

# **Employment Forecasts for Camden City**

**May 2004**

Prepared for:  
Camden County WIB

By:  
New Jersey Department of Labor  
Division of Labor Market & Demographic Research

## Employment Forecasts for Camden City

**Background** The Camden Workforce Investment Board requested employment projections for the City of Camden. Interest in these employment projections is derived from a recent spike in economic development and revitalization projects in the city. Two projects, the Cramer Hill Redevelopment Project and the Downtown Camden Strategic Development Project, will result in a \$2 billion investment in the city over a 10-year period.

The City of Camden has long been one of the nation's and state's most economically disadvantaged areas. Over the years, economic development and revitalization in the city has been one of the state's top priorities. In recent years, the opening of the New Jersey Aquarium, the opening of the "E Center" entertainment complex (currently called Tweeter Center), the acquisition of a minor league baseball team, the establishment of a memorial for the Battleship New Jersey, and the opening of summer ferry service from Camden to Penn's Landing in Philadelphia have all added to the city's economic landscape.

More recently, city officials have announced the two major projects mentioned above. These projects, combined with a number of smaller scale projects, have brightened the city's economic prospects considerably. In this context, the question of how employment will grow in the city has been raised.

**Camden City: An Economic and Demographic Profile** The magnitude of economic distress in Camden is evident by looking at selected economic/demographic characteristics for Camden. Over the 1990-2000 period, New Jersey's population increased by 8.9 percent while the city's population declined by 8.7 percent, falling from 87,492 in 1990 to 79,904 in 2000. Generally, the city's population is younger, less educated, has a larger minority share, lower labor force participation rates and higher unemployment rates than the state. <sup>(1)</sup>

According to 2000 Census data, the median age of Camden City's population was only 27.2 years of age compared with 36.7 years of age for the state. In Camden City, about half the population had less than a high school education compared with 18 percent statewide. Only 5.4 percent of the city's population had at least a bachelor's degree versus 29.8 percent for the state.

The low educational attainment is reflected in low labor force participation rates for the city (49.4%) and high unemployment (16.9% in 2003). The city's unemployment rate was more than 2.5 times greater than the state's. The city's low labor force participation rates probably suppressed the city's unemployment rate (see Appendix 1), since those not actively looking for work are not included in the labor force and, consequently, not included in the number of unemployed.

Camden City's median household income (\$23,400 in 1999) was only 42 percent that of the state's (\$55,100). No other municipality in Camden County had a median household income of less than \$32,000. The city's low income explains the city's high poverty rate. For families, the poverty rate in the City of Camden was 32.8 percent, much higher than the statewide rate of 6.3 percent.

---

(1) This profile is based on 2000 Census of Population and Housing data and NJ Department of Labor unemployment rates.

**Camden City Industry Profile** The city has very high employment concentrations in health and education related industries as well as the public sector. Based on 2002 data from the Quarterly Census of Employment and Wages (QCEW), almost 43 percent (9,075 of the city's 21,137 private sector jobs) were in education and health services. The city also had significant employment in local and county government administration.

Private sector wages in the city were slightly higher than in the state overall, averaging \$45,056 in 2002, while the statewide average was \$44,879. These wage data suggest that there are a significant number of higher wage jobs in the city, but these jobs are being filled by residents from neighboring towns and municipalities.

**About the Camden City Forecasts** This report contains forecasts of new industry and job growth for the City of Camden. These forecasts are a best-case scenario and assume all projects proposed for the city are built and that the work is completed in 10 years.

The following contains a summary of the total number of jobs forecasted to be created by 2014 and total jobs by major industry categories as defined by the North American Industry Classification System (NAICS). The forecasts for construction, total permanent and seasonal jobs are based on proposed economic development plans for the city. A list of proposed projects and employment estimates on which the summary data are based is included in Appendices 2 and 3.

