

POCONO Mountains Region

Economic Development Guide

NATURE'S WAY

The region is awash in scenic splendor and outdoor opportunities

MOUNTAIN HIGH

Natural attractions, location advantage draw talent and investment



SAFETY FIRST

PRODUCTS MADE IN THE POCONO MOUNTAINS HELP KEEP THE WORLD HEALTHY AND SECURE

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"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
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"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

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in Highway and
Infrastructure
Improvements**

2,500 Jobs

One Organization



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ADVANCED MANUFACTURING

15



TOURISM & HOSPITALITY

24

PHOTO: POCONO MOUNTAINS.COM

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Fire equipment manufacturer Sutphen East in Wayne County is one of the many signature manufacturing operations in the Pocono Mountains region.

Photo by **Matt Smith**

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

1. IDEAL LOCATION:

The four-county Pocono Mountains Region leverages spectacular natural attractions and a location between two major metro areas to offer a quality of life that makes it a magnet for attracting talent, business investment and fast-growth companies.

2. LAUNCH PAD:

Marrying a ready supply of knowledge workers, resources such as East Stroudsburg University and lifestyle options that allow them to work where they want to live, the Pocono Mountains region is drawing entrepreneurial talent.

3. SMART STUFF:

Higher education institutions in the region work closely with business and industry to align program offerings and provide specialized training to meet workforce needs.

4. BUILDING A BETTER WORLD:

From vaccines to prevent disease to equipment that responds to disasters to the sophisticated guidance systems for military weapons,

products made in the Pocono Mountains are making the world a better and safer place.

5. HOMEGROWN:

With its deep roots in agriculture, the region is growing in popularity as a location for specialty food production.

6. ROAD AND RAIL:

A network of highway and rail assets has helped bring a number of major warehousing and distribution operations to the region.

7. TO YOUR HEALTH:

Through investment in facilities and technology, the region's roster of providers has been able to draw medical talent with national and international reputations, enhancing care throughout the region.

8. OUTDOOR APPEAL:

With world-renowned lodges built around breathtaking natural beauty, the region offers adventure in all four seasons, spread among 2,400 square miles of mountains, rivers, lakes and woodlands.

9. YOU'RE WELCOME:

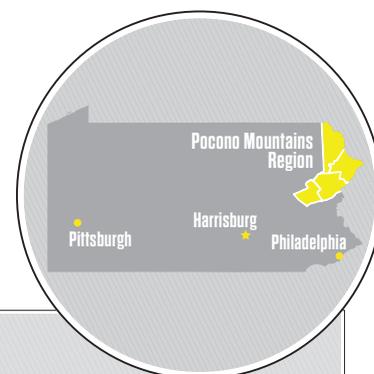
A region that was built on hospitality offers an open and inviting

place to live, with distinct communities, revitalized and preserved downtowns, cultural diversity, access to major metro amenities and all without the hassles of large metro living.

10. ARTS MINDED:

The region offers a lively and diverse arts scene and gems such as the Mauch

Chunk Opera House, Ritz Company Playhouse, Shawnee Playhouse, Sherman Theater and The Cooperage Project.



DISCOVER THE POCONO MOUNTAINS

THE FOUR COUNTIES OF THE POCONO MOUNTAINS REGION — CARBON, MONROE, PIKE AND WAYNE — ARE HOME TO MORE THAN 338,000 RESIDENTS AND PROVIDE READY ACCESS TO NEW YORK AND PHILADELPHIA



THINGS TO DO

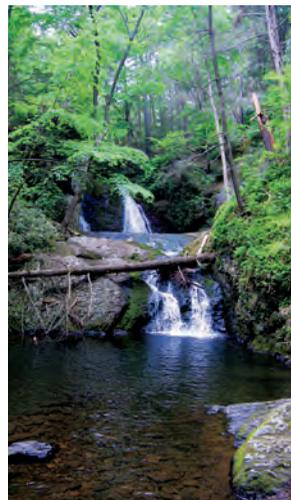
Get Outdoors

The **Pocono Environmental Education Center (PEEC)** is situated on the Pocono Plateau in northeastern Pennsylvania. The center provides visitors with environmental education classes, sustainable living opportunities and an appreciation for nature through hands-on experience in a national park setting. PEEC, located within the 77,000-acre Delaware Water Gap National Recreation Area, is popular with outdoor recreation enthusiasts

from nearby driving-distance cities including New York, Philadelphia, Newark and Trenton.

About 24,000 people visit the PEEC each year. Highlights include hemlock gorges, the scenic Delaware River, upland forests, ponds, streams, waterfalls and a quarry with fossils that are 400 million years old.

PEEC, which offers guided tours, employs 10 permanent staffers and 15 environmental educators.



SIGNATURE BUSINESS

Vaccine Machine

Work being done in a small community in the Pocono Mountains region is saving lives around the world.

What is now **Sanofi Pasteur** began as Pocono Biological Laboratories, founded by Richard Slee in Swiftwater in 1897 to produce a new breed of smallpox vaccine.

Today the laboratory is the U.S. location for Sanofi Pasteur's vaccine production facilities. Sanofi Pasteur produces more than 1 billion doses of vaccine products annually, making it possible to annually immunize about 500 million people globally each year.

The 500-plus acre Swiftwater campus has more than 50 buildings and is a global center of scientific and industrial expertise. The Swiftwater facilities typically produce 120 million doses of vaccine annually and are the largest provider of the influenza vaccine in the U.S.

Sanofi Pasteur is also among the region's largest employers, with a workforce that numbers more than 2,500.

120M

Vaccine doses produced by Sanofi Pasteur in Swiftwater each year

//// WHO'S HERE ////

Find Your Zen

A leader in the fields of yoga, meditation, spirituality and holistic health, **Himalayan Institute** provides a number of activities and programs to nurture body, mind and soul.

The Honesdale retreat's mission is to unite the spirituality, science, ancient wisdom and modern

technology of both the East and West, with guests provided with inspiring activities to restore their inner balance.

The institute has offered wellness therapies for more than 40 years, and offers yoga classes and alternative health seminars. Other amenities

on site include a Wisdom Library, a Sri Vidya Shrine meditation room, tea lounge with unlimited hot tea beverages, PureRejuv Wellness Center and a Sacred Grove Café.

The institute sits in a 400-acre wooded campus that includes four main hiking trails.



500+

Size in acres of Sanofi's Swiftwater campus

50

Buildings at Sanofi's Swiftwater campus

//// THINGS TO DO ////



Find Your Zane

Zane Grey was a renowned Western fiction writer who published books from 1905 to 1918.

The **Zane Grey Museum** in Lackawaxen is one of the author's former residences. The beautiful building is located along the upper Delaware River and is listed on the National Register of Historic Places.

Photographs, artwork, books, furnishings and other objects of interest associated with Grey and his family are on display. Tours are self-guided but feature National Park Service rangers and volunteers available to answer questions. A second-story writing studio highlights the two-story house that Grey designed entirely himself. Also, an on-site gift shop sells a variety of his books currently in print, including his best-selling *Riders of the Purple Sage* novel.

DID YOU KNOW:

Famed author Zane Grey lived in Lackawaxen for 13 years, during which he wrote some of his most famous Westerns.

