

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 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 MISSION

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 2020

Advocate for better business solutions. Update our CEDS report and advocate for a better business climate by supporting a statewide reform agenda, a modern transportation infrastructure, and local initiatives.

Provide best-in-class business resources. including educational, networking, economic development and informational business resources that help our members and communities thrive.

Attract and Retain a Diverse Talent Pool
Embrace diversity and inclusion by providing employers with the tools they need to create a culture of inclusion and attract a world-class workforce.

Promote Resiliency and Sustainable Environmental Solutions:
Promote Somerset County as the policy leader in providing sustainable environmental solutions and resources that give us a competitive advantage.

Make Somerset County the Healthiest in New Jersey:
Implement our Community Health Improvement Plan (CHIP) goals to assure Somerset County is the healthiest county in New Jersey.

Partner with Educational and Workforce Institutions:
Partner with our educational and workforce organizations to provide the business community with connections and tools to ensure workforce readiness and access sources of innovation.

Promote Somerset County Amenities:
Market Somerset County, in collaboration with our community partners, through a campaign to highlight our wonderful amenities to our residents, employers and visitors.