



Employer Toolkit Tourism, Workforce, & Economic Development

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1. Somerset County, NJ Toolkit

In the first example of its kind, Somerset County has connected three functional areas of the Business Partnership with a focus on attracting and retaining talent as a key component of our job creation and private sector economic investment efforts.

In consultation with representatives of the employer community, economic, workforce and tourism development information has been expanded and brought together within existing platforms, connecting with individuals where they are most likely to engage with us.

While economic and demographic data is available that details our human resources talent, we recognized a need to create greater connections between business attraction and retention efforts and the efforts of Somerset County Tourism to promote our area as a destination. This effort became known as “live, work, learn, play, and visit”, and has resulted in compilation of an “employer toolkit”.

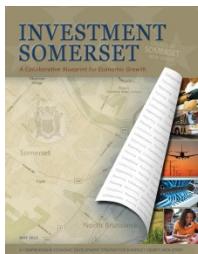
Our employer toolkit is multi-dimensional, and has been assembled based on the advice and guidance of a team of advisors from some of our major employers. The result is a series of resources that works to both attract visitors and to paint a picture of what it is like to live and work in Somerset County, NJ.



The [SCBP Tourism division](#) (Somerset County Tourism) is recognized by the Somerset County Board of Chosen Freeholders as the official county-wide Destination Marketing Organization (DMO). Somerset County Tourism is funded in part through a grant from the NJ Division of Travel and Tourism to promote tourism assets to visitors. Somerset County Tourism initiatives have increasingly become an integral part of workforce and economic development activities.



The SCBP manages the [Greater Raritan Workforce Development Board](#) (GRWDB), a bi-county entity responsible for ensuring that state and federal workforce training and education grants are invested consistent with the talent needs of employers. We are fortunate to have a highly educated workforce and our re-employment training and education resources reflect that fact.



The [SCBP Economic Development division](#) provides strategic economic development planning and implementation in collaboration with the Somerset County Board of Chosen Freeholders. The Economic Development division focuses on delivering business resources and the re-use of properties (as well as workforce as noted above) with an emphasis on job creation and private sector economic investment outcomes.

2. Somerset County, NJ Resources for Talent Attraction & Retention

I. Destination Guide

The Somerset County, NJ Destination Guide is a print publication used by visitors and businesses alike. A bi-annual publication, the Destination Guide serves a wide variety of audiences including visitors to our attractions, business travelers, relocating employees and others. In addition to “tourism” related information, the Destination Guide now includes a “Live, Work, Learn” section.

II. Somerset County, NJ Tourism Web Site

The revamped visitsomersetnj.org web site includes significant destination and visitor resources, including a trip planner, interactive map, and promotional video. Importantly, a Live, Work & Learn section is a prominent part of the tourism web site, recognizing that job seekers are likely to consult a tourism web site for information on arts, culture, historic, recreational, and entertainment amenities.

III. Somerset County, NJ Promotional Video

The Somerset County promotional video serves as stand-alone introduction to our area for visitors, employees, and job seekers. Based on the advice and guidance of our business advisors, employment locations and healthcare resources are featured in the video.

IV. Somerset County, NJ Points of Interest Map

Available both in print and on-line, the points of interest map provides a comprehensive overview of arts, culture, historic, recreational, and entertainment venues.

V. Somerset County, NJ Tourism Economic Impact Study

The tourism economic impact study not only quantifies the value of the industry in Somerset County, NJ, but is also useful to business in identifying future possible investment opportunities.

VI. Somerset County, NJ Community Economic Profile

The singular publication for understanding population, employment, education, income, housing, and demographics, this publication is most commonly used by site location consultants and corporate real estate professionals in evaluating locations for business.

VII. Somerset County, NJ In-demand Occupations

Useful to both employers and job seekers, our analysis of in-demand occupations provides detailed information on employment opportunities, educational requirements, and occupational skills required.

3. Somerset County, NJ Business Resource Team

For a more personalized approach to addressing the needs of relocating, expanding, and existing businesses, the [Somerset County, NJ Business Resource Team](#) brings together significant partners from a variety of disciplines, all with extensive knowledge of Somerset County, NJ and the ability to deliver programs and services to the benefit of employers.

