

Newark Data Book



BRICK CITY DEVELOPMENT CORPORATION (BCDC):

BCDC is the primary economic development catalyst for Newark, NJ organized to retain, attract and grow businesses, enhance small and minority business capacity, and spur real estate development within the city. BCDC focuses its efforts on four principal functions:

- **Business Attraction and Retention:** Works with companies interested in expanding or relocating in Newark and guides them every step of the way to obtain incentives.
- **Small Business Development:** CDFI with \$18 million of capital to loan small businesses.
- **Real Estate:** Assists both developers and businesses to tap into Newark’s vast opportunities by offering a wide range of services, including site selection, permitting and approvals, and gap financing.
- **Greater Newark Convention and Visitors Bureau:** Markets Newark’s image as an attractive destination, to increase visitation, and to encourage circulation within the city at Newark’s world class retail, cultural, and entertainment attractions.

NEWARK REGIONAL BUSINESS PARTNERSHIP (NRBP):

NRBP is Building Business for a Greater Newark by providing its members with the connections, information and advocacy they need to be successful while revitalizing the City of Newark. Nearly 450 corporations, professional firms, small businesses, educational institutions and not-for-profit organizations, which employ more than 140,000 people in New Jersey, join NRBP to build relationships and to keep informed about economic opportunity in one of the country’s most accessible regions. NRBP’s activities include:

- Dozens of informative events designed to keep members up to date on projects, trends and initiatives that are creating economic opportunity in New Jersey’s largest city;
- Introductions facilitated by fellow members and staff that foster long-lasting business relationships;
- Member discounts and purchasing opportunities from Office Depot, Constant Contact, New Jersey Devils and more;
- Dialogue with government officials at the local, state and federal level to advance initiatives that create a more competitive Newark region.

NEWARK WORKFORCE INVESTMENT BOARD (NWIB):

NWIB is the workforce planning and policy setting entity for the Newark local area. The NWIB is responsible for system-wide strategic analysis, policy development, and operational oversight of workforce services related to employment training. The workforce system serves Newark residents who are unemployed and underemployed. These services include preparation for employment, employment recruitment, and training to prepare residents for career transitions. Workforce services are provided at the Newark Workforce Center for Career Development. Employers engage with Center staff to recruit qualified candidates to meet their business needs. The Center also provides vocational rehabilitation services, and serves residents who need assistance with unemployment insurance.

NWIB Vision: To create a progressive and innovative workforce development system that effectively leverages community assets to ensure the success of Newark businesses and residents.



744 Broad Street, Suite 1110
 Newark, NJ 07102
 Tel: (973) 273-1040
 Fax: (973) 273-1070
www.bcdcn Newark.org



744 Broad Street, Suite 26
 Newark, NJ 07102
 Tel: (973) 522-0099
www.newarkrbp.org
info@newarkrbp.org



920 Broad Street, 2nd Floor
 Newark, NJ 07102
 Tel: (973) 733-5995
 Fax: (973) 733-4802
www.newarkwib.org



DID YOU KNOW:

1. There are **more than 50 Fortune 500 companies with operations in Newark**. Prudential Financial and the Public Service Enterprise Group have their headquarters in the City. Other companies with major operations in Newark include Verizon, Horizon Blue Cross Blue Shield of New Jersey, Audible.com, Pitney Bowes, Anheuser-Busch, Mimeo.com, United Airlines, Standard Chartered Bank, and law firms including McCarter & English, LLP, Gibbons P.C. and Sills, Cummins & Gross P.C. Additionally, the Panasonic Corporation of North America will be moving to Newark.
2. A **highly-skilled labor pool** of more than **1.7 million** NJ residents in the Greater Newark Region provides an important resource for businesses.
3. There are more than **50,000 students, faculty, and staff** located at **six colleges and universities** within walking distance of Newark's Central Business District. There are **19 colleges, universities, and professional schools** within 20 miles of Newark.
4. There was **22 million square feet of office space** in Newark as of May 2011, averaging \$23.75 per square foot. This is less than half the average rent in nearby Midtown Manhattan, where rents average more than \$60 per square foot.
5. There is an emerging residential community in the Downtown area, including lofts, condos, and luxury rentals. There are close to **800 existing rental housing units** and another **800 units proposed or under construction**.
6. Newark's **transit hubs provide one-seat access by train** to Lower Manhattan in twenty minutes, Philadelphia in fifty minutes and Washington DC in two and a half hours by Acela train.
7. Newark Liberty International Airport is the **14th busiest domestic passenger airport and the 34th busiest airport in the world**, with 600 daily scheduled departures to more than 164 domestic and 84 international cities.
8. **More than 500 sports and entertainment events per year** are hosted at the City's largest venues – the Prudential Center and the New Jersey Performing Arts Center (NJPAC).
9. There are **more than 130 restaurants, cafes, and bars** located near the Central Business District. This provides the perfect atmosphere for enjoying a meal after work, catching a performance at the NJPAC, or the game at the Prudential Center.
10. Newark has **lower crime rates** than many Northeast cities. Newark's overall crime rate is 0.43 per 1,000 residents, while Philadelphia, Pennsylvania (0.49), Hartford, Connecticut (0.57), Buffalo, New York (0.69), and Wilmington, Delaware (0.76) all have significantly higher rates.



Some of the world's leading companies call Newark home, leveraging the City's transit proximity, highly-skilled labor force, competitive real estate prices, and access to regional markets.

REGIONAL CONSUMER MARKET

Nearly **one-third of the nation's population** is within a day's driving distance of Newark, providing superior access to one of the largest consumer markets in the nation. This access, its vast public transportation network, and top-tiered international air and sea ports make Newark an excellent place to locate distribution and logistics centers.