**Camden City Industry Forecasts** *The New Jersey Department of Labor, Division of Labor Market and Demographic Research (LMDR) produces no industry projections for Camden City or other municipalities based upon official US Bureau of Labor Statistics (BLS) methodologies. Therefore, the following outlook for Camden is a forecast rather than a projection and is based on more assumptions about the future than extrapolation of past trends. For more detail about the limitations of these forecasts, see the Assumptions/Limitations section on page 6.*

### **Camden City Employment, Additional Jobs, 2004 - 2014**

#### **Construction Jobs**

**2,135**

This number should be considered a maximum because it assumes all projects will be built at the same time. If work is staggered over time, which is likely, fewer construction workers will be needed at any one time. Also, construction jobs are temporary.

#### **Total Permanent Year-Round Jobs**

**2,480**

This number includes all regular full-time workers that are expected to be employed at projects once they become operational. If the activity is already ongoing, it includes only additional employees that will be added as a result of the planned expansions.

#### **Total Temporary & Seasonal Jobs**

**835**

This is an estimate of additional workers required over the summer months for projects where employment is expected to increase over the summer months. Examples of temporary/seasonal employment include parking lot attendants, landscape workers, security personnel and aquarium employees.

**Total Peak Operating Employment** 3,315

Total Peak Operating Employment equals the sum of Total Permanent Year-Round Jobs (2,480) plus Total Temporary and Seasonal Jobs (835). The 3,315 represents the number of new jobs expected when all facilities are in operation at the time of peak employment, which should occur in the months between Memorial Day and Labor Day.

### Jobs Generated

The total peak operating employment (3,315 new jobs) and the construction jobs (2,135 new jobs) were combined (5,450 jobs) and used as an input to compute employment by occupation.

### Total Operating Employment by Major Selected Industry Groups (excludes construction)

<u>Manufacturing</u>	<u>New Jobs</u>
Total Permanent Year Round Jobs	60
Total Temporary & Seasonal Jobs	0
Total Peak Operating Employment	60
<u>Retail Trade</u>	
Total Permanent Year Round Jobs	435
Total Temporary & Seasonal Jobs	200
Total Peak Operating Employment	635
<u>Financial Activities</u>	
Total Permanent Year Round Jobs	400
Total Temporary & Seasonal Jobs	0
Total Peak Operating Employment	400
<u>Administrative &amp; Support Services</u>	
Total Permanent Year Round Jobs	95
Total Temporary & Seasonal Jobs	225
Total Peak Operating Employment	320
<u>Health Care &amp; Social Assistance (hospitals)</u>	
Total Permanent Year Round Jobs	200
Total Temporary & Seasonal Jobs	0

Total Peak Operating Employment	200
<u>Leisure &amp; Hospitality</u>	
Total Permanent Year Round Jobs	350
Total Temporary & Seasonal Jobs	400
Total Peak Operating Employment	750
<u>Miscellaneous Office-Based Businesses (industry unknown)</u>	
Total Permanent Year Round Jobs	500
Total Temporary & Seasonal Jobs	0
Total Peak Operating Employment	500
<u>Other Services (parking)</u>	
Total Permanent Year Round Jobs	40
Total Temporary & Seasonal Jobs	10
Total Peak Operating Employment	50
<u>State Government (education)</u>	
Total Permanent Year Round Jobs	380
Total Temporary & Seasonal Jobs	0
Total Peak Operating Employment	380
<u>Local Government (education)</u>	
Total Permanent Year Round Jobs	20
Total Temporary & Seasonal Jobs	0
Total Peak Operating Employment	20

### Occupational Employment Forecasts

Of the anticipated new jobs created by planned projects in Camden City, over 25 percent will be in construction occupations. This compares with five percent for construction jobs that are projected to be created from 2000 to 2010 in the state. In contrast, employment shares in professional and related occupations are forecasted to be low for Camden City. The share of new jobs in installation/maintenance/repair, production, and transportation and material moving occupations is also expected to be low. For the last three occupational categories, the low employment share reflects few new jobs in typically "blue collar" occupations. See Appendix 4 for a more detailed list of occupations.

### Assumptions/Limitations of the Employment Forecasts

Several assumptions were made to be able to forecast future employment needs for the City of Camden. For example, jobs will only come about if the proposed economic developments are implemented. Construction jobs will help the local economy, but are temporary. Of the total 5,450 jobs by occupation, 2,135 or nearly 40 percent are in construction.

