

Hackensack at a Glance

Hackensack is an urban riverfront community centrally located in Bergen County. Interstate I -80 and New Jersey Route 4 border the city to the north and south perimeter, providing excellent connections to major New Jersey routes such as NJ -17 and NJ-46. Touching 11 other towns, being the county seat, and with a concentration of government offices, professional services, health care and education, Hackensack is a vibrant community that in many ways is at the center of Bergen County.

Within Hackensack's four square miles of territory are a rich mix of neighborhoods, industrial areas and commercial districts. There are several historic buildings and sites, as well as parks and preserved natural areas. Hackensack has many organizations that connect to the worlds of arts, culture and history.

Demographics

Hackensack is one of Bergen County most populated communities. The 2013 estimates a population of 43, 113 persons, an increase of +0.6% from 2000. (The weekday population is even higher – as much as 100,000 people.) Although the overall population did not change much, there are more children now than in the previous decade. Hackensack is one of the most diverse communities in New Jersey. Hispanics/Latinos and non-Hispanic Whites each make up about a third of the population. African-Americans are about 22%, and Asian-Americans about 11%.

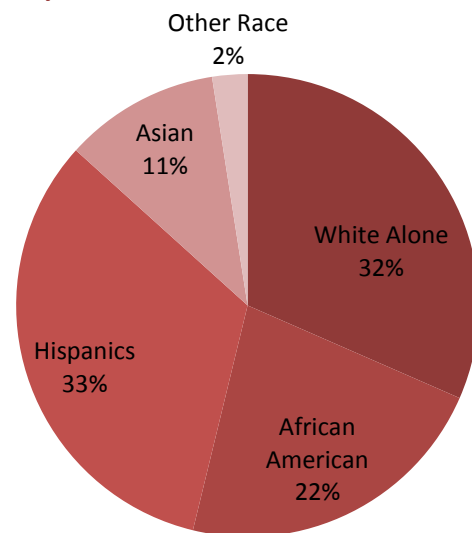
Economic Activity

Hackensack has a diverse mix of economic activities; manufacturing, professional services and accommodations services are among the most commonly found in the city. Arts, entertainment and cultural activities play an important role in the current economic mix.

There are more than 150 commercial properties and over 375 businesses within the Hackensack district. The income per capita is \$32,486 and the median household income is \$59,042 – close to the average for New Jersey.

There is a major concentration of economic activity on Main Street, which tends to serve local residents and workers. Among the major employers are Bergen County Judiciary and Hackensack University Medical Center, as well as large retail stores like Target and Costco.

Diversity



Cultural and Creative Assets

The creative sector refers to a set of organizations and entrepreneurs who are primarily involved with design, manufacture and distribution of products whose market value comes primarily from their aesthetic appeal. Besides art galleries, theaters and museums, the creative sector also includes such organizations as full-service restaurants, cut stone manufacturers, and tattoo parlors. Together, these organizations are the indicator species for the local creative economy.

Our preliminary survey, conducted January 2015, shows 218 creative sector establishments. While some are concentrated on Main Street, there are creative sector establishments throughout the city. To see the trends in Hackensack's creative economy, we examined data from the U.S. Department of Commerce.

This data shows that the number of creative sector establishments in Hackensack grew from 157 in 2002 to 173 in 2008, then dropped to 144 in 2012. (Because of different ways of counting the creative sector, the numbers from our survey do not match those of the federal government. There were more establishments that were not counted in the Commerce data.)

The largest concentration of creative sector establishments in Hackensack are: jewelry stores, florists, full service restaurants and beauty services.

A number of cultural organizations make Hackensack their home. They include: The Hackensack Art Club, Hackensack Theater Company, ICAL (Latin American Programming), Bergen County Guitar and Mandolin Society, Hackensack Dance Crew, and the Hackensack African American Civic Association.

The city is working to establish itself as an arts destination. The Hackensack Cultural Arts will be moving to a bigger and more central space on State Street.

Hackensack's Future

Several plans for Hackensack call for the city to become a more attractive destination for those who like to visit, work or live in walkable downtown areas. New development will be focused along Main Street and along the corridor of the new light rail line. As the city's recent investments show, leaders plan to make the arts a bigger part of Hackensack's future.

