Cumberland County economic development should occur. To achieve this goal, we have addressed current and projected demographics, employment, businesses and industries that comprise its economic base, real estate market conditions, and economic development incentives. The following is a summary of our findings:

Demographics

- Recent releases from the year 2000 Census of Population and Housing on population, households, education, and income illustrate the very slow growth, and in some case decline, of the County and the study area. While the number of households in New Jersey increased by 9.7% between 1990 and 2000, the study area only grew by 2.3%.
 - Educational levels in the study area are substantially lower than those of the State as a whole. While just under 30% of the residents of the State have a Bachelor's degree or more, no municipality in the study area has more than 22% of its residents who have graduated from college. This is a problem for Cumberland County, since many industries that are appropriate for or already growing in the study area require a high school diploma for lower level jobs.
 - Of the 21 counties in New Jersey, Cumberland had the lowest median household income, the lowest median family income, and the lowest per capita income in the State in both 1989 and 1999. The Cumberland County median household income in 1999 was about \$16,000 below that of the State. Its 1999 per capita income was fully \$10,000 below the per capita income of the State. The lowest incomes in the project area are in Bridgeton, with a median household income of \$30,502, approximately half of the Philadelphia Area Median Income. The percent of individuals and families who have been identified as being below poverty in the County was about twice that of the State.
- The County unemployment rate has consistently been higher than the State's unemployment rate, and the 2001 County unemployment rate is fully 3.3 percentage points higher than the State's. Within the County, unemployment rates vary considerably. In 2001 unemployment ranged from 4.1% in Stow Creek to 13.1% in Fairfield and 10.1% in Bridgeton.
 - A significantly lower percent of Cumberland County residents work at managerial, professional, sales, and office occupations than New Jersey as a whole. Cumberland County residents tend to be in service, construction, maintenance, production, and transportation related occupations.
 - The Rutgers Center for Urban Policy Research projects New Jersey's growth rate between 2000 and 2020 as 7.7%, and Cumberland County's as 14.9%. It shows modest (17%) increases in population for Millville and Vineland, and an overall 12.1% increase for the study area. Bridgeton and Shiloh are expected to lose population, while all other municipalities are expected to grow.
 - While the County had a slight decrease in employment from 1990 to 2000, it is projected to grow at about the same rate as the State by 2020. Bridgeton, which experienced a decrease in employment from 1990 to 2000, is projected to have modest growth by the year 2020. Upper Deerfield is projected to have significant growth, while Lawrence and Shiloh are expected to see small declines in employment.

Potential Industries for the Study Area

Based upon recommendations from other studies and on our observations of industries already operating in the County, we recommend that the study area has excellent potential as

- A distribution center, especially for groceries and related products, electrical goods, non-store retailers (most frequently catalogue sales), trucking and courier services, paper and paper products. There are several modern and attractive industrial parks in the study area, several with excellent access to Route 55, where distribution can locate.

- A manufacturing center, especially for products of purchased glass, miscellaneous publishing, miscellaneous plastic products, and miscellaneous converted paper products, including packaging and shipping containers, stationary, etc.
- Business Services. This industry is a growth sector in part because of the trend toward outsourcing. It can be expected to follow growth in other industries, and is a potential for location in the older municipalities. Business services that have already gained a foothold in Cumberland County include commercial printing, especially advertising, and engineering and architectural services.
- Many of the industries that are represented in the study area, such as glass production and agri-industry, have the potential to attract other businesses that service them. Selecting appropriate industries to use as “seed” industries that will attract clusters of compatible industries, and identifying the businesses in those clusters, is beyond the scope of this study. We recommend that the CDC select the most promising of the potential seed industries and identify those other industries that can be attracted to the study area by their presence.
- Eco-tourism, especially in those areas that are not suitable for more intensive development. The County has made significant progress in the past seven years in establishing the infrastructure for tourism, including creating a marketing plan and budget for tourism, preserving over 8,000 acres of farmland, establishing bicycle trails, and holding media tours.

Incentives for Economic Development

Cumberland County is well positioned in that there are a variety of State and local financial incentives that are available for economic development. Those that address the needs of areas that are appropriate for development include:

- An inter-municipal Federal Empowerment Zone at five sites in Bridgeton, Vineland, Millville, and Port Norris, Empowerment Zone. Projects eligible for Empowerment

Zone funding include infrastructure, transportation, training, job creation, and community services. In addition, there are a variety of tax and other incentives that are available to businesses that locate there.

- Urban Enterprise Zones in Bridgeton, Vineland, and Millville. Incentives include a variety of tax reductions or exemptions, some tax credits, and priority for financial assistance from some State programs.
- The high level of unemployment in some communities like Fairfield has not always been reflected in increased assistance from the State for economic development purposes. If the County is to move forward, some forms of assistance must be found for these areas as well, possible through a review of State aid formulas.
- New Jersey Economic Development Authority programs, including low interest bond financing, assistance in land assembly, a loan pool and a loan guarantee program, and funding for technology.
- New Jersey Department of Commerce programs to encourage job creation and assist in business relocation.
- New Jersey Department of Labor programs to upgrade workers’ skills
- The New Jersey Technology Council’s Venture Fund for young companies

Programs that are available to encourage economic development in those areas that are not appropriate for intensive land development include:

- US Department of Agriculture loans, loan guarantees, capital for revolving loan funds, and grants for rural economic development, and sustainable development
- US Environmental Protection Agency programs that promote environmental education, pollution prevention, and environmental justice.

Finally, various entities in the County have taken an interest in its economic future. They include:

- The Cumberland County Improvement Authority, which has the power to participate in the development of solid waste facilities, tourist facilities, recreational facilities, and even housing. It is a potential partner in the County's economic development in both urban and rural areas.
- Cumberland County College, has taken a leading role in the issue of workforce development, including certifying graduates for employers and developing an aquaculture program.

