

**ECONOMIC IMPACT OF JOB RECOMMENDATIONS**  
**for the**  
**GABRESKI AIRPORT PLANNED DEVELOPMENT DISTRICT**  
**(Hampton Business and Technology Park)**  
**on the**  
**THE GREATER WESTHAMPTON BEACH VILLAGE BUSINESS DISTRICT**

**Prepared for the**  
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## **I: INTRODUCTION**

The purpose of this analysis is to assess the economic impact on the Westhampton and Village of Westhampton Beach business districts from the job growth potential of the economic development initiative presented in the Draft Town of Southampton Gabreski Airport Planned Development District Master Plan (APDD). The economic impact will be generated by using those higher paying jobs recommended in Table 2 of Chapter 5 entitled APDD Use Regulation Recommendations that correlate to jobs in the Brookhaven Technology Park in Yaphank and the Brookhaven Technology Center in Shirley. These industrial parks were selected because they aggregate 1.1 million square feet of completed space and illustrate the type of companies that can realistically be attracted to the Hampton Business and Technology Park. The analysis will reflect the level of participation of these jobs in the current regional economy, the prospects for growth in these job categories and sources of new economic activity for the Westhampton and Westhampton Beach Village business districts.

Modifications to the general LI-200 industrial district regulations were made for the APDD in order to encourage, as a matter of right, the recommended uses for the site which include non-aviation and complementary mixed-use activity consisting of light industrial, office, service, support, ancillary retail, transportation, and related uses.

The recommended uses conform to the County Department of Economic Development and Workforce Housing's desire for full development of the site; to reduce and/or eliminate County taxpayer dollars currently used to operate and maintain Gabreski Airport; to recognize the importance of maintaining Southampton's resort qualities and its appeal to visitors; and to ensure that development of the site complements rather than competes with the Westhampton Beach Village center. Towards that extent the membership of the Greater Westhampton Chamber of Commerce was reviewed to identify synergistic opportunities between local businesses and those contemplated for the Hampton Business and Technology Park.

This targeted analysis reflects a shared collaborative vision of Suffolk County and the Town of Southampton for the Hampton Business and Technology Park, to be developed with emphasis on high technology, homeland security, homeland defense, and communications industries. The result of this effort is an inventory of businesses in the

Westhampton and Westhampton Beach Village business districts, description of businesses in the Brookhaven Technology Park and Brookhaven Technology Center, and a list of allowable uses in the APDD intended to attract the type of employment opportunities contained in this vision. In these contexts, the economic impact of these targeted recommended uses will be discussed.

## **II: WESTHAMPTON AND VILLAGE OF WESTHAMPTON BEACH CENTRAL BUSINESS DISTRICTS**

The Suffolk County Planning Department, in its just released Inventory of Shopping Centers and Downtowns<sup>1</sup> identified Westhampton Beach Village central business district, with 217,000 square feet, as one of the most improved in Suffolk County. The vacancy rates have improved significantly from the past, with the 4.3 percent vacancy rate of the 117 stores comprising the Westhampton Beach Village downtown business district now better than the Suffolk County average<sup>2</sup>. Another 36 stores, with a vacancy rate of 6 percent, accounting for 86,000 square feet of retail space are located in and around the Westhampton Beach Village downtown business district. Thus, there are 153 stores, comprising a total of 303,000 square feet of space that can benefit from the economic activity generated from Hampton Business and Technology Park<sup>3</sup>.

Analysis of the 153 stores indicates that 86 are retail, 60 are non-retail, and 7 are vacant, with 65 percent in shopping centers in the greater Westhampton Beach Village business district and 57 percent in the Westhampton Beach Village downtown business district<sup>4</sup>. Table 1, developed from the membership of the Greater Westhampton Chamber of Commerce indicates in detail the type of businesses in the Westhampton and Westhampton Beach Village central business district<sup>5</sup>.

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1. Suffolk County Department of Planning. *Shopping Centers and Downtowns*. Suffolk County, New York. May 2006.

<sup>2</sup> Ibid. Page 38.

<sup>3</sup> Ibid. Page 106 and 114.

<sup>4</sup> Ibid. Page 112, 114, and 116.

