

POCONO Mountains Region

Economic Development Guide

INSIDE:

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TOURISM & HOSPITALITY

ADVANCED MANUFACTURING

Spirits Lifted

WINERIES, CRAFT BREWERS TOAST SUCCESS

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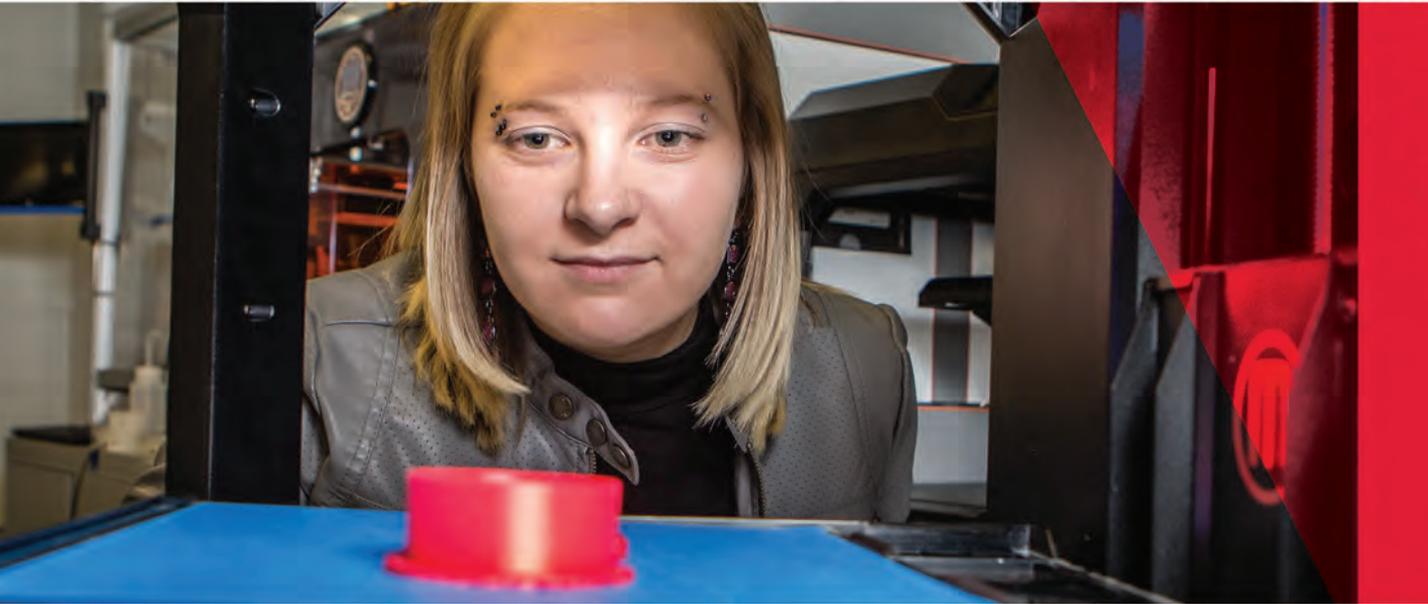


East Stroudsburg University. Where

HEALTH CARE WARRIOR

Melanie Silvestrini '17
Biochemistry and Chemical Biotechnology

- Member, American Student Dental Association (ADA)
- Board of Governors Cultural Diversity Scholarship Recipient
- National Excellence in Leadership Award, 2016



ENTREPRENEURIAL WARRIOR

Blaise Delfino '14, M '17
Communication Sciences and Disorders

- Founder and CEO of Fader Plugs, LLC
- First-place winner of PA State System Student Business Plan Competition
- Licensed hearing aid dispenser and audio engineer
- Musician



WARRIORS Belong.



INDUSTRIAL DESIGN WARRIOR

Kevina DiNicola '17
Integrated Art + Design

- Trained in 3D printing and design in the ESU Stratasys Super Lab
- Developing Mimeo Beats, a sensor that turns beats into digital notes
- Owner, DiNicola Designs
- Commissioned portraitist

East Stroudsburg University understands the critical role that higher education plays in advancing the region's economic vitality. That is why employers seek out our graduates from robust programs such as Health Sciences, Business and Management, Additive Manufacturing, Education, and our Business Accelerator initiative.

ESU's Economic Development Warriors team up with employers at our Innovation Center, a hub for creativity and business development. Employers benefit from student internships, faculty research, and workforce training incentives in addition to cutting-edge opportunities in our Stratasys Superlab, C.R.E.A.T.E. Lab, and Business Accelerator Program.

To learn more about how East Stroudsburg University is supporting the economic growth and development of the Pocono Mountains region, please contact Mary Frances Postupack, Vice President for Economic Development and Entrepreneurship, at 570-422-7920 or mpostupack@esu.edu



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LIVABILITY

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POCONO Mountains Region

Economic Development Guide

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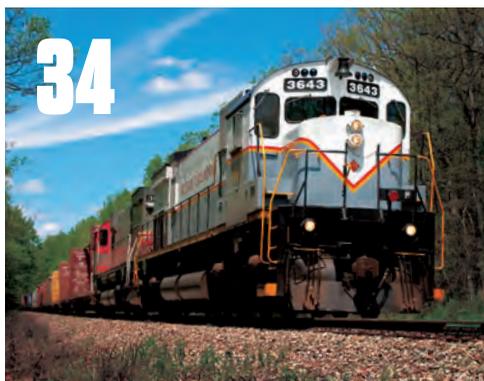
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EDUCATION & WORKFORCE

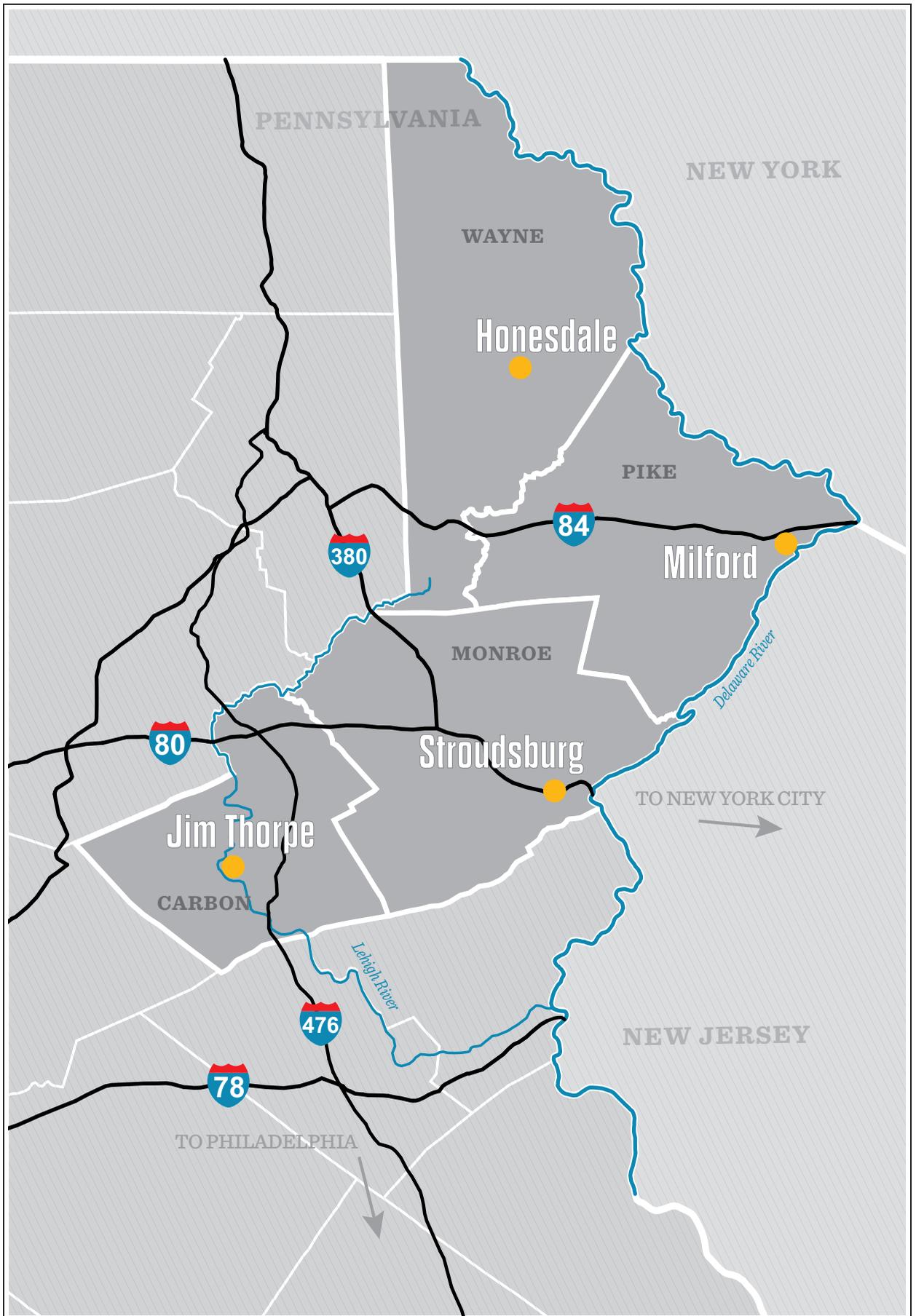
Building Bridges

Education, business collaborate to meet skills needs of the region's employers.

