



## Chapter V: Economic Plan

### Overall Policy Statement

Economic conditions and economic policy provide the backbone of Hudson County and are key to its future. After many decades of economic struggle, Hudson County and its constituent municipalities have finally begun to realize a significant turnaround. Despite a severe economic slowdown from approximately 1989 to 1992 on top of an already depressed economy, Hudson County is now experiencing improvements in virtually every aspect of the economy. Unemployment is down, job generation and retention are up, residential and non-residential development and redevelopment is flourishing, crime is down and the County's overall quality of life is steadily improving.

Much of the success in recent years is attributable to a strong planning effort on the part of the County Government. The County has strategically analyzed its strengths and weaknesses and sought to take advantage where appropriate. A high quality and very successful public transit system has been developed. While an overall strong national economy is important, real economic success is reliant also on wise, well planned implementation of sound public policy.

Innovative State and Federal programs such as enterprise zones, special improvement districts, redevelopment and competitive trade policies have been key to creating jobs, retaining businesses and overall prosperity. These programs must be continued and the County must continue to either take advantage itself or assist and encourage its municipalities to do so. The potential economic benefits to be derived from tourists is now also becoming a factor in Hudson County. The Statute of Liberty, Ellis Island and the Liberty Science Center are all major tourist destinations which have been significantly enhanced in recent years. The County is now taking advantage of the cultural popularity of these attractions. In addition, the County's very close proximity to New York City is also an advantage in attracting tourist dollars.

### Introduction

Hudson County contains some of the most valuable real estate in the nation. Located between Newark and New York, the most populated cities of both states, Hudson County is ideally situated for industry as well as commerce. Major transportation arteries that serve the County are the New Jersey Turnpike, Routes 1 and 9 and Route 78. The Lincoln and Holland tun-

nels and the Port Authority Trans-Hudson Railway (PATH) connect Manhattan with New Jersey.

The County is also within short travel distance of Newark International Airport in New Jersey and Kennedy International and LaGuardia airports in New York. Within Hudson's borders are trunk-line railroads, motor-freight transport facilities, deep water shipping ports and container-ship facilities, and dockside warehouses that play an important role in exporting goods to world markets and in importing raw materials and finished products for distribution throughout the East Coast and portions of the United States. All of these resources combined make Hudson County a powerful component of the regional economy.

The purpose of the Economic Element of the Master Plan is to provide a clear understanding of Hudson County's economic base and the impact of forces shaping the County's future economy. This element provides an analysis of economic trends in the County; describes the problems, needs and resources of the County; identifies goals and objectives for economic development; and presents development strategies and implementation plans to achieve those goals.

### Planning Basis *Economic History*

Hudson County was largely agrarian in nature until the 19<sup>th</sup> Century, when economic development was spurred by the construction of canals and railroads from the west to Hudson County and New York. Throughout the 19<sup>th</sup> Century, several major rail lines came to Hudson County, converting what had been bucolic waterfront property adjacent to the Hudson River in Bayonne, Jersey City, Hoboken, Weehawken and West New York into an unbroken line of rail yards. In addition, the deep waters of the Hudson River, Kill Van Kull and Newark Bay allowed the creation of port facilities for cargo and passenger ships, with connections to the rail lines.

Industrial development quickly followed. Jersey City and Hoboken became prime industrial locations with their railroads and busy piers. Bayonne followed suit in the late 1870's when the Tide Water Oil Company and the Standard Oil Company built refineries and pipeline terminals at Constable-Hook. The West Hudson communities were also favored by manufacturers, becoming home to producers of cane boxes, stove works, tanners, wire, trunk and shade roller factories.



Heavy industry never dominated North Hudson and Secaucus. Instead, a mix of small businesses catering to regional needs developed, among them wholesale florists, breweries and silk mills. Starting in the 1880's, the North Hudson communities became home to the largest Swiss colony in the eastern United States. These immigrants created the Schiffli industry, which remains the major source of embroidery in America.

In the 20<sup>th</sup> Century, World War I led to an increased economic boom for Hudson County as workers at the shipyards labored to produce ships. This increase in economic activity halted abruptly during the Great Depression, when factory closings and layoffs were common. World War II briefly rescued the local and national economy as orders for defense work poured into the factories.

The economic prosperity that followed World War II, however, proved the ultimate ruin to Hudson County's economy. The shortage of housing in urban areas, the marriage and baby booms, and an improved roadway network encouraged people to move to suburbia. The loss of jobs, the collapse of the railroads, and the shift in marine shipping from break-bulk to containers meant that in three decades Hudson County lost its traditional way of earning its living.

By the mid to late 1970's, the economic fate of Hudson County began to improve. Abandoned railyards along upper New York Bay were transformed into Liberty State Park. Over 44,000 jobs were created in the region as hundreds of new businesses opened or relocated near the entertainment and sports center located in the Meadowlands. By the mid-1980's Secaucus became a thriving commercial and residential center. Another dramatic change occurred along the Hudson River waterfront, where the former railyards were redeveloped for a variety of new large scale mixed use projects. This redevelopment trend continues today, making Hudson County one of the few urban counties to experience a stable population and employment base.

***Past Planning Efforts***

Economic planning has been an ongoing effort at the County, regional and State level. Hudson County's 1974 Master Plan included an Economic Base Study which provided an in-depth evaluation of the County's economic base. The plan recognized the future demise of the County's industrial lands and the significant redevelopment opportunity in its former railroad yards.

Since 1974, a number of studies have been prepared that evaluate the County and regional economy and make specific recommendations. The more recent reports, which reflect existing conditions, have been incorporated into the Economic Plan and include the following:

- Hudson County Comprehensive Economic Development Strategy (Annual Progress Report Update June 2001)
- A Competitive Assessment, Hudson County, N.J. (June 1998)
- Industry Cluster Analysis, Hudson County, NJ (June 1998)
- "A Region at Risk" - The Third Regional Plan for the New York-New Jersey-Connecticut Metropolitan Area (1996)
- New Jersey Economic Master Plan, Short and Long Term Recommendations for Economic Improvement (1994)
- Regional Economic Longwave: Improving Dynamics in the Tri-State Region (Rutgers Regional Report - 1996)
- Technology Review Study: Significant Emerging Technologies and the Impacts on the Port Authority (Port Authority of New York and New Jersey - 1994)
- Industries Targeted for Business Attraction Efforts, Hudson County, NJ (July 1998)
- Destination New York - New Jersey: Tourism and Travel to the Metropolitan Region (Port Authority of New York and New Jersey - 1994)
- Proceedings of the Regional Policy Roundtable: Prospects and Strategies for the 21<sup>st</sup> Century (Port Authority of New York and New Jersey - 1994)
- Urban Manufacturing - Dilemma or Opportunity (National Council for Urban Economic Development - 1994)

**Inventory and Analysis**  
***Employment Trends***

Private Sector Covered Employment

Hudson County's employment performance has paralleled the State for the past two decades, with minor deviations attributable to local conditions. The County and State experienced significant employment increases for most of the 1980's, suffered employment losses during the 1989-1992 recession and have benefited from renewed employment growth since 1993. Private sector covered employment is a monthly count of full and part-time employees who earned wages during the pay period as reported quarterly by em-



**Table V-1**  
**Private-Sector Covered Employment, 1986–1997**  
**Hudson County and New Jersey**

Year	Hudson County			New Jersey		
	Employment	Change Number	Change Percent	Employment	Change Number	Change Percent
1986	192,533	-----	-----	2,949,495	-----	-----
1987	198,173	5,640	2.9	3,047,993	98,498	3.3
1988	198,730	557	0.2	3,100,604	52,611	1.7
1989	208,196	9,466	4.7	3,121,638	21,034	0.6
1990	198,120	-10,076	-4.8	3,036,932	-84,706	-2.7
1991	186,047	-11,807	-5.9	2,858,227	-178,705	-5.8
1992	180,627	-5,420	-2.9	2,868,362	10,135	0.3
1993	183,810	3,183	1.7	2,908,958	40,596	1.4
1994	192,322	8,512	4.6	2,986,762	77,804	2.6
1995	192,840	-80	-0.3	3,017,640	29,955	0.8
1996	191,913	-927	0.4	3,054,355	36,715	1.2
1997	194,520	2,607	1.3	3,131,476	77,121	2.5
<i>Net Gain or Loss</i>		1,987	1.0	181,981		6.1

*Source: N.J. State Data Center*

ployees covered by New Jersey Unemployment compensation Law. By September 1997, the State had regained the 262,000 jobs that were lost during the 1989-1992 recession and employment reached a record total of 3.7 million. Although the County has not regained all of the jobs that were lost during the recession, employment is increasing and is poised for significant growth resulting from expanding redevelopment.

total increase of 1.0 percent or 1,987 jobs during this period. The County's employment performance reflects the variations in the State economy from economic expansion to recession and then recovery. In comparison, State employment increased by 6.1 percent or 181,981 jobs between 1986 and 1997. The County's employment continues to increase, although at a slower rate than the State.

Hudson County's employment fluctuated between 1986 and 1997 as shown in Table V-1. The County's 1986 employment of 192,533 increased to a peak of 208,196 in 1989 before declining in 1992 to 180,627 and recovering at 194,520 in 1997. There was a

Hudson County's employment growth during the period from 1986 to 1997 was unevenly distributed among the municipalities as shown in Table V-2. Employment growth ranged 13.2 percent to 268.5 percent and was concentrated in Jersey City, Secaucus and Weehawken. Jersey City had employment growth

**Table V-2**  
**Private-Sector Covered Employment by Municipality, 1986-1997**  
**Hudson County Municipalities**

Geographic Area	1986	1993	1997	Change, 1986-1997	
				Number	Percent
Bayonne	15,495	13,195	12,059	-3,436	-22.1
East Newark	1,561	1,070	1,140	-421	-26.9
Guttenberg	1,810	1,627	1,461	-349	-19.2
Harrison	6,077	5,556	4,501	-1,576	-25.9
Hoboken	17,082	11,117	11,447	-5,635	-32.9
Jersey City	63,725	61,441	72,209	8,457	13.2
Kearny	15,571	14,912	15,487	-84	-0.5
North Bergen	20,729	19,516	19,193	-1,536	-7.4
Secaucus	31,301	36,562	36,501	5,259	16.8
Union City	9,181	7,476	7,600	-1,581	-17.2
Weehawken	1,841	4,797	6,784	4,943	268.5
West New York	7,561	6,541	6,043	-1,518	-20.0

*Source: N.J. State Data Center*



of 13.2 percent or 8,457 jobs, Secaucus had employment growth of 16.8 percent or 5,259 jobs and Weehawken had employment growth of 268.5 percent or 4,943 jobs. Employment decreases ranged from 0.5 percent to 32 percent. Losses occurred in Bayonne, East Newark, Guttenberg, Harrison, Hoboken, Kearny, North Bergen, Union City and West New York. Current employment projections indicate that most municipalities will experience employment growth through 2010.

