



ANNUAL

**20
24**

REPORT

2024

Welcome



Breaking ground on NARTP Building #2 are, from left to right, the ACEA's Max Slusher, Lauren Moore, Francine Palumbo and Noel McGuire.

As we reflect on the accomplishments of 2024, it is with great pride and gratitude that we share this Annual Report highlighting another remarkable year for the ACEA. Together, we made incredible strides in advancing economic development in Atlantic County through innovation, collaboration, and a shared commitment to creating a lasting impact for our communities.

This year, our achievements have spanned a wide range of initiatives. From attracting groundbreaking companies to the Aviation Innovation Hub and the National Aerospace Research and Technology Park (NARTP) to repairing homes in the Ducktown neighborhood of Atlantic City, the results speak for themselves. Through our collective efforts, the ACEA has positioned Atlantic County as an evolving hub of opportunity and innovation.

A significant driver of our success in 2024 was our ability to secure over \$10 million in grants and government funding, allowing us to amplify and accelerate our impact. Careful management of these grants has been essential, and we owe a special thanks to Dr. Pat Gentile, Mike Rennick, and Roxanne Tosto, whose tireless work and expertise are instrumental in helping us secure and oversee

these resources. With the approval and guidance of the ACEA Board of Trustees, these funds are allocated strategically, and innovative new opportunities are found to bring value to our region.

These funds fueled key projects such as the newly launched construction of Building #2 at NARTP, which will further enhance the research and development capacities of the "Highway in the Sky" initiative. We also made progress in drafting municipal economic development master plans, revitalizing neighborhoods in Atlantic City, and supporting our military veterans as they transition into careers as drone pilots—a truly rewarding initiative.

Each achievement is only possible with the collaboration of developers, government officials, and community leaders. We are especially excited to witness the momentum surrounding our efforts to secure permits and approvals for over 3 million square feet of new space at the Atlantic City International Airport. This project represents a significant leap forward in positioning the region as a global technology hub.

Looking ahead to 2025, we remain steadfast in our vision to empower Atlantic County's 23 municipalities with tools, resources, and support to further their economic growth. To our members, your economic support is the backbone of our organization. To the Board of Trustees, your unwavering dedication and guidance fuel our every decision. And to our partners—elected officials, developers, and collaborators—your contributions play a pivotal role in shaping our shared success.

We are inspired by the progress in 2024 and the partnerships that have driven it. Together, we are showing the world that Atlantic County is a great place to invest in and a great place to thrive.

Here's to dreaming big and achieving even more in 2025!

With sincere gratitude,

The ACEA Team

Lauren H. Moore, Jr.

Noel McGuire

Max Slusher

Francine Palumbo

2024 ACEA Leadership

The ACEA is governed by an independent Board of Trustees who represent a variety of business and community interests and is supported by private sector investors with partial funding from the Atlantic County Utilities Authority.



Michael Viscount, Esq.
Chairperson
Partner, Fox Rothschild



Matthew DeNafo
Treasurer
President, Atlantic County Utilities Authority



Wendy Bartlett
Secretary
Senior Vice President, Fulton Bank



Brett Matik
Past Chairperson
President, Harrison Beverage



Rick Ricciardi
Vice Chair
President, Marathon Engineering



Leo Schoffer, Esq.
Chairman Emeritus
Managing Partner, Schoffer Enterprises



Dr. Joseph Bertolino
President,
Stockton University



Dr. Barbara Gaba
President,
Atlantic Cape Community College



Vito Pantilione
President & CEO,
Parke Bank



Bob Bucknam, Jr., Esq.
Partner, Archer Law



Linda Gilmore
Chief of Staff/Public Information Officer,
Atlantic County Government



Chuck Wescott
Somers Point Business Association, Member Advisor



Kenneth J. Calemno, Jr.
COO, Cooper Levenson



Matthew Levinson
Government Relations Officer,
AtlantiCare



David Zappariello
Director of Communications,
South Jersey Transportation Authority



Keith Davis, Esq.
Partner,
Nehmad Davis & Goldstein



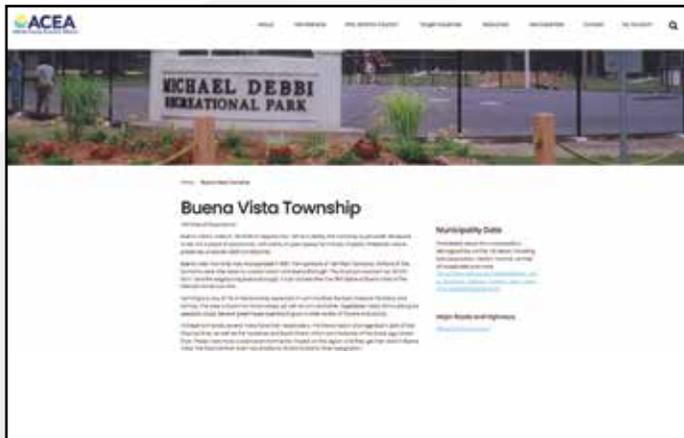
Mitch Zitomer
Past Chairman,
Greater Atlantic City Chamber

