



# A Year of Resilience

2020 ANNUAL REPORT



LEHIGH VALLEY  
economic development

[www.lehighvalley.org](http://www.lehighvalley.org)



The mission of the Lehigh Valley Economic Development Corporation is to market the economic assets of the Lehigh Valley and to create partnerships to lead the recruitment, growth, and retention of employers.

We will remember last year for a long time to come.

The coronavirus pandemic created economic change we don't yet fully understand. When saving lives and reducing the spread of the virus took precedent, it altered the way we work, who worked, how and when.

Much of the service economy of restaurants, hotels, arts centers, and hospitality venues closed or operated at reduced capacity, while online retailers, manufacturers, food and beverage producers, and parts of the nation's supply chain based here boomed. Unemployment grew in hospitality while industrial employers struggled to find workers.

It's the tale of two economies.

As the economy changed, so did we. Like others, LVEDC struggled with lost revenue as hotel occupancy plummeted. We were kept on track by generous private investors and emergency public funds directed our way by state and county leaders. Emergency loans to small businesses became a priority and we shifted marketing to growth sectors like life sciences, manufacturing, and supply chain operators.

Despite the pandemic, the Lehigh Valley had 41 major expansion or new development projects that created or retained more than 6,000 jobs last year.

Our GDP hit a record \$43.3 billion just before the pandemic and manufacturing became 16.5% of our economy, exceeding the U.S.'s share of 12%.

The solid and diverse base of the Lehigh Valley economy, built over the past decades, is getting us through. It has limited the effect of the quarantine, as cornerstones of the economy — health care, manufacturing and production, and supply chain — grew in value and importance.

While there were a few bumps in the road, the economic renaissance of the Lehigh Valley continues.



**Don Cunningham**  
President & CEO

Our world changed last March, just as I embarked on my final year as Chair of LVEDC's Board of Directors. It required new direction to serve existing business, to market and recruit, and to ensure we kept LVEDC afloat amid the significant financial challenges.

We are fortunate to have so many in the Lehigh Valley who understand the importance of investing in regional economic growth. Despite the pandemic, we retained private investment levels, welcoming new investors and having some existing investors increase their contributions.

We are equally grateful to our public partners, especially Northampton and Lehigh counties, which not only remain our largest investors, but last year allocated emergency CARES Act funds to LVEDC. This crucial help allowed LVEDC to continue the initiatives that helps keep the Lehigh Valley economy strong.

Throughout these past 12 months, LVEDC continued to pursue strategic initiatives that go beyond typical economic development activity. We launched a video interview series with new corporate leaders from some of the region's largest companies, continued to maintain a robust talent

supply initiative, and showcased the region to the world through the Made Possible in Lehigh Valley campaign.

The region's economic successes also attracted national media attention from such news outlets as *The New York Times*, *Los Angeles Times*, PBS NewsHour, and CBS News Sunday Morning.

As I conclude my time with LVEDC, I want to thank all our investors, my fellow board members and all the members of this coalition for their dedication and engagement. This board is in good hands as Ed Dougherty of the Lehigh Valley Health Network becomes the next chair.



**Jane P. Long**  
Board Chair



# Lehigh Valley Demographic Snapshot

Two of only 21 counties out of 67 in Pennsylvania that have increased in population since 2010



**Total Population**  
674,603

Source: U.S. Census Bureau

**Population Change**  
(2010-2019)  
↑ 4.10%

Births  
64,761

Deaths  
58,051

Domestic Migration  
-1,711

International Migration  
22,754

## Income & Wages

Median Household Income  
**\$64,616**

Per Capita Income  
**\$33,054**

Average Hourly Wage (All Occupations)  
**\$26.19**



Sources: Chmura Economics JobsEQ, Pennsylvania State Data Center, Pennsylvania Department of Labor and Industry

## Commuting Patterns

**101,517**  
Work in Lehigh Valley, Live Elsewhere

**196,762**  
Live & Work in Lehigh Valley

**105,232**  
Live in Lehigh Valley, Work Elsewhere



Source: U.S. Census Bureau, Center for Economic Studies, 2018 Inflow/Outflow Analysis for primary jobs

## Employment by Industry Sector

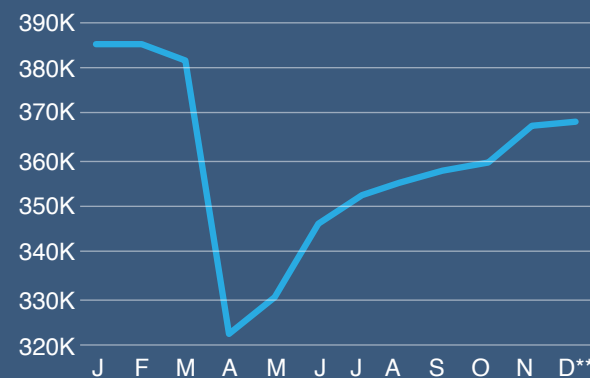
Health Care & Social Assistance	<b>18.7%</b>
Transportation & Warehousing	<b>11.0%</b>
Manufacturing	<b>10.6%</b>
Retail Trade	<b>10.0%</b>
Educational Services	<b>8.1%</b>
Accommodation & Food Services	<b>6.7%</b>
Professional, Scientific, & Technical Services	<b>4.4%</b>
Construction	<b>4.0%</b>
Administrative & Support Services*	<b>3.9%</b>

Source: Chmura Economis JobsEQ (Third Quarter 2020 for Lehigh and Northampton counties)  
\*Excludes workers employed by staffing agencies

## Job Recovery Since the Onset of the COVID-19 Pandemic

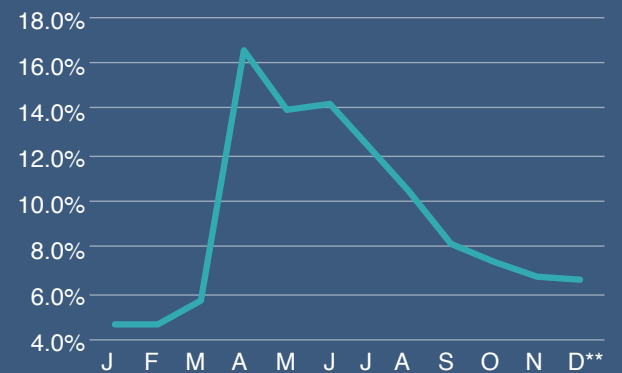
Lehigh Valley entered 2020 after an extended period of employment growth, gaining 27,500 jobs in five years. When COVID-19 hit, the region lost more jobs in one month than during the entire Great Recession (2007-2009). The region gained jobs for eight months in a row and recovered three quarters of the jobs lost by the end of 2020.

Number of Jobs\*



Source: U.S. Bureau of Labor Statistics.  
\*Lehigh Valley metropolitan region includes Lehigh, Northampton, Carbon, and Warren counties. \*\*Preliminary

Unemployment Rate\*



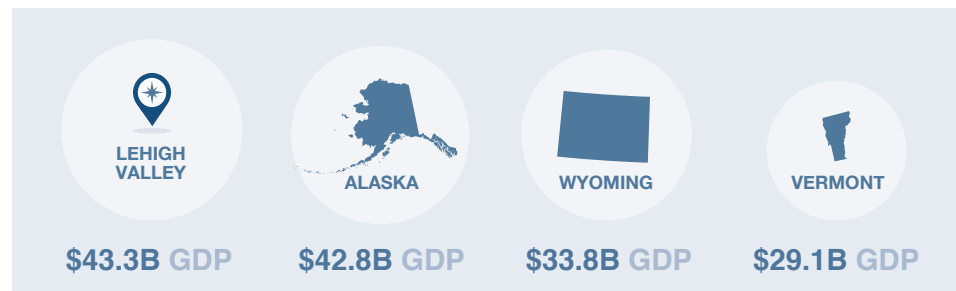
Source: Pennsylvania Department of Labor & Industry.  
\*Includes Lehigh and Northampton counties. \*\*Preliminary

## Lehigh Valley GDP Reaches Record High

The Lehigh Valley's gross domestic product soared to **\$43.3 billion in 2019\***, the region's largest single-year economic output, just before the COVID-19 pandemic sent the economy into a recession in early 2020. The Lehigh Valley's private-sector economic output in 2019 increased 5.7% over 2018 and outpaced Pennsylvania's 4% growth. The region continues to benefit from a particularly strong and robust manufacturing sector.

"The Lehigh Valley continued its incredible renaissance with strength and balance across diverse economic sectors," said LVEDC President & CEO Don Cunningham. "While 2020's numbers will reflect the effect of the COVID-19 pandemic, the overall balance of the Lehigh Valley economy remains strong and is allowing us to weather the downturn in some areas with growth in others."

**The Lehigh Valley's GDP ranks 65th out of the 384 metropolitan areas in the United States, and is larger than that of the entire states of Vermont, Wyoming, and Alaska. If the Lehigh Valley were a country, its economy would be the 91st largest in the world.**



\*The \$43.3 billion figure is for 2019, the most recent year for which measurable GDP data is available. GDP figures include only private sector output, excluding government spending. Data on the GDP of other countries comes from the International Monetary Fund.