<sup>5</sup> Greater Westhampton Chamber of Commerce. *Chamber Member Directory*. Internet, 23, June 2006.

**Table 1: GREATER WESTHAMPTON BUSINESS INVENTORY<sup>6</sup>**

<b><u>Category</u></b>	<b><u>Amount</u></b>	<b><u>Percent of Total</u></b>
Accommodations	7	4 %
Antiques and Collectables	1	1
Art/Culture	6	3
Attractions/Recreation	5	3
Automotive Sales/Car Wash	4	2
Banks/Lending	7	4
Beauty Salon/Spa	5	3
Computer/Technology	3	2
Construction/Contractors	11	6
Dining/Catering	15	8
Entertainment	3	2
Fuel oil/Energy	1	1
Garden Centers	2	1
Health/Wellness	6	3
Home Design/Repair	9	4
Insurance/Financial Services	10	5
Landscaping/Design/Maintenance	2	1
Locksmith	1	1
Marine/Fishing	1	1
Media/Advertising	7	4
Medical Services	5	3
Moving and Storage	1	1
Pet Services	1	1
Pools and Spas	2	1
Professional Services	6	3
Real Estate/Related Services	17	9
Retail	35	18
Sweets, Treats, Bakeries	8	4
Transportation Services	<u>1</u>	<u>1</u>
<b><u>Total</u></b>	<b><u>182</u></b>	<b><u>100 %</u></b>

**Westhampton Beach Villiage Business District: A Convenience Shoppers Market**

There are two categories of shoppers that can be attracted to downtown business districts. They are convenience shoppers and competitive shoppers. Convenience shoppers tend to live or work within several miles of the business district, usually shopping for non-durable goods and services required on a daily basis, such as tailors,

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<sup>6</sup> Ibid.

bakeries, food stores, restaurants, entertainment, and auto repairs, where price may not be a factor in their purchasing decisions. Competitive shoppers tend to reside or work up to 12 miles from the business districts, usually seeking higher priced durable goods, such as suits, automobiles, appliances and furniture, where price is a factor in their purchasing decisions.

With the Hampton Business and Technology Park located within several miles of the greater Westhampton Beach Village central business district, and with the exception of several automobile dealerships, the array of goods and services offered in the business district by the Greater Westhampton Beach Chamber of Commerce membership is weighed towards convenience shoppers (see Table 1). Thus the greater Westhampton Beach Village business district meets the criteria of a convenience shopper's marketplace. This result suggests that the greater Westhampton Beach Village business district is well positioned to attract new revenues from the employees who tend to do convenience shopping on their lunch hours or after work, and from businesses that will locate in the Hampton Business and Technology Park.

#### **Westhampton Beach Village Business District: Retail Sales, Payroll, Employees**

The commercial business districts in the Town of Southampton are comprised of 923 stores occupying 2,019,000 square feet of commercial space. The 303,000 square feet of space and 153 stores in the greater Westhampton Beach Village central business district is the fourth largest in terms of square feet and second largest in terms of stores in the Town of Southampton. The largest central business in the Town is the Village of Southampton with 549,000 square feet and 270 stores. Thus the greater Westhampton Beach Village business district is 15 percent of the total square feet of commercial space, and 16.6 percent of the stores in the Town of Southampton. Excluding the Village of Southampton, Westhampton Beach Village contains 20.6 percent of remaining square feet of commercial space and 23.4 percent of stores in the Town of Southampton.<sup>7</sup> These statistical relationships will be used to place in perspective the following retail sales and employment activity for the greater Westhampton Beach Village business district.

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<sup>7</sup> .Suffolk County Department of Planning. *Shopping Centers and Downtowns*. Suffolk County, New York. May 2006. Pages 105 and 106.

As presented on Table 2, current retail sales activity, employees and payroll for the greater Westhampton Beach Village business district can be estimated by using information provided by the 2002 U.S. Census. This data provides activity for the Town of Southampton excluding the Village of Southampton, the town’s largest business district<sup>8</sup>. The calculations presented are a range of retail economic activity based upon the percent of stores and square feet of commercial space in the greater Westhampton Beach Village business district as compared to the Town of Southampton, excluding the Village of Southampton business district.

