



Montgomery Township, New Jersey Business Retention Outreach Program Report

September 16, 2008



PROGRAM OVERVIEW

Partnership between JCP&L/First Energy, the Somerset County Business Partnership, and the Montgomery Township Economic Development Commission

JCP&L/First Energy granted the Somerset County Business Partnership a sub-license to utilize Synchronist® business retention software

The Somerset County Business Partnership has entered into Memorandums of Understanding with 4 Somerset County municipalities to conduct formal Business Retention Outreach Programs utilizing the Synchronist® software

WHY A BUSINESS RETENTION PROGRAM?

Builds relationships and opens lines of communication between government and business

Provides an overview of the economic makeup of a community

Allows for the identification of both immediate and long-term business concerns

Provides measures for analyzing the economic health of a community, including growing and declining industries

Can serve as the basis for policy and regulatory reforms to address critical economic issues

MONTGOMERY TOWNSHIP PROGRAM STRUCTURE

- **The Somerset County Business Partnership and the Township of Montgomery entered into a Memorandum of Understanding**
- **The Somerset County Business Partnership and the Montgomery Township Economic Development Commission agreed on industries to target for interviews, processes and procedures for the solicitation and scheduling and conducting of interviews**
- **All interviews were conducted by a two person team (Montgomery Township Economic Development Commission and the Somerset County Business Partnership)**
- **Interviews were conducted using the 3 part Synchronist® business retention outreach forms**
- **All data collected was entered into the Synchronist® software program by Somerset County Business Partnership staff**
- **Interview discussions and data collected and entered into the software program is treated as confidential**

BUSINESS RETENTION PROGRAM IMPLEMENTATION

- Solicited interviews with 200 companies by letter that included a fax return form
- Interview solicitation forms were received at the Somerset County Business Partnership
- Somerset County Business Partnership staff coordinated interview scheduling with Montgomery Township Economic Development Commission representatives and the company
- Team members conducted 30 interviews with Montgomery Township based company executives

Interview Participants

The 30 companies interviewed in Montgomery Township represent the following business sectors:

High End Business Services	Retail
Finance, Insurance, and Retail Service	Tourism
Health Care and Pharmaceutical	Technology/Information
Building & Construction	Government
Consumer Services	Aeronautics and Defense

Companies interviewed in Montgomery Township employ approximately **1530 employees** and occupy approximately **300,000 square feet** of space in the Township.

Respondent Observations Community Strengths & Weaknesses

The following are the **top three strengths and weaknesses** as identified by interviews when asked, “What are the community’s strengths/weaknesses as a place to do business?”

Strengths:

- 1) Location
{19 responses}
- 2) Customer Accessibility
{11 responses}
- 3) Quality of Life
{8 responses}

Weaknesses:

- 1) Transportation
{13 responses}
- 2) Cost of Living
{7 responses}
- 3) Business Climate
{5 responses}

Respondent Observations Public Service Evaluation Comparison

County-Wide

Highest Rankings:

- 1) Police Protection
- 2) Fire Protection
- 3) Ambulance/paramedic service

Lowest Rankings:

- 1) Public Transportation
- 2) Traffic Control
- 3) Property Tax Assessment

Montgomery Twp.

Highest Rankings:

- 1) Police Protection
- 2) School System
- 3) Fire Protection

Lowest Rankings:

- 1) Public Transportation
- 2) Traffic Control
- 3) Property Tax Assessment

Respondent Observations Public Service Evaluation Opportunities

- **93 and 76 percent** of respondents indicated “**Do Not Know**” for Somerset County Vocational & Technical Institute and Raritan Valley Community College respectively
- **Public Transportation** and **Traffic Control** received the **lowest** overall marks on a county-wide basis as well as in Montgomery Township
- **29 out of 30** respondents indicated “**Do Not Know**” when asked about Economic Development at the local level.
 - A common response was that they were “**unaware**” Montgomery Township had an economic development commission.

