

GROW

MONMOUTH

Empowering Business. Creating Jobs.



**Monmouth County
Board of Chosen Freeholders**



Empowering Business. Creating Jobs.

VISION

“Grow Monmouth”

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



Empowering Business. Creating Jobs.

PARTNERSHIPS

Business

Education

Government (State, County, Municipalities)

New Jersey Business Action Center

Non-Profit

Business and Community Organizations

Together we can

Identify state incentives and financing opportunities to County businesses

Retain and grow jobs in Monmouth County

Encourage the attraction of new businesses to Monmouth County

***County and municipal leaders
working together, can:***



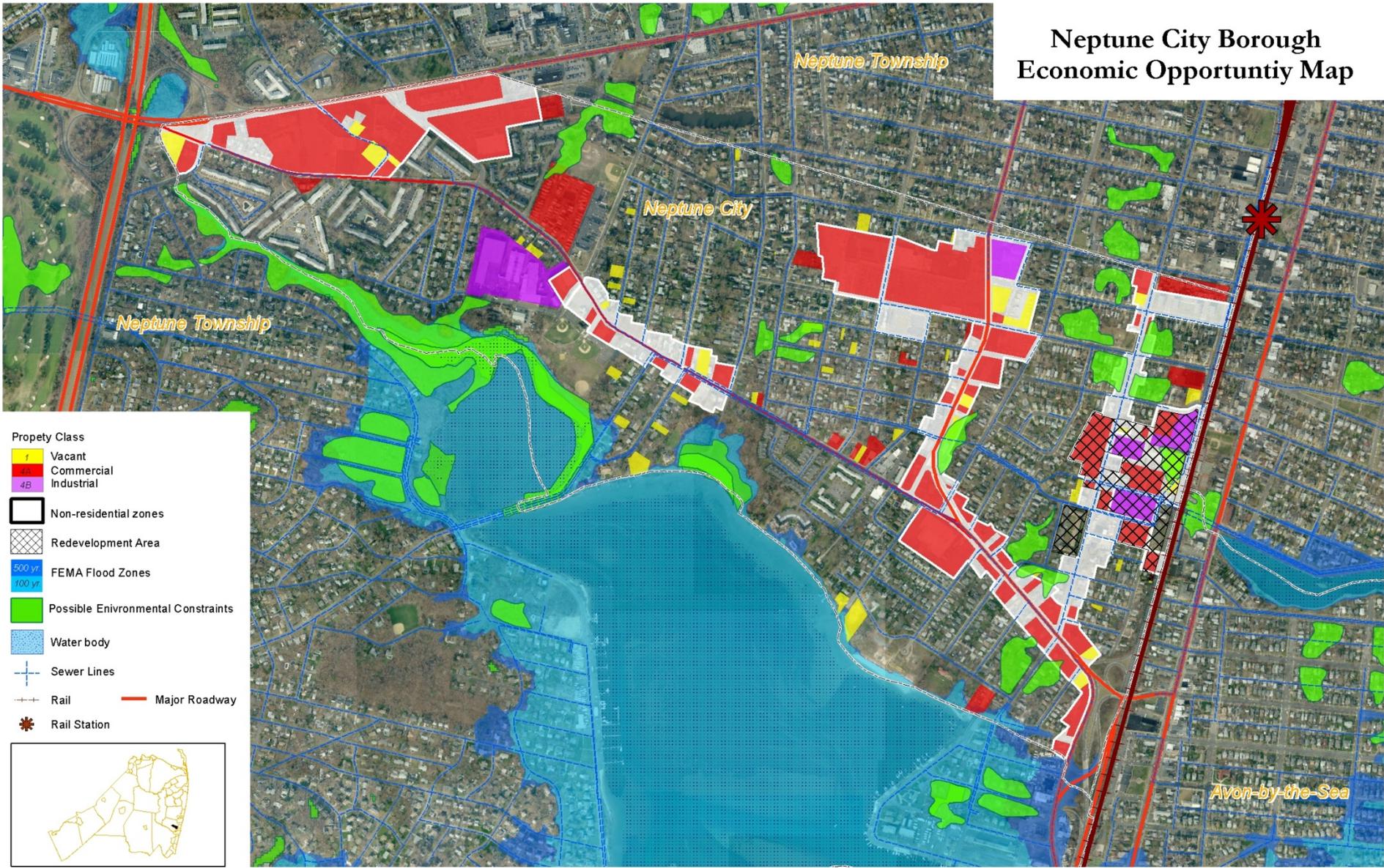
Empowering Business. Creating Jobs.

Assist Economic Development Efforts

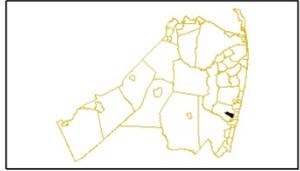
- Stabilize and Increase Business Tax Ratables
- Become More Business Friendly
- Increase Opportunities for Growth
- Increase Business Outreach to Promote Business Friendly Atmosphere

***Coming together is a beginning;
keeping together is progress;
working together is success
- Henry Ford***

Neptune City Borough Economic Opportuntiy Map



- Propety Class**
- Vacant
 - Commercial
 - Industrial
- Non-residential zones**
-
- Redevelopment Area**
-
- FEMA Flood Zones**
- 500 yr
 - 100 yr
- Possible Environmental Constraints**
-
- Water body**
-
- Sewer Lines**
-
- Rail** Major Roadway
- Rail Station**
-





- Transportation**
- Sewers**
- Non-Residential Zones**
- Vacant Properties**
- Commercial Use Properties**
- Industrial Use Properties**
- Uses in Non-Residential Zones**
- Redevelopment Areas**
- Environmental Constraints**

Real help for business



Empowering Business. Creating Jobs.

