



PRESS RELEASE

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Rockport 2.0 Analytics

Dover, Del. – The 2018 report which gave Kent Economic Partnership the blueprint for which industries to target has been updated into Rockport 2.0. The updated study affirmed these targeted industries of manufacturing and warehousing, distribution, and logistics and took a deeper dive into workforce numbers in each industry. In addition, the updated study provided targeted industries for Smyrna, Dover, and Milford.

This was a collaborative effort between KEP and the 3 municipalities.

“Rockport 2.0 has been very successful and we will continue to use the study to attract businesses to Kent County,” Kent Economic Partnership Executive Director Linda Parkowski said. “Along with attracting businesses, the study will allow us to better support our local businesses and provide them with the raw data needed to assist in their decision making processes.”

Central Delaware is in a good position for business attraction and expansion. The report paired with Central Delaware’s location and business friendly tax structure makes Central Delaware one of the best locations for businesses.

“This study provides an in-depth analysis of the businesses and industries that are most likely to come to the greater Smyrna area,” Smyrna Senior Planner Jeremy Rothwell said.

Workforce has become a concern for many businesses. The report provides very detailed information on workforce data and drive times. This supplies us with information on where to market job openings and helps increase the probability of filling open positions in an effort to keep businesses moving forward.

“Successful economic development depends on reliable, current data regarding our strengths and target industries most appropriate for Dover,” City Manager of Dover, DE Dave Hugg said. “Rockport 2.0 provides another tool to assist in recruitment and retention of employees.”

The targeted industries were somewhat different for Smyrna than Milford because of location. With the different drive times each location has, there are different strategies that need to be used to attract the targeted industries. The Rockport 2.0 helps identify these strategies.

“The Rockport 2.0 analysis is a great tool we’ll be able to put to use as we start to market our new 182-acre Milford Corporate Center in the northwest part of the City,” Economic Development & Community Engagement Administrator Sara Bluhm said. “Finding companies to fill the Center that will fill a current void in our area as well as provide jobs fit for our workforce will be an easier task thanks to Rockport 2.0.”

The updated and more detailed data allows the county and municipalities to better target industries for relocation to Central Delaware, but also to assist and support existing local businesses by using the data to facilitate any business needs that may arise. Rockport 2.0 can be found at https://www.choosecentraldelaware.com/clientuploads/KEP_Final_Report_Target_Industry_Study_2020-21_FINAL_3-7-22.pdf.

The Kent Economic Partnership is the Economic Development Agency for Kent County, focusing on business attraction and retention programs, and promoting better employment opportunities for Central Delaware residents. In support of economic development that creates and sustains a diverse business climate in Central Delaware, the Kent Economic Partnership is joined by municipal governments and the private sector to create a unified voice for the County. For more information, see <https://www.choosecentraldelaware.com/index.php>.

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