

OVERVIEW



The City of Salem is the county seat of Salem County and is the 5<sup>th</sup> largest city in the county, which forms the southwest corner of the state.

CURRENT POPULATION

5,195

HISTORY

**1664:** City of Salem founded by John Fenway, a Quaker.

**1778:** The British launched an assault against the local American militia in what became known as the Salem Raid.

**1820:** According to legend, Colonel R.G. Johnson stood upon the Salem courthouse steps and ate tomatoes in front of a large, amazed crowd to prove to Americans that tomatoes were not poisonous.

**Today:** The Salem County Courthouse downtown is the oldest active courthouse in New Jersey and is the second oldest courthouse in continuous use in the United States.

TAX INFORMATION

- Corporate Income Tax = 9%
- Personal Income = 8.97% (max)
- Sales Tax = 7%
- Property Tax = \$2,671 per capita (State avg.)
- Average Property Tax Bill = \$3,761

ARTS, CULTURE & ENTERTAINMENT

- Old Salem County Courthouse
- Chestnut Run Farm
- Auburn Road Vineyards

LABOR FORCE & EMPLOYMENT

CURRENT CIVILIAN LABOR FORCE

2,264

UNEMPLOYMENT RATE

25.9% 7.2% NJ  
6.3% US

TOTAL EMPLOYED

1,677

PER CAPITA PERSONAL INCOME

\$18,651 \$36K NJ  
\$28K US

MAJOR PRIVATE SECTOR EMPLOYERS

Company	Industry	Employment
PSE&G	Energy	1,000-2,499
E.I. DuPont	Chemicals	1,000-2,499
Mannington Mills Inc	Floor Coverings	500-999
Memorial Hospital Salem County	Gen Med/Surgical Hospital	500-999
Atlantic City Electric	Energy	250-499
R.E. Pierson Construction	Construction	250-499
Salem Community College	Community College	250-499
Cooper Crouse Hinds	Electronic Connectors	100-249

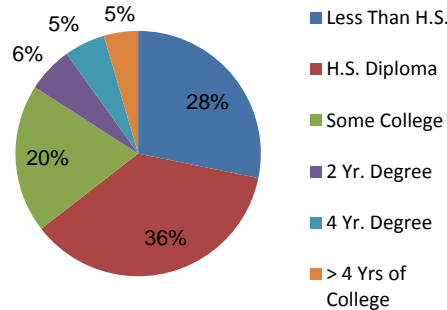
LARGEST EMPLOYMENT SECTORS (TOP 5)

Rank	Sector	Salem Co.	NJ	U.S.
1	Trade, Transportation, & Utilities	24%	20%	19%
2	Education & Healthcare Services	23%	23%	23%
3	Manufacturing	11%	9%	10%
4	Professional & Business Services	8%	13%	11%
5	Leisure & Hospitality	7%	8%	9%

LARGEST OCCUPATIONS (TOP 5)

Rank	Occupation	Salem
1	Office & Admin Support	14%
2	Transportation & Material Moving	10%
3	Education, Training & Library	8%
4	Install, Maintenance, & Repair	8%
5	Food Prep & Serving	7%

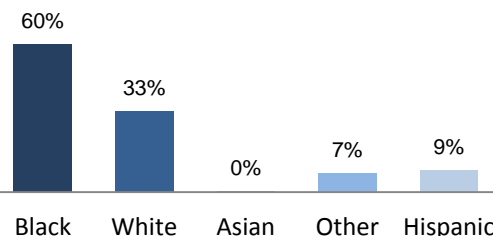
EDUCATION ATTAINMENT



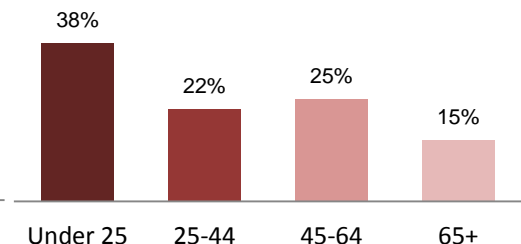
AREA INSTITUTIONS OF HIGHER EDUCATION

Institute (2-4 Yr)	TOTAL ENROLLMENT
Rowan Univ	11,786
Salem Co. College	1,506

ETHNICITY/DIVERSITY



AGE



MEDIAN AGE

35

TRANSPORTATION/MOBILITY

AVG COMMUTE TIME (MINS)

