Hunterdon County

Economic Development Initiative

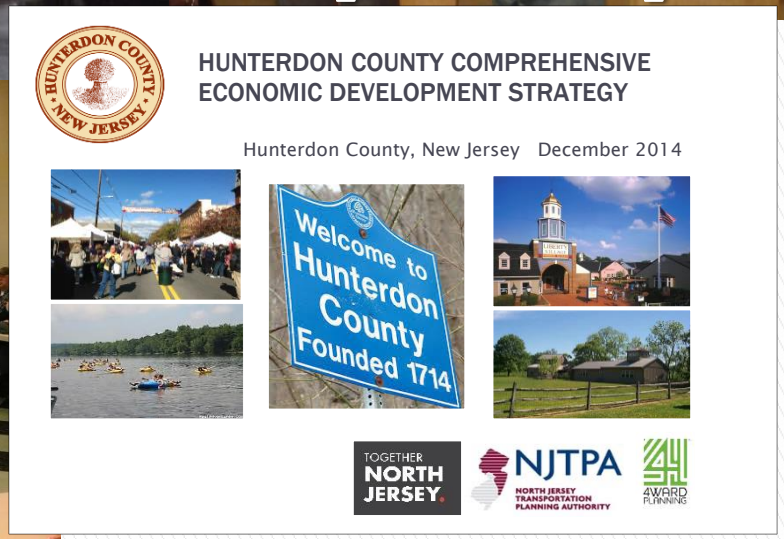
High Bridge Borough Council

February 23, 2017

Suzanne Lagay, Freeholder
Marc Saluk, Economic Development Director

Public Private Participation

35 Steering committee members
300 Survey participants (RVCC & HCCC)
63 Interviews in 9 Focus Group
>180 Public meeting participants
24 of 26 Municipalities participating



Yesterday's Facts

1970 – 2000

- 55% population growth
- Rural migration
- 3.14 persons/household
- Educated, high income
- 1980 median age 32
- Corporate campuses
- Single family homes
- Growing school population

Today's reality

2000 – 2015

- Declining population
- Urban migration
- 2.61 persons/household
- Retirees, empty nesters
- 2014 median age 44
- Vacant corporate campuses
- Changing housing demands
- Declining school enrollment

Factors in our economic future

Baby Boomers

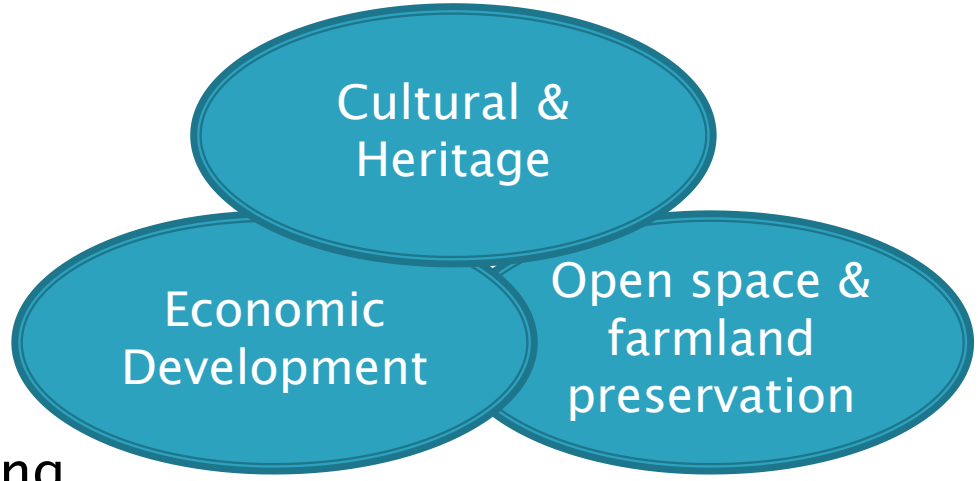
- Retired/semi-retired
- Compact living
- Disposable income
- Mobile
- Socially engaged
- Public transportation options

- **Affordability**
  - Housing & Housing choices
- **Amenities**
  - Cultural & recreational, social groups
- **Access**:
  - Walkable communities & transportation connectivity