Radius	Population	% of U.S. Population
10 Mile Radius	2,649,570	1%
20 Mile Radius	11,542,998	4%
100 Mile Radius	30,103,570	10%
250 Mile Radius	58,591,850	19%
500 Mile Radius	91,235,518	29%

NEWARK EMPLOYERS

There are nearly **10,000 private businesses** in Newark employing **140,000 people**.

Newark is home to some of the world's leading companies. Both Prudential Financial and Public Service Enterprise Group have their corporate headquarters here in Newark. They are respectively ranked 64 and 201 on the Fortune 500 list. Verizon Communications and Horizon Blue Cross Blue Shield both have a large presence in the City, as will Panasonic Corporation of North America, which recently committed to moving to Newark in 2013.

In addition, more than fifty other Fortune 500 companies are located in or provide services to the city, including United Airlines and Federal Express, both of which have some of their largest hubs at Newark Liberty International Airport and Audible.com, the Amazon subsidiary and audio book sales company headquartered in Newark.

Public institutions also have a significant employment base in the City. NJ Transit and the University of Medicine and Dentistry of New Jersey (UMDNJ), some of New Jersey's largest employers, are based in Newark.

Newark's business community is active in supporting the city and its economic growth. Key business organizations include the Newark Regional Business Partnership, a broad-based business networking and advocacy organization, and the Newark Alliance, a coalition of business leaders committed to the City's revitalization.

LABOR COSTS

The median annual wage of workers in Newark is \$41,860. **Management workers** earn the most, with a median annual wage of \$120,070, followed by **healthcare practitioners** at \$72,860, and **business and financial operations** workers with \$70,900 in median annual wages.

Median Annual Wages

Management	\$120,070
Healthcare practitioner and technical	\$72,860
Business and financial operations	\$70,900
Education, training, and library	\$53,440
Office and administrative support	\$35,280
Transportation and material moving	\$30,040
Sales and related	\$29,650
Food preparation and serving related	\$20,510
All occupations	\$41,860

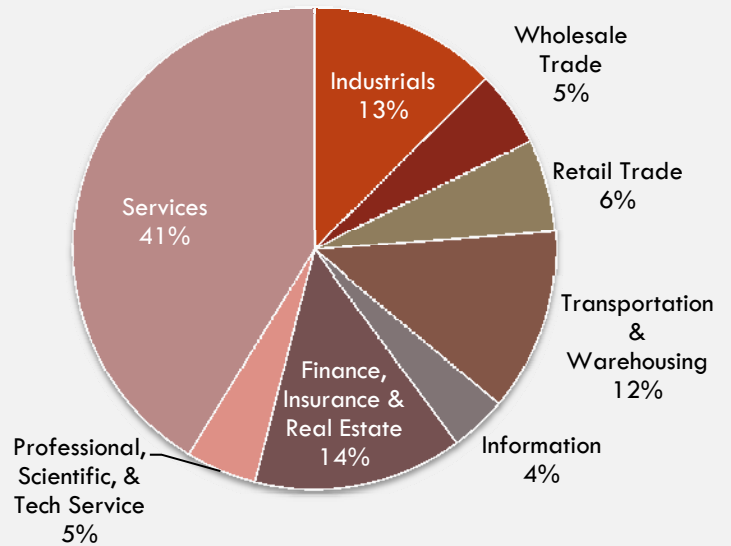


EMPLOYMENT BY INDUSTRY, 2011

Newark's largest sectors among private industries are as follows:

- **Services**, with 57,479 employees (41%),
- **Finance, Insurance, and Real Estate** with 19,508 employees (14%),
- **Industrials**, including Construction, Manufacturing, and Utility with 17,582 employees (13%),
- **Transportation and Warehousing** with 17,026 employees (12%); and,
- **Retail Trade**, with 8,587 employees (6%).

Employment by Industry, 2011

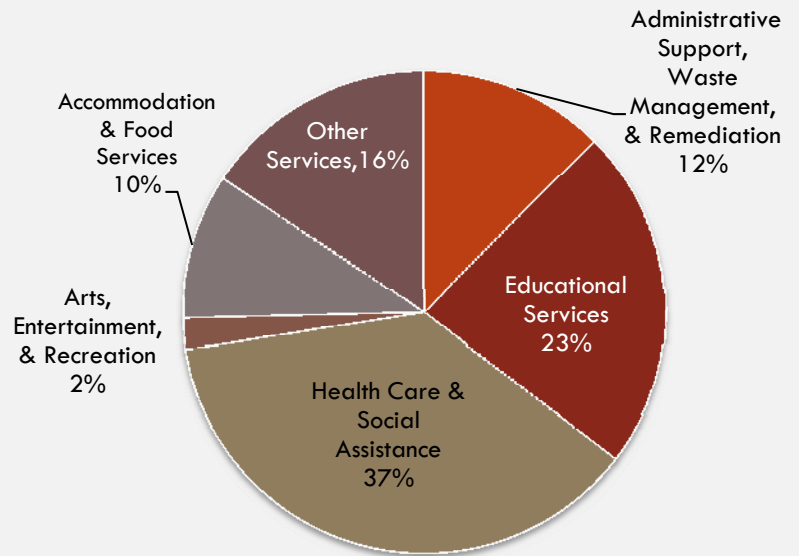


SERVICE INDUSTRY DETAIL, 2011

Health and Educational Services account for a major of service sector employment, specifically 21,342 and 13,173 jobs respectively.

The **Other Services** category includes sector employment in the repair, maintenance, management of companies and enterprises.

Service Industry Detail, 2011



PUBLIC EMPLOYMENT

Government employees account for 9% of total jobs in Newark, or 14,300 workers.

GREATER NEWARK AREA LABOR FORCE

Nearly 3 million people, ages 16 or older, live within twenty miles of Newark. 1.7 million of them are in the labor force.

