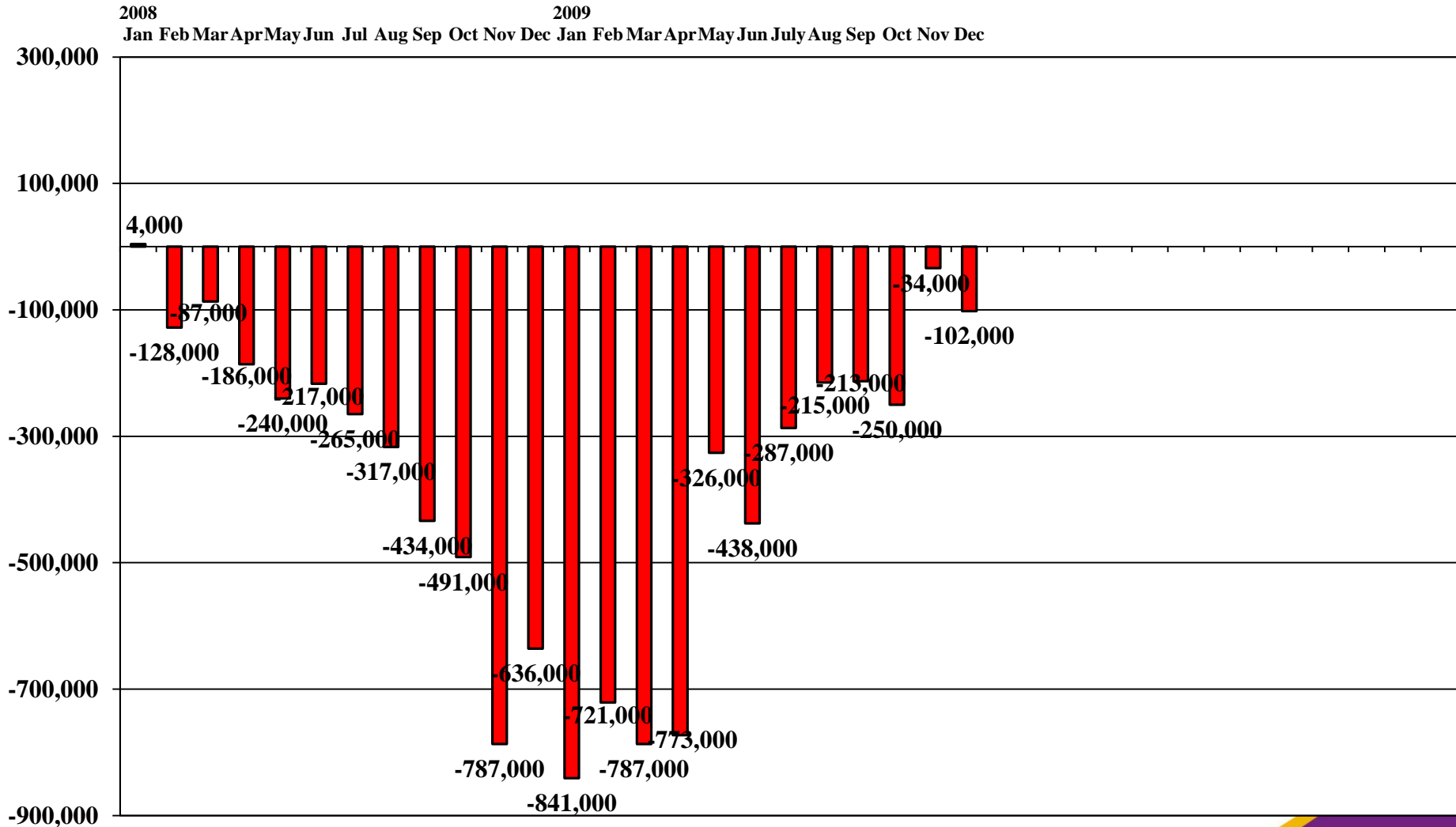




The World Changed in 2009





Even in Somerset County!

The Wake Up Call: Sanofi Moves to Cambridge

- **Site encompasses over 1.2 million of lab and office on a centrally located 110 acre campus.**
- **Bridgewater loses 1,800 high income jobs.**
- **\$2 million dollar loss of property tax revenue.**





The Need for a Strategic Response

“To be effective, states must comprehend the new overarching global and national economic climate, and not cling to the past. They must govern smarter and frugally, focusing on cost controls, affordability, sustainable tax policies, public private balances, labor force quality, and supporting infrastructure. *How states respond to these challenges will determine their economic destinies. These destinies are not foreordained, but are, to a large extent, in their own hands.*”

~Dr. J. Hughes, Rutgers University, July

2010



Somerset County Consensus: We Need to Improve Our Competitive Position.

The good news is:

We've done it before...

...and we can do it again.





New Jersey's Strategic Response

“Moving forward, New Jersey will focus its policies *and investments* on vibrant regions by fostering targeted job growth, supporting effective regional planning and preserving the State's critical resources.”

~New Jersey's State Development
& Redevelopment Plan



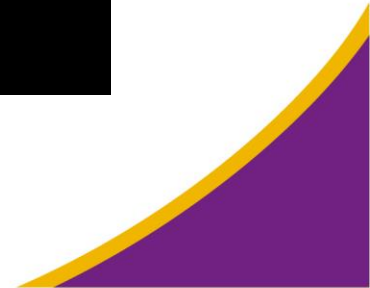


North Jersey's Strategic Response

- Together North Jersey is a regional CEDS to create a regional vision for Northern New Jersey for sustainable development to produce jobs and private sector investment.

TOGETHER
**NORTH
JERSEY.**

Connecting People, Places, and Potential 





Somerset County's Strategic Response

- Integrate state strategic plan priorities into Somerset County plan.
- Identify and promote priority growth investment areas (regional and local).
- Go through a CEDS process to prioritize what the private sector needs for job creation and investment.





Our Business Driven Economic Agenda

- *Reuse of significant properties*
- Business Resources
- Reduce regulatory burden
- Workforce delivery





Bridgewater's Strategic Response

Under the leadership of Mayor Dan Hayes, Bridgewater Township has developed a new vision of how to reinvent and revitalize the use of critical sites within the Township based on the public interest and public input.





The Payoff!

Somerset County Welcomes Nestlé