Millennials

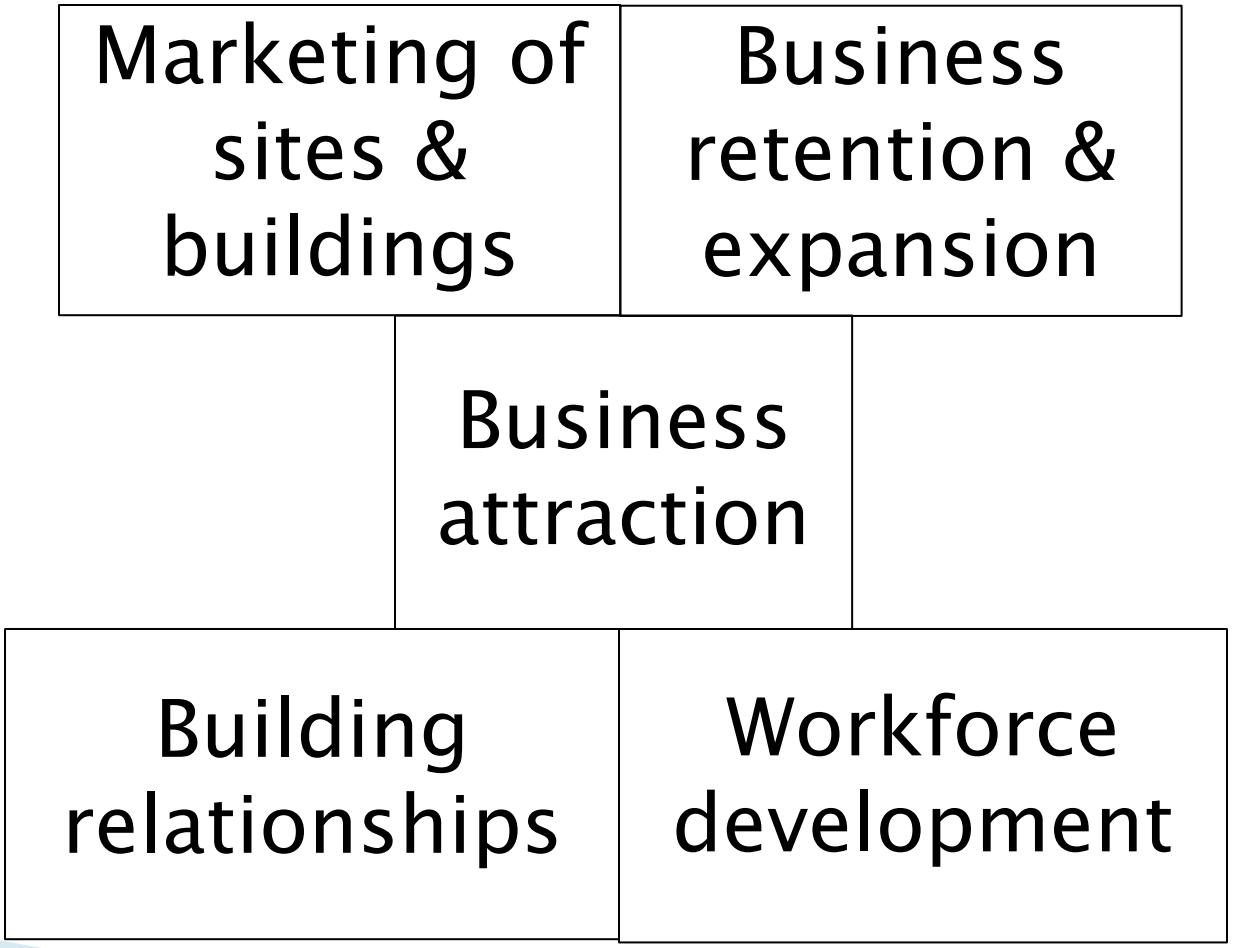
- Career focused
- Compact living
- Renters vs owners
- Close to employment
- Postpone marriage
- Active, social lifestyle
- Public transportation options

Long Term Goals

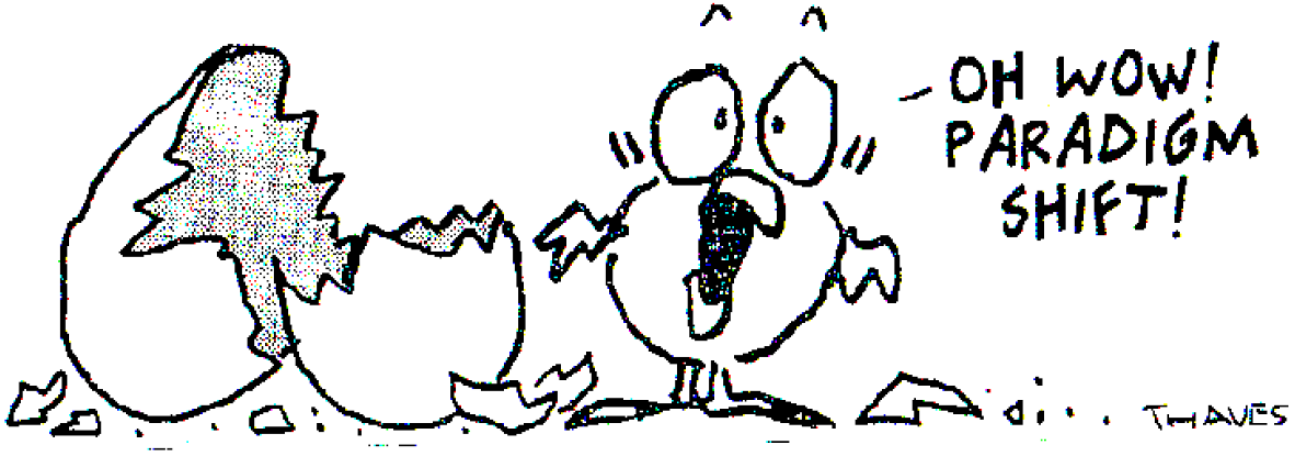


- Critical triangle of culture & commitment
- Implement "Economic Gardening
  - To attract & retain the RIGHT business for Hunterdon County
- Gain support of key players in changing the culture
  - Solidify public/private partnerships
  - Build municipal conversations
- Hunterdon's got talent
  - We intend to engage, energize and listen to them
- Commitment to tourism effort

