

# New Target e-commerce facility to bring more than 250 jobs to West Manchester Township

Facility expected to open mid-year, employ more than 250 within three years

*By Gary Haber*

**ghaber@ydr.com** @GaryMHaber on Twitter

02/10/2015 11:18:00 PM EST



Target Corp. said today it will establish an e-commerce fulfillment facility in a vacant warehouse at 325 S. Salem Church Road in West Manchester Township. ( Paul Kuehnel - Daily Record/Sunday News)



Looking north from Route 116 the massive warehouse can be seen from Route 30. (Paul Kuehnel - Daily Record/Sunday News)

Starting later this year, orders you place on [Target.com](http://Target.com) could be filled by workers here in York County.

The Minneapolis-based retailer announced plans Tuesday to open an e-commerce fulfillment facility in West Manchester Township in mid-2015. The facility at 325 S. Salem Church Road will fill orders from [Target.com](http://Target.com) customers, primarily in the Northeast, and bring more than 250 jobs to the area over three years.

"It's a good day for York County," said Darrell Auterson, CEO of the York County Economic Alliance, which worked to bring the facility to York County.



A long line of loading doors. (Paul Kuehnel - Daily Record/Sunday News)

Auterson said Target's project is the largest influx of jobs to York County since 2009 when Church & Dwight announced plans to open a manufacturing plant and distribution facility in Jackson Township with an initial local work force of about 300.

For Target, the new e-commerce fulfillment center will help get deliveries to its Northeast customers faster, said Antoine LaFromboise, a company spokesman. The facility is one of two the retailer plans to open this year, he said. The other is in Memphis, Tenn. Target already has seven such facilities around the country.

The West Manchester Township location will occupy an almost-650,000-square-foot warehouse-distribution center that was formerly the Northeast distribution center for American Signature Furniture, which moved out last year. The building, which was built in 2007, will be expanded by 180,000 feet to accommodate Target's operation.

"We welcome Target's further expansion into our area," York County Commissioners Steve Chronister, Doug Hoke and Chris Reilly said Tuesday in a joint statement. "This project will boost our local economy and put to productive use a previously vacant building. It's great news for the entire community, including the 250 employees who will work in the new center."

Target is no stranger to southcentral Pennsylvania. The retailer has more than 60 stores in the state, including three in York County. Target also has a distribution center in Chambersburg that supplies the company's stores, LaFromboise said.

"We're excited to expand our presence in the state," he said.

As shoppers turn more to the Internet, many retailers are opening facilities devoted exclusively to filling online orders, said Marc Wulfraat, president of MWPVL International, a supply chain logistics consulting firm based in Montreal. [Amazon.com](https://www.amazon.com) already has an e-commerce fulfillment center in Lewisbury.

York County's location makes it an attractive site for such facilities because major East Coast population centers including New York, Philadelphia, Baltimore and Washington, D.C., are within a 250-mile radius, Wulfraat said. That makes them close enough for a retailer to make deliveries in those markets by the next day, he said.

York County is also attractive because the area's large number of warehouses and distribution centers creates a pool of experienced workers — people who know how to drive forklifts, for example — that companies moving into the region can pull from, Wulfraat said.

He called the region stretching from Carlisle to Bethlehem, "one of the most important distribution hubs in America."

To help lure Target to York County, the Pennsylvania Department of Community & Economic Development offered an incentive package that includes \$512,000 in job-creation tax credits and \$115,200 for job training.

"This announcement shows the great strides that York County and the Commonwealth have made over the past several years," State Rep. Seth Grove, R-Dover Township, said in a press release Tuesday. "I am excited to see these new jobs come to our area and I commend DCED for its hard work on this project."

York County Commissioners last month signed off on a 10-year real estate tax break on the 180,000 square-foot expansion the building's owner, 325 Salem Property LP, will construct to accommodate Target's operations. The tax break begins at 90 percent in the first year and falls to 10 percent in the final two years. The exact value of the tax break won't be known until after the addition is built and assessed for tax purposes, officials said.

GENCO, a Pittsburgh-based third-party logistics firm, will run the fulfillment center for Target and employ the workers there, said LaFromboise, the Target spokesman. GENCO operates more than 130 warehouses in North America totaling about 38 million square feet.

GENCO spokesman, Ryan Kelly, said he did not have salary figures readily available and the company generally does not disclose that kind of information.

Wulfraat, the logistics consultant, said the salary for these jobs those typically starts at between \$12 to \$13.50 an hour. Hiring is expected to start in the coming months, according to the press release from the Department of Community & Economic Development.

Auterson, the CEO of the York County Economic Alliance, said he was told the jobs would pay between \$14.50 to \$16.50 an hour, but it is not clear if that is solely salary or whether it also includes benefits.

FedEx Corp. announced in December it will buy GENCO, which has about \$1.6 billion in annual revenue. The purchase price was not disclosed. The deal is expected to close this year, subject to antitrust approval from authorities in the U.S. and Canada, FedEx said in a press release on Dec. 15.

#### **TARGET E-COMMERCE FULFILLMENT CENTER**

What: Target Corp. plans to open a facility for fulfilling online orders in mid-2015.

Where: The former American Signature Furniture warehouse at 325 S. Salem Church Road in West Manchester Township.

How many jobs: More than 250 over three years

How to apply: GENCO, a Pittsburgh-based third-party logistics firm will run the facility and employ the workers there. Hiring is expected to start in the coming months. For more information on jobs, check GENCO's website at <http://www.genco.com/Careers/careers.php>.

**[View a map of the location.](#)**



GENCO is handling hiring for the facility. Hiring is expected to begin in the coming months, the press release said. More information can be found at GENCO's website [www.genco.com/careers](http://www.genco.com/careers).