Data comes from the U.S. Department of Commerce's Bureau of Economic Analysis (BEA). Gross domestic product (GDP) is the measurement of a country's or region's economic output. It is the total market value of all finished goods and services produced within a country's or region's borders in a given year. It includes all consumer, investment, and government spending and exports, minus the value of imports.

## Lehigh Valley GDP by Industry Sector in 2019

Industry Sector	GDP	Change from previous year
Finance, Insurance & Real Estate	\$7.8B	+\$0.2B
Manufacturing	\$7.1B	+\$0.3B
Education, Health Care, & Social Assistance	\$6.4B	+\$0.3B
Professional & Business Services	\$5.4B	+\$0.4B
Information	\$2.8B	+\$0.2B
Transportation & Warehousing	\$2.5B	+\$0.1B
Retail Trade	\$2.4B	+\$0.1B
Arts, Accommodation & Food Service	\$1.9B	+0.1B

Source: Bureau of Economic Analysis



## Coping with the COVID-19 Crisis

Total employment in the Lehigh Valley dropped from 384,800 in January 2020 to a low of 322,100 in April.  
**By the end of 2020, the total had risen to 368,300.**

The Lehigh Valley unemployment rate reached a historic high of 16.6% in April,  
**but has since dropped to 6.5% as of December.**

*Sources: U.S. Bureau of Labor Statistics, Pennsylvania Department of Labor and Industry*

Like all regions across the United States and the world, the Lehigh Valley was faced with unprecedented economic challenges as a result of the COVID-19 crisis. Employment in the region dropped faster and sharper than it did during the Great Recession, multiple businesses temporarily or permanently closed, thousands of workers were forced to work remotely, and many companies required emergency funding to keep afloat.

But the fundamentals of the Lehigh Valley economy and the unusually balanced and diversified nature of its GDP (see p. 5) allowed the region to weather the storm better than other major metropolitan areas, as well as recover more quickly. The region's balance of economic output across multiple sectors, rather than depending entirely on a single industry, meant the Lehigh Valley could endure the downturn in some areas, while experiencing growth in others.

Economic development activity continued in the Lehigh Valley despite the ongoing crisis. LVEDC continued to work on projects and expansions that had been in the pipeline, as well as fielding inquiries about potential projects for the future. Some companies also announced new construction projects or expansions to existing facilities. (See pp. 18-24).

“ Economic development interest remains strong in the Lehigh Valley, particularly in the industrial sector. Despite this unprecedented public health crisis, companies and site selectors know the fundamentals of the Lehigh Valley have not changed and are even more important than ever. - *Don Cunningham* ”





## Benefiting from the E-Commerce Boom

Thanks to its economic fundamentals like its central location and access to markets, the Lehigh Valley industrial real estate market was particularly well-positioned to weather the economic downturn caused by COVID-19. Distribution, shipping, and logistics are among the strengths of the Lehigh Valley's industrial real estate market, and those sectors are expected to continue to do particularly well when the national economy rebounds.

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The Lehigh Valley ranked in the Top 5 markets for industrial space under construction as a percentage of total industrial space (about 6%) in Q3 2020.

**It was the only Northeast market to make the Top 20.**

*Sources: CoStar, LVEDC Research*

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The Lehigh Valley has long been recognized as one of the fastest-growing e-commerce hubs in the United States, with major distribution facilities having opened in the region in recent years such as Amazon, FedEx Ground, Lulus, and Zulily. The national growth of e-commerce will only accelerate due to the coronavirus pandemic as more people become accustomed to shopping online, not only for traditional goods but also for groceries and day-to-day essentials.

The greater use of online grocery services will also lead to a higher demand for cold storage facilities, another trend which the Lehigh Valley would be well-positioned to benefit. As companies reorganize supply chains to shift away from overseas markets, more manufacturing may return to the United States. The Lehigh Valley has the capacity to benefit from this re-shoring, particularly in the medical equipment and supplies sector.

## High Proportion of Essential Jobs

The Lehigh Valley was among the top 10 metropolitan areas in the United States with the highest percentage of its workforce employed outside the home in industrial centers, health care facilities, and other parts of the economy deemed essential during the coronavirus quarantine.

More than 125,000 workers – or 38.7% of the Lehigh Valley's workforce – were in "exposed jobs" at the beginning of the COVID-19 outbreak according to *Apartment List*. Exposed jobs, such as nurses and grocery store workers, are those deemed essential to the current economy by the federal government but cannot be done from home.

Just nine of the 100 largest metropolitan areas in the United States had a larger percentage of its workforce employed in exposed jobs. Our industrial and manufacturing base, combined with health care as the region's largest employer, resulted in a much larger portion of the Lehigh Valley's workforce engaged on the front lines compared to other markets during this crisis.

## Life Sciences Sector Fights Back Against COVID-19

Life science research and manufacturing is one of the target sectors for attraction in the Lehigh Valley, and its companies have always been defined by innovation. That's why the region's life science, biological, and biomedical companies have been stepping up to the challenges created by the COVID-19 crisis, taking steps and creating products to help fight the coronavirus and other deadly diseases.



### OraSure Technologies

Just as with the HIV outbreak and the Ebola virus, OraSure Technologies is on the front lines against the coronavirus pandemic, developing a rapid test for active COVID-19 infection that could be easily used at home. The product has generated national attention, having been featured on the nationally-broadcast CBS News Sunday Morning (see p. 25).

### U.S. Specialty Formulations

This pharmaceutical manufacturing company undertook a 41,000 square-foot expansion to its Allentown facility to support its work in developing a COVID-19 vaccine. Working in partnership with VaxForm LLC, USSF sought an FDA emergency use authorization approval for a COVID-19 oral and injectable vaccine, which is expected to be released in mid-2021.

### Sharp

Sharp acquired a new 160,000 square-foot pharmaceutical packaging facility in Lower Macungie Township, continuing years of rapid expansion in the Lehigh Valley. The global packaging company has been supporting clinical trials related to COVID-19, and delivering clinical trial packaging, labeling, and distribution services for organizations developing vaccines.

### Health Networks

The Lehigh Valley Health Network and St. Luke's University Health Network were united in their missions to serve the community during the COVID-19 crisis, collaborating on their approach to visitation and other response efforts. Their unified message signaled that the systems were focused on patient care and community need in a calming and reassuring way during these unprecedented times.

The Lehigh Valley's large companies and health networks aren't the only ones responding head-on to the COVID-19 crisis. Several companies from the region's small business community have been diverting from their regular business practices to help fight the COVID-19 outbreak and other health crises.

### LifeAire Systems

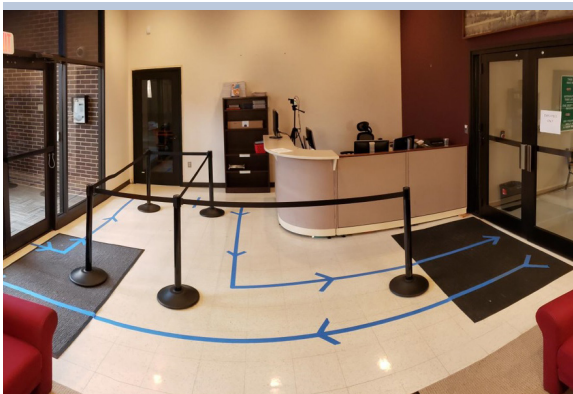
LifeAire, a Upper Macungie Township-based creator of air purification systems began making decontamination units that allow health care professionals to clean and reuse N95 masks.

### Filament Innovations & ProtoCAM

These two Lehigh Valley companies partnered to create 3D-printed protection masks and face shields for regional hospitals, nurses, and health-care teams.

### Pulse Innovations

This Wilson-based technology company developed a Thermographic Monitoring System that can scan and detect fevers as people enter a building or space.



### Polymer Contours

Polymer Contours is an Allentown-based custom plastic injection molding company that created PushSafe, single-use hygienic push pins that can be used to press elevator buttons without spreading germs.

### Saladax Biomedical

A precision medicine company based in Ben Franklin TechVentures in Bethlehem, Saladax has ramped up production of its medication in the treatment of schizophrenia.

### Distilleries

Eight Oaks Farm Distillery and other local companies temporarily converted their operations to produce hand sanitizer to help address the lack of supply for those in need.



## LVEDC Adjusts to Aid Crisis Response

LVEDC responded swiftly to the pandemic, providing critical support to the regional business community and reassigning the majority of its staff to assist with emergency financing applications. Below are a few of the organization's efforts during the crisis:

- Submitting loan applications totaling \$2.3 million in funding for small businesses through Pennsylvania's COVID-19 Working Capital Access Program
- Establishing COVID-19 resource and funding information websites at [lehighvalley.org/covid19](http://lehighvalley.org/covid19) and [lehighvalley.org/financing](http://lehighvalley.org/financing)
- Providing information about funding sources available for impacted small businesses
- Distributing business surveys about the impact of COVID-19 and mitigation efforts on the Lehigh Valley economy
- Reaching out to business community about providing supplies for health care providers
- Partnering with the Guardian Life Insurance Company of America on grants for Lehigh Valley women- and minority-owned businesses



## CARES Act Funding

LVEDC is deeply appreciative to the counties of Lehigh and Northampton. In addition to remaining the largest investors in the organization, the two counties also allocated a portion of emergency Coronavirus Aid, Relief, and Economic Security (CARES) Act funds to LVEDC in 2020.

