



Economic Development Strategic Plan Cumberland County 2020-2030

Innovation Foods



THINKING DIFFERENTLY about Economic Development

President's Message

Jerry Velazquez, President/CEO

The Cumberland County Improvement Authority has developed a regional growth and innovation strategy for Cumberland County encompassing the next decade, 2020-2030. It is based on the ever-changing dynamics of the regional economy, our existing assets, and future opportunities to be shaped by innovative thinking, investment, and technology.

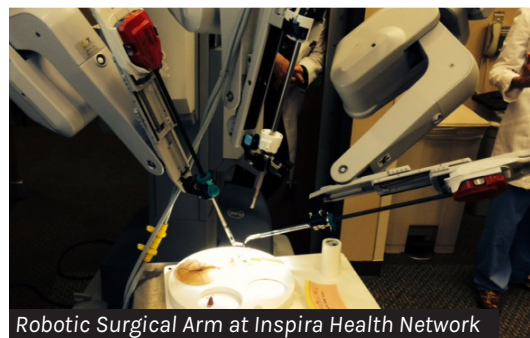
Cumberland's economic foundation was built on industry, particularly manufacturing. The County grew as a manufacturing center and a food, textile and glass production capital. But today's global economy is fundamentally different, moving from industrial and service positions to a more knowledge-based underpinning for processes, products, and services. Economic development must move past a strict focus on regional competition for job creation, business recruitment with financial incentives, and an expectation

that residents will follow the jobs. As the economy shifts, we must think regionally and collaboratively, and offer the necessary education and workforce services for our resident talent to remain local because they are linked to new opportunities.

Over the next decade, Cumberland County can develop the ecosystem to support innovation, entrepreneurialism, and technology that can push us past our historical cycles of growth and decline. Through this plan, Cumberland County identifies ways it can transition its economy to a 21st century paradigm and lead our region through the headwinds of the next economy into a competitive position.



