

**2023**

# 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](http://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**