ON THE COVER

Randy Rice is owner, proprietor and wine maker at Mountain View Vineyard, Winery and Distillery, one of the many wineries that are part of the Pocono Wine Trail (poconowinetrail.com).

Photo courtesy of **Nicole Taylor Photography**



10 GOOD REASONS TO LIVE, WORK AND INVEST IN THE POCONO MOUNTAINS REGION

1. AT THE SUMMIT:

The four-county Pocono Mountains Region is home to more than 330,000 people and a diverse and sophisticated economy that has developed key industry sectors in technologically driven manufacturing, life sciences and logistics.

2. THE RIGHT PLACE:

The region offers numerous business advantages, including its location between two major metros, a lower cost structure, an integrated transportation network and a highly educated workforce.

3. CURB APPEAL: An active, outdoor-focused quality of life, set amid some of the nation's most spectacular natural attractions, gives the Pocono Mountains region a lifestyle that is drawing talent and creating the ideal environment for innovation companies.

4. BUILT TO LAST:

With assets like the Tobyhanna Army Depot and major companies including Sanofi Pasteur and KME, the region has leveraged its cost, location, infrastructure and workforce advantages to craft a diverse and growing manufacturing base.

5. RAISE A GLASS:

The region's vintage winemaking is expanding, craft brewing is on tap and spirits makers are finding it offers the right recipe for growth.

6. TO YOUR HEALTH:

Providers including St. Luke's Health Network, Lehigh Valley Health Network and Wayne Memorial Medical Center offer the highest level of care and latest treatments.

7. SMART STUFF:

The Pocono Mountains region draws the type of talent that companies want and has created the ideal environment for entrepreneurs. It blends proximity to major markets, access to quality higher education and a diverse economy with an unrivaled active lifestyle appeal set in one of the nation's most beautiful places.

8. WELL CONNECTED:

A network of highways that includes I-80 and I-84, major freight rail service and proximity to major airports and port facilities give the region strong capabilities to move people and products.

9. COME VISIT:

Generations of families have enjoyed the scenic beauty of mountains, forests and waterways and a wealth of resorts and other attractions.

10. FEEL AT HOME: The region deals a winning hand as a place to live with a combination of charming communities with revitalized downtowns, unique local businesses, boundless outdoor lifestyle opportunities and a rich mosaic of arts, culture and entertainment offerings.



PMEDC: Helping Businesses Create Jobs in Monroe County



"PMEDC has been very supportive of us over the years. Any issue that arises, we're quick to call them and they're right there to help us."

Steve Somers, Vigon International
70 jobs created/retained



"PMEDC goes the extra mile. As a small company, it's hard to find capital. PMEDC came to the table and we were able to get some military programs as a result of the equipment we bought."

Bill Pote, MegaPhase
41 jobs created/retained



"PMEDC supported our application to pay for the rail spur. That facilitated our expansion, which enabled us to hire more people"

Keith Hayward, Monadnock Non-Wovens
70 jobs created/retained

**\$70 Million
in Highway and
Infrastructure
Improvements**

2,500 Jobs

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DISCOVER THE POCONO MOUNTAINS

CARBON, MONROE, PIKE AND WAYNE COUNTIES COMBINE TO OFFER AN IDEAL ENVIRONMENT FOR BUSINESS INVESTMENT AND AN UNPARALLELED QUALITY OF LIFE.



COOL COMPANY

Blanket Security

Organizations of all types and sizes have turned to a Stroudsburg company to meet compliance requirements and manage information security risk.

Backbone Security, a graduate of the East Stroudsburg University accelerator program, offers a range of assessment and consulting services, including enterprise information security assessments, vulnerability assessments and web application security assessments. The company, founded in 2000, also provides compliance services for companies that process, transmit or store credit or debit card information that meet the Payment Card Industry Data Security Standard (PCI DSS).

Backbone Security also houses the Steganography Analysis and Research Center (SARC), which focuses on research into steganography – the practice of concealing a message or information within non-secret text or data – and the development of advanced steganalysis products and services.

SARC has developed state-of-the-art steganography detection and extraction capabilities that address the needs of law enforcement, government and intelligence agencies, military and the private sector.

MADE HERE

Pushing the Envelope

The next time you get the mail, the envelope you tear open could have come from the Pocono Mountains region.

United Envelope, a 75 year old envelope printing and manufacturing company, provides direct mail and transactional envelopes to the nation's largest mailers. The company operates three facilities, the largest of which is in Mount Pocono in Monroe County.

United Envelope prints and manufactures a range of custom envelopes, some 5 billion a year, that are shipped all over the U.S. The company's offerings include letter and legal, no-bend, open end, pay envelopes, proprietary grade, proxy, safety fold, wallet flap, and window varieties.

The 300-person Mount Pocono facility, which opened in 1995, has tripled in size since then and is now more than 225,000 square feet.

5B

Envelopes produced each year by United Envelope

225K

Square footage of United Envelope's Mt. Pocono location



Why Choose **POCONO MOUNTAINS**

CHECK OUT

[BUSINESSCLIMATE.COM/POCONO-MOUNTAINS](https://businessclimate.com/pocono-mountains)

 **LIVABILITY**

900

Employment at KME REV Group, a leading manufacturer of first responder vehicles, in Carbon County

25K

Size in square feet of Sutphen's East Coast headquarters in Wayne County

THINGS TO DO

Roll the Dice

You don't have to gamble to enjoy Mount Airy Casino Resort, Pennsylvania's first AAA Four Diamond-rated casino.

If you do like to wager, Mount Airy Casino Resort offers more than 1,800 slot machines and 80 table games. Off the gaming floor, the resort includes luxury hotel rooms and suites and a variety of signature restaurant options, including the recently opened Guy Fieri's Mt. Pocono Kitchen and Bistecca by Il Mulino.

For those who like the outdoors, the resort also features a lakefront 18-hole golf course. And guests can make a splash at Get Wet, a \$5 million luxury indoor/outdoor pool and entertainment complex, or pamper themselves in the resort's 18,000-square-foot spa that offers customized skin care treatments for men and women, steam and sauna rooms and a complete gym with state-of-the-art weight and cardio workout equipment.



Percentage of the combined population of Carbon, Monroe, Pike and Wayne counties that is between the ages of 18 and 64



With 2,400 square miles encompassing Carbon, Monroe, Pike and Wayne counties, the Pocono Mountains region is home to rolling terrain, waterfalls, thriving woodlands and 170 miles of winding rivers.

SIGNATURE BUSINESS

Putting Out Fires

The Pocono Mountains region plays a key role on the front lines in firefighting.

Since 1946, KME REV Group has built firefighting trucks, police cars and other specialty vehicles for communities the world over. Its facility in Nesquehoning in Carbon County now employs about 900 people.

As a leading manufacturer of first responder vehicles, KME engineers and custom manufactures a full range of specialty equipment including pumpers, tankers, aerial vehicles, rescue vehicles, fueling trucks and wildland vehicles that are used by federal, municipal, airport and aviation, industrial and commercial customers.

The company's equipment is built from the ground up, including chassis and vehicle bodies, engineered in a state-of-the-art design department

that utilizes advanced two- and three-dimensional design systems. KME also utilizes laser-guided frame-rail punches, robotic welding, a plasma burner and state-of-the-art spray paint booths.