AtlantiCare's Vision 2030

AtlantiCare's Vision 2030, led by President and CEO, Michael Charlton, is an ambitious six-year strategic initiative redefining how healthcare is delivered both locally and beyond. This comprehensive plan focuses on four key pillars: Serving Community, Workforce Excellence, Accelerating Transformation, and Expanding Market Access. AtlantiCare is making significant investments to improve community health and wellness by addressing social determinants of health, advancing medical education, and adopting cutting-edge technologies. Through partnerships with esteemed organizations such as Oracle, Cleveland Clinic Cancer Institute, Global Neurosciences Institute, and Drexel University College of Medicine, Vision 2030 seeks to



enhance patient outcomes, streamline operations, and shape the future of healthcare. With innovation at its core, Vision 2030 underscores AtlantiCare's commitment to creating a healthier future for our region.



Municipal Assistance Websites and Eco Master Plans

The ACEA maintains data pages for each municipality in Atlantic County on ACEANJ.com to reflect recent developments across the region. The pages highlight the unique features of each municipality, Census data, key available properties, and more. New municipality pages in 2024 included:

- Buena
- Buena Vista Township
- Folsom
- Port Republic
- Weymouth

Workforce Development

The Atlantic County Economic Alliance (ACEA) commends Fran Kuhn, the Executive Director of the Atlantic County Workforce Development Board, along with his staff, for their exceptional work. Both the ACEA and the Workforce Development Board understand the crucial importance of workforce development in strengthening the region's economy.

With the presence of Atlantic City International Airport, the FAA William J. Hughes Technical Center for Advanced Aerospace, and the 58-acre National Aerospace Research & Technology Park, the aviation industry is a key driver of economic growth and job creation in the Atlantic County region and beyond. Investing in workforce development initiatives that provide individuals with the skills and training needed to succeed in aviation-related fields helps to ensure a

strong pipeline of talent for local businesses and supports the long-term sustainability of the industry. By prioritizing aviation-related workforce development, the ACEA is taking a proactive approach to fostering economic growth and prosperity.



Fran Kuhn (left), Executive Director of the Atlantic County Workforce Development Board with Max Slusher and Lauren Moore.

Battelle Fuels Atlantic City Teens' STEM Dreams with \$30K Grant Infusion

Inner City Youth

The ACEA is partnering with the Boys and Girls Club of Atlantic City to offer inner-city youth an opportunity to learn about careers in aviation. This initiative has been made possible by two generous grants totaling \$70,000 from Battelle, a private non-profit applied science and technology development company. Through this collaboration, young people in Atlantic City have access to a range of educational resources and hands-on experiences that will prepare them for future employment opportunities in the aviation industry.



High School

The Aviation Studies program at the Atlantic County Institute of Technology offers an excellent opportunity for high school students interested in pursuing a career in aviation. The curriculum has been developed by Embry-Riddle Aeronautical University, the leading institution specializing in aviation and aerospace. This program provides students with the chance to earn up to 18 college credits and covers various aspects of aviation, including aviation history, safety, aircraft design, and maintenance.



Veterans

Thanks to \$150,000 in federal funding from U.S. Senator Cory Booker, the ACEA partnered with Atlantic Cape Community College to provide military veterans with training to operate drones across a variety of industries. The program offered hands-on training in drone piloting, aerial photography and videography, drone mapping, and drone maintenance. It also included classroom training on FAA regulations, safety procedures, and industry-specific applications of drone technology.



College

The Aviation Studies Program at Atlantic Cape Community College is a comprehensive program that prepares students for a career in the aviation industry. The program offers both degree and certificate options, providing students with the flexibility to choose the course of study that best suits their career goals. With a focus on hands-on training and real-world experience, students in the program gain practical skills in aviation maintenance, avionics, and air traffic control.

Aviation Training Academy of the Future

The ACEA, in collaboration with the 305th Maintenance Group at Joint Base McGuire-Dix-Lakehurst and Embry-Riddle Aeronautical University, launched an initiative called the "Aviation Training Academy of the Future" at Atlantic City International Airport. The academy will be located in a 40,000-square-foot facility, outfitted with innovative technology and equipment. This will allow students to gain hands-on experience using Virtual Reality and Augmented Reality teaching methods in aircraft maintenance, repair, and technology. The curriculum at the academy will focus not only on traditional aviation maintenance and repair but also on future technologies, including drones, electric engines, autonomous aircraft, and Advanced Air Mobility vehicles (commonly referred to as flying cars).



CDCs Redevelop Four Neighborhoods

The ACEA is working with Atlantic City's Community Development Corporations (CDCs) to make strides in neighborhood revitalization through innovative and collaborative efforts.

