



# **GROW**

## **MONMOUTH**

*Empowering Business. Creating Jobs.*



**Monmouth County  
Board of Chosen Freeholders**



# VISION

*Empowering Business. Creating Jobs.*

“Grow Monmouth”

is a long-term, community-wide initiative  
to ensure the economic health of Monmouth County.



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## OBJECTIVES

- To retain and grow business in Monmouth County
- To retain and create jobs in Monmouth County
- To encourage the attraction of new business to Monmouth County.



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# PARTNERSHIPS

Business  
Education  
Government (State, County, Municipalities)  
Non-Profit  
Business and Community Organizations

## **New Jersey Business Action Center**

To deliver state incentives and financing opportunities to County businesses  
Retain and grow jobs in Monmouth County  
Encourage the attraction of new businesses to Monmouth County



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# MUNICIPALITIES

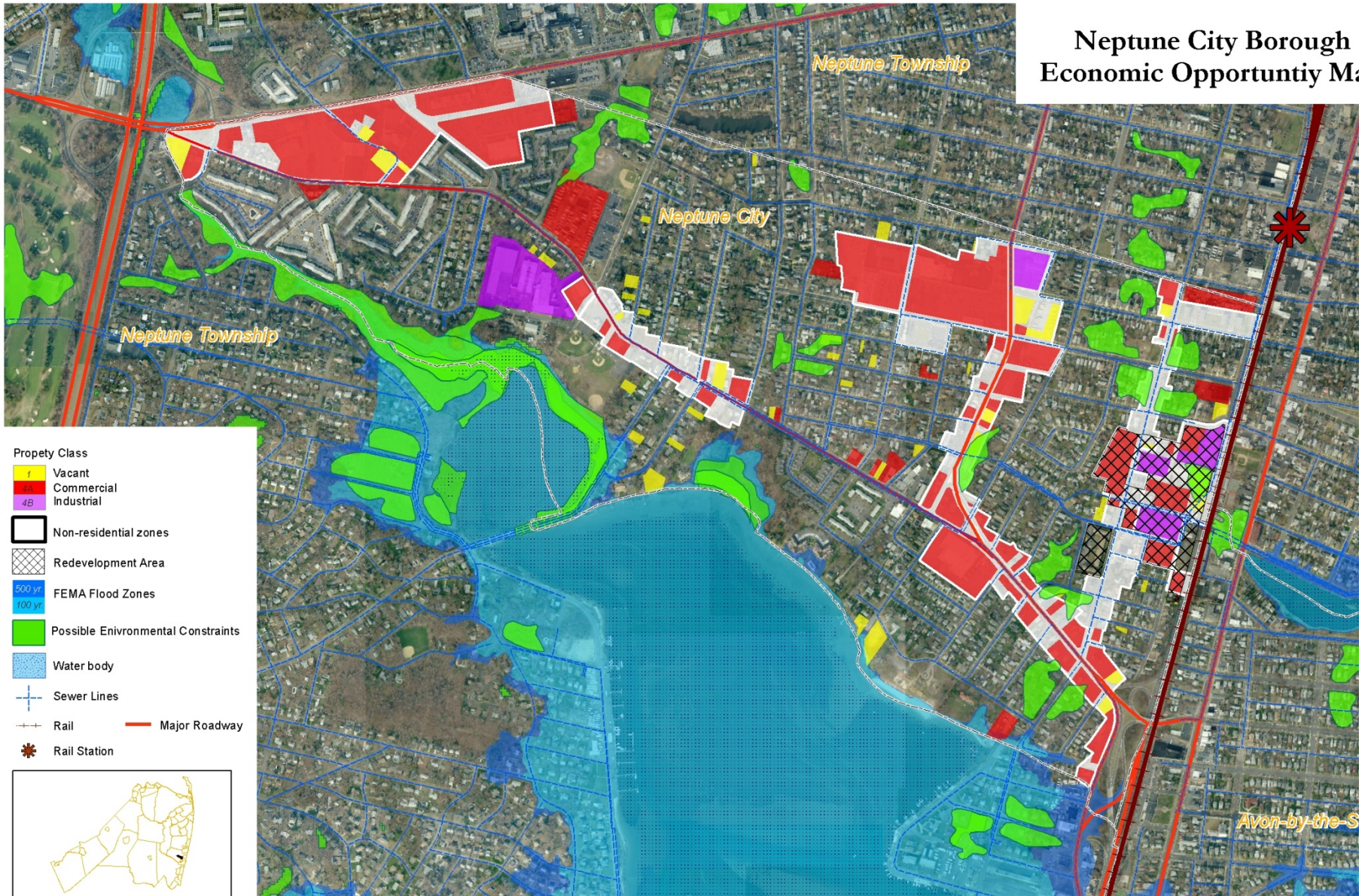
- Assist Economic Development Efforts
  - Stabilize and Increase Business Tax Ratables
  - Become More Business Friendly
  - Increase Opportunities for Growth
  - Increased Business Outreach to Promote Business Friendly Atmosphere