Real Estate Development Potentials

- Cumberland is beyond the commercial and industrial "Southern New Jersey Market Area". It is less accessible than counties with direct access to Route 295, and its industrial land is accordingly lower priced. This in itself is an incentive for economic development, especially for companies that do not require high visibility locations.
- The County is currently well supplied with industrial parks. It has approximately 1,000 acres of good quality, well-located industrial parkland that is either fully developed and occupied or subdivided and on the market. It has between 1,000 and 1,500 additional acres that are in the planning stages in Millville and in Upper Deerfield Township. At estimated absorption rates of less than 50 acres per year, based upon the past 20 years experience, this supply should last it for the foreseeable future.
- Business services are the ones that are most likely to locate in, and participate in, the more urbanized areas. They will increase in strength and numbers as basic sector industries increase.
- Real estate development in the rural areas that are not appropriate for development should be limited to micro-businesses to those that will support the growing recreation and eco-tourism industry.

APPENDIX A OCCUPATION AND INDUSTRY BY AREA

	Comm.	Deerfield	Downe	Fairfield	Greenwic	Hopewell	Law.	Maur.	Shilo	Stow	Upper Deerfield	Total	%
Occupation	2148	1316	656	2006	440	2194	1169	1676	278	713	3315	15911	
Management, Prof., etc.	367	275	110	398	185	713	249	385	71	231	982	3966	25%
Service Occupations	420	224	117	460	52	408	163	345	27	94	508	2818	18%
Sales and Office	421	357	168	433	98	484	246	328	61	150	938	3684	23%
Farming, fishing, forestry	58	11	13	7	5	29	12	11	8	13	36	203	1%
Construction and maintenance	289	146	84	176	39	169	183	228	45	98	229	1686	11%
Production, Transportation and Material moving	593	303	164	532	61	391	316	379	66	127	622	3554	22%
Industry													
Agriculture, forestry, fishing, mining	85	33	25	37	26	110	77	43	26	25	66	553	3%
Construction	117	95	37	88	24	111	84	171	6	60	98	891	6%
Manufacturing	486	247	111	431	72	334	271	334	54	99	542	2981	19%
Wholesale Trade	90	59	37	54	16	58	63	24	13	42	144	600	4%
Retail Trade	232	212	75	178	23	238	110	148	17	79	317	1629	10%
Transportation, Warehousing, utilities	204	74	49	186	27	176	81	79	22	65	263	1226	8%
Information	23	26	16	8	9	17	10	7	0	2	19	137	1%
Finance, Insurance, Real Estate	60	39	15	77	22	53	32	63	5	26	181	573	4%
Professional, scientific, manage., admin.	100	91	34	81	26	66	28	64	15	44	243	792	5%
Educational, health and social services	400	244	128	516	103	536	235	275	80	180	869	3566	22%
Arts, entertainment, recreational, food s	148	48	38	147	29	141	84	115	6	33	179	968	6%
Other Services	48	70	22	95	27	128	30	45	17	16	125	623	4%
Public Administration	155	78	69	108	36	226	64	308	17	42	269	1372	9%
Total	2148	1316	656	2006	440	2194	1169	1676	278	713	3315	15911	

Source: US Census of Population and Housing, Year 2000.

APPENDIX B INDUSTRIAL PARKS IN CUMBERLAND COUNTY

Name/Location	Approximate Age/ Year Started	Total Acres/sites	# Acres/sites Open	Current Parcel Cost (\$ per acre)	Other Information				
Vineland Industrial Parks									
Vineland Indust. Park North (municipal) 856-696-4100 ext.4619	1970	239 acres 39 sites	all taken		In the past, cost was \$15,000 per acre; due to demand and decrease in available sites,				
Vineland Indust. Park South (municipal) 856-696-4100 ext.4619	Phase I-1999	180 acres 27 sites	2 sites left		cost in newest phase is \$30,000 per acre				
	Phase II-just opened	106 acres	2 sold, site size will be customized	\$30,000 per acre includes full infrastructure	www.vinelandbusiness.com above site lists businesses				
Airport Commerce Center 856-696-5481(private)	1987	~ 200	~150	Cost not available	Private firm (BDGS) develops and manages site Each site is customized - no standard cost				
Millville Industrial Parks									
Airport Industrial Park (municipal) 856-825-7000 ext. 303	1980's	~150-200	all taken		Would like to create new industrial park at Airport; in long run anticipate it to be 500 to 1000 acres. Phase I will be about 150 acres Currently expect cost to be \$15,000 to \$20,000 per acre with infrastructure				
South Millville Industrial Park (private-several owners)	~25 years old		over 400 acres available						
Gorton Road Industrial Park (municipal section of South Millville) 856-825-7000 ext. 303		~41	~30 acres left	\$13,000 per acre	Small city owned portion of South Millville Industrial Park				
Bridgeton Industrial Parks									
Bridgeton Industrial Park (municipal) 856-455-3230 ext. 311	late 1980's	~40	4 open sites (1,330,000 sq.ft)	\$15,000 per acre	has all utilities and rail access				
Florida Industrial Park	awaiting final permit	30	25	\$15,000 per acre	will have all utilities and rail access; currently redoing sewers and streets 5 acres are committed to Rutgers Food Industry Research Extension				
Hopewell Business Park Route 49	2000	20	18	30 year lease at \$1,000 per month	First tenant is Newfield National Bank, a multi -service and drive-through branch. Target market is business/professional users. Will build main road and utilities in 2003.				
Source: S. Huffman Associates Survey									