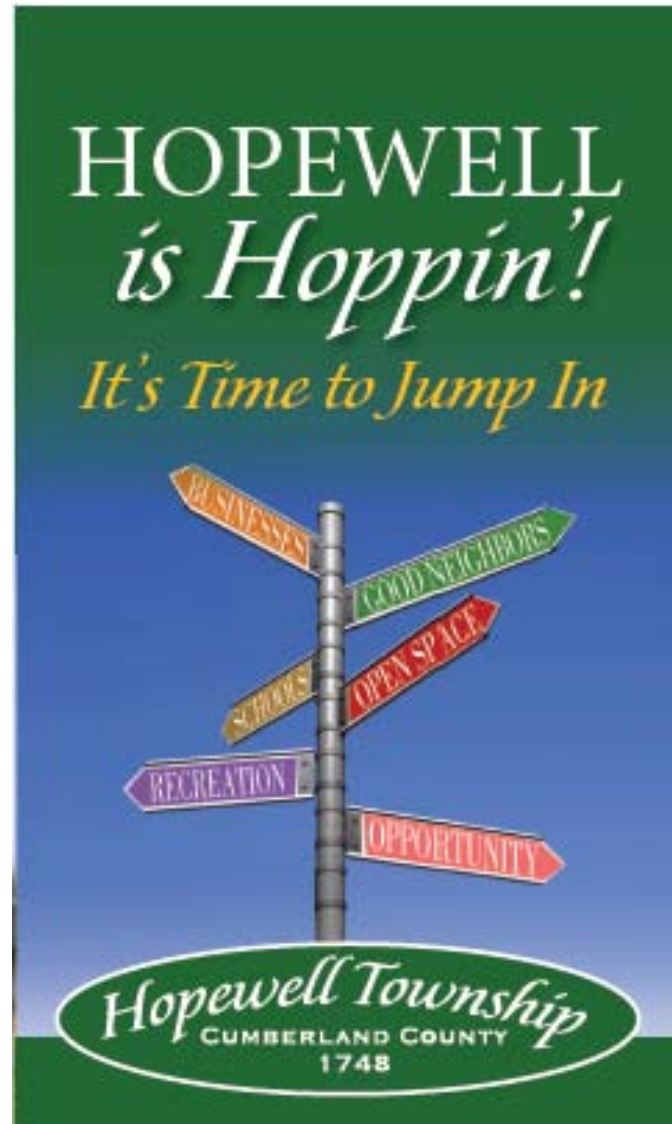


Hopewell Township



ECONOMIC DEVELOPMENT STRATEGY PLAN

2013



Economic Development Strategy Plan

Presented to:

Hopewell Township Economic Development Committee

Submitted by

Salmon Ventures Limited

September 2013

Economic Development Strategy Plan:

Hopewell Township, NJ

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Introduction

In January of 2013, the Hopewell Township Economic Development Committee issued a *Request for Professional Services* seeking professional assistance in developing a comprehensive economic development strategy. The strategy would include:

- actions and guidelines for its implementation, and
- items that will enhance and strengthen Hopewell's competitive advantage in attracting desired new businesses, and
- items that will enhance efforts to retain and grow existing businesses, and
- options for attracting and selecting potential developers willing to invest in the economic future of the Township, and
- other goals that will lead to bringing more desired businesses, jobs and tax revenue to the Township, and
- strengthen businesses already located within the Township.

In April 2013, the Committee contracted with Salmon Ventures Limited (SVL) to perform the professional services outlined above. The process commenced with a meeting between the members of the Economic Development Committee and the SVL team on May 14, 2013.

In the following sections, the current status of the Township as well as opportunities for growth and qualitative improvements are presented. **These opportunities are noted in each section and are the basis for the recommendations presented in the last sections.**

Prevailing Economic and Demographic Conditions:

As with all of the nation and region, the growth patterns of 1997 – 2007 were changed by the recession of 2007 – 2009. As the recovery refused to gain much momentum, the recent patterns are of slow growth or stagnation. Cumberland County in particular, but most of Southern New Jersey in general, has lagged behind the rest of the region. In 2012, Atlantic and Cumberland counties had unemployment and income growth rates that were among the lowest of all Metro Areas in the country. As reported below, Hopewell had the lowest unemployment rate in the County, at approximately the same level as that of the State.