## **Resources:**

- Economic Opportunity Mapping
- State and County Business Incentives
- Economic Development and Planning Technical Support



# Neptune City Borough Economic Opportunity Map





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# Business Analyst Tool

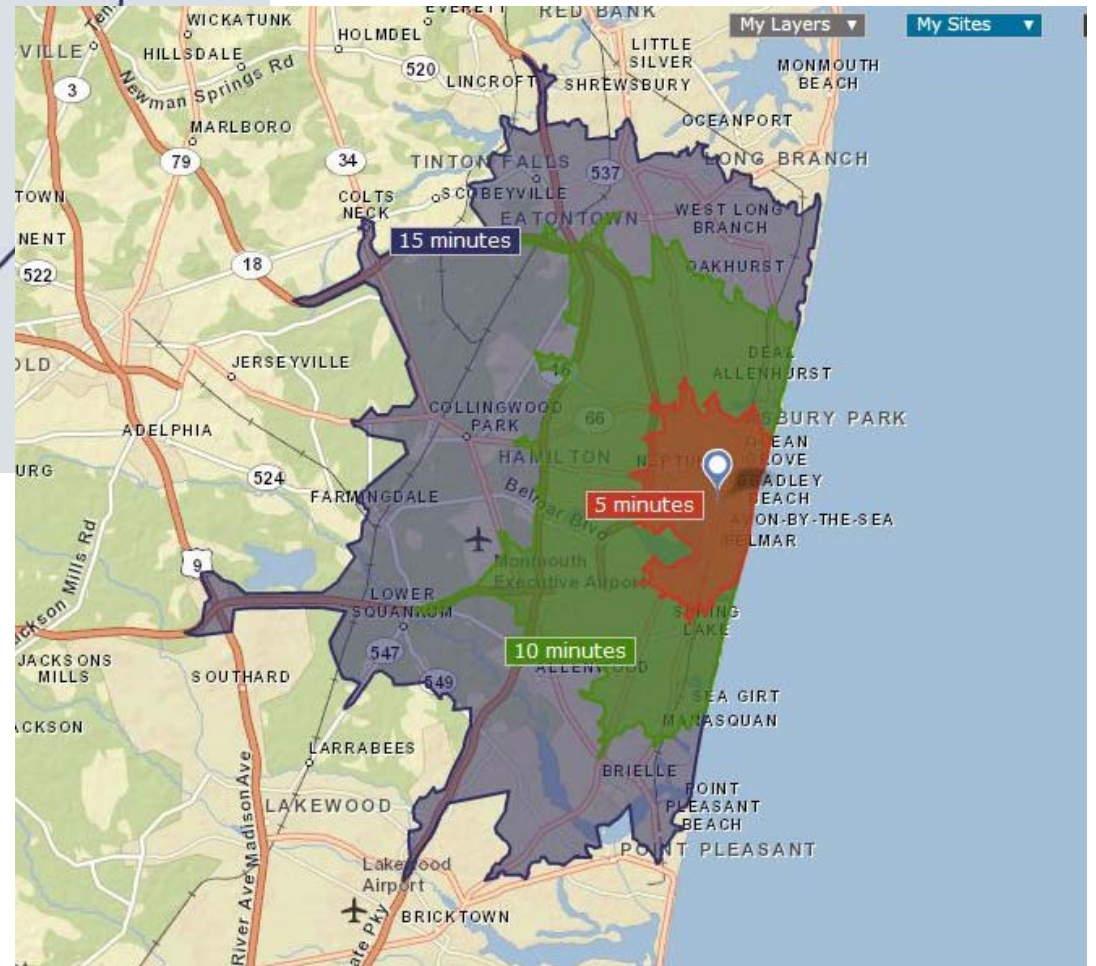
- ESRI Desktop software combines GIS (geographic information system) analysis and visualization capabilities with an extensive data package allowing analysis and timely information about site locations, customers, markets, trade areas, and competitors..
  
- KEY FEATURES
  - Current demographics and 5-year forecast reports
  - Analyze trade areas, competition, supply and demand
  - Determine population within a specific drive-time or distance
  - Evaluate specific sites for most advantages location
  - Identify and segment customers
  - Assist in marketing and media
  - Generates maps that describe your data
  - Create custom business reports



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# BUSINESS ASSISTANCE

## **Benefits:**

- Assistance in maintaining and growing business
- Post Sandy resource to help businesses identify new markets

## **Resources:**

- Business Toolkit
  - Competitive Business Information Research
  - Business to Business Mailing Lists
  - Business to Consumer Mailing Lists
  - Survey Capability
  - Website Optimization
- Coordinate the delivery of business assistance and incentive programs
- Provide business advocacy services



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## ■ What's Next?

- Board of Chosen Freeholders Initiative to develop economic plan for the future of the County
  - Comprehensive Economic Development Strategy (CEDS)
- Funded by the U.S. Economic Development Administration and NJ Economic Development Authority
- Assessing business and infrastructure impacts of the storm and identifying resources



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## Contact

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