Another assumption was made concerning input data. The available data were for major sectors such as retail trade or offices. Assumptions were made to disaggregate the employment data to the individual industry level. Industry employment were then applied to an industry-occupational staffing pattern to arrive at occupational forecasts for the city. *In so far the disaggregation is off the mark, the occupational forecasts will be off the mark. For example, the occupations required for a Wal-Mart store are different than for a more labor-intensive apparel store.*

Rough estimates of occupational demand were generated by applying occupational staffing patterns from the Occupational Employment Survey (OES) of wages to estimates of employment change by industry. The resulting employment estimates are "guestimates" based on some generous assumptions. Therefore, this report should be used as a rough planning document and cannot be compared with LMDR's industry and occupational projections.

This method will give an approximation of the number of new jobs created over 10 years, but will, however, understate the long-term impact of development. No attempt was made to determine the indirect impact of these investments. As the community grows and more jobs are created, businesses will be created and jobs added to support the expanding industries and growing population that will result from the initial change in industry employment.

These forecasts do not address the demand for "replacement" workers resulting from the need to replace workers who separate from the workforce or their occupations as a result of death, retirement, occupational mobility or other reasons. This is a limitation because roughly two-thirds of employment opportunities in the economy are based on "replacement" demand. Generally, high skill/higher pay jobs have lower replacement rates while lower skilled/low wage jobs have higher rates.

**Appendix I**  
**City of Camden and New Jersey**  
**Selected Demographic and Economic Characteristics**  
**2000**

<b><u>Characteristics</u></b>	<b><u>Camden City</u></b>	<b><u>New Jersey</u></b>
<b>Population by Age</b>		
Median Age (years)	27.2	36.7
Over age 65	7.6%	13.2%
Under age 18	34.6%	24.8%
<b>Population by Race</b>		
White	16.8%	72.6%
Black or African	53.3%	13.6%
Asian	2.5%	5.7%
Other	27.4%	8.1%
<b>Education</b>		
Less than High School	49.0%	17.9%
High School Graduate	28.6%	29.4%
Some College	17.0%	23.0%
Bachelor's Degree or Higher Degree	5.4%	29.8%
<b>Labor Force Status</b>		
Labor Force Participation Rate	49.5%	64.2%
Unemployment Rate (2003)	16.9%	5.9%
<b>Households</b>		
Median Household Income	\$23,421	\$55,146
Persons Per Household	3.1	2.7

Source: U.S. Department of Commerce, Census Bureau  
 2000 Census of Population and Housing

Unemployment rate: NJ Department of Labor, Division of Labor Market & Demographic Research

**Appendix 2**

**Camden's \$2.1 Billion Initiative -- Summary**

		<b>Totals</b>			
	<u>Construction Jobs</u>	<u>Peak Operating Employment</u>	<u>Permanent Year-Round Jobs</u>	<u>Temporary/Seasonal</u>	
<u>Cramer Hill Redevelopment Project</u>	450	650	400	250	
<u>Downtown Camden Strategic Development</u>	375	105	55	50	
<u>Waterfront Entertainment Center</u>	150	1,455	920	535	
<u>Waterfront Housing</u>	200	145	145	0	
<u>CIGNA Headquarters</u>	200	300	300	0	
<u>Nutsco Nut Roasting Plant</u>	50	60	60	0	
<u>Camden County College</u>	10	20	20	0	
<u>LEAP Academy High School Building</u>	75	20	20	0	
<u>Our Lady of Lourdes Critical Care Facility</u>	100	100	100	0	
<u>UMDNJ – CAMDEN Clinical Academic Building</u>	100	60	60	0	
<u>Cooper Hospital/University Medical Center</u>	100	100	100	0	
<u>Rutgers University</u>	250	200	200	0	
<u>Rowan University</u>	75	100	100	0	
	<b>2135</b>	<b>3315</b>	<b>2480</b>	<b>835</b>	
<b>Note: Total Peak Operating Employment = Total Permanent Year-Round Jobs + Total Temporary/Seasonal Jobs</b>					

## Appendix 3

### Projects in Detail

#### THE \$2.1 BILLION INITIATIVE

##### Cramer Hill Redevelopment Project

Cherokee Investment Partners has proposed a project to develop 450 acres of Camden for \$1.1 billion. It includes 5,000 new homes, 50,000 square feet of retail space, marina, parks, an 18-hole golf course.