**Table 2: WESTHAMPTON BEACH VILLAGE BUSINESS DISTRICT CURRENT RETAIL ECONOMIC ACTIVITY<sup>9</sup>**

<b><u>Business Districts</u></b>	<b><u>Total Percent</u></b>	<b><u>Total Square Feet</u></b>	<b><u>Retail Stores</u></b>	<b><u>Retail Sales</u></b>	<b><u>Retail Payroll</u></b>	<b><u>Retail Employees</u></b>
Southampton Town Without Village	100	1,470,000	359	\$ 732,388,000	\$ 84,883,000	2,804
Westhampton Beach: Allocation: square ft.	20.6	303,000	86	\$ 150,871,928	\$ 17,485,898	577
Allocation: stores	23.4	303,000	86	\$ 171,378,792	\$ 19,862,622	656

**III: ANNUAL PAYROLL OF APDD RECOMMENDED JOBS**

**Industries in Comparable Technology and Business Parks**

A perspective of the type of industries and jobs that can be attracted to the Hampton Business and Technology Park can be found by reviewing two Brookhaven Town industrial parks totaling over 1.1 million square feet of completed construction. The 600,000 square foot Brookhaven Technology Park, located in Yaphank, and the 500,000 square foot Brookhaven Technology Center have tenants similar to what the Hampton Business and Technology Park would like to attract. The tenant companies of these two technology parks, many of which fall into the NAIC Codes that appear in Table 3 are; Biodex Medical Systems, Modular Devices, AT&T, Firematics, Luitpold Pharmaceuticals, Cable Wireless Syscomm International, Babs Corporation Office

<sup>8</sup> U.S. Census. 2002 *Economic Census-Retail Trade Southampton Town (balance) NY.*

<sup>9</sup> Ibid.

Building, BAB Radiology, LI Fisherman, Anorad-a division of Rockwell International, Global Crossing, Alcatel, Uncle Wally's, Mid Atlantic Graphic, and Cable & Wireless USA<sup>10</sup>.

Table 3, of the APDD Use Regulation Recommendations was evaluated because these are the uses being considered by Southampton Town. These suggested uses are intended to assist in attracting (by automatically permitting) those uses identified by the County and the Town, which best suit the site, local economic needs, and future growth of the area. The following table presents actual average wage data for the recommended jobs, with a narrower focus on the jobs created in the Brookhaven Technology Park and the Brookhaven Technology Center.

**Table 3: AVERAGE ACTUAL ANNUAL PAYROLL OF APDD USE  
REGULATION RECOMMENDATIONS TARGET NAICS JOBS  
FOR NASSAU AND SUFFOLK COUNTIES<sup>11</sup>**

<u>2002 NAICS Code</u>	<u>Job Sector Description</u>	<u>Description Catchment Group</u>	<u>Industry Revenues (\$1000's)</u>	<u>Annual Payroll (\$1000's)</u>	<u>Employees</u>	<u>Average Payroll</u>
5413	Architectural, engineering, & related service	All (1,212 Co.) establishments	\$ 1,255,862	\$ 497,986	9,542	\$ 52,188.85
4234	Prof & Commercial equip & supp merchant wholesalers	Wholesale trade (651 Co.)	8,485,421	863,720	14,510	59,525.84
42341	Photo equip & supp merchant wholesalers	Wholesale trade (30 Co.)	2,249,125	97,525	1,612	60,499.38

<sup>10</sup> Long Island Business News. *Doing Business on Long Island 2005*. Page 38.

<sup>11</sup> U.S. Census. *2002 Economic Census*. American Fact Finder: Internet, 23 February 2006. Information based upon NAICS (North American Industry Classification System) which replaced the SIC.

