



Employer Toolkit

Prepared for:

Somerset County Business Community

To assist your company in attracting and retaining a
talented workforce.

1. The Somerset County, NJ Toolkit

The Somerset County Business Partnership is pleased to provide you with our employer toolkit, designed to assist your company in attracting and retaining a talented workforce. In the first example of its kind in New Jersey, the Business Partnership has connected tourism, economic development and workforce services in order to make them easier for your company to access and utilize.

Our toolkit has been developed in recognition of the need to create stronger connections between our business attraction and retention efforts and the efforts of Somerset County Tourism to promote our area as a destination. 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.

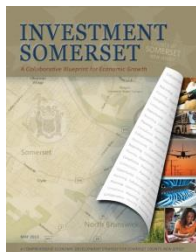
The mission of the Business Partnership is to lead the business community to a prosperous and sustainable future. In partnership with the Somerset County Freeholders, we provide the following services:



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 the goal of supporting job creation and private sector economic investment in Somerset County.

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](#)
A print publication, 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.

Defined by a beautiful landscape, Somerset County projects a healthy lifestyle, strong economy and sense of independence from New York City. Its land is home to a diverse community, keenly aware that it enjoys quality of life, celebrated through a spirit of creativity, culture and learning. This is true New Jersey, vibrant and secure. Beautiful yet balanced. Abundant with prosperity, alive with promise. (Somerset County, NJ Brand Statement, 2016)