

PRESS RELEASE

CONTACT: Mayor's Office
861-5301

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Woodbine—Mayor William Pikolycky is pleased to announce that the United States Department of Agriculture (USDA) has awarded Woodbine a grant in the amount of \$75,000 for Phase II of its Marketing Plan under the Rural Business Enterprise grant program.

Phase I, which received \$70,000 in funding under the program, included visioning, branding, website development, brochures, direct mailing campaign, and market analysis.

Phase II will move the Borough to the next Phase of Marketing and Promotion, specifically of the Borough's Airport Business Park and surrounding Economic Development Zone in a manner that will include direct target marketing. Marketing materials will be targeted to the Economic Development Zone in a manner that will attract the interest of site selection firms as well as our partners at New Jersey Commerce and Economic Growth Commission and New Jersey Economic Development Authority.

Phase II of this Marketing Plan now enables Woodbine to get the message out about the competitive advantages that the Borough can offer to business and industry. The Airport, the Business Park, Rail Freight Service, proximity to Atlantic City, rail linkages to the entire North East Corridor, public infrastructure (sewer, water, fiber) natural gas, alternative fuel from the landfill and other resources support our readiness to move forward with development of the Airport Business Park and surrounding Economic Development Zone in partnership with the private sector.

Complementing this Marketing Strategy is \$425,000 in grant funding, including \$200,000 from the New Jersey Department of Transportation for preparation of an economic study for the Woodbine Airport, which will be included in the Airport Master Plan in order to focus on the highest and best opportunities for airside and landside development. This study will set forth a blueprint for action that will allow the airport and surrounding Economic Development Zone to be a viable transportation resource while at the same time contributing to Woodbine's long term economic sustainability. The Department of Transportation has also awarded the Borough \$225,000 for redevelopment of the main entrance to the Airport/Business Park Complex off of DeHirsch Avenue/Route 550 in keeping with the Airport's development potential.

In all, the Woodbine Port Authority and Woodbine Borough have and continue to secure public financial resources essential to creating the physical framework for private investment in bricks and mortar and jobs in a managed responsible manner over time.

“I believe that the USDA Rural Development’s Targeted Marketing grant coupled with NJDOT’s grant for focused economic agenda for the Airport and Economic Zone will give Woodbine an opportunity to deliver a compelling message to the private sector that will ultimately produce a significant return on the public investments made in Woodbine’s economic future,” remarked Mayor Pikolycky.