

REMARKS PREPARED FOR DELIVERY BY GOVERNOR JIM FLORIO
CAMPBELL'S SOUP GROUNDBREAKING
MONDAY, DECEMBER 16, 1991

1. IF YOU ASK HOW NEW JERSEY WORKS, THE ANSWER IS RIGHT HERE IN CAMDEN. THIS NEW WORLD HEADQUARTERS FOR THE CAMPBELL'S SOUP COMPANY REPRESENTS THE KINDS OF INSPIRED PARTNERSHIPS THAT ARE HELPING US TO WEATHER THIS NATIONAL RECESSION AND RESTORE HOPE TO THE PEOPLE OF OUR STATE.
2. THIS BUILDING IS ABOUT JOBS -- ABOUT THE 500 PLUS JOBS WE CREATE TODAY IN CONSTRUCTION AND THE OVER 1,200 PEOPLE THAT WILL WORK HERE WHEN THE BUILDING IS FINISHED. AS PART OF THIS PROJECT WE'LL ALSO SEE \$50 MILLION INVESTED IN A REHAB OF THE CAMPBELL'S PLACE FACILITY.
3. TWO GREAT TRADITIONS MEET IN THIS BUILDING. THE FIRST IS CAMPBELL'S PROUD HERITAGE AS ONE OF THE GIANTS OF AMERICAN BUSINESS. THE SECOND IS NEW JERSEY'S TRADITION OF WORKING TOGETHER FOR OUR COMMON GOOD. I PARTICULARLY WANT TO THANK THE PARTNERS WHO WORKED SO HARD TO MAKE THIS PROJECT A REALITY:

*CAMPBELL'S SOUP COMPANY AND CEO DAVID JOHNSON WHO WAS WILLING TO TAKE A RISK IN THE FUTURE OF CAMDEN. HE DESERVES OUR RECOGNITION AND APPLAUSE;

*THE COOPERATION OF DKM PROPERTIES AND THE CAMDEN REDEVELOPMENT AGENCY;

*THE DELAWARE RIVER PORT AUTHORITY;

*THE WORK OF THE STATE'S TREASURY DEPARTMENT AND ECONOMIC DEVELOPMENT AUTHORITY;

*THE STATE AGENCIES THAT WILL BE OCCUPYING SPACE IN THE NEW COMPLEX.

4. THE SAME SPIRIT OF INSPIRED PARTNERSHIP THAT BRINGS US HERE TODAY IS ALSO BRINGING A NEW VITALITY TO NEARLY EVERY CORNER OF THIS PROUD CITY. CAMDEN AND CAMPBELL'S HAVE BEEN GREAT PARTNERS FOR OVER 100 YEARS--AND WILL CONTINUE TO BE FOR THE NEXT 100 YEARS. (PAUSE)

5. IT HAS BEEN SAID THAT GREAT CITIES NEVER DIE; THEY ADAPT. HERE ALONG CAMDEN'S WATERFRONT, WE SEE THE PROOF.

*JUST TWO WEEKS AGO, G.E. AEROSPACE BROKE GROUND FOR A \$65 MILLION COMMUNICATIONS COMPLEX AT THE SITE OF THE OLD CAMPBELL'S SOUP PLANT.

*NEXT MONTH, WE WILL WELCOME THE FIRST VISITORS TO THE THOMAS. H. KEAN NEW JERSEY STATE AQUARIUM -- ONE OF THE FINEST AQUARIUMS ANYWHERE IN THE WORLD.

AND THERE'S MORE PLANNED FOR THE WATERFRONT, INCLUDING:

*A 250-ROOM HOTEL AND CONVENTION CENTER

*A PROMENADE OF SHOPS;

*A MARINA;

*AND A 750-CAR GARAGE.

ALL TOGETHER, THESE PROJECTS REPRESENT A HALF-A-BILLION COMMITMENT TO CAMDEN'S FUTURE. LADIES AND GENTLEMEN, THIS CITY IS GOING TO BE THE COMEBACK PLAYER OF THE DECADE. (PAUSE)

6. BUT IT'S NOT ONLY CAMDEN THAT BENEFITS. OUR CITIES ARE A KEY TO THE PROSPERITY OF OUR STATE. WHEN WE BUILD IN CAMDEN, WE INVEST IN NEW JERSEY -- ESPECIALLY IN SOUTH JERSEY. AND AS THE FIRST GOVERNOR FROM SOUTH JERSEY SINCE GOVERNOR CAHILL, I MUST CONFESS THAT MAKES ME PARTICULARLY PROUD. GOOD THINGS ARE HAPPENING IN SOUTH JERSEY -- THINGS LIKE:

*THE \$400 MILLION COGENERATION PLANT IN SALEM;

*AND THE ATLANTIC CITY AIRPORT.