This crucial support was critical for LVEDC's continued economic development efforts during the pandemic, and allowed the organization to continue the initiatives that helps keep the Lehigh Valley economy strong.

Lehigh County Executive Phillips Armstrong said: "When LVEDC was first formed, the vision was a regional approach so the Lehigh Valley could compete in the new global economy. That was the right decision, and our allocation of CARES funding continues that collaborative approach."

Northampton County Executive Lamont McClure said: "These funds helped LVEDC continue to operate throughout the pandemic, freeing up the organization to provide critical information and assistance to the business community, and work with companies looking to come or grow here."

## Lehigh Valley Ranked Top 5 Region in Northeast for Economic Development

Despite the economic challenges created by the COVID-19 crisis, the Lehigh Valley has once again ranked among the Top 5 regions in the Northeast for 2020 in terms of economic development projects completed, according to *Site Selection* magazine. Additionally, for a fifth consecutive year, the Lehigh Valley was ranked among the Top 10 regions nationwide with a population size between 200,000 and 1 million. These rankings are part of *Site Selection's* prestigious Governor's Cup Awards, which each year determines the best-performing metropolitan areas in the country.

### Metro Areas with Population 200,000 to 1 Million (Nationwide)

1T. Savannah	30
1T. Toledo	30
3. Baton Rouge	28
4. Greensboro-High Point	27
5. Dayton-Kettering	24
6. Greenville-Anderson	23
7T. <b>Lehigh Valley</b>	22
7T. Huntsville	22
9. Omaha-Council Bluffs	21
10T. Akron/Durham/Lexington	18

### Northeast Metro Areas (Any Population Size)

1. New York City	77
2. Pittsburgh	49
3. Boston	29
4. Philadelphia	28
5. <b>Lehigh Valley</b>	22

## LVEDC Named a Top 20 EDO in the United States

For a second consecutive year, LVEDC has been recognized as one of the Top 20 economic development organizations in the United States by *Site Selection*. LVEDC was the only economic development agency in the Northeastern United States region to receive the recognition. This distinction not only reflects economic and job creation successes from the past year, according to the magazine, but may also indicate which economies will lead the global recovery following the coronavirus pandemic.



## Made Possible in Lehigh Valley

Despite challenges created by the pandemic, the Made Possible in Lehigh Valley marketing initiative saw tremendous growth and many significant accomplishments in 2020, with even more exciting new plans in store for the months ahead.

Made Possible in Lehigh Valley is a multi-organizational campaign that highlights the region's diverse and unique assets that make it a desirable community to visit, work, learn, and live. It also seeks to enhance talent attraction and retention efforts for our region's employers, and increase opportunities for professionals within the region to connect with others.

### Growth of the Made Possible Coalition

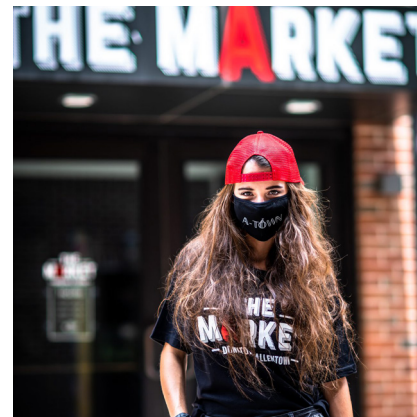
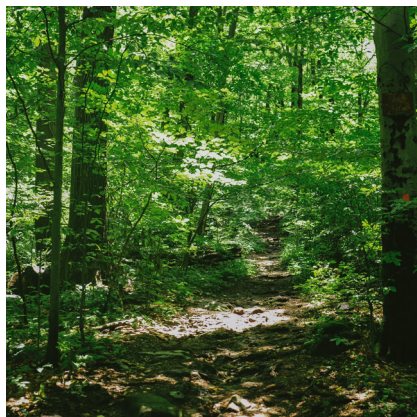
Made Possible in Lehigh Valley is too big for any one organization to successfully administer alone. The year 2020 began with the formalizing of a Made Possible alliance, an unprecedented coalition consisting of LVEDC, Discover Lehigh Valley, and the Greater Lehigh Valley Chamber of Commerce. Other partners became involved in the coalition as the year went on, such as the Greater Lehigh Valley Realtors and the Lehigh Valley International Airport.

Working together allows us to combine our strengths, draw on our expertise, and pool resources around common strategies to position the Lehigh Valley as an attractive and welcoming place for visitors, professionals, families, and companies.

"The time has come that we tell a consistent message the same way about the quality of life, the attractiveness, and the unique place that is the Lehigh Valley," Don Cunningham said during the formation of the coalition. "It's a natural alignment, because we're all here for the Lehigh Valley."

MADE POSSIBLE  
IN  
LEHIGH VALLEY

To learn more about Made Possible in Lehigh Valley, visit the initiative's website at [lehighvalleymadepossible.com](http://lehighvalleymadepossible.com) and its Instagram account at [instagram.com/lvmadepossible](https://www.instagram.com/lvmadepossible).





### Holiday Billboard Campaign

As winter approached, Made Possible launched a new billboard campaign targeting college students and young professionals returning home during the holidays. Highlighting new spots in the region and everything the Lehigh Valley has to offer, the campaign’s tagline was “The Perfect Place to Call Home. Again.”



### MPLV Guide

This summer saw the release of Made Possible in Lehigh Valley’s new 16-page guide for newcomers to the region or those who are curious to learn more about why the Lehigh Valley is a great place to live, work, visit, and learn. Available on the Made Possible website, the guide was distributed to dozens of Lehigh Valley companies for recruiting purposes.



#lvmadepossible

4,300+ tags since created the launch of Made Possible in Lehigh Valley

### ADDY Awards

Made Possible in Lehigh Valley has received two ADDY Awards from the American Advertising Federation/Greater Lehigh Valley Advertising Club. The initiative’s marketing video, created by FireRock Productions, received an award in the category of Best Internet Commercial, and the video’s voice-over script won a Best Copywriting award.



### Featured MPLV Website Story



Journalist Will Lewis had worked in various markets across the country when he was offered a position with a Lehigh Valley television station WFMZ. A Pacific Northwest native, he had never even heard of the region when he accepted the job. Now he says doesn’t imagine himself going anywhere else.

Will’s story is one of many stories on the Made Possible in Lehigh Valley website at [lehighvalleymadepossible.com/stories](http://lehighvalleymadepossible.com/stories). A few others include...

- Working for Facebook, Living in the Lehigh Valley
- Los Angeles Times Journalist Comes Home to Bethlehem for the Holidays
- Serving Up Neighborly Hospitality and Great Food in Allentown
- Homeowners Concerned About Big-City Density May Find the Perfect Answer in Lehigh Valley
- Get Connected to the Great Outdoors with THE LINK Trail Network



## LVEDC Talent Supply Initiative

The COVID-19 crisis has done nothing to change the fact that the Lehigh Valley's continued economic success depends on a workforce with the education and skills that employers value in a rapidly changing world. In fact, the pandemic has only underscored that principle as demand for talent changes and companies reposition themselves for the recovery.

That's why the work of the LVEDC Education and Talent Supply Council is more important than ever. This partnership of Lehigh Valley educational institutions, major employers, and economic development and workforce agencies is focused on creating and executing data-driven regional strategies that help the Lehigh Valley maintain a competitive workforce and talent supply.

These are just a few of the accomplishments from LVEDC's talent supply initiative over the past year.

**Lehigh Valley Hot Careers HEALTH CARE**

Education Level	Business Management, Administrative & Finance
High School or GED	Medical Receptionist & Patient Representatives & Billing & Insurance Representatives \$ - \$6
Certificate or Specialized Training	
Associate Degree	Accounting Clerks & Computer Help Desk Specialists & Administrative Assistants \$6 - \$9
Bachelor Degree	Human Resources Specialists, Accountants & Auditors, Computer Systems Analysts, Health Care Managers, Project Managers \$9 - \$30,000
Master/Doctoral/Professional Degree	Health Care Administrators \$30 - \$50,000

**Lehigh Valley Hot Careers EDUCATION & TRAINING**

Education Level	Business Management, Administrative & Finance	Professional Support Services	Teaching/Training
High School or GED	Cashiers, Workers & Janitors and Greengarden & Security & Crossing Guards \$ - \$6	Customer Workers & Mailroom Workers \$ - \$6	Library Assistants, Bookbinders, Instructors \$ - \$5
Certificate or Specialized Training	Administrative & Reception Clerks, Police Officers \$6 - \$9		Paralegal Trainers, Vocational Education Teacher \$5 - \$9
Associate Degree	Accounting Clerks & Administrative Assistants, Computer Help Desk Specialists \$9 - \$15		Teacher Assistants \$9 - \$15
Bachelor Degree	Accountants & Auditors, Administrative Managers, Computer Help Desk Specialists \$15 - \$30,000	Human Resources Specialists, Registered Nurses & Case Managers, Training & Development Specialists \$15 - \$30,000	School Teachers & Elementary School, Middle School, High School \$15 - \$30,000
Master/Doctoral/Professional Degree	College Administrators, Finance Managers, School Administrators \$30,000 - \$50,000	Consultants, Speech Pathologists \$30 - \$50,000	College Professors, Counselors & Instruction Directors, Library Directors \$5 - \$50,000

**ANNUAL SALARY RANGES**

\$	\$20,000 - \$30,000
\$5	\$30,000 - \$50,000
\$10	\$50,000 - \$75,000
\$15	\$75,000 - \$100,000
\$20	\$100,000 - \$150,000
\$25	More than \$150,000

## Lehigh Valley Hot Careers Guide

Developed in collaboration with education and business partners from throughout the region, LVEDC released its second edition of the Lehigh Valley Hot Careers Guide, which covers essential information from major job sectors in the Lehigh Valley economy. The 12-page guide provides a clear visual representation of career opportunities and provides a basis for meaningful career exploration based on individual interests.