With millions of dollars in support from tax credits acquired by the ACEA and purchased by Fulton Bank and Parke Bank, city officials, and the Ducktown, Chelsea, Midtown, and Inlet CDCs have leveraged programs like the Neighborhood Revitalization Tax Credit (NRTC) and the Neighborhood Preservation Program (NPP) to launch transformative projects. From creating functional public spaces to adding vibrant murals and decorative planters, these initiatives are enhancing community pride while addressing critical urban challenges. Notable accomplishments include the Chelsea CDC's transformation of a barren corner into S. Dover Avenue Park, Ducktown CDC's ribbon-cutting ceremony for Arctic and N. Mississippi Avenues, and the Inlet CDC's Hydrangea 2.0 project, which paired businesses with custom planters to beautify storefronts in partnership with the Atlantic City Arts Foundation.



These improvements go beyond aesthetics by fostering stronger community ties and promoting local engagement. Midtown CDC's public events brought influential attendees to celebrate the progress, while cultural contributions like the "Seaside Symmetry" mural symbolize the city's renewed vibrancy. With backing from local philanthropists, businesses, and institutions like AtlantiCare and Atlantic Cape Community College, the CDCs are reimagining Atlantic City's neighborhoods as thriving hubs of culture and commerce. Through monthly collaboration and shared vision, these organizations are setting a precedent for sustainable urban development while preserving the city's unique character.



FLYING
MODERN FLYING

DOD Officials Approve East Coast UAS and AAM Test Corridor

Government agencies are developing a prototype testing and evaluation corridor for unmanned aerial systems (UAS) and advanced air mobility (AAM) technologies.

FAA Strategic Partnership/FAA Laboratory

One great feature of being a tenant at the National Aerospace Research & Technology Park (NARTP) is proximity and access to the William J. Hughes Technical Center for Advanced Aerospace, especially its 30+ state-of-the-art laboratories that provide unique capabilities. Recently, the Center initiated a program offering industry access to these labs for certain mutually beneficial research projects. Ranging from Human Factors and Cockpit Simulation to Aviation Fuels Research, the Technical Center for Advanced Aerospace is the epicenter of an invaluable potential resource for researchers from industry, academia, and other government entities. Partnering enables the agency to share its laboratory infrastructure and subject matter expertise with other federal and non-federal entities to advance broader national objectives while sustaining core FAA mission performance. Interested entities work with FAA technical points of contact and FAA laboratory owners to define their requirements and objectives to develop a partnership.



Dual-Use UAS/AAM Test and Evaluation Range

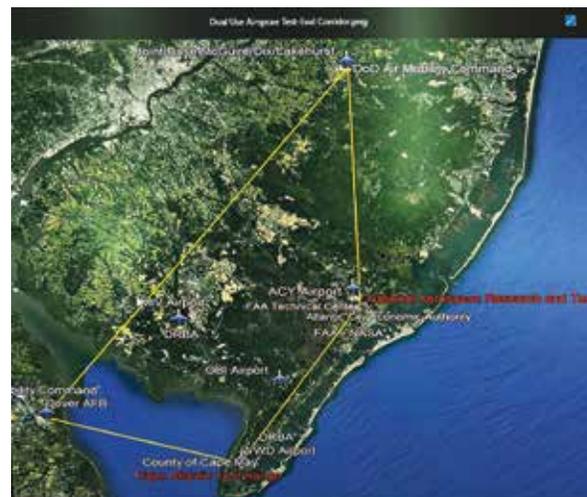
The ACEA and the NARTP entered into a Cooperative Research and Development Agreement (CRADA) with the U.S. Transportation Command (USTRANSCOM). USTRANSCOM is responsible for providing the Department of Defense with transportation by air, land, and sea during both times of peace and war.

Under the CRADA, the three organizations are working in partnership to develop a dual-use (civil/military) "Highway in the Sky" to test and evaluate Unmanned Aerial Systems (UAS/drones) and Advanced Air Mobility (AAM) technologies. (See AAM description below.)

The UAS/AAM Test Range aims to connect Joint Base McGuire-Dix-Lakehurst in New Jersey with Dover Air Force Base in Delaware. A proof-of-concept "Command Center" for the Test Range is currently under development. Both the Command Center and the UAS/AAM Test Range are anticipated to become operational in 2025.

"Establishing the nation's only civil/military UAS/AAM Test Range will attract new jobs and research and development, supporting both civil and military applications of these emerging aviation technologies," said Lauren Moore, President of the ACEA.

AAM is an air transport system concept integrating new, transformational aircraft designs and flight technologies into existing and modified airspace operations. The objective of AAM is to move people and cargo between places more effectively, especially in currently underserved local, regional, urban, and rural environments. The AAM concept creates innovative, yet cost-effective aircraft with a low carbon footprint. Many AAM vehicles are highly automated and designed to navigate from point-to-point without a human operator aboard. Most of the designs fall into one or more of these types: Electric Vertical Take-Off and Landing (eVTOL); Electric Conventional Take-Off and Landing (eCTOL); and Small Unmanned Aircraft Systems (sUAS).