The Greater Newark Area features a well educated demographic. 40% of residents in the Greater Newark Area 25 years old or older have earned an associate, bachelor, and/or graduate degree from a higher learning institution; while 85% have earned at least a high school diploma.

Educational Attainment, Age 25 and over	% Greater Newark Population
At Least Associate Degree	35.6%
At Least Bachelor Degree	28%
Graduate/Professional Degree	10.4%

EMPLOYED GREATER NEWARK AREA RESIDENTS AGE 16+

24% of the Greater Newark Area Labor Force is employed in **Professional Services** occupations—nearly 414,000 residents. 16% of Greater Newark residents, or 274,800 residents, are in **Service** occupations. Other high employment occupations include **management/business/financial** jobs and **administrative support**, each employing around 250,000 people.

NEWARK LABOR FORCE

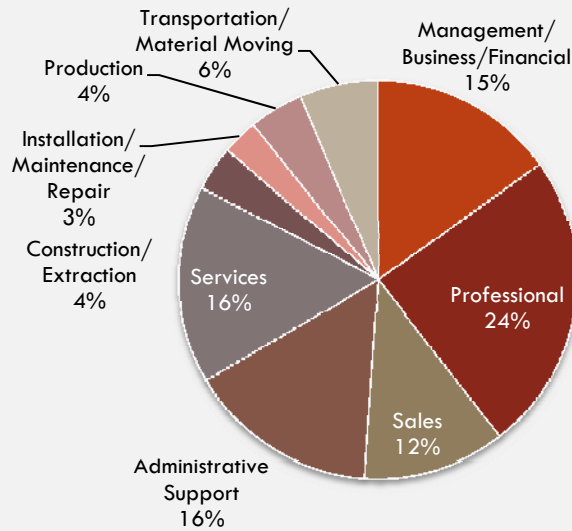
88,000 of the more than 110,000 Newark residents in the labor force are employed.

Service, Administrative Support, and Professional occupations are the most common among Newark residents. 27% of Newark residents – about 23,000 residents – work within the **service** sector. 14,600 work in **administrative support** occupations, and 13,000 work in **professional** occupations.

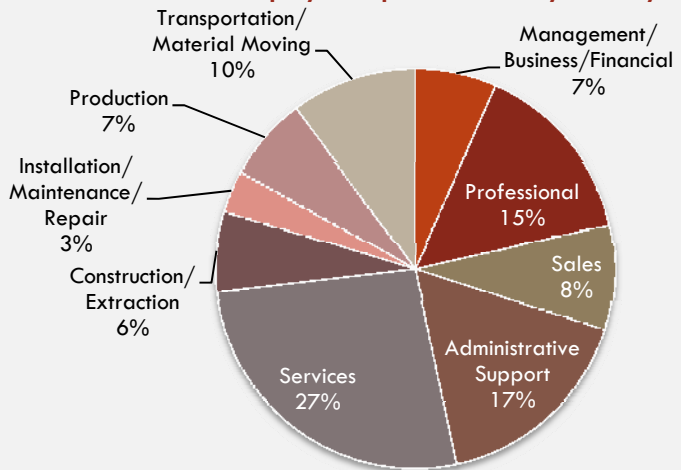
Other prevalent occupations for Newark residents include **transportation and material moving**, employing 8,900 residents, and **sales**, which employs 7,400 Newarkers.

The Greater Newark Region boasts a highly-skilled labor pool of more than 1.7 million workers. A world-class K-12 education system and higher education institutions support a consistently high-quality workforce.

Greater Newark Area Employed Population 16+ By Occupation



2010 Employed Population 16+ by Industry



HISTORY

Newark has been known as an industrial and trade center for more than two centuries. The City’s port facilities, developed during the 1800s, helped establish the working waterfront that exists to this day. In addition, freight railroads in the northern part of the City allowed for industry to develop away from the waterfront. Industrial expansion during the early 20th century led to a period of immense economic and population growth. From 1900 to 1920, the City’s population grew by 68%.

In 1915, Port Newark was created, and in 1929, Newark Airport was developed, strengthening the City’s position as a center for the production and transshipment of goods. The increased number of amenities and transportation facilities made Newark a retail destination for Essex County residents. In addition, several major companies and utilities providers established their headquarters in the City during the mid-1950’s, including Prudential Financial and Public Service Electric & Gas.

The 1980’s were marked by commercial development, particularly in Newark’s Central Business District. Subsequently, there was a revival in the cultural and housing sectors. New construction units were built in the thousands, and the Downtown was revived. By the mid-1990s, Newark was experiencing growth in both population and employment, and began to reverse the urban decline that had occurred in the City. Today, 274,000 people live in Newark, an area of approximately 24 square miles. For the first time in six decades, Newark’s population is growing.

The 2007 opening of the Prudential Center, an 18,500 seat entertainment and sports arena, has attracted millions of visitors to Newark. Recent events, such as the relocation of Panasonic Corporation of North America to Newark, show that Brick City is intent on reestablishing itself as a dynamic center of commerce. These events have also enhanced the City’s growing reputation as a great place to work, live, and visit.

LANGUAGE DIVERSITY

More than 20 percent of Newark’s residents speak English and another language.

Languages Spoken, Population 19 to 64 Years Old

Speak English and another language	21.1%	53,851
Spanish	13.3%	33,827
Another Indo-European language, including Portuguese	5.8%	14,746
Other language	2.1%	5,278

Newark is an exceptionally diverse city. Over 20% of its residents are bilingual. The City’s five wards offer a variety of ethnic restaurants and retail shopping stores, reflecting Newark’s cultural and immigrant origins.

