



# Vineland Convention Center

Driving economic growth and serving community needs

*Stephanie Berge, General Manager, The Vineland Convention Center*

Vineland has long been recognized for its agricultural and glass making history. With the opening of new Industrial Parks in 1976, city officials began actively working to broaden Vineland's economy to ensure long-term resilience. And in fact, since that time, the city has made great strides in sectors such as scientific glass and plastics manufacturing, food processing, logistics, healthcare, and more. And now, a new phase in the city's evolution is underway.

The opening of the Vineland Convention Center (VCC) in the fall of this year will mark an exciting new direction for this southern New Jersey city, one that promises to further bolster economic growth the city has been experiencing, create new job opportunities, and increase its regional influence. The 40,000 square foot VCC, located in the heart of downtown along the 600 block of Landis Avenue, will offer a modern, flexible bi-level space capable of hosting events of many sizes, from intimate meetings to conferences, trade shows, exhibitions, and a variety of community events. In fact, organizers recently announced a Garden State Comic Fest event is already booked for November 2025.

## Redevelopment Efforts

According to Vineland Economic Development Director Sandy Forosisky, "This reimagined vision for the space is a significant investment in Vineland's future. For more than 40 years it was home to the J.J. Newberry department store until its final closure in 2001. From that point, the building remained vacant for a decade and was ultimately purchased by the city as part of redevelopment plans for East Landis Avenue. It was re-opened as a public market in 2011, but after initial success, a number of factors forced its closure again in 2015. Since that time, several plans

have been offered, but nothing came to fruition until the Convention Center idea was proposed."

But the VCC is not just simply a structure; it's part of a larger, coordinated effort to market Vineland to a regional and national audience branding the city with a positive message about our culturally rich, family oriented community, and the benefits of locating or growing a business here.

"The VCC will open an exciting new chapter for Vineland, one that will have a lasting, positive effect on our local economy," said Vineland Mayor and NJLM Executive Board Member Anthony Fanucci. "By attracting convention-type events to our city, we are opening up new avenues for business development, creating jobs, and fostering collaboration among local businesses. The Convention Center will serve as a hub for innovation and opportunity, contributing to the prosperity of our community for years to come."

## A Boost for Business & Community

The opening of the VCC is expected to attract thousands of visitors each year, leading to increased demand for local services from Vineland businesses, and beyond. The city's convenient location along New Jersey Route 55 with a direct connection to the New Jersey Turnpike and Interstates 95 and 295 make Vineland a more attractive destination for



events and conferences that previously may have opted for bigger, more expensive venues in neighboring cities. Additionally, the Convention Center will create a range of new community collaboration opportunities, from event staff and management to hospitality and technical services, further contributing to the local workforce and economy.

“With our strategic location and versatile spaces, the VCC is perfectly positioned to become a destination for industry events, which in turn will provide a significant boost to local businesses such as hotels, restaurants, transportation providers, retail establishments, and entertainment venues,” Forosisky continued. “Moreover, the influx of visitors is likely to have a ripple effect beyond the city. Our goal is to ensure that the VCC both meets the needs of our clients and benefits the wider Vineland community.”

### Looking Ahead: Vineland's Future

With a growing population and an increasing number of companies of

## A Community Centric Venue

The Convention Center is committed to being an integral part of Vineland's vibrant community. In addition to hosting business events, the venue will also offer space for cultural, educational, and civic gatherings, making it a hub for residents to come together. With its spacious floor plans, exhibition halls, and kitchen facilities, the venue is designed to accommodate a wide range of events that serve the needs and interests of the community.

“We are excited to offer a space that's not only a business resource but also a place where our residents can celebrate, learn, and connect,” Mayor Anthony Fanucci said. “The Convention Center is a reflection of the pride and potential of Vineland, and we look forward to seeing it become a focal point for both professional and community-driven events.”

all sizes calling Vineland home, the city is emerging as a dynamic place to do business in southern New Jersey. The new convention center is just one of many pieces of a larger puzzle that's coming together to create a more diversified and resilient economy.

Mayor Fanucci concluded, “The VCC is another milestone in the city's ongoing growth and transformation. With more projects in various stages of development, Vineland is poised

to become an even more attractive destination for business and leisure travelers alike. I, and the entire city leadership, remain focused on continuing to build a future where economic opportunity, community well-being, and sustainability are top priorities.”

@ For more information on the Vineland Convention Center, email [vinelandconventioncenter@vinelandcity.org](mailto:vinelandconventioncenter@vinelandcity.org).



## OWNER OPERATED CLIENT DRIVEN

At First MCO, we understand the value of building strong partnerships. Years of collaboration have fostered deeper relationships with our providers, enhanced patient experiences, and delivered unparalleled service.

### QUALITY CARE, MAXIMUM SAVINGS, OPTIMAL OUTCOMES

#### WHY OUR NETWORK?

- ✓ Direct Provider Relationships: Allows us to negotiate more effectively and creatively, leading to bigger savings for our clients.
- ✓ Experienced & Specialized Network: Our providers are top-tier professionals that have demonstrated the ability to effectively treat workplace injuries.
- ✓ Outcome Based Network: We evaluate key performance indicators, including treatment outcomes, responsiveness and patient experience.



CONTACT First MCO  
and experience the confidence  
that comes with expert,  
dedicated care.

973-257-5200  
[www.firstmco.com](http://www.firstmco.com)  
[info@firstmco.com](mailto:info@firstmco.com)