

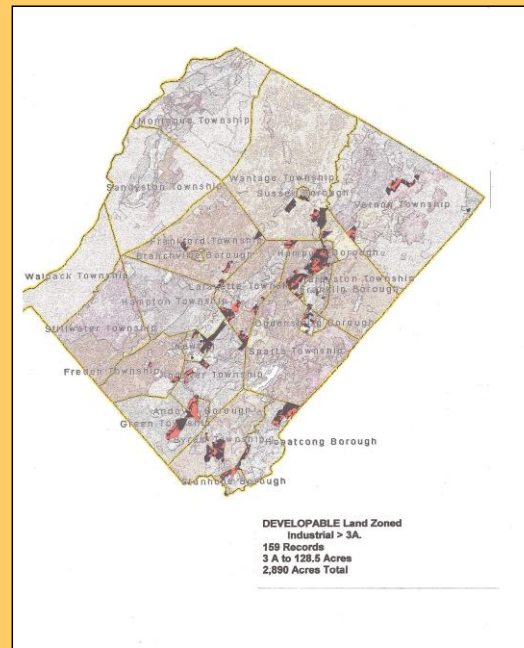
ERNEST SWIGER CONSULTING, INC.

LAND USE STRATEGY

SUSSEX COUNTY, NJ – VISION 2020 COMMITTEE SITE IDENTIFICATION AND LAND USE STRATEGY, INDUSTRY TARGETING, AND ECONOMIC DEVELOPMENT STRATEGY

Sussex County's Economic Development Strategy Committee selected **SWIGER CONSULTING** to identify potential sites for those businesses and industries that were the most likely ones for a business attraction strategy, given the County's development priorities, limited available developable space, and the desire to provide more and better jobs for County residents. The firm was also asked to prepare a set of priorities and Action Elements to achieve the stated economic growth objectives.

The study identified those economic sectors that had the greatest growth potential for the region, matched County growth objectives, and could operate successfully in Sussex County. This entailed research on specific industry groups, matching the needs and requirements of those industries to Sussex County strengths and preparing ancillary materials such as an analysis of the County's residents' labor skills. The second aspect of the assignment was the development of a roster of sites appropriate for the types of industries to be recruited. This task entailed substantial use of the County's GIS database to identify properly-zoned and properly-sized parcels with appropriate infrastructure and other attributes. On-site inspection of key sites followed this analysis. The final task was the preparation of an implementation plan that included a number of specific tasks that the County economic development entities could undertake.



The Committee adopted the report recommendations and a municipal outreach and engagement effort is under way. The long-term goals remain that of developing recommended sites and attracting the key industries with the objective of diversifying and strengthening the County economy, while creating more and better jobs within the County to reduce the number of commuters. The County has redesigned its Website and is initiating a marketing effort.

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