//// COOL COMPANY ////

Customized Chic

Its work can be seen in high-profile places, including the New York subway system and the studios of CNN.

Headquartered in Damascus, **Boyce Products** designs, fabricates and custom manufactures furniture and wall entertainment systems mostly for a range of corporate office clients.

Its product line includes everything from workstations and conference tables to modular wall systems and auditorium setups, utilizing a variety of materials from wood, metal and plastic to veneer, laminate, glass, stone and textiles.

One of Boyce Products' customers is CNN, for whom the company creates, and

modifies many of the sets in its seven major studios in the Time Warner complex in New York. Over 100 of its ÖRM™ system desks are used as editorial workstations in those studios and surrounding offices.

The company also developed a station communications system for the Metropolitan Transit Authority in New York. The system was pilot tested in subway stations along the Lexington Avenue Line. Designed to be both highly visible and easy to use, these instant communications devices offer immediate access to assistance and information with the touch of a button.

//// MADE HERE ////

Here's A Toast

If you thirst for locally produced wines and spirits, the Pocono Mountains region is the place for you.

The **Pocono Beverage Trail** showcases 10 stops throughout the region where handcrafted beers, wines or spirits are made. Several of the trail's locales offer tours of their individual facilities, and also feature food and entertainment.

For \$25, guests can purchase a "passport" to visit each Pocono Beverage Trail member at their location. The passport gives purchasers access to food and drink specials, a complimentary tasting at their first five Pocono Beverage Trail location visits, and the opportunity to win raffled gift cards from each location.



For more, visit poconobeveragetrail.com



PHOTO: ISTOCK.COM/ARBAKOVANR

An unparalleled combination

of advantages including spectacular natural attractions, a skilled workforce and a high quality of life in a convenient, low-cost location between two major metro areas makes the Pocono Mountains region a magnet for attracting fast-growing companies.

“Our proximity to major markets is one of the biggest advantages that we can offer to companies. Within a three-hour drive, you can access 80 million people, and 25 million people visit our region each year,” says Chuck Leonard, executive director of Pocono Mountains Economic Development Corp.

The four-county region — Carbon, Monroe, Pike and Wayne counties — has a population of nearly 340,000. One of its key advantages is direct access to Interstates 80, 84, 380 and 476, with Interstate 81 in close proximity.

“We have an available workforce ready to go to work,

and our excellent highway system allows employers access to a large pool of potential workers,” says Leonard.

Long a center of hospitality and tourism, the Pocono Mountains has developed key industry sectors that include advanced manufacturing, life sciences and logistics.

DIVERSE ECONOMY

“The Pocono Mountains region offers lower operating costs compared to New York and New Jersey and is only 90 minutes from New York City. We have



Mountain HIGH

NATURAL ATTRACTIONS AND A LOCATION ADVANTAGE DRAW INVESTMENT TO THE REGION

Story by Bill Lewis

fantastic recreational assets that offer a quality of life for employees who enjoy the outdoors,” says Mary Beth Wood, executive director of the Wayne Economic Development Corp. (WEDCO).

A developed farm-to-table industry is another advantage of the region, offering a wide selection of locally grown and produced foods that support a healthy lifestyle.

“Sustainability is a key component of the business culture, and preserving the pristine resources of the Pocono Mountains attracts companies that value environmental

initiatives,” says Wood.

Tourism helps drive the region’s economy. In 2017 alone, 26.6 million people visited the region, spending more than \$3.2 billion and supporting 33,753 jobs. They came to visit family and friends, to stay at a resort, enjoy the outdoors and special events, go skiing or visit a casino or a theme park, among other reasons, according to the Pocono Mountains Visitors Bureau.

“Tourism continues to be a strong economic driver for the Pocono Mountains region. During 2017, we realized strong growth in basic industry metrics such

POCONO MOUNTAINS REGION

At A Glance:

Total Population

338,795

Labor Force

135,700

Business Establishments

5,909

Total Personal Income

\$11.38B

Average Occupational Wage

\$39,891

as overall hotel occupancy and average rate charged per room,” says Christopher Barrett, president and CEO of the Pocono Mountains Visitors Bureau.

“The strength of our indoor water park products was also a key to the overall market success. The Pocono Mountains offers a great mix of natural beauty and strong outdoor activities combined with exemplary attractions,” he says.

Along with health care, tourism is a top employer in Carbon County, says Kathy Henderson, director of economic development for the Carbon County Chamber of Commerce and Economic Development Corp.

“The term quality of life seems so overused these days, but that is exactly what Carbon County has to offer,” she says.

The region’s four-season outdoor offerings include whitewater rafting, Blue Mountain

Resort, which has the highest vertical drop in Pennsylvania for downhill skiers, and a portion of the Appalachian Trail.

The Delaware and Lehigh National Heritage Corridor offers biking and hiking through the scenic Lehigh River Gorge State Park, says Henderson.

The Heritage Corridor follows the path of the coal industry in Carbon County and the part it played in fueling the industrial revolution.

PROMOTING INVESTMENT

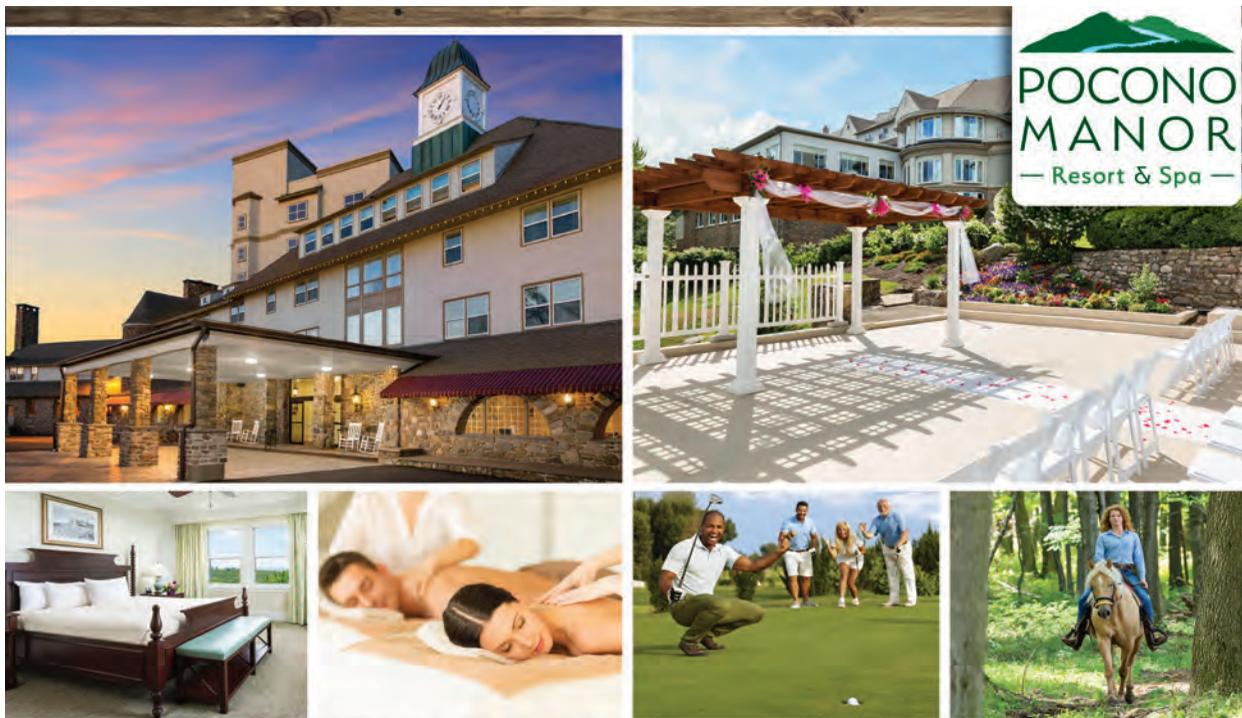
“But we aren’t just about the outdoors and history. We have manufacturers who are at the forefront of their respective industries. From building fire engines to architectural molds for construction, custom water pumps and electrical components, and the largest

producer of aluminum powder in the country, our manufacturers ship their products worldwide,” says Henderson.