7. BUT WE KNOW SOMETHING'S MISSING FROM OUR NATIONAL ECONOMY TODAY. WE ARE MOVING AHEAD IN NEW JERSEY BECAUSE WE FACING THE TOUGH ISSUES AND MAKING THE RIGHT CHOICES. WE ARE INVESTING IN LONG-TERM, SUSTAINABLE GROWTH. LAST WEEK, WE YIELDED ANOTHER MAJOR DIVIDEND FROM OUR CHOICES WHEN WALL STREET RESTORED THE TRIPLE-A RATING ON OUR STATE BONDS. WE'VE GOT THE HIGHEST CREDIT RATING IN THE NORTHEAST, AND THAT MEANS ACCESS TO CAPITAL FOR THINGS LIKE COLLEGE-LOAN PROGRAMS, PUBLIC WORKS PROJECTS, FIRST-TIME HOMEBUYERS'S PROGRAMS AND ALL THE OTHER THINGS WE NEED TO PULL NEW JERSEY THROUGH THESE HARD ECONOMIC TIMES.

8. SO HERE IN NEW JERSEY WE RETURN THE FUNDS INVESTED BY OUR CITIZENS BACK INTO OUR BUSINESSES, CITIES AND COMMUNITIES. WE'RE ACTING AS ACTIVE, VIGOROUS PARTNERS IN THE MARKETPLACE OF OUR STATE. WHEN THE SMOKE HAS CLEARED FROM THE RECENT CONTROVERSIES, THE RECORD WILL BE INDISPUTABLE--NEW JERSEY TOOK THE TOUGH STEPS TO KEEP OUR ECONOMY MOVING IN STEEP NATIONAL RECESSION. AND WE'LL BE LEADING THE NORTHEAST INTO A LONG-AWAITED, LONG-TERM PERIOD OF ECONOMIC GROWTH.

9. BUT IT IS IRONIC THAT WHILE WE ARE IN BETTER SHAPE THAN OTHER STATES, WE IN NEW JERSEY CAN ONLY DO SO MUCH. WHILE THE STATES SHOVEL SAND AGAINST AN INCOMING TIDE, THE PRESIDENT AND CONGRESS ARE REFUSING TO REINVEST OUR TAX DOLLARS INTO OUR FUTURE. WHILE NEW JERSEY AND THE STATES DESPERATELY NEED NATIONAL INVESTMENT, THE PRESIDENT AND CONGRESS CANNOT FIND THE WILL TO DEVELOP A STRATEGY. WHILE THE MIDDLE-CLASS FALLS FARTHER BEHIND THE COST OF LIVING AND VITAL PIECES OF THE AMERICAN DREAM SUCH AS HIGHER EDUCATION AND HOME OWNERSHIP DRIFT FARTHER OUT OF REACH, OUR POWERFUL FEDERAL GOVERNMENT DANCES WITH INTEREST GROUPS AND BICKERS OVER THE BLAME FOR MASSIVE FAILURES SUCH AS THE S&L CRISIS.

10. WHERE OUR LAWMAKERS ONCE MOVED SWIFTLY TO HELP STATES IN DIFFICULT TIMES, NOW THEY STALL WITH PHOTO OPS, SMOKE AND MIRRORS. THIS MAKES LIFE DIFFICULT FOR A GOVERNOR. WHEN WE BROKE GROUND AT GE A A FEW WEEKS AGO, WE KNEW WE HAD SAVED 1,000 JOBS. BUT I RETURNED TO THE OFFICE TO SEE THAT OUR UNEMPLOYMENT ROLLS HAD SWELLED THAT MONTH BY 10,000! UNTIL WASHINGTON FINDS THE WILL, THE STATES ARE SHOVELLING SAND AGAINST THE TIDE.

11. BUT WITHOUT OUR EFFORTS IN NEW JERSEY, OUR ECONOMY WOULD BE WASHING US ALL OUT TO SEA. BECAUSE WE MADE THE HARD DECISIONS THAT OTHER STATES ARE JUST NOW ARRIVING AT -- CONNECTICUT, PENNSYLVANIA -- AND OUR PRESIDENT WILL NOT YET FACE, NEW JERSEY IS SLOWLY MARKING PROGRESS. ONE GOVERNOR TOLD ME LAST WEEK THAT HE'S READY TO GIVE THE KEYS OF THE STATEHOUSE TO PRESIDENT BUSH AND TELL HIM, GO AHEAD, YOU RUN THE STATE--I'VE GOT NOTHING LEFT TO RUN IT WITH!

12. LIKE ME, I THINK NEW JERSEY KNOWS HOW TO TAKE A FEW BLOWS, SHIFT THE COURSE, AND KEEP MOVING AHEAD. AND BOTH OF US ARE GOING TO KEEP GOING STRONG IN THE MONTHS AHEAD. AND I ASK ALL OF YOU TO JOIN ME IN THIS EXCITING JOURNEY TO THE BEST NEW JERSEY YET.