

# Business Information Series

Monmouth County's

**BizConnect**

**John D'Amico**  
Monmouth County Freeholder  
Deputy Director

Monmouth County's

**BizConnect**

# John Ciufu

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*Dept of Planning, Economic Development & Regulatory Affairs*

Monmouth County's

**BizConnect**

Monmouth County  
is refocusing resources  
and its approach to  
economic development

to meet challenging  
economic times

# Economic Development & Tourism Now

- Establishing a central point of contact for businesses
- Working with business resource partners
- Developing outreach & assistance programs with business focus
  - *Retention*
  - *Expansion*
  - *Attraction*

**Meeting the Economic Challenges**

# Economic Development & Tourism Now

- Establishing a central point of contact for businesses

Toll free phone number

*800-523-2587*

**Meeting the Economic Challenges**

# Economic Development & Tourism Now

- Relocated office to the Hall of Records Annex
  - *Increased Accessibility*
  - *Information Center*
  - *Conference Room Facility*

**Meeting the Economic Challenges**



# Meeting the Economic Challenges

# Economic Development & Tourism Now

- Building Partnerships
  - *Business Community*
  - *Business Organizations*
  - *Academia*
  - *State Agencies*
  - *Services Providers*
  - *Utility Companies*
  - *Others*

**Meeting the Economic Challenges**

# Economic Development & Tourism Now

- Opened county information station at Monmouth Mall



**Meeting the Economic Challenges**

# Economic Development & Tourism Now

- Increase County's involvement in redevelopment projects
- Assist Local Economic Development & Tourism committees, groups and organizations

**Meeting the Economic Challenges**



## Economic Development & Tourism Now

- Train County ED&T staff
- Realign County departments
  - *Integrate Resources*
  - *Integrate Talent & Ideas*
  - *Increase Responsiveness*
  - *Maximize Resources*

**Meeting the Economic Challenges**

# Monmouth County Dept. of Planning, Economic Development & Regulatory Affairs

Economic Development & Tourism

Consumer Affairs

Employment & Training

Construction Board of Appeals

Shared Services

Planning

Weights & Measures

Board of Health

Rutgers Co-op Extension Service

# Economic Development & Tourism Now

- Integrate Workforce & Economic Development
  - *Gap Analysis (employer needs for skilled employees)*
  - *Career Counseling*
  - *Academia and Employment & Training Partnerships*
- Develop Business Assistance Programs
  - *Business Advocacy (New)*  
Assist companies with government issues at all levels (federal, state, county, & local)

**Meeting the Economic Challenges**

## Economic Development & Tourism Now

- Promote Monmouth County Tourism  
*\$1.8 Billion Industry*

\$546m Food

\$399m Entertainment

\$397m Retail

\$335m Accommodations

\$111m Transportation

**Meeting the Economic Challenges**

## Economic Development & Tourism Now

- Business Resource Info Programs
  - *BizConnect Series*
  - *Monmouth In Focus*
  - *Brookdale Community College TV*
  - *Support for other program initiatives*
- One on One Business Meetings
  - *Needs Identification*
  - *Resources Identification*
  - *Resource Delivery*

**Meeting the Economic Challenges**

**Monmouth County  
Department of  
Economic Development & Tourism**

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**NJEDA**

Business Assistance and Incentive Programs

Monmouth County's

**BizConnect**

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