Standard Economic Development Building Blocks



Transformative Model



Approach: Address Primary Concerns

- Aging population
- Declining population
- Primarily low-wage job creation
- Lack of brand & identity

Initial Program Focus

- High wage
- In-line with NJ targeted & growth industries
- Low impact
- Small footprint
- Educated & respected careers

Target Clean & Niche Technology

- Information technology (IT)
- Research & development (R&D)
- Bio & life sciences
- Financial technology (FinTech)
- Cyber security
- Small scale components manufacturing

Advanced Industry Means Higher Wages

Five Largest NAICS Industry Components of Advanced Industries by Number of Jobs, 2013

Allentown-Bethlehem-Easton, PA-NJ

Industry	Jobs, 2013	Change, 2010â€“2013 (%, Ann.)
Architectural, Engineering, and Related Services	2,540	+1.0%
Other Miscellaneous Manufacturing	2,130	+0.3%
Computer Systems Design and Related Services	1,780	+1.2%
Electrical Equipment Manufacturing	1,640	+0.2%
Management, Scientific, and Technical Consulting Services	1,510	-0.1%

Percent changes are expressed in annual average rates.

Advanced Industry Earnings

Allentown-Bethlehem-Easton, PA-NJ

Average Annual Earnings of Workers in Advanced Industries, 2013

$69,790

Average Annual Earnings of Workers Across All Industries, 2013

$46,320

All wage values are expressed in current, year 2013 dollars.

USA TODAY

The best of the best U.S. jobs are tech, tech, tech

Marco della Cava , USA TODAY 12:01 a.m. ET Jan. 24, 2017

(Photo: Jessica Guynn, USA TODAY)

SAN FRANCISCO — Hey kids, want to grow up to land the best job in the country?

Then keep pouring over those math and science textbooks.

Jobs that require a range of STEM skills (science, technology, engineering and math) claimed 14 spots in Glassdoor's new "50 Best Jobs in America" survey, out Monday.

This includes the top-seeded position: data scientist, a job in which you employ considerable math and computer programming skills to wrestle huge amounts of raw data into intelligible and useful data sets.

That job took the crown with a leading Glassdoor score that reflected the number of openings for the position (currently 4,184), a top company satisfaction rating (reflective of culture and values) and a healthy median base salary ($110,000).

Where the best tech jobs are

In fact, four of the top five jobs in the survey were for tech workers, including DevOps engineer (#2; 2,725 openings; $110,000), data engineer (#3; 2,599 openings; $106,000) and analytics manager (#5; 1,958 openings; $112,000). In fourth position was tax manager.

HUNTERDON COUNTY NEW JERSEY

Stop educating students for export purposes only

- Stimulate creation of higher-wage, career opportunities for the emerging workforce

3-Prong Approach to Success…

- **Municipalities**
  - TIG zones
  - Expedited processes
  - Waiver of fees
  - Targeted incentives
  - Special committee
- **Education**
  - Coordinate exposure to enterprise
  - Align training
  - Support student committees
  - Engage in company projects
- **Entrepreneurial**
  - BIZ advisory committees
  - Loan programs
  - Angel investors
  - Incubators
  - Shared office spaces

N.J. has worst business climate in U.S, study says

Michael L. Diamond, @mdiamondapp 2:47 p.m. EDT September 28, 2016

(Photo: Stockbyte, Getty Images)

f 10 CONNECT | TWEET | in 8 LINKEDIN | 2 COMMENT | EMAIL | MORE

New Jersey has the nation's worst business climate, according to a study released Wednesday, giving the Garden State a dubious distinction for the third consecutive year.

The Tax Foundation report renewed calls for tax relief from business groups that long have said New Jersey has trouble competing with other states for employers and talent.

"That's one of the issues we face," said Thomas Bracken, president and chief executive officer of the New Jersey Chamber of Commerce. "We're one of the most taxed states in the country, and that's one of the issues that make the state less affordable and competitive."

The Tax Foundation is a Washington, D.C.-based groups that advocates for low taxes.