Annual Average Wages

Annual average wages of private-sector employees covered under the State unemployment insurance program in Hudson County have been consistently lower than average wages statewide over the past 15 years, as shown in Table V-3. Unlike per capita personal income, which is based on place of residence, annual average wages are determined by work location. In 1990, the average annual wage in Hudson County was \$26,733, over 5 percent less than the average annual wage of \$28,192 for New Jersey. Between 1980 and 1990, average wages increased by only 6.7 percent annually in Hudson County, compared to 7.2 percent statewide. Between 1990 and 1997, however, average annual wages have increased more rapidly at the County level than at the State level. By 1997, average annual wages in Hudson County were \$37,928, slightly higher than the statewide average annual wage.

Major Employers

Hudson County was once the home of such major employers as Western Electric, Westinghouse, Maxwell House, Colgate-Palmolive, Owen Illinois and RCA. These and other manufacturing companies provided Hudson County residents with good paying blue collar jobs. These companies have relocated out of the County and State over the past 20 years, a trend that continues into the new millenium.

In early 1992, Emerson Radio dismissed 100 employees from its distribution, repair and refurbishing

**Table V-3  
Annual Average Wages, 1985-1997  
Hudson County and New Jersey**

Year	Hudson County		New Jersey	
	Average Wages	Percent Change	Average Wages	Percent Change
1985	\$ 19,953	-----	\$ 20,958	-----
1990	\$ 26,733	33.9	\$ 28,192	34.5
1995	\$ 33,677	25.9	\$ 33,890	20.2
1997	\$ 37,928	12.6	\$ 37,032	9.2

*Source: N.J. State Data Center*

**Table V-4  
Major Private Sector Employers, 1999  
Hudson County**

Employer	Number of Employees	Location
UPS	2,200	Secaucus
ADP Brokerage Service Division	2,000	Jersey City
Donaldson Lufkin & Jenrette Pershing Division	2,000	Jersey City
Jean Nicole, Inc.	2,000	Secaucus
Liz Claiborne, Inc.	1,800	North Bergen
Jersey City Medical Center	1,770	Jersey City
APA Transport Corp.	1,500	North Bergen
Lehman Brothers, Accounts Payable	1,400	Jersey City
Local 2 – 406 PACE	1,385	Bayonne
APA Turck Leasing Corp.	1,300	North Bergen
Bayonne Hospital	1,200	Bayonne
St. Mary Hospital	1,200	Hoboken

*Source: Hudson County Economic Development Corporation, November 1999*

operation in North Bergen. Maidenform Inc., an apparel manufacturer in Bayonne, closed its manufacturing and distribution center facility in late 1992 and released 500 employees. The Ames Department Store filed for Chapter 11 of the U.S. Bankruptcy Code and closed its distribution facility in Secaucus, affecting some 400 employees. In late 1993 the Clorox Company, manufacturers of household products, closed its facility in Jersey City and moved to Maryland, affecting approximately 160 workers.

The largest private sector employers in Hudson County include United Parcel Service (transportation) and ADP Brokerage Service Division (financial), as shown in Table V-4. Other major financial service employers include Donaldson Lufkin Jenrette Pershing Division. The other major transportation employers include APA Transport Corp. and APA Truck Leasing Corp. Major manufacturing employers included Jean Nicole and Liz Claiborne. Jersey City Medical Center, along with Bayonne Hospital and St. Mary Hospital, are the major quasi-public employer in the County, with 1,770, 1,200 and 1,200 employees, respectively.

Unemployment

With the impact of the recession, the unemployment rates climbed from 7.3 percent in 1990 to a post-recession high of 11.2 percent in 1992. As a reflection of overall economic improvement, the rate of unemployment in Hudson County has dropped to 5.7 percent in 2000.



**Table V-5  
Unemployment Rate, 1990-2000  
Hudson County and New Jersey**

Year	Hudson County	New Jersey
1990	7.3	5.1
1991	8.7	6.7
1992	11.2	8.5
1993	10.0	7.5
1994	9.3	6.8
1995	9.3	6.4
1996	9.2	6.2
1997	7.8	5.1
1998	7.3	4.6
1999	7.3	4.6
2000	5.7	3.8
<i>Change, 1990-2000</i>	1.6	1.3

The rate of 5.7 percent for 2000 is not comparable to data from previous years due to a major revision of the monthly household survey used to develop these figures. However, in 2000, as in prior years, the County's rate of unemployment remained consistently above the State's largely due to the continuing long-term erosion of the County's manufacturing base.

Labor Skills

Hudson County's labor force contains a large number of unskilled and uneducated workers. Almost 36 percent of the population aged 25 and over has not completed high school, as shown in Table V-6. By comparison, only 23 percent of the statewide population over the age of 25 has not completed high school.

A high quality labor force is needed to support the emergence of sophisticated service industries in which the New York metropolitan region has tradition-

ally enjoyed a competitive advantage. The quality of life within Hudson County will become increasingly important in attracting and maintaining a skilled work force, as the communication revolution makes location less relevant and markets increasingly global. Currently, there is an alarming development of a bimodal work force, with one group consisting of highly skilled, highly educated workers and the other consisting of relatively unskilled workers. Opportunities for this second group are limited because the educational and social system cannot overcome the cultural, monetary and social difficulties which have separated the two groups. Preventing this bimodal split, which disconnects one segment of the community from meaningful participation in the work force, is essential for the long-term economic well-being of the County.

Hudson County has a large concentration of residents working in low-skilled, low-paying jobs. The County has a significant concentration of people working in the non-durable goods manufacturing and transportation industries, as shown in Table V-7. Compared to the State, Hudson County has a greater proportion of workers employed in administrative support, machine operating, transportation and handling occupations, as shown in Table V-8. These occupations are generally low-paying and require minimum skills.

Income

In 1990, Hudson's per capita income was \$14,480, which was below the State average of \$18,714 and ranked 19th out of New Jersey's 21 counties. Similarly, Hudson County's 1990 median household income was \$30,917, which is 32 percent less than the statewide median household income of \$40,927. Overall, median household in Hudson County increased by almost 115 percent between 1980 and 1990, which includes payments such as social secu-

**Table V-6  
Educational Attainment, 1990  
Persons 25 Years and Over  
Hudson County and New Jersey**

Educational Attainment	Hudson County		New Jersey	
	Number	Percent	Number	Percent
Less than 9th grade	64,096	17.2	486,210	9.4
9th to 12th grade, no diploma	69,652	18.7	718,996	13.9
High school graduate	105,339	28.3	1,606,555	31.1
Some college, no degree	45,646	12.2	801,791	15.5
Associate degree	13,977	3.7	268,664	5.2
Bachelor's degree	49,687	13.3	826,887	16.0
Graduate or professional degree	23,709	6.3	457,130	8.8
Total	372,106	100.0	5,166,233	100.0

*Source: U. S. Bureau of the Census, 1990*



**Table V-7  
Labor Force - Industry Characteristics, 1990  
Hudson County and New Jersey**

Industry	Hudson County		New Jersey	
	Number of Employees	Percent of Labor Force	Number of Employees	Percent of Labor Force
Agriculture, forestry & fisheries	876	0.3	40,161	1.0
Mining	269	0.1	5,066	0.1
Construction	11,557	4.3	231,328	5.9
Manufacturing, non-durable goods	33,366	12.4	347,224	8.9
Manufacturing, durable goods	18,663	6.9	306,212	7.9
Transportation	23,553	8.7	198,877	5.1
Communications & other public utilities	6,428	2.3	134,002	3.4
Wholesale trade	15,985	5.9	207,413	5.3
Retail trade	38,425	14.2	587,969	15.2
Finance, insurance & real estate	28,354	10.5	346,037	8.9
Business & repair services	16,405	6.1	204,342	5.2
Personal services	8,303	3.0	107,413	2.7
Entertainment & recreation services	3,794	1.4	66,807	1.7
Health services	18,517	6.8	314,897	8.1
Education services	15,795	5.8	305,531	7.9
Other professional & related services	16,692	6.2	284,950	7.3
Public administration	11,834	4.4	180,469	4.6
Total Employed persons 16 years and over	268,816	100.0	3,868,698	100.0

Source: U. S. Bureau of the Census, 1990

**Table V-8  
Labor Force - Occupational Characteristics, 1990  
Hudson County and New Jersey**

Occupation	Hudson County		New Jersey	
	Number of Employees	Percent of Labor Force	Number of Employees	Percent of Labor Force
Executive, administrative & managerial occupations	32,866	12.2	578,751	14.9
Professional specialty occupations	31,992	11.9	587,700	15.1
Technicians and related support occupations	8,256	3.0	149,498	3.8
Sales occupations	28,309	10.5	472,742	12.2
Administrative support occupations, including clerical	56,608	21.0	720,873	18.6
Private household occupations	860	0.3	11,179	0.2
Protective service occupations	6,392	2.3	80,897	2.0
Service occupations (exc. Protective & household)	26,924	10.0	352,043	9.1
Farming, forestry & fishing occupations	995	0.3	35,440	0.9
Precision production, craft & repair occupations	23,649	8.8	386,691	10.0
Machine operators, assemblers & inspectors	25,318	9.4	209,594	5.4
Transportation & material moving occupations	13,102	4.8	148,208	3.8
Handlers, equipment cleaners, helpers & laborers	13,545	5.0	135,082	3.4
Total Employed persons 16 years and over	268,816	100.0	3,868,698	100.0

Source: U. S. Bureau of the Census, 1990



**Table V-9  
Household and Per Capita Income, 1980-1995  
Hudson County and New Jersey**

<i>Hudson County</i>	<b>Per Capita Income (dollars)</b>	<b>Median Household Income (dollars)</b>
1980	6,476	14,384
1990	14,480	30,197
1995	23,465	32,152
Percent Change	262.3	123.5
<i>State of New Jersey</i>		
1980	2,128	19,801
1990	18,714	40,927
1995	29,982	44,435
Percent Change	130.2	106.6

ity, welfare assistance and unemployment compensation. Historically, the County has experienced relatively high levels of unemployment and public assistance. Thus, Hudson County has a relatively low per capita income compared to other counties in the state, as shown in Table V-9. Per capita personal income equals total personal income divided by total population. Total population income consists of private and government wage and salary payments in cash and in kind, other labor income, farm and non-farm proprietors' income, personal interest income, rental income of persons, dividends and transfer payments, less personal contributions for social insurance. It is measured before the deduction of personal income and other personal taxes and is reported in current dollars.