2012 NJ Annual Average Labor Force Estimates			
Name/County/Municipality	Labor Force	Unemployed	Unemployment Rate
Cumberland County	69,538	9,824	14.1
Hopewell township	2,312	192	8.3
Greenwich township	479	43	8.9
Stow Creek township	789	86	10.8
Maurice River township	1,878	214	11.4
Deerfield township	1,500	192	12.8
Shiloh borough	320	43	13.4
Upper Deerfield township	3,802	513	13.5
Vineland city	29,184	4,041	13.8
Downe township	761	107	14.1
Millville city	13,762	1,962	14.3
Bridgeton city	8,377	1,276	15.2
Lawrence township	1,343	214	15.9
Commercial township	2,579	449	17.4
Fairfield township	2,558	577	22.6

As the table on the next page shows, the population in Cumberland County was virtually stagnant in all municipalities except Maurice River Township. Hopewell's population declined

slightly as did that of neighboring Bridgeton. In the most recent five years, building permits have averaged in single digits in Hopewell, a level that is just enough to replenish demolitions. In addition, foreclosures have risen, with some residential units being vacated.

POPULATION	2010	2011	2012
Cumberland County	157,053	157,215	157,785
Bridgeton city	25,320	25,277	25,290
Hopewell township	4,574	4,582	4,555
Upper Deerfield township	7,681	7,738	7,740
Maurice River township	7,863	7,759	8,146

The Township's income is among the highest in the County as is shown below. Stow has the highest and Bridgeton the lowest. While Hopewell is well above the County median, it is below the New Jersey median of \$67,681.

2010 - Median Household Income		
Cumberland County	\$50,651	
Bridgeton	\$31,044	
Upper Deerfield	\$53,646	
Hopewell	\$63,059	
Stow	\$71,333	

The higher income level in Hopewell is due to the fact that many of its residents are employed in educational, health and social services. The table on the following page reports that 28% of those employed work in this sector, by far the largest share of all the industry sectors and one of the highest paying.

Hopewell Township Resident Employment		
	<u>Total</u>	<u>%</u>
Civilian employed population 16 years and over	2,364	100%
Agriculture, forestry, fishing and hunting, and mining	226	10%
Construction	75	3%
Manufacturing	255	11%
Wholesale trade	61	3%
Retail trade	242	10%
Transportation and warehousing, and utilities	103	4%
Information	43	2%
Finance and insurance, and real estate and rental and leasing	172	7%
Professional, scientific, and management, and administrative and waste management	150	6%
Educational services, and health care and social assistance	665	28%
Arts, entertainment, and recreation, and accommodation and food services	89	4%
Other services, except public administration	76	3%
Public administration	207	9%

Opportunity: While the Township population is relatively small, it is bordered by Bridgeton, the largest city in the western half of Cumberland County. The income levels of Hopewell and neighboring Stow indicate a fair amount of disposable income. This has been demonstrated by the success of the Green Olive and Hopewell Plaza which draw from south of Upper Deerfield to the rest of the southwest corner of the County. The number of retail and personal service storefronts in Hopewell indicates that retailers counting on **repeat customers** can attract sufficient business.



The table on the following page confirms a trend in Hopewell for the growth of a more affluent base of residents despite the overall lack of population increase. A 13.5% increase in home sales

price indicates that the schools and overall quality of life as well as the availability of quality of housing units are attractive to homebuyers.

CUMBERLAND COUNTY			
AVG. RES. SALES PRICE, 2009 - 2012			
	2009	2012	% Change
FAIRFIELD	\$154,360	\$209,080	35.4%
HOPEWELL	\$143,944	\$163,366	13.5%
UPPER DEERFIELD	\$165,714	\$166,653	0.6%
COUNTY	\$158,200	\$153,690	-2.9%
BRIDGETON	\$87,991	\$82,500	-6.2%
STOW CREEK	\$190,000	\$160,000	-15.8%

Even though an apparent attraction, the school district is not under any growth pressures. The slight declines shown in the table below indicate that the demographic mix of the Township is not favoring young families.

Hopewell Township		
SCHOOL ENROLLMENTS, 2006 -2011		
Enrollment	2011-12	2006-07
Program		
Kindergarten	36	53
Total	510	540

Opportunity: The quality of the schools can be advertised as an attraction to the Township without much fear of causing capacity issues in the schools. The school has a max capacity of 600 students. Although enrollment has declined, the number of teachers has remained the same because the decline has not been in any

certain grade level. In addition, the moderate size of enrollments indicates that school district tax levies will be controlled in the near future as expansion is not imminent.

Finally, several economic and demographic characteristics of Hopewell can be reviewed using results from the 2010-2012 American Community Survey. The table below illustrates three characteristics that indicate more opportunities for economic development.