TOP VIDEOS

At Point Boro, football, love and compassion intertwine
0:53

Unity Coalition takes to the streets in Asbury Park

Moving the Plan Forward

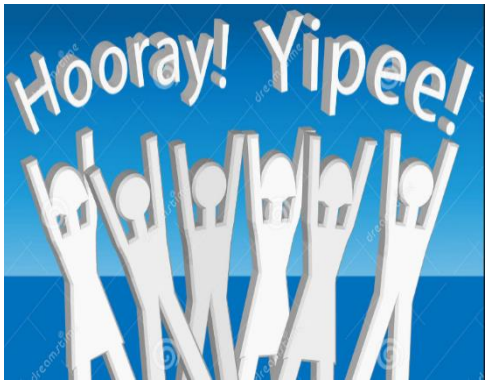
Engage & Partner with Municipalities

Partnering with Business

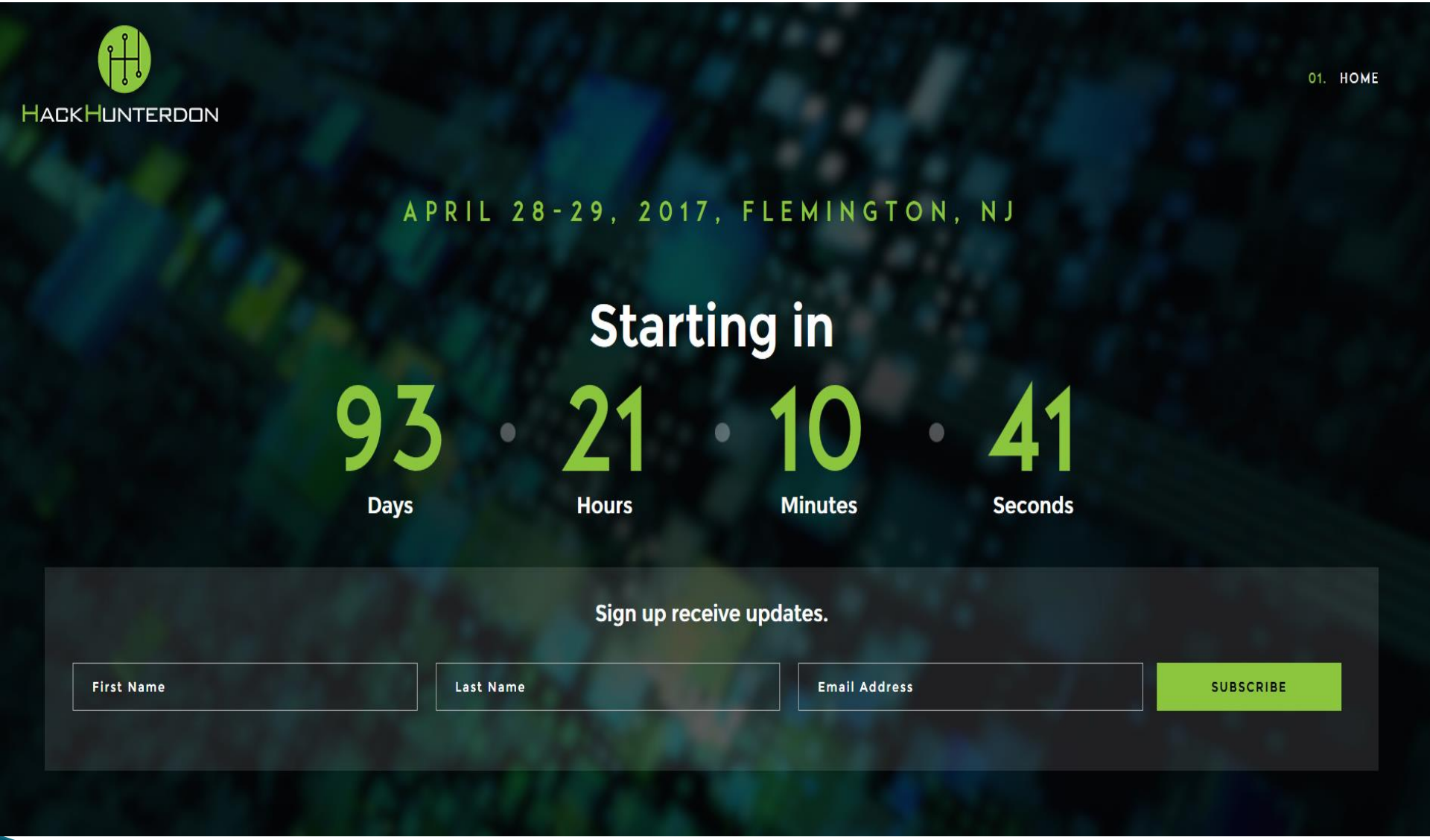
INITIAL VISIT

ENGAGE PARTNERS

SOLVE PROBLEMS



Engage & Involve Subject Matter Experts



http://www.hackhunterdon.com/

Home Members Photos Discussions More

Flemington, NJ
Founded Oct 19, 2016

About us...