**26** <sup>30 NJ</sup>  
<sup>25 US</sup>

CARPOOL

**17%**

USE PUBLIC TRANSIT

**6%**

WALK

**5%**

AVAILABLE TRANSPORTATION SYSTEMS

- Delaware City–Salem ferry (seasonal)
- NJ Transit 401, 468 bus routes

KEY ROADS

State Routes 45, 49, I-295, New Jersey Turnpike, Delaware Memorial Bridge

MILEAGE TO NEAREST AIRPORT

**33** To Philadelphia Int'l Airport

ABOUT PHILADELPHIA INT'L AIRPORT

- 30.5 Million passengers (2013)
- Ranked 19<sup>th</sup> in US for passenger traffic

**55** To Atlantic City Airport

ABOUT ATLANTIC CITY INT'L AIRPORT

- Joint civil-military public airport
- 5,300-acre site
- 1.1+ million passengers annually

MILEAGE TO NEAREST PORT

**39** To Camden Port

ABOUT PORT OF CAMDEN

- 4 Terminals
- 35 Tenants
- Specializes in handling break-bulk cargo
- Nation's leader in handling imported wood products

KEY RESOURCES & CONTACTS

TRACYE MCDANIEL | PRESIDENT AND CHIEF EXECUTIVE OFFICER  
MICHAEL CHROBAK | CHIEF ECONOMIC DEVELOPMENT OFFICER

EconDev@choosenj.com  
609-297-2200  
www.ChooseNJ.com



SOURCES: NJ Department of Labor & US Bureau of Labor Statistics; US Census Bureau; American Community Survey; NJ Monthly Magazine; NJ State Department of Education; Board of Public Utilities; Tax Foundation; Infoplease.com; Travelmath; Hoovers; Institute for Energy Research; Data current as of June 2014

COST OF DOING BUSINESS

2012 AVG. WAGES

Occupation	Salem Co.	NJ
Bus. & Fin. Operations	\$72,710	\$75,330
Construction & Extraction	\$48,180	\$56,480
Food Prep & Serving Related	\$21,820	\$23,340
Healthcare Practitioners	\$82,550	\$84,800
Install, Maint, & Repair	\$48,140	\$50,210
Office & Admin Support	\$36,710	\$37,400
Production	\$43,550	\$35,650
Protective Services	\$39,730	\$55,390
Sales & Related	\$38,520	\$43,810
Trnsp & Material Moving	\$34,620	\$33,230

UTILITIES

Type of Utility	Primary Utility Providers
Gas	South Jersey Gas
Electric	Conectiv
Water/Sewer	Varies by location

FINANCING / INCENTIVES

**GROW NEW JERSEY ASSISTANCE ACT:** State corporate income tax credits for new and retained jobs. Base and bonus credits are available based on job numbers, capital investment, industry, and location. Maximum level of tax credits is \$15,000 per job, per year, up to 10 years. Unused credits may be transferred and sold at a discount.

**ECONOMIC REDEVELOPMENT AND GROWTH GRANT PROGRAM:** Grants for redevelopment projects, up to 40% of project costs and \$40 million cap, depending on location. Grants are limited to 75-85% of new incremental State tax revenues, for up to 20 years. Credits may be transferred and sold at a discount.

**URBAN ENTERPRISE ZONES (UEZ):** Exemption from sales tax on construction materials, FFE and other taxable purchases. Businesses in UEZ can charge 3.5% sales tax on sales within the zone.