The first is the age distribution of the population. As suspected from school enrollments, the Township is aging with nearly 21% of the population over 65-years of age. These 962 residents are near or past retirement age and, given the high level of household income; many have disposable income to spend.

The second characteristic is commuting patterns for those employed. The table reports that 131 work at home, the highest percentage in the County. These employees require services that may not be available in the Township and, as mentioned above, would be repeat customers for supplies and perhaps back-up services like printing and mailing.

Finally, the third characteristic is educational attainment which supports the income levels of residents. As the data illustrates, the Township has more highly educated residents than the rest of the County. These residents earn higher income, have more disposable income, demand more services especially for their kids, and recognize the value of a quality school district.

Hopewell Twsp. - 2007-2011 American Community Survey			
Subject	Hopewell Estimate		
Total population	4,566		
Under 5 years	190		
5 to 9 years	238		
65 to 74 years	431		
75 to 84 years	352		
85 years and over	179		
65+	962	21%	
Median age (years)	46.9		
COMMUTING TO WORK			
Workers 16 years and over	2,227		
Worked at home	131		
EDUCATIONAL			
Population 25 years and over	3,421	%	County
High school graduate	1,189	34.8%	39.5%
Associate's degree	345	10.1%	5.9%
Bachelor's degree	474	13.9%	9.8%
Graduate or professional degree	208	6.1%	4.2%

Opportunity: The Township has a fairly diverse mix of residents. While these residents demand an equally diverse mix of services – from recreational to eldercare – they also represent a fairly vibrant community with purchasing and housing demands that offer development opportunities. To keep this desirable mix, economic development needs to be balanced. This offers an array of commercial concerns (including home builders) a market for goods and services.

Recent Relevant Events in the Township

The most recent economic developments in Hopewell indicate that the Township is slowly coming out of the economic recession with some promising developments. These include:

- the success of Hopewell Plaza as it approaches the point of being fully rented.
- the approved expansion of the Green Olive showing the viability of a full-service restaurant.
- opening of and the initial success of the Amish Market as a regional attraction.
- Completion of the preservation of more than 130 acres for recreational space.
- several additions and renovations approved for the building permits listed in **APPENDIX 2.**
- approval of residential subdivisions as shown below:

Block 63
Lot 8
Randolph Rd
10 Lots

Block 62
Lot 1
Roadstown Road
15 Lots



Blocks 28 & 33
Lot 1-3
Roselawn, Mary Elmer Dr. area
17 lots

- the preliminary approval of a large county development plan in downtown Bridgeton which could bring residents to Hopewell.

Opportunity: The Township has demonstrated the ability to support a regional shopping attraction as well as smaller shops that cater to a more local clientele. However, in order to attract some of the services that residents most desire – such as a convenience/grocery store and pharmacy – more housing will need to be encouraged. The perception of Hopewell as a place for more-educated and higher-income residents than surrounding communities will prove attractive to a wider variety of commercial concerns. Housing needs to be a part of this mix. Finally, the willingness for some residents to live in Hopewell while working in Bridgeton – for a variety of reasons – is an opportunity for the Township and will eventually work to the benefit of the entire western half of the County.

Existing Economic Development Tools and Resources

The Township has a variety of economic development tools and resources at its disposal, some of which have been under-utilized. Internal resources include:

1. Tax abatement as an incentive for attracting/growing commercial establishments. This ordinance, shown on the following page, has met little resistance from the existing businesses, a sign that some development is welcomed even by those that are already established.

TOWNSHIP OF HOPEWELL
CUMBERLAND COUNTY
NEW JERSEY

ORDINANCE NO. 01-06 and
Amendments 02-02 and 04-03

TAX ABATEMENT ORDINANCE

2. A Master Plan that allows for development in the most suitable areas of the Township. It also defines a Town Center and a business park.
3. An Economic Development Committee which is actively involved in attraction as well as retention of businesses. The Committee also has worked with the Cumberland Development Corp. which is represented at Committee meetings.
4. Location on Route 49 offering frontage on a major highway for both individual businesses as well as the Township to market its plans and opportunities for new residents and businesses.