In Wayne County, Sutphen East Corp. manufactures tankers and pumper trucks for the fire service industry. The company, a division of Sutphen Corp., relocated from New York to the Sterling Business & Technology Park, where it began operations in December 2016. A 25,000-square-foot building in the park will serve as East Coast headquarters for Sutphen East.



WHO'S HERE

Green Thumbs Up

The roots of Pike County's Dorothy Biddle Service, a national distributor of flower arranging, gardening and houseplant supplies and accessories, date to 1936 when Dorothy Biddle was lecturing on flower arranging to garden clubs all over the U.S. From those requests, Dorothy's son, Rod, launched a small mail-order business, and in the early 1950s, purchased the Blue Ribbon Flower Holder Co., which manufactured the hairpin-type flower holders, and began supplying stores.

In 2010, the company acquired Bonnie Manufacturing Co., which made pin-type flower holders. Today, Dorothy Biddle Service is the only U.S.-based manufacturer of flower holders. It produces hairpin holders and pin holders in the Pocono Mountains region.

1936

Founding year of Dorothy Biddle Service in Pike County, the only U.S.-based manufacturer of flower holders

18K

Size in square feet of the spa at Mount Airy Casino Resort





Best OF ALL WORLDS

LOWER COSTS, EDUCATED WORKFORCE, ACTIVE LIFESTYLE
BRING JOBS AND TALENT TO THE REGION

By Teree Caruthers

With its rolling hills and valleys

and access to spectacular natural settings like the Delaware Water Gap, the four-county Pocono Mountains region has long attracted honeymooners and vacationing families to its bevy of resorts and attractions.

But it's the amenities of another type – among them a strategic location, a highly skilled labor pool and lower cost structure – that have drawn relocating businesses, as well as workforce talent to Carbon, Monroe, Pike and Wayne counties.

READY FOR WORK

The region's workforce development efforts began early as evidenced by a commitment to high-quality primary and secondary education.

Workforce development is also supported by the region's higher education institutions, including East Stroudsburg University, Northampton Community College, Monroe Career & Technical Institute and Lackawanna College.

Organizations such as the Wayne Pike Workforce Alliance help facilitate coordinated training efforts in a systematic way. "If I have a business relocating here, I simply call the Alliance," Wood says. "They'll not only work with that company to find the workforce they need from our current pool of employees, but they'll also work with the area schools to make sure the curriculum is in place to support that business going forward."

THE RIGHT ADDRESS

Proximity to the New York and Philadelphia markets have lured companies, such as Kahr Arms firearms manufacturer, which moved its operations last year from New York to Pike County, and Leighton Electronics, a global leader in the semiconductor industry that chose the Pocono Mountains over Silicon Valley.

"We're close to those northern New Jersey and New York City urban markets. We've got Interstate 84 providing a direct access to those markets and also the New England markets," says Mary Beth Wood, executive director of the Wayne Economic Development Corp. "When you cross the Delaware River into Pennsylvania, you see much lower costs for doing business. Then you factor in the high quality of life you can offer your employees. The cost of everything is generally lower than you would find in our neighboring states. That's a very important factor that brings people here."

NATURAL ATTRACTION

While health care, technology and manufacturing continue to grow, the tourism industry continues to occupy the top spot in the region's economy. Tourism contributes some \$3 billion to the region's economy and accounts for more than a third of the job market.

Sanofi Pasteur is one the region's leading employers.



"It's a great place to live, work and raise a family."

— Carl Wilgus, retired executive director, Pocono Mountains Visitors Bureau

MAJOR EMPLOYERS

Company	Number of Employees
Tobyhanna Army Depot	5,090
Sanofi Pasteur	2,500
Pocono Medical Center	1,850
Mount Airy Casino Resort	1,400
Walmart Distribution Center	1,200
Woodloch	1,100
East Stroudsburg University	825
Great Wolf Lodge	650

Carl Wilgus, recently retired executive director of the Pocono Mountains Visitors Bureau, says the region's visitor attractions, which include lakes and rivers for fishing and rafting, vacation resorts, golfing, skiing destinations and hunting lodges, not only draw more than 26.6 million visitors each year, but also enhance the quality of life of families who live in the area.

"I think it's lifestyle that we talk about. If you appreciate a lifestyle that allows you to work and

have your recreation leisure activities close at hand, and if a lot of that leisure activity is based upon outdoor activities, I don't know of any place better than the Pocono Mountains," Wilgus says. "It's a great place to live, work and raise a family, because it's all here, and it's close and convenient. If you want the big urban activities – the Broadway or the big sporting events – they're within a couple hours drive.

"Where 30 years ago, people use to go to where the jobs are, now people



Snowtubing at Blue Mountain

go where they want to live and then try to find a job or create a job. To that degree, I think recreation and leisure are critically important

to people making relocation decisions, and as the future evolves, our region will stand and prosper because of that."

PHOTO: CHRISTOPHER ELSTON

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BUILT FOR SUCCESS

SKILLED WORKFORCE, TRANSPORTATION ASSETS
FORGE STRONG ADVANCED MANUFACTURING SECTOR

By Kevin Litwin • Photo by Alex Potemkin

The U.S. manufacturing sector is experiencing a resurgence, and the Pocono Mountains region can prove it.

Carbon, Monroe, Pike and Wayne counties are all enjoying success in the advanced manufacturing sector, with nearly two dozen small manufacturing

operations lured to the region from outside of Pennsylvania over the last 15 years.

Major manufacturers achieving prominence in the region include fire engine and apparatus manufacturers KME REV Group and Sutphen East, vaccine producer Sanofi Pasteur and industrial abrasives maker

Weiler Corp. At the Tobyhanna Army Depot in Monroe County, all branches of the U.S. military get repairs and upgrades to their communications, intelligence and surveillance systems.

The region's cost advantages and access to higher education and workforce training resources have helped attract manufacturing,



The Pocono Mountains region offers advanced manufacturers access to a skilled labor pool.

particularly from higher-cost neighboring states. The Pocono Mountains region offers highway access that allows businesses to ship their goods to hotspots like Philadelphia, New York City and Washington D.C. in a half day's drive or less.

In 2017, Houston-based Sharps Compliance Inc. opened a new

facility in Carbon County that specializes in the disposal of medical waste. The \$2 million plant accepts medical waste containers and bags, then treats and disinfects the items by using heat and pressure. Disinfected material is then ground into "confetti" for disposal in an approved landfill.

MAKING WOLF'S WORKSPACE

The work of one of the region's signature manufacturers can be seen frequently on major cable channels. Boyce Products Ltd., which is based in Wayne County, designs and manufactures custom desks, furniture and workstations.

One of its recent projects was

Manufacturing in the Pocono Mountains

236

Establishments

7,461

Employees

\$52,087

Average Annual Wage



% Of Total Workforce

Source: Pennsylvania Center for Workforce Information & Analysis

constructing the new CNN television studio in Washington, D.C., that houses shows like Wolf Blitzer's *Situation Room* and *The Lead with Jake Tapper*.

"I grew up on a farm in Wayne County and graduated from Honesdale High School, and I chose to base my business and raise my family in this beautiful rural setting," says David Boyce, owner of Boyce Products.

Boyce says he appreciates that the Pocono Mountains region offers a pro-business atmosphere and that has led him to invest in his company. In 2016, Boyce Products expanded its manufacturing facility with an additional 10,400-square-foot building.

"This building allows us to incorporate all of our metal CNC milling capabilities, assembly and storage in one building," he says. "It will further increase our production efficiency here."

The region's standout natural attractions draw visitors from locations including Philadelphia and New York, notes Kathy Henderson, director of economic

development for the Carbon Chamber & Economic Development Corp. More than a few CEOs who arrived in the region for a vacation ended up coming back to set up a business.

"This region offers the four seasons with dozens of scenic amenities, and for business, we are close enough to major interstates that we can offer good locations for manufacturers, distributors and other companies," Henderson says.

Many manufacturers in the region do business internationally, such as Architectural Polymers, which is expanding its business into Australia.

Architectural Polymers, based in Palmerton, offers concrete solutions for pre-cast, tilt-up and cast-in-place construction projects, such as spray-painted forms used in making highway bridges more aesthetically appealing.

The region's education resources also assist its manufacturing sector. East Stroudsburg University in 2016 upgraded its G3 Design Lab, giving students access to state-of-the-art technology, including 3D printers. The university also added a certification program in 3D printing and product design.

