

**2024**

# OUR WORK ADDS UP

## WE ADVANCE

- Currently, over **\$3.6 million** is in the funding pipeline across programs such as the Pennsylvania Industrial Development Authority (PIDA), PA Catalyst Loan Fund and the Department of Community & Economic Development (DCED) grants representing over **\$2.2 million** in total project costs.
- Since the beginning of 2024, **\$3.8 million** in project lending and grants have been approved—this approved funding represents over **\$62 million** in total project costs
- Fielded **119 inquiries for buildings and/or land**, representing over **14,400 jobs** potentially new and retained in Berks County
- Delivered **73 tailored programs** and webinars to **902 participants** from **75 organizations**. Program highlights included Bridging Language Barriers, Executive Leadership Academy, Essentials of Effective Leadership and Emotional Intelligence
- Released data including Economic Intelligence reports providing insights into trends in the labor market, consumer spending and economic growth
  - [2023 State of the Economy + Cost of Living Index](#)
  - [Q2 Berks County Economic Intelligence Report](#)
  - [Q3 Berks County Economic Intelligence Report](#)

## WE CONNECT

- Onboarded and welcomed **146 new members** and celebrated **173 member anniversaries** ranging from one year to 100 years
- Celebrated **37 ribbon cuttings** across a diverse range of industries in Greater Reading

## WE ENGAGE

- Engaged over **5,500 community members** across **71 events**, including:
  - **775 business leaders** at the Annual Dinner with Brian Westbrook at Santander Arena
  - **400 members and friends** at FirstEnergy Stadium for the Annual Picnic, including **13 batters** for the Home Run Derby and **16 Cornament teams**
  - **16 Women2Women events**, including the Conference & Expo, Evening of Empowerment with Lisa Sun, and **3 De Mujer a Mujer programs** held entirely in Spanish
  - **10 Networking@Night events** and **2 Power Networking events**, showing off member businesses and fostering new relationships
  - A brand-new format for Go Taste Berks which brought **350+ people** directly to **41 local businesses** during the month of November
  - **4 Lunch&Learns** and **4 Coffee&Convos** with a focus on small business needs like marketing, financing, new tax laws, website content and more
- Organized impactful industry-focused events, including the 10th Annual Manufacturing Summit at Reading Area Community College with over **170 attendees**, and facilitated key meetings such as the Manufacturing and Healthcare Industry Partnerships and the Environmental Health & Safety Roundtable
- Expanded [GRCA's Employer Network](#) to include **30 Berks County employers**, accessing **71 candidates** in the pipeline. (Interested in joining? [Sign up to receive the Talent Roster.](#)) The campaign driving candidates into the pipeline was recognized by the Pennsylvania Economic Development Association (PEDA) as the winner of the Economic Development Marketing Innovation Award for its talent attraction marketing campaign.

## WE CHAMPION

- Highlighted an average of **190 members** per month through GRCA marketing channels, including social media, Commerce Quarterly magazine and e-newsletters.
- GRCA partnered with Bell Media Group and Lauren Little Photography to showcase the stories of seven diverse members, from family-run businesses like [Fromm](#) to major venues like [Santander Arena](#) and nonprofits like [Helping Harvest](#). This storytelling campaign highlighted the vibrant and varied businesses that make Greater Reading thrive, reaching over **500,000 people** across social media, print and email platforms while driving meaningful engagement throughout the community. This campaign was awarded the Partner in Success award by [Pro Berco](#), a company that also was featured in the campaign.
- Welcomed **2 new team members!** Be sure to contact them if you have not already had the opportunity to meet Alex and Dallan.
  - [Director of Advocacy, Alex Roche](#)
  - [Director of Membership, Dallan Yoh](#)

*These results and work are made possible by the entire GRCA Team—Landon Bernheiser, Mark Dolinski, Leah Fassnacht, Aaron Gantz, Melissa Hassler, Kayla Hayick, Katie Johnsen, Steph Koch, Audrey Krupiak, Anna Lisa, Deb Millman, Alex Roché, Keith Stamm, Lucine Sihelnik, Sally Stewart, Jackie Stiles, Denise Vaquero and Dallan Yoh. [Meet the team](#)>*