In addition to these internal resources, there are several other in-county resources that can be used by the Township. These include:

1. The State has passed and amended the Local Redevelopment and Housing Law to give municipalities more flexibility in financing and implementing economic development projects.
2. The regional SJ Economic Development District and the US Department of Agriculture (USDA) provide support and funding for infrastructure needs. Hopewell is eligible under USEDAs as well as USDA Rural Development guidelines.
3. The County has recently hired an economic development director and given more financing abilities to the Cumberland County Improvement Authority.
4. Cumberland County College is expanding its presence in workforce development with a center in Millville. For technical as well as semi-skilled job expansion or creation, the College can assist in the training of employees at no or little cost to the employer under

grant-supported programs. This is an incentive for new businesses. While this is currently possible, an outreach center in Millville will expand the pool of available labor for new employers. The lack of skilled and prepared workers has been one of Cumberland County's impediments to business development for many years.

Opportunity: The Township now has the opportunity to create an economic development strategy that offers packaged resources to potential investors. Using these tools, the project development process can be streamlined and offer more incentives. Low-cost financing, technical assistance, marketing and training can be packaged using internal and external resources to the Township's advantage.

More specifically, the Local Redevelopment and Housing Law can be used to enhance development by:

- Allowing the Township to form a partnership which shares control of the development process at the level with which the Township is most comfortable. That is, the Township can define the relationship.
- The law allows the developer to exercise different logistics concerning bids for projects. No longer would each project need to be bid out. Once the property is declared a redevelopment area, the terms and conditions are set.
- A partner that has the ability and willingness to finance infrastructure improvements or projects directly will present investors with far more certainty in the process. For instance, if a business wants to develop 15 of the 26 acres bordering the business park, what would the Township be able to offer in terms of timelines, costs and improvements in initial discussions?

Needs Assessment: Employer Interviews and Public Meeting

In the course of collecting information for this project, the SVL team conducted interviews (see **APPENDIX 1**) with two major employers – the Amish Market and Cumberland Insurance Group – as well as county officials in the economic development office and the Cumberland County Improvement Authority (CCIA), and the Township solicitor. Finally, a public meeting was held on June 17th to gain input on the Township's strengths, weaknesses and opportunities that the residents and business owners perceive.

APPENDIX 4 is a listing of strengths, weaknesses, opportunities and threats from the open public meeting. Highlights of the comments received from employers and residents:



- Township is business-friendly.
- Attracting employees with technical skills can be challenging.
- Telecommunications need to be upgraded.
- Solar projects have been cancelled due to interconnection problems with Atlantic City Electric.
- Places for quick meals are limited.
- Many local customers.
- Current businesses have many repeat customers.
- Need for convenience retail very clear.
- Traffic and signage can be improved, especially on Rt. 49.

- Large festivals are well-attended, parking an issue.
- Schools are a draw, but need more for kids to do.
- Ambivalence about Bridgeton was clear.
- Public services, especially emergency services, could be slow to respond.
- Close-knit community, very good quality of life.



In addition, discussions with government officials led to the following points:

- County resources have been expanded in economic development and project implementation. The ability to finance projects through the CCIA as well as technical assistance with securing state and federal funds/grants is available. The CCIA can act as a co-developer and/or provide infrastructure loans to assist with development.
- The Township has accepted tax abatement as an incentive to grow and attract businesses. While control of Township-owned land has been retained, there is a general agreement that some growth would be beneficial to most of the interests in the Township. This has been shown through ordinances and the Master Plan.

Suggested Short-Term Action Items

The evaluation of resources and needs above leads to several opportunities which can be pursued in the short-term. For the most part, these action items are in preparation for investment. The Township must not only have a potential for successful investment, but it must also convince investors that it is prepared to work with them. The suggested action items include:

- 1. Identity:** The business district along Route 49 is disjointed and appears haphazard to the Rt. 49 traveler. Improvements to the thruway can make the road serve as a key marketing tool for Hopewell. The following steps are recommended:
 - Clearly delineate the entry into town and the end of town in both directions.
 - Further delineate the Town Center both east and west of W. Park Drive.
 - As an example in the picture, highlight the actual businesses. Show directions to other commercial areas outside the Town Center, especially the Business Park and its occupants.



In short, identify Hopewell as a place that is growing successful businesses and that is welcoming to visitors.

