



Insight into economic development news and opportunities in Monroe County, PA

Winter/Spring 2008 • Volume 5 • Number 1

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MONROE RECEIVES GRANT APPROVAL: WINS REDEVELOPING PA EXTREME MAKEOVER

The environmental remediation project at the former International Boiler Works (IBW) in East Stroudsburg is moving forward thanks to a \$158,000 Industrial Sites Reuse Program (ISRP) grant awarded to PMEDC by the Department of Community and Economic Development (DCED) in October.

"We were competing with two other communities in the Commonwealth for these funds," says PMEDC Chairman Paul Canevari. "The board congratulates (PMEDC Executive Director) Chuck Leonard and his staff for preparing a successful application and presentation."

Leonard presented the project in early October during the Pennsylvania Brownfields Conference in Harrisburg, where the Monroe County project competed for funding against projects from Altoona and Harrisburg. The panel empowered to award the "Redeveloping PA, Extreme Makeover" award judged the project in four areas: need, location, potential economic impact of new companies on the site, and oral presentation. "The presentation given by Mr. Leonard touched on all the criteria the department uses when evaluating these types of applications," commented Commonwealth Financing Authority Executive Director Scott Dunkelberger.

IBW once employed more than 200 people, but the site has been vacant for more than 15 years. The abandoned buildings on the site have been the target of vandalism and dumping. As a rail-served, industrial-zoned property, it is an attractive site for redevelopment.



PMEDC Executive Director Chuck Leonard beams as he receives the Extreme Makeover Redeveloping PA ISRP Grant from Pennsylvania Secretary of Community and Economic Development Dennis Yablonsky.

Roger DeLarco, East Stroudsburg Borough Council Chairman, said "We have been working on this for some time and appreciate DCED's support as we work to make this a viable site for business and create new job opportunities for our citizens."

The IBW Revitalization Project is also supported by a Monroe County Revolving Loan made possible by Community Development Block Grant funds from the Monroe County Commissioners.

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MESSAGE FROM THE CHAIRMAN OF THE BOARD



I write this column with mixed emotions, because while I will remain a member of PMEDC's Board of Directors, I am stepping down as Board Chairman after eight years. I am passing the Chairman's reins to Chuck Hannig of Spread Eagle Associates, a long-time community leader and member of this board since 1992. Our organization has accomplished a great deal during the past eight years and I hope you will indulge me if I use this column not to engage in my usual look forward, but to look back at how far we have come.

Sound economic development extends beyond job creation, but I am happy to report that we have done well in that arena. Since 2000, there have been more than 6,500 jobs created or retained in Monroe County and projects currently in the pipeline are expected to create approximately 6,900 more positions. A number of projects fueled that success.

Guided by the Economic Development portion of the Monroe 2020 plan and with Monroe County's financial backing; we purchased land and started the extensive development process of two business parks: Pocono Mountains Corporate Center East (PMCC East) and Pocono Mountains Corporate Center West (PMCC West, recently rechristened as Arcadia North Business Park). Though developing the properties was an arduous process, the effort is

now paying dividends for our taxing bodies and creating new job opportunities for our residents.

The Wal-Mart Distribution Center 6080 project, announced in April 2001, was the result of two years of planning and negotiations with the company and their representatives, the Governor's Action Team (GAT), local elected officials, and PMEDC's board and staff. The 2002 opening of the 1.25 million square foot facility spurred the creation of more than 1,000 new jobs.

We broke ground on PMCC East in 2002 and immediately welcomed our first tenant for a near simultaneous groundbreaking. Spread Eagle Development purchased an anchor lot at the park's entrance and developed the 54,000 square foot Mountain Health-care Center. In addition to the jobs created by the project, the center has become an essential part of region's medical network.

In order to expedite development at PMCC West, we entered into a development agreement with Arcadia Properties, LLC in 2004. Our partnership with Arcadia in the Arcadia North Business Park enabled us to welcome Johnson & Johnson Sales and Logistics Company, LLC to the park in 2007 and a second major facility is planned for the park's Lot 2.

The J&J project was fueled by our collaboration with Governor Rendell and the Governor's Action Team. The Governor visited us in October 2005 and delivered \$9.7 million worth of Business in Our Sites (BOS) grant and loan funds to facilitate infrastructure development at Arcadia North. BOS funds are allocated to help communities like ours prepare sites for development in order to attract new investment. We competed with other Pennsylvania communities for the funds and, fortunately, the Commonwealth Financing Authority and our local elected officials recognized the immense positive impact this project would have on our community. So far, one-third of the J&J Sales and Logistics building is operating and GENCO Supply Chain Solutions has already hired almost 400 local people with many more jobs on the way.

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RIGHT REASON TECHNOLOGIES / ESU RECEIVE INNOVATIONS INVESTMENT FUNDING

Wall Street West Investing Millions in Education and Training

An online, modular financial services career awareness program being developed jointly by Right Reason Technologies and East Stroudsburg University was among the first round recipients of Innovation Investment funds recently awarded by Wall Street West. The program is based on Right Reason's Right Track software package

Right Reason CEO Peter Schmitt says that the company is thrilled with the funding package.

