

REPORT TO BUSINESS BREAKFAST 2023





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Kalahari
RESORTS &
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ECONOMIC DEVELOPMENT

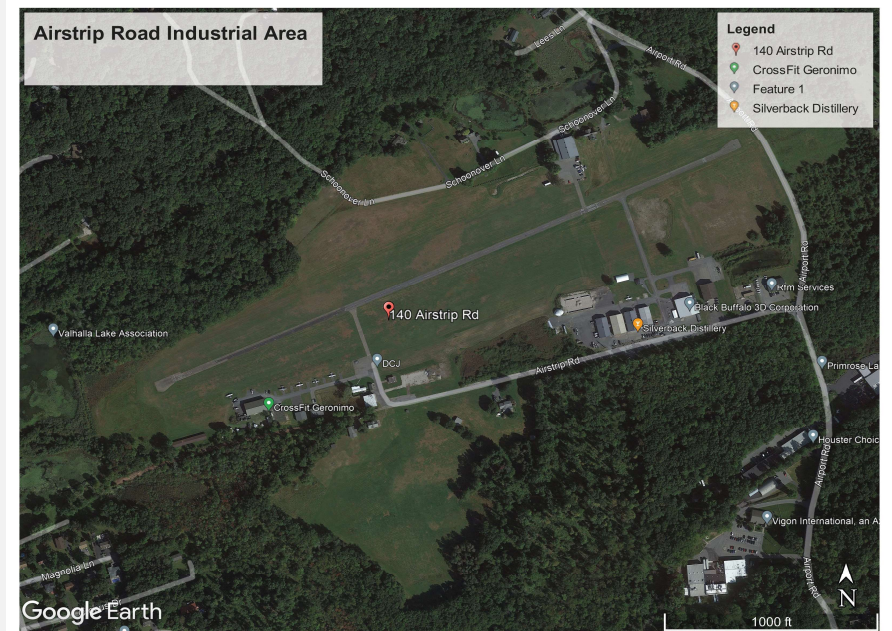
Chuck Leonard

***POCONO MOUNTAIN ECONOMIC
DEVELOPMENT CORPORATION***



New Companies

BBLA/Slater Properties on Airstrip Road East Stroudsburg, Smithfield Township • 67.5 Acres Industrial-Zoned



The Planned Hawthorne Resort Project



Year-Round

A major year-round-resort with state-of-the-art amenities



Great Location

<90 min away from major kosher communities in NY, NJ, CT & PA



Facilities

Featuring spa, kosher restaurants, indoor/outdoor pools, tennis courts, snow tubing slopes, etc. Facilities for all ages



Travel

Accommodate families looking for short getaway vacations that don't require air travel



70 Acres

Guests will have choice of elegantly appointed cabins and hotel rooms, scattered throughout 70-acre development

Hawthorne Resort Mount Pocono

Mount Pocono, Paradise Township

- Redevelopment of Shuttered Hawthorne Resort Into Kosher Resort With 100 Hotel Rooms, 144 Cabins, Restaurants, Spa, Fitness Center, and Banquet Facility

Expansions



Vigon, An Azelis Company

East Stroudsburg, Smithfield Township

130,000 SF

70-80 New Jobs Will Be Created

Great Wolf Lodge

Scotrun, Pocono Township

\$125 Million Expansion

New Room Tower, 202 Suites, An Expanded Indoor Waterpark, and a New Restaurant.

300 New Jobs Will Be Created





Smithfield Gateway

Mixed-Use Commercial Development in
Smithfield Township

St. Luke's Medical Office Building, Wawa, apartments, a hotel,
and additional industrial, office, and retail space