Construction jobs	Houses	(assumes multiple year build out)	200
	Retail	(50,000 sq. ft.)	75
	Marina		50
	Parks		75
	Golf course		50
Total Construction		(temporary during building phase)	450
Total Retail jobs		(for retail stores)	300
Administrative & Support Services jobs		(security guard services, landscaping services, etc.)	25 winter 150 summer
Leisure & Hospitality jobs		(restaurants, event promoters, golf course and marina operators, etc.)	75 winter 200 summer

**Summary** There will be at most 450 construction jobs during the building phase, assuming all projects are underway at the same time. Once operational, the project will employ about 400 in the winter and 650 in the summer.

##### Downtown Camden Strategic Development

The Greater Camden Partnership, a public/private partnership, proposed a \$1-billion development plan for Camden City. Projects undertaken by the Greater Camden Partnership require the approval of the Camden Redevelopment Agency, which is a state board that oversees state-financed redevelopment projects in the city.

The plan calls for a series of public works projects in addition to attracting investment in facilities by private businesses as well as hospitals and colleges. Facility construction projects considered a part of this plan include the Victor Building apartments, improvements to the New Jersey State Aquarium and projects by Rowan University, Rutgers Camden and Camden County College. These will be discussed separately in the "Other Projects" section of this report.

The public works component calls for demolition of the Parkade Building between Fifth and Market streets to make way for a plaza (just a paved and landscaped open area – not stores) in front of city hall. Martin Luther King Boulevard will be transformed into a parkway by demolition of buildings along the road as was done with the Admiral Wilson Boulevard. A park-and-ride area near Haddon Avenue and Market Street will be built. About 6,000 parking spaces will be created in the downtown area. A town square will be created near Broadway and Market streets.

Construction jobs	Demolish Parkade and build plaza	50
	Create Martin Luther King Boulevard parkway	150
	Add 6,000 parking spaces (by building parking garages).	75
	Build park and ride	50
	Build town square	50
Total Construction	(Temporary during building phase)	375
Administrative & Support Services jobs (security, janitorial, landscaping)		25 winter and 75 summer
Other Service jobs (parking garage operation)		30

Summary There will be at most 375 construction jobs during the building phase, assuming all projects are underway at the same time. Once operational, the project will employ about 40 in the winter and 95 in the summer.

## OTHER PROJECTS

The Waterfront Entertainment Center Steiner and Associates was granted development rights to 30 acres of land along the Delaware River from the New Jersey State Aquarium to the Ben Franklin Bridge. Under the agreement with the Delaware River Port Authority, Steiner is responsible for all development on this tract, except housing, which will be done by Dranoff Properties, the developer of the Victor apartment building.

Phase 1 of the Steiner project includes a 72,000-sq. ft. addition to the aquarium, up to 5 restaurants and an IMAX theater.

Phase 2 includes a town square with office space on land adjacent to the aquarium.

Construction jobs:	Aquarium and restaurants:	150
	Town Square	150

The aquarium and the town square will be built consecutively, not concurrently, so there will only be 150 construction jobs.

Retail Trade jobs	Shops in town square:	100 winter and 300 summer
Financial activities jobs	Management of the property by Steiner	10
Administrative & Support Services jobs (security, janitorial, landscaping)		25 winter and 75 summer
Leisure & Hospitality jobs	Additional Aquarium staff, restaurant employees	275 winter and 550 summer
Miscellaneous office-based jobs	for offices on town square	500
Other Service jobs	Parking	10 winter and 20 summer

### **Waterfront Housing**

Dranoff Properties plans to build a total of about 1,500 residential units in the 30-acre space along the waterfront from the Ben Franklin Bridge to the New Jersey State Aquarium, including the already opened 341-unit Victor Building and a planned 100-unit addition to the Victor which will house the headquarters for Equity Bank on the ground floor. Inside the Victor there are retail shops for the tenants and other customers.