"We're excited about what we'll be able to help the school districts and students accomplish," says Schmitt. "We will be working with subject matter experts to develop a half-dozen 30- to 40-minute modules that will help students to begin developing the skills they will need to work in the financial services industry."

Schmitt says that the program is expected to roll out this spring in Monroe County. The remainder of Wall Street West's 69 school districts will begin using the program in the 2008 – 2009 school year.

The Innovation Investments support Wall Street West's goals of building a stronger financial services sector in northeastern Pennsylvania through a qualified workforce. Innovation Investments encourage collaboration, action and investment from workforce development organizations, education, economic development partners and the financial services industry.



Wall Street West earmarked more than \$2 million in WIRED funding, including the first round of Innovation Investments, to boost the financial service skill set of northeastern Pennsylvania students and workers as part of its ongoing commitment to building an integrated and sustainable economic and workforce development system.

Approximately half of the funds will go to the first round of Innovation Investment recipients. Additionally, Wall Street West announced that it will distribute individual training accounts in partnership with five regional Workforce Investment Boards.



Currently, more than 63,000 students attend area colleges and universities, with more than 2,000 pursuing degrees relevant to the financial services industry. As such, the region offers many highly-qualified prospective employees. However, according to a recent gap analysis, designed to identify gaps between the available workforce and needs of the financial services industry, the region, like many regions across the country, has room for improvement. The Innovation Investments and Workforce Investment programs were created to address these gaps and ensure essential education and training are in place for Pennsylvania workers and students.

"As jobs in the financial services sector continue to shift away from customer service and administrative support positions to management, accounting, finance and information technology positions, Wall Street West remains dedicated to providing the region's workforce the necessary education and training to keep pace with the changing times," said Susan Shaffer, director of workforce initiatives, Wall Street West. "Through the Innovation Investments and Workforce Investment programs, more residents will have the opportunity to undergo training specific to the financial services industry or attain advanced degrees."

You can learn more about the Wall Street West program and partners online at WallStreetWest.org.



Pocono Mountains Corporate Center East

Bring your business to Monroe County's premier business park! LERTA-approved lots available and ready for development ranging in size from 2 acres to 8 acres which can be grouped together to accommodate larger projects! Located in Coolbaugh Township, one of the fastest growing municipalities in the Commonwealth of PA, just off Route 611 and across the street from the Pocono Mountains Municipal Airport. Interstate 380 is only five miles away.

Call PMEDC toll free (877) 736-7700 for more information or for a site tour.

Chairman Message - Continued from page 2

Business retention is also critical to our mission, since – to paraphrase Ben Franklin – every job saved is a job earned. The lion's share of the annual assistance provided by PMEDC and our sister entities – roughly 80 percent – goes to companies that have already chosen Monroe County.

Pennsylvania's Business Retention and Expansion Program (BREP) has been a boon in that area. The program puts PMEDC staff on the street, visiting with local companies to discuss issues that will drive their future success. For example, we met with East Stroudsburg's Vigon International in 2003 and identified the need for an extended water line. PMEDC staff worked with the company, the Brodhead Creek Regional Authority, and Pennsylvania's Department of Community and Economic Development in securing grant funds to extend the water line. Through this effort, the jobs at Vigon were retained and the company will create new jobs as it continues to grow.

Infrastructure is a key component of economic development, often having a direct impact on the creation or retention of jobs. That is why I am proud to note that PMEDC played a role in creating Monroe County's first-ever Tax Increment Financing (TIF) district in Pocono Township. Developed in 2005, the TIF district is a prime example of a community working together to bolster our region's economy. Through this landmark effort, all three taxing bodies agreed to participate in the TIF to raise money for the Pocono Township Sewer Project. When completed, the extended sewer line will make available additional capacity for Sanofi Pasteur, the county's largest private employer, as they continue to expand their U.S. operations in Swiftwater.

Finally, the past two years have seen two major changes for our organization. In 2006, we relocated our offices to the Courtyard in PMCC East. The move afforded us the opportunity to present a clearly professional image to our clients, while also providing (by appointment) some of our community partners with convenient meeting room space in the mountain area.

In 2007, we rechristened our organization, dropping the prior Pocono Mountains Industries in favor of the Pocono Mountains Economic Development Corporation. We feel that the new PMEDC moniker makes it easier for prospects and clients to clearly identify us as the organization of choice for businesses seeking to relocate to or expand within Monroe County.

There are so many other projects and organizational accomplishments I could mention, but space is fleeting. As we end, I ask you to remember that PMEDC is an organization fueled by partnerships. Community partners and the support of local elected officials are keys to our past and future success. As we enter the next phase of our mission with our new chairman at the helm, I would ask that the community's support remain strong and that we continue working together to create job opportunities and attract new investment to Monroe County

Sincerely,

Paul Canevari
Past-Chairman PMEDC

J&J OPENS NEW DISTRIBUTION CENTER



Facility expected to employ more than 700 area residents

Last year, Governor Edward G. Rendell announced Johnson & Johnson Sales and Logistics Company LLC's (J&J) plans to strengthen its Pennsylvania presence by entering into a long-term lease agreement to utilize a recently completed warehouse distribution center in Arcadia North Business Park on Rt. 611 in Coolbaugh Township.