<u>2002 NAICS Code</u>	<u>Job Sector Description</u>	<u>Description Catchment Group</u>	<u>Industry Revenues (\$1000's)</u>	<u>Annual Payroll (\$1000's)</u>	<u>Employees</u>	<u>Average Payroll</u>
42346	Ophthalmic goods merchant wholesalers	Wholesale trade (45 Co.)	549,963	69,509	1,389	50,042.48
4236	Electrical goods merchant Wholesaler	Wholesale trade (697 Co.)	5,709,706	576,386	9,902	58,209.05
42345	Med. Dental & hosp equipm & supp merchant wholesalers	Wholesale trade (181 Co.)	2,982,934	330,400	5,362	61,618.80
6215	Medical & diagnostic laboratories	All (166 Co.) establishments	511,911	177,036	3,510	50,437.61
42373	Warm air heating & ac equip merchant wholesaler	Wholesale trade (62 Co.)	290,598	32,806	659	49,781.49
4243	Apparel piece goods, notions, wholesale	Wholesale trade (457 Co.)	1,892,053	185,218	3,384	54,733.45
423850	Service estab. equipment & supp merchant wholesalers	Wholesale trade (98 Co.)	325,952	54,228	1,298	41,778.12
4251	Grocery and Related Prod.	Wholesale Trade (58 Co.)	802,122	15,931	264	61,344.70



<u>2002 NAICS Code</u>	<u>Job Sector Description</u>	<u>Description Catchment Group</u>	<u>Industry Revenues (\$1000's)</u>	<u>Annual Payroll (\$1000's)</u>	<u>Employees</u>	<u>Average Payroll</u>
5416	Mgmt. Scient Tech Consult.	All (1,681 Co.) Establishments	889,702	338,288	7,328	46,163.76
54132	Engineering Services	All (498 Co.) Establishments	618,271	260,118	4,377	59,428.38
54138	Testing Laboratories	All (51 Co.) Establishments	297,963	116,788	2,250	51,905.78
54162	Environmental Consulting Svcs.	All (103 Co.) Establishments	123,083	44,251	843	52,492.29
<b>Total</b>		<b>5,990 Establishments</b>	<b>\$ 26,984,666</b>	<b>\$ 3,660,190</b>	<b>66,230</b>	<b>\$ 55,264.83</b>

### **III: PROJECTED JOB GROWTH OF ADPP USE REGULATION RECOMMENDATIONS.**

It has already been established that a current market exists in the Long Island workforce for the space provided in the Draft Gabreski Airport Planned Development District Master Plan<sup>12</sup>. The purpose of this analysis is to present data for the type of jobs that will be the focus of recruitment and attraction efforts. As presented in Table 3, these jobs are high value jobs that pay higher wages, are ADPP Regulation Job Recommendations, and have a reasonable expectation of attraction since similar jobs have been generated at the Brookhaven Technology Park and the Brookhaven Technology Center.

While the most recent confirmable census data is from 2002 the wages and employment are within 6-7 percent of current levels. Since the Long Island region has experienced sluggish wage growth, with wages increasing within the Consumer Price Index range of approximately 3 percent per year. The nearly \$3.7 billion gross payroll represents over 5 percent of Long Island's effective buying power. Furthermore, the job

<sup>12</sup> Cantor, Martin R. *Economic Impact of Job Recommendation for Gabreski Airport Planned Development District*. May, 2006

categories are in industry sectors where there has been job growth in the past several years, and it is expected that this level of job growth will continue over the next five years. In 2005 12,000 jobs were created , and although modest, projections anticipate another 12,000 new jobs in 2006. Job growth is expected to continue in the targeted areas presented in Table 3 and contained in the APDD Regulation Recommendations such as transportation, information technology, computer, professional and technology services, education and health services. Business expansion is also expected to continue, as well as the current 11 percent vacancy rate<sup>13</sup>. This will make the Hampton Business and Technology Park an attractive alternative to western Suffolk County.

#### **IV: PROJECTED ECONOMIC IMPACT OF APDD**

The APDD proposes creating an additional 510,523 square feet of commercial space that will create a maximum of 765 jobs. The APDD also presents two alternatives for 1.5 million and 1.1 million square feet with maximum job projections of 2,298 and 1,723 respectively. However, with a current vacancy rate of 11 percent, the maximum square feet rented and jobs created will reflect the vacancy rate. As such, an estimated 650 new jobs created will be created by the APDD proposal, with 2,000 and 1,500 jobs respectively from the other alternatives. These job projections will be used in the calculation of the economic impact that is presented in the following analysis.