The region offers resources that promote investment and business. Keystone Opportunity Zones, for example, provide tax advantages for qualifying companies. The Keystone Innovation Zone (KIZ) program provides tax credits to businesses that meet certain conditions.

Institutions of higher education include East Stroudsburg University and a network of community and technical colleges that work closely to meet the needs of employers.

“We take a regional view of economic development and strive to cooperate with all of the regional and statewide economic service providers,” Leonard says.



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Ready, Set STARTUP

A PRO-BUSINESS CLIMATE AND A NETWORK OF RESOURCES MAKE THE REGION RIPE FOR ENTREPRENEURIAL GROWTH



Story by Teree Caruthers

As the Pocono Mountains region's economy continues to diversify, entrepreneurship — particularly in the tech sector — has become an increasingly important part of that mix.

“Entrepreneurs and small businesses are the large businesses of our future,” says Chuck Leonard, executive director of the Pocono Mountains Economic Development Corp. “An ever-changing marketplace requires business people that are innovative and creative and a connected business environment where they can prosper.”

THE RIGHT ADDRESS

The amenities that make the Pocono Mountains a premier tourism destination — an enviable quality of life highlighted by an abundance of outdoor recreation opportunities, a pro-business environment, access to the country's major markets and a prime location between New York and Philadelphia — are the same amenities attracting entrepreneurs to the region, Leonard says.

“Many companies and business people have located in Monroe County and the Pocono Mountains

after first having vacationed here. Some of our best small and large companies, such as Weiler Corp. and Sanofi, are here because the principals loved it when they visited and decided to move here permanently with their businesses,” Leonard says.

THE RIGHT RESOURCES

The region has been investing in critical infrastructure to support technology-oriented entrepreneurship. In November 2017, gigabit-speed cable internet went live in parts of Monroe County, opening up opportunities

The Pocono Mountains region offers a number of resources to support entrepreneurial ventures and promote collaboration.

for entrepreneurship in rural areas of the region.

Another distinct advantage of the Pocono Mountains region is East Stroudsburg University (ESU), which houses the ESU Entrepreneurship Leadership Center and its array of resources to support startups.

ESU's award-winning Business Accelerator program has helped create a robust entrepreneurial culture that attracts a pipeline of inspiring entrepreneurs and early-stage startup companies,

says Mary Frances Postupack, vice president of economic development and entrepreneurship at ESU. The Business Accelerator has helped launch a number of companies in the region and offers managerial and technical support, affordable office space and a collaborative environment that encourages innovation.

Among the companies formed at ESU is Marathon Studios, which manages a network of web properties, apps and services used by more than 2.5 million people around the world every month. Other companies launched at ESU include Pinpoint Solutions LLC, an enterprise resource planning software application

development and training company, and LYME-AID, a tick testing kit for people and pets and the first student-faculty research project commercialized at ESU.

THE RIGHT FACILITIES

The Stourbridge Project in Wayne County is another example of the region's commitment to entrepreneurship. A co-working space and business incubator that helps to support rural entrepreneurs by creating a space for people to meet, work and share ideas, Stourbridge has helped launch a number of web-based startups, including Jet Landis Design, Two by Two Solutions, Grove Street Software, Syntactik, NEPA Revenue & Funding, and Pocono Mountain Film & TV.

The facility features a digital media studio, a professional-



The Stourbridge Project in Wayne County is a co-working space and a business incubator that helps support entrepreneurs by offering a place for people to meet, work and share ideas.



grade prototyping lab, a 3-D printer, laser cutter, a desktop CNC machine and other tools. In 2017, the Stourbridge Project was designated a Keystone Innovation Zone, which offers tax incentives for qualifying resident startups and a connection to other resources.

Numerous Wayne County businesses were started in the spirit of entrepreneurship, from the *Highlights* children's magazine to Boyce Products, the custom fabrication and design company that built the CNN World News set in New York City.

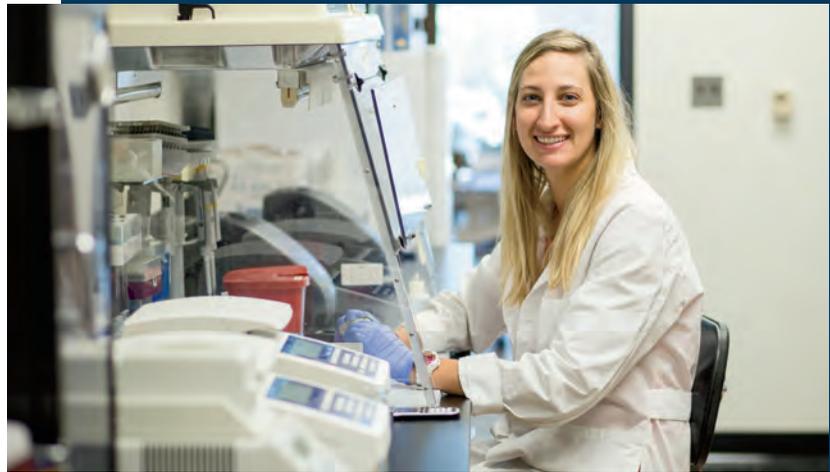
"Wayne County businesses have always exhibited an ability to adapt, innovate and prosper, while maintaining a level of craftsmanship that puts these companies at the top of their respective industries," says Troy Bystrom, who oversees

marketing and business development at the Wayne Economic Development Corp.

"There are more people going into entrepreneurial ventures, and in order to support them,

we are actively pursuing a robust high-speed broadband network, creating co-working and shared office space, and providing networking opportunities in our local communities," he says.

East Stroudsburg University's G3Design Lab includes rapid prototyping technology.



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**EAST STROUDSBURG
UNIVERSITY**

Where WARRIORS Belong



The Pocono Mountains region offers standout workforce development resources, such as the Carbon County Technical Institute, a comprehensive career and technical school offering both academic and career and technical studies.

HARD AT WORK

POWERFUL PARTNERSHIPS PROMOTE
WORKFORCE SKILLS BUILDING IN THE
POCONO MOUNTAINS

Story by Teree Caruthers // Staff photo by Michael D. Tedesco

As the Pocono Mountains economy continues to diversify, the region's schools and higher education institutions are tailoring their programs to business needs, ensuring a steady pipeline of talent flows to growing industries.