***Economic Base***

County Trends

In general, Hudson County's recent increase in total employment reflects expansion in the service-producing sector of the economy. It should be noted that the aggregate employment totals for municipalities may not reflect annual industry data published by the Department of Labor because of amendments to the law which changed the coverage of some groups of workers over the years and because of the changes, such as revised editions to the Standard Industrial Classification (SIC) manual used with the 1987 SIC manual. Between 1986 and 1997, the County experienced an increase in employment in the service-producing industries and a decrease in the goods-producing industries, as shown in Table V-10. Goods-producing industries are businesses that generally produce goods that can be exported elsewhere and include manufacturing and construction. All other industries are considered service-producing industries.

Both Hudson County and the State experienced significant declines in employment in the goods-producing

sector of the economy between 1986 and 1997. Employment in the County's goods-producing sector fell by 24,299 (-40.9%) from 1986 to 1997, compared with a much smaller statewide decline of 27.6 percent. In 1986, manufacturing occupied almost 28 percent of the County workforce, compared to less than 16 percent in 1997. By 1997, the proportion of manufacturing jobs in the County (15.5%) was equivalent to the State (15.3%).

During the 1986-1997 period, County employment in the service-producing sector rose by 26,265 (19.7%) to reach 159,496, compared with a 20.4 percent increase statewide. The majority of this increase is attributable to employment increases in the finance, insurance and real estate, services and public administration industry divisions in Hudson County.

The most noticeable difference between the County and the State is in the transportation/communications/public utilities division, where the County's share of jobs (13.9%) is substantially greater than the State's share (8.1%) in 1997. For many decades, Hudson County has been a transportation hub in the State because of its geographic location and network of highways, bridges and tunnels that provide access to New York City and other markets throughout the nation's largest metropolitan area.

***Targeted Industries***

The County recently completed an analysis of various industrial categories in order to most efficiently seek to revitalize the industrial base of Hudson County. A total of 33 industries were studied and prioritized relative to their future attractiveness to the County, given various factors such as growth potential, availability of labor and other geographic and transportation oriented factors. There are also a number of "attributes" that were determined to be important in selecting industries to target. They were:



**Table V-10  
Private-Sector Covered Employment by Industry, 1986-1997  
Hudson County and New Jersey**

Industry	Number Of Employees					
	Hudson County			New Jersey		
	1986	1990	1997	1986	1990	1997
Agriculture, Forestry & Fishing	146	161	218	28,265	28,008	24,431
Construction	6,057	6,168	4,877	160,911	148,964	132,023
Manufacturing	53,235	39,752	30,116	689,772	591,051	483,259
Transportation & Public Utilities	29,876	28,613	27,062	223,432	230,881	256,259
Wholesale Trade	22,903	26,224	21,495	251,796	274,317	279,788
Retail Trade	31,452	34,623	32,211	583,215	585,244	625,015
Finance, Insurance & Real Estate	10,124	16,144	25,199	209,755	229,735	235,261
Services	38,730	46,163	53,311	777,880	925,175	1,105,749
Total	192,523	197,848	194,489	2,925,026	3,013,375	3,141,785

**Table V-11  
Private-Sector Covered Employment by Industry, 1986-1997  
Hudson County and New Jersey**

Industry	Percent Of Total Employment					
	Hudson County			New Jersey		
	1986	1990	1997	1986	1990	1997
Agriculture, Forestry & Fishing	0.0	0.0	0.1	0.9	0.9	0.7
Construction	3.1	3.1	2.5	5.4	4.9	4.2
Manufacturing	27.6	20.0	15.4	23.3	19.4	15.3
Transportation & Public Utilities	15.5	14.4	13.9	7.5	7.6	8.1
Wholesale Trade	11.9	13.2	11.0	8.5	9.0	8.9
Retail Trade	16.3	17.5	16.5	19.7	19.2	19.8
Finance, Insurance & Real Estate	5.2	8.1	12.9	7.1	7.5	7.4
Services	20.1	23.3	27.4	26.3	30.4	35.1
Total	100.0	100.0	100.0	100.0	100.0	100.0

Note: Numbers may not add due to rounding suppressed data.

Source: New Jersey Department of Labor, Trends in Employment and Wages Covered by Unemployment Insurance

- Matches local resources to business needs
- Provides training and skill improvement to the labor force
- Creates local jobs itself
- Creates additional jobs among suppliers and support organizations
- Contributes to the tax base
- Is export-oriented, preferably with international potential
- Is in a stable or growing industry
- Is environmentally friendly

trial Classification (NAIC) system.

**Hudson County CEDS**

In 1999, the HCEDS completed the Hudson County Comprehensive Economic Development Strategy (CEDS). The CEDS received formal approval from the US Economic Development Administration in March 2000, and was updated in June 2000 and again in June 2001. The CEDS sets forth a planning and project implementation process designed to address economic problems, tap the County's economic potential, create jobs, foster effective transportation systems, protect and enhance the environment and promote balanced, sound development and growth.

The 33 industries detailed in Table V-12 are listed by SIC Code and are further divided into "clusters" based upon the criteria established. The clusters are Finance, Insurance, Real Estate (FIRE); Transportation/Wholesale Trade; Textiles and Apparel; Printing, although there is a certain amount of overlapping of related industries among the clusters. SIC Codes have been replaced by the North American Indus-

The CEDS document and process replaces the prior Overall Economic Development Program (OEDP). The various projects identified in the OEDP and now the CEDS are now eligible to receive funding through a variety of EDA (Economic Development Administration) programs. Table V-13 is a listing of projects



**Table V-12  
Targeted Industries  
Hudson County**

<b>Targeted Industry and Standard Industrial Classification Number</b>	<b>Cluster(s)</b>	<b>Targeting Priority</b>
Commercial Printing – SIC 2752	Printing/FIRE	HIGH
Security Brokers and Dealers – SIC 6210	FIRE/Printing	HIGH
Commodity Brokers and Dealers – SIC 6220	FIRE/Printing	HIGH
Investment Advisory Services – SIC 6282	FIRE/Printing	HIGH
Computer Programming Services – SIC 7371	FIRE	HIGH
Computer Integrated Systems Design - SIC 7373	FIRE	HIGH
Computer Related Services – SIC 7379	FIRE	HIGH
Data Processing Schools – SIC 8243	FIRE	HIGH
Data Processing & Preparation Services – SIC 7374	FIRE	HIGH
Computer Facilities Management – SIC 7476	FIRE	HIGH
Long Distance Trucking – SIC 4213	Transportation/Wholesale Textiles and Apparel/Printing	HIGH
Refrigerated Warehousing – SIC 4222	Transportation/Wholesale	HIGH
General Warehousing – SIC 4225	Transportation/Wholesale	MEDIUM
Special Warehousing – SIC 4226	Transportation/Wholesale	HIGH
Periodicals – SIC 2721	Printing Transportation/Wholesale Textile and Apparel	HIGH
Information Retrieval Services – SIC 7375	FIRE	MEDIUM
Paints and Allied Products – SIC 2851	Chemicals/Wholesale Trade	MEDIUM
Soap and Other Detergents – SIC 2841	Chemicals/Wholesale Trade	MEDIUM
Toilet Preparations – SIC 2844	Chemicals/Wholesale Trade	MEDIUM
Wholesale Trade – SIC 5000 Especially the following:		
Furniture and Home Furnishings – SIC 5020	Transportation/Wholesale	MEDIUM
Professional & Commercial Equipment – SIC 5040	Transportation/Wholesale	MEDIUM
Electrical Goods – SIC 5060	Transportation/Wholesale	MEDIUM
Drugs and Drug Proprietaries – SIC 5120	Transportation/Wholesale	MEDIUM
Apparel – SIC 5130	Transportation/Wholesale	MEDIUM
Chemicals and Allied Products – SIC 5160	Transportation/Wholesale	MEDIUM
Books, Periodicals and Newspapers – SIC 5192	Transportation/Wholesale	MEDIUM
Knit Outerwear – SIC 2753	Textiles and Apparel	LOW
Weft Knit Fabrics – SIC 2257	Textiles and Apparel	LOW
Lace and Warp Knit – SIC 2258	Textiles and Apparel	LOW
Women's Blouses and Shirts – SIC 2331	Textiles and Apparel Wholesale Trade	LOW
Women's Suits and Coats – SIC 2337	Textiles and Apparel Wholesale Trade	LOW
Women's Outerwear, NEC – SIC 2339	Textiles and Apparel Wholesale Trade	LOW
Bras, Girdles and Allied Garments – SIC 2342	Textiles and Apparel Wholesale Trade	LOW

Source: *Industries Targeted for Business Attraction Efforts, Hudson County, NJ 1998*

already funded as a result of the OEDP.

