OUR WORK ADDS UP

ADVOCACY

• Multiple Call-to-Action campaigns resulted in:
  • **655 GRCA members** engaging elected officials on state and federal levels
  • **18 letters** to the Berks County Commissioners
  • **5 letters** to Gov. Josh Shapiro
  • **43 letters** to U.S. House and Senate members
  • **565 letters** to PA House and Senate members
  • **24 letters** to local government officials

• Assisted in the successful submission of the Schuylkill River Passenger Rail Authority’s (SRPRA) project to the Federal Rail Administration Corridor ID Program. The SRPRA is a partnership between Berks, Chester and Montgomery Counties to reestablish intercity passenger rail service from Reading to Philadelphia and beyond.

• GRCA was a leading local chamber in the effort to extend and increase the state child and dependent care tax credit to help working families.
  • Coordinated a series of one-on-one meet and greet sessions with the new to Berks legislators with advocacy members following redistricting.

ECONOMIC AND WORKFORCE DEVELOPMENT

• Launched a national talent attraction and retention campaign through the Meet Greater Reading brand.
  • Launched an innovative talent attraction program to connect employers with prospective new Greater Reading residents through Meet Greater Reading.
  • Collaborated with **75+ companies and partners** across Industry Partnerships to make connections, identify common issues & offer resources.
  • Hosted **70 personalized development trainings** and industry roundtable discussions to:
    • **500+ attendees**
    • **110+ individual companies**
ECONOMIC AND WORKFORCE DEVELOPMENT (cont.)

- Funding:
  - In partnership with Neighborhood Housing Services, launched $430,000 small business loan fund.
  - Over $1.4 million in grant applications submitted to support local non-profits and development projects.
  - $925,000 submitted through the Small Business Credit Initiative (Pennsylvania Loan Catalyst Fund) on behalf of Berks County companies.
- Hosted the bi-annual Building Berks Awards & Expo which featured 30 nominated projects and represented:
  - $148 million in investment
  - 1.2 million square-feet of development
  - 2,100 jobs created
- In partnership with the County of Berks Department of Agriculture, launched an interactive, local food directory and map featuring over 230 producers and farmers. See it on GrowTogetherBerks.com.
- Hosted over 150 economic development professionals at the Pennsylvania Economic Development Association (PEDA) Fall Conference in Downtown Reading.

EVENTS, COMMUNICATIONS & MARKETING

- Engaged with 7,000+ community members across 150 events, forums, webinars and seminars.
- 184 members highlighted on average per month through GRCA marketing channels (social media, Commerce Quarterly magazine, e-newsletters).
- Sent 330 emails to membership and community stakeholders, which had an average open rate of 26% and average click rate of 2%.

MEMBERSHIP

- Onboarded 118 New Members
- Hosted 24 Ribbon Cuttings
- Relaunched the Coffee & Convos series for small business
- Relaunched the Ambassador Program
- Relaunched the Non-Profit Initiative
- Provided 28 Membership Benefits Refresher Meetings