A robust network of community colleges and career and technical institutes supports workforce training and in-demand skills development across the region. Northampton Community College, for example, is the lead community college in a three-college grant through Pennsylvania's Partnerships for Access to Higher Education program. The grant supports a program on stackable credentials in manufacturing technology, health care, and transportation and logistics.

"Each participating college focuses on one of those three areas. Northampton is focusing on manufacturing technology and preparing individuals with some basic credentials to move into entry-level positions in manufacturing technology-related fields," says Matthew Connell, dean of Northampton Community College Monroe

Campus. "The college as a practice has advisory boards related to specific programs or academic areas, so we have a technology advisory board that works with us to make sure the curriculum we offer is what the current market reflects."

MEETING NEEDS

Northampton also partners with the state's CareerLink offices in Monroe and Carbon counties to develop customized training and talent recruitment programs for relocating and expanding businesses. The CareerLink network, sponsored by the Pennsylvania Department of Labor & Industry, works to connect job seekers and companies and is a major asset for the business community.

"We also work with economic development professionals who are looking to bring new businesses into the area," says John Casella, site administrator at Monroe County CareerLink. "We also work with our educational institutions to create the curriculum so that we create the workforce that's going to meet the needs of the new businesses coming to Monroe County."

CareerLink worked with Northampton Community College to create a dealer program for the Mount Airy Casino Resort, and as big box retailers have come to the region developed forklift operations programs. When the Tobyhanna Army Depot needed electronic technicians, CareerLink partnered with local colleges to develop the training programs.

Garry Wentz, Carbon County CareerLink administrator, says the CareerLink network is also a major asset for residents, helping address the career planning and development needs for job seekers.

"For customers who have already developed an individual employment plan or who prefer to take responsibility for their own career planning and development needs, we attempt to provide them with access to current job openings, general labor market information, self-service career development tools and resources, and other information on resources that will help them with their career planning needs," Wentz says. "We also attempt to identify the transferable skills of job seekers, identify potential career ladders

available to them with their current skills and experience, and also identify any skill gaps that might be addressed to assist them in achieving their goals.”

SMART STARTS

Connecting talent to in-demand careers starts early in the Pocono Mountains. CareerLink partners with Youth Employment Service to provide career pathway programs, such as a summer youth work experience program for economically disadvantaged youth, and Project Success, a youth leadership program that helps prepare students for college and careers.

The Monroe Career and Technical Institute (MCTI) works with the region’s school districts to introduce students to local career pathways. MCTI is open to students in grades 9-12 and offers 22 programs that prepare students for high-priority occupations, says Carolyn Shegelski, MCTI director.

Students who successfully complete the three- or four- year program obtain skills related directly to the program’s industry. They also can obtain many industry certifications. Successful students are prepared to get an entry-level job, college or both.

“Many high school students can leave MCTI with 12 or more free post-secondary college credits or Pennsylvania Program of Study credits at participating institutions,” Shegelski says. “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 steppingstones to higher career goals or skills that will be useful throughout their life.”

HIGHER EDUCATION



Head of the Class

EAST STROUDSBURG UNIVERSITY POWERS THE INNOVATION ECONOMY OF THE POCONO MOUNTAINS REGION

One of the Pocono Mountains region’s key advantages as a location for business investment is East Stroudsburg University (ESU).

One of 14 campuses of the Pennsylvania State System of Higher Education, ESU has a long history of excellence and innovation. ESU celebrated its 125th anniversary in 2018.

The university’s six colleges offer 55 undergraduate and 20 graduate degree programs in everything from marine science to chemistry to computer science.

More than 1,400 students graduate from ESU each year, providing a pool of skilled talent for the region’s employers.

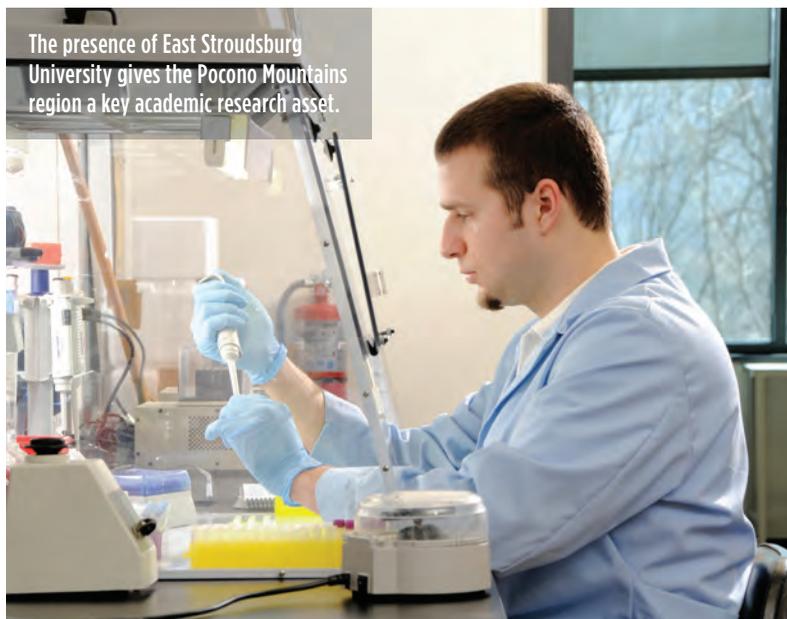
ESU announced in 2018 that it is adding a master’s degree program in communications to its academic offerings. The program, designed to be completed within 15 months, targets currently enrolled undergraduates as well as professionals working within driving distance who are seeking a master’s degree for professional development or improved employment prospects. The university says a recent survey found 2,750 job openings in

the region that require a master’s degree in communications.

ESU intersects with the region’s business community in a number of ways. Its Center for Research and Economic Development is an extension of the university that focuses on entrepreneurial innovation, applied research and workforce training.

ESU offers a host of resources that support entrepreneurship, including an award-winning Business Accelerator program, the Entrepreneur Leadership Center, which has engaged more than 1,000 students, and the 51,000-square-foot Innovation Center, an incubator that has helped launch several companies.

The university’s workforce training efforts include collaborating with regional businesses to create internships, externships and job shadowing opportunities for ESU students as well as managing ESU’s Professional Testing Center, which allows students, faculty, staff and the greater community to take exams that offer certification and licensure across multiple industries.



SAFETY FIRST

PRODUCTS MADE IN THE POCONO MOUNTAINS
KEEP THE WORLD HEALTHIER, MORE SECURE

Story by Bill Lewis



If it makes the world safer from disasters, disease or military threats, chances are it's made in Pennsylvania's Pocono Mountains region, where technology-oriented manufacturers find a wealth of skilled workers, superior infrastructure and lower costs.

The region, composed of Carbon, Monroe, Pike and Wayne counties, has developed a specialty in the production of firefighting and emergency response equipment and supplies. The latest arrival, Sutphen East, came to Wayne County in 2017 after relocating from New York.

The facility manufactures aluminum pumpers for firefighting as well as commercial pumpers and tankers and handles repairs and service for the local market.

Since arriving in the region, the company has thrived, says Darryl Rhyne, general manager of the Sutphen East facility. He cites several advantages of being located in the Sterling Business & Technology Park, situated midway along the Washington, D.C.-Boston corridor. The facility has created 50 jobs and has a 12- to 14-month backlog of work.