A number of goals were established and designed to assist in executing the CEDS. The goals are intended to help establish direction as well as priorities to achieve long range economic success. The goals are:

- Create a diversified economy to maintain full employment and continue economic growth
- Develop an equitable distribution of jobs, support services and facilities consistent with the needs of the population
- Retain and expand existing businesses and attract new ones
- Strengthen the tax base of the County
- Improve all aspects of the transportation system to facilitate the flow of goods and people, enhance economic growth, connect people and jobs, and improve the quality of life
- Foster the cleanup and reuse of contaminated sites as an integral part of both economic and community development
- Invest in industrial systems and technology to continue economic growth, new development, redevelopment and the quality of life
- Support efforts to provide a variety of housing types for households of all income levels
- Identify, evaluate and implement alternate strategies and tools that impact economic development and economic growth



**Table V-13**  
**Overall Economic Development Program**  
**Hudson County**

<i>List of Approved Projects, 1994-1999</i>		<b>Dollar</b>	<b>Date Initiated</b>	<b>Current Status</b>
<b>Location</b>	<b>Project</b>	<b>Amount</b>		<b>(Fall 1999)</b>
North Bergen	West Side Avenue Reconstruction	\$1,000,000	Construction began 1/99	Work underway
Hoboken	Lifecycle Product Management Center at the Stevens Institute	\$1,600,000	Construction began 2/95	Completed
Bayonne	Constable Hook Road Flood Control and Reconstruction	\$1,500,000	Work began Spring 1998	Completed
Bayonne	Infrastructure Analysis at Marine Ocean Terminal	\$300,000	Fall 1999	Work under way
Hudson County	Planning Grant (Tasks listed below)	\$300,000 (3 years)	Projects began in 1997	On-going (Application submitted for third year funding)
	1) Countrywide database of industrial and commercial real estate		Work began 9/97	Database established with over 1,000 entries
	2) Targeted Industries Study		Work began 1/98	Study completed in Fall 1998
	3) Hudson County Economic Development Corporation Business Loan Program and Small Women, and Minority Business Loan Programs		Began in 1998	On-going programs with over 16 loans made and no defaults to date
	4) Economic Development planning activity in support of the USEPA Brownfields Assment Demonstration Pilot		Work began 1/99	Nine month no cost extension until 6/30/01.
<i>Recent Developments, June 2001</i>		<b>Dollar</b>		
<b>Location</b>	<b>Project</b>	<b>Amount</b>		
Bayonne	Cyberdistrict study	\$80,000		
Jersey City	Planning and job growth analysis focused on technology sector	\$40,000		
Hudson County	Office of Strategic Development			
	Hudson River Walkway project	\$200,000		
	Cyberdistrict study	\$150,000		
	Hudson Transportation Management Association			
	Access to waterfront in Hoboken	\$1,000,000		
	Intermodal Development at MOBY	\$205,000		
	Workforce development			
	Ferry Services to Manhattan			
Harrison	Redevelopment Planning			
Kearny	Redevelopment Plan			
Bayonne	Infrastructure improvements to Bergen Point area of City	\$1,225,000		
Kearny	Extension of Bergen Avenue and storm drainage improvements	\$3,500,000		
Secaucus	Flood control measures	\$2,900,000		



Economic development needs affecting Hudson County were further broken down into seven categories. Each need category was then addressed via a series of specific and detailed objectives for the successful fulfillment of each need and ultimately the goals of the CEDS. The need categories are as follows:

1. *Work Force Development Projects (WFD):* Improving the quality of the work force; providing business support for worker improvement programs.
2. *Transportation Development Projects (TD):* Transportation-related projects; improving infrastructure and services in support of economic development.
3. *Industrial Development Projects (ID):* Encouraging industries to remain, expand and modernize; attracting new industries to the County; enhance work force preparedness.
4. *Commercial Expansion Projects (CE):* Providing a full range of retail and personal services to serve the diverse needs of the County; upgrading the business districts of the County.
5. *Waterfront Development Project (WD):* Assisting in the implementation of the redevelopment of the Hudson River waterfront;
6. *Program Delivery and Marketing Projects (PD):* Planning, administering and monitoring economic development activities; continuing to identify and act in response to business needs; continuing the expansion of the County real estate data base; continuing the development and execution of marketing activities on behalf of the County; administering or coordinating programs on behalf of the County.
7. *Supporting Activities and Initiatives (SA):* Assisting in the implementation of programs, projects and services that support economic development; fostering the creation of public-private partnerships.

### ***Municipal Trends***

The distribution of employment by industry varies widely from one municipality to another, as shown in Table V-14 and discussed below. Table V-14 relies on 1996 information which is the most recent employment data by municipality.

#### Bayonne

Total employment in Bayonne decreased from 21,330 in 1986 to 13,201 in 1996, a 38 percent decline. The majority of the decrease was caused by employment

losses in the apparel and other textile products manufacturing (-1,313), insurance carrier (-669) and business service (-768) industries. At the same time, significant employment increases occurred in the wholesale trade - non-durable goods (+436), motion pictures (+400) and health services (+438) industries. In 1993, the majority of Bayonne workers were employed in the transportation and service industry sectors. Bayonne has a strong concentration of jobs in the transportation/communication sector, with almost 5,370 jobs, constituting almost 30 percent of the City's employment, compared to only 14 percent County-wide.

#### East Newark

Total employment in East Newark declined from 1,632 in 1986 to 1,092 in 1996, a 33 percent decrease. The majority of the decrease was caused by employment losses in the apparel and textile manufacturing industry, which declined by 443 workers. East Newark still maintains a strong concentration in manufacturing, with over 59 percent of total workers employed in manufacturing industries compared to only 16 percent County-wide.

#### Guttenberg

Guttenberg employment decreased from 1,966 in 1986 to 1,549 in 1996, a 21 percent decline. The majority of the decrease resulted from employment losses in business services (-100), social services (-208) and membership organizations (-136). The only significant employment gain occurred in the real estate agent and management industry, which increased by 128 employees. Major industrial sectors in Guttenberg include manufacturing and services, which have significantly greater concentrations of employment than Hudson County. Over 32 percent of total workers are employed in manufacturing, compared to 16 percent Countywide. Similarly, over 17 percent of all workers are employed in the finance/insurance/real estate industry, compared to 9 percent Countywide.

#### Harrison

Total employment in Harrison declined slightly from 6,664 in 1986 to 4,763 in 1996, a 29 percent loss. Significant employment decreases occurred in industrial machinery & equipment manufacturing (-552) and business services (-363). Significant employment increases occurred in food and kindred products manufacturing (+344), trucking & warehousing (+111), furniture & home furnishing stores (+502) and social services (+139). The greatest number of employees work in the manufacturing industrial sector. In fact, Harrison has a significant concentration of manu-

**Table V-14  
Employment by Municipality, 1996  
Hudson County**

<b>Number of Employees</b>	<b>Bay- onne</b>	<b>East Newark</b>	<b>Gutten- berg</b>	<b>Harris- son</b>	<b>Hobo- ken</b>	<b>Jersey City</b>	<b>Kearny</b>	<b>North Bergen</b>	<b>Secau- cus</b>	<b>Union City</b>	<b>Wee- hawken</b>	<b>West NewYork</b>	<b>Hudson County</b>
Agriculture	42	0	0	0	36	0	0	37	38	0	0	0	153
Mining	0	0	0	0	0	0	0	0	0	0	0	0	0
Construction	456	45	28	255	200	1,257	571	308	635	163	67	62	4,047
Manufacturing	1,737	606	378	1,803	2,545	7,867	1,743	3,498	3,908	1,680	170	2,315	29,520
Transportation & Communication	1,350	32	22	490	1,175	7,808	3,526	3,566	7,552	235	1,103	139	26,998
Wholesale Trade	1,493	160	133	741	981	4,355	1,591	3,955	7,469	631	191	372	22,072
Retail Trade	2,424	74	143	685	1,641	10,026	2,112	4,099	7,217	1,921	914	1,528	32,784
Finance, Insurance & Real Estate	641	26	239	79	881	15,865	452	364	1,467	474	3,165	332	23,985
Services	4,116	149	606	425	4,505	22,632	3,105	3,660	8,850	2,589	737	1,178	52,552
Public Administration & Government	945	0	0	285	682	12,332	0	630	855	1,136	585	649	10,815
<b>Total</b>	<b>13,201</b>	<b>1,092</b>	<b>1,549</b>	<b>4,763</b>	<b>12,646</b>	<b>82,148</b>	<b>14,000</b>	<b>20,117</b>	<b>37,991</b>	<b>8,829</b>	<b>6,932</b>	<b>6,575</b>	<b>191,845</b>

  

<b>Percent of Total Employees</b>	<b>Bay- onne</b>	<b>East Newark</b>	<b>Gutten- berg</b>	<b>Harris- son</b>	<b>Hobo- ken</b>	<b>Jersey City</b>	<b>Kearny</b>	<b>North Bergen</b>	<b>Secau- cus</b>	<b>Union City</b>	<b>Wee- hawken</b>	<b>West NewYork</b>	<b>Hudson County</b>
Agriculture	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Mining	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Construction	3.4	4.1	1.8	5.3	1.5	1.5	4.0	1.5	1.6	1.8	0.9	0.9	2.1
Manufacturing	13.4	55.4	24.4	37.8	20.1	9.5	19.4	17.3	10.2	19.0	2.4	35.2	15.3
Transportation & Communication	10.2	2.9	1.4	10.2	9.2	9.5	25.0	17.7	19.8	2.6	15.9	2.1	14.0
Wholesale Trade	11.3	14.6	8.5	15.5	7.7	5.0	11.2	19.6	19.6	7.1	2.7	5.6	11.5
Retail Trade	18.3	6.7	9.2	14.3	12.9	12.2	14.9	20.3	19.0	21.7	13.1	23.2	17.0
Finance, Insurance & Real Estate	4.8	2.3	15.4	1.6	6.9	19.3	3.2	1.8	3.8	5.3	45.6	5.0	12.5
Services	31.1	13.6	39.1	8.9	35.6	27.5	22.0	18.1	23.2	29.3	10.6	17.9	27.3
Public Administration & Government	7.1	0.0	0.0	5.9	5.3	15.0	0.0	3.1	2.2	12.8	8.4	9.8	5.6
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>





facturing jobs, with almost 45 percent of the local workforce employed in manufacturing industries compared to 16 percent Countywide.

#### Hoboken

Hoboken experienced the greatest percentage decrease in employment in Hudson County between 1986 and 1996, losing nearly 6,000 jobs for a 32 percent decrease. Total employment in Hoboken has declined from 18,584 in 1986 to 12,646 in 1996. The majority of the decline was caused by decreases in the manufacturing sector, where employment losses occurred in the apparel & other textile products (-2,100), furniture & fixtures (-2,035) and food & kindred products industries (-885). Additional job losses occurred in water transportation (-689) and business services (-897). Part of the loss in the business services industry was caused by a change in Standard Industrial Code classification and is reflected in an employment increase in engineering & management services by 498 jobs. Additional employment increases occurred in eating and drinking places, which gained 316 jobs. In 1996, the majority of local jobs were in the manufacturing and services industries. Hoboken has maintained a significant concentration of manufacturing jobs, with 24 percent of the total workforce compared to 16 percent Countywide.