Hackers	77
Group reviews	1
Upcoming Meetups	6
Past Meetups	1
Our calendar	

HackHunterdon Monthly Meetup

Tell a friend Share

Thursday, March 30, 2017
7:00 PM

Lone Eagle Brewing
44 Stangl Road, Flemington , NJ (map)

Upstairs in Private Room at Far End

HH#2 - Hackathon and Meet FCP & Hunterdon Economic Development

Hi All!

We had a great turn-out for our mid-holiday's meet-and-greet. Now we want to kick off the New Year right! We'll inaugurate our keynote speaker series with some of our prominent supporters and give preliminary info on the First Annual Hack Hunterdon Hackathon, which is coming this spring.

HACKHUNTERDON

COMMENTARY START A BUSINESS

Millennial Innovators Are About to Leave Big Cities

Jason Duff
Updated: Dec 21, 2016 1:00 PM Eastern

Datto, a billion-dollar data backup company, was not founded in Silicon Valley.

Austin McChord founded the business out of his parents' basement in Wilton, Conn. , a small town of 18,000 people. In doing so, he challenged conventional wisdom that you need to be in a large city to build an innovative company.

When asked about his decision to start and remain outside of a tech hub, McChord responded:

"Connecticut is not a terrible place for a tech company, as much as other people may say otherwise. [We] found quite a bit of really great, smart talent."

He's not alone in his discovery that small towns hold hidden gems.

Roll Loud….very, VERY Loud!

Get the word out

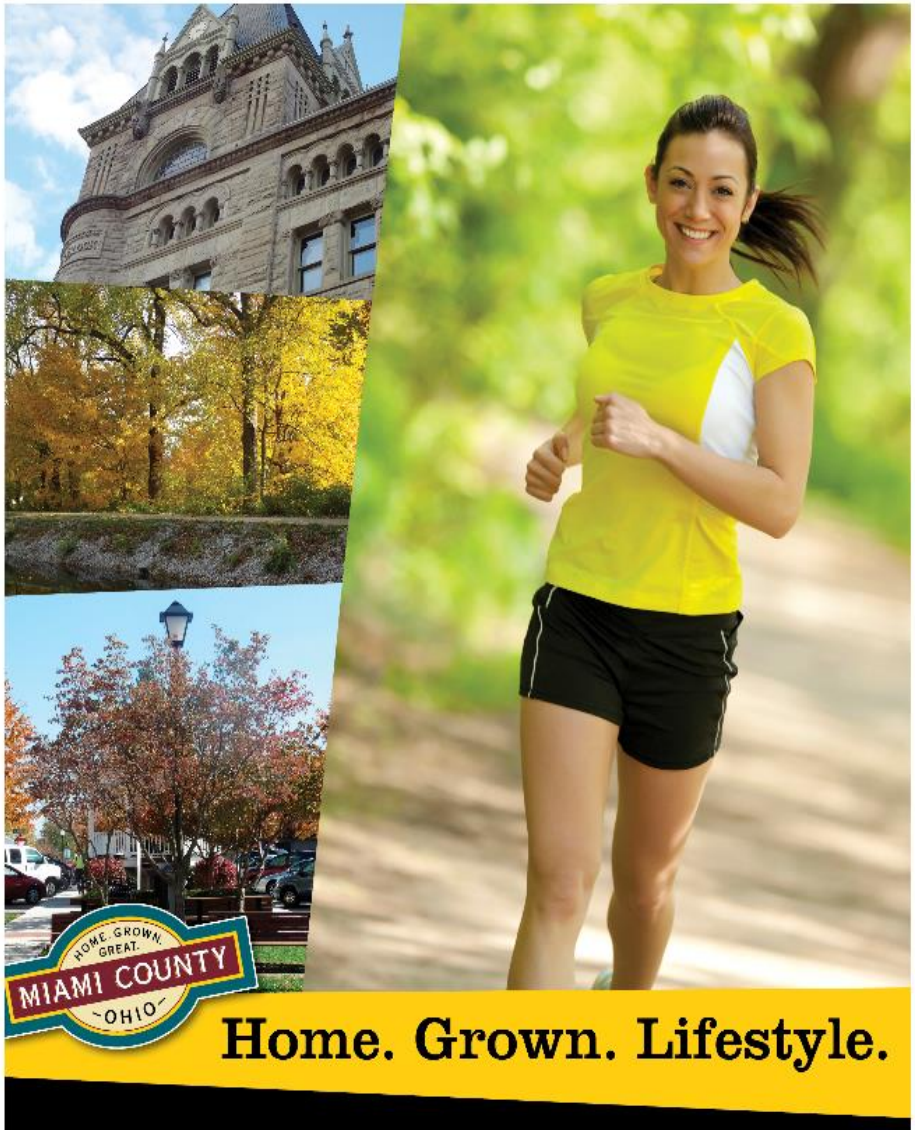
- Branding
- Eco dev website
  - Property locator
- Printed material
- Social media
- Marketing
  - Internal
  - External
  - Site locators