Resources such as the Carbon Career Technical Institute, one of the top tech schools in Pennsylvania, provide students with internships and apprenticeships and companies with students trained for a job when they graduate.

"We are pro-business and want good companies to locate here, but we are choosy because we want to protect our natural resources, since the tourism industry is another major sector," Henderson says. "Our goal is to bring in manufacturers and businesses that are good neighbors."



The work of Boyce Products can be seen in high-profile locations such as the sets of CNN.

PHOTO: MARK HILL/CNN



INNOVATION



Good Medicine

SANOFI PASTEUR CELEBRATES SWIFTWATER FACILITY'S 120TH ANNIVERSARY

The Pocono Mountains region plays a crucial role in keeping people around the world free from disease.

In 2017, Sanofi Pasteur U.S. celebrated the 120th anniversary of operations at its 500-acre, 50-building production facility campus in Swiftwater in Monroe County. Sanofi Pasteur, the vaccines division of France-based pharmaceutical giant Sanofi, is the world's largest producer of the influenza vaccine. The company's U.S. headquarters campus in Swiftwater produces 1 billion doses of vaccine each year, making it possible to immunize more than 500 million people worldwide.

During the past 15 years, the company

has made more than \$1.3 billion in capital investments, doubling its acreage and more than doubling its total number of employees, says Elynn Schindler, director of North America corporate social responsibility and community engagement at Sanofi Pasteur. The site currently employs more than 2,500 workers and several hundred contractors.

Besides influenza vaccines, the Swiftwater site manufactures, fills, formulates, inspects and packages vaccines for diphtheria, Haemophilus influenzae type b (Hib) infections, meningitis, pertussis and tetanus. Sanofi Pasteur is one of only four global producers of the yellow fever vaccine. The company is

also studying vaccine candidates to help prevent dengue fever and symptomatic Clostridium difficile infection.

Dr. Richard Slee established the Swiftwater operation in 1897 as Pocono Biological Laboratories. Its first influenza vaccine was created there in 1947. Today, the company gives back to the community in many ways.

In 2016 alone, Sanofi Pasteur donated more than \$1 million to nonprofit organizations, the majority of them in Northeast Pennsylvania. "Sanofi Pasteur and their employees are the single-largest contributors to our area's United Way annual campaign," Schindler says.

— Kevin Litwin

LOCAL FLAVOR



ROOTS IN AGRICULTURE SPROUT FLOURISHING SPECIALTY FOOD BUSINESSES

By John Fuller

Agriculture has long played an important

role in the Pocono Mountains' economy, and from those roots, the region has cultivated a growing specialty food industry.

In Wayne County, Calkins Creamery blends agriculture with specialty cheese production. While living in California, Emily Bryant and her husband, Jay Montgomery, developed an interest in using farm fresh milk to produce artisan cheeses. They decided to combine their

expertise in food production and cheese making and return to Bryant's family farm in the Pocono Mountains region. The farm, which has been in operation for more than 125 years, raises dairy cattle.

"We decided it was a perfect fit for our area because we had the best raw ingredient - milk - and knew that our education could lead us into creating a quality value-added product," Bryant says. "Our endless supply of milk and proximity to the city made it a perfect fit."

Bryant says recognition of locally sourced food and knowledge of where food comes from has gained increasing importance with consumers.

"More people are realizing how important this is," she says. "They see our passion for what we do and can taste the difference in our products."

The region offers a number of well-known locally produced food products. Stone Silo Foods in Wayne County produces value-added frozen crab cakes and other seafood products sold to food distributors, retailers and others across the country. The company's roots date back to 1994 when a

husband and wife team and their business partner opened a food manufacturing business out of the kitchen of a restaurant they operated.

Kitchen Chemistry, located in Monroe County, is another of the region's specialty food makers. The business, operated by Lisa Diemer, opened six years ago in downtown Stroudsburg and produces cookies, brownies, eclairs, muffins and other baked goods.

In addition to the bakery, Diemer has also opened a homemade soap shop nearby. Diemer tries to use locally sourced foods as much as possible and she has expanded her business to include demonstrations in how to make cake, candy, cheese and soap.

"Businesses are passionate about being here," says Diemer, who notes that the revitalization of the downtown Stroudsburg area has been a boost for local businesses like hers.

A resident of the region for 30 years, Diemer says the quality of life in the region is unmatched and a great place for all kinds of family activities.

The region's agribusiness segment received a boost with the announcement that All Fresh

Farms would open an indoor hydroponic production and packaging operation in a 53,000 square-foot building in Pike County. The company will produce lettuce, kale and spinach that will be sold commercially to large distributors. The facility is expected to employ up to 200 workers.

GLUTEN-FREE SUCCESS

Specialty food success in the region has often been born out of necessity. Three Bakers, a gluten-free bakery in Wayne County founded by Dan and Jane Trygar, grew from Jane's 2002 diagnosis of celiac disease, a genetic autoimmune disorder where the ingestion of gluten can lead to damage in the small intestine.

Both Dan and Jane had worked at Jane's family bakery in Scranton. Dan made a number of attempts to create products that Jane could eat, and after some time they developed a host of bread products that were gluten free and tasted good.

They decided to open a commercial bakery in the Pocono Mountains region and have grown it to the point where they employ 45 workers and distribute products nationwide.

Jane Trygar says the region is ideal for their business with a great pool of available labor and easy access to ship their products anywhere in the country.

"We have great access to large cities and the quality of life is great here," she says.

Increasing demand for locally sourced food has created new avenues of opportunity for specialty foods business owners such as Lisa Diemer, bottom left, owner of Kitchen Chemistry in Stroudsburg.

SPIRITS

Lifted



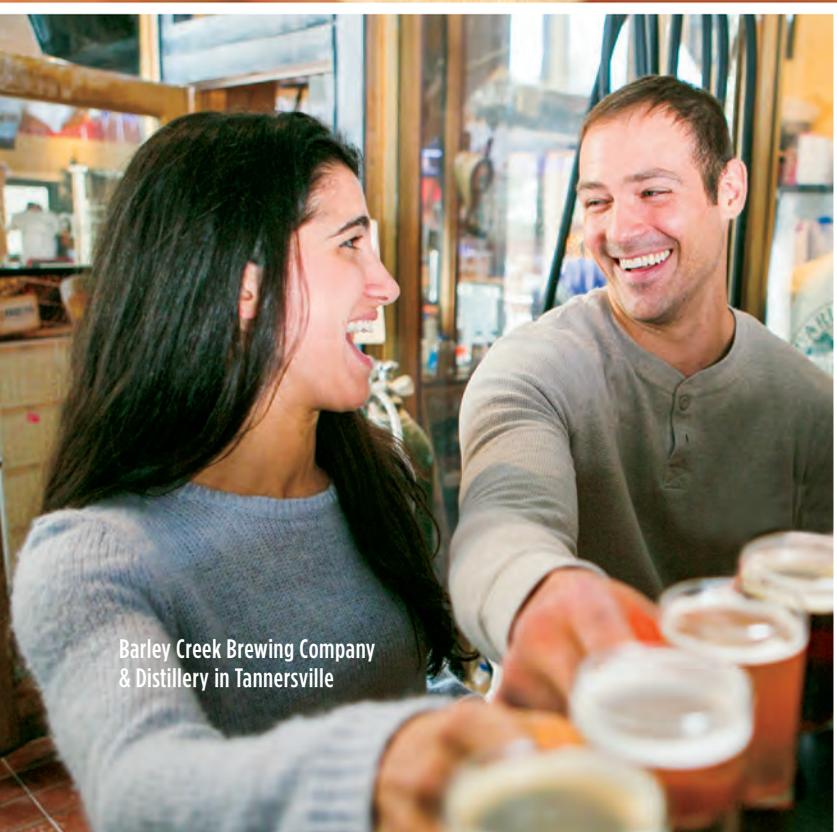
WINERIES, CRAFT BREWERIES TOAST
SUCCESS IN THE POCONO MOUNTAINS

By Cary Estes

Three cornerstones were always present in the small towns that began popping up throughout Pennsylvania following the arrival of European settlers in the late 1600s, according to Trip Ruvane, president and co-founder of Barley Creek Brewing Company in Tannersville.