Those advantages include proximity to Interstate 84, Wilkes-

The Pocono Mountains region is home to a number of precision manufacturers, such as New Wave Custom Woodworking in Wayne County.

Manufacturing in the Pocono Mountains

220

Establishments

7,368

Employees

\$55,911

Average Annual Wage



% Of Total Workforce

Source: Pennsylvania Center for Workforce Information & Analysis

Barre/Scranton International Airport, and hotels and restaurants.

“Being located in Pennsylvania is a great advantage for us versus our prior location, in New York state,” says Rhyne. “We are growing rapidly. We’ve expanded our product lines since relocating here.”

EMERGENCY RESPONSE

Sutphen East is not alone. KME, based in Carbon County, manufactures customized specialty trucks and vehicles, including fire engines and rescue vehicles. MajesticFire Apparel is based in Lehighton. Its products are sold by distributors located in the United States and select international locations to firefighters, welders, electricians, utility workers and the military.

At the Tobyhanna Army Depot, 3,774 workers contribute to the nation’s defense by providing a range of technical, manufacturing and support for communications, computers, surveillance, electronics, and missile guidance and control for the military.

“Tobyhanna Army Depot is a recognized leader in providing world-class logistics support for command, control, communications, computers, intelligence, surveillance and reconnaissance (C4ISR)

systems across the Department of Defense,” says public affairs officer Kristyn Smith.

Tobyhanna’s capabilities include full-spectrum logistics support for sustainment, overhaul and repair, fabrication and manufacturing, engineering design and development, systems integration, post production software support, technology insertion, modification, foreign military sales and global field support to the nation’s joint war fighters.

“Tobyhanna’s corporate philosophy, dedicated workforce and electronics expertise ensure the depot is the Joint C4ISR provider of choice for all branches of the armed forces and our industry partners,” says Smith.

The depot’s personnel include 2,793 civilians, 14 military, 413 contractors and 554 tenants.

As of September 2016, the depot’s economic impact on the surrounding 11-county region of northeastern Pennsylvania was \$2.9 billion, which resulted in the creation of 11,875 community jobs.

DRIVEN BY TECHNOLOGY

Other technology-driven manufacturers are thriving, as well. Elk Group International, a premier designer and manufacturer of indoor and outdoor residential and commercial lighting fixtures, is based in Carbon County.

Loveshaw, a manufacturer of packaging equipment, has been a fixture of the region’s manufacturing sector since 1962.

New Wave Custom Woodworking in Wayne County has been a leading manufacturer of custom high-end furniture, cabinets and other products since 1991. The company employs state-of-the-art 3-D laser scanners and virtual carving technology software and hardware to aid in CNC production of complex



Tobyhanna Army Depot is one of the region’s largest employers.

furniture pieces.

New Wave, which provides three-, four- and five-axis CNC work and digital scanning, has set a number of milestones. The company grew from 5,000 square feet in 1991 to 35,000 square feet in 1997 and then to 60,000 square feet of space in 2015. The company has 24 employees, says owner Rudy Schemitz.

New Wave's location in the Pocono Mountains has been a major factor in its continuing growth.

"It offers a great way of life for our families and is close to New York City and Philadelphia. I cannot say enough good about the people," says Schemitz.

Fire engine manufacturer Sutphen East relocated to the region in 2017.



Find more about advanced manufacturing in the region at livability.com/pocono-mountains-region



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Recipe — FOR — Growth



SPECIALTY FOOD AND BEVERAGE PRODUCTION
TAKES ROOT IN THE POCONO MOUNTAINS

Story by Patsy B. Weiler

Specialty food and drink production is rapidly growing into an abundant cash crop in the Pocono Mountains region.

A tourism and hospitality hub for generations, the region is now supplying the increasing consumer appetite for organic and locally grown food, with everything from craft beer to healthy snacks, artisanal cheese and ice cream.

Organic farming practices are increasing in the region. A U.S. Department of Agriculture report shows Pennsylvania has the fourth-largest number of organic farms in the country. Historically, this northeast corner of the Keystone State has deep agricultural roots.

BUY FRESH FROM THE FARM

Locally owned operations in Wayne County like the Coutts family's Paupack Blueberry Farm have been growing the luscious fruit since the mid-1960s. It is a popular U-pick site, with fresh blueberry muffins available. Each autumn, people drive for miles to Rickard's Cider Mill in Honesdale for a gallon of pure apple cider, squeezed with no preservatives since 1929. Nearby, Calkins Creamery is an award-winning farmstead cheese operation on the 125-year-old Highland Farm. It produces a variety of raw milk and pasteurized artisanal cheeses.

On the Riverside Farm in Waymart, the Creamworks Creamery has been making dairy products, including ice cream, for nearly a decade. A short distance away in Wayne is Shemanski Maple Syrup, a small commercial sugaring establishment. An ancestor reportedly gifted maple sugar to George Washington.

Named for the stream that flows through the property, Cranberry Creek Farm raises

registered American Alpine dairy goats and makes 50-gallon batches of aged and fresh goat cheeses.

“We believe in healthy food for us, our goats and our customers,” says Jeff Henry, the fifth generation to live on the 100-acre farm. “Cheese made in traditional ways from animals on pasture is certainly something to celebrate.”



A 2017 study by The Boyd Company, an internationally recognized site-location firm, heralded northeastern Pennsylvania as one of the best locations in the country for companies looking to open new food manufacturing facilities.

Terrafina has been made to feel welcome, Miller says. “From the governor’s office

Creek Brewing Company, ShawneeCraft Brewing Company and Mountain View Vineyard, Winery & Brewery in Monroe County.

In Hawley, Wallenpaupack Brewing Company operates a 20-barrel brew house. Its brew pub has a food menu and more than a dozen beers on tap. It began in September 2017

Calkins Creamery is an award-winning farmstead cheese operation on the 125-year-old Highland Farm.

HEALTHY SNACKS

A new face in the region’s food production arena is Terrafina LLC, a sustainability-focused manufacturer of healthy snack options.

After a two-year search for a new home, the company moved its operations from New York City to a 72,000-square-foot facility in East Stroudsburg, investing more than \$4.1 million into the project. Terrafina opened its doors at its new digs in spring 2018, creating 120 new jobs.

Terrafina was attracted to the community for several reasons, says Paul Miller, vice president of sales.

“The potential of at least five-fold increase in productivity and close proximity to I-80, an important transportation artery,” Miller says. “There’s a strong local labor pool, and having East Stroudsburg University nearby is a plus. And key, it is a more cost-effective place to do business.”

to a little coffee shop around the corner, we love the reception we have gotten,” he says.

HOPPING TO IT

Another growing part of the region’s food and beverage production is craft brewing.

The Brewers Association reports Pennsylvania ranks first in the nation for barrels of craft beer produced, at 3.9 million per year, and the Pocono Mountains is doing its part to contribute to that total.

Among the establishments to sample craft brews are Jam Room Brewing Co., Here & Now Brewing Co. and Irving Cliff Brewery in Wayne County and Barley

following two years of planning and to date has generated 26 jobs.

“We have a passion for crafting great beer that showcases a breadth of styles made with high quality and consistency,” says Becky Ryman, Wallenpaupack Brewing president.