Business Building Toolkit

- Business Analyst Tool—Comprehensive demographic information including trends on specific industries
- Marketing Lists for Direct Mail
- Survey Capability
- Website Optimization
- Coordinate state incentive and financing programs
- Business advocacy services

732-431-7470

econdev@co.monmouth.nj.us

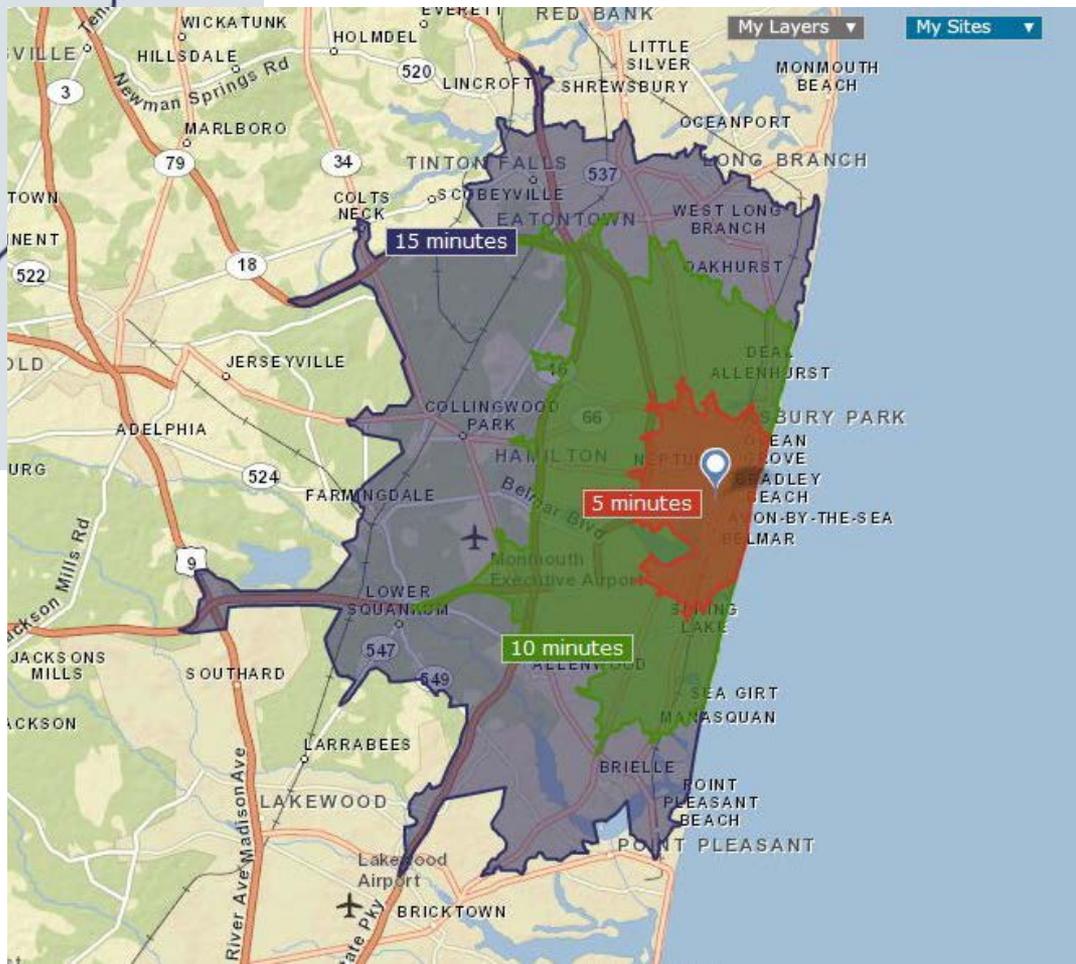


Business Analyst Tool

- 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



GROW
MONMOUTH
Empowering Business. Creating Jobs.



Comprehensive Economic Development Strategy



- First time Monmouth County has a long term economic growth plan
- Accepted by USEDA in 2014
- 18 month project with input from hundreds of businesses, residents, municipal officials
- Will allow county to compete for federal investment to promote economic development

Grow Monmouth Façade Improvement Program

- \$1,850 grant to businesses for a project upgrade such as a new awning, paint, door or sign.
- A total of \$75,000 of de-obligated HUD funds have been set aside for this program
- No county or applicant matching funds are needed
- Businesses in HUD eligible areas, including all or part of 26 of the county's municipalities, can apply.
- Applications and eligibility maps are on website, visitmonmouth.com and will be awarded on a first-come, first-served basis.



Empowering Business. Creating Jobs.

For more information, contact us:
econdeve@co.monmouth.nj.us
732-431-7470