Construction jobs (for the 100-unit addition to the Victor)	100
Construction jobs (for the approximately 1,000 additional units to be built after the Victor addition. (These are consecutive projects and only count for 200 jobs.)	200
Retail Trade jobs (shops in the Victor)	35
Financial Activities jobs (Equity Bank employees and additional Dranoff employees)	90
Administrative Support jobs (landscaping – Dranoff provides own security and janitorial)	20

### **CIGNA Headquarters**

Insurance company CIGNA is considering moving its headquarters and 1,500 employees from One Liberty Place in Philadelphia to Delaware Avenue and Federal Street in Camden.

Construction jobs	200
-------------------	-----

Financial Activities jobs (Replacements for workers who do not go to Camden from Philadelphia) 300

**Nutsco Nut Roasting Plant**

A 50,000-sq. ft. plant for roasting cashews is being built on the corner of Second Street and Kaighn Avenue.

Construction jobs 50

Manufacturing jobs (Nut plant workers) 60

**Camden County College**

The Technology Center building opened on the corner of Broadway and Cooper streets in fall 2003. Existing activities in the building include a parking garage and a bookstore serving the center city campuses of Rutgers University, Camden County College and Rowan University. The second floor of the building is presently empty and will eventually be converted to classrooms.

Construction jobs (fit-out of second floor as classrooms) 10

Local Government jobs (Camden County College faculty and staff) 20

**LEAP Academy High School Building**

The LEAP Academy charter school plans to build a free-standing high school. LEAP already operates a high school along with an elementary school in a nearby building at Cooper and 6<sup>th</sup> streets. Rutgers University owns LEAP so it is a state government facility.

Construction jobs 75

State Government jobs (additional faculty and staff) 20

**Our Lady of Lourdes Critical Care Facility**

The Critical Care Facility, to be built at 1600 Haddon Avenue, will contain an emergency room and critical care unit on the first floor. It will also contain four operating rooms, patient rooms and a nursing school. It is scheduled to open in fall 2005.

Construction jobs 100

Health Care and Social Assistance jobs (additional hospital workers, nursing school faculty and staff) 100

**UMDNJ – CAMDEN Clinical Academic Building**

The Clinical Academic Building will provide classroom space for the state medical school's Camden campus. Presently it has no classroom space of its own and the program operates out of Cooper Hospital/University Medical Center. The building is expected to open in fall 2005.

Construction jobs	100
State Government jobs (Additional medical school faculty and staff)	60

**Cooper Hospital/University Medical Center**

Cooper Hospital/University Medical Center will receive \$13.35 million from the state to spend on capital improvement projects in the City of Camden. No plans have been announced, but it is expected that some new construction at the hospital will result.

Construction jobs	100
Health care and social assistance jobs (additional hospital staff)	100

**Rutgers University**

Rutgers University plans to build a new law school on a parking lot across from the existing school. The law school plans to increase its enrollment by 750 students. The University also plans to build additional dorms to house 1,000 students on Cooper Street.

Construction jobs	250
State Government jobs (Law school faculty and staff and personnel for dorms.)	200

**Rowan University**

Rowan University plans to build a 50,000-sq. ft. building in Camden and double its Camden enrollment. Presently it does not have its own building.

Construction jobs	75
State Government jobs (Additional Faculty and staff)	100

Note: The impact of Abbott School projects on construction was not considered, because no school renovation has been started in Camden City and there are no planned dates for when any new school construction will start.