PRECIOUS CARGO

HIGHWAY ACCESS, RAIL SERVICE GIVE THE REGION A LOGISTICS ADVANTAGE

Story by Kevin Litwin

With its ideal location between New York and Philadelphia, the Pocono Mountains region offers ready access to major Northeast markets that also include Baltimore, Boston, Hartford, Newark, Providence and Washington, D.C.

The Pocono Mountains region is served by Interstates 80, 81, 84, 380 and the Pennsylvania Turnpike (I-476).

Commercial air service

is in close proximity, at Lehigh Valley International Airport in Allentown and Wilkes-Barre/Scranton International Airport. Several airports in the region serve corporate and general aviation aircraft, including Cherry Ridge Airport and Spring Hill Airport in Wayne County and Pocono Mountains Municipal Airport in Monroe County.

A solid infrastructure network has helped attract a number

of major distribution operations, including FedEx Supply Chain, TopNotch Distributors and Walmart. American Tire Distributors announced in 2018 it will build a 1 million-square-foot distribution center in Monroe County, creating 80 jobs.

“We selected this location not only because of its excellent geographic location but also because of the outstanding support of the local government leadership in generating economic development,” says Mark Chandler, senior

vice president – supply chain at American Tire Distributors.

ALL ABOARD

Rail service in the region is right on track, offering a cost-effective way to ship products compared to truck. One rail car can carry the equivalent of about five tractor-trailer loads and costs less to transport.

The Pennsylvania Northeast Regional Railroad Authority owns 95 miles of tracks in a territory that includes Monroe and Wayne counties, and the tracks are used by the Delaware-Lackawanna Railroad to provide freight service to more than 25 companies in the region, most of them manufacturers.

“Delaware-Lackawanna ended 2017 with its all-time record of 8,572 carloads handled over our tracks, and 2018 is looking good for another record-breaking year,” says Larry Malski, president of Pennsylvania Northeast Regional Railroad Authority. “Commodities that Delaware-Lackawanna handles include wheat, flour, sand, plastics, lumber and propane. By the way, most of the companies along our rail line are in the manufacturing industry.”

The rail line has connections with Class I carriers Canadian Pacific and Norfolk Southern, which allow Pocono Mountains industries to ship and receive products from all over the U.S. and Canada.

“For instance, Ardent Mills flour mill in Mount Pocono is able to bring in wheat from North Dakota and South Dakota along our line, and that wheat is milled into flour of all different types,” Malski says. “The wheat is then distributed by rail and truck to bakeries and food companies in the entire Northeast region.”

Another major customer is Bestway Lumber in Cresco, which receives rail cars of Southern pine

and other wood from Georgia and South Carolina to pressure treat and then ship to home improvement stores. Monadnock Non-Wovens, a plastics industry in Mount Pocono, receives plastic from Louisiana and Texas to make products for the automotive and other industries.

“All these companies need rail transportation, and there are several sites we’re looking at along our rail line to locate even more industries,” Malski says. “Our tracks can handle the heaviest rail cars that move in the U.S.”

Another of the region’s shortline rail carriers, the Reading Blue Mountain & Northern Railroad, serves about 60 freight customers.

Chestnut Ridge Railroad is a shortline carrier that serves Carbon County. One of its customers – U.S. Metal Powders Inc. – is also its neighbor. Also known as Ampal, the company receives raw product by rail from Canada via Norfolk Southern, which transfers the cars to Chestnut Ridge Railroad for the last leg of the journey to Ampal. The company then reverses the process to ship finished aluminum powder product to its customers.

NEW OPPORTUNITIES

Shortline carrier Delaware Lackawaxen & Stourbridge Railroad accommodates about 15,000 passengers each year who enjoy scenic trips along The Stourbridge Line Train Excursions. The railroad wants to expand into the freight-hauling business and has a number of property pieces along its tracks that are available for industrial development.

“I took charge of this railroad in 2015 and have been working on it for the last three years, and we are on the cusp of developing freight business,” says Tom Myles, CEO/owner of Delaware

Lackawaxen & Stourbridge Railroad. “Right now, we are an excursion line that operates passenger trains for the public that go through Wayne and Pike counties, but our 25 miles of track run along property that would be ideal for four or five industrial possibilities.”

The rail line spans from Honesdale to Hawley. It runs to Lackawaxen and provides connections to Canadian Pacific, CSX and Norfolk Southern. Myles is in talks with a wood-treating company interested in locating in the region to import plywood from the Northwest.

“I’ve been in the railroad business since 1963 and see great opportunities for this line,” Myles says. “I’m very familiar with many commercial people along the route, and I see a very interesting and robust future for the Delaware Lackawaxen & Stourbridge Railroad.”

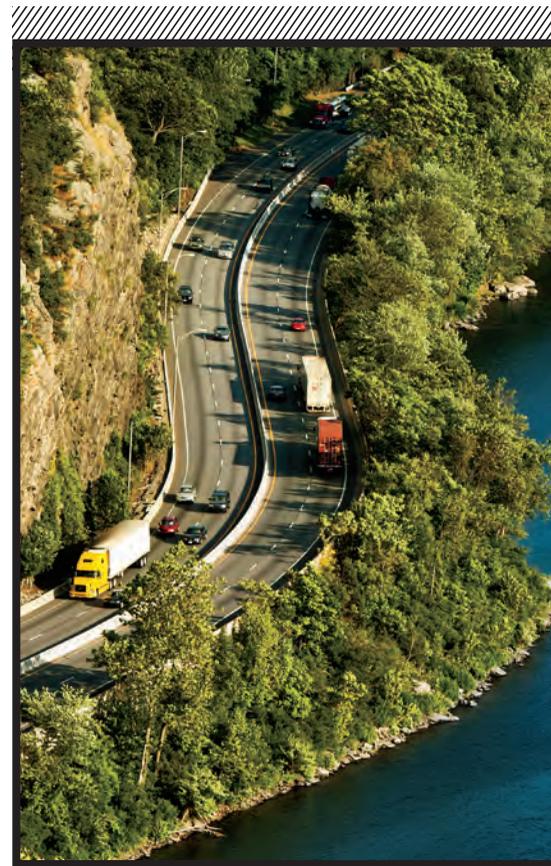


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POCONO MOUNTAINS HEALTH SYSTEMS INVEST IN FACILITIES, TECHNOLOGY

Story by Kari Kynard Ridge



The Pocono Mountains region's roster of health providers is investing in the latest technologies, facility improvements and new construction, resulting in enhanced care and the recruitment of top-notch medical talent.

The newest option is St. Luke's Hospital – Monroe Campus, which opened in fall 2016 in Bartonsville as the first acute care, nonreplacement hospital to be built in the region in a century. Highlights of the 180,000-square-foot facility include private patient rooms, a large emergency room, state-of-the-art operating rooms and cardiac catheterization lab.

St. Luke's Hospital – Monroe Campus is owned by St. Luke's University Health Network, which operates a School of Nursing and hosts a medical student residency program that helps to recruit physicians to the area. The Network in December 2017 merged with Blue Mountain Health System, which operates Palmerton Hospital and Gnaden Huetten Memorial Hospital, both in Carbon County.

"Together, we will work closely with our newest partner to expand access to quality health care services for the citizens of Carbon County," says Rick Anderson, St. Luke's University Health Network president and CEO.