Airfield Autonomy Initiative (AAI)

AAI is a \$2.25 million initiative led by the National Aerospace Research and Technology Park (NARTP), the ACEA, the National Center for Manufacturing Sciences, and the U.S. Air Force Air Mobility Command. This initiative challenges industry to develop autonomous vehicles that can operate safely and securely in airport environments. Key areas of focus for AAI include foreign object debris (FOD) detection, lawn mowing, perimeter detection and security, as well as command and control systems.

In August, NARTP hosted a successful three-day conference with AAI stakeholders, including representatives from the Air Force, the FAA, and participating companies. As part of this program, southern New Jersey is becoming a significant region for research and development of autonomous vehicles. More AAI testing is scheduled to take place at the Atlantic City International Airport Smart Airport Testbed in spring 2025.



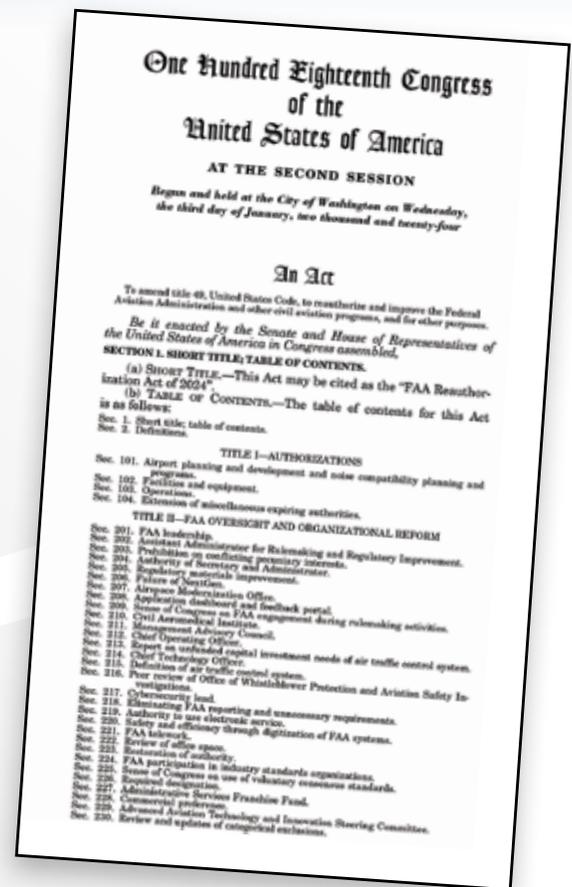
Federal Aviation Administration

FAA Reauthorization Act \$140M Competition

The ACEA has an exciting opportunity related to the FAA Reauthorization Act, which was signed into law by President Biden on May 16, 2024. One notable feature of this Act is the renaming of the FAA Technical Center to the William J. Hughes Technical Center for Advanced Aerospace. Additionally, Section 961 of the Act mandates the establishment of a "Center for Advanced Aviation Technologies" somewhere in the United States by September 30, 2026. This new center will receive \$140 million in funding over four years.

The FAA will make its locational decision based on eight criteria, which require the ACEA and NARTP to form a broad consortium of stakeholders from government, academia, and industry to compete for this center.

The center will be tasked with developing an airspace laboratory and flight demonstration zones, establishing testing corridors to validate air traffic requirements for Advanced Air Mobility (AAM), and drafting operational procedures for the integration of AAM vehicles into the National Airspace System.



"NARTP and the ACEA have partnered with one of our tenants, Applied Research Associates, to enter this competition," said Howard Kyle, President of NARTP. "We are building a strong consortium and will make a very compelling case that our region is well-suited for this important R&D activity."

Smart Airport Testbed

Clients of the ACEA, along with NARTP tenants and partners, have been using the Smart Airport Testbed at Atlantic City International Airport (ACY). This Testbed provides an ideal environment for companies to conduct research and development (R&D) in a real-world airport setting. In 2024, Beta Technologies took advantage of ACY to test and showcase its advanced electric-powered ALIA aircraft. Additionally, in spring 2025, ACY will host companies involved in the ACEA and NARTP's \$2.25 million Airfield Autonomy Initiative.



Transformational Development: The Atlantic County Logistics Center

Industrial Realty Group (IRG), based in Los Angeles, CA, has secured a lease to develop the Atlantic Logistics Center on approximately 400 acres at Atlantic City International Airport (ACY), adjacent to the main runway. This project will encompass up to 2.6 million square feet of space and is designed to be developed in phases. The initial phase includes infrastructure required to support multi-modal transportation, including air, rail, and trucking logistics. IRG is additionally supporting the ACEA's efforts to include an aeronautics training academy into the project, given availability of funding for the academy.

Currently, the approximately 400-acre site for the Atlantic Logistics Center is in the environmental permitting phase. Once fully operational, the Atlantic Logistics Center is expected to create more than 1,500 jobs.