#### Jersey City

Total employment in Jersey City decreased from 82,991 in 1986 to 82,148 in 1996, a 1 percent decline. Significant employment losses occurred in the manufacturing sector, which saw decreases in food & kindred products (-1,246), apparel & other textile products (-1,609) and chemicals & allied products (-1,338). Additional employment losses occurred in trucking and warehousing (-2,354), business services (-1,363) and elementary and secondary schools (-1,380). Part of the loss in the business services industry was caused by a change in the Standard Industrial Code classification and is reflected in an increase in engineering & management services by 1,287 jobs. Significant employment gains occurred in security and commodity brokers (+4,789), administration of transportation services (+1,466) and depository institutions (+1,456). The increase in administration of transportation employment reflects the relocation of Port Authority of New York and New Jersey workers to Jersey City. The majority of workers are employed in the services, government and finance/insurance/real estate sectors. Jersey City has significant concentration of jobs in these sectors compared to the County, employing over 16 percent, 26 percent and 20 percent of the total work force, respectively.

#### Kearny

Total employment in Kearny decreased from 18,993 in 1986 to 14,000 in 1996, a 26 percent decline. Much of the decline occurred in the manufacturing sector which decreased by 1,274 jobs or 29 percent. Significant manufacturing job losses occurred as many small manufacturing businesses closed, particularly in the printing and publishing (-261) and miscellaneous manufacturing (-219) industries. Other job losses occurred in the wholesale trade industry which decreased by 648 jobs. Significant employment gains occurred in trucking and warehousing (+641), business services (+478) and engineering & management services (+583). The majority of workers are employed in the transportation/communication, government and manufacturing sectors. Compared to Hudson County, Kearny has significant employment concentrations in the transportation/communication and manufacturing sectors which employ over 18 percent and 21 percent of the total work force, respectively.

#### North Bergen

Employment in North Bergen declined from 22,438 in 1986 to 20,117 in 1996, a 10 percent decline. Significant employment losses occurred in apparel & accessory stores (-1,794), trucking and warehousing (-1,275) and electronic & other electric equipment manufacturing (-962). Significant employment gains occurred in apparel & textile products manufacturing (+1,130), whole-sale trade-non-durable goods (+899) and health services (+374). The majority of local workers are employed in manufacturing industries. Compared to Hudson County, North Bergen has significant employment concentrations in manufacturing (25%) and wholesale trade (18%).

#### Secaucus

Secaucus is one of only two Hudson County municipalities to see an employment increase between 1986 and 1996. Total employment in Secaucus increased by 4,268 jobs, a 13 percent increase. Major employment gains occurred in business services (+2103), trucking & warehousing (+1097), apparel & other textile products manufacturing (+940), eating & drinking places (+768) and apparel & accessory stores (+602). Significant employment losses occurred in electronic and other electric equipment manufacturing (-776), general merchandise stores (-722) and wholesale trade (-928). The majority of local workers are employed in transportation, services and wholesale trade industries. Compared to Hudson County, Secaucus has significant employment concentrations in the transportation (21%) and wholesale trade industries (23%).



Union City

Total employment in Union City declined from 11,150 in 1986 to 8,829 in 1996, a 21 percent decline. Major employment losses occurred in apparel & other textile products manufacturing (-878), local & interurban passenger transit (-366) and general merchandise stores (-310). Major employment gains occurred in educational services (+258) and health services (+236). The majority of local workers are employed in the government, manufacturing, service and retail trade industry sectors. Compared to Hudson County, Union City has significant employment concentrations in manufacturing (21%), retail trade (19%) and government (21%).

Weehawken

Weehawken saw the greatest percentage increase in employment between 1986 and 1996. Total employment in Weehawken increased by 3,139 jobs to total 6,932 in 1996. The most significant employment gain was the addition of 2,665 jobs in the security and commodity brokers industry, which more than doubled total employment. The only significant employment loss occurred in food stores, which declined by 399 jobs. The majority of local workers are employed in the finance/insurance/real estate industry, where almost 52 percent of the workforce are employed. This employment concentration is significantly

greater than the County, where finance/insurance/real estate businesses account for only 9 percent of total employment.

West New York

Total employment in West New York declined from 8,915 in 1986 to 6,575 in 1996, a 26 percent decline. Significant job losses occurred in the manufacturing sector, where employment declined in textile mill products (-193), apparel & other textile products (-121), rubber & miscellaneous plastic products (-192) and leather & leather products (-105). Additional employment declines occurred in apparel & accessory stores (-300) and real estate (-113). Significant employment gains occurred in wholesale trade - non-durable goods (+110) and social services (+120). The majority of workers are employed in the manufacturing industry. Compared to Hudson County, West New York has significant employment concentrations in the manufacturing (36%) and retail trade (19%) industries.

**Industrial Analysis**

Manufacturing

Over the 12-year period, manufacturing employment in Hudson County dropped by 45.6 percent, or 23,119, compared with the State's loss of 29.9 percent, as shown in Table V-15. The drop in the County's level of manufacturing jobs was continuous, from 53,030 in

**Table V-15  
Manufacturing Employment, 1986-1997  
Hudson County and New Jersey**

Industry by Two Digit SIC	Hudson County			New Jersey		
	1986	1990	1997	1986	1990	1997
Food And Kindred Products	5,785	4,178	2,991	50,659	46,209	37,761
Textile Mill Products	3,036	2,235	2,056	14,290	12,239	10,368
Apparel & Other Textile Products	16,842	12,282	8,528	47,317	35,936	25,534
Lumber And Wood Products	225	58	*	6,930	4,677	3,792
Furniture And Fixtures	2,500	574	105	12,614	8,152	6,061
Paper & Allied Products	1,910	1,668	1,186	29,464	25,394	21,532
Printing And Publishing	4,180	4,243	4,917	65,500	62,129	59,742
Chemicals And Allied Products	4,832	4,159	2,736	116,578	119,493	96,749
Petroleum & Coal Products	529	375	231	8,578	*	6,420
Rubber & Misc. Plastic Products	2,113	1,978	1,347	36,088	30,989	29,032
Leather & Leather Products	566	490	472	3,295	3,438	*
Stone, Clay & Glass Products	309	319	287	24,513	20,427	16,764
Primary Metal Industries	1,371	1,059	599	19,372	15,588	12,052
Fabricated Metal Products	1,463	863	727	47,955	38,653	31,743
Industrial Machinery & Eqpmt	1,421	1,031	475	54,311	45,088	34,027
Electronic & Other Electric Eqpmt	3,295	1,882	654	86,760	48,305	33,970
Transportation Eqpmt	183	124	173	12,514	10,381	10,422
Instruments & Related Products	79	93	43	32,499	38,278	30,891
Misc. Manufacturing Industries	2,391	2,132	1,297	20,266	17,046	13,887
Total Manufacturing	53,030	39,743	28,863	689,503	591,051	483,359

\*Suppressed

Source: New Jersey State Data Center



**Table V-16  
Construction Employment, 1986-1997  
Hudson County and New Jersey**

Industry by Two Digit SIC	Hudson County			New Jersey		
	1986	1990	1997	1986	1990	1997
General Building Contractors	1,721	1,265	810	43,947	36,442	30,786
Heavy Construction, Ex. Building	452	986	383	19,547	18,402	13,991
Special Trade Contractors	3,636	3,829	3,263	97,417	94,120	86,955
Total Construction	5,809	6,080	4,456	160,911	148,964	131,732

1986 to 38,863 in 1997; foreign competition coupled with the recession were the most important factors contributing to Hudson County's losses. From 1986 to 1997, all individual manufacturing industries showed losses. The largest industrial losses were in apparel, food and kindred products, electronic equipment and furniture and fixtures. In electronic equipment the two factors largely responsible for the job losses were the Standard Industrial Classification (SIC) conversions in 1988 and the cutbacks in defense spending in the early 1990s. The SIC conversion reclassified employment from the electronic equipment to the instruments industry, which experienced a temporary increase.

Compared to the State, Hudson County has higher proportions of manufacturing jobs in food, textiles and apparel and has smaller shares of manufacturing jobs in industrial machinery, electronic equipment and chemicals. The greatest disparity is in apparel, which has a much larger proportion in Hudson County (34%) than in the State (6%). Historically, Hudson County has been a major center for apparel factories due to its proximity to New York City and the availability of labor.

Studies show that despite the overall decline of manufacturing in the NY-NJ region, the region retains a significant base of manufacturing headquarters, research and development and production activities that account for 14 percent of total private employment. Many of the region's manufacturing firms have significant levels of exports. In addition, manufacturing also has an impact on employment in the services sector, which plays a much larger role in modern manufacturing than it did in the past. A study by the U.S. Department of Commerce shows that U.S. manufacturing exports generate almost as many service jobs as manufacturing jobs. Therefore, retaining manufacturing employment is imperative to maintaining a stable economy in Hudson County.

*Apparel*

The northern New Jersey region is one of the leading apparel exporters in the United States. The apparel manufacturing industry is dominated by small and medium sized firms. The region, however, has lost competitive edge as apparel manufacturers have had significant job losses. The make-up of this industry ranges from low-value textile manufacturing to high-value added fashion design wear. Production firms have lost the larger share of the jobs, while high-value added firms have remained competitive. It is therefore expected that the region will retain apparel manufacturing related to high-fashion wear and in flexible production runs for major local retailers.

*Industrial Machinery and Electric/Electronic Equipment and Computers*

Industrial machinery and electric/electronic equipment and computers are a significant source of manufacturing employment in northern New Jersey. This sector of the economy is diverse and ranges from high-wage, high-value added producers to others with low-wage and low-value added. New Jersey has a significant base in the computer industry, including the presence of IBM. Computer hardware and software represents an area of strong potential.

*Chemicals and Pharmaceuticals*

The chemicals and pharmaceutical sector is a significant industry in the northern New Jersey region and provides high average wages relative to other manufacturing industries. Nearly one-third of U.S. pharmaceuticals employment is located in the region, and the chemicals component of this industry is highly concentrated in the region as well. The pharmaceuticals industry employs a large share of its workers in research and development activities. Some of the products of this sector show a strong world demand and a strong industrial outlook.