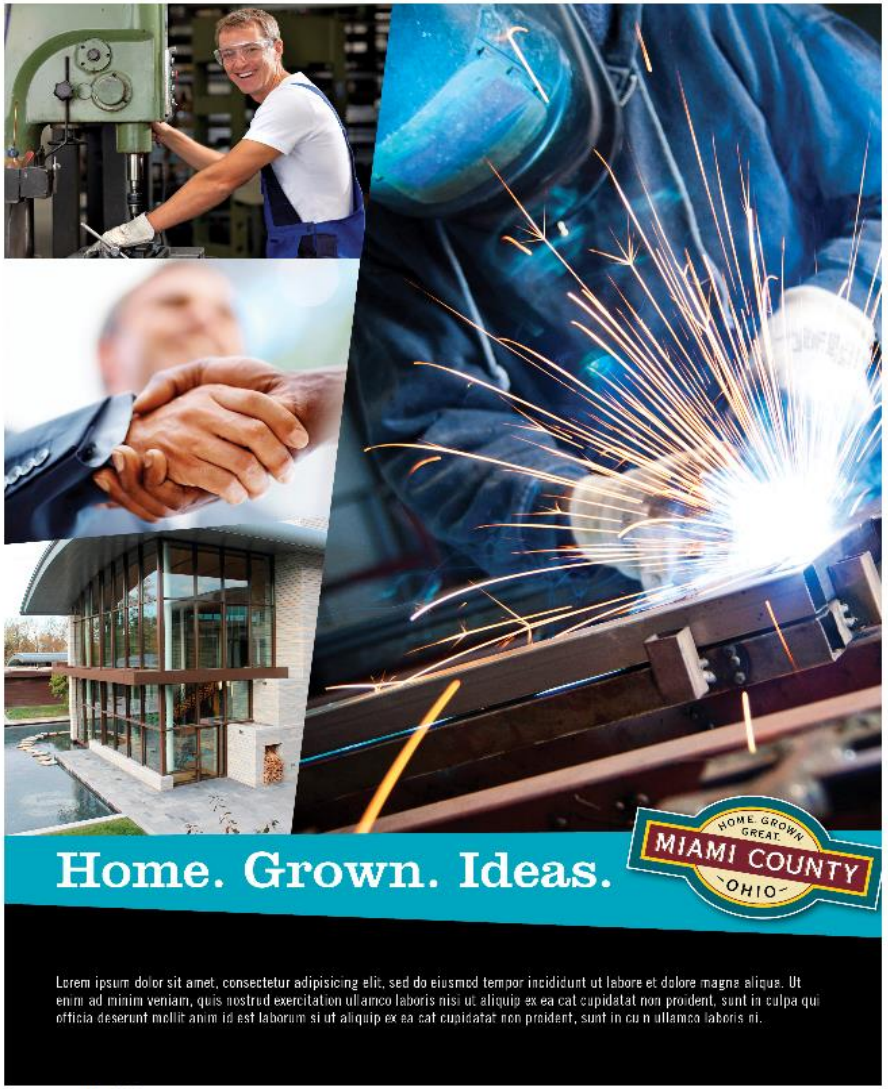
Communicating Hunterdon's Brand

- Rural beauty
- Rich culture and history
- Home-grown, educated population
- Walkable, charming communities
- Outstanding quality of life
- Innovative culture, business friendly
- Tourism-ready