Below: On the vine at Mountain View Vineyard & Winery in Stroudsburg



Barley Creek Brewing Company & Distillery in Tannersville





Mountain View Vineyard

way. Several new wineries and craft-beer makers have tapped into this growing market in recent years, and others have expanded their existing operations.

“We have really seen a growth in the overall industry,” says Tim Meyers, brewery manager at ShawneeCraft Brewing in Monroe County. “We’ve increased our production capacity every year (since opening in 2009). There are more beverage-inspired events popping up in the local area. It’s all across the board, from the people producing it to the marketplace buying it.”

AN EXTENSIVE SELECTION

The wine industry in the region has grown to the point where there is now an official Pocono Wine Trail. There are seven vineyards on the tour including Big Creek in Kresgeville; Blue Ridge Estate and Sorrenti in Saylorsburg; and Mountain View in Stroudsburg.

“Going on a beverage trail has become popular all over the country, and we’re trying to capitalize on that,” says Linda Rice, who co-owns Mountain View with her husband, Randy. “We each have our own style and a different feature that makes it interesting for visitors.”

Mountain View has experienced enough success since opening in 2009 that the Rices already have expanded the operation to include a brewery, lunch bistro and larger venue for the winery. Rice says this will increase Mountain View’s ability to attract weddings and other events. “The industry is growing so much that we’re able to expand into a much larger facility to support that growth,” she says.

The Pocono Wine Trail also offers more subdued options, such as Big Creek Vineyard in Monroe County. The Strohle family has owned the property for nearly 75 years and has been producing wine there since the 1990s.

Pocono Mountains Wineries & Breweries

1. Antler Ridge Winery, Hawley
2. Barley Creek Brewing Company, Tannersville
3. Big Creek Vineyards, Kresgeville
4. Blue Ridge Creek Winery, Saylorsville
5. Gem and Keystone Pub, Shawnee On Delaware
6. Here & Now Brewing, Honesdale
7. Irving Cliff Brewery, Honesdale
8. Mountain View Vineyards Winery & Brewpub, Stroudsburg
9. Rowan Asher Winery (RAW), Stroudsburg
10. Shawnee Craft Brewery, Shawnee on Delaware
11. Sorrenti Cherry Valley Vineyard, Saylorsville
12. The Renegade Winery, Stroudsburg



“They would build houses, then build a church, and then build a brewery,” Ruvane says. “What you’re seeing now in the Pocono Mountains is that we’re coming back to our early Pennsylvania roots. Nearly every town of any size has its own brewery or

winery that’s contributing to the economic engine of each of these communities.”

Indeed, like a frothy draft creeping over the edge of a cold mug, the spirits industry is overflowing in the Pocono Mountains region in a significant

“We’re kind of a throwback winery,” Big Creek owner Dominic Strohlein says. “It’s not about the number of people (who visit), it’s about the quality of the experience. That’s what we offer. It’s a quiet place. No loud music or parties. It’s all about conversation. We like talking to our customers.”

BARRELS OF FUN

There is plenty of beer (and spirits) on tap in the Pocono Mountains as well. Barley Creek is a 10-barrel brewhouse with the capacity to brew 300 gallons at a time. The company also makes bourbon, whiskey, vodka and gin. More than a dozen weddings were held in 2016 on the 6-acre property, which includes a party pavilion and a Wiffle Ball facility. “I like to say that we offer one of the best vacations during your vacation,” Ruvane says.

In Honesdale, the Iriving Cliff Brewery, which takes its name from a brewery that was started in the area in 1851, offers a full menu and 14 signature craft beers. Also in Honesdale is Here & Now Brewing Co., which offers a variety of seasonal craft brews.

ShawneeCraft Brewery, which is part of the Shawnee Inn and Golf Resort, places an emphasis on local ingredients. In fact, the brewery keeps bees on the property to make honey for some styles of beer, and grows pumpkins that are used in the production of seasonal fall beers.

“Our major philosophy is to be true to nature and true to the craft,” Meyers says. “We can give a customer a beer that was produced and packaged less than a week ago. We’re trying to not only produce local beer but use local ingredients to do so. We have a lot of tools at our advantage. The location is what makes the (beverage) products around here so special.”

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Course for ADVENTURE

ACTIVE LIFESTYLE
OPPORTUNITIES
DRAW YOUNG TALENT
TO THE REGION



By Jason Zasky

The Pocono Mountains have long enjoyed a reputation as a four-season destination that boasts enviable ski, snowboarding and snow tubing opportunities in winter and a diverse array of options the rest of the year — including hiking, biking, boating, fishing, and adventure sports like ziplining and skydiving.

But the region—a two-hour drive from both New York and Philadelphia, with both Boston and Washington, D.C. within five hours—has also developed a reputation as a great place for young professionals to live and work, owing to both its career opportunities and high quality of life.

Among the many resources available are programs that support entrepreneurship, including incubators and accelerators like the Business Accelerator at East Stroudsburg University, which was established in 2001 to encourage innovation

and support local startups by providing affordable office space, as well as managerial and technical support.

One of the ESU accelerator’s success stories is Marathon Studios, a web publishing startup that builds and maintains websites and apps, with a focus on open government and visualization of data. Its most popular properties include FederalPay.org, an open government information portal, and SalesTaxHandbook.com, a resource for small business owners.

“The ESU accelerator has provided a number of benefits for Marathon Studios,” says company founder Jonathan Weber, who recently finished a season-long stint as the senior computer technician at the Amundsen-Scott South Pole Station. “One of the most important has been the ability to network and collaborate with other businesses in the accelerator—including the ESU Wildlife DNA Laboratory, which resulted in the launch of

TickChek.com, a Lyme disease testing startup. We also have access to grant programs through the accelerator, and the opportunity to hire ESU students.”

Weber praises the local entrepreneurial community, saying one of the key benefits he’s enjoyed in starting a business in the region is the value local government and educational institutions have placed on entrepreneurship and how they have made encouraging it a priority.

HELPING HAND

Resources that support entrepreneurship can be found across the region. In Honesdale in Wayne County, the Stourbridge Project, operated by the Wayne Economic Development Corp. (WEDCO), is free co-working space and a business incubator that allows rural entrepreneurs to connect, work and share ideas. In addition to providing professional meeting space and work areas, the Stourbridge Project offers entrepreneurs access to high-tech tools including 3D printers, Solidworks software to create 3D objects, graphic design software, animation and film editing software, and ProTools for audio and music creation.

The region has been attuned to the way lifestyle options influence talent attraction, and it has continued to build on its strength as a mecca for active, outdoor recreation. The four-county region is home to ski resorts like Big Boulder Ski Area and Camelback Mountain, the latter featuring the biggest snow tubing park in the U.S. For its part, Camelback Mountain Waterpark is the biggest outdoor water park in the state, with Aquatopia, the featured attraction at Camelback Resort. Camelback Mountain Adventures offers the chance to “climb through the forest canopy” on its TreeTops adventure course, not to mention 1,000-foot dual ziplines and the Appalachian

Express, the Keystone State’s only mountain coaster.

Other adventure sports attractions include the Run for the Red marathon, half-marathon and 5k race, the Sky’s the Limit skydiving center in East Stroudsburg, and the Warrior Dash obstacle course race, the latter held at Pocono Raceway in Monroe County.

Delaware Water Gap National Park is also a favorite destination for local professionals, with the canoeing, kayaking and rafting trips offered by Adventure Sports a popular choice for those looking to enjoy the crystal clear waters of the Delaware River.

“Young people are really getting attuned to nature these days and wanting to have a real outdoor adventure,” says John Jacobi, owner of Adventure Sports.

“I’ve been to 111 countries, a lot of it for adventure travel, and the fact that I’ve decided to stay here says something about the Poconos,” he says. “I wouldn’t want to live anywhere else.”



East Stroudsburg University offers a wealth of programs and resources to aid entrepreneurs.

2.5 Hours driving time from New York and from Philadelphia

5 Hours driving time from Boston and from Washington, D.C.



Ziplining at Pocono TreeVentures; Above: A musical performance at East Stroudsburg University.



ANYWAY *You*





By Cary Estes

The Pocono Mountains region has long been a popular place to get away from it all, and visitors can certainly still enjoy the area's scenic beauty and seclusion. But there are also an increasing number of things to do for those who want to get away, just not from it all.

