

Strategic Plan

Our 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.

Our Mission: We create vibrant connections among our public/private partners, members and the business community that will enable us, together, to build a prosperous and sustainable future.

Our Five Strategies

Deliver a tourism/ economic development program that promotes and strengthens Somerset County as a business hub that attracts talent and recruits public and private investment.



- Implement a Digital media marketing campaign to attract talent to Somerset County
- Conduct a series of “round-tables” with the business community, Commissioners and municipalities to update our CEDS
- Work with our County, Municipal and community partners to align marketing messages to boost efficiency and impact
- Promote visibility of and advocate for enhancing Somerset County’s natural resources, e.g. film commission
- Help foster ecosystems (innovation, talent attraction, workforce development) within Somerset County

Promote and support the start-up and growth of small businesses.



- Provide best-in-class educational, networking, and informational business resources that help our members and communities thrive.
- Collaborate with higher education members and SBDC to provide “incubator” and innovation support for emerging entrepreneurs
- Organize cooperatives of related businesses
- Provide venues to facilitate interaction and collaboration among businesses of all sizes within the county

Advance diversity, inclusion and equity in Somerset County.



- Engage minority business owners and highlight/promote their successes
- Collaborate/partner with minority organizations, e.g. Hispanic Chamber
- Actively recruit minority businesses and solicit their guidance in how we grow and improve minority involvement
- Provide our Diversity and Inclusion report to all businesses in Somerset County

Be an “all in”/holistic public-private partnership with the Commissioners, municipalities and business community to develop common policies and coordinate joint growth.



- Create and coordinate a “think tank” (e.g. Monthly Town Hall: Share Your Voice Somerset) for planning and forecasting, developing policies, coordinate joint strategies, develop programs to meet changing demographics
- Organize regional groups to work closely with municipalities
- Increase community awareness of SCBP by participating in local programs, e.g. high school career days. Promote resources that are available.
- Seek commitments from municipalities and large investors

Promote and help to create a healthy, resilient, connected and beautiful environment, thereby establishing Somerset County as a statewide leader in sustainability and wellness.



- Provide resources for all businesses navigating a post-pandemic workplace
- Create workplace safety criteria (I.E. certification programs) for businesses
- Develop safe & fun networking events for all, including WFH community
- Collaborate with local governments, SCBP members in the technology sector to increase access to high-speed internet for county residents and businesses
- Create appropriate platforms, e.g. virtual shopping, virtual networking