AGE DISTRIBUTION

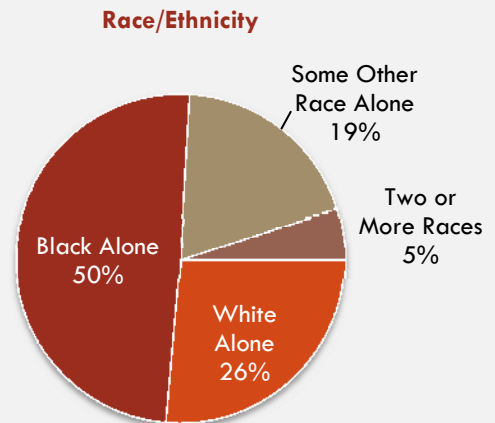
Newark is a relatively young city –**24.9% of residents are between the ages of 20-34**; 15.8% are younger than 9; and 14.6% are between the ages of 10-19.

<u>Age Distribution</u>	Newark	NJ
0-9	15.8%	12.6%
10-19	14.6%	13.5%
20-34	24.9%	18.8%
35-44	13.6%	14.1%
45-54	12.1%	15.7%
55-64	9.2%	11.9%
65+	9.7%	13.4%

RACIAL COMPOSITION

Newark is a diverse city. In the most recent census, half of its residents identified themselves as black, and 26% identified themselves as white.

Irrespective of race, 36% of the total population identified itself as of Hispanic origin.



With average office lease rates of less than \$24 per square foot, Newark's office rental market is an affordable alternative to Midtown Manhattan, where average office rents can exceed \$60 per square foot. Newark offers unparalleled access to the regional consumer market and other employment centers, along with attractive amenities and a growing Downtown residential community.

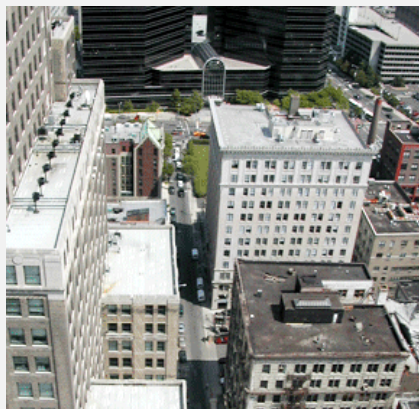
OFFICE MARKET

There are a total of **22 million square feet** in the Newark office market. Average asking rent in Newark is \$23.75, with an overall rental vacancy rate of 13%.

Within the Central Business District there are 17.3 million square feet of office space. Class A office space totals nearly 9.5 million square feet, with an average asking rent of \$26.05, and a vacancy rate of 9%. There are 4.2 million square feet of class B office space, with an asking rent of \$23.05 and 17% vacancy.

RETAIL MARKET

Newark has more than 13 million square feet of retail property with asking rents starting at \$22.76. The total number of square feet within the Ironbound is 2.5 million, and has an asking price of \$26.18. Occupancy rates are high – 95% in the overall market and 98% in the Ironbound.



DOWNTOWN LIVING

Living in the Downtown provides the platform for enjoying the **best Newark has to offer**: whether it is The Newark Museum, the New Jersey Performing Arts Center, the Prudential Center Arena, the Newark Bears Baseball Team, the various rich cultural attractions located in the Ironbound, or the more than 130 other food and beverage establishments located near Newark's Central Business District.

With the PATH, NJ Transit, and Amtrak only a few blocks away, the Downtown is readily accessible to the rest of New Jersey, the New York metropolitan area and Newark Liberty International Airport.

Downtown offers a range of products and price points, including:

ELEVEN80 – a 317 unit art deco residential tower with views of the City and Manhattan. 1 bedrooms start at \$1,600, and 2 bedrooms start at \$2,300. Amenities include a health club and a bowling alley.

Studebaker Lofts - 68 units located north of I-280 along Broad Street, less than two blocks from the N.J. Transit Broad Street Station and Light Rail. One bedroom rentals start at \$900, and two bedrooms start at \$1,250. Amenities include spacious layouts, high-efficiency stainless steel appliances, sustainable finishes, terraces and high ceilings.

Packard Lofts – This 28-unit building is located close to the Prudential Center and Newark Penn Station. One bedroom rentals start at \$1350, and two bedrooms start at \$1650. Amenities include a rooftop deck and proximity to NJ Transit.

The Colleoni Apartments in Lincoln Park – 29 apartments located in the Lincoln Park Coast Cultural District. One bedroom rentals start at \$1000, and two bedrooms start at \$1,100. Amenities include a gym and community room, and proximity to Symphony Hall.

AIR TRAVEL

Newark Liberty International Airport (EWR)

Newark’s EWR is located in the City of Newark, less than 15 minutes from Downtown by taxi or train, and 14 miles from Manhattan.

Newark is the 14th busiest domestic passenger airport and 34th busiest airport in the world:

- More than 33 million commercial passengers annually.
- 600 daily scheduled departures to more than 164 domestic and 84 international cities, including:
 - Abu Dhabi
 - Beijing
 - Buenos Aires
 - Delhi
 - Dubai
 - Hong Kong
 - London
 - Madrid
 - Mumbai
 - Paris
 - Santiago
 - Sao Paulo
 - Seoul
 - Shanghai
 - Singapore
 - Tel Aviv
 - Tokyo
 - Zurich
- Newark International is the 9th busiest domestic freight airport and 23rd busiest international freight airport, ranked by volume of more than 850,000 short tons of cargo annually.
- The AirTrain offers service to the Newark Liberty International Airport train station, with connections to Newark Penn Station and New York City.

PORT NEWARK/ELIZABETH

Port Newark-Elizabeth is the third-largest port in the nation. The Port serves as the principal container ship facility for goods entering and leaving the New York-Newark metropolitan area, and the northeastern quadrant of North America. The Port offers easy access to the New Jersey Turnpike and EWR.

- The Port moves over \$100 billion in goods annually,
- Businesses located around the Port support more than 230,000 jobs representing \$12 billion in annual wages.