2. **Advertise:** Where Township property is available – at the east entrance and around/in the business park – provide signs which are attractive, recognizable and informative for potential investors. Another approach would be to hire a broker to do the same. In either case, hinting at suitable uses would be helpful.
3. **Include Housing:** The size of Hopewell is somewhat offset by the volume of traffic through Route 49. However, for the most part, these are persons that travel the road often. One convincing sign of growing commercial viability of the Township is housing development. The number of 65+ residents is an opportunity for a variety of housing types that could accommodate retirees or ‘downsizers’. More rooftops will add market potential. Townhomes or smaller, clustered single-family homes near Route 49 would make more retail stores viable. The closer to the Town Center the better.
4. **Recreational Activities:** Continue to pursue grants/funds for developing active recreation sites for a variety of demographic groups. Combined with a quality school district, the availability of recreational opportunities will attract younger families to the Township.
5. **Identify a Developer:** The Business Park and the adjacent 26 acre parcel will need additional public investment to develop. The ability to declare the entire area in need of redevelopment will shorten the development timeframe, lower costs for the investor, and allow for a variety of financing options. The benefit of a redevelopment area is that it allows the Township to form a



partnership which shares control of the development process with the developer. In addition, a redevelopment declaration saves time by not requiring every project to go out to bid. Once the property is declared a redevelopment area, the terms and conditions are set and the developer can select projects coming to area. The developer needs to have the ability to finance the needed infrastructure as well as provide technical assistance. The Township needs to have all of the answers and timelines ready for investors when inquiries are made. This would include some upfront design and approval work. Current law allows the Township to act as the developer. More commonly, a developer would have the ability to attract grants and funds to assist in the project development process. This could be the Cumberland Development Corporation, the CCIA, an authority of the Township, or a private development company.

The Township should work with legal counsel to prepare an RFQ for a developer with very specific requirements. The RFQ should outline a Project Schedule; Qualifications of Company and Project Personnel; Work Statement (understanding of the task); References and Experience. The RFQ should also specify the relationship the Township desires with the developer including the amount of control it desires over the type of retail or businesses utilizing the redevelopment area. The role of the developer can be controlled by the Township in concert with the Master Plan, zoning laws and the legal powers granted by the Local Redevelopment and Housing Law. However, the first task is to identify the economic development goals and projects that the Township would want the developer to assist in implementing. It is recommended that discussions with other municipalities that have worked with developers should precede the development of an RFQ.

6. **Target Market:** Public discussions and interviews have resulted in a common set of preferred types of businesses that are desired in town. While it is not

always possible to exclude other investors, the Township can package economic development information about its own resources and present it to desired investors. The information should include testimonials from successful businesses in town as well as information on income, education and access to highways.

There is agreement on some needs: convenience store with some groceries; pharmacy; stationary/office supplies; coffee/breakfast place; and, urgent care location. Given Hopewell's population size and density these are more readily attainable than a large-scale retail supermarket.

In addition, possible Business Park businesses would include: a furniture/antique store borrowing from the Amish reputation; a winery; garden center; and small business center with small offices and common services. Multiple businesses with similar industry should not be seen as in competition but as complementary to each other. For example, areas with multiple antique shops or wineries create a destination location for visitors who wish to see more on a single trip.

The most desired investors are from three groups: those that have developed regional projects of similar scale as would be appropriate for Hopewell; those that run similar businesses in other small towns in the region; and, those that develop projects that are similar to those most desired by Township stakeholders. The first group understands the local economy and has local funding partners. The second group would understand the market limitations as well as the potential. Finally, the third group has connections with owners of pharmacies, gift stores, etc.

In short, the Township does not at the present time have the population size or density to support franchise stores. Therefore, consideration needs to be given to

smaller enterprises that need a smaller marketplace to sustain themselves, businesses that thrive on repeat customers (such as restaurants and personal services), destination attractions (such as the Amish Market), or those that do not depend on the surrounding population to thrive (Cumberland Insurance). The fact remains that the population density to the south and west of Hopewell is very low, narrowing the market potential for businesses. The long-term fix to this problem is future residential development and/or the ability to draw customers from Bridgeton and Upper Deerfield.

Acknowledging the fact that Hopewell's demographics do not currently support large chain stores, the Township would need to incentivize investors to some extent. The tax abatement law already in place is helpful as are some of the improvements suggested in this study. In the final analysis, all three groups would need to be worked to encourage investment. This could entail soliciting privately-owned pharmacies in surrounding communities that may want to expand, or talking to local developers that may see a place for a small multi-unit complex in Hopewell.

7. **Create Partnerships:** New start-ups are a source of business attraction. The Food Science Center in Bridgeton and incubators in Sewell, Mt. Laurel and Camden spin-off companies that need a place to start their businesses. Hopewell could be that place and the Business Park is ready for small office space.

For funding, it would be advantageous for funders to understand the overall strategy of the Township. This includes the SJEDD, USDA and County planners that would need to assist with any Rt. 49 improvements.