"We sincerely appreciate all that Atlantic County government and the ACEA have done to facilitate this project," said Stuart Lichter, President of IRG. **"Our vision is for the Atlantic Logistics Center to create a successful, private, industrial logistics center, which will facilitate job creation and the diversification of the Atlantic County economy. It has the potential to become a world-class incubator for air-related and other industry innovators."**



THE PRESS OF ATLANTIC CITY

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Electric plane flight at Atlantic City International Airport showcases 'future of aerospace'



Beta Technologies Demonstration

The ACEA, NARTP, and BETA Technologies hosted an exclusive event at Atlantic City International Airport (ACY), spotlighting advancements in aerospace. Attendees, including professionals, policymakers, and aviation enthusiasts, were treated to a preview of BETA Technologies' groundbreaking all-electric ALIA aircraft, a major step forward in sustainable aviation.

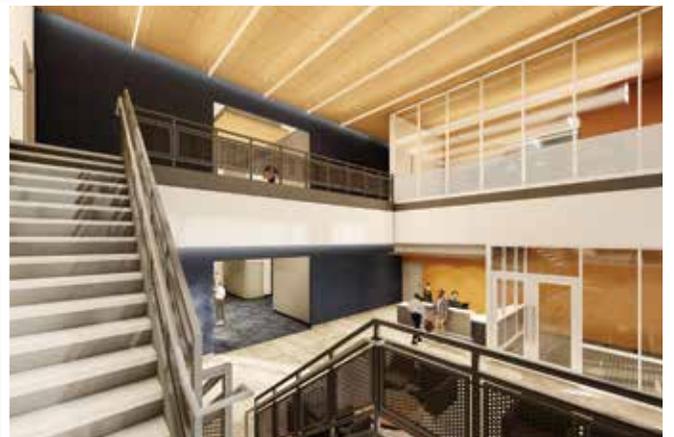
Lauren Moore, President of the ACEA, praised the event for showcasing the transformative potential of electric aviation and reaffirmed Atlantic County's commitment to fostering innovation in the aerospace sector.

The collaboration between the ACEA, NARTP, and BETA Technologies exemplifies the region's role as a leader in Advanced Air Mobility (AAM). BETA's efforts to electrify air transportation extend beyond aircraft, with a growing network of charging infrastructure supporting sustainable transit solutions. The ALIA aircraft, proven in military exercises, represents a pivotal milestone in reshaping air travel and logistics. As BETA moves closer to commercial deployment, initiatives like this event highlight the economic and environmental benefits of investing in AAM, aligning with New Jersey's vision to drive aerospace innovation and create high-paying jobs in the state.



NARTP BUILDING #2 UPDATE

The ACEA, NARTP, and the Atlantic County Improvement Authority (ACIA), announced a \$14.3 million construction contract with TN Ward Company for Building #2 in New Jersey's Aviation District. This 40,000-square-foot facility marks a pivotal step in advancing aviation research and innovation, supported by an \$8.6 million investment through the New Jersey Economic Development Authority's (NJEDA) Strategic Innovation Center Program. NJ State Senator Vince Polistina and Atlantic County Executive Dennis Levinson emphasized the project's potential to drive economic growth, create high-paying jobs, and solidify Atlantic County as a hub for aviation technology.





Building #2 will enhance NARTP's campus, offering high-speed connectivity to the FAA William J. Hughes Technical Center for Advanced Aerospace and supporting advancements in Unmanned Aircraft Systems (UAS) and Advanced Air Mobility (AAM). With strong interest from potential tenants and construction oversight from the Atlantic County Improvement Authority (ACIA), this state-of-the-art facility will strengthen the region's position as a leader in the aerospace industry.



Construction on Building #2 at NARTP began in January 2025. The building is expected to be ready for occupancy in Spring 2026.

Welcome New NARTP Tenants



ARA

The National Aerospace Research and Technology Park (NARTP) proudly welcomes its latest tenants. These organizations bring expertise in advanced aerospace technology, research, and development, enhancing our mission to foster groundbreaking advancements.



Quecon

By joining the NARTP ecosystem, tenants gain



Signature Science

unparalleled access to FAA-compliant testing facilities, data feeds, and collaborative opportunities with leaders in industry, government, and academia. This synergistic environment empowers them to push the boundaries of aerospace innovation and create solutions that revolutionize the industry.

Through their contributions, our new tenants play a pivotal role in advancing safety, sustainability, and efficiency in aviation. Their projects align with NARTP's core values of collaboration and excellence, further solidifying our reputation as a premier destination for aerospace innovation. Together, we are shaping a brighter future for the aerospace industry.

We extend a warm welcome to our newest NARTP tenants including:



The exercise integrates a fleet of drones to expedite emergency response to harbor fires and fuel spills.

