

CUMBERLAND

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Your Economic Solution

CUMBERLAND COUNTY ECONOMIC DEVELOPMENT

2010-2020 STRATEGIC PLAN 2017 UPDATE

Prepared by the Cumberland County Economic Development Board

ACCOMPLISHMENTS

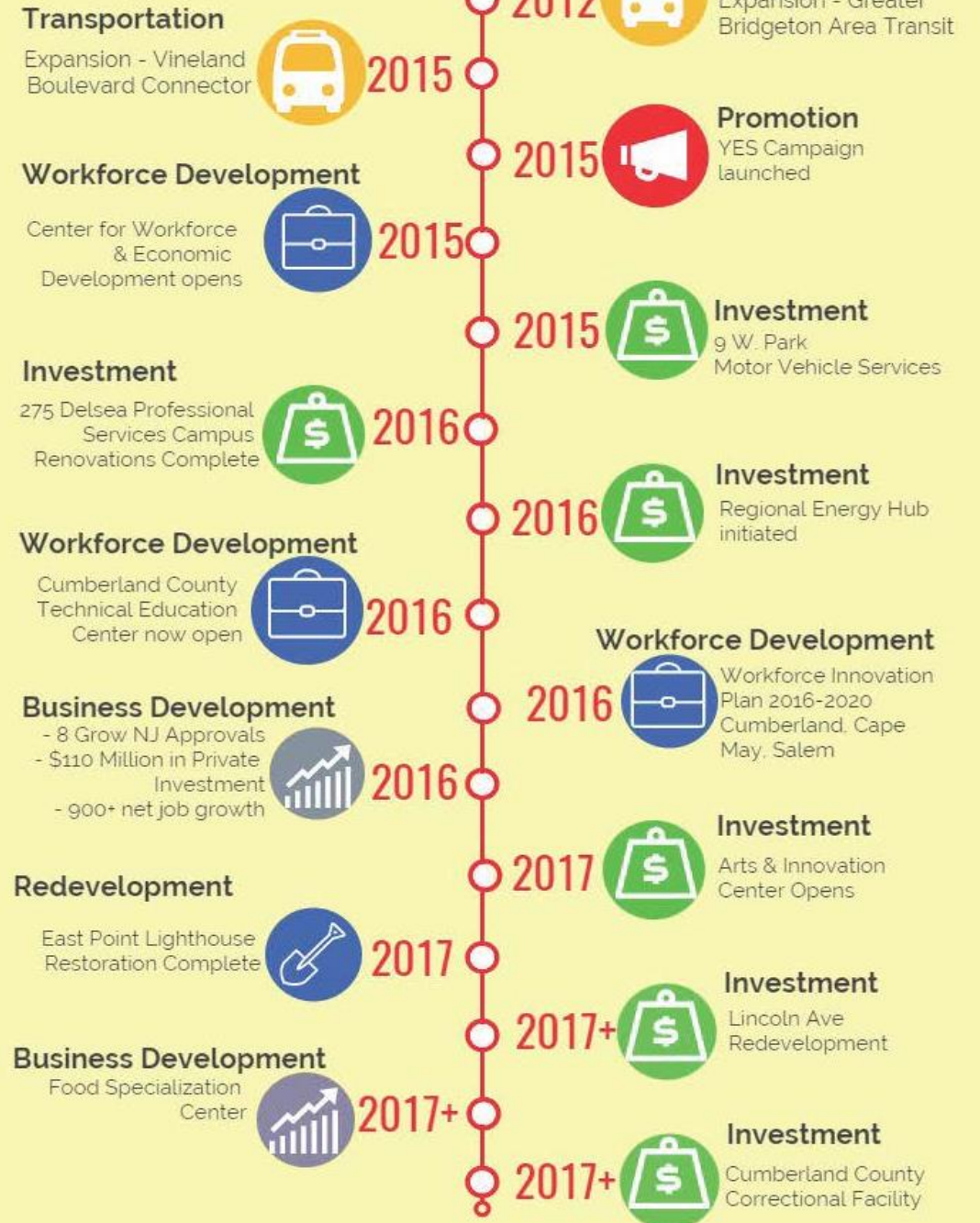
- CCIA has completed major projects over the past 5 years with a steady stream of pipeline ventures
- Project and Impact Benefit Cost Analysis completed in 2016

Total economic impact of:

\$403 MILLION

Long & short term jobs:

1,206



PROCESS

- Analysis of data
- Set goals and objectives
 - Economic Development Board
 - Subcommittee of the Board
 - Economic steering committee of Cumberland County stakeholders
- Measure results



MISSION

Cumberland County will continue to provide a strong and diversified economic base, an integrated educational system, a quality workforce and the locational advantages that leverage public investment with private sector growth

VISION

Cumberland County will promote our competitive advantages, expand job opportunities, invest in education, workforce development and physical infrastructure, and provide business assistance to generate private sector growth and partnerships to enhance the regional quality of life