The occupations listed are among the most commonly sought by Lehigh Valley employers. The job sectors include advanced manufacturing; architecture & construction; business services; education & training; government, law & public safety; health care; hospitality & tourism; and transportation, distribution & logistics.

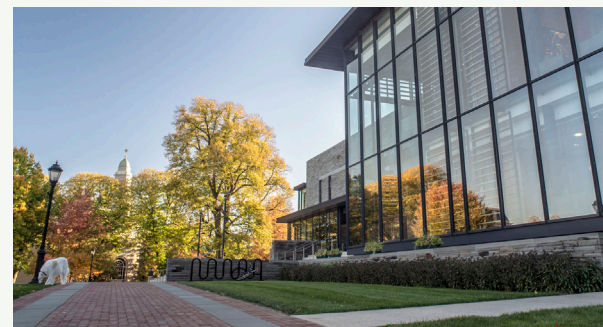
“ This guide will provide schools, students, prospective employees, and the community with crucial information about opportunities in the Lehigh Valley's most in-demand careers, while also providing information for people from outside the area who might be considering the Lehigh Valley.

- Karianne Gelinus, Vice President of Business Development and Talent Supply

## Alumni Survey

LVEDC partnered with the Lehigh Valley's colleges and universities on an alumni survey that will gauge perceptions of the region, explore alumni's priorities related to careers and location preference, and help direct LVEDC's marketing efforts to attract a strong workforce to the Lehigh Valley.

The colleges and universities of Lehigh Valley are working with LVEDC to distribute a survey to develop a greater understanding of the priorities and opinions of alumni who attended institutions in the region, including whether they have a favorable view of the Lehigh Valley and how they evaluate the region's career opportunities and quality-of-life offerings. Survey results will be available in 2021.



“

The workforce market remains strong in the Lehigh Valley. Although the COVID-19 crisis was devastating for the hotel, restaurant, arts, and entertainment sectors, we saw continued growth in e-commerce and essential manufacturing jobs. The work of the Workforce Board Lehigh Valley in training and preparing workers for job opportunities in different fields is more important than ever as workers consider new career paths because of economic shifts caused by the pandemic.

”

- Nancy Dischinat, Executive Director of Workforce Board Lehigh Valley

## Virtual Internship Summit

Limits on social interactions due to the COVID-19 pandemic have further complicated employers' ability to create effective internships that connect them with the new talent they need for sustainable business success. To help employers navigate these unusual challenges, LVEDC hosted a virtual Lehigh Valley Internship Summit, and released a new Lehigh Valley Internship Toolkit.

## Career Ready PA

In November 2020, LVEDC was invited to speak during a virtual meeting of Career Ready PA, a statewide coalition of education and workforce champions formed by the Pennsylvania Department of Education. The discussion focused on the Lehigh Valley's talent initiatives, with LVEDC considered as a best practice in advancing career pathways and building a strong regional workforce.



## Executive Video Interview Series

Over an 18-month span in 2019 and 2020, more than a dozen new executives were named to run major companies or institutions in the Lehigh Valley, the highest amount of large employer leadership changeover the region has seen in decades. Unfortunately, the COVID-19 crisis made it impossible for these new leaders to meet the community at in-person gatherings and networking events.

In response, LVEDC hosted a series of video interviews with some of these executives, hosted by Don Cunningham and released online via LVEDC's website, YouTube channel, and social media networks. These 30-minute, one-on-one interviews touched upon the executives' backgrounds, their thoughts on leadership, the companies they lead, and doing business in the Lehigh Valley. The combined videos received about 5,000 views.



### Interviews included:

**Arthur Dorn**  
*Lehigh Valley Market President*

**Travis Rhodes**  
*Regional President Delaware Valley/  
Lehigh Valley Region*  
BB&T, now Truist

**Jean-Claude Dubacher**  
*Chairman & CEO*  
B. Braun Medical Inc. (US)

**Korey Kohl**  
*President*  
Follett

**Kevin Orfan**  
*President*  
Sharp Packaging U.S.

**Todd Shamash**  
*President & CEO*  
Capital BlueCross

**Vincent Sorgi**  
*CEO*  
PPL Corp.

**Matthew Sorrentino**  
*CEO*  
HNL Lab Medicine

**Michael Spigel**  
*President & CEO*  
Good Shepherd Rehabilitation Network

**Pat Turner**  
*President (North  
America Region)*  
FLSmidth

**Rich Wuerthele**  
*President & CEO*  
Crayola



Each of these videos can be viewed on the LVEDC's YouTube channel at [youtube.com/lvedc](https://youtube.com/lvedc) or blog at [lehighvalley.org/blog](https://lehighvalley.org/blog)



*Photo credit: Dave Meyers*



# Lehigh Valley Economic Development Projects

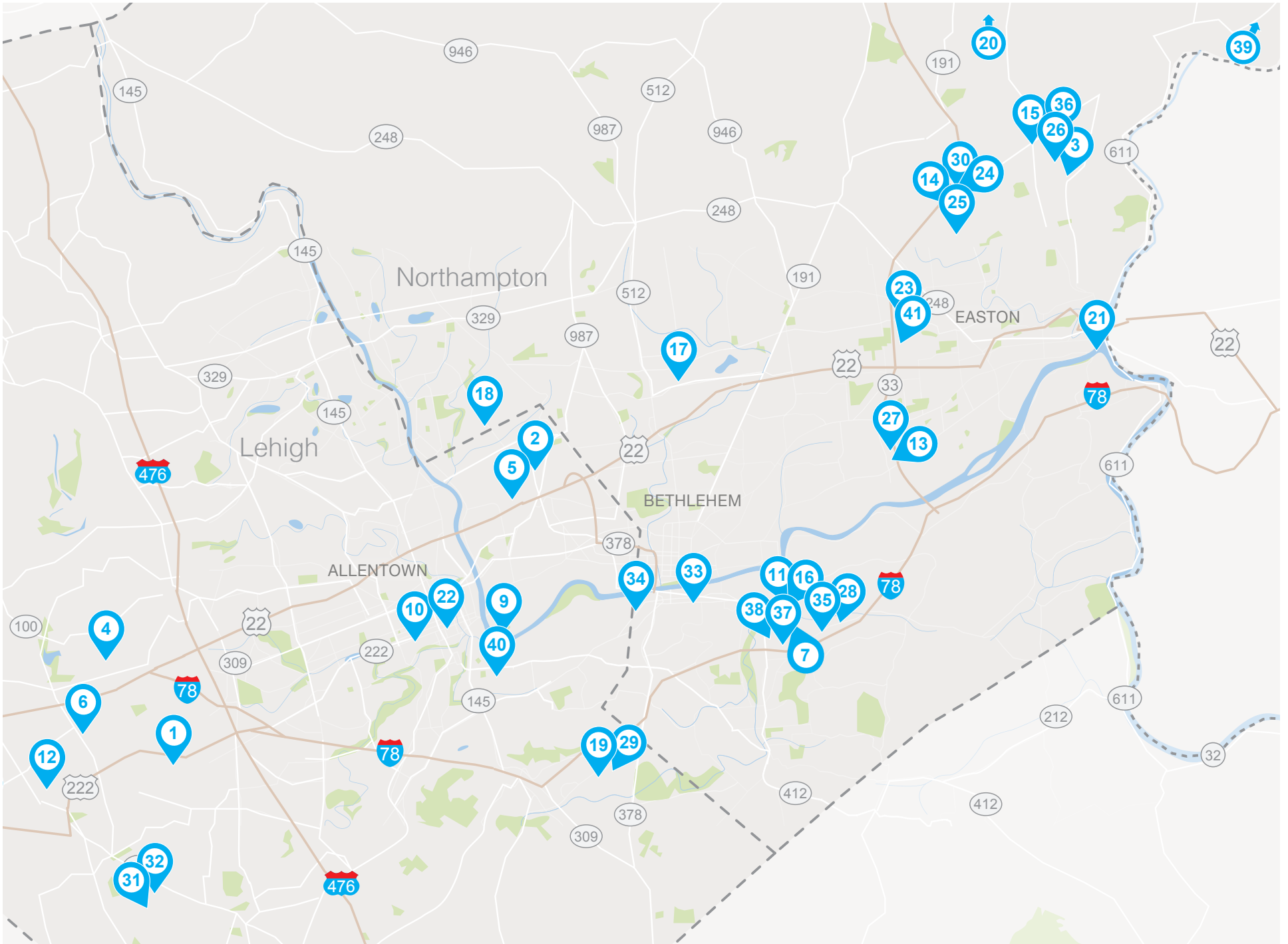
Company Name	Municipality	Product	New or Expansion	Type	Stage	Investment (\$ Million)	Sq Ft (x1,000)	Jobs Created or Retained
1 <b>Air Products</b>	Upper Macungie Twp	Industrial gases	New	Headquarters	Construction	\$400	526	2,000
2 <b>Allegiant Air</b>	Hanover Twp	Passenger air transportation	New	Office	Completed	\$50	94	66
3 <b>AP Deauville</b>	Forks Twp	Toilet preparation manufacturing	New	Manufacturing	Announced	\$17	180	105
4 <b>ATAS International</b>	Upper Macungie Twp	Sheet metal work manufacturing	New	Manufacturing	Construction	\$30	496	50
5 <b>B Braun of America</b>	Hanover Twp	Medical equipment manufacturing	Expansion	Manufacturing	Construction		192	250
6 <b>Barry Isett &amp; Associates</b>	Upper Macungie Twp	Architectural and engineering services	New	Headquarters	Announced		21	20
7 <b>Bowery Farming</b>	Bethlehem	Grocery and related products merchant wholesaler	New	Manufacturing	Announced	\$30	150	70
8 <b>Buckeye Partners</b>	Lower Macungie Twp	Oil & gas transportation and storage	Expansion	Office	Construction	over \$1	73	200
9 <b>Burnt Offerings</b>	Allentown	Day care training/services for adults with intellectual disabilities	New	Headquarters	Construction	\$2	11	100
10 <b>Capital BlueCross</b>	Allentown	Health and medical insurance carrier	Expansion	Office	Construction	\$4	42	20
11 <b>Eco-Tech Marine</b>	Bethlehem	Measuring, dispensing and other pumping equipment manufacturing	New	Manufacturing	Announced	\$2	88	20
12 <b>FedEx Ground</b>	Upper Macungie Twp	General freight trucking, long-distance	New	Distribution	Announced		970	1,300
13 <b>Flexicon</b>	Bethlehem Twp	Material handling equipment manufacturing	Expansion	Manufacturing	Completed		50	150
14 <b>Fluortek</b>	Palmer Twp	Health care products manufacturing	Expansion	Manufacturing	Completed	\$11	20	25
15 <b>Follett</b>	Forks Twp	Food product machinery manufacturing	Expansion	Manufacturing	Construction	\$12	90	100
16 <b>Forward Air</b>	Bethlehem	Freight transportation arrangement	New	Distribution	Announced		38	10
17 <b>Freshpet</b>	Hanover Twp	Pet food manufacturing	Expansion	Manufacturing	Construction	\$85	90	100
18 <b>Geodis</b>	Allen Twp	Logistics services	New	Distribution	Completed	\$5	1,032	100
19 <b>Good Shepherd Rehabilitation Network</b>	Upper Saucon Twp	Hospital	New	Office	Announced		123	
20 <b>Greater Valley YMCA</b>	Pen Argyl	Civic and social organization	Expansion	Office	Construction	\$6	30	
21 <b>Hearst Publishing</b>	Easton	Publishing	New	Office	Announced		20	75



