



GROW

MONMOUTH

Empowering Business. Creating Jobs.

**Monmouth County
Department of Economic Development**





Empowering Business. Creating Jobs.

VISION

“Grow Monmouth”

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

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.

PHASE 1: DEVELOPMENT

Gather input and advice from all key sectors via one on one & group meetings

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

Establish an Advisory Committee

- Chaired by Freeholder Arnone
- Comprised of representatives from each sector
- Advisory committee will help develop a strategic plan for economic development

PHASE 2: MARKETING



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- Communicate the program benefits to each sector of the community:
 - Businesses
 - Municipalities
 - Organizations
 - Academia
- Meetings, public events and different media sources
 - Social media
 - Newspapers
 - Radio

PHASE 3: ENGAGEMENT

Promote Business Building Toolkit

Focus on small to mid-sized business with potential for growth

- Advocacy
- Resources and tools
- Programs and events

Partner with the 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

MUNICIPALITIES



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Benefits:

- 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

MUNICIPALITIES



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Participation

- Share ideas and suggestions
- Discuss current and future economic development vision
- Join Advisory Committee

Next Step:

- Meet with designated municipal economic development representatives and organizations
- Meet with designated municipal officials

BUSINESS ASSISTANCE



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Benefits:

- Assistance in maintaining and growing business

Resources:

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

BUSINESS



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Participation

- Share Ideas and Suggestions
- Discuss Current and Future Plans
- Discuss Current and Future Challenges
- Join Advisory Committee

Next Step:

- Meet with Designated Company Representatives
- Identification of Business Resources
- Assist in the Delivery of Business Resources



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Contact

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