*Instruments*

The region is also a leading producer and exporter of industrial and analytical instruments. The strongest commodities in the instruments sector have a



**Table V-17**  
**Finance, Insurance and Real Estate Employment, 1986-1997**  
**Hudson County and New Jersey**

Industry by Two Digit SIC	Hudson County			New Jersey		
	1986	1990	1997	1986	1990	1997
Depository Institutions	4,017	5,843	5,583	51,558	69,506	51,250
Non-Depository Institutions	730	234	963	28,219	13,036	17,870
Security & Commodity Brokers	813	5,260	13,284	13,935	20,239	34,866
Insurance Carriers	1,246	915	1,038	55,382	61,516	56,806
Insurance Agents & Brokers	663	887	1,235	21,644	23,686	26,011
Real Estate	2,178	2,975	2,811	33,846	35,049	36,239
Holdings & Other Investments	518	450	235	5,173	6,703	6,695
Total FIRE	10,165	16,564	25,149	209,755	229,735	229,737

Source: New Jersey Data Center

total NY/NJ export value of \$3.9 billion. Most commodities demonstrate strong world demand. Exports are also of growing importance to the regional medical equipment industry. The industry provides an important market and stimulus for high-technology products and innovation.

#### Construction

In 1997 the total number of County jobs in the construction division was 4,456 or 19.5 percent less than in 1986, compared with a slightly smaller loss (-18%) in the State (see Table V-16). Over 73 percent of the construction jobs in the County is special trade contractors. From 1986 through 1990, the growth in construction employment reflected an increase in industrial/commercial, residential and infrastructure building activity throughout the County. However, the overbuilding in the industrial/commercial component in

the late 1980s and the beginning of the recession in 1990 were major factors in the County's steady loss of construction jobs after 1990.

#### Finance, Insurance and Real Estate

From 1986 through 1997, employment in the County's finance/insurance/real estate industry division expanded dramatically, advancing by 14,984 (149%) to reach 25,149, compared with the State's 12.1 percent rise for the same period (see Table V-17). The majority of the growth occurred in the security and commodity brokers industry, which added 12,471 jobs, a ten fold increase. Employment in the depository institutions industry also increased significantly (1,566 jobs). After 1991, the division experienced rapid growth with the relocation of a number of firms into the County: in 1992, Merrill Lynch & Co. and in 1993, First Chicago Trust Co. Significant growth oc-

**Table V-18**  
**Wholesale and Retail Trade Employment, 1986-1997**  
**Hudson County and New Jersey**

Industry by Two Digit SIC	Hudson County			New Jersey		
	1986	1990	1997	1986	1990	1997
<i>Wholesale Trade</i>						
Durable Goods	9,984	10,039	8,273	154,167	164,651	160,873
Non-Durable Goods	12,874	16,185	13,486	97,629	109,666	113,964
Subtotal	22,858	26,224	21,759	251,796	274,317	274,837
<i>Retail Trade</i>						
Bldg. Materials & Garden Supp.	751	621	815	19,743	21,073	21,062
General Merchandise Stores	3,814	5,333	3,864	76,925	63,478	66,127
Food Stores	6,047	5,005	5,194	105,128	113,765	12,652
Auto Dealers & Service Stations	2,460	2,177	2,002	58,952	56,305	55,913
Apparel & Accessory Stores	6,547	7,751	5,464	48,906	48,572	49,554
Furniture & Furnishings Stores	1,643	1,804	1,689	28,135	30,237	30,996
Eating & Drinking Places	6,392	8,239	8,783	164,233	175,393	171,095
Miscellaneous Retail	3,798	3,969	4,570	81,193	94,851	96,543
Subtotal	31,452	34,899	32,379	583,215	603,676	603,943
Total Wholesale & Retail Trade	54,310	61,123	54,138	835,011	859,561	878,780

Source: New Jersey State Data Center



curred in 1994 when Prebon Yamane USA, Inc. , Lehmann Brothers and Lewco Securities Corp. relocated to Hudson County. More recently, Donaldson Lufkin & Jenrette and L. Price Waterhouse have also added significantly in this field.

*Wholesale and Retail Trade*

In the wholesale/retail trade industry division employment fluctuated between 1986 and 1997, as shown in Table V-18. From a level of 54,310 in 1986, employment in the division increased to 61,123 in 1990. Contributing most to trade's job growth during this period were the opening of new shopping centers, such as the 1.2 million square foot Newport Centre Mall on the Jersey City waterfront and the construction of new warehouse/distribution centers, especially in the County's portion of the Meadowlands District (Secaucus and portions of Jersey City, Kearny and North Bergen). However, with the start of the recession in 1990 and the accompanying low levels of consumer spending, employment dropped by almost 12,000 jobs to total 49,140 in 1993. By 1997, trade employment rebounded somewhat to 54,138 owing, in part, to the opening of a BJ's Wholesale Club in Jersey City and a Home Depot in Secaucus.

Within the wholesale and retail trade sector, Hudson County has a higher concentration of jobs than the

State in wholesale trade - non-durable goods and apparel and accessory stores. Over 61 percent of all wholesale trade jobs in Hudson County are in non-durable goods, compared to only 42 percent statewide. Similarly, almost 17 percent of all retail trade jobs in Hudson County are in apparel and accessory stores, compared to only 8 percent statewide. Hudson County has a much smaller concentration of jobs than the State in food stores (16%), general merchandise stores (13%) and building material stores (2%).

The wholesale and retail trade sector will benefit from decreased global trade restrictions. Employment in the wholesale and retail sector has been particularly affected by the recession, with employment falling from its 1990 peak. The sector will benefit from lower prices that result from easier access to imports. In addition, more retailers are turning their attention to markets overseas, especially to the growing economies of Latin America, Asia and Eastern Europe. It is expected that by the beginning of the millenium, 90 percent of the world's 100 largest retailers will operate globally.

*Services*

In the services industry division from 1986 to 1997, employment in the County increased by 9,135 (21.8%), which is significantly lower than the 50 per-

**Table V-19  
Service Employment, 1986-1997  
Hudson County and New Jersey**

Industry by Two Digit SIC	Hudson County			New Jersey		
	1986	1990	1997	1986	1990	1997
Hotels & Other Lodging Places	833	1,092	1,135	66,695	81,000	73,742
Personal Services	2,074	1,834	1,623	36,109	35,946	39,096
Business Services	13,886	13,246	16,444	240,642	214,062	287,729
Auto Repair, Services & Parking	1,597	1,746	2,186	25,856	29,346	31,196
Misc. Repair Services	892	728	536	12,600	11,970	9,955
Motion Pictures	155	701	1,327	4,126	9,227	11,224
Amusement & Rec. Services	246	447	695	25,527	31,720	37,763
Health Services	14,110	16,709	15,764	211,967	260,360	310,737
Legal Services	1,187	1,273	1,266	28,103	34,154	36,228
Educational Services	1,805	2,050	1,971	28,200	30,327	37,741
Social Services	2,377	2,701	4,084	35,680	46,013	63,515
Museums, Art Galleries, Zoology Gardens	0	12	*	*	*	1,393
Membership Organizations	915	1,412	1,276	1,676	16,054	21,034
Engineering & Mgmt Services	0	3,480	2,619	0	113,247	119,262
Private Households	*	*	119	*	*	5,052
Miscellaneous	1,833	475	*	*	*	3,242
Total Services	41,91	47,906	51,045	731,559	918,406	1,081,264

\* Suppressed Data

Source: New Jersey State Data Center



cent increase statewide, as shown in Table V-19. From a total of 41,910 in 1986, services employment in the County rose to a level of 51,045 in 1997. Services employment fell by 2,316 from 1990 to a level of 45,590 in 1993, primarily due to the recession. The employment trend has reversed direction since 1993, reflecting the increasing need for more business services due to outsourcing and reliance on temporary help agencies and growth in health, personal and educational services by an aging and expanding population as well as increases in school age children due to the baby boom echo.

**Business, Professional and Technical Services**

The region can be expected to benefit from improved conditions of trade in business services as well as in professional and technical services. This is the biggest and fastest-growing area of the U.S. service economy, generating a large U.S. trade surplus. While no comparable data is published regionally, the NY-NJ region is undoubtedly the most important focal point for this trade. Services such as advertising, accounting, management consulting, public relations and other business services represent over 600,000 jobs in the region and \$21 billion in wages. These sectors will benefit from improved conditions for trade and investment, especially in newly industrialized countries.

**Financial Services**

Future growth in the financial services industry is expected. The New York metropolitan area is the nation's foremost foreign banking center with over 450 offices of foreign banks located in the region. Two-thirds of U.S. based foreign bank assets and more than 50 percent of foreign loan activity in the U.S. is located here. Further, the region is a major player in the foreign exchange markets, accounting for 20 percent of

worldwide volume and 73 percent of all U.S. based foreign exchange traders. Financial service firms, including banking, insurance and securities, employ nearly 500,000 in the region. Employment in the 17 County NY-NJ region in the securities industries in 1993 constituted 36 percent of U.S. employment in the sector.

**Telecommunications Services**

The headquarters location of Time Warner, Viacom, AT&T and NYNEX, among others, means that the telecommunications sector is another vital component of the region's economy. Telecommunications plays an important role as an essential input for the conduct of other business activities in a number of services sectors, for example, financial and professional services. Economic growth in the telecommunications services industries is essential to support other segments of the economy.

**Audio-Visual Services**

The New York and New Jersey region is a leader in the media and in the arts. In 1992, the economic impact of this sector regionally was nearly \$10 billion. While no comparable regional figures are published, U.S. audio-visual exports generated some \$17 billion of foreign sales in 1992. Video rental revenues in 1992 reached \$12.2 billion. U.S. companies also hold a prominent place in international cable television investment and programming sales. The audio-visual sector is a large complex sector currently undergoing fundamental changes brought about in particular by rapid technological developments. These changes are causing new interactions between the different components of the industry, generating new audio-visual products and services which reflect the multimedia and interactive approach of the information society. The sustained growth of the audio-vi-

**Table V-20  
Transportation, Communications and Public Utilities Employment, 1986-1997  
Hudson County and New Jersey**

Industry by two digit SIC	Hudson County			New Jersey		
	1986	1990	1997	1986	1990	1997
Local/Urban Passenger Transit	2,484	3,100	2,462	22,784	26,392	28,313
Trucking & Warehousing	17,468	16,259	11,8986	8,188	70,991	60,340
Water Transportation	7,087	5,801	*	15,945	9,954	9,618
Transportation by Air	116	4	*	15,895	16,126	39,750
Transportation Services	2,215	2,757	3,316	10,332	14,768	19,483
Communications	2,187	2,743	*	61,451	63,869	71,691
Electric, Gas & Sanitary Services	2,167	2,041	*	28,669	28,633	24,005
Total Transportation & Public Utilities	33,724	32,715	17,676	223,264	230,733	253,250

\*Suppressed

Source: New Jersey State Data Center, 1999.