Newark offers convenient and cost-effective access to the East Coast and the world through an international airport, rail system, highway and port infrastructure.

UTILITIES INFRASTRUCTURE

Public Service Enterprise Group (PSE&G)

Newark's utility service provider is PSE&G. The company has been named the most reliable utility service provider in the nation for the second year in a row, and the most reliable in the mid-Atlantic region for the eighth year in a row.

PSE&G was also awarded a Reliability One Award for superior utility distribution reliability. The company is investing in maintaining these titles—by 2012, PSE&G will have made \$900 million in infrastructure upgrades in three years.

Fiber optic network and bandwidth

Newark is a major hub in the national fiber optic network. It houses the third largest telecom carrier hotel in the Northeast at 165 Halsey Street, with more than 50 telecom carriers.

Newark-Pequannock Watershed

The City of Newark owns the 35,000 acre Newark-Pequannock Watershed, which supplies the City with water rated as high quality by the New Jersey State Department of Environmental Protection.



TRANSIT HUBS

As a major northeast corridor hub, Newark has unparalleled access for regional, commuter, and local rail usage. Riders can connect from **Newark's transit hubs to New York City in 20 minutes.**

Newark Penn Station is located within a ten minute walk of the Central Business District, the Ironbound, the Prudential Center and the New Jersey Performing Arts Center. With more than 26,000 daily NJTransit boardings and more than 1,800 daily Amtrak boardings, Newark is the third busiest hub in the NJTransit system. It is also the 15th busiest station in Amtrak's nationwide system.

Through **Penn Station**, riders can connect to:

- Newark Subway and Light Rail
- New Jersey Transit commuter rail
- Amtrak regional long distance trains
- PATH rapid transit system
- Local, regional and national bus services (NJ Transit, Greyhound, and other private operators)

Newark Broad Street Station

Newark Broad Street Station is located in the northern part of Downtown near the Newark Bears Riverfront Stadium, Washington Park and the University Heights neighborhood. The Station is currently served by:

- NJTransit commuter rail
- Newark subway and light rail
- 15 different NJTransit bus routes

NJ TRANSIT COMMUTER MASS TRANSIT

New Jersey Transit's **commuter rail network** consists of 11 lines and 162 stations primarily concentrated in northern New Jersey.

Three NJ Transit lines travel through **Newark Penn Station**:

- North Jersey Coast
- Northeast Corridor
- Raritan Valley

Passengers have direct access to three additional lines from **Broad Street Station**. These lines are as follows:

- Morristown
- Gladstone Branch
- Montclair-Boonton

NJ Transit provides nearly 223 million passenger trips each year, and is the nation's largest statewide public transit system.

NJ Transit also operates the **Newark Light Rail**, which links residents in north Newark and the northern suburbs to Downtown.

NJ Transit and Greyhound bus services connect

Downtown Newark to:

- Hoboken in 20 minutes
- New York City in 30 minutes
- Philadelphia in under two hours

PATH

The PATH is a rapid transit system directly linking Newark and northern New Jersey's urban centers to Lower Manhattan. The PATH connects Newark to lower Manhattan's World Trade Center within a 22 minute train ride; to Hoboken within 25 minutes; and to Jersey City within 18 minutes.

AMTRAK

Amtrak's high-speed Acela Express trains, as well as all other regional Amtrak trains in the Northeast corridor, stop at Newark Penn Station. Traveling from Newark on the Acela, it takes just 50 minutes to Philadelphia, two and a half hours to Washington, DC and four hours to Boston. The Acela trains run hourly, stopping in Newark during weekday rush hours.

HIGHWAYS AND ROADS

Six highways create excellent access to Newark:

NJ Turnpike is a north-south highway that runs along the eastern edge of the City, with exits 13A, 14, 15E and 15W serving Newark and providing easy access to New York City through the Holland and Lincoln Tunnels and the George Washington Bridge. The Turnpike is part of I-95, which runs north and south from Maine to Florida.

I-78 is an interstate highway that, along with US Route 22, runs east-west along the southern end of Newark, bordering the airport and providing access to the western suburbs and the NJ Turnpike. The interstate runs 144 miles from Harrisburg, Pennsylvania to the Holland Tunnel in Lower Manhattan.

US 1/9, known as the Pulaski Skyway, runs north-south through the southern part of the City and leads directly to the Holland Tunnel. US 1 runs roughly parallel to Interstate 95 which connects Massachusetts to Florida.

I-280 is an east - west Interstate that runs along the northern border of Newark, from Morris County to Newark, and connects to I-95 and I-80. In Kearny, Hudson County, access is provided to the Holland Tunnel and Lincoln Tunnel to New York City.

Route 21 is Newark's primary artery, along with Broad Street, and runs from the airport through the heart of the City to US 46.

Garden State Parkway is a toll road that stretches the length of New Jersey from the New York line to Cape May at New Jersey's southernmost tip. Many exits from the parkway connect to Newark's business district, neighborhoods, airport and seaport.

NEWARK IS A SHORT DRIVE FROM REGIONAL DESTINATIONS

- Jersey City: 15 minutes
- Hoboken: 20 minutes
- New York City: 25 minutes
- Philadelphia: less than 2 hours
- Washington, DC: 4 hours 15 minutes

NEWARK'S WORLD-CLASS INSTITUTIONS

Newark is home to distinguished institutions of higher education with more than 37,000 students and thousands more faculty and staff:

Research Institutions:

• **New Jersey Institute of Technology** is a public research university, offering 92 undergraduate and graduate degree programs in six specialized schools instructed by expert faculty, 98% of whom hold the highest degree in their field.

• **Rutgers, the State University of New Jersey at Newark** is comprised of seven colleges and professional schools in Newark, including the Newark College of Arts and Sciences, College of Nursing, School of Criminal Justice, Rutgers School of Law- Newark, Rutgers Business School, and Graduate School- Newark, School of Public Affairs and Administration.