Aviation's Role in Public Safety

Demonstrating that southern New Jersey is a growing hub for air mobility technology and innovation, the ACEA and NARTP organized, planned, and hosted an exercise highlighting aviation's growing role in public safety. Using a state-of-the-art drone donated by the ACEA, the Atlantic City Fire Department, Atlantic City Police Department, the United States Coast Guard, and the New Jersey State Police Marine Services Bureau, along with aviation experts from American Aerospace Technologies Inc. and AeroDefense, demonstrated how drones can be used to respond to a simulated harbor fire and resulting oil spill. This successful demonstration took place at historic Bader Field at the southern end of Atlantic City.



Airport Hotel and Business Center

Leo Schoffer, President of Schoffer Enterprises, is building a four-story, 111-room hotel with meeting space, restaurants, and other amenities inside the Aviation District on Delilah Road. As aviation-related businesses relocate to Atlantic County, they attract visiting scientists and technicians worldwide, and the hotel will provide overnight and extended-stay accommodations. Site-development plans have been approved by Egg Harbor Township and construction of the project is expected to begin in 2025.

"We believe this hotel development will be followed by more private-sector investment that will build on the foundation of a booming regional aviation industry that we mark today."
 – Leo Schoffer, President, Schoffer Enterprises



September 13, 2024

With ACEA's Support, Beyond Aviation Soars into Atlantic County - New Flight School launches at Atlantic City International Airport

Beyond Aviation

Beyond Aviation, a leading New Jersey flight school, launched a new base of operations at Atlantic City International Airport in 2024, marking an exciting addition to Atlantic County's growing aviation and aerospace ecosystem.

The ACEA played a pivotal role in attracting the company, showcasing the region's strategic importance and commitment to fostering innovation and economic diversification. Known for its excellence in flight training, charter services, and aircraft management, Beyond Aviation is poised to contribute to the local economy while bringing top-tier aviation services to the area.

Lauren Moore, President of the ACEA, emphasized the significance of this partnership, highlighting the alignment with the region's goals of innovation, job creation, and economic growth.

Bill Diamond, CEO of Beyond Aviation, expressed excitement about expanding operations in Atlantic County, citing the community's support and the robust aviation infrastructure as key factors in the decision. With this collaboration, Atlantic County continues to solidify its status as a premier destination for aviation and aerospace companies, while Beyond Aviation aims to spread the joy of flying and enhance the region's economic landscape.



Active

- \$5,000,000 - State and Local Fiscal Recovery Funds (SLFRF) Program for NARTP Building 2 Construction
 - \$1,850,000 - State Budget Appropriation (\$1,050,000 for the ACEA) (\$800,000 for NARTP)
 - \$990,900 - Ducktown Revitalization Tax Credit Program
 - \$499,950 - Atlantic City Food Security – Ducktown and Communities Revolutionizing Open Public Spaces (C.R.O.P.S.)
 - \$50,000 - Somers Point Neighborhood Revitalization Tax Credit
- \$8,390,850 - Total Active in 2024**

Completed

- \$1,000,000 - Statewide Planning Grant
 - \$521,000 - Ducktown Neighborhood Revitalization Tax Credit Program
 - \$250,000 - State Appropriation to the ACEA for Economic Diversification FY2024
 - \$150,000 - Veterans Drone Apprenticeship Training Program
 - \$30,000 - Battelle Grant for the Boys and Girls Club Drone Program
- \$10,341,850 - Total Managed in 2024**

Pending Approval

- \$8,600,000 - Investment in NARTP Building #2, New Jersey Economic Development Authority Strategic Center Program
 - \$1,800,000 - Real Estate Renovations Program, Congressionally Directed Spending (Senator Booker)
 - \$1,000,000 - Economic Development Initiative Congressionally Directed Spending (Congressman Van Drew)
 - \$992,750 - Ducktown Neighborhood Revitalization Tax Credit Program for FY2025
 - \$500,000 - U.S. EDA Atlantic City Small Business & Entrepreneurship Training Program
- \$12,892,750 - Total Pending**

The ACEA is committed to responsible management of the organization’s financial resources, maintaining a core budget for 2025 that aligns with the budgets from 2024 and 2023. The ACEA closely monitors expenses while actively seeking to increase revenue. Notably, the ACEA pursues and secures grants, using these funds to hire subject matter experts who contribute to the organization’s economic development goals. Whenever possible, the ACEA bills each grant to recover administrative costs. As a result, the ACEA has significantly expanded its economic development efforts while generating the necessary resources to cover associated administrative expenses.

Like many agencies funded by government grants and appropriations, the ACEA is required to be audited annually. Attaining a “clean” audit aligns with our goals of good governance, financial compliance, and internal controls.

On November 8, 2024, certified public accounting firm Ford, Scott & Associates LLC released a 2023 audit on the ACEA’s financial operations. The auditors’ opinion states:

“We have audited the accompanying financial statements of the Atlantic County Economic Alliance, Inc., (a nonprofit corporation) which comprise the statements of financial position as of December 31, 2023, and 2022, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.”

