



Interviews were conducted by GHGP and WRT to assess the market potential for a research park such as the ARTP and determine if the property is a desirable location for prospective tenants. Due to the international importance of the research at WJHTC and its spin-off potential, GHGP used additional interviews to evaluate the history, current status, and future expectations of the WJHTC. The WJHTC is, therefore, the major research and technical resource to support the development of the ARTP. The competition for federal funding for NextGen projects will be intense with competitors including NASA, other federal agencies, and large private contractors of the aviation industry. To ensure some portion of these funds the ARTP will require a strong marketing effort to form strategic alliances with major private companies.

Overview of the Market Assessment

Partnering and marketing to attract private and federal funding dollars will be critical if the park is to compete nationwide. GHGP believes that the market potential for development of the ARTP will require anchor strategies with support from the State of New Jersey in order to compete for the NextGen federal funding. The research and interviews by GHGP also indicates that the Atlantic County and the South Jersey regions have a strong technology and aviation sector able to support the activities of the ARTP. Richard Stockton College and Rowan University interact currently with The WJHTC and will be an important factor as the ARTP develops. Ideally, other New Jersey and regional institutions can participate as well.

The WJHTC has been an important part of the technology industry. Many prominent local and national institutions of higher education currently interact with WJHTC including Richard Stockton College, Rowan University, Rutgers University and Drexel University. Spin-off employment from the ARTP development can be expected, continuing the increased job growth as experienced in the Atlantic County area. The GHGP analysis also focused on the regional marketing assessment to identify competition, workforce, level of need for a new technology park, and the viability of the development – all of which are positive for the ARTP.

Development Strategies

The GHGP report shows an encouraging forecast for the ARTP. The expected building absorption range for the first ten years is between 157,325 square feet and 294,520 square feet, depending on the anchor strategies. Two types of anchors have been proposed as alternatives to a baseline forecast; the first is a private anchor tenant and the second is a State of New Jersey funded Graduate Education and Research (GEAR) center. Having both anchor types in one facility is possible, and yields the highest expected absorption over ten years. The GHGP report develops each strategy in more detail and identifies the variables.

Organizational Strategies

GHGP analyzed a number of other research parks around the country to identify the various types of organizational structures. In some cases, a university or lab is directly carrying out the project and in other cases a United State Internal Revenue Code (26 U.S.C. Section 501(c)(3) not for profit corporation takes on that function. Typically, a board is put in place whose composition and role may vary.

From previous experience, GHGP has found that successful parks exhibit the following characteristics:

1. A special purpose entity is formed to carry out the project.
2. The entity has a board or advisory board involving the key players and it has a small, full-time, experienced staff to carry out the project.
3. The anchor institution plays an active role, making the park an important, if not a secondary part of their mission.