Respondent Observations Workforce Development

Of the companies interviewed, **19 of the 30** reported having **workforce recruitment challenges**. Below shows how the respondents rated workforce availability, quality, stability and productivity

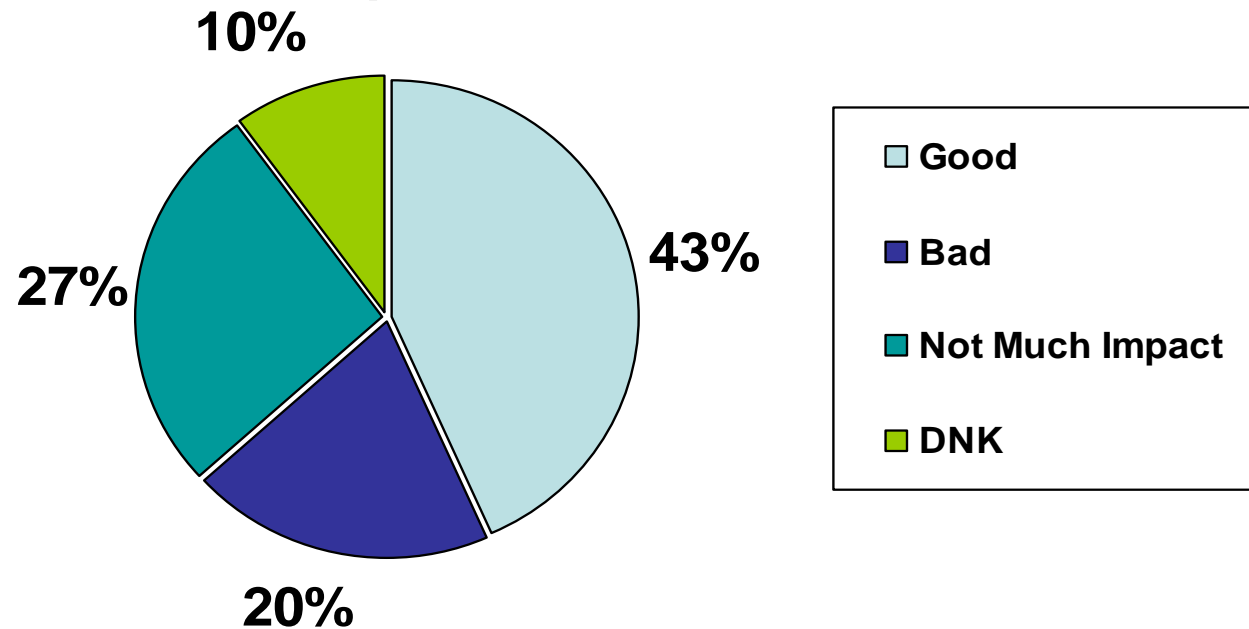
Rating: 1-low, 7-high		1	2	3	4	5	6	7	NA	AVG
Availability	Number of Responses	2	6	8	2	4	5		3	3.56
	Percent of Responses	6.67%	20.00%	26.67%	6.67%	13.33%	16.67%		10.00%	
Quality	Number of Responses		1	3	1	9	8	5	3	5.67
	Percent of Responses		3.33%	10.00%	3.33%	30.00%	26.67%	16.67%	10.00%	
Stability	Number of Responses		1	1	2	5	9	8	4	5.69
	Percent of Responses		3.33%	3.33%	6.67%	16.67%	30.00%	26.67%	13.33%	
Productivity	Number of Responses			1	2	3	4	1	19	5.18
	Percent of Responses			3.33%	6.67%	10.00%	13.33%	3.33%	63.33%	

Total number of executives responding: 30

Respondent Observations Montgomery Economic Development Commission Questions

The Montgomery Economic Development Commission provided the SCBP with seven questions to be asked in addition to the 42 standard Synchronist questions.