"The Pocono Mountains tourism industry has slowly transformed from being just a bunch of sleepy towns with a couple of features or amenities, to now having places that are entertainment meccas,"

says Kyle Kuczma, public relations coordinator for Cove Haven Entertainment Resorts. "You still have your traditional resorts and B&Bs, which have always been a mainstay in the Poconos. But there are a number of other things that have grown up around here, like waterparks, outlet

malls, concert venues and casinos.

"People love the nature aspect of the Poconos, with the mountains and lakes and scenery, and that hasn't changed. But some people also want to be nearby a place where there is a lot to see and do, with locally owned shops and restaurants. So we're always evolving and growing and offering something new for people."

ALL SORTS OF RESORTS

Vacation retreats began popping up in the Pocono Mountains region in the early 1800s, and

by the 1900s, the region was one of the top travel destinations in the nation. Over the years, many of the resorts have catered specifically to newlyweds and couples, promoting their solitude and adding romantic touches such as heart-shaped Jacuzzi tubs.

These days, the Poconos have a combination of legacy resorts such as the Shawnee Inn & Golf Resort (which dates to 1911) and the Woodloch Resort (which has been run by the Kiesendahl family since 1958), along with newer attractions such as Great Wolf Lodge, a \$92 million, 400-room resort that opened in 2005 and has a 78,000-square-foot indoor waterpark.

"Everybody offers something different, which gives people more reasons to want to come back," Kuczma says. "A couple might bring their children and stay in a resort with a waterpark the first time, then come back alone the next time and stay at one of the couples-only resorts."

The Poconos provide ample opportunities for both types of getaways. For example, the sprawling Split Rock Resort has an indoor waterpark, an arcade, an eight-lane bowling alley, a movie theater and a miniature golf course, to go along with all the outdoor recreational activities.

"Your family will never be bored when staying here," Split Rock Resort marketing manager Ashley Lyon says.

Meanwhile, those seeking a more romantic retreat can find it at couples-only resorts such as Cove Haven, Paradise Stream or Pocono Palace. These resorts remain popular because, as

LIKE IT

POCONO MOUNTAINS
ENCHANT VISITORS
WITH SCENERY,
ENTERTAIN THEM
WITH ATTRACTIONS

SHOPPING: CHRISTOPHER ELSTON; DINING: ANTHONY SIMAGOGA

Clockwise from upper left: Shopping in Jim Thorpe; Golfing at Mount Airy Casino Resort in Mt. Pocono; Hibachi at Desaki in Swiftwater; On the waterfront at the Woodloch Inn in Hawley.

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Kuczma says, “Love and romance are constant things that never go away. Couples always want to have a place where they can go and just be themselves and not worry about the daily grind.”

SMALL TOWNS AND BIG ADVENTURES

Outside the resorts, the Pocono Mountains region is dotted with historic small towns filled with picturesque Victorian homes and charming locally owned shops and eateries. Jim Thorpe, for example, has received numerous accolades over the years, including being named by *Country Living* as one of the “30 Small Towns You Should Visit,” as well as one of the “Most Beautiful Small Towns in America” by *Expedia*, *USA Today*, *Good Housekeeping* and *House Beautiful*.

“These small towns are busy with plenty of things to do, but it’s not overwhelming like in a big city,” Kuczma says. “That’s certainly one of the appeals of the Poconos.”

And of course, there is a wide range of outdoor recreation available, including snow skiing and snowmobiling, rafting, zip



THE TRICKY TRIANGLE

lining and nearly 200 hiking and cross-country skiing trails.

The Delaware Water Gap National Recreation Area along the Delaware River offers swimming, boating, fishing and hiking opportunities. Water activities also abound at Lake Wallenpaupack, the third-largest lake in Pennsylvania with 52 miles of shoreline spread across 5,700 acres. And one of the region’s most popular spots for fishing and bird watching can be found at 949-acre Beltzville Lake, part of the 3,000-acre Beltzville State Park.

“The Pocono Mountain region is a popular destination because of its beautiful scenic nature,” Lyon says. “But it’s also great on stormy days, because there is a bunch to do indoors, too.”

The Pocono Mountains region is on a fast track - and it has a fast track, too. Pocono Raceway in Long Pond, a fixture in the region since 1968, hosts two NASCAR Sprint Cup Series and NASCAR XFINITY Series and a NASCAR Camping World Truck Series race each year. The INDYCAR series also hosts an annual race at Pocono. The 2.5-mile track is the only one on the NASCAR Sprint Cup Circuit with three turns, three different radii and three variant degrees of banking, giving it the name the Tricky Triangle. The raceway was started by the Mattioli family, which still owns it today. In addition to the signature races, Pocono Raceway also hosts a number of events, including driving schools and other sporting events.

“We’re always evolving and growing and offering something new.”

— Kyle Kuczma/Cove Haven Entertainment Resorts

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ALLURING Advantages

REGION GIVES RESIDENTS ART, ENTERTAINMENT, HIGH CURB APPEAL

By Jessica Walker Boehm

Offering a contrast from the hustle and bustle of nearby destinations like New York and Philadelphia, the Pocono Mountains region is home to charming communities with revitalized downtowns, must-visit attractions and dozens of recreational opportunities that support an active, outdoor lifestyle.

The region's relaxed vibe combines with its countless advantages to make it a favorite vacation spot – and many of those visitors like it so much, they end up sticking around.

That was the case for Sean Strub, who serves as president of Hotel Fauchère in Mildford. He purchased a

weekend home in the Pocono Mountains region 20 years ago when he was a New York City resident, but he soon realized he wanted to spend more than just Saturdays and Sundays in the area.

“Driving out from the city on Friday evening became leaving on Friday morning, then Thursday night,” Strub says. “Going back on Sunday night became Monday morning, then Monday evening, then Tuesday morning. I finally figured out that I would prefer to

spend most of my time close to nature in a rural setting.”

IMPRESSIVE CUISINE SCENE

After moving to the region, Strub began restoring Hotel Fauchère, which opened in 2006 and includes the Delmonico Room, a fine dining restaurant known for serving innovative dishes made with fresh ingredients.

“In the Delmonico Room, we use as much locally sourced food



Hotel Fauchère



The Pocono restaurant at the Settlers Inn in Hawley.

PHOTO: MATTHEW LOSHTE

RENEGADE WINERY: ALEX POTEMKIN

as we can,” Strub says. “A fifth-generation Italian salumeria is just a block from the hotel, one of the country’s most respected fish smokers is 10 minutes away, and our maple syrup, cheeses and honey, as well as most of our produce and much of the meat we serve is produced or foraged from within 30 minutes of the hotel. The menu changes seasonally, depending on what is available locally. Many local foragers know to come to our kitchen door with wild leeks, wild watercress and various varieties of mushrooms, and we are glad to see them.”

Strub also recommends dining at The Settlers Inn in nearby Hawley, where farm-to-table cuisine is on the menu, as well as award-winning wines and craft brews from local, regional and international breweries.

Another favorite Pocono Mountains dining spot is Tree Restaurant and Bar, situated inside The Lodge at Woodloch in Hawley and serving dishes created with naturally raised meats and organic, locally grown vegetables.

ARTS, ENTERTAINMENT, OUTDOOR RECREATION

When it comes to outdoor pursuits, the 70,000-acre Delaware Water Gap National Recreation Area near

Stroudsburg draws hikers with its more than 100 miles of trails, and it comprises a sizable portion of the Delaware River that offers opportunities for activities like canoeing, rafting and fishing.

Just south of Hawley, the 5,700-acre Lake Wallenpaupack – the third-largest lake in Pennsylvania – is another popular destination for water enthusiasts, and its 52 miles of shoreline comprise six recreation areas with hiking trails, campsites and boat slips.

Anglers often head to Beltzville State Park’s Pohopoco Creek in the region’s southern foothills to catch trout, while the 949-acre Beltzville Lake is a favorite boating spot and a rest stop for migrating waterfowl, making it a great place for birding.

In nearby Palmerton, Blue Mountain Resort offers 39 skiing and snowboarding trails, including some

of the region’s longest runs. In addition, the resort is home to Blue Mountain Bike Park, which has 21 trails, three disc golf courses, an aerial park with a high ropes course

and ziplines, a 250-acre adventure camp for ages 8-14, outdoor laser tag battlefields and an archery course.