Company Name	Municipality	Product	New or Expansion	Type	Stage	Investment (\$ Million)	Sq Ft (x1,000)	Jobs Created or Retained
22 Iota Communications	Allentown	Wired communications carrier	New	Office	Completed	\$0.9	7	10
23 Lehigh Valley Hospital-Hecktown Oaks	Lower Nazareth Twp	Hospital	New	Office	Construction		297	
24 Martin Guitar	Tatamy	Musical equipment manufacturing	New	Distribution	Announced		200	25
25 MCS Industries	Easton	Housewares manufacturing	Expansion	Distribution	Construction		250	40
26 Norac USA	Forks Twp	Bakeries	Expansion	Manufacturing	Announced	\$25.0	79	62
27 OraSure Technologies	Bethlehem	In-vitro diagnostic substance manufacturing	Expansion	Manufacturing	Completed	\$8	50	410
28 Pando International	Bethlehem	Plastics and rubber products manufacturing	Expansion	Manufacturing	Announced		177	
29 Penn State Lehigh Valley	Upper Saucon Twp	Colleges and universities	Expansion	Office	Construction	\$14	20	
30 Scholastic Inc.	Palmer Twp	Publishing	New	Distribution	Completed		197	200
31 Sharp Packaging	Lower Macungie Twp	Pharmaceutical packaging manufacturing	Expansion	Manufacturing	Completed		158	100
32 Silgan Containers	Lower Macungie Twp	Metal can manufacturing	Expansion	Manufacturing	Completed	\$15	270	29
33 Soltech Solutions	Bethlehem	Residential electric lighting fixture manufacturing	Expansion	Manufacturing	Completed		2	
34 St. Luke's University Health Network	Upper Saucon Twp	Hospital	New	Office	Construction		38	
35 Suncup Juice	Bethlehem	Soft drink manufacturing	New	Manufacturing	Completed		180	100
36 TSW Alloy Wheel	Forks Twp	Motor vehicle supplies and parts wholesaler	New	Distribution	Announced	\$14	60	
37 TwinMed	Bethlehem	Medical, dental, and hospital equipment and supplies merchant wholesaler	New	Distribution	Completed		190	30
38 UGI Energy Services	Bethlehem	Liquified natural gas storage	New	Distribution	Completed	\$60		
39 Ultra-Poly	Portland	Plastics material and resin manufacturing	Expansion	Manufacturing	Construction		154	164
40 US Specialty Formulations	Allentown	Pharmaceutical preparation manufacturing	Expansion	Manufacturing	Announced	\$5	40	97
41 Victaulic	Lower Nazareth Twp	Metal valve and pipe fitting manufacturing	Expansion	Manufacturing	Construction		400	50
						<b>Total</b>	<b>7.1 million SF</b>	<b>6,078</b>

\*For privacy reasons, some companies declined to provide data for its development project. These job figures are projections.





## Featured Economic Development Projects

The next several pages highlight some of the Lehigh Valley's major business attraction and expansion projects from 2020. For other major projects from the region's life sciences sector, see p. 8.



### A.P. Deauville

One of the nation's leading marketers and manufacturers of men's personal care products, A.P. Deauville announced in July that it would relocate its manufacturing operations from New Jersey to the Lehigh Valley, creating a new Forks Township facility expected to create 105 new jobs. Purchasing a 180,000 square foot facility that will double its manufacturing capacity, A.P. Deauville officials said the Lehigh Valley's central location and proximity to markets will help them continue selling its brands to major retailers. LVEDC had been engaged with the company during its site search, providing real estate and regional information and connecting them with local and state resources and incentives to support their relocation.

### Flexicon

The industrial manufacturer Flexicon is expanding operations in the Lehigh Valley, having announced in May a new lease for additional space adjacent to its existing U.S. headquarters in Bethlehem Township. A world leader in the design and manufacturing of bulk handling equipment, Flexicon announced it would lease 50,280 square-feet in Lehigh Valley Industrial Park VI. "Our business has been growing rapidly, so we were pleased to find space that was a great fit for our needs almost right next door," said David Boger, Flexicon's Executive Vice President. This expansion project marks the second major expansion for the company since it relocated manufacturing operations to the Lehigh Valley in 2001.

“ The Northampton County Industrial Development Authority provided A.P. Deauville a \$105,000 Northampton County Job Creation Grant for its project. LVEDC provides administrative services for NCIDA. This is exactly the kind of project NCIDA exists to support: one that creates high-quality, high-paying jobs in a key target sector for the Lehigh Valley economy. ”

- Marilyn Lieberman, NCIDA Chair

## Featured Economic Development Projects



### TSW Alloy Wheels

TSW Alloy Wheels is one of the oldest aftermarket wheel companies in the world and a key player in the international automotive alloy wheels market. In November, the company announced it would be opening a new distribution facility in Forks Township, having closed on the sale of a 106,000 square-foot distribution center. The site will allow them to expand further into the Northeast market due to the Lehigh Valley's central location and access to markets. "This location will give us the ability to deliver to a massive amount of customers within 24 hours," said Terence Scheckter, CEO of TSW Alloy Wheels.



### Suncup Juice

This third-generation beverage manufacturer has opened a 180,000 square-foot juice production facility in the city of Bethlehem. Suncup Juice manufactures juice products tailored for health care, K-12 education, elderly feeding, day care, and prison facilities. LVEDC had been in communication with Suncup Juice as they were considering the Lehigh Valley for their facility, assisting with the company's site search and helping connect it with the local development community.

## Other Projects from 2020

### Allegiant Air

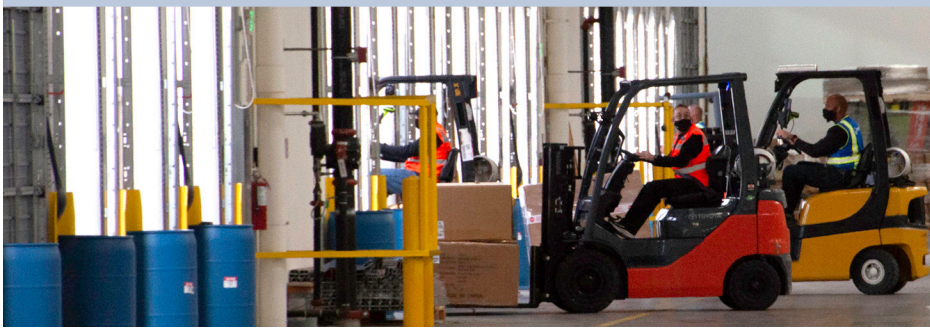
Allegiant Air formally opened its new aircraft base in the Lehigh Valley in February, providing yet another critical link for businesses seeking to come, start, and grow in the region.

