

# INSIDER

## ECONOMIC IMPACT STUDY

The ACEA recently presented an economic analysis of the COVID-19 pandemic on the Atlantic-Cape May region which concluded that this area will see a projected 24.1% reduction in local economic production for 2020.

The analysis was prepared by Dr. Richard E. Perniciaro who holds advanced degrees from Temple University and the London School of Economics and was the former Director of the Center for Regional and Business Research at Atlantic Cape Community College.

According to Perniciaro, the impact here will be much greater due to the region's seasonal economy and large dependence on tourism, hospitality and gaming. Approximately 30% of the jobs in the region are in leisure and hospitality, compared to 9.5% for the state. COVID-19 related closures are occurring during the critical second and third quarters, the peak earning periods for Atlantic-Cape May businesses, and may continue to have grave economic consequences well into the off season.

ACEA Director Lauren Moore noted that since 2009, the regional economy has taken several huge hits from economically traumatic events: the Great Recession, Hurricane Irene, Hurricane Sandy and five casino closures. Each event had a significant, lingering impact on the local economy that in some cases took years to overcome.

But despite these challenges, the ACEA continues to make progress towards economic diversification with the creation of the National Aviation Research and Technology Park and an Aviation Innovation Hub to include air cargo

and aircraft maintenance and repair operations. The ACEA is also working to accelerate the development of Smart Airport and Unmanned Aerial Systems technologies through its award of a \$1.6 million USEDA i6 Challenge grant.

## Economic Impact Survey

An economic impact study was conducted by the Greater Atlantic City Chamber in cooperation with other local chambers and business associations to assess the impact of the mandatory stay-at-home executive order and closure of non-essential businesses on the Atlantic County business community. The results of the survey contributed to the economic impact study produced for the ACEA.

## EXECUTIVE DIRECTOR NOTES

from Lauren H. Moore, Jr.

The past few months have been some of the most challenging in our nation's history. The unprecedented COVID-19 global pandemic has devastated our health system as well as our economy. While the uncertainty of its long-term impact is extremely concerning, the ACEA is working with our local, state and federal partners to provide information and assistance, share news of applicable grant and loan programs and multiple resources to help our business communities. This current crisis is yet another reminder of how relevant our work is in diversifying our regional economy so we can develop multiple industries and we are never again reliant on a single industry for our economic health and well-being.



# FILL IT OUT. MAKE IT COUNT. CENSUS 2020

*A complete and accurate count of every person living in New Jersey has tremendous benefits for business.*

Census data:

- Provide the basis for distributing grants for economic development and informed business decisions, such as local business expansion.
- Create projections of growth and help identify prime locations to open new operations or shut old ones.
- Help business owners enhance hiring practices and identify skilled workers.
- Offer valuable information on your customer base, including income levels, household size, and home ownership, which can further impact business strategies such as pricing and locations.
- Determine how much funding your communities receive and their representation in government.

**DO IT TODAY!**

**[makeitcount2020.com](http://makeitcount2020.com)**

*Don't leave federal funding on the table*

## **Governor Murphy Appoints Lauren**

**Moore** to the NJ Restart and Recovery Advisory Council, Transportation and Infrastructure sub-committee. This initiative brings together leaders from diverse industry groups and community organizations throughout New Jersey to advise state leadership on economic matters impacted by COVID-19.

**A COVID-19 Resource Page** is available on the ACEA website where you will find access to important information and assistance for businesses of all sizes with links to US SBA, NJEDA, NJ Business Action Center, educational webinars, the state's jobs portal for employers and job seekers, and much more.

## **Manufacturing and Engineering Forum**

If you missed Joe Ingemi's recent Op-Ed in the Press of Atlantic City on May 17, it shared news of a new Manufacturing and Engineering Forum created by the ACEA in partnership with the Atlantic County Workforce Development Board to bring manufacturing and engineering firms together in a collaborative setting to promote advanced manufacturing.

According to the New Jersey Economic Development Authority, advanced manufacturing is a "systems-based approach to maximizing efficiency and precision in manufacturing using technology such as sensors, automation, and wireless communications," which require highly skilled workers.

As Joe noted in his op-ed, in addition to complimenting the ACEA's aviation initiatives, Atlantic County has a long tradition of manufacturing from shoes and clothing factories in Hammonton in the early 20th century to boat builders along the eastern Mullica River and Great Bay.

The new forum will promote solutions that focus on fulfilling workforce needs, identifying finance opportunities, developing public policy recommendations and sharing best practices. Working together, participating firms will increase their ability to take advantage of federal and state resources.

With the assistance of the WDB, firms will be able to develop on-the-job training programs to allow workers to learn while they work which should appeal to both displaced workers as well as those seeking a career change. And while manufacturing and engineering industries grow, Atlantic County can be assured it will have the workforce to meet those demands and secure high-paying jobs.

If interested in participating, please contact the ACEA at (609) 245-0019 or by email to [adminassist@aceanj.com](mailto:adminassist@aceanj.com).