Some of the subject areas team members can address include:

I. Business Resources

County and state professionals are available to address business needs including assistance in the permitting and approvals process, creating an understanding of redevelopment opportunities, resolving regulatory issues, accessing business financial resources, and obtaining business incentives.

II. Workforce Training and Education

Business Resource Team members can deliver incumbent worker training, on the job training for prospective new employees, and education and training grants for dislocated workers. Our team of professionals can help business access resources they may have overlooked, including English as a Second Language (ESL) programs.

III. Talent Recruitment

Our state, local, and higher education team members can help businesses access talent and recruit new employees. Recruitment events and job fairs, graduates from our educational institutions, and individuals completing industry specific workforce training all represent opportunities for recruiting talent.

IV. Community Amenities

Active or passive recreational opportunities, unique programs for youth, the availability of professional services such as child care, entertainment venues, significant events, and world class attractions are all part of what makes Somerset County, NJ a vibrant community in which to live, work, learn, and play.

Web Site References:

County of Somerset, NJ: www.co.somerset.nj.us

Greater Raritan Workforce Development Board: www.grwib.com

Raritan Valley Community College: www.raritanval.edu

Somerset County Business Partnership: www.scbp.org

Somerset County Park Commission: www.scspark.org

Somerset County Tourism: www.visit somerset nj.org

State of NJ Business Action Center: <http://nj.gov/state/bac/index.html>

Somerset County, New Jersey Business Resource Team



March 2017

Somerset County, NJ Business Resource Team

Introduction

Our goal is to serve employers by delivering resources to help companies succeed in Somerset County, NJ. Our Business Resource Team members are experts on community assets and available business resources.

We can leverage all or any combination of our Business Resource Team members to address the special and unique needs of the employer and/or their employees. Team members represent educational, not for profit, non-governmental, and governmental entities, providing consultative services confidentially and at no charge.

For the employer, our Team members can deliver education and training resources, employee recruitment services, hiring incentives, and business investment incentives to eligible entities.

For employees, our Team members can communicate the many vibrant, accessible, and varied amenities, services, and resources in our community.

In summary, we have the ability to assemble a team and deliver resources that target the needs of the employer and the employee. These resources can include:

- Transportation and commuting programs,
- Passive and active recreational resources,
- Healthcare and child care services,
- Educational assets, both K-12 and higher education
- Adult educational and entertainment assets
- Unique venues focused on environmental stewardship and sustainability



Somerset County, NJ Business Resource Team

Interesting Facts

LIVE

- The Somerset County Park Commission oversees 39 park facilities with active and passive recreation opportunities.
- Downtown Somerville was named one of the 2016 Great Places in New Jersey by the state chapter of the American Planning Association.
- The home-security industry experts at SafeWise named four Somerset County municipalities to its report on The 50 Safest Cities in New Jersey-2015; Bernards (4), Montgomery (7), Hillsborough (11) and Warren (18).
- The Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute ranked Somerset County 3rd in New Jersey across a multitude of health factors.
- In 2017 NJ Family ranked 17 Somerset County municipalities as “Best Towns for Families”.

WORK

- Somerset County, NJ has over 17,000 business establishments, 330 of which employ 100 or more people.
- Five Somerset County, NJ municipalities – Somerville, Warren, Bridgewater, Branchburg and Montgomery— are in the Top 50 in NerdWallet's recent study on the best places to start a business in New Jersey.
- 75 percent of employment in Somerset County, NJ is in “white collar” jobs.
- The average commute time in Somerset County, NJ is between 10 and 34 minutes for 60 percent of the workforce.

LEARN

- Raritan Valley Community College serves 8,000 students each semester and:
 - Offers transfer agreements with 80 colleges and universities, ensuring the portability of credits towards a four year degree.
 - Has dual admissions agreements with 12 colleges and universities, guaranteeing admission to the other college or university with junior standing.
 - Provides employer focused non-credit workforce education and training programs.
- Five Somerset County high schools were ranked among the Top 500 high schools in the nation by Newsweek magazine: Ridge (71), Bernards (88), Bridgewater-Raritan (108), Watchung (131) and Hillsborough (217). The results of state testing, Advanced Placement tests and SAT and ACT exams all were factors, as were graduation rates, the ratio of counselors to students, the percentage of students participating in Advanced Placement courses and the percentage of students who enroll in college after graduation.

**Somerset County, NJ
Business Resource Team**

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