### Bowery Farming

The largest vertical farming company has announced plans to open a 150,000 square-foot facility in Bethlehem, making it only the fourth vertical farm operation in the United States.

### EcoTech Marine

In March, this designer and manufacturer of high-quality aquarium equipment announced plans to lease new space in Bethlehem, a move that will help the expand its footprint in the Northeastern U.S.



### **Forward Air**

Forward Air, a leading asset-light freight and logistics company based in Tennessee, has chosen the Lehigh Valley as the location for its newest facility serving the East Coast. The company announced in November that it would be leasing 37,718 square feet of space in the Lehigh Valley Industrial Park VII in Bethlehem, creating new jobs for the region. Company officials said they chose the Lehigh Valley based upon the region's significant economic growth in recent years, as well as Forward's prior success with its less-than-truckload (LTL) business in the area using a local partner.



### **Lehigh Valley Hospital-Hecktown Oaks**

The final steel beam was placed in June in the construction of Lehigh Valley Hospital-Hecktown Oaks, the 106,000 square-foot health campus being built off Route 33 in Lower Nazareth Township. Opening in the summer of 2021, the new campus being built along Hecktown Road will include a two-story hospital, as well as a 35,000 square-foot Lehigh Valley Cancer Institute and a 61,000 square-foot medical office building. The campus will provide advanced surgical, emergency, and orthopedic care, as well as cancer services, advanced imaging, and diagnostic testing.

### **Iota Communications**

Iota, a wireless communication and data analytics software company, announced that it has relocated and consolidated its new corporate headquarters to Tower 6 in downtown Allentown.

### **Penn State Lehigh Valley**

PSU-LV held a groundbreaking ceremony in March to celebrate the campus' \$14.4 million expansion project, which will provide new STEM-related facilities.

### **SoITech Solutions**

The manufacturer of state-of-the-art LED glow lights is expanding its space in the Pi: Partnership for Innovation incubator, continuing its rapid rate of growth in the Lehigh Valley.

### **TwinMed**

This medical supply distributor announced the lease of 190,000 square feet in Bethlehem, consolidating and expanding its existing Lehigh Valley and northern New Jersey operations.





## External Coverage of the Lehigh Valley Economy

The Lehigh Valley drew national media coverage from a wide range of publications and organizations outside of the regional market in 2020. Below are just a few examples:

### The New York Times

The Lehigh Valley began and ended 2020 in the spotlight of one of the most prestigious and widely-read newspapers in the world. *Times* reporter Patricia Cohen penned a piece about the Lehigh Valley's economic transformation, which led the paper's business section on Jan. 14. At the end of the year, the *Times* highlighted the Lehigh Valley once again, including information about the region from the original story in its "Favorite Facts for 2020."



OraSure Technologies, the Bethlehem developer and manufacturer of point-of-care diagnostic tests and specimen collection devices, was featured in the cover story of the nationally-broadcast CBS News Sunday Morning television program on Dec. 6. The segment by NPR correspondent Allison Aubrey drew attention to the Lehigh Valley's thriving life sciences sector.



One of the most popular evening television news programs in the country featured the Lehigh Valley in a segment on Sept. 10 as part of the program's "Roads to Elections 2020" series. The report focused upon the upcoming presidential election, the COVID-19 pandemic, and the evolution and diversification of the Lehigh Valley economy in recent decades. LVEDC provided economic data to PBS NewsHour for the segment and helped connect them with regional companies.



President Donald Trump visited the Upper Macungie Township-based Owens & Minor to laud the medical supply wholesaler's role in the fight against COVID-19. This visit was covered by various national media outlets, including *USA Today*, *The Guardian*, NBC News, and many more. Owens & Minor has delivered millions of pieces of critical personal protective equipment to health care workers fighting against the coronavirus.

### Los Angeles Times

Rachel Schnalzer is an audience engagement editor and writer for the fifth largest newspaper in the United States by circulation. She is also a Bethlehem native, and started working from home due to the COVID-19 pandemic. She wrote about spending the holidays back in the Lehigh Valley for a story that ran in the *Times* on Dec. 22, and also spoke about it for a Made Possible in Lehigh Valley feature.



LVEDC partnered with Philadelphia-based NBC10 & Telemundo62, on a media campaign entitled "In the Name of Love," which was designed to support small businesses and highlight regional success stories during the pandemic. LVEDC and about two dozen other local business organizations participated in the initiative, showcasing stories of businesses, organizations, and neighborhoods across the collective community.





# Lehigh Valley Commercial Real Estate

Each quarter, LVEDC prepares and distributes a Lehigh Valley Commercial Real Estate Report, which provides information about the region's office, industrial, and flex markets. In lieu of a Q4 2020 report, we have included year-end outlook of the Lehigh Valley real estate climate over the next three pages.

## SNAPSHOT: INDUSTRIAL & FLEX MARKETS

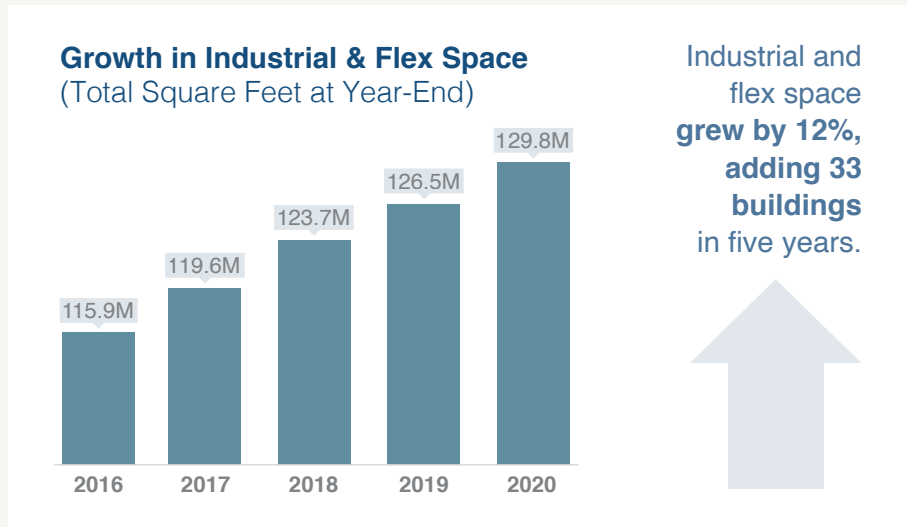
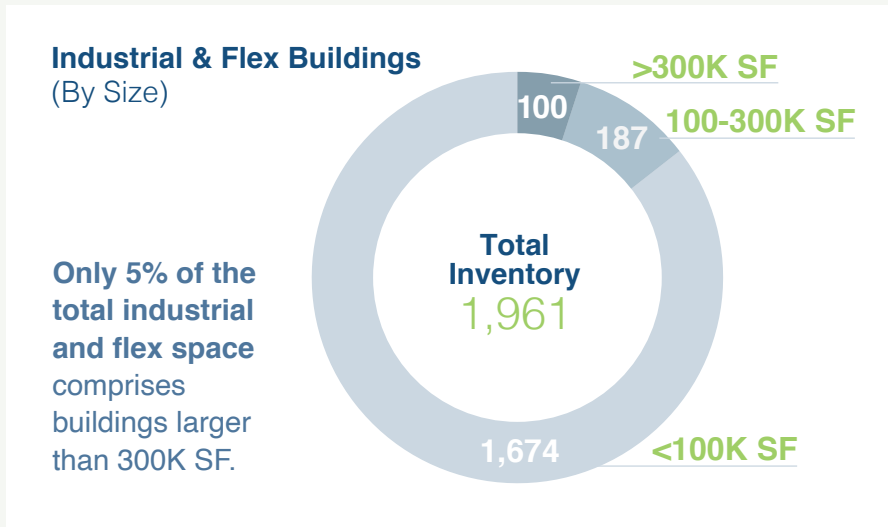
### MARKET SUMMARY

Industrial space increased by 13.9 million SF in five years.



Despite the economic downturn, the Lehigh Valley delivered **4.8% more industrial and flex space in 2020 than the previous year.**

Source: CoStar, LVEDC Research



The Lehigh Valley had more than **9 million square feet of industrial space under construction** – about 6% of total inventory – in 2020. By that measure, Lehigh Valley was among the top industrial markets in the country, behind only Nashville and Austin.