**Appendix 4**

**Potential Employment Impact Due to Projected Camden Development--2004-2014**

SOC Code*	SOC Title	New Jobs
00-0000	Total, All Occupations	5,450
10-0000	Management, Business, and Financial Occupations	590
11-1000	Top Executives	100
11-1021	General and Operations Managers	100
11-3000	Operations Specialties Managers	40
11-9000	Other Management Occupations	200
11-9021	Construction Managers	100
11-9199	Managers, All Other	70
13-1000	Business Operations Specialists	180
13-1199	Business Operations Specialists, All Other	60
13-2000	Financial Specialists	80
14-0000	Professional and Related Occupations	570
15-1000	Computer Specialists	80
15-2000	Mathematical Scientists	90
17-2000	Engineers	30
21-1000	Counselors, Social Workers, and Other Community and Social Service Specialists	50
25-1000	Postsecondary Teachers	190
29-1000	Health Diagnosing and Treating Practitioners	80
29-1111	Registered Nurses	60
29-2000	Health Technologists and Technicians	40
29-9000	Professional and Related Occupations, All Other	100
30-0000	Service Occupations	1,110
31-9000	Other Healthcare Support Occupations	30
33-1000	First-Line Supervisors/Managers, Protective Service Workers	60
33-9000	Other Protective Service Workers	80
33-9032	Security Guards	80
35-1000	Supervisors, Food Preparation and Serving Workers	40
35-2000	Cooks and Food Preparation Workers	140
35-2011	Cooks, Fast Food	50
35-3000	Food and Beverage Serving Workers	470
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	190
35-3031	Waiters and Waitresses	180
35-9099	Food Preparation and Serving Related Workers, All Other	70
37-2000	Building Cleaning and Pest Control Workers	170
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	170
37-3000	Grounds Maintenance Workers	60
37-3011	Landscaping and Groundskeeping Workers	60
39-9000	Personal Care and Service Workers, All Other	70
41-0000	Sales and Related Occupations	540
41-1000	Supervisors, Sales Workers	40
41-2000	Retail Sales Workers	420
41-2011	Cashiers	210
41-2031	Retail Salespersons	210
41-3000	Sales Representatives, Services	40
43-0000	Office and Administrative Support Occupations	930
43-1000	Supervisors, Office and Administrative Support Workers	60
43-2000	Communications Equipment Operators	50
43-3000	Financial Clerks	150
43-3031	Bookkeeping, Accounting, and Auditing Clerks	110
43-4000	Information and Record Clerks	140
43-4051	Customer Service Representatives	80

Potential Employment Impact Due to Projected Camden Development--2004-2014

SOC Code*	SOC Title	New Jobs
43-4199	Information and Record Clerks, All Other	60
43-5000	Material Recording, Scheduling, Dispatching, and Distributing Workers	90
43-5081	Stock Clerks and Order Fillers	90
43-6000	Secretaries and Administrative Assistants	230
43-6014	Secretaries, Except Legal, Medical, and Executive	190
43-9000	Other Office and Administrative Support Workers	200
43-9061	Office Clerks, General	140
43-9999	Secretaries, Administrative Assistants, and Other Office Support Workers, All Other	50
45-0000	Farming, Fishing, and Forestry Occupations	10
47-0000	Construction and Extraction Occupations	1,360
47-1000	Supervisors, Construction and Extraction Workers	230
47-2000	Construction Trades Workers	1,020
47-2021	Brickmasons and Blockmasons	60
47-2031	Carpenters	470
47-2061	Construction Laborers	280
47-2073	Operating Engineers and Other Construction Equipment Operators	80
47-2299	Construction Trades Workers, All Other	110
47-3000	Helpers, Construction Trades	110
47-3012	Helpers--Carpenters	70
47-4000	Other Construction and Related Workers	20
49-0000	Installation, Maintenance, and Repair Occupations	80
49-2000	Electrical and Electronic Equipment Mechanics, Installers, and Repairers	50
49-9000	Other Installation, Maintenance, and Repair Occupations	30
51-0000	Production Occupations	60
51-2000	Assemblers and Fabricators	60
51-9199	Production Workers, All Other	60
53-0000	Transportation and Material Moving Occupations	190
53-1000	Supervisors, Transportation and Material Moving Workers	30
53-3000	Motor Vehicle Operators	40
53-6000	Other Transportation Workers	50
53-7000	Material Moving Workers	80

\* SOC: Standard Occupational Classification