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**SOMERSET COUNTY TOURISM & BUSINESS PARTNERSHIP
LAUNCH EXCITING NEW EMPLOYER TOOLKIT**

BRIDGEWATER, NJ – At the April Board meeting of the Somerset County Business Partnership (SCBP), the organization launched the Somerset County, NJ Employer Toolkit, a major milestone in presenting tourism, workforce development, and economic development information to visitors, residents, employers, and employees.

The Somerset County Employer Toolkit is the result of a year of collaboration among private and public business sector partners according to Mike Kerwin, President/CEO of the SCBP. He continued. “Our private sector partners were clear on the need to attract and retain talent as a competitiveness challenge and were helpful in defining the types of information that is important to prospective employees and visitors” he added.

Included in the Employer Toolkit is the Somerset County Destination Guide, the new www.VisitSomersetNJ.org tourism website, a promotional video, and a points of interest map, all of which have been carefully designed to incorporate information that is relevant to those looking to attract talent, live, work, or learn in the County.

Highlights of the new tourism website include a user-friendly design; featured “Live, Work, & Learn” content; integration of social media platforms, and Trip Advisor reviews; an interactive map; a personalized trip planner; and a language translation tool. Soon to be added to the site are a hotel booking link and a member extranet.

“These new website features support the Business Partnership’s efforts to communicate the amenities and advantages available in Somerset County in a more robust way,” stated Jackie Morales, Director of Tourism. “By simplifying the process of delivering relevant information to

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residents, employers, and visitors alike we are better equipped to connect to our audiences with their desired experience here in Somerset County. This represents a major step in leveraging tourism resources to support the County's broader economic development goals."

Information on the Somerset County Business Partnership and Somerset County Tourism may be found at www.scbp.org or by calling 908-218-4300.

PHOTO CAPTION: The new Somerset County Business Partnership Employee Toolkit features the new www.VisitSomersetNJ.org website.

BACKGROUNDER

The Somerset County Business Partnership (SCBP) serves as Somerset County's regional Chamber of Commerce and the essential partner for doing business in Somerset County. The SCBP enjoys a unique public-private partnership with County government to provide economic development and tourism services.

The mission of the SCBP is to lead the business community to a prosperous and sustainable future, offering members opportunities to grow their businesses through networking, advocacy, workforce initiatives, and educational events. Members and investors represent public, private and community organizations, working in partnership and dedicated to maintaining and promoting economic prosperity and quality of life in Somerset County. The Business Partnership serves as the platform to gain critical information, brand a business, develop leadership skills and learn how specific business strategies can improve profitability.

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