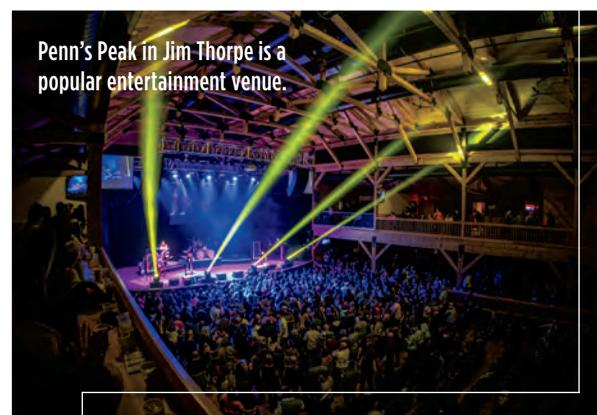
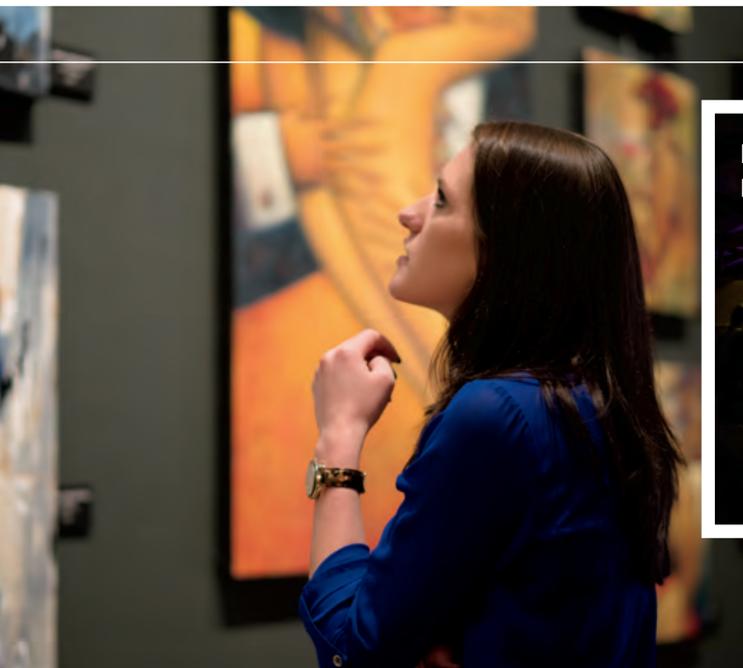
Looking to catch a show? Visit Jim Thorpe’s Mauch Chunk Opera House, one of the region’s top spots for entertainment. According to Dan Hugos, the opera house’s general manager and executive producer, the venue stages approximately 120 live performances annually, ranging from classical opera and jazz to contemporary acts.

In Stroudsburg, the Sherman Theater also entertains audiences throughout the year, hosting regional boxing events, festivals and concerts.

“We have a very eclectic mix of artists and special events at the Sherman Theater, so there’s really something for everybody,” says Richard Berkowitz, the theater’s president and CEO.



Art meets wine at the Renegade Winery, here and below left, an “urban winery” in historic Stroudsburg.



Penn’s Peak in Jim Thorpe is a popular entertainment venue.

LET IT RIDE



By Kevin Litwin

With its location between the New York City and Philadelphia metropolitan areas, the Pocono Mountains region offers distribution companies easy access to major East Coast markets and seaports. Besides New York and Philly, those markets include Boston, Providence, Hartford, Newark, Baltimore and Washington, D.C.

The highway network in the region includes interstates such as I-80, I-81, I-84, I-380 and the Pennsylvania Turnpike (I-476). That highway access and proximity to major markets has drawn companies like Walmart and FedEx Supply

Chain (formerly GENCO) to the region for major warehousing-distribution operations. The region's location puts it within a day's driving reach of more than 50 percent of the U.S. population.

Other transportation advantages include proximity to Lehigh Valley International Airport and Wilkes-Barre/Scranton International Airport.

PARK SPACE

Several large industrial parks are located throughout the Pocono Mountains region. The Sterling Business & Technology Park, located in Wayne County off I-84 at exit 17, is a 252-acre property divided into 23 lots ranging in size from 3 to 30 acres. Several

shovel-ready sites are available.

"Our business park is the only one located on I-84 in Pennsylvania, and I-84 is an underutilized traffic corridor offering fast travel speeds to points in the Northeast and East," says Troy Bystrom, Sterling Business & Technology Park marketing director.

The park is close to many of the four-season outdoor recreational resources that have made the Pocono Mountains famous.

"We are minutes from the largest man-made lake in Eastern Pennsylvania as well as several ski slopes, the Delaware River, golf courses, world class spas and thousands of acres of state game lands," Bystrom says.



DISTRIBUTION OPERATIONS HAVE ACCESS TO MAJOR EAST COAST MARKETS



“Our park blurs the line between work and recreation.”

A number of plans are in progress for the business park during 2017, including expansion of wireless communications and broadband capabilities, adding a business enterprise center and developing recreational trails.

The park maintains its own sewage treatment plant, and the Wayne Economic Development Corp. is exploring use of alternative energy sources on site including wind, solar and geothermal.

ON THE RIGHT TRACK

A number of rail carriers serve the region, including the Pennsylvania Northeast Regional Railroad Authority, which own 95 miles of

tracks in a territory that includes Monroe and Wayne counties. The tracks are used by the Delaware-Lackawanna Railroad to provide freight service to more than 25 industries.

Also serving the Pocono Mountains region is the shortline Stourbridge Railroad that has connections to Class I carriers like Canadian Pacific, CSX and Norfolk Southern Railway. The Reading Blue Mountain & Northern Railroad is a privately held line that serves much of Eastern Pennsylvania.

RBMN serves more than 60 freight rail customers throughout nine counties, says Matthew Johnson, Reading Blue Mountain & Northern Railroad vice president of management

252

Acres in Sterling Business & Technology Park, Wayne County



The region is within a day's reach of more than half of the U.S. population

95

Miles of rail owned by the Pennsylvania Northeast Regional Railroad Authority that provides freight service to more than 25 industries

and community affairs.

RBMN was established in the mid-1980s to serve commercial customers, and today the carrier also operates a passenger rail tourism service that showcases the Pocono Mountains.

“The Lehigh Gorge Scenic Railway excursion goes to beautiful Lehigh Gorge State Park from May through December on weekends, and seven days a week from July through August,” Johnson says. “We have since expanded to run between Port Clinton in Schuylkill County and Jim Thorpe in Carbon County, and in 2017, we added a station in Muhlenberg Township to provide passenger service to Jim Thorpe.”



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HEALTHY DEVELOPMENTS

REGION WELCOMES NEW HOSPITALS, EXPANDED SERVICES

By Heather Johnson

Now that some of the region's leading health systems have either expanded or opened new facilities, Pocono Mountains residents have even more quality health care options to choose from.

"Patient choice keeps us on our toes," says St. Luke's University Health Network President and CEO Richard A. Anderson.

Open since October 2016, St. Luke's Monroe Campus is the first all-new acute-care hospital the county has seen in more than a century. The \$125 million facility provides 108 private rooms, state-of-the-art operating and procedure rooms, a helipad, and an emergency department.

"The hospital is an over-the-top success," says Anderson. "We've seen 20 to 30 percent more admissions than we expected."

In Monroe County, residents can also visit Lehigh Valley Hospital-Pocono, formerly Pocono Medical Center. At the start of 2017, Pocono Health System became part of Lehigh Valley

Health Network and was rechristened Lehigh Valley Hospital-Pocono.

Recognized among the top 10 percent of best Pennsylvania hospitals in 2015-2016, Lehigh Valley Hospital-Pocono will continue to offer advanced cardiac and cancer care and women's and behavioral health. The hospital's full suite of services also includes the Mattioli Emergency Center, a Level III Trauma Center.

"We will continue to expand on these services," says Elizabeth Wise, Lehigh Valley Hospital-Pocono president. "Lehigh Valley Health Network is in alignment with Pocono Health System's vision and mission, which is to provide quality care close to home."

Wayne Memorial Health System serves Wayne and Pike Counties with services that span from birth to hospice care. Wayne Memorial Hospital, located in Honesdale, provides inpatient and outpatient care in more than 30 specialties, from cardiac and cancer care to emergency services and intensive care.

Already a certified Primary Stroke Center, Wayne Memorial Hospital is in the process of becoming a Level IV Trauma Center. As of October 2016, Wayne Memorial has the helipad needed for the designation.