GROWING WITH THE TIMES

In Wayne County, Wayne Memorial Health System offers a continuum of care from birth to hospice services. Honesdale's Wayne Memorial Hospital, which offers more than 30 medical specialty areas, is undergoing the largest expansion project in its 98-year history. A new 85,000-square-foot, three-story tower will feature 50 private patient rooms with smart technologies to reduce equipment sounds.

The \$40 million project, expected to be completed in summer 2019, also includes renovation and expansion of the chemotherapy department and renovation of the wound care department at the nonprofit, community-controlled hospital, says Lisa Champeau, Wayne Memorial Health System public relations manager.

"Each of the steps we have taken in the last few years, as part of our master plan, including the development of this tower, is a direct response to community needs and to our growth ability to become a regional medical center," says David Hoff, CEO of Wayne Memorial Hospital.

Wayne Memorial opened a cardiac catheterization lab in

2016, is a Level IV Trauma Center with a helipad, and offers in-patient rehabilitation services.

In addition to Wayne Memorial Hospital, the health system includes Wayne Memorial Long-Term Care, several local health centers and outpatient centers, Wayne Woodlands Manor complex skilled nursing center and a mobile mammography unit. Champeau says Wayne Memorial is recruiting top doctors with programs that provide incentives to work in rural areas.



MEETING FUTURE NEEDS

Pocono Regional Medical Center in 2017 became part of the Lehigh Valley Health Network and was renamed Lehigh Valley Hospital – Pocono. The health network is in the midst of a multiyear plan to improve technology, recruit more physicians to the region and invest in services such as obstetrics, cardiology, neurology, stroke care, surgery and orthopedics.

LVHN – Pocono provides acute care services for Monroe County and surrounding communities. Adjacent to East Stroudsburg University, the hospital is a fully accredited Level III Trauma Center and also offers a cancer center featuring state-of-the-art radiation therapy equipment, a heart and vascular center that offers a wide range of cardiovascular services, and an emergency center that's one of the busiest ERs in the state. The hospital and East Stroudsburg University collaborate on programs that address the health and social needs of the community.

The Pocono Mountains region also is home to many specialty treatment providers such as Upper Delaware Valley Cancer Center in Milford.



PHOTO: ISTOCK.COM/ALEX POENKIV

Nature's Way

THE REGION IS AWASH IN SCENIC SPLENDOR AND
OUTDOOR RECREATION OPPORTUNITIES

Story by Cary Estes

The Pocono Mountains peaks aren't the only high point of the region when it comes to tourism and outdoor recreation. In fact, in this case, the name does not say it all. There also are rivers and lakes and woodlands spread across 2,400 square miles, offering breathtaking natural beauty and wildlife. And plenty of activities every step of the way.

Water recreation permeates the Pocono Mountains, from the thrills of jet skiing and whitewater rafting to the calmer pursuits of fishing and pontoon boating. A wide variety of biking

and walking trails traverse parts of two national parks, nine state parks and nearly 82,000 acres of state forestland. And of course, there are the mountains, providing a picturesque backdrop for summer hikes as well as a wintry playground for snow lovers, with 185 slopes and trails for skiing and riding.

"There are all kinds of different outdoor activities that we offer that really showcase the natural beauty of the Pocono Mountains," says Brian Bossuyt, vice president of marketing for the Pocono Mountains Visitors Bureau.

RIVERS THAT DELIVER (AND A LAKE, TOO)

It can be argued that the heart of the region is not necessarily the mountains but rather the Lehigh and Delaware rivers, which cut through it, churning up whitewater adventure and creating many of the area's aqua delights. Highlights include the 70,000-acre Delaware Water Gap National Recreation Area (which Bossuyt says is a "showpiece" of the Pocono Mountains) and the Delaware Aqueduct (also known as Roebling Bridge), a 535-foot wire suspension bridge that was



150

Lakes in the region

35,537

Acres of state parklands in the region

Clockwise from opposite page: Rivers, lakes and woodlands are a Pocono Mountains signature; On the trail at Lehigh Gorge State Park; Kayaking on one of the 150 lakes in the region; Winter fun at Jack Frost Mountain.



Economic Impact of Tourism

26.6M Annual person-trips, overnight and day, 2016

\$1.5B In-region spending on overnight trips

\$156 Average per-person spend on overnight visits

33,756 Tourism-related jobs

Source: Pocono Mountains Visitors Bureau

Lacawac Sanctuary promotes healthy living through access to nature.



built in 1847. The oldest such structure in the U.S., it is a National Historic Landmark.

Lake Wallenpaupack, a man-made lake built in 1926, covers 5,700 acres and offers 52 miles of uninterrupted shoreline. In addition to providing year-round natural attractions, the lake is home to the Lacawac Sanctuary, a 556-acre preserve that serves as an environmental education center, nature center and biological field station.

“There’s just so much you can do there,” Bossuyt says of Lake Wallenpaupack. “You can rent pontoon boats for the day or take guided tours of the lake. You can learn how to water-ski and paddleboard. Every August they have Wally Lake Fest, where all the area resorts get involved

to showcase the lake. Then they have Wally Ice Fest in the winter with ice hockey on the pond and curling demonstrations. It’s just a really nice lake community that offers a lot for families.”

DELAWARE & LEHIGH NATIONAL HERITAGE CORRIDOR

One of the best ways to see all that the Pocono Mountains region has to offer is by traveling along the Delaware and Lehigh National Heritage Corridor, better known locally as the D&L. The entire 165-mile trail runs from Wilkes-Barre to Bristol, near Philadelphia, and encompasses rail trails, share-the-road sections and canal towpaths. A key addition to the trail was completed in 2018 with the opening of a \$4.1 million



170

Total river miles including the Delaware, Lehigh and Lackawaxen rivers



9

State parks



126

Miles of hiking trails



2

National parks: The Delaware Water Gap National Recreation Area and the Upper Delaware Scenic and Recreational River



pedestrian bridge over the Lehigh River in Jim Thorpe.

Perhaps the most popular section of the trail is a 36-mile stretch from Jim Thorpe to just north of Whitehaven that passes along the Lehigh Gorge. Many cyclists use the Bike Train to travel one way then bike back to where they started, passing through an area where John James Audubon did many of his earliest studies of birds in the region.

“On that part of the trail you are out in the middle of absolute nature,” says Elissa Garofalo, D&L executive director. “In the springtime, you have the laurel blossoms blooming, followed by rhododendron. Then in the fall you have spectacular autumn scenery 360 degrees around you. You can stand in the middle of the Lehigh Gorge, with 800-foot cliffs on either side and the Lehigh River roaring nearby, and you feel like you’re in a super-remote location.”

“When we first started working on this endeavor 30 years ago, a trail was just a trail. It was something that was a nicety for outdoor enthusiasts. Today, a long-distance trail such as the D&L has a much more integrated relationship with the communities it passes through. It helps improve health and wellness, it increases property values, and it’s a drawing card for economic development.”