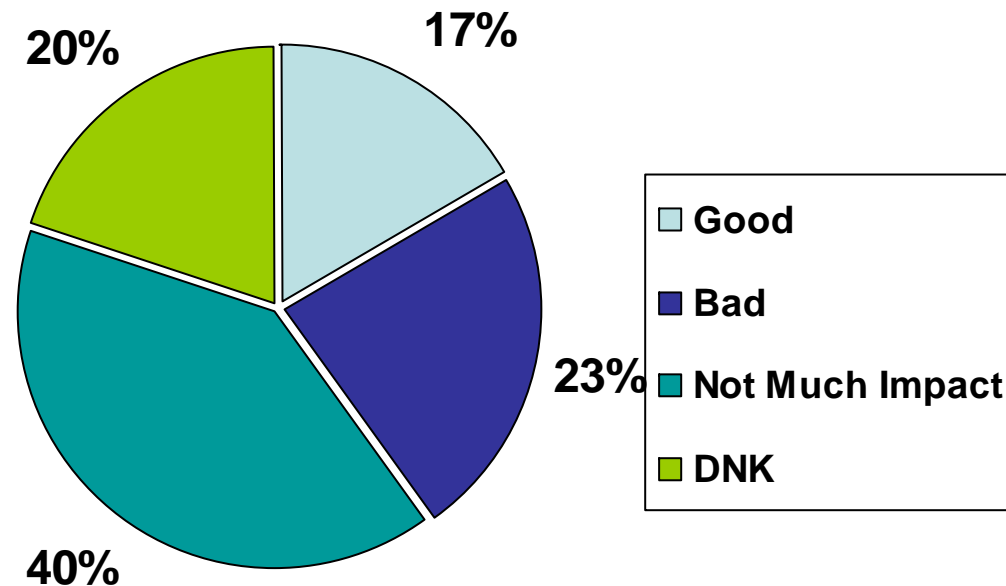
Will the new Montgomery Promenade retail development be...for business?



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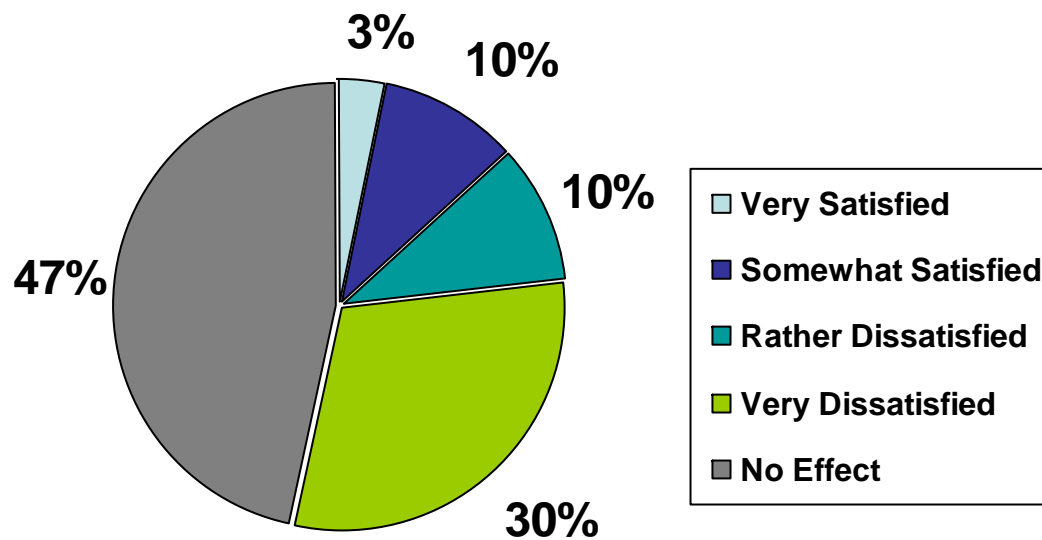
Will the redesign of the Route 206 Hillsborough Bypass be...for business?



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How satisfied are you with Montgomery's regulations on signage?