A proactive approach would be through contacts with incubating industries and students in entrepreneurial programs while they are still planning for a start-up in

an outside location. The benefits of Hopewell could be communicated to them and tours of the Township provided by Township officials, residents or business owners. An example to follow is the Food Science Center in Bridgeton which engages people with new ideas and highlights the benefits of locating in the City. The Food Center and potential business assess potential commercial success in the area and if positive potential is determined then a place to locate the business is sought. The same practice could be applied to culinary schools where many students intend to open restaurants, catering businesses and bakeries.

It is important that the Township make direct contact with area schools (county college, culinary, etc.) and the following contacts to discuss opportunities to locate programs or industries in the Township. This is the proactive approach the Township must take. The Township Economic Development Committee can serve as an initial point of contact for these potential opportunities.

Partnership Contacts

Mr. Howard Henderson
State Director, USDA Rural Development
8000 Midlantic Dr., Ste. 500N, Mount Laurel, NJ 08054
(856) 787-7770

Stephen O'Connor
Interim Executive Director, South Jersey Economic Development District
soconnor@sjedd.com
(609) 602-7197

Thomas Isekenegbe, Ph.D.
President, Cumberland County College
PO Box 1500; Vineland, NJ 08360
thomasi@cccnj.edu
(856) 691-8600 x 239

Jerry Velázquez
Executive Director, Cumberland County Improvement Authority
2 N High St., Millville, NJ 08332
jvelazquez@ccia-net.com
(856) 825-3700

Mr. James B. Watson
Economic Development Director, Cumberland County
790 E. Commerce Street, Bridgeton, NJ 08302
jameswa@co.cumberland.nj.us
(856) 453-2183

8. **Identify Public Relations and Marketing Firm.** After the Township identifies its goals from this plan and a path forward, it should select a marketing entity in Phase II. A marketing firm will have additional contacts with businesses looking to locate to the area or that may be interested in the attractive opportunities within Hopewell.

Suggested Long-Term Action Items

The long-term action items are intended to bring some structural change to the Township which will enhance its attractiveness to businesses and residents. These items demand public investment as well as cooperation from existing businesses. These include:

- 1. Town Center Improvements:** The Town center needs to be walkable or accessible by bicycle. This demands parking that does not interfere with the feel of a Town Center as a gathering, eating and shopping node. Sidewalks and side-street extensions would be required.
- 2. Town Center/Business Park Connector:** These two areas are less than one mile apart. This distance can easily be biked or walked. A bikepath would allow a full shopping

experience plus invite in-fill development between them. Once again, this would demand public parking which is not now available.

- 3. Improve Public Services:** The desire for police, EMT and telecommunications improvements were mentioned a number of times while assessing needs. These would demand shared service agreements with neighboring towns. In the case of replacing the State Police with local police, this would need to be carefully considered and negotiated with other municipalities to make it feasible.
- 4. Transportation Improvements:** The continued success of the Amish Market as the anchor of the Business Park will eventually call for improvements to access from Route 49. Turning lanes and perhaps a blinking or traffic light is already in need in peak use times. This is a state highway and improvements need to be planned well in advance. That process should begin soon.
- 5. Broadband Improvements:** Township should work with telecommunication providers to improve availability of cell and broadband access. Increased broadband access would make the region a more attractive destination for businesses and business travel.

Summary and Next Steps

This plan outlines the strengths, weaknesses and opportunities within Hopewell Township. The ultimate business types to pursue must be determined by the governing body with guidance from the Economic Development Committee. This plan details the markets to be targeted given Hopewell's current circumstances and strengths. This plan also lays out short-term and long-term action items. We encourage the Economic Development Committee to monitor and ensure this plan's action items are tasked and implemented.

APPENDICES

- 1. Interview questions for existing business leaders**
- 2. Building Permits Issued, 2006 – 2013**
- 3. Cumberland County Trends**
- 4. Hopewell Township Business Park**

APPENDIX 1

Interview questions for existing business leaders

- 1. As a business in Hopewell Twp., how long have you been in business here?**
- 2. # of employees? Building size?**
- 3. What brought you to Hopewell originally?**
- 4. Have you had any problems hiring employees with the right skills?
Getting proper supplies?**
- 5. What challenges have you found in doing business here?**
- 6. What is the largest benefit?**
- 7. What suggestions would you have to make Hopewell more business friendly?**
- 8. In your opinion, what businesses would be most beneficial to the business community in Hopewell?**