The Johnson & Johnson distribution facility is staffed and operated by Genco Supply Chain Solutions, a third-party logistics solutions provider headquartered in Pittsburgh. Staffing plans for the new facility project more than 700 total jobs within four years.

"Seeing a business of (Johnson & Johnson's) caliber invest and expand here is great news for the Pocono region and the entire state, and will lead to an increase in the availability of quality jobs," said Governor Rendell.

PMEDC played a key role throughout the process, first working with the Monroe County Commissioners to develop the Rt. 611 property as the Pocono Mountains Corporate Center West; developing the property with Arcadia Properties, LLC as Arcadia North Business Park; helping to secure \$9.7 million through Pennsylvania's Business in Our Sites program to develop the property; and working with the Governor's Action Team (GAT) to secure a \$1.6 million funding package offer from the Department of Community and Economic Development for the J&J project. The DCED funding package consists of an \$800,000 opportunity grant and \$804,000 in job creation tax credits.

"We need to thank Governor Rendell and his administration for providing innovative funding tools through the Governor's economic stimulus package," PMEDC Executive Director Chuck Leonard. "Without the Business in Our Sites program, we would not have been able to deliver the infrastructure needed to make this project possible."

The Governor said that making shovel-ready sites available is an important component when it comes to helping companies find a place in Pennsylvania to locate or expand.

"(This) announcement drives home the importance of having sites available to meet the needs of businesses that want to locate in Pennsylvania's communities," Governor Rendell said. "A municipality has a better chance of securing new investment when they are able to provide businesses with shovel-ready sites."

The warehouse distribution center, built by Clayco Realty Group on a 100 acre lot, represents the first development project in the Arcadia North Business Park, which received \$9.7 million in October 2005 through the state's Business in Our Sites program.

The project was coordinated by the Governor's Action Team, or GAT. Three GAT projects have been successfully completed in Monroe County since January 2003, providing total commitments for 421 new jobs created and 840 jobs to be retained. The Commonwealth has offered more than \$5 million in state assistance for these projects, leveraging more than \$76 million in additional investment.

Johnson & Johnson Sales and Logistics Company, LLC provides sales, marketing and logistical services to U.S. retail customers on behalf of Johnson & Johnson's U.S. consumer companies, and leadership for an emerging global customer base in the areas of transportation, enterprise-wide systems, business processes and global customer development.

Information about the Governor's Action Team, the Business in Our Sites program and other DCED programs are available on the Web at www.NewPA.com.



An aerial photo of the new Johnson & Johnson distribution center taken in late 2007. An artists rendering depicting the center's expected appearance upon completion is shown above.

BREP KEEPS MONADNOCK GROWING

Existing businesses provide most of the investment for new community economic development initiatives and infrastructure, and are frequently part of the attraction that lures new businesses to locate within the county. That's why PMEDC's mission goes beyond marketing Monroe County's strengths to interest new companies (and new employers) in developing Pocono operations. We also work to help existing companies grow and prosper.

One way in which PMEDC fulfills that mission is through Pennsylvania's Business Retention and Expansion Program (BREP), sponsored by the Pennsylvania Department of Community and Economic Development, which encourages firms to stay and grow in Pennsylvania, by facilitating interviews with local company executives, identifying key issues, and referring the company to providers that might assist them in resolving issues or difficulties.

One local company helped through the BREP program was Mt. Pocono-based Monadnock Non-Wovens, LLC, a manufacturer of non-woven synthetic media for vacuum bags, filtration, homeland security and other technical applications.

During a BREP visit, PMEDC Executive Director Chuck Leonard learned that Monadnock was challenged by the different product needs of new customers. Production of the new products required far more resin than past uses. In order to receive adequate volumes of raw material, Monadnock needed rail service at their site.

Though a rail line was close by, Monadnock needed assistance with the design, engineering, and construction of a rail spur.

Because of the information revealed by the BREP visit, Leonard was able to put Monadnock in touch with the Pennsylvania Northeast Regional Railroad Authority, which assisted the company in applying for and receiving a PennDOT grant that contributed to the overall construction cost of the rail spur. The recently completed spur has transformed the materials receipt operations and helped the company to increase production by 50 percent.

"The BREP program helped put us in touch with the right people," says Keith Hayward, managing director of Monadnock Non-Wovens. "We expressed interest in having rail service, Chuck (Leonard) made a referral to the Railroad Authority, and Mr. (Larry) Malski took it from there. Our company now receives one rail car every 10 days, which is equivalent to 10 bulk road trucks per month.

"We've already added six new employees and we're looking to add six more. We expect an additional 25 percent increase in capacity and personnel in 2008."

Local companies can learn more about BREP by calling PMEDC at (570) 839-1992.

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