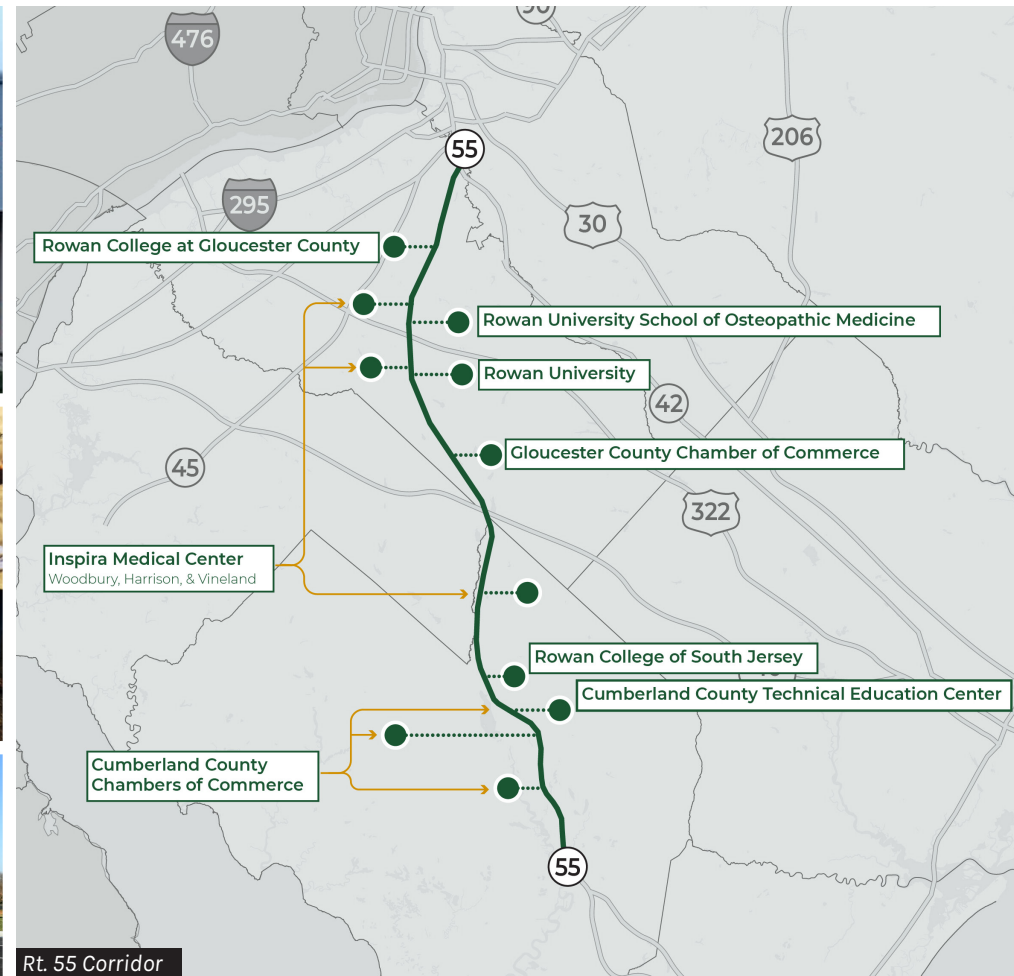
The Mechatronics Lab (MILL) at RCSJ



Robotic Surgical Arm at Inspira Health Network



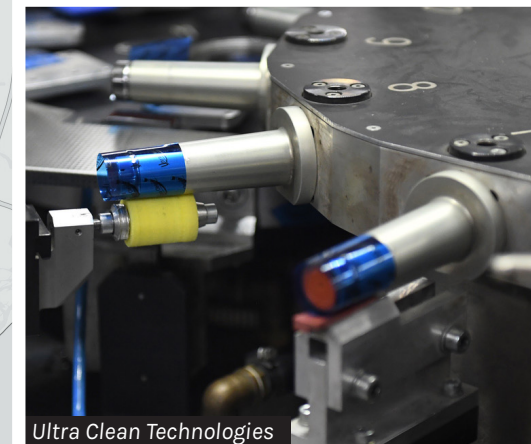
Food Specialization Center



Rt. 55 Corridor



Cumberland County Technical Education Center



Ultra Clean Technologies

RECOMMENDATIONS

The 5 goals and strategies that follow are meant to guide the next set of investments and initiatives to foster economic development in Cumberland County.



Ultra Clean Technologies - Manufacturing



Provide competitive economic infrastructure

RECOMMENDED STRATEGIES:

- » Expand broadband countywide, pursuing formation of a utility if necessary.
- » Encourage expanded sewer service across the County, including use of alternative approaches to wastewater management.
- » Identify and map pad ready sites for new development.



Develop a stronger economy

RECOMMENDED STRATEGIES:

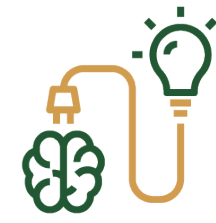
- » Coordinate vocational / trades career marketing to students and displaced workers.
- » Create a key industry cluster/sector strategy.
- » Embrace digital strategy to market community assets.
- » Foster entrepreneurship.



Be the best version of ourselves

RECOMMENDED STRATEGIES:

- » Promote neighborhood and downtown infill development and redevelopment.
- » Create countywide Land Bank.
- » Promote targeted Bayshore development.
- » Shared services and interlocal agreements.



Create and support an innovation culture

RECOMMENDED STRATEGIES:

- » Sponsor tech challenge and lecture series.
- » Position Rt. 55 as an Innovation Zone.



Lead with strong governance and management

RECOMMENDED STRATEGIES:

- » Continue to serve as a one-stop business resource center.
- » Identify local development/redevelopment opportunities.
- » Develop system of metrics and benchmarks to track progress.
- » The Authority: Lead by example.



East Point Lighthouse