

Abandoned Amish market to reopen as N.J. city's \$3.5M convention center with 2-story brewery

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Vineland officials say the new downtown convention center at 631 E. Landis Avenue will include a micro brewery.

By N.J. News Report

A long-abandoned Amish Market is reopening this fall as the Vineland Convention Center, a 40,000-square-foot facility that will also include a two-story brewery. The total cost of the project was \$3.5 million, the city said.

The Garden State Comic Fest will be the first major event at the convention center on Nov. 15 and 16.

City officials say the comic fest is expected to draw more than 5,000 visitors to the new downtown venue, located at 631 E. Landis Avenue.

Fans of Wander Back Beerworks brews will have to wait until construction on that part of the project is completed early next year.

Wander Back has been available on tap and in stores throughout southern New Jersey while using another brewery's production facilities.

The former Landis Marketplace underwent extensive renovations to transform into a modern event space, according to a statement Sandy Forosisky, the city's director of economic and community development.

Improvements included removing the old marketplace kitchens, upgrading electrical and internet systems, installing new bathrooms, adding a green room, applying new epoxy floors and ceilings, and incorporating the brewery in the northeast corner spanning two floors, the statement said.

City officials expect the convention center to attract thousands of visitors annually has already secured bookings for 2026, including a sneaker convention, reptile show and memorabilia card show.

The city offers approximately 500 hotel rooms for convention visitors.

There is also downtown parking and the city has planned shuttle service for larger events.

The building has a complex history dating back to 1958 when it was constructed as a J.J. Newberry store. After the store closed in 1998, the property fell into disrepair.

It was acquired in 2008 by the city through the Vineland Development Corporation to create the Landis Marketplace.

When that venture closed in 2015, the building served various purposes, including a public event venue and a movie production studio.

Convention center plans began in 2024.

Beyond business events, the facility will accommodate cultural, educational, and civic gatherings for the community, featuring spacious floor plans, exhibition halls, and kitchen facilities.

“The Vineland Convention Center will open an exciting new chapter for Vineland, one that will have a lasting, positive effect on our local economy,” said Mayor Anthony Fanucci.

The mayor said conventions in the city will create jobs, boost the economy and aid business development.

To book an event, email the VCC at vinelandconventioncenter@vinelandcity.org