Graduate Schools:

• **University of Medicine and Dentistry of New Jersey at Newark** is home to several schools, including the New Jersey Dental School, Graduate School of Biomedical Sciences, New Jersey Medical School, School of Nursing, School of Public Health, and School of Health Related Professions.

• **Rutgers Business School's** diverse student body includes 4,500 undergraduate and graduate students enrolled at Newark, New Brunswick, and five satellite locations in New Jersey and Asia. It offers two undergraduate programs, one on the Livingston campus of Rutgers-New Brunswick and one in the Downtown urban setting of Rutgers-Newark.

• **Rutgers School of Law** is the oldest law school in New Jersey. Its 227 students have the opportunity to receive a joint *Juris Doctor* and Masters degree from Rutgers, and can choose from eight clinics to participate in during their time at the Law School.

• **Seton Hall School of Law** offers seven degree programs and two certification programs at five specialized centers, including the Centers for Health and Pharmaceutical Law and Policy, the Center for Social Justice, the Center for Policy and Research, the Center for Religiously Affiliated Corporations, and the Gibbons Institution for Law, Science and Technology.

Community Colleges:

• **Essex County College** is an open-door public community college that is committed to providing quality educational programs and life-long learning activities at the most affordable cost. The school offers close to 70 majors and 564 courses.

Proprietary Degree Granting

• **Berkeley College in Newark** offers its students five degrees in three schools: Business, Professional Studies, and Liberal Arts. The Newark campus is one of eight branches of the school.

SELECTED RANKINGS

New Jersey Institute of Technology

- *US News & World Report* (2011) ranked NJIT's Graduate School (Engineering) in the Top 100 Best Engineering Schools in America.
- NJIT was ranked by *Princeton Review* as one of top 50 best value public colleges in 2009.

Rutgers, The State University of New Jersey at Newark

- For the 14th year in a row, *U.S. News and World Report* has ranked Rutgers-Newark the most diverse university in the US.
- Rutgers, Newark is listed in *U.S. News and World Report's* top 150 national universities.

Rutgers School of Law is a "Tier 1" school, as ranked by *U.S. News and World Report's* Best Graduate Schools in 2010.

Rutgers Business School

- Ranked #17 among U.S business schools for the employment rate of its graduates three months after graduation, according to *U.S. News and World Report*.
- The Wall Street Journal named Rutgers #20 among the top 25 executive MBA programs worldwide.
- Ranked #6 nationwide for "Most Competitive Students" by *the Princeton Review*.

Seton Hall School of Law

- Ranked among the Top 100 law schools in the nation by *U.S. News and World Report*.
- The health law program is consistently ranked among the top ten health law programs in the country, and is currently ranked 6th by *U.S. News and World Report*.

The University of Medicine and Dentistry of New Jersey at Newark ranks among the top 100 research universities in the country.

GREATER NEWARK REGION There are 19 other colleges, universities and professional schools within 20 miles of Newark.

Four-Year Colleges

- Bloomfield College
- Caldwell College
- Drew University
- Fairleigh Dickinson
- Felician College
- Jersey City University
- Kean University

- Montclair State University
- Saint Peter's College
- Seton Hall University
- Stevens Institute of Technology
- William Paterson University

Community Colleges

- Bergen Community College
- Hudson County Community College

- Middlesex County College
- Passaic County Community College
- Union County College

Proprietary Degree Granting

- Eastern International College
- University of Phoenix Jersey City



ARTS AND CULTURE

Newark has access to diverse arts and cultural venues, including; museums, concert halls, and sports and recreation:

- **Prudential Center:** The Downtown arena, also known as The Rock, opened in 2007 with a seating capacity of 17,625 for hockey and 18,500 for basketball. Prudential Center is located just two blocks from Newark Penn Station.
- **New Jersey Performing Arts Center (NJPAC):** NJPAC's Prudential Hall (2,750 seats) and Victoria Theater (514 seats) have welcomed more than six million visitors since the Center's opening in 1997.
- **Newark Museum:** The 4.5 acre campus of the state's largest museum attracts 325,000 visitors annually, who enjoy a robust schedule of public programs from jazz concerts, film festivals, cultural lectures, art classes and themed family festivals.
- **Newark Symphony Hall:** Built in 1925, Newark Symphony Hall features the 2,703 seat Sarah Vaughan Theater, the 800 person multi-purpose Terrace Ballroom and the intimate 220 seat Newark Stage black box theater.
- **Bears and Eagles Riverfront Stadium:** This 6,200 seat venue boasts the Manhattan skyline in its outfield horizon and is a great setting for games, concerts and other events. The stadium is host to the Newark Bears professional baseball team and is the home field for the college baseball teams of Rutgers University (Newark) and New Jersey Institute of Technology.
- **Branch Brook Park:** Conceived by famed landscape architect Frederick Law Olmsted, this 360 acre park is listed in the National Register of Historic Places and is the centerpiece of the Essex County Park system.

Other cultural institutions include:

PERFORMING ARTS

- African Globe Theatre
- Cathedral Concert Series
- The Newark Boys Chorus School
- New Jersey State Opera
- New Jersey Symphony Orchestra
- Opera Music Theater International

GALLERIES AND MUSEUMS

- Aljira: A Center for Contemporary Art
- Halsey Street Art Gallery
- Newark School of the Arts
- Richardson Gallery
- Robeson Gallery
- City Without Walls

OTHER CULTURAL INSTITUTIONS

- Carter G. Woodson Foundation
- Newark Community School of the Arts
- Newark MediaWorks
- Newark Public Library
- New Jersey Historical Society
- Sumei Arts Center

HOSPITALITY

Newark is home to 14 hotels, with a total of 3,500 rooms. Two new hotels are in the pipeline, and are projected to collectively add more than 250 Marriott and Indigo-branded hotel rooms to the City's inventory. Newark Liberty International Airport is the linchpin for the 3,500 hotel rooms in Newark, and another 2,000 in neighboring Elizabeth and Harrison.