Sources: CoStar, LVEDC Research



## 2020 COMMERCIAL REAL ESTATE TRANSACTIONS

### NOTABLE SALES

PROPERTY	BUYER	SELLER	SALE PRICE	MUNICIPALITY	CLASS
8001 Industrial Blvd	LRE Allentown LLC	Bridgestone Americas Tire Operations	\$62,686,994	Upper Macungie Township	Industrial
4200 Braden Blvd.	BCI IV Logistics Center at 33	LC 33 Owner LLC	\$62,500,000	Forks Township	Industrial
2320 Newlins Mill Road	Exeter 2320 Newlins Mill LP	G&I IX Newlins Mill LLC	\$40,000,000	Palmer Township	Industrial
2100 Mack Blvd	2100 Mack LLC	Bulldog Ventures I LP	\$31,250,000	Allentown	Office
3477 Corporate Parkway	Afasau LLC	Center Valley Parkway Associates LP	\$19,650,000	Upper Saucon Township	Office
2401 Northampton St	DOC-2401 Northampton Street MOB LLC	JERC Partners XXIX LLC	\$15,775,000	Palmer Township	Office
202 Cascade Drive	Brennan Investment Group	The Magellan Group Inc.	\$13,038,107	Hanover Twp (Lehigh)	Industrial
100 Cascade Drive	Brennan Investment Group	The Magellan Group Inc.	\$12,735,394	Hanover Twp (Lehigh)	Industrial
3435 Winchester Road	Hammes Partners	3435 Winchester LP	\$12,250,000	South Whitehall Twp	Office
1621 N. Cedar Crest Blvd.	Hammes Partners	1621 Holdings LP	\$12,250,000	South Whitehall Twp	Office
1401 N. Cedar Crest Blvd.	Hammes Partners	1401 Holdings LP	\$12,239,485	South Whitehall Twp	Office
1411 Jacobsburg Road	Hammes Partners	Wind Gap Holdings LP	\$11,900,000	Plainfield Township	Office
3100 Emrick Blvd.	Hammes Partners	3100 Emrick LP	\$11,850,000	Bethlehem Township	Office
2300 Newlins Mill Rd	Blackstone Real Estate Income Trust, Inc.	Iron Mountain Incorporated	\$11,451,187	Palmer Township	Industrial

### NOTABLE LEASES

PROPERTY	SF	LANDLORD REPRESENTATIVE	TENANT	MUNICIPALITY	CLASS
951 Willowbrook Road	1,031,524	JLL	Geodis	Allen Township	Industrial
8783 Congdon Hill	816,000	Prologis	Knoll	Lower Macungie Township	Industrial
4255 North Valley Drive	812,210	JLL	United Natural Foods	North Whitehall Township	Industrial
7058 Snowdrift Road	540,000	CBRE	Allen Distribution	Upper Macungie Township	Industrial
8451 Willard Drive	530,534	Colliers	FedEx	Upper Macungie Township	Industrial
2600 Brodhead Road	528,670	Prologis	DSC Logistics	Bethlehem Township	Industrial
4240 North Valley Drive	514,784	JLL	United Natural Foods	North Whitehall Township	Industrial
2834 Schoeneck Road	270,000	JLL	Silgan Containers	Lower Macungie Township	Industrial
2251 Newlins Mill Road	233,438	Exeter Property Group	II-VI Advanced Materials	Palmer Township	Industrial
5 McFadden Road	197,181	Lee & Associates	Scholastic Inc.	Palmer Township	Industrial

Sources: Lehigh and Northampton County Real Estate Tax Records

LVEDC Research, CoStar. The above transactions took place throughout the calendar year of 2020. For a list of transactions specifically from Q4 2020, visit [lehighvalley.org/q4-2020-transactions](http://lehighvalley.org/q4-2020-transactions)



# SNAPSHOT: OFFICE MARKET

## MARKET SUMMARY

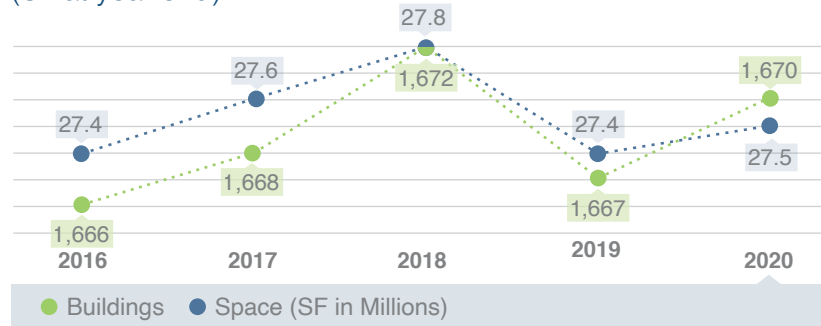
LVEDC's summary of the market includes owner-occupied and medical office space.



<b>27.5 Million</b> Total Inventory (SF)	<b>-95.9K</b> Q4 Net Absorption (SF)	<b>\$15.64</b> Average Asking Rent (SF)	<b>665.9K</b> Q4 Under Construction (SF)
<b>8.7%</b> Vacancy Rate	<b>-44.1K</b> 2020 Net Absorption (SF)	<b>-1.0%</b> YOY Rent Growth	<b>119.1K</b> 2020 Deliveries (SF)

Source: CoStar, LVEDC Research

### Office Buildings and Space (SF at year end)\*



### Rentable Office Space (excluding owner-occupied and medical offices)

(excluding owner-occupied and medical offices)

Inventory	Rent	Rent Growth	Vacancy Rate	Construction
<b>16.9 Million SF</b>	<b>\$16.06</b>	<b>0%</b>	<b>10.9%</b>	<b>0</b>

### Office Under Construction (/SF)

<b>Lehigh Valley</b>	<b>698,000</b>
Pennsylvania Suburbs	<b>687,045</b>
Philadelphia Central Business District	<b>665,000</b>
Wilmington-New Castle-Delaware	<b>60,000</b>
Southern New Jersey	<b>0</b>

The Lehigh Valley had nearly **700,000 SF of office construction underway in 2020, the most in the greater Philadelphia market.** It was primarily due to the Air Products global headquarters in Upper Macungie Township. In 2020, all office construction was for owner-occupied or medical space.

### Age of Office Buildings



Sources: CoStar, Colliers International.

Source: Colliers International.



## Brownfields Redevelopment

LVEDC is dedicated to the reuse of abandoned and underutilized commercial and industrial properties through its redevelopment program, the Lehigh Valley Land Recycling Initiative (LVLRI). LVLRI is a council focused on the redevelopment of brownfields by assisting with environmental assessment and remediation work, as well as other areas.

### Hazardous Assessment Grant

LVEDC was the recipient of a \$500,000 Hazardous Assessment Grant from the U.S. Environmental Protection Agency (EPA) in 2015 to support redevelopment efforts in the Lehigh Valley. The grant, which closed in 2020, ultimately supported 24 environmental site assessments and two cleanup and redevelopment plans. A few of the projects supported by this funding include:



- Former FL Smidth site in Catasauqua: Along with funding from a separate 2010 grant, LVLRI assisted with Phase I & Phase II site assessments and cleanup planning, which led the way to the start of construction on a new municipal building.
- 1021 W. Turner Street in Allentown: LVLRI provided a Phase I site assessment at the building, which Artefact Inc. plans to convert into live-work units.
- Klein Building in Allentown: A Phase I site assessment and cleanup planning was conducted at Front and Hamilton streets in Allentown, which has been redeveloped into a classic car garage and restoration facility, and apartment units.
- 513 Clewell Street in Fountain Hill: LVLRI provided a Phase I site assessment for this building. The high-end cabinet maker Campbell and Strasser moved into the space.
- 7 Emery Street in Bethlehem: Vastex International, Inc., a manufacturer of screen-printing equipment, broke ground in 2017 on a facility at this building, where a Phase I site assessment was conducted.
- Easton Iron and Metal: Phase I & Phase II site assessments and cleanup planning was conducted at this site, where there are plans to build a Karl Stirner Arts Trail expansion and possible mixed-use development.

### Pennsylvania Recognizes the Lehigh Valley as a Model for Redevelopment

The LVLRI redevelopment program was on display at the state of Pennsylvania's biggest and most prestigious conference about environmental revitalization and the development of brownfields in early 2020. Before the effects of the COVID-19 crisis reached the state, nearly 400 professionals in the redevelopment realm gathered for the Pennsylvania Brownfields Conference in State College, Pa. to network, celebrate the field's successes, and discuss best practices. Andrew Kleiner, LVEDC's Director of Business and Community Outreach, spoke about the program, redevelopment projects in the Lehigh Valley, and the future of redevelopment.

## Virtual Events in 2020

In addition to its online internship summit (see p. 15) and executive interview series (see p. 16), LVEDC hosted several virtual events in 2020.



### Congressional Forum

LVEDC hosted a congressional forum with U.S. Rep. Susan Wild and her challenger Lisa Scheller in advance of the November election to decide who would represent Pennsylvania's 7th district in Congress. The one-hour forum about regional economic development was held at the ArtsQuest Center at SteelStacks in Bethlehem before a limited in-person audience due to COVID-19 restrictions, and broadcast live in its entirety on LVEDC's Facebook page.

### Sharing Best Practices

LVEDC met virtually with various organizations in 2020 to provide regional updates and share best practices in economic development and workforce attraction and retention, among other topics. In addition to meeting with Career Ready PA (see p. 15), LVEDC officials spoke with purchasing and supply management professionals at the Institute of Supply Management, and discussed how to make great site selection pitches at a Consultant Connect webinar.