**Investment Of \$200+ Million, And Will Create
Approximately 300 New Jobs**



Aerial Photo Taken December 30, 2022

**Groundbreaking Held April 2022
Road Improvements On SR209 & St.
Luke's Medical Office Building**

2022 New Funding Approvals

Pipeline Investment Program Grant

Smithfield Township District Regulator Station - \$338,174

Local Share Account for Monroe County

15 Projects Approved in June 2022 - \$3,457,000

Keystone Communities Grant

Labar Village Stream Restoration - \$500,000

Economic Development & Community Development Initiatives Grant

Pocono Mountains Municipal Airport Authority - \$400,000

Redevelopment Assistance Capital Program (RACP) Grant Releases - \$14,570,624

- Monroe County Historical Association's Heritage Center Expansion Project
- Smithfield Gateway
- Hawthorne Mount Pocono Resort
- ESU Soccer Field Renovation
- LVHN Medical Office Building
- Pocono Family YMCA
- Great Wolf Lodge Expansion
- Passenger Rail Restoration
- St. Luke's Hospital-Monroe Campus

New Construction

Coming in 2023

300,000 SF Industrial Building in PMCC West
Coolbaugh Township

425,000 SF Industrial Building in PMCC East
Coolbaugh Township

1.2 Million SF Industrial Building
Mount Pocono Borough

702,000 SF Industrial Building
Pocono Township

400,000 SF Industrial Building, Former Davis Property
Coolbaugh Township

Current Trends

Monroe County's Population is 168,824 and is Projected to Increase

Unemployment Rate in October 2022 Was 4.7%. One Year Earlier, the Unemployment Rate was 6.6%.

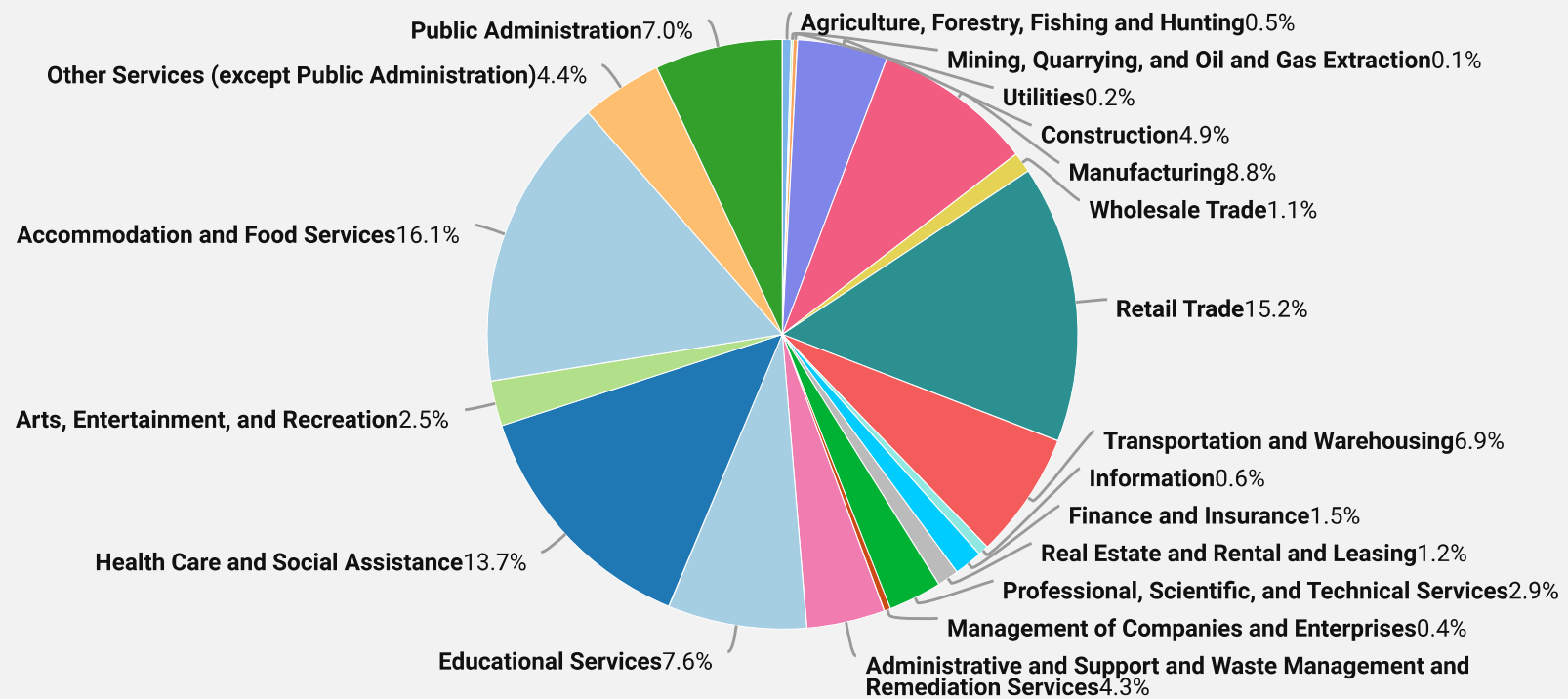
Average Annual Wages In Monroe County Increased 3.5% As Of Third Quarter 2022 Compared to the Preceding Year