The efficiency of the planned APDD is that it can be developed in phases, maximizing the efficient use of whatever financing capital is available. Furthermore, based on the economic value of the various levels of job earning capability and growth, as presented in Table 3, there are economic benefits from which the community surrounding the Gabreski APDD can benefit. Incorporated in the analysis are the range of statistical possibilities, and the resulting levels of potential economic benefits that can be attracted to the Village of Westhampton Beach business district and communities surrounding Gabreski Airport. This new economic activity will add to the economic activity that is already enjoyed by the greater Westhampton Beach Village business district. (Table 2)

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<sup>13</sup> Ibid.

The job categories and related data from Table 3 are presented in Table 4 as cohorts of; the mean or weighted average payroll; the median payroll or the payroll that equally divides the average payroll; and the mode payroll or the payroll occurring most frequent.

**Table 4: REGIONAL ECONOMIC IMPACT OF RECOMMENDED JOBS**

<b><u>Category</u></b>	<b><u>Payroll</u></b>	<b><u>Jobs</u></b>	<b><u>Primary Regional Economic Impact</u></b>	<b><u>Secondary Reg. Economic Impact</u></b>	<b><u>Total Regional Econ. Impact</u></b>
Mean	\$ 55,264	650	\$ 35,921,600	\$ 35,921,600	\$ 71,843,200
		2000	110,528,000	110,528,000	221,056,000
		1500	82,896,000	82,896,000	165,792,000
Median	\$ 52,493	650	\$ 34,120,450	\$ 34,120,450	\$ 68,240,900
		2000	104,986,000	104,986,000	209,972,000
		1500	78,739,500	78,739,500	157,479,000
Mode	\$ 59,526	650	\$ 38,691,900	\$ 38,691,900	\$ 77,383,800
		2000	119,052,000	119,052,000	238,104,000
		1500	89,289,000	89,289,000	178,578,000

The data in Table 4, based on the actual payroll as presented in Table 3, suggests that there will be significant regional economic impact created at the Hampton Business and Technology Park, with that impact dependent on the job mix and resulting payroll generated by the 650 estimated new proposed jobs, as well as jobs projected in the two alternatives. What must be kept in mind is that the Mean, Median, and Mode payroll as presented in Table 4 are in of themselves averages for each NAICS categories.

The job growth and economic activity is defined by using a distribution of the Mean, Median, and Mode of the anticipated annual salaries. The mode, or most frequent job annual wage, results in the highest wage and economic impact, since the most actual frequent job wage is \$59,526. Using these criteria provides the low-high range of primary economic indicators for the Mode and Median, illustrated by the respective gross wages earned within each of the three-job creation alternatives.

The importance of this range is that with good planning, 650 jobs at the Hampton Business and Technology Park can generate a range between \$34.1 million to \$38.6 million of new regional economic activity, which in turn will spin off new economic activity until the envisioned level of economic development has been achieved. Thus, a

goal of 1500 new jobs would be capable of generating between \$78.7 million and \$89.3 million. The result is a total of primary and secondary regional economic impact of between \$68.2 million and \$77.4 million for the 650 projected new jobs. These 650 jobs generate two forms of economic activity. The first is when the wages earned by these new jobs begin to filter into the Long Island economy. The second is the natural growth of economic activity at the Hampton Business and Technology Park that could increase the job growth to 1500 jobs. This would increase the economic generating potential to a range between \$157.5 million and \$178.6 million.

Another range of possible economic impact results from using a 650 job based weighted average (mean) of all the wages created of \$ 55,264 and the median of all the annual payrolls of \$ 52,493. This results in a narrower range of primary economic impact ranging from \$ 35.9 to \$ 34.1 million, and a total primary and secondary economic impact of between \$ 71.8 and \$ 68.2 million. As the job potential approaches the 1500 new jobs, the regional economic impact will grow to levels, as presented in Table 4.