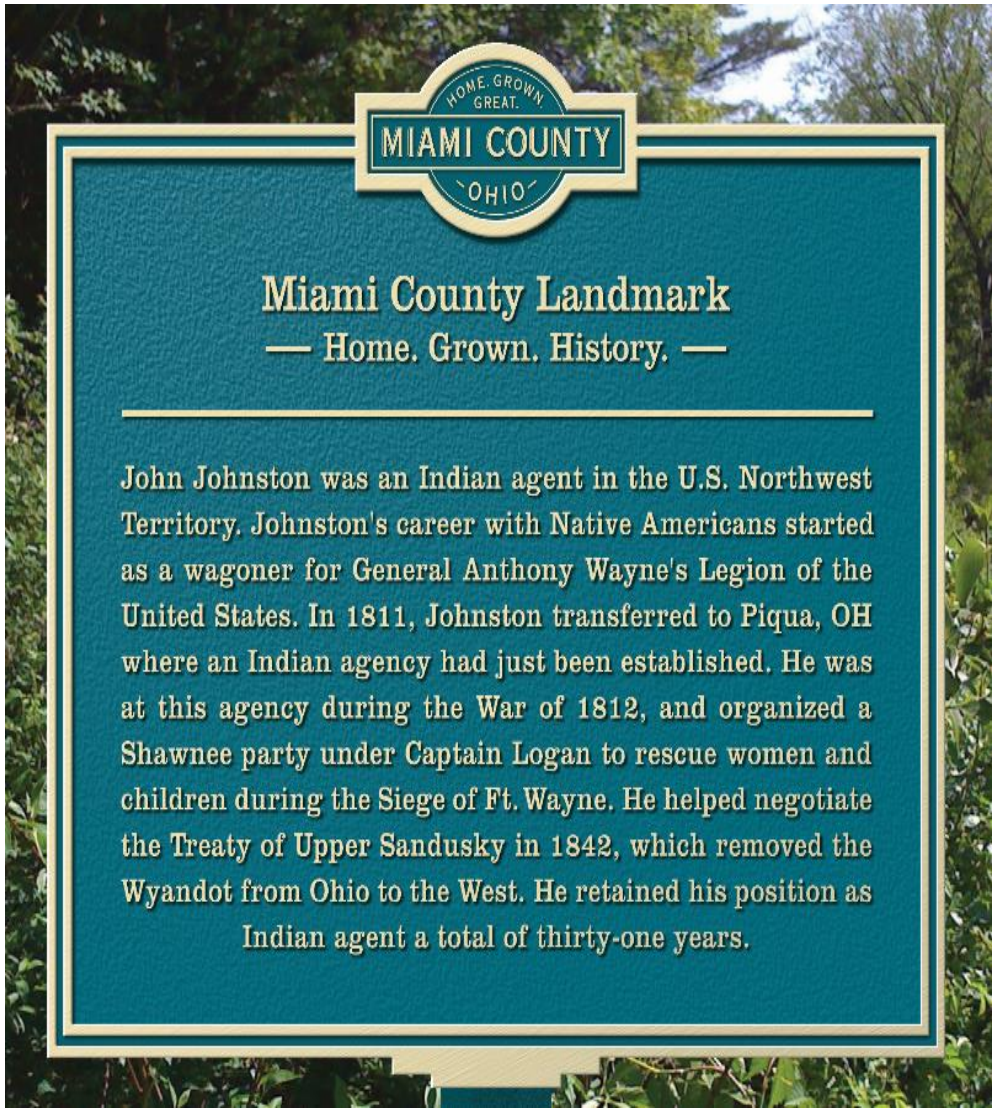
HOME. GROWN.
GREAT.
MIAMI COUNTY
OHIO

HUNTERDON COUNTY
NEW JERSEY





HUNTERDON COUNTY
NEW JERSEY


HOME. GROWN. GREAT.
MIAMI COUNTY
OHIO
Miami County Landmark
— Home. Grown. History. —
John Johnston was an Indian agent in the U.S. Northwest Territory. Johnston's career with Native Americans started as a wagoner for General Anthony Wayne's Legion of the United States. In 1811, Johnston transferred to Piqua, OH where an Indian agency had just been established. He was at this agency during the War of 1812, and organized a Shawnee party under Captain Logan to rescue women and children during the Siege of Ft. Wayne. He helped negotiate the Treaty of Upper Sandusky in 1842, which removed the Wyandot from Ohio to the West. He retained his position as Indian agent a total of thirty-one years.

RUMCAKE
SWEET SPOT
SWEET SPOT
SWEET SPOT
HOME. GROWN. GREAT.
MIAMI COUNTY
OHIO

Economic Gardening

Hold on to our Innovators & Entrepreneurs

- Incubators
- Mentor network & advisory committees
- Access to capitol
- Tech community engagement
  - Hackathon
- Connect students with local opportunity
  - Exxon example

Measuring impact

The Franklin Business Center has proven to be an economic engine for the Franklin Southampton community, as shown in the chart below. Average wages of employees working for tenant companies are significantly higher than the community's prevailing average wage. Upon admission into the program, clients understand that they are required to provide an economic impact report on an annual basis. The information helps the advisory board demonstrate the program's value to city council.

We've enjoyed many successes over the years. To date, our program has had eighteen graduations, eleven of which located within Franklin or Southampton County. The most significant to date is Highground Services, an engineering corporation that specializes in process control, system automation, and instrumentation projects for industrial and municipal markets. Highground Services joined the business center in 2007 with just four employees and now has a staff of 64. The company is graduating this month and has purchased a historic building in downtown Franklin, retaining all 64 jobs and putting a formerly dilapidated building back on the tax rolls.