**Table V-21  
Class A Office Vacancy Rates, First Quarter 2001  
Hudson County and Northeast Counties**

<b>Geographic Area</b>	<b>Number of Buildings</b>	<b>Total Inventory (sq.ft.)</b>	<b>Available Space (sq.ft.)</b>	<b>Vacancy Rate (percent)</b>
Bergen County	125	17,861,635	1,572,052	8.8
Essex County	72	15,084,081	1,895,420	12.6
<b>Hudson County</b>	<b>43</b>	<b>14,269,806</b>	<b>665,356</b>	<b>4.7</b>
Passaic County	24	2,947,578	681,786	23.1
Union County	25	2,969,358	274,727	9.3

*Source: Sitar-Rutgers Regional Report*

sual sector is set to continue, thereby generating great potential in terms of skilled jobs for the region.

**Health Services**

Health services are the largest private sector employer in New York City. New York City is also a leading center for medical training and treatment. The sector is closely linked to the pharmaceuticals and instruments industries discussed above. The growth of an aging population worldwide as well as new market opportunities in emerging markets bode well for this sector as demand for increasingly sophisticated health services increases worldwide. The growing pace of cross-border hospital exchanges will also generate new opportunities for travel agencies, employment agencies, marketing consultants and telecommunications firms.

**Tourism**

The tourism industry is a very significant regional sector. Tourism incorporates literally thousands of establishments in a cross-section of industries, from restaurants to non-profit cultural institutions. In 1994, the tourism industry accounted for \$744 million in expenditures in Hudson County. There were 16,300 direct employment jobs in tourism and when considering indirect jobs, the figure rises to 24,600. The tourism sector is likely to gain as trade boosts the standard of living around the world.

Tourism is an underutilized resource in Hudson County that has the potential to become a significant economic catalyst. Hudson County has a number of attributes that can become tourist destinations if packaged and marketed appropriately. Many of the ethnic enclaves in Hudson County can be attractive destinations for tourists who wish to experience foreign cultures. Likewise, cultural facilities such as the Statue of Liberty, Ellis Island and the Liberty Science Center are attractive tourist destinations. There is a major interest by the entertainment industry to use County sites for TV and films, particularly the County Courthouse.

The Hudson County Office of Cultural and Heritage Affairs that is within the office of the County Executive provides outreach services and focuses on tourism. In order to maximize the County's tourism potential, the office should focus on a marketing campaign supported by the creation of a tourist information center and a coordinated signage theme identifying local and regional cultural facilities.

Transportation, Communications and Public Utilities

Between 1986 and 1997, payrolls decreased in Hudson County's transportation/communications/public utilities industry division by 16,048 (47.5%) in stark contrast to the State's 9.2 percent gain for the same period (see Table V-20). Much of the County's loss occurred in the transportation component and was due to deregulation within the motor freight industry, higher operating costs and, ultimately, the effects of the 1990-1991 recession.

**Office Vacancy Rates**

A strong indicator of economic vitality is office market vacancy rates for Class A office space. As of the first quarter of 2001, Hudson County had the lowest vacancy rate among the urban counties, as indicated in Table V-21.

**Employment Projections  
County and Municipal Employment Projections**

Hudson County has entered a period of sustained economic growth that is projected to result in large employment gains through 2010. The County's strong employment performance will be generated by an expanding local economy, significant redevelopment, strategic location and supportive government policies. This growth reflects the conversion of the County's economic base from manufacturing to services and coincides with the on-going redevelopment of the Hudson River waterfront. The County's employment is projected to increase by 169,431 to 362,271 in 2010 as shown in Table V-22. This is an 88 percent gain over 1995 employment of 192,840. New Jersey's em-



**Table V-22  
Employment Projections, 1995 – 2010  
Hudson County and Municipalities**

<b>Municipalities &amp; Hudson County</b>	<b>1995 Employment</b>	<b>Projected Employment Increase</b>	<b>2010 Employment</b>	<b>Percent Change</b>
Bayonne	13,639	13,089	26,728	96
East Newark	1,072	0	1,072	0
Guttenberg	1,417	0	1,417	0
Harrison*	5,029	*	*	*
Hoboken	11,616	9,520	21,136	82
Jersey City	68,186	109,730	177,916	161
Kearny	14,503	1,001	15,504	7
North Bergen	20,968	981	21,949	5
Secaucus	36,364	24,166	60,530	66
Union City	7,600	0	7,600	0
Weehawken	6,102	10,440	16,542	171
West New York	6,344	400	6,744	6
<b>Hudson County</b>	<b>192,840</b>	<b>169,431</b>	<b>362,271</b>	<b>88</b>

\* The adopted Waterfront Redevelopment Plan proposes a mix of commercial, industrial, residential and entertainment uses.

Source: 1999 Hudson County Strategic Revitalization Plan

ployment is expected to grow by 1,154,384 or 38 percent to 4,172,024 during this period. Hudson County's employment growth will provide new opportunities for residents and enable it to overcome the continuing loss of manufacturing jobs.

Hudson County's projected employment growth is concentrated in Bayonne, Hoboken, Jersey City, Secaucus and Weehawken. These municipalities are expected to have the largest amount of commercial and industrial development, in square footage, and will account for approximately 98 percent of projected employment gains through 2010. The balance of Hudson County's projected employment growth will be distributed among the seven other municipalities in the County. Harrison, Kearny, North Bergen and West New York are expected to grow by 2 percent to 7 percent through 2010. East Newark, Guttenberg, Harrison and Union City are projected to remain stable although redevelopment may generate employment growth.

**Methodology**

The Hudson County employment projections are based upon jobs resulting from planned non-residential development. Information on non-residential development may be found in the Strategic Revitalization Plan Element and Development Activity Nodes Map.

The methodology for projecting employment growth has two components: commercial development and

industrial development. It was assumed that commercial development would generate one job for every 250 square feet of space and industrial development would generate one job for every 5,000 square feet of space. The employment gains resulting from commercial and industrial development were added together to produce employment projections for each municipality and the County.

The methodology assumes that employment increases will be generated by redevelopment while changes resulting from the expansion of existing businesses, scattered in-fill development and relocation of companies will remain constant. New development proposed by the New Jersey Meadowlands Commission (NJMC) has been included. This method is preferable to other employment models because it is based upon commercial and industrial development that is likely to occur by 2010.

**Comparison With State Employment Projections**

In December 2000, the NJ Department of Labor prepared employment projections for Hudson County that projected a growth rate in total non farm payroll employment of 13 percent from 1998 to 2008. As detailed in Table V-23, all industry sectors except manufacturing show as increase. As expected, the Finance, Insurance and Real Estate sector is projected to have the most growth. The Department of Labor, however, projects significantly less employment than the Hudson County employment projections 275,250



**Table V-23  
Estimate and Projected Employment by Major Industry Group, 1998-2008  
Hudson County**

Industry Title	1998		2008		Change: 1998-2008		
	Number	Percent	Number	Percent	Number	Percent	Amount
Total Nonfarm payroll Employment	243,200	100.0	275,250	100.0	32,050	13.2	1.2
Goods Producing	32,450	13.3	28,450	10.3	-4,050	-12.4	-1.3
Mining	-	-	-	-	-	-	-
Construction	5,100	2.1	5,800	2.1	750	14.5	1.4
Manufacturing	27,350	11.3	22,600	8.2	-4,750	-17.4	-1.9
Service Producing	210,750	86.7	246,850	89.7	36,100	17.1	1.6
Transportation, Comm., Utilities	29,650	12.2	32,100	11.7	2,450	8.3	0.8
Wholesale Trade	23,600	9.7	25,350	9.2	1,750	7.5	0.7
Retail Trade	33,950	14.0	36,900	13.4	2,950	8.7	0.8
Finance, Insurance, and Real Estate	25,800	10.6	36,750	13.3	10,950	42.4	3.6
Services	59,550	24.5	76,500	27.8	16,950	28.4	2.5
Public Sector, with Public Education	38,250	15.7	39,250	14.3	1,000	2.6	0.3

*Source: New Jersey State Data Center*

versus 362,271, respectfully. It should be noted that the Department of Labor projections do not include employment generated by commercial and industrial projects in the development pipeline.

Hudson County has overcome many of the constraints to economic development that limited job creation in the 1980's. The County has made infrastructure improvements to support redevelopment including the upgrading of sewage treatment plants and roads. The most significant infrastructure improvement is the Hudson-Bergen Light Rail Transit (HBLRT) project, which will increase access to the Hudson River waterfront and link redevelopment sites. The County has invested in education, especially Hudson County Community College and the Hudson County Schools of Technology, to upgrade the skills of the labor force. The County has established a \$100 million Affordable Housing Trust Fund and the Hudson County Home Investment Partnerships (HOME) program to create low and moderate income housing. This has enabled the County to provide residents with a broad range of housing options for all income and employment levels.

Hudson County has outgrown its status as an urban frontier and is entering a second, more mature phase of redevelopment. This phase includes a broad range of projects and uses that will diversify the economy and generate employment growth in a variety of sec-

tors. The Hudson River waterfront is being redeveloped with mixed-uses such as hotels, retail, recreation and housing that complement earlier office development. The Hackensack Meadowlands District in Secaucus and North Bergen has developed into an employment center with significant retail, office, warehouse and light industrial uses. Municipalities throughout the County are promoting redevelopment on various scales that will generate employment. Harrison has prepared a large redevelopment plan for the Passaic River waterfront. Bayonne is planning the redevelopment of the Military Ocean Terminal Bayonne (MOTBY). Kearny is also preparing for the redevelopment of the Passaic Avenue and Schuyler Avenue areas.