APPENDIX 2

Building Permits Issued, 2006 - 2013

Permits

2006		
63/1	Hopewell Sr. Cts.	(new)
52/21	Minotola Bank	sign
52/5	Sungenis	shed
65/26	Hopewell Fire Hall	renovation
Total: 4		

2007		
75/7	Co. 911 Radio Tower	
65/25	Hopewell Fire Hall	addition
55/1	EVL Empire	new restaurant
50/36	Church of God	siding & roof
Total: 4		

2008		
52/7	J & J	renovation
45/8	New Hope	renovation
54/3.02	Green O.	renovation & addition
76/12	Halka Nurs.	pole barn
Total: 4		

2009		
59/2	Hopewell Place	renovation
63/3.01	South Jersey Water	solar
Total: 2		

2010		
54/3.02	G.O.	lights & sign
63/2	Cumb. Value	solar
58/10	Fishers	renovation
52/21	Accredit Derm.	renovation
58/10	Fishers	renovation
Total: 5		

2011		
63/1	Amish Market	(new)
Total: 1		

2012		
54/3.03	Mainline	Security doors
54/3.02	G.O.	renovation
51/16	Hopewell Shopping	renovation
52/8	Keep It Shining	Vacuums
51/16	Hopewell Shopping	renovation
45/8	New Hope Church	renovation
54/3.02	G.O.	renovation
58/10	Fishers	renovation
58/10	Fishers	renovation
58/10	Fishers	renovation
Total: 10		

2013		
45/8	New Hope Church	roof & deck
58/10	Fishers	sign
58/10	Mex. Rest.	renovation
51/16	Hopewell Shopp.	sign
54/3.02	G.O.	addition & renovation
63/14	Keith Motors	carport
Total: 6		

APPENDIX 3

Cumberland County Trends



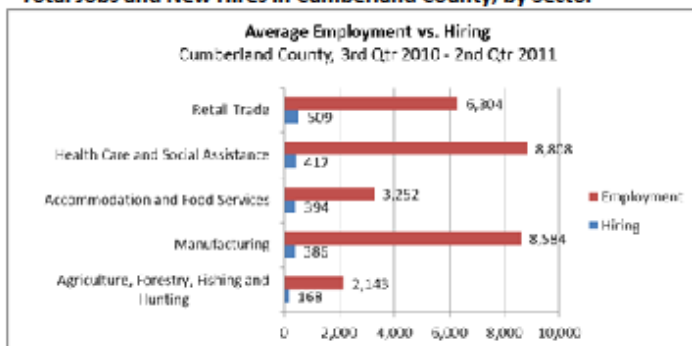
Data for Decision Making Series
October 2012

Key Industries in Cumberland County, NJ

Five Dominant Industries with Hiring Needs

Retail trade (509) and health care and social assistance (417) were two industries which averaged the most new hires in Cumberland County in each of the most recent four quarters.

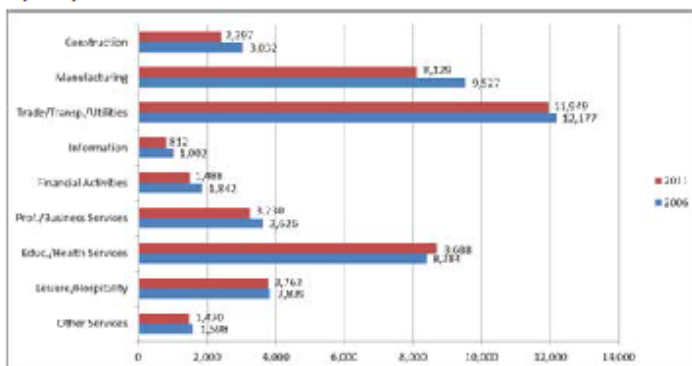
Total Jobs and New Hires in Cumberland County, by Sector



Source: U.S. Census Bureau, Local Employment Dynamics

Total Employment by Industry, Cumberland County 2006 & 2011

Cumberland County's private sector employment totaled 45,011 in 2011. Educational and health services added the most jobs between 2006 and 2011 (+304).



Source: New Jersey Department of Labor & Workforce Development, Quarterly Census of Employment & Wages, Annual Averages

How to Use This Guide
This guide gives workforce and education policymakers key information about local industries to enable informed decision making.