Cost of Living Index for Monroe County is 1.6% Higher Than Nationwide Average

Monroe County's Gross Domestic Product (GDP) Expanded 8.3% in 2021

Monroe County Industry Sectors

Total Workers for Monroe County, Pennsylvania by Industry



Source: JobsEQ®, Data as of 2022Q3

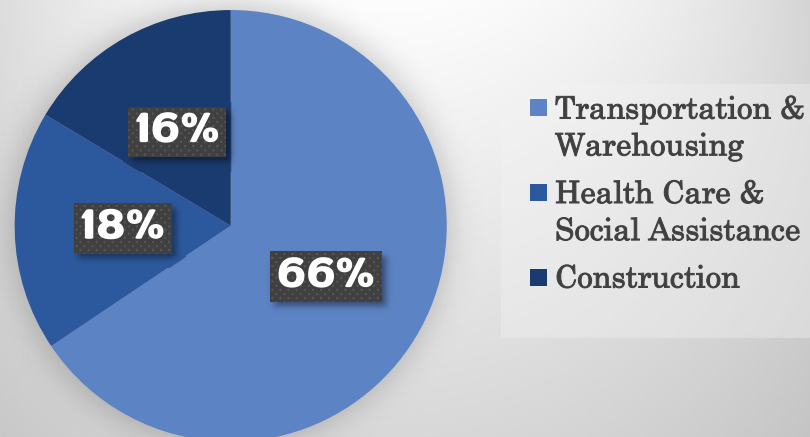
Top Industry Sectors by Number of Employees



Top Industry Sectors by Wage



Top Industry Sectors by Growth



Current Workforce Trends

Labor Force Participation Rate in Monroe County is 61%
1% Lower Than PA And 2% Lower Than the USA

Prime Age Labor Force Participation Rate (25-54) 80.7%
3.5% Lower Than PA and 2.4% Lower Than the USA

The Number of Remote Workers Increased Following the
Pandemic

An Increased Number of Retirees During and After the
Pandemic

An Increase in the Number of “Gig” Workers

A Decrease in the Number of Commuters Out of Monroe County

Monroe County Commuter Statistics

17% of the Monroe County
Workforce (Approx. 9,000)
Live in Nine Surrounding
Counties and Commute In

19% of Monroe County
Residents (Approx. 10,600)
Commute Out and Into One
of those Nine Neighboring
Counties

Nine Neighboring Counties: Luzerne, Carbon, Lehigh, Northampton, Warren, Sussex, Pike, Wayne, and Lackawanna



WORKFORCE RESOURCES

Debbie Harrison

PA CAREER LINK MONROE COUNTY

Pennsylvania
CareerLinkSM

Training Funds, Including OJT
Reimbursements, Are Available For Eligible
Job Seekers, Especially Youth

Popular Training Programs For Job Seekers
Looking To Quickly Re-enter The Workforce
Are CDL/Truck Driving And Medical

Numbers Of Job Seekers Continues To
Trend At Record Low Numbers

New Program: Skillup PA

PA's New Online Learning Platform Provides
Access To No-Cost Online Job Skills Training
To Pennsylvanians

The initiative is being led by:



Sign-Up Today: www.pacareerlink.pa.gov

SkillUp™ PA

Pennsylvania's new online learning platform

SkillUp™ PA provides access to no-cost online job skills training to Pennsylvanians. Courses are available by simply registering for a no-cost account on the PA CareerLink® website.



