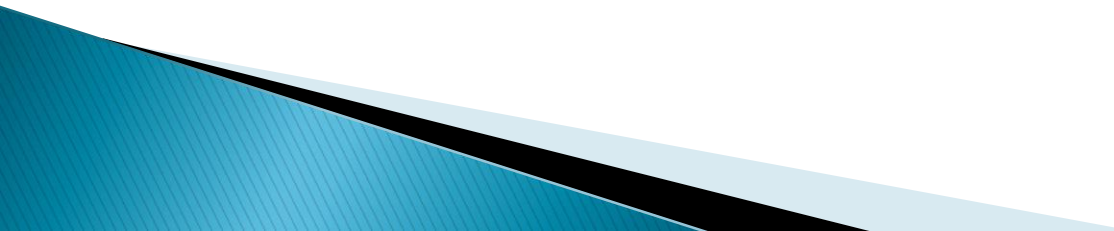


The Economic Landscape Northern Kent County

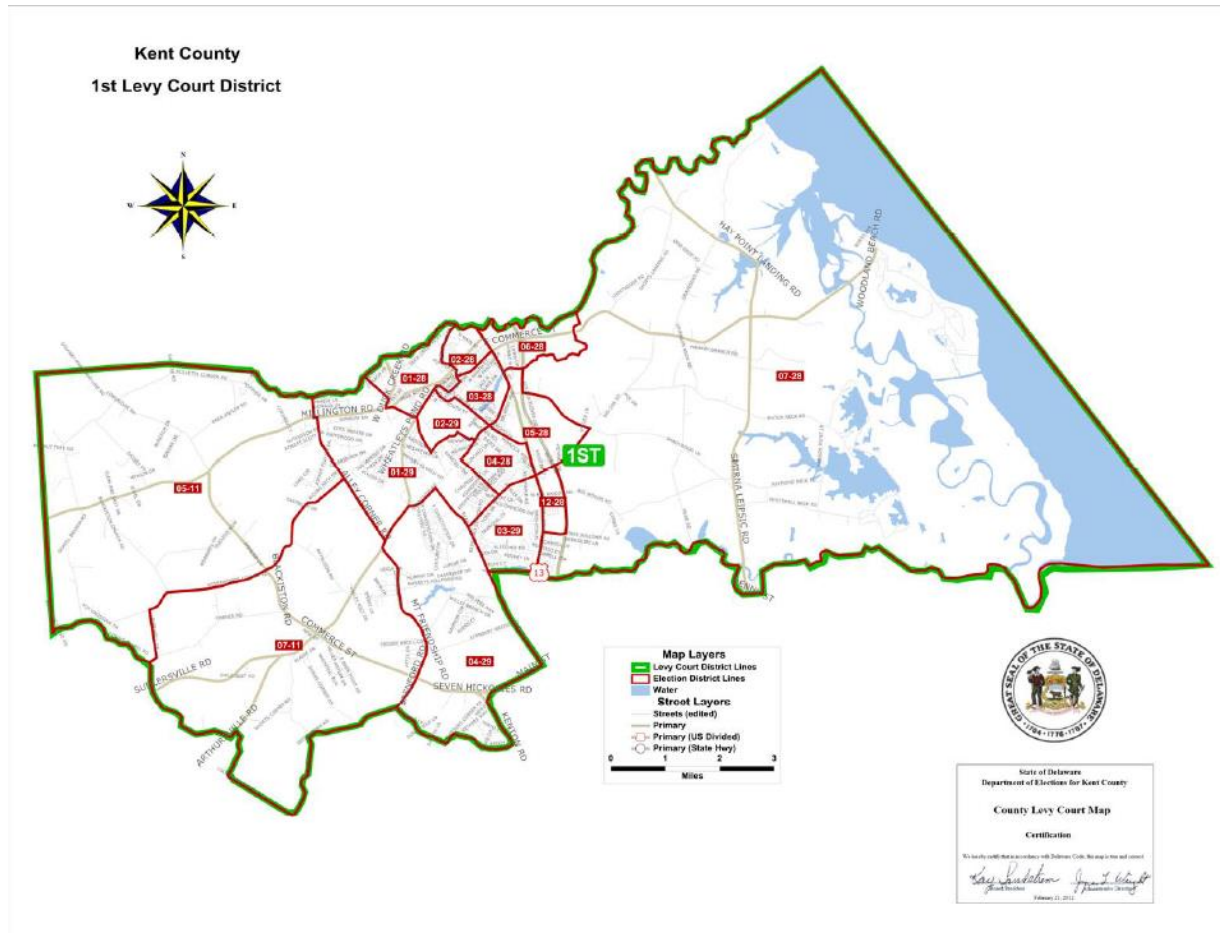
September 2016



Where is Northern Kent County?

- ▶ North of Garrison's Lake?
 - ▶ Levy Court Commissioner Banta's district?
 - ▶ Smyrna, Clayton, and Kenton communities
 - ▶ The geographic center of Delaware's population (Smyrna)
 - ▶ Less than an hour south of Philadelphia–Baltimore markets
 - ▶ The “Coolest” place around!
- 

MAP



By the Numbers

- ▶ Estimated 2015 population = 34,179*
 - ▶ Projected 2025 population = 39,989**
 - ▶ Smyrna–Clayton area expecting 17% job growth by 2030 (+1,100 jobs)
 - ▶ Market area population (based on Smyrna):
 - Within 10 minutes = 24,794
 - Within 20 minutes = 116,560
 - Within 30 minutes = 229,918
-
- * US Census tracts 2010 population x rate of growth in Smyrna (town) as reported for DeIDOT Municipal Street Aid Funds, from 2010 through 2015.
 - ** Based upon 50% occupancy of housing stock currently approved for development in Smyrna municipal limits. Rate of growth applied to all census tracts in northern Kent County. Delaware Population Consortium projects 3% annual growth as the statewide average. Smyrna and Clayton are in the State Strategies' for Spending Growth Zone.