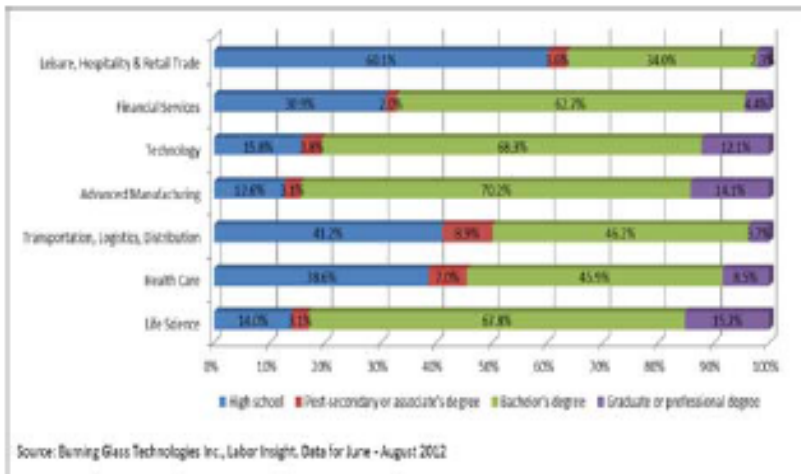
New hires – This number includes new hires for new and replacement jobs. This is important to consider, because despite negative overall growth in many industries, there are still many job opportunities available in some industries due to turnover.

Source: U.S. Census Bureau's Local Employment Dynamics program. This Federal and State partnership integrates existing data from state-supplied administrative records on workers and employers with existing censuses, surveys, and other administrative records.

Total number of jobs – This helps you to understand which private sector industries dominate your local economy and provide the largest numbers of jobs both full and part time, overall.

Source: NJLWD, Quarterly Census of Employment and Wages. Employment and wage data for employers covered under the New Jersey Unemployment Compensation Law.

Education Requirements by Industry Cluster (Statewide)



Minimum Educational requirements for all jobs – based on statewide-level data, this chart gives an indication of the level of education employers are requiring for potential job openings in the industry. This can be a useful tool for deciding which industries to target if your goal is to assist workers who have a particular level of education.

Source: Burning Glass Technologies Inc. which aggregates occupational and industry data from online employer job listings.

What industries are expected to have employment growth?

Cumberland County, 2010 - 2020 Projected Employment Change by Industry					
Industry Title (Two-Digit NAICS)	2010 Jobs	2020 Jobs	Change: 2010-2020		
			Number	Percent	Total Annual
Total Nonfarm Employment*	58,650	62,750	4,100	7.0	0.7
Healthcare and Social Services	8,350	9,300	950	11.2	1.1
Retail Trade	7,600	8,450	850	11.1	1.1
Construction	2,250	2,950	700	31.4	2.8
Accommodation and Food Services	3,350	3,650	300	9.5	0.9
Manufacturing	8,500	8,750	250	3.1	0.3
Transportation and Warehousing	2,350	2,600	250	10.3	1.0
Administrative and Waste Services	1,600	1,850	250	13.6	1.3
Other Services	1,850	2,100	250	12.8	1.2
Wholesale Trade	2,450	2,650	200	7.0	0.7
Professional, Scientific and Technical Services	1,050	1,250	200	20.7	1.9
Real Estate and Rental and Leasing	500	600	100	19.1	1.8
Natural Resources and Mining	150	200	50	23.3	2.1
Finance and Insurance	1,200	1,250	50	2.9	0.3
Management of Companies and Enterprises	800	850	50	7.9	0.8
Educational Services	550	600	50	10.9	1.0
Arts, Entertainment and Recreation	400	450	50	18.2	1.7
Utilities	50	50	0	7.1	0.7
Information	900	850	-50	-7.1	-0.7
Government	14,650	14,300	-350	-2.5	-0.2

Note: Total nonfarm employment excludes self-employed and unpaid family workers.
Percent Changes are based on unrounded data.
Source: New Jersey Department of Labor and Workforce Development

Cumberland County is projected to add 4,100 jobs from 2010 through 2020. The health care and social services industry is projected to add the most jobs (+950) and grow at a rate of 1.1 percent per year. The county's 7.0 percent growth rate is below the state's 8.0 percent rate of growth over the projections period.

Industry Employment Projections for all nonfarm jobs – The projections are valuable data for identifying the potential future employment growth or decline of industries within your county. Employment refers to jobs, both full and part-time, not the number of employed persons.

Source: NJLWD, Industry and Occupational Employment Projections 2010 - 2020. The industry employment projections use the nonfarm wage salary employment definition of employment. The primary data input is an employment time series, by industry, which goes back to 1990.

APPENDIX 4

Hopewell Township Business Park

