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FOR IMMEDIATE RELEASE

Re: Hunterdon Economic Development Launches New Website and Brand

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Hunterdon Economic Development Launches New Website and Brand

Hunterdon seeks to promote its strength as a hub of innovation with an unparalleled workforce

HUNTERDON COUNTY – Economic Development has been a major initiative of the Hunterdon County Freeholders for many years, and now the effort sports a new website, along with a new brand, and bold messaging.

The new site, HunterdonCountyEDC.com, positions Hunterdon as a hub of innovation and as a prime area for growth in advanced sectors such as technology and life sciences.

“Hunterdon residents constitute one of the most educated and accomplished workforces in the entire country,” states Freeholder Director Suzanne Lagay. “When that’s coupled with the quality of our corporate citizens and our location between the two major metros, it’s not hard to see why there’s substantial local innovation.”

Companies currently calling Hunterdon County home include ExxonMobil, UNICOM Global, 3M, Merck, QuickChek, CHUBB, Georgia Pacific, and New York Life.

Aside from promoting the county’s innovation and entrepreneurial strengths, the site is designed to provide an array of tools and resources to aid business retention and attraction.

Website features include a property locator, extensive demographic, workforce, and industrial data, links and guidance for starting and growing a business locally, as well as offering access to key state data and information on programs such as New Jersey business incentives.

The site also features a new look that is decidedly different than the rest of the county’s online presence, as does the office’s social media presence and overall visuals.

This is consistent with other recent moves by Freeholders, such as when the economic development division was moved out of county's offices and into The Hunterdon County Chamber of Commerce offices in 2018. Similarly, the new economic development website is a stand-alone site, independent of the rest of the county's online presence.

"We firmly believe that economic development is a collaboration between the public and private sectors and requires expertise from all segments of the county to be successful," commented Freeholder Matt Holt. "So, the initiatives' messaging should absolutely reflect this distinction."

According to Hunterdon County Economic Development Director Marc Saluk, the property locator is one of the key features of the website.

"We want to ensure that one of the ways we're returning value to the communities is by having a positive impact on ratables. The ability to draw attention to areas in need of development and other properties deemed appropriate for new business growth is one way to do that."

Far from being a static database, Saluk states that the property information is discussed and promoted frequently with both local companies looking to expand along with corporate personnel and site selectors nationwide that might be looking to bring high paying jobs associated with Hunterdon's targeted growth industries.

According to the site, Hunterdon's targeted industries are technology, agribusiness, business and finance, life sciences, and advanced manufacturing. The site also makes a pitch to companies that the county is an ideal location for regional and national headquarter operations.

According to Saluk, there's still much more to come.

"As proud as we are of our site, brand, and messaging, I would still consider the effort skeletal. We will continue to add extensive data and features to the current site as well as expand our brand and presence to the world. Hunterdon means opportunity and this effort will continue to reflect that."

In addition to keeping up with the website, Saluk encourages residents and other interested parties to follow Hunterdon County Economic Development on Facebook, Twitter, and LinkedIn.

The website and brand were developed with Creative Marketing Alliance, located in Princeton, NJ, who won the county's website & branding RFPs. CMA is a full-service communications, marketing and association management firm that has provided results for local, national, and international organizations for more than 30 years.

Questions about the effort, or about business relocation to or expansion in Hunterdon, can be directed to Marc Saluk at Hunterdon County Economic Development at 908-399-1108 or at msaluk@co.hunterdon.nj.us