#### **Median Income: APDD Jobs Compared to Westhampton Beach Village**

Important to note is that the median of all wages of \$52,493 projected to be created at the Hampton Business and Technology Park is slightly below the median earnings of male full-time, year-round workers of \$ 55,625 and well above the female full-time, year round workers in Westhampton Beach Village of \$33,000. The \$52,493 is well above the median wages in the Town of Southampton of for male full-time, year-round workers of \$47,167 and female full-time, year-round workers of \$32,054.<sup>14</sup>

#### **Greater Westhampton Beach Village Business District Local Economic Impact from Hampton Business and Technology Park**

The Village of Westhampton Beach, as noted in the APDD, is five miles south of the Hampton Business and Technology Park, and could easily be a destination of employees if marketing efforts are made to attract them. In addition to attracting employees on their lunch hour, stores that remain open later, along with restaurant and entertainment venues will attract employees after work. With executives traveling to the industrial park, and mid-level management meetings, Westhampton Beach Village business owners,

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<sup>14</sup> U.S. Bureau of the Census, Census 2000.

restaurateurs, and hotel and inn accommodations are a natural market for the secondary local economic activity generated from the Hampton Business and Technology Park.

A portion of the regional economic activity generated at the Hampton Business and Technology Park can be attracted to the Greater Westhampton Beach Village business district if the natural synergy that exists between a convenience shopping destination and a market are nurtured. The employees of the companies attracted to the Hampton Business and Technology Park are the market, and the greater Westhampton Beach Village business district is the destination. Success, measured in additional retail sales for the business district, can be achieved if the business district markets the goods and services available to the companies and employees at the Business and Technology Park.

The projected 650 jobs at the Hampton Business and Technology Park represent a 2.5 percent increase in the 25,838 full-time year round Town of Southampton workforce, 2.7 percent of the town workforce excluding the Village of Southampton workforce, and a 69.5 percent of the 935 person Village of Westhampton Beach workforce<sup>15</sup>. In order to project a local economic impact of the jobs created, the assumption is that there will be additional economic activity generated from the Hampton Business and Industrial Park by the new employees, but not as much as generated from a local workforce that lives in the town. However, it is reasonable to project that a there can be a 2.7 percent increase in economic activity just from the new employment and more if the businesses base purchases locally. The result is a range of economic impacts as presented in Table 5.

**Table 5: PROJECTED ECONOMIC IMPACT OF ADPP RECOMMENDED JOBS FOR THE GREATER WESTHAMPTON BEACH BUSINESS DISTRICT**

<b><u>From Table 4 (650 Jobs):</u></b>	<b><u>Total Eco Impact</u></b>	<b><u>% Increase of Workforce</u></b>	<b><u>Estimate Local Eco Impact</u></b>
<b>Mean Payroll \$ 55,264:</b>	\$ 71, 843,200	x 2.7 % =	\$ 1,939,766
<b>Median Payroll \$ 52,493:</b>	\$ 68,240,900	x 2.7 % =	\$ 1,842,503
<b>Mode Payroll \$ 59,526:</b>	\$ 77,383,800	x 2.7 % =	\$ 2,089,362
<b><u>Table 2: Retail Sales: Per Square Feet</u></b>	\$150,871,928	x 2.7 % =	\$ 4,073,542
<b>Per Store Allocation</b>	\$ 171,378,792	x 2.7 % =	\$ 4,627,227

<sup>15</sup> Ibid.

Table 5 conservatively reflects that a minimum range of economic impact between \$1,842,503 and \$ 4,627,227 can be achieved for only retail sales, which account for 56 percent of the stores/establishments in the greater Westhampton Beach Village business district. The remaining 44 percent are a variety of professional, financial, and construction and capital improvement companies. It can be anticipated that the local economic impact may well double from the non-retail activity, and will most certainly increase when the goods and services available in the greater Westhampton Beach Village business district are marketed to the companies in the Hampton Business and Technology Park.

## **CONCLUSION**

The purpose of this analysis has been to narrow the focus of the APDD Use Regulation Recommended jobs to those that can be attracted to the Hampton Business and Industrial Park, and in particular those paying higher wages, as has been the case with the two local Brookhaven technology parks. Clearly the range of job possibilities for primary and secondary economic impact will vary depending upon the types of businesses that are attracted to the Hampton Business and Technology Park. However what is clear based on this analysis, more professional, high-tech, and high value added jobs will result in a greater payroll and greater regional and local economic impact. What is also clear is that the jobs created have median incomes that either match or exceed the median incomes for the Town of Southampton and Westhampton Beach Village.

With the Hampton Business and Technology Park comes an opportunity to evaluate growth, create new local economic activity, create jobs for local residents, and generate new wealth for the Greater Westhampton Beach Village business district.

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