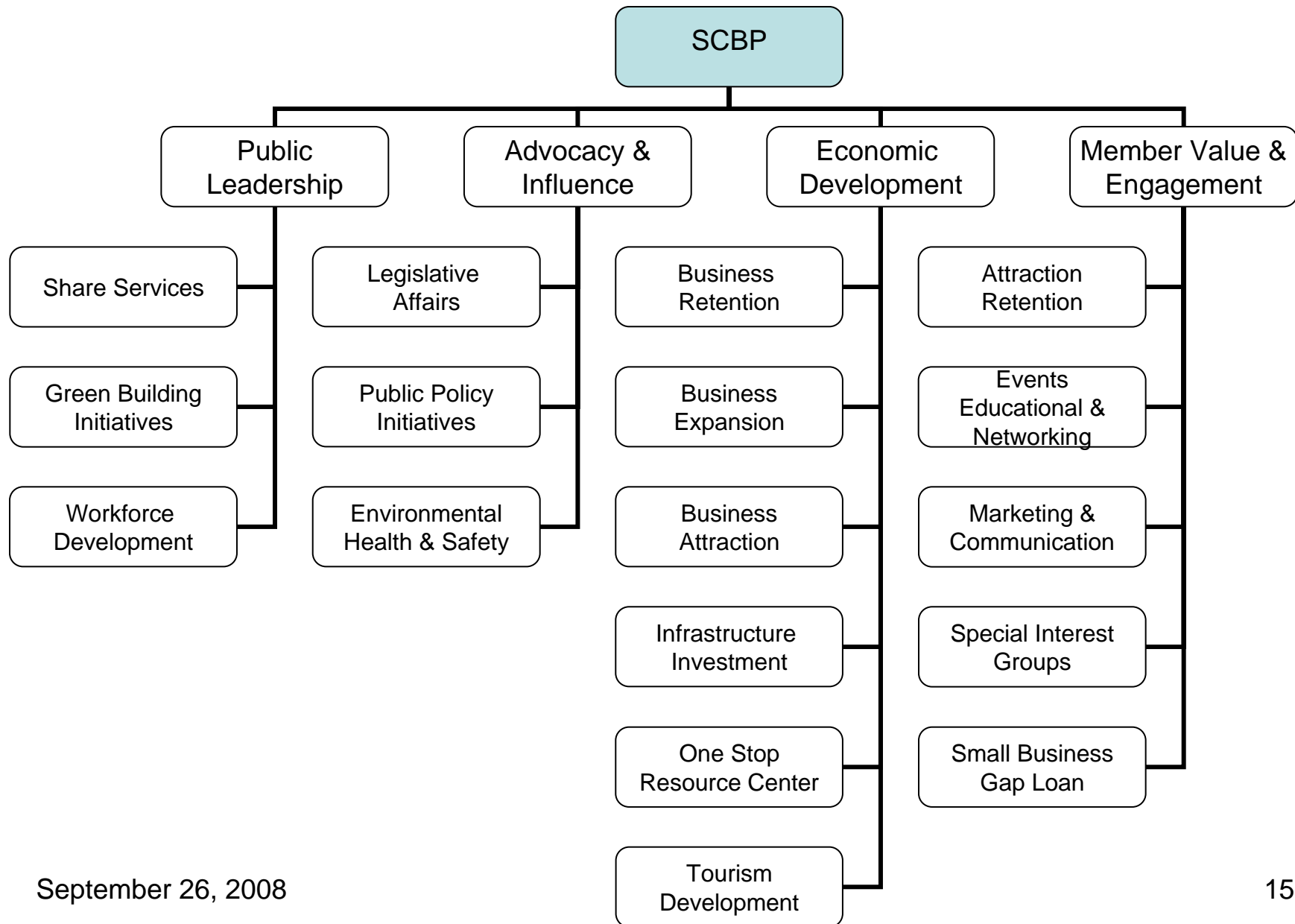


The Somerset County Business Partnership's Economic and Community Development Objectives

- Promote and facilitate brownfields and town center redevelopment through identification and marketing.
- Expand the dissemination of economic and community development expertise to municipalities.
- Promote and facilitate business retention, expansion and targeted attraction.
- Participate in efforts to increase access by businesses to well-educated, competent, trained, demand driven workforces.
- Partner with State, utility and local economic development groups to promote the county and become the expert for all business assistance and advocacy within the county.
- Increase economic vitality through tourism, cultural arts and history, relocations and meeting/convention activities.

Four Strategic Organizational Focus Areas

Montgomery Township, New Jersey
Business Retention Outreach Program Report



Thank You!



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