*Northampton County Council photo courtesy of the county.*



### Speaking with the Community

After the coronavirus reached the Lehigh Valley, LVEDC officials spoke directly to the community about the economic effects of the pandemic. Don Cunningham participated in virtual town halls organized by State Sens. Pat Browne and Lisa Boscola, and appeared on television programs like PBS39 & WLVR's "Community Update on Coronavirus." He also met with the governing bodies of Lehigh and Northampton counties to provide updates about ongoing economic development efforts.

## LVEDC Wins IEDC Award



For a third consecutive year, LVEDC received an Excellence in Economic Development Award from the International Economic Development Council (IEDC), the world's largest and most prestigious organization serving economic developers. LVEDC won the award in recognition of its 2019 Annual Report, competing in the largest population range (500,000 or greater) against much larger regions with far more resources available to them.



*Photo was taken in October 2019*



## LVEDC's 25th Anniversary

It's been a quarter-century since LVEDC was first formed in 1995, and then, as in 2020, the Lehigh Valley was facing unique economic challenges. As most of the mills, factories, and quarries that drove the economy for a century would soon cease to exist, a coalition of the region's business community through Lehigh Valley Partnership established a new organization to take a regional approach to regional economic development. LVEDC was established as a true regional effort, public and private, and the Lehigh Valley economy has completely reinvented itself since the organization's founding.



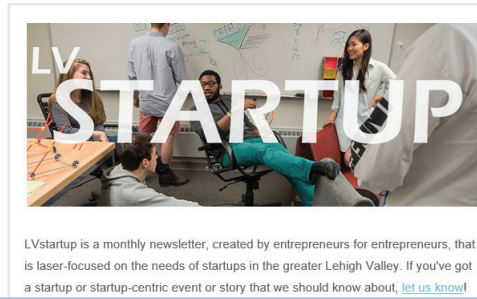
## LVEDC Publications

LVEDC distributes information and communication about Lehigh Valley economic development on a regular basis. Below are a few of those channels:



### Weekly e-newsletter

Each Tuesday, LVEDC releases a newsletter with economic development events, information, and news stories cultivated from [lehighvalley.org/blog](http://lehighvalley.org/blog)



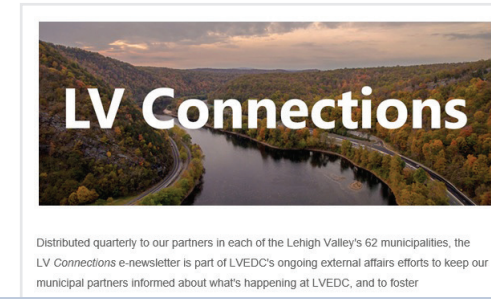
### Monthly LVstartup

Released the first Thursday of the month, LVstartup is a monthly e-newsletter about entrepreneurs and startups in the Lehigh Valley.



### Commercial Real Estate Reports

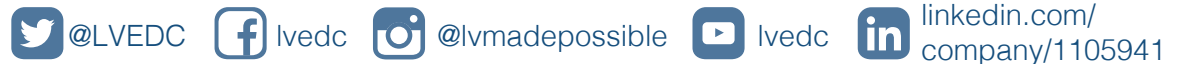
Each quarter, LVEDC prepares information about the region's office, industrial, and flex markets. (Also see pages 27-29.)



### LV Connections

This quarterly e-newsletter is distributed to government officials and staff members at each of the Lehigh Valley's 62 municipalities.

### Follow LVEDC on the following social media accounts:



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*Director*  
Economic Development Finance

**Jarrett Witt**  
*Director*  
Business Development

**Frank Alvarado**  
*Talent Supply Manager*

**Diane Milia**  
*Executive Assistant*

**Stephanie Wean**  
*Program Administrator*

Staff listing as of March 2021

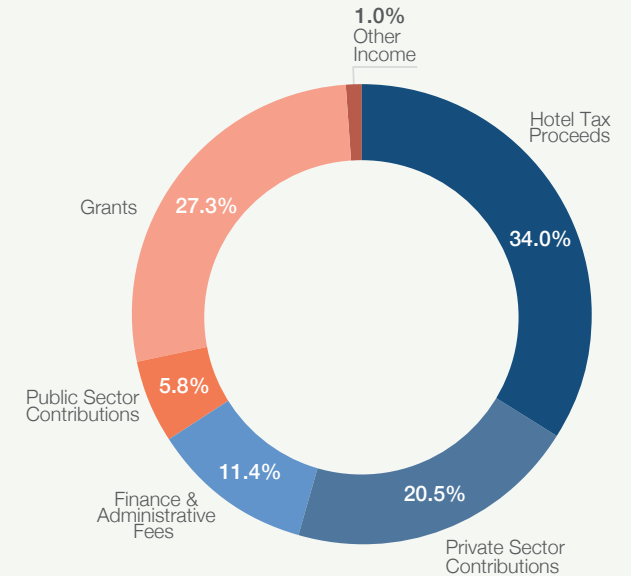




## 2020 Income & Expense\*

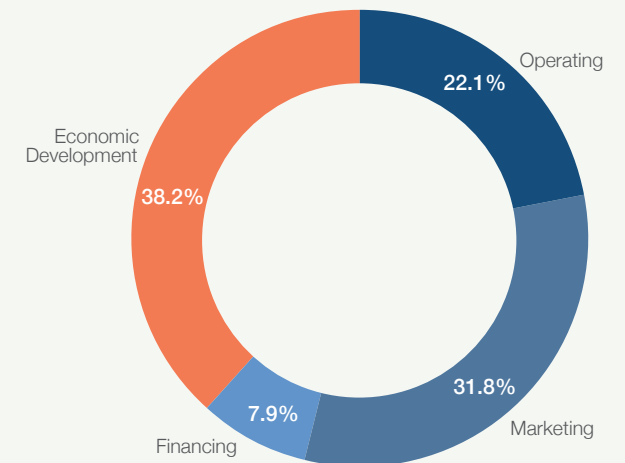
### 2020 Unaudited Revenue

Hotel Tax Proceeds	\$913,343
Private Sector Contributions	\$549,734
Finance & Administration Fees	\$304,759
Public Sector Contributions	\$155,000
Grants	\$731,650
Other Income	\$26,113
<b>Total Revenue</b>	<b>\$2,680,599</b>



### 2020 Unaudited Expense

Operating	\$560,384
Marketing	\$804,151
Financing	\$200,892
Economic Development	\$965,949
<b>Total Expense</b>	<b>\$2,531,376</b>



\*These figures do not include pass-through grant funds managed by LVEDC

## 2020 Investors



Lehigh County



Northampton County



Now Truist



Lesavoy Butz & Seitz

Freshpet

AblePay Health

Allied Personnel Services

Alvin H. Butz, Inc.

BSI Corporate Benefits

DeSales University

Embassy Bank for the  
Lehigh Valley

Feinberg Real Estate Advisors

First Commonwealth Federal  
Credit Union

Good Shepherd

Rehabilitation Network

Gross McGinley

Hospital Central Services

Iota Communications

Jaindl Land Development

JM Uliana & Associates

Lee & Associates of  
Eastern PA

Lehigh Carbon  
Community College

MKSD architects

Moravian College

New Tripoli Bank

Northampton  
Community College

Penn State University  
Lehigh Valley

Provident Bank

QNB Bank

Univest Bank

VfD Technologies

Mericle Commercial  
Real Estate Services

Life Sciences Pennsylvania

Baker Tilly

Klunk & Millan Advertising

Albarell Electric

BerkOne

Bohler Engineering

Broughal & DeVito

Buckno Lisicky & Company

Compass Point Consulting

D'Huy Engineering

EarthRes

Easton Area Industrial Land  
Development Corporation

Express Employment  
Professionals of Northampton  
County

Fedetz & Martin  
Associates PC

Hanover Township -  
Lehigh County

Hotel Bethlehem

Ironton Telephone Company

Just Born

Kelly Automotive Group

King, Spry, Herman,  
Freund & Faul

Kitchen Magic

Lehigh Career &  
Technical Institute

Lehigh Valley Industrial Park

Lehigh Valley Rail Management

Manufacturers Resource Center

Martin Guitar

Michael Baker International

Moonstone Environmental

Nacci Printing

NAI Summit

North Star Construction  
Management

O'Brien's Moving & Storage

Ott Consulting

RETTEW

RLB Accountants

SAGE Design-Build

Stevens & Lee

SVN | Imperial Realty

Terraform Engineering

Ultra-Poly Corporation

Wind Gap Electric

Worthington Energy Innovations

Berger-Epstein Associates

Gelcor Realty

Reimer Real Estate

Wacker Polymers

## 2020 Annual Report

### A Year of Resilience

#### Our Mission

The mission of the Lehigh Valley Economic Development Corporation is to market the economic assets of the Lehigh Valley and to create partnerships to lead the recruitment, growth, and retention of employers.

#### Our Vision

Our vision is of a diverse Lehigh Valley economy that provides economic growth and opportunity for people of all skills and education and strengthens all our cities, boroughs, and townships.

#### Our Priorities

- Market the economic assets of the Lehigh Valley
- Recruit companies in targeted economic sectors
- Support the growth and retention of new and existing employers
- Promote and coordinate a skilled and prepared workforce
- Provide intelligence and data on the Lehigh Valley economy
- Expand public and private LVEDC investment and build partnerships for economic growth



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