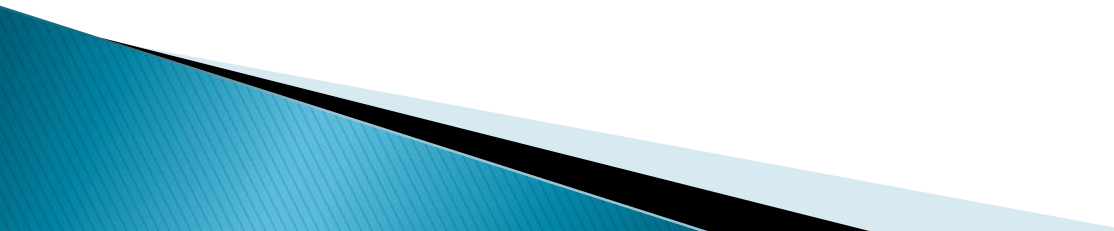
More Numbers

- ▶ Smyrna:
 - Doubled population since 2000 – triple by 2020?
 - Thriving downtown: a dozen new businesses, \$2.6 million reinvestment, 100+ jobs and counting
 - Over 77 new businesses in past three years
 - 255 new homes permitted since January 2014
 - Fastest growing area in state in 2014
 - Now 5th largest municipality in Delaware

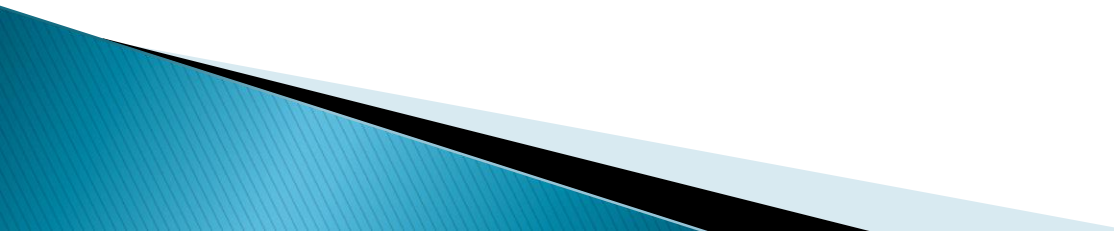
Strengths, Weaknesses, Opportunities and Challenges

- ▶ Our strengths: (Northern Kent County)
 - Great regional access esp. to north – SR1
 - N/S growth area with great infrastructure
 - Solid, committed core of public and private leaders (KEP, GKC, CDCC, and others)
 - Food/wine/beer/spirits/entertainment – fun
 - Energy sustainability
 - Strong retail growth downtown and on corridors
 - Great schools

Strengths, Weaknesses, Opportunities and Challenges

- ▶ Our weaknesses (Northern Kent County)
 - “Lower, slower” Delaware Image
 - Domination by Middletown and Dover markets
 - Limited financial incentives
 - Lack of shovel ready sites
 - Basic industries are not growing significantly (Hanover Foods, Wal-Mart, government)
- 

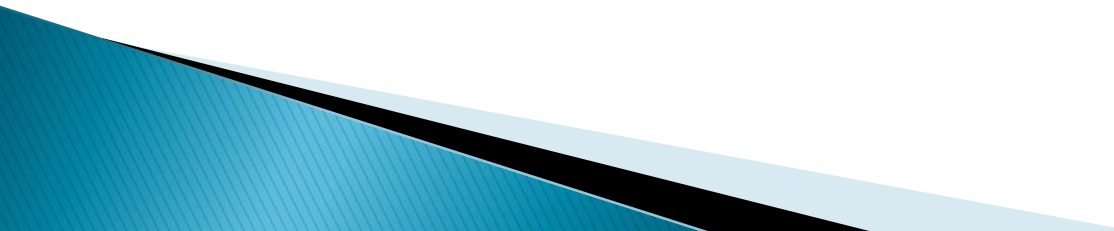
Strengths, Weaknesses, Opportunities and Challenges

- ▶ What do we have going for us in Northern Kent County:
 - Authentic towns – real people live here
 - “Can do” attitudes – public and private
 - Strong agricultural base – ideal for food innovation
 - Excellent health care systems
 - High quality of life – safe, affordable, historic, natural resources and low taxes
- 

Strengths, Weaknesses, Opportunities and Challenges

- ▶ What do we need to overcome – some challenges:
 - Promotion, marketing, place-making minimal
 - Limited funding available for growth
 - Sprawl, congestion and boredom – even ugly
 - “Every place looks like every place else”
 - Even our residents don’t know about us!

Looking Ahead

- ▶ Poised for growth – backlog of approved lots
 - ▶ Next in line (it is our turn)
 - ▶ Millennials want “real” places to live and work
 - ▶ Solid planning at all levels
 - ▶ Growing senior population seeking services
 - ▶ We are being discovered by site selectors, media, public
- 

Thank you

- ▶ Questions?