***Municipal Employment Projections***

The employment projections for each municipality in Hudson County are as follows:

Bayonne

Bayonne is projected to have 2010 employment of 26,728. There are several major redevelopment areas that will generate most of the employment growth, including the former Military Ocean Terminal Bayonne (MOTBY), Bergen Point and parts of Constable Hook. Scattered in-fill development and revitalization of the Broadway Central Business District will also contribute to future employment.

East Newark

East Newark is projected to have 2010 employment of 1,072. This is the same as 1995 employment, indicating economic stability. The Borough's employment performance reflects its fully developed character, lack of vacant commercial or industrial land and the gradual decline of manufacturing activity. Despite job losses in the apparel and textile sectors, the Borough is expected to maintain a strong concentration in manufacturing employment.

Guttenberg

Guttenberg is projected to have 2010 employment of 1,417. This is the same as 1995 employment, indicating economic stability. The Town's employment performance reflects its fully developed character, lack of available commercial or industrial land and the gradual decline of manufacturing activity. The loss of manufacturing jobs has been limited to the textile sector, especially lace manufacturers, that have experienced strong international competition. Redevelopment in the Bergenline Avenue Urban Enterprise Zone (UEZ) may generate employment growth that compensates for continued job losses in the textile sector.

Harrison

The Town's employment performance reflects its fully developed character, the decline of manufacturing and the need for redevelopment in underutilized industrial areas. A redevelopment plan for the Passaic River waterfront, a declining industrial area, has been prepared. Anticipated redevelopment will generate additional jobs that are not currently included in the employment projections.

Hoboken

Hoboken is projected to have 2010 employment of 21,136. This is an increase of 9,520 or 82 percent from 1995 employment of 11,616. The Southern Waterfront Redevelopment Area will generate most of the anticipated employment growth in the City. NJ Transit has proposed a 650,000 square foot office building adjacent to Hoboken Terminal. Scattered in-fill development and redevelopment in other areas of the City will also contribute to employment growth. The anticipated redevelopment along the waterfront will offset the continued loss of manufacturing jobs.

Jersey City

Jersey City is projected to have 2010 employment of 177,916. The City's strong employment growth will be generated primarily by redevelopment activity on the Hudson River waterfront. Several million square feet of office space is planned for the Hudson Ex-

change, Exchange Place North and Colgate redevelopment areas. Significant office development is also planned for Journal Square. Plans for neighborhood revitalization, including Martin Luther King Drive, may boost local employment. The NJMC has targeted the Duffield Avenue and Secaucus Road areas for future industrial development. The City's strong employment projections reflect its success in overcoming constraints to growth.

Kearny

Kearny is projected to have 2010 employment of 15,504. The Town's employment performance reflects scattered in-fill commercial development, redevelopment in the South Kearny Industrial District and growth in warehousing/distribution uses. The Urban Enterprise Zone program has assisted in the retention of small manufacturing firms and will provide significant financial incentives for future employment growth. The NJMC's plans for redevelopment on Harrison Avenue, Barczewski Street and Belleville Turnpike will also contribute to future employment growth. The Schuyler Avenue and Passaic Avenue Redevelopment Areas should also contribute to new employment growth.

North Bergen

North Bergen is projected to have 2010 employment of 21,949. The Township's future employment growth will occur primarily in the Hackensack Meadowlands District. There is a concentration of employment in manufacturing and wholesale trade, which are expected to account for a significant portion of employment growth.

Secaucus

Secaucus is projected to have 2010 employment of 60,530. The majority of the Town's projected employment growth will occur in the Hackensack Meadowlands District. Several million square feet of industrial development are planned for sites in the vicinity of Castle Road, Penhorn Avenue, Secaucus Road, Harmon Meadow, Route 3 and the Warehouse District. Approximately 4,700,000 square feet of commercial development is planned at Allied Junction in the vicinity of NJ Transit's Secaucus Transfer Station. Although the Town's employment is concentrated in the transportation and wholesale trade sectors, most of the projected employment growth is the result of commercial office development at the Allied Junction project.

Union City

Union City is projected to have 2010 employment of 7,600. This is the same as 1995 employment, indicating economic stability. The City's employment per-



formance reflects its fully developed character, the gradual loss of manufacturing firms and the decline of retail activity. Employment losses have been concentrated in apparel and textile manufacturing, inter-urban passenger transport and general merchandise stores. The City has a designated Urban Enterprise Zone, which should boost economic growth and increase future employment. A Special Improvement District was recently established which has proven to be an effective method of boosting retail activity.

Weehawken

Weehawken is projected to have 2010 employment of 16,542. The Township’s strong employment growth will be generated by redevelopment activity on the Hudson River waterfront. Several million square feet of mixed-use commercial development are planned for sites at Lincoln Harbor and Port Imperial. The Township has a significant concentration of employment in the finance/insurance/real estate industries. Employment growth in the securities and commodities brokerage sectors is expected to continue.

West New York

West New York is projected to have 2010 employment of 6,744. The Town’s employment growth will be generated by redevelopment along the Hudson River waterfront. The Roseland Properties mixed-use development will include approximately 100,000 square feet of commercial space. The Town has an Urban Enterprise Zone on Bergenline Avenue, which should boost economic development and employment growth.

**Implementation Plan**

***Jobs Generation and Retention***

The changing employment market and the “skills gap” must be addressed to meet the future employment needs of the County and the region. Improved job training and retraining skills are essential in Hudson County to reduce unemployment and provide a trained workforce that will meet industry demands, particularly as the County’s employment base continues to shift from the manufacturing sector to the service sector. As manufacturing jobs disappear, industry workers must either follow jobs to new locations or retrain for jobs that are available in Hudson County. Future growth is expected in managerial, service and technical fields.

Action Strategy

1. Provide stronger support for ESL, GED and adult education programs to provide a better educated population and workforce.

2. Encourage the active participation of the local businesses in establishing the curriculum for County high schools, the Hudson County Schools of Technology and colleges to ensure that graduates are trained in the skills required by local businesses.
3. Support efforts to expand the capacity of post-secondary schools, literacy programs and comprehensive employment services to address the needs of adult workers.
4. Support efforts to provide affordable child care, particularly for low-income people.
5. Promote local business involvement in workforce training programs to ensure that workers are trained to have the specific skills needed by local businesses.

***Unemployment***

While employment opportunities in Hudson County, which declined by 29,100 between 1989 and 1992, have started to increase, Hudson County still has a significant number of unemployed workers. The County’s unemployment rate is consistently above the State’s largely due to the continuing long-term erosion of the County’s manufacturing base.

To help reduce unemployment in the County, the U.S. Department of Labor has designated Jersey City, North Bergen, Union City and West New York as labor surplus areas. This designation allows companies located in these municipalities to receive preference in targeting federal procurement contracts. Increasing job opportunities through economic growth and improved workforce training will improve the quality of life in Hudson County.

Action Strategy

1. Encourage new nonresidential development to create new jobs and reduce unemployment.
2. Provide technical support for small businesses to secure federal procurement contracts.
3. Provide funding for investment in technological improvements to make existing businesses more competitive.
4. Encourage capital formation in Hudson County businesses by providing financing for start up or expansion costs.
5. Involve financial institutions in the expansion and creation of businesses.



***Economic Base***

Although manufacturing is less dependent on urban locations than it formerly was, some industries remain tied to those locations. For instance, large urban counties have retained much of their share of employment in the printing industry because of the bulky nature of printing products and the need to deliver those products in short times. The transportation and instrument industries also remain attracted to urban counties. High technology firms need access to large supplies of skilled labor, institutes of higher education and research facilities which are usually found in major urban areas.

In addition, urban counties have a competitive advantage in wholesale and retail trade, finance, insurance and real estate, and service industries. Economic development efforts in Hudson County should target those industries that have a competitive advantage, including printing and publishing, transportation, apparel (fashion design wear and product finishing), industrial machinery manufacturing, electric/electronic and computers, chemicals and pharmaceuticals and instruments.

Action Strategy

1. Encourage technological improvements (e.g. computers, telecommunications, fiber optic wiring) which will attract and retain high technology businesses.
2. Create an economic development network by coordinating local efforts with those of regional entities including Public Service Electric & Gas, New Jersey Economic Development Authority, and the Council for Urban Economic Development.
3. Coordinate and market sites that are appropriate for general types of uses such as office parks for finance and insurance businesses, industrial parks for manufacturing uses, research parks for high technology uses and shopping centers for retail uses.
4. Improve product markets by coordinating linkages between targeted manufacturers (apparel, food and textiles) and retailers/wholesalers.
5. Encourage the creation of specialty districts, such as a garment district, textile district or food district, to improve product markets through greater efficiencies and contacts.

***Trade***

International competition and the opening of global markets has made foreign trade a necessity for the long-term economic health of the United States. Foreign trade, however, requires an investment of time

and resources that is beyond the capacity of most small businesses. Hudson County has a natural entry into the global marketplace because of its location and its population. The County has access to international markets through its proximity to both ports and airports. In addition, with over 30 percent of the County's residents being foreign-born, Hudson County's population provides a direct link to global markets.

Action Strategy

1. Establish an International Trade Program (ITP) in partnership with Port Authority to assist small businesses in Hudson County in establishing global markets.
2. Improve product markets by coordinating linkages between manufacturers and retailers/wholesalers.
3. Capitalize on the County's demographic diversity by providing technical and financial support to residents to create trade linkages with foreign countries.
4. Encourage the creation of new Foreign Trade Zones (FTZ's) and consider locations such as Port Jersey, South Kearny and Marine Ocean Terminal.

***Tourism***

Tourism is an underutilized resource in Hudson County that has the potential to become a significant economic catalyst. Hudson County has a number of attributes that can become tourist destinations if packaged and marketed appropriately. Many of the ethnic enclaves in Hudson County can be attractive destinations for tourists who wish to experience foreign cultures. Likewise, cultural facilities such as the Statue of Liberty, Ellis Island and Liberty Science Center are attractive tourist destinations. With Manhattan's hotels at maximum capacity, Hudson County is a natural location for new hotels. In addition, tourism in the County would benefit from the development of a convention center to provide a location for convention activities.

Action Strategy

1. A tourism effort should be coordinated at the County level through a marketing campaign and the creation of a tourist information center.
2. Establish a coordinated signage theme identifying local and regional tourist attractions.