HEALTH CARE

Newark's three main hospitals are referral and treatment centers for the northern New Jersey metropolitan area, and are consistently ranked among the best hospitals in the greater tri-state region.

St. Michael's Hospital is a 357-bed regional tertiary care, teaching, and research center in the heart of Newark's business and educational district. The hospital's amenities include a 24-hour, 7-day urgent care center, prenatal care, behavioral-health services, health education and imaging services. Specific centers of excellence and specialty units include the Heart and Vascular Institute, Regional Cancer Center and Connie Dwyer Breast Center.

- Ranked #23 among the Best New York Area Hospitals by *U.S. News and World Report*

Newark Beth Israel Medical Center is a 673-bed regional care, non-profit teaching hospital. The hospital is a major referral and treatment center for the northern New Jersey metropolitan area. It offers close to 100 departments, specialties, and services, including the Children's Hospital of New Jersey, the Lung Center, the Barnabas Health Heart Center, the Robotic Surgery Center, and the Women's Health Center.

- Ranked #12 among the Best New York Area Hospitals and #49 in the nation for Cardiology & Heart Surgery by *U.S. News and World Report*

The University Hospital is the principal teaching hospital of New Jersey Medical School and the center of referral for many of the state's most advanced medical services and specialty care programs. From the busiest Trauma Center in New Jersey, to one of the best liver transplant programs in the country, and scores of other programs in between, the University Hospital helps thousands of patients each year. The University Hospital includes 50 centers of excellence, specializing in the areas of cancer, cardiovascular services, genetics, the Neurological Institute of New Jersey, Ophthalmology, Orthopedics, Pediatrics, Psychiatry, Surgery and Trauma.

- Ranked #1 for treating heart failure patients by the University Health Consortium
- Ranked #14 among the Best New York Area Hospitals and #40 in the nation for orthopedics by *U.S. News and World Report*

CONVENIENT ACCESS TO REGIONAL ATTRACTIONS

Newark's **rail stations** provide 20 minute rides to Manhattan via NJ Transit and PATH trains, as well as direct access to the entire Northeast Corridor with Amtrak Service to Boston, New York, Philadelphia, Baltimore and Washington DC.

Newark Liberty International Airport, just minutes from Downtown by car or rail, hosts more than 33 million passengers per year traveling to 164 cities, including 84 foreign destinations.

Major **highways** provide convenient access to Newark including Garden State Parkway, New Jersey Turnpike, Routes 78, 280, 21 and 22.

Statue of Liberty and Ellis Island

Each year more than 3.8 million people visit the Statue of Liberty and Ellis Island National Monument, which can be reached by ferry from nearby Jersey City. Visits to Lady Liberty and the Ellis Island Immigration Museum aide in commemorating the statue's 125th anniversary. The two sites celebrate the freedom and dreams of the more than 12 million immigrants who passed through the doors of Ellis Island between 1892 and 1954.

Jersey Gardens, Elizabeth

Jersey Gardens is New Jersey's largest outlet mall, with over 200 stores under one roof. The mall is located five minutes from Newark International Airport, and less than 15 minutes from Downtown Newark. This shopping, dining and entertainment venue is home to a unique mix of brand name retailer and manufacturer outlets, discount and off-price stores, and full-price retailers including Banana Republic, Tommy Hilfiger, Gap Outlet, H&M, Lord & Taylor Outlet, Marshalls, Neiman Marcus Last Call, Nike Factory Store, Off 5th-Saks Fifth Avenue Outlet, and other premier retailers.

ACCESS TO NEW JERSEY'S REGIONAL ATTRACTIONS

- 61 State parks and forests;
- 130 miles of beaches, such as Seaside Heights;
- 297 ski runs, including nearby Mountain Creek;
- 127 museums, including the City's own Newark Museum; and,
- 5 pro sports teams, including the NJ Devils hockey, the NY Giants and Jets football, NJ Nets basketball and NY Red Bulls soccer.

OTHER SELECTED REGIONAL ATTRACTIONS INCLUDE:

Red Bull Arena, Harrison

The home to Major League Soccer's New York Red Bulls, the 25,000 seat, state-of-the-art stadium opened in 2010. Accessible by PATH and walking distance from Newark's vibrant, restaurant-centric Ironbound neighborhood, the stadium hosted more than 300,000 fans for Red Bulls games this season.

Newport Mall, Hudson County

Newport Mall, just 20 minutes from Newark's Downtown, offers three levels of fine shopping in Jersey City. The mall has four department stores, more than 130 specialty shops, a cinema and food court.

FOR ADDITIONAL INFORMATION

- Brick City Development Corporation
www.bcdcn Newark.org (973) 273-1040
- Newark Regional Business Partnership
www.newarkrbp.org (973) 522-0099
- Greater Newark Convention and Visitors Bureau
www.gonewark.com (973) 273-1040
- Newark Downtown District
www.downtownnewark.com (973) 733-9339
- Ironbound Business Improvement District
www.goironbound.com (973) 491-9191
- City of Newark
www.ci.newark.nj.us (973) 733-6400