DIGITAL MAGAZINE

Read it online or download it at livability.com/pocono-mountains-region

Dorflinger Glass Museum

Beginning in the 1860s and lasting more than 50 years, the Dorflinger Glass Works in Wayne County produced exquisite cut lead crystal that graced many of America’s finest tables, including those of several White House administrations. The Dorflinger Glass Museum in White Mills

houses more than 1,000 pieces of Dorflinger glass, one of the largest collections on display in the U.S. Museum exhibits include a display of Parisian pattern works, a design patented in 1886 by John S. O’Connor, who was the head of the cutting shop at the Dorflinger factory. His innovation was the extensive use of curved mitre cuts as opposed to straight lines. For more on the museum, go to dorflinger.org.



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FROM VACATION TO RELOCATION

POCONO MOUNTAINS' APPEAL TRANSFORMS VISITORS INTO RESIDENTS

Story by Jessica Walker Boehm

The Pocono Mountains region offers a long checklist of reasons for its appeal as a place to live, with its revitalized and preserved downtowns, cultural attractions, boundless outdoor adventure, lively annual events and proximity to major metropolitan areas.

The region is known for its hospitable and inviting atmosphere, making it a perfect spot for those in search of a fun vacation – or a new place to put down roots. After all, once you visit, chances are you won't want to leave.

“The Pocono Mountains region is a very livable, beautiful place with a lot to offer from gorgeous

scenery, tons of opportunity for outdoor activity and adventure, and a wide variety of hotels, resorts and tourist attractions catering to every taste,” says Erica Bloch, marketing and public relations manager for the Woodloch Resort, an all-inclusive family resort in Hawley. “In terms of being a great place to live, the region is full of excellent schools, safe communities and affordable real estate.”

SIGNATURE ATTRACTIONS

The region is well known for its hospitality industry, thanks to its array of luxurious resorts that draw visitors from across

the U.S. and beyond.

For example, the French Manor Inn & Spa in South Sterling is a top spot for those in search of a romantic getaway, as it offers beautiful views of the Northern Pocono Mountains and amenities such as on-site restaurants, an indoor saltwater pool and a broad selection of spa treatments. Also catering to couples is Cove Haven Entertainment Resorts, which showcases concerts, comedy shows and other events at each of its three locations across the region.

The Lodge at Woodloch is another of the region's signature destinations, located in Hawley and offering a relaxing experience



Biking through Honesdale

for adults complete with spa treatments, fitness and wellness classes, cooking demonstrations, wine tastings and more.

Hawley is also home to the Ritz Company Playhouse, which has been one of the region's top attractions since it was established in 1973. The Shawnee Playhouse in Shawnee on Delaware is a cultural gem in the area, too, providing affordable entertainment year-round with plays, musicals and other live performances.

History buffs will want to check out Grey Towers National Historic

Site, also known as Gifford Pinchot House or The Pinchot Institute. Located in Milford, the site was the home of Gifford Pinchot, first chief of the U.S. Forest Service and Pennsylvania governor for two terms, and its grounds are now open for guided tours.

DISTINCTIVE DOWNTOWNS

Stroudsburg is one of the Pocono Mountains region's most charming communities, home to a vibrant downtown with an

eclectic mix of art galleries, shops, restaurants and entertainment venues. Along with a thriving nightlife scene, downtown Stroudsburg lays claim to the Sherman Theater, a concert hall that draws performers from around the globe.

Honesdale – described by Gail Bradley, executive director of the Greater Honesdale Partnership, as having a “unique combination of old and new” – is also a favorite community in the Pocono Mountains region. It includes historic sites like the Old Stone Jail, completed in 1859, as well as newer offerings like The Cooperage Project, a downtown destination offering all-ages entertainment and interactive events throughout the year.

Another thriving community is Jim Thorpe, a quaint town that's often called the “Switzerland of America.” Located between steep mountain ranges that resemble the Swiss Alps, Jim Thorpe is home to Historic Stone Row, a beautiful collection of 16 townhomes built in 1848 with stone quarried from the mountain behind it, as well as the Mauch Chunk Opera House and a host of unique shops and dining spots.

“Jim Thorpe is a hip Victorian town where you are surrounded by beauty in both the architecture and the scenery, where you feel as if you've gone far away without having to travel far,” says Diane Prokop, member of the Jim Thorpe Tourism Agency Board of Directors and innkeeper at the Times House Bed & Breakfast. “Once you park your car, you can walk to just about everything – shops, restaurants, pubs, wine tastings, train rides, bike trails, hiking trails, the Lehigh River, live entertainment and highly rated accommodations.”

Find more about life in the Pocono Mountains at livability.com/pocono-mountains-region



In A Festive Mood

THE REGION FINDS ALL MANNER OF REASONS TO CELEBRATE

The Pocono Mountains region knows how to kick up its heels. The region stages a number of signature events each year.

Here's just a small sample:

Honesdale Roots & Rhythm: The festival – the 13th annual event was held in 2018 – is a free arts and music fest that takes place in downtown Honesdale. Live music, an array of artisans and a smorgasbord of food vendors take over downtown. A festival signature is a free concert at Central Park that features nationally known acts.

Wally Lake Fest: The region celebrates one of its standout bodies, Lake Wallenpaupack, in a three-day, end-of-summer event. Wally Lake Fest is a communitywide event in and around Hawley that is packed with food,

music, sports, shopping, tours and activities for all ages.

Carbon County Fair: The family-oriented event, which takes place in August, combines agricultural displays with food, rides and musical entertainment. A spectacular fireworks display highlights the festival.

Milford Music Festival: Since 2010, the festival has blended music, shopping, dining and entertainment into a sidewalk event that brings music lovers to the tree-lined streets of Milford in late June.

Cooperage on Tap: Have a thirst for craft brew? Cooperage on Tap offers a lineup of regional breweries and hops growers

as well as samples from local restaurants and businesses. The event benefits The Cooperage Project, which promotes concerts, recitals, market, theater productions, dance events, lectures and workshops to inspire people of all ages to embrace diversity and celebrate shared experiences.

Pocono Food Truck Festival: Featuring more than 25 food trucks from the Pocono Mountains, Lehigh Valley, New Jersey, New York City and Philadelphia, the Oct. 20 and 21 event includes the Mountain Art Show & Sale with works from the region's standout painters, crafters, photographers and sculptors and more. The Hope Lodge at Shawnee Mountain will house 65+ artists and artisans on two floors.

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northampton.edu/monroecbi

Pennsylvania Career Link – Monroe County
jobgateway.pa.gov

Pocono Manor Investors LP
poconomanor.com

Pocono Mountains Visitors Bureau
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ECONOMIC PROFILE

POPULATION (2017)

338,795 Region

Carbon County

63,853

Monroe County

168,046

Pike County

55,691

Wayne County

51,205

TOTAL EMPLOYMENT (2016)

Carbon County

17,038

Monroe County

55,345

Pike County

11,227

Wayne County

14,745

MEDIAN HOUSEHOLD INCOME

Carbon County:

\$50,822

Monroe County:

\$58,890

Pike County:

\$61,199

Wayne County:

\$50,595

PER-CAPITA INCOME

Carbon County:

\$25,743

Monroe County:

\$26,128

Pike County:

\$29,829

Wayne County:

\$24,962

BUSINESS ESTABLISHMENTS

County	Number of Businesses
Carbon County	1,126
Monroe County	3,368
Pike County	918
Wayne County	1,310

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

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- Is one of the largest philanthropic contributors in Northeast PA, donating approximately \$1 million annually to PA-based nonprofits
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