



CONSERVATION
ECONOMICS

Building Profitable Relationships between the Public and Private Sectors

Executive Summary:

Mr. Jeffrey A. Miller Catering (JAM) was looking for “unforgettable settings” for events that would showcase his “innovative cuisine and extraordinary hospitality.” Conservation Economics (CE) was engaged to find sites for expansion of JAM’s business that highlighted a site that featured both natural resources and historic buildings.

Through our extensive network and experience in finding opportunities for businesses, CE matched JAM with the New Jersey Department of Environmental Protection (NJ DEP). CE negotiated the perfect setting for JAM, while helping the NJ DEP generate revenue to restore and maintain their parks.

Client Challenge:

Based in Philadelphia, PA, JAM operates eleven regional catering venues focused on “vibrant culinary offerings with flavors from around the world.” The company was seeking exciting new settings with historic and cultural value in which to cater weddings, reunions, corporate events and other social gatherings.

Waterloo Village is a 19th century village along the Morris Canal in Hackettstown, New Jersey, located in the Allamunchy Mountain State Park, and managed by the New Jersey Department of Environmental Protection. Historic houses and a pavilion in the Village needed restoration, and the State of New Jersey was looking for additional revenue from the leasing and management of these sites to fund the restoration efforts.

JAM and the State agency had complementary goals but they needed to be made aware of these commonalities and establish a formal working relationship.

Conservation Economics Solution:

Jeffrey A. Miller Catering and NJ DEP needed CE to coordinate and facilitate the leasing and management of Waterloo Village.

To accomplish this arrangement, CE:

- Identified NJ DEP’s Waterloo Village as a site suitable for JAM
- Guided the JAM proposal for investing in, restoring and maintaining a valuable historic site
- Helped to establish JAM as sole vendor of Waterloo Village events
- Facilitated the establishment of a 10-year lease between JAM and NJ DEP
- Facilitated JAM’s investment for capital improvements to the buildings
- Guaranteed quality landscaping care and building maintenance
- Coordinated the establishment of an organic farm operation on the site
- Guaranteed revenue for the State of New Jersey

Results:

As a result of this partnership, JAM has become the exclusive host of events held in Waterloo Village buildings on New Jersey State Park lands over the next ten years. Return on JAM’s initial investment of \$700,000 is exceeding expectations. In addition, JAM’s venture provided the NJ DEP with the incentive and income to begin restoring their historic buildings and maintaining the landscape. Park visitation has grown dramatically with a significant increase in revenue to NJ DEP.

By applying an extensive contact network to facilitation of sustainable natural resource outcomes, CE created an opportunity that benefits both private business and public agency.