“In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Atlantic County Economic Alliance, Inc. as of December 31, 2023, and 2022, and the changes in its net assets and cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.”

For the seventh year in a row, the ACEA attained a “clean” audit, reflecting the time and attention the financial team spends to ensure that resources are properly received, accounted for, and expended.

The ACEA had a record year for new members, thanks to Ken LeFevre, who leads our membership efforts. In 2024, the ACEA welcomed 12 new members. Our grateful thanks to our existing members and a warm welcome to our new partners, including:

- American Water
- Atlantic County Workforce Development Board
- Casino Reinvestment Development Authority
- City of Northfield
- City of Pleasantville
- City of Somers Point
- Colliers Engineering and Design
- Comcast
- Hamilton Township
- Horizon BC/BS
- Renati Solutions
- TN Ward Company



Meet the Lenders

The Small Business Lending Event on April 26 at Atlantic Cape Community College (ACCC), a collaboration between the ACEA and ACCC, was created to empower small businesses in Atlantic and Cape May counties by connecting them with essential funding sources and support services.

Recognizing the vital role small businesses play in driving local economic growth, the ACEA and ACCC developed this event to bridge the gap between entrepreneurs and financial institutions. By bringing together top regional banks and business support organizations such as the NJ Economic Development Authority and Cape May County BizHub, the event offered a unique platform for networking, learning, and strategic planning.

This initiative underscores the shared commitment of the ACEA and ACCC to foster economic innovation and create opportunities for small businesses to thrive.



2024 Small Business Government Purchasing Event

The Small Business Government Purchasing Event, hosted by the ACEA and the New Jersey Small Business Development Center (NJSBDC) at Stockton University's Atlantic City Campus on October 29, empowered local entrepreneurs by providing invaluable insights into government procurement opportunities.

The event attracted small business owners from Atlantic County and beyond, fostering a dynamic environment of learning and networking. Featuring keynote speakers and procurement professionals like Anthony Miller from the Port Authority of New York and New Jersey, the event equipped attendees with practical strategies for navigating government contracts.

The ACEA President Lauren Moore highlighted the event's impact in promoting business growth and diversification, while NJSBDC Regional Director Mark Rizzo emphasized its role in fostering connections and expanding opportunities for local businesses. By uniting a diverse group of entrepreneurs and decision-makers, the event underscored the ACEA's commitment to driving economic development and supporting the success of small businesses in the region.



The ACEA's partnership with Performance Marketing (PM), serving as both an in-house and out-of-house marketing agency, provides significant value across multiple facets of marketing. Through this collaboration, PM manages marketing strategy and budgets, develops key messaging, supports public relations efforts, maintains the ACEA website, and coordinates special events.

Public Relations

PM supports the ACEA's public relations efforts to increase awareness locally and nationally. Additionally, PM assists with guest column messaging and plays an integral role in organizing and executing press conferences at NARTP. In 2024, these ongoing publicity efforts led to several successful campaigns, resulting in millions of media impressions across numerous media outlets.

- **Atlantic City CDCs Celebrate Collaborative Neighborhood Redevelopment Efforts** – March 2024
- **The ACEA and Atlantic Cape Community College Team Up to Launch Free Small Business Lending Event** – April 2024
- **Battelle Fuels Atlantic City Teens' STEM Dreams with \$30K Grant Infusion** – April 2024
- **The Atlantic County Economic Alliance (ACEA) is excited to join the Boys and Girls Club's "Let's Get Cookin'" event** – April 2024
- **The ACEA, BETA Technologies, and NARTP Showcase Pioneering Aerospace Innovations and Sustainable Aviation at Exclusive New Jersey Event** – July 2024
- **The ACEA and CROPS Partner to Launch Innovative Farm Share Project in Atlantic City** – September 2024
- **Construction Contract Awarded for Building #2 in New Jersey's Aviation District** – October 2024
- **Small Business Government Purchasing Event Empowers Local Entrepreneurs** – October 2024



NARTP Building #2 Marketing Plan

As construction for NARTP Building #2 gets underway, the focus has shifted to launching a comprehensive marketing campaign to recruit tenants when the building opens in 2026. The program includes national publications, national aviation events, a selection of digital marketing techniques, and a redesigned website for NARTP. The campaign begins in January 2025.



Small Business Government Purchasing Event

The Small Business Government Purchasing event is part of ACEA's ongoing effort to engage the Atlantic County business community. Marketing activities included media relations, a comprehensive social media campaign, and multiple advertising mediums to reach small business owners throughout the region to learn about securing government contracts.



BETA Demonstration

The marketing efforts for the BETA demonstration event focused on generating awareness and driving attendance through multiple channels. A native email campaign, social media campaigns, and digital marketing tactics were instrumental in reaching aviation professionals and regional business leaders. Additionally, partnerships with local media outlets amplified the event's reach. The promotional efforts ensured strong visibility, leading to significant event engagement, including media interviews and a successful showcase of the aircraft.



