

Somerset County Business Partnership Strategic Plan 2018-2020

OUR PURPOSE

We create vibrant connections with our public/private partners, our members, and the business community that enable us to build a prosperous and sustainable future.



OUR MISSION

We will put Somerset County on the map!

OUR GOAL/VISION

Somerset County is recognized as one of the premier counties in the nation in which to live, work, play, visit, learn and find talent. We will put Somerset County on the map!

Our Core Principles

We deliver value to our members by responding to their needs and providing unique business growth, networking and informational business resources.

We advocate for business-friendly policies and solutions that are long-term, strategic and sustainable.

We lead by delivering an innovative program of work that provides our members and community with a competitive advantage.

We collaborate with the Freeholders and our community partners to build vibrant connections that make Somerset County a better place to live and work.

We earn trust by acting transparently in everything we do.

We embrace diversity and inclusion to serve the various needs of our membership and community.

Our Strategic Imperatives

To anticipate the needs of the business community and provide critical resources.

To advocate for a reform agenda that supports our economic development (CEDs) objectives.

To promote job creation and private sector investment.

To promote Somerset as a special place to work, live, visit and find talent.

To expand our organizational capacity to better achieve our mission.

Our Tactics for 2019

Celebrate our 100th Anniversary throughout the year to engage our members, promote our public-private partnership and increase our organizational capacity to achieve our mission.

Advocate to eliminate the suburban disadvantage and to promote a statewide reform agenda that achieves our CEDs objectives.

Embrace diversity and inclusion so that Somerset County attracts, retains and develops a world class workforce.

Promote Somerset County by working with our partners to highlight our unique amenities to our residents and employers.

Engage targeted industries by providing specialized services and support (the suburban advantage).

Collaborate to make Somerset County the healthiest and most sustainable county in New Jersey.