Wayne Memorial is also moving forward with an expansion that will give the hospital 100 private beds. "It's time for an update so we can continue to provide state-of-the-art facilities for the community and our patients," says David Hoff, Wayne Memorial CEO.

SPECIALIZED TREATMENT

Lehighon residents have access to Palmerton Hospital and Gnadon Huetten Memorial Hospital, both part of the Blue Mountain Health System. The physician-led Geisinger Medical Group includes 12 hospital campuses, including Mt. Pocono. The facility's many services include a sleep disorders center and cancer treatment.

For residents who need specialized care, the region offers treatment facilities such as the Upper Delaware Valley Cancer Center in Milford. Rehabilitation centers, home care, assisted living facilities and other providers ensure comprehensive, compassionate care.

Wayne Memorial Hospital's new cardiac catheterization lab, established in June 2016, has already made a huge community impact. Hoff says that in six months, the lab placed about 200 cardiac stents. They've also saved the lives of 15 heart attack sufferers.

"This was a program our community could benefit from," says Hoff. "Residents wanted more heart and cardiology services and we responded. It's made a difference in people's lives already."

Building



EDUCATION, BUSINESS COLLABORATE
TO MEET SKILLS NEEDS



Bridges

By Teree Caruthers

A deep pool of highly skilled talent has long been a key advantage of the Pocono Mountains, but as the job market grows to include more positions requiring specialized skills and advanced training, the region's education and business communities are joining

forces to keep pace with growing demand.

"Many of the jobs in region are for skilled workers, though they don't necessarily require a four-year degree," says Dr. Carolyn Shegelsky, director of the Monroe Career and Technical Institute (MCTI). "Students graduate MCTI with skills they will have for the rest of their lives. Many students enter careers that will provide family sustaining wages and fulfilling jobs. Others will obtain skills that will get them jobs as stepping-stones to higher career goals or skills that will be useful throughout their life."

Shegelsky says MCTI also offers customized job training for employers and works closely with business partners to train prospective employees in current competencies. Bi-annual Occupational Advisory Committee meetings help steer the direction of programming and curriculum, Shegelsky says, and employers provide MCTI with weekly job vacancies to update on their digital employment board.

The Monroe campus of Northampton Community College also partners with employers to keep a pipeline of talent flowing to the growing job

market. The college recently expanded its nursing program to include a degree track for registered nurses.

"Right now we offer the LPN (Licensed Practical Nurse) program, but, in 2018, we'll be adding the registered nursing program to meet opportunities created from the development and building of health care facilities in our immediate backyard and across the region," says Dr. Matthew Connell, dean of Northampton Community College's Monroe campus. "Similarly, Tobyhanna Army Depot is seeing growth in the number

of IT positions it has open, so we've ramped up our IT program to offer an associate's degree in Information Technology with an emphasis on cyber security."

Connell says the college is also the primary provider of training for the START (Skills, Tasks and Results Training) program for the hospitality industry, one of the region's largest employment sectors. Funded by the Pennsylvania Department of Labor and Industry, the program gives students basic hospitality skills and information and knowledge and enables them to get in on the ground floor in a number of the hospitality openings in the Pocono Mountains region.

"With that, we're giving them the first steps to move up the career ladder in the hospitality industry," Connell says.



Carbon County
Technical Institute

SMART STARTS TO WORKFORCE TRAINING

Northampton Community College and MCTI partner with area high schools to offer dual enrollment and career planning programs. Students can earn industry certifications or credits toward an associate’s degree.

“Successful students are prepared to get an entry-level job, college or both. Many high school students can leave MCTI with 12 or more post-secondary college credits or Pennsylvania Program of Study credits at no cost,” Shegelsky says.

Workforce development is also supported by Carbon County Technical Institute and Lackawanna College’s Lake Region Center, as well as organizations, such as the Wayne Pike Workforce Alliance. The Alliance has helped establish community career and training facilities and worked with area school districts to create career pathways for students.

“We refer to ourselves as the people part of economic development,”

says Lucyann Vierling, executive director of the Wayne Pike Workforce Alliance. “We’re not just looking at an immediacy of need – an employee to fill a position – but rather we’re looking at an overarching strategy, which includes a lifelong learning perspective. We’re looking at workforce development from an educational standpoint; we are



looking at it from an economic and regional standpoint with regard to infrastructure; and we’re also looking at it from an occupational and strategy standpoint.

“What drives me crazy is when people say, ‘Oh, there are no jobs here.’ There are many jobs here and there is a diversity of jobs,” Vierling says “We just have to make sure we have people on the right paths to have the skills to fill those jobs.”

HIGHER EDUCATION

East Stroudsburg University

IGNITING INNOVATION IN THE POCONO MOUNTAINS

A key component of the Pocono Mountains appeal as a business destination is the presence of East Stroudsburg University of Pennsylvania (ESU) which provides an innovative and entrepreneurial environment for the campus and community. The University’s Strategic Plan: Student’s First: Innovate ESU is the driving force behind the initiative – with goals focusing on student’s success, community outreach, a reputation for innovation and entrepreneurship, and innovative faculty.

ESU offers more than 55 undergraduate degree programs, 23 graduate programs and a doctoral degree in Educational Leadership and Administration. Graduates of these programs create a highly educated, globally competitive workforce for employers throughout the region.

ESU’s 51,000-square-foot Innovation Center is the home of the Economic Development and Entrepreneurship (EDE) division, award-winning Business Accelerator Program that supports 19 early stage companies, Entrepreneurial Leadership Center, Northeast Wildlife DNA Laboratory, Professional Testing Center, and the Office of Career and Workforce Development, which partners with business and industry to administer training grants to Pennsylvania-based businesses.

The ESU campus provides innovative and practical hands-on skills that enhance the learning experience. In 2016, ESU’s Art + Design department’s G3D lab became a Stratasys Super Lab with the addition of a Stratasys J750 3D printer. ESU is just one of a few locations in the world to have the multi-material/multi-color 3D printer. The university’s C.R.E.A.T.E. Lab provides an environment that evokes creative problem solving, while the NE Wildlife DNA Lab provides opportunities for forensic analysis. In fall 2017, ESU will officially open its Bloomberg Financial Lab.

ESU has also been a catalyst to find investment capital for budding businesses. EDE spurred formation of the Pocono Mountains Angel Network, which works in collaboration with the Business Accelerator and the Pocono Mountains Keystone Innovation Zone (PMKIZ) to secure investment opportunities for early-stage companies including student and faculty companies.

The university also launched the Made in the Poconos campaign in cooperation with the Pocono Mountains Visitors Bureau, Pennsylvania CareerLink, and the Pocono Mountains Economic Development Corporation to showcase the unique products made in the region and to inspire university students to pursue their business goals and bring new products to fruition.

– Teree Caruthers

ECONOMIC PROFILE

POPULATION (2016)

335,964 Region

Carbon County

63,594

Monroe County

166,098

Pike County

55,562

Wayne County

50,710

CIVILIAN LABOR FORCE (NOVEMBER 2015)

Carbon County

31,400

Monroe County

79,200

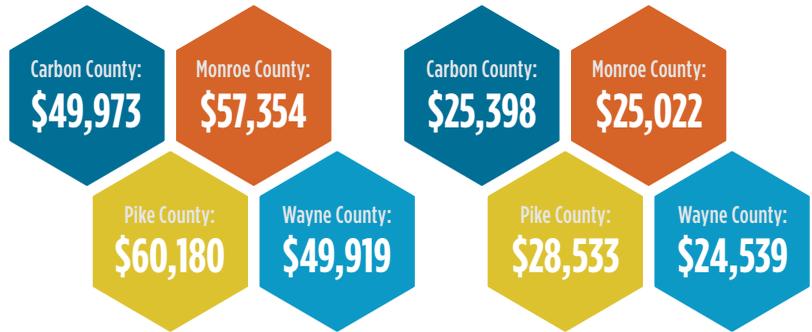
Pike County

25,300

Wayne County

22,600

MEDIAN HOUSEHOLD INCOME



PER-CAPITA INCOME



BUSINESS ESTABLISHMENTS

County	Number of Businesses
Carbon County	1,140
Monroe County	3,350
Pike County	886
Wayne County	1,295

Sources: U.S. Census Bureau, PA Department of Labor & Industry

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