NEWARK FACTS**FORTUNE 500 COMPANIES**

Fortune Magazine's 500 Largest U.S. Companies, Fortune.com

LABOR POOL

HR&A Analysis of ESRI Data on 2010 Census

COLLEGES AND UNIVERSITIES

HR&A, discussions with schools, 2010 IPEDS 12-month Enrollment Survey

OFFICE SPACE

Analysis of market data from CoStar, 2Q, 2011

RESIDENTIAL DOWNTOWN

BCDC and NRBP, December 2011

TRANSIT

NJ Transit Facts at a Glance, FY2010

NEWARK LIBERTY INTERNATIONAL

PANYNJ 2010 Airport Traffic Report

PRUDENTIAL CENTER AND NJPAC

BCDC and NRBP, December 2011

Prudential Center Website, www.prucenter.com

NJPAC Website, www.njpac.org

CENTRAL BUSINESS DISTRICT

HR&A Analysis of ESRI Data on 2010 Census

CRIME RATES

FBI Criminal Justice Information Services Division, <http://www.fbi.gov/about-us/cjis/ucr/crime-in-the-u.s/2010/crime-in-the-u.s.-2010/tables/table-6>

BUSINESS OVERVIEW**REGIONAL CONSUMER MARKET**

HR&A Analysis of ESRI Data on 2010 Census

NEWARK EMPLOYERS

ESRI Business Summary for Newark, 2011

Fortune Magazine's 500 Largest U.S. Companies, Fortune.com

CNN Money's Analysis of Fortune 500 Companies, Money.cnn.com

NJBiz, New Jersey's Largest Employers List, 2010

LABOR COSTS

US Bureau of Labor Statistics (www.bls.gov), HR&A Analysis from May 2011

PRIVATE INDUSTRY PROFILE

HR&A analysis of 2010 ESRI Industry Profile

PUBLIC EMPLOYMENT

HR&A Analysis of ESRI Data on 2010 Census

GREATER NEWARK AREA LABOR FORCE**EDUCATIONAL ATTAINMENT**

HR&A Analysis of American Fact Finder Data from 2005-2009 American Community Survey

EMPLOYMENT

HR&A Analysis of ESRI Business Summary for Newark, 2011

NEWARK LABOR FORCE

HR&A Analysis of ESRI Business Summary for Newark and 20 mi surrounding region, 2011

HISTORY AND CONTEXT**HISTORY**

BCDC and NRBP, December 2011

LANGUAGE DIVERSITY

ESRI, US Census, 2005-2009 American Community Survey

AGE DISTRIBUTION

ESRI, 2010 Census

RACIAL COMPOSITION

ESRI, 2010 Census

REAL ESTATE**OFFICE MARKET**

Analysis of market data from CoStar, 2Q, 2011

RETAIL MARKET

Analysis of market data from CoStar, 2Q, 2011

DOWNTOWN LIVING

Information supplied by BCDC in December 2011

Development information obtained from development websites and phone calls to developers.

TRANSPORTATION AND INFRASTRUCTURE**AIR TRAVEL**

PANYNJ 2010 Airport Traffic Report

NJ Transit Website. Air Train

http://www.njtransit.com/rg/rg_servlet.srv?hdnPageAction=AirportConnectionsTo

PORT NEWARK/PORT ELIZABETH

PANYNJ Website, <http://www.panynj.gov/>

UTILITIES INFRASTRUCTURE

Public Service Enterprise Group Website, www.pseg.com

Information on fiber-optic network and watershed provided by BCDC in December 2011

TRANSIT HUBS

NJ Transit Facts at a Glance, FY2010

NJ Transit Website, www.njtransit.com

NJ TRANSIT COMMUTER MASS TRANSIT

NJ Transit Facts at a Glance, FY2010

PATH

Port Authority Trans-Hudson Website, www.panynj.gov/path

AMTRAK

Amtrak Website, www.amtrak.com

HIGHWAYS AND ROADS

Information provided by BCDC in December 2011

REGIONAL DESTINATIONS

Mapquest, www.mapquest.com

Google Maps, www.google.com/maps

HIGHER EDUCATION**WORLD CLASS INSTITUTIONS**

Websites for the selected institutions, including:

<http://www.newark.rutgers.edu/>

<http://law.shu.edu/>

<http://www.umdj.edu/>

www.njit.edu

<http://www.essex.edu/aboutecc/>

http://berkeleycollege.edu/berkeley_bc/1944.htm

Student enrollment confirmed by Newark institutions.

SELECTED RANKINGS

U.S. News and World Report, Top 100 Engineering Schools in America, Top 150 National Universities, Top 100 Law Schools, other selected rankings

Princeton Review, Top 50 Best Value Public Schools in America, other selected rankings

The Wall Street Journal, Top MBA Programs Rankings.

COLLEGES WITHIN 20 MILES

NJ Higher Education, NJ College and University Directory by Sector:

http://www.state.nj.us/highereducation/colleges/schools_sector.htm#i4

NEWARK QUALITY OF LIFE**ARTS AND CULTURE**

Prudential Center Website, www.prucenter.com

NJPAC Website, www.njpac.org

Newark Museum Website, www.newarkmuseum.org

Newark Symphony Hall Website,

www.newarksymphonyhall.org

Bears and Eagles Riverfront Stadium Website,

www.newarkbears.com

Branch Brook Park Website,

www.branchbrookpark.org

Information on other cultural institutions supplied by BCDC in November 2011

HOSPITALITY

Information supplied by BCDC in November 2011

HOSPITALS

St. Michael's Hospital Website,

<http://www.smmcnj.org/>

Newark Beth Israel Website,

http://www.barnabashealth.org/hospitals/newark_beth_israel/

The University Hospital Website,

<http://www.theuniversityhospital.com/>

U.S. News and World Report Website,

<http://health.usnews.com/best-hospitals/>

REGIONAL QUALITY OF LIFE

PANYNJ 2010 Airport Traffic Report

NJ Transit Facts at a Glance, FY2010

Information supplied by BCDC in November 2011

CONVENIENT ACCESS TO REGIONAL ATTRACTIONS

Red Bull Arena Website, www.redbullarena.us

Newport Mall Website,

<http://www.simon.com/mall/?id=114>

Statue of Liberty and Ellis Island Website,

www.nps.gov/elis

Jersey Gardens Website, www.jerseygardens.com