2024 Marketing Tactic Report



Social Media

In 2024, the ACEA focused on expanding its social media marketing program, generating a 1,300% increase in Facebook impressions compared to 2023. The LinkedIn program generated 325,000 additional impressions in 2024.



Website Management

In addition to the daily management of the ACEA website, PM garners additional value from the digital property by creating unique landing pages for key events and projects, including the Small Business Lending Event, \$18 million Aerospace Innovation Center, and free workshops like Homebuying and the Let's Get Cookin' Cook-Off Event.



Email Campaigns

The ACEA sent 24 emails in 2024, receiving a 45% open rate and 6.5% click-through rate, on average, generating results well beyond industry benchmarks.

The Rejuvenation of the Atlantic City Rail Line

The Atlantic City Rail Line Coalition (ACRC) is a joint task force of the Greater Atlantic City Chamber of Commerce and the Atlantic County Economic Alliance working closely with New Jersey Transit (NJT) to foster solutions to increase ridership, service frequency, and reliability.

In 2024, the ACRC identified a third-party operator for the Atlantic City Rail line with the intent of converting the trains to state-of-the-art battery-powered rail cars. The ACRC is exploring this option with a leading manufacturer and potential operator that also has a working relationship with NJT. The manufacturer is confident there is a federal funding path to offset the cost of purchasing the rail cars for the retrofit of the rail line.

While there are still hurdles to clear before this plan can become a reality, the ACRC believes it would be a relief to NJT to transfer the operation of the Atlantic City Rail line to a third party, which would be a critical step to improving service for riders. We expect to report more progress in 2025.



As we look ahead to 2025, the Atlantic County Economic Alliance (ACEA) is poised to play a pivotal role in shaping the region's economic future. The ACEA's continued efforts to foster collaboration between private industry, educational institutions, and government entities are driving sustainable growth and positioning Atlantic County as a hub for innovation in sectors such as aerospace, logistics, and advanced technology. The ACEA's strategy is centered on actionable projects that will have a profound impact on the county's economic landscape.

Building #2 at NARTP will be one of our highest-profile projects. The development team, consisting of ACEA, NARTP, and the Atlantic County Improvement Authority, will collaborate with contractor TN Ward to ensure that the project stays on schedule and within budget. As construction of the building progresses throughout the spring and summer of 2025, ACEA will lead proactive marketing and business development campaigns to attract tenants and raise national awareness about the advantages of establishing a presence at NARTP. The planned Atlantic Logistics Center project on approximately 400 acres at Atlantic City International Airport will transform the region into a critical hub for transportation

and logistics, accommodating the growing demand for high-tech distribution centers. This project is expected to create more than 1,500 new jobs and attract new businesses, further enhancing the county's infrastructure and supporting the rise of e-commerce and fast delivery networks.

Another key initiative shaping Atlantic County's economic landscape is the Dual-Use Unmanned Aircraft Systems (UAS)/Advanced Air Mobility (AAM) Test Range. Expected to position the county as a leader in the drone and air mobility industries, the range will provide a "Highway in the Sky" for companies to test and develop technologies like drones and electric vertical take-off and landing (eVTOL) aircraft. This initiative will help attract global companies, create high-tech jobs, and establish the region as a center for air mobility innovation.

Workforce development will remain a central focus in 2025. Through collaborations with Atlantic Cape Community College, the Atlantic County Institute of Technology, the Atlantic County Workforce Development Board, the Boys and Girls Club of Atlantic City, and Beyond Aviation, the new



flight school at Atlantic City International Airport, the ACEA will continue to launch specialized training programs in aerospace, logistics, and advanced manufacturing, ensuring that the local workforce is prepared for the county's growing industries.

The ACEA will also concentrate on the healthcare sector, which is the largest non-casino employer in the region. This sector provides Atlantic County with thousands of high-quality jobs through institutions like AtlantiCare and Shore Medical Center. AtlantiCare's Vision 2030 initiative, which includes newly established partnerships with Oracle Health, Drexel University College of Medicine, the Cleveland Clinic Cancer Institute, and the Global Neurosciences Institute, promises to transform the way healthcare is defined, measured, and delivered in our region.

In addition, the ACEA is committed to supporting the growth and redevelopment of our communities. We are ready to assist any municipality that needs help in developing an online presence or creating an economic development strategy. Additionally, we will continue our efforts to promote affordable housing initiatives and revitalize neighborhoods, such as Ducktown in Atlantic City.

As we approach 2025, the ACEA is positioned to drive Atlantic County's economic growth through strategic infrastructure investments, workforce development initiatives, and a commitment to sustainability and innovation. With key projects in aerospace, logistics, workforce development, healthcare, and more, the ACEA is ensuring that Atlantic County remains a competitive, forward-thinking region where businesses thrive, job opportunities grow, and residents enjoy a high quality of life.