2017 PLAN UPDATE

I. Business Development

- Business Retention & Expansion
- Targeted industry sectors

II. Workforce Development

- Skilled, resilient workforce through partnerships

III. Marketing and Promotion

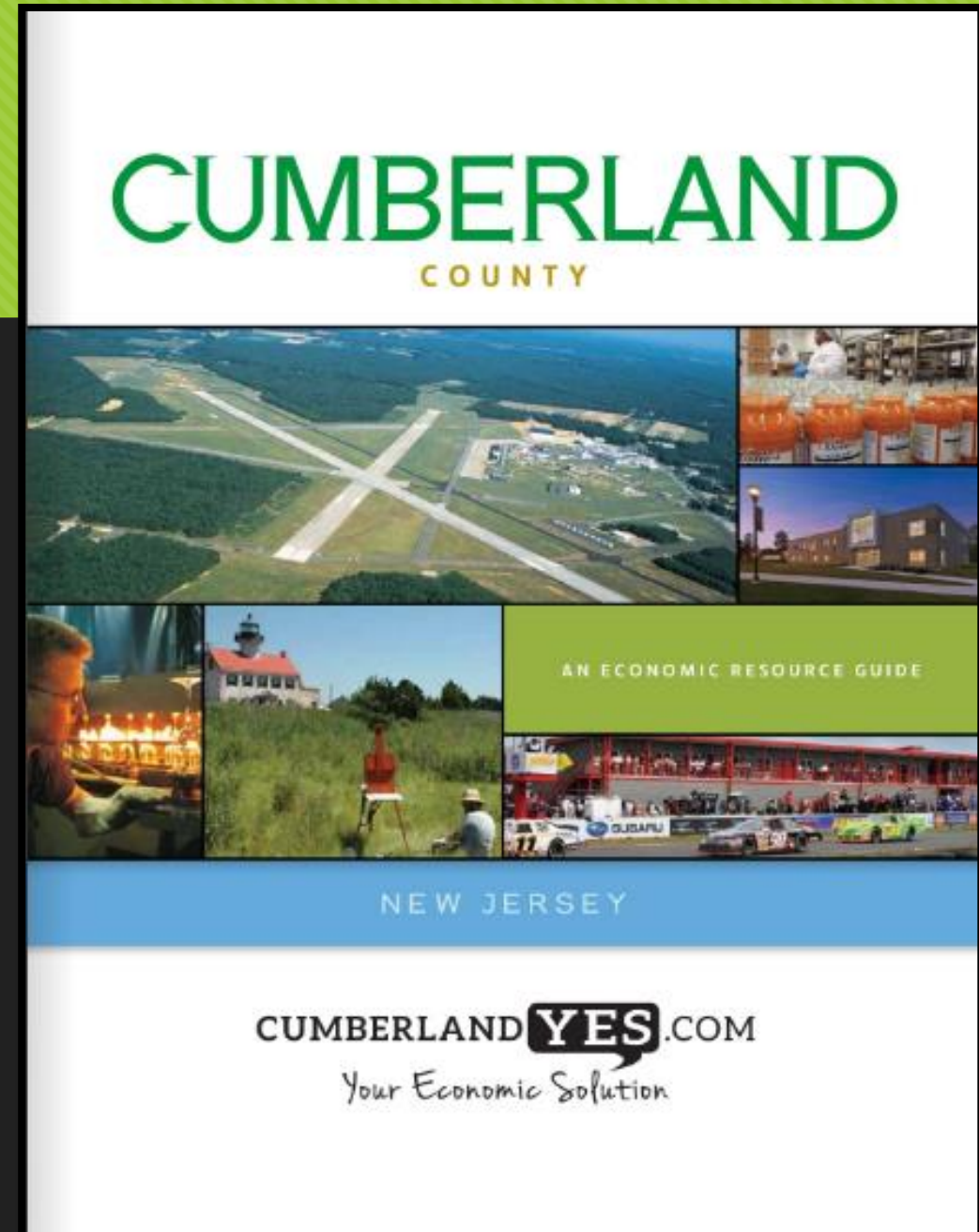
- Promote assets, services, destinations

IV. Redevelopment Projects

- CCIA as redevelopment entity

V. Infrastructure

- Priority upgrades and expansions



2017 CURRENT CCIA PROJECTS

- Promote food technology and Food Specialization Center
- Launched Certified Sites List June 15th
- Regular business outreach schedule and shared database
- Training and business assistance
- Attending targeted regional and national trade shows
- Hosting regional promotional events
- Promoting CCIA redevelopment/shared services capacity
- Highlighting CCIA and County track record
- Investing in alternative energy and communications technology

2017 PLAN UPDATE PRIORITIES: 1 – 3 Years

BUSINESS DEVELOPMENT	1. Review and improve municipal development regulations
	2. Stronger contact with site locators, developers and realtors through FamTour presentations
	3. Promote development of medical and healthcare related businesses
	4. Promote educational and WDB training partnerships through CCTEC, CCC & NJDOL
	5. Work with DRBA to strengthen Millville Airport development and access
	6. Promote shovel ready properties
	7. Implement Bayshore priority projects and develop more business outreach
WORKFORCE	8. Publish online County and Economic Development and Financing resource guide
MARKETING & PROMOTION	9. Integrate Cumberland YES! Campaign with municipal marketing
	10. Advance quality of life and amenities that attract new residents and retain young adults
REDEVELOPMENT	11. Review and create additional “Areas in need of redevelopment”
INFRASTRUCTURE	12. Evaluate development areas for infrastructure needs and identify funding
	13. Expand rail opportunities

**Questions &
Comments?**

On behalf of CCIA staff and facilitators, thank you for your participation and thorough input in developing an effective plan for economic development over the next 3 years.

THANK YOU!