Franklin & Southampton Counties, VA

Southampton County

County in Virginia

Southampton County is a county located in the Commonwealth of Virginia. As of the 2010 census, the population was 18,570. Its county seat is Courtland. Wikipedia

Area: 602 mi²

Founded: 1749

Population: 18,128 (2013)

County seat: Courtland

Unemployment rate: 4.2% (Apr 2015)

Cities: Courtland, Ivor, Boykins, Capron, Newsoms, Branchville

Rivers: Nottoway River, Meherrin River, Blackwater River, More

Franklin County, Virginia

Franklin County is a county located in the Blue Ridge foothills of the U.S. state of Virginia. As of the 2010 census, the population was 56,159. Its county seat is Rocky Mount. Wikipedia

Founded: 1785

Area: 712 mi²

Population: 56,335 (2013)

Cities: Rocky Mount, Boones Mill

University: Ferrum College

Rivers: Pigg River, Town Creek, Shooting Creek, Smith River, More

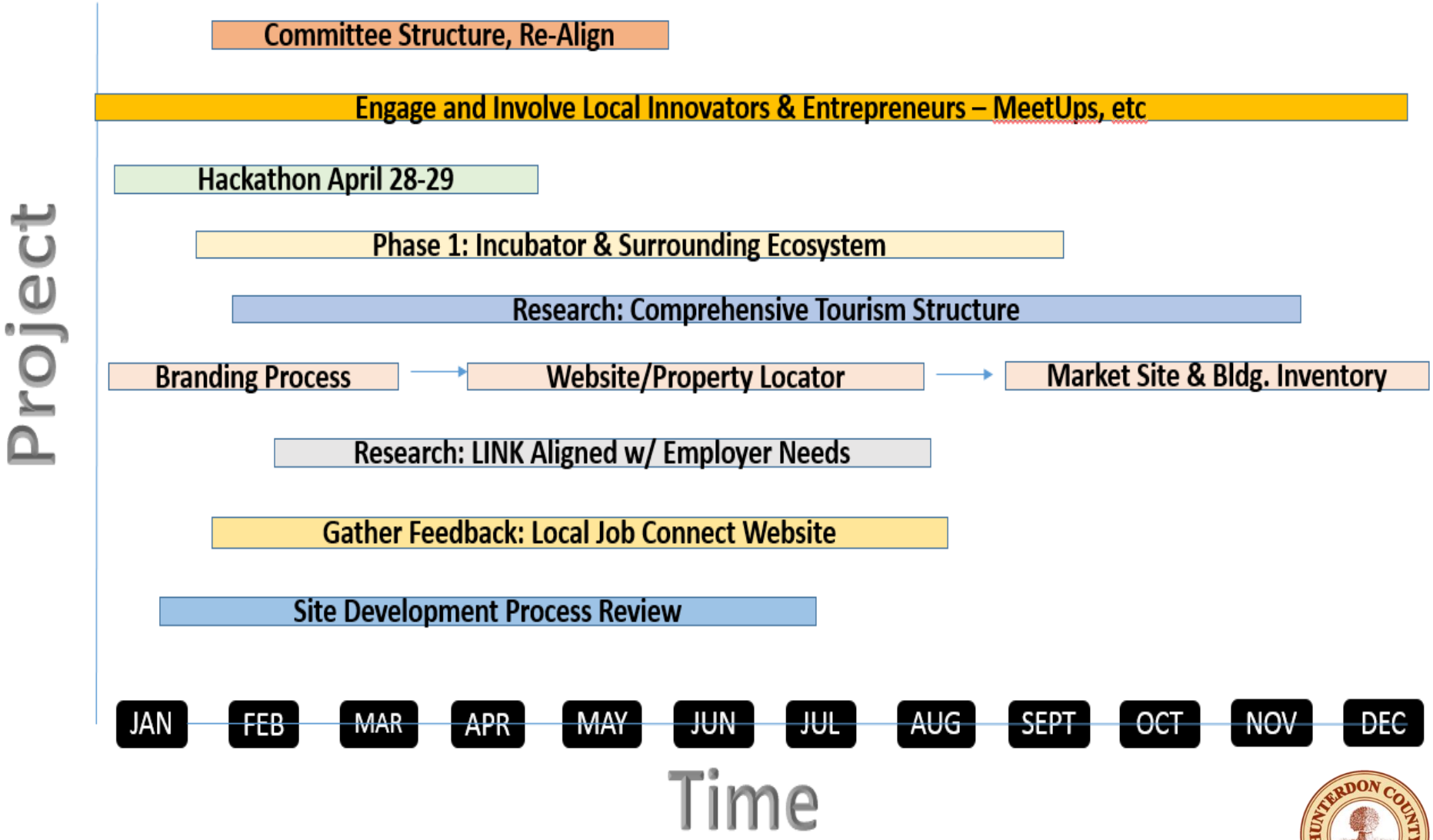
HUNTERDON COUNTY NEW JERSEY

Connect the Dots

Research

- Transportation connectivity
- Job Connect Website
- Biz Visit CRM
- Biz/School

2017 Work Plan- Timeline



Tourism

- Full time effort to maximize one of Hunterdon's natural strengths
- Also works as workforce retention and attraction
  - Visitor's become residents
- Part of the brand

More …

- Rail repair capital campaign
- Preliminary impact study
- Work with Delaware River Towns
- Research: funding a FT comprehensive, sustainable tourism effort

Thank You

www.hunterdonceds.com

Hunterdon County
Division of Economic Development
msaluk@co.hunterdon.nj.us
908-399-1108