**No-Cost
Available 24/7
Flexible**



**Industry-recognized
credentials**
CompTIA
Cybersecurity
Project Management
Human Resources
much more!

6,000+
TRAINING MODULES

130+
INDUSTRY
RECOGNIZED
CREDENTIALS



ACCESS VARIOUS FREE
certification programs to
build your skillset & qualify
for high-paying jobs in
in-demand fields.



Courses available
Microsoft Office
QuickBooks
IT & more

A proud partner of the **americanjobcenter** network

The Governor's Office has supported the SkillUp™ PA initiative by allocating Pennsylvania state tax dollars to spearhead the implementation of this online learning portal. The Pennsylvania Department of Labor & Industry was completely funded federal dollars through the United States Department of Labor - Employment and Training Administration CARET National Dislocated Worker Grant (NDWG) totaling \$1 million. The CARET NDWG is an early industry funded operations of federal funds will be utilized for various courses and further expansion of the SkillUp™ PA initiative over a multi-year period.

Save the Date

Career Quest

Wednesday, April 12, 2023

10:00 am to 3:00 pm

Northampton Community College

Monroe Campus





HEALTHCARE SYSTEMS

Don Seiple

***ST LUKES UNIVERSITY
HEALTH NETWORK***

StLuke's 150
1872-2022

Health Care Updates

A few updates on this Winter's top health concerns ...

- Slight uptick in hospitalizations for Covid, RSV and Flu during and after the holidays.
- Covid is still prevalent in the community.
- Most pandemics either become endemic or disappear in three years.
- Respiratory Syncytial Virus (RSV)
 - Peak volumes were seen in November
 - Typically most active from October through April
- ER volumes have begun to return to pre-pandemic levels.
- Continuing to manage normally high census with seasonal spikes.

Employee Best Practices

- St. Luke's Monroe Campus started with 200 employees, and we are up to 866
- Like other industries, staffing is a challenge, but we have stabilized the workforce
- Workforce flexibility and creative recruitment



Focus on Recruitment and Retention

- Started our own Internal Agency
- School of Medicine
- School of Phlebotomy
- Northampton Community College and ESU Nursing Programs
- High School scholarships for nursing
- Continuing Education Programs

- Better Staffing Retention
- Tranquility Rooms
- Art Therapy
- Employee Celebrations
- Town Halls

Community Health in Monroe County

2022 Community Health Needs Assessment Top Priorities: Access to Care, Preventing Chronic Disease, Mental and Behavioral Health, COVID-19

Community Health Needs Assessment (CHNA): May 5, 2021,
1023 surveys completed in Monroe County, State of the
Community CHNA Findings: November 14, 2022

St. Luke's Family Medicine-Tobyhanna and The Mountain Center Partnerships: First Energy Grant at the Mountain Center to improve access to dental screenings, tobacco cessation, health education and screenings, literacy and connection to care, education and resources

Pocono Mountain School District Partnership: Food and Hygiene Pantries at Pocono Mountain School District and positive Mental Health Messaging with the Aavidum Club through Sanofi Grants

Substance Use Disorder Response: Pocono Mountains United Way and AllOne Foundation, Dispose RX, Naloxone Distribution, Safe Medication Disposal, Certified Recovery Specialist (CRS) Training, SilverCloud

Community Partnerships: St. Luke's FindHelp, Monroe County Interagency Council, Drug and Alcohol Overdose Prevention Coalition, Suicide Task Force, Community Supported Agriculture (CSA)

Career Mentoring Programs: Monroe Career Pathways Coalition, CareerLinking Academy at PMSD







TOURISM

Chris Barrett

***POCONO MOUNTAIN
VISITORS BUREAU***



**POCONO
MOUNTAINSSM**
VISITORS BUREAU

What Does Tourism Contribute to the Poconos?

Total PA Spending: \$38.7 Billion (Up 39.9%)

Total PA Visitation: 179.8 Million (Up 19%)

Poconos Visitation: 30 Million (17%)

Poconos Spending: \$3.2 Billion (12%)

38% of our Region's Labor Income

36% of our Region's Employment

Supports 32,250 Local Jobs

**Ranked First
In Both Employment
Intensity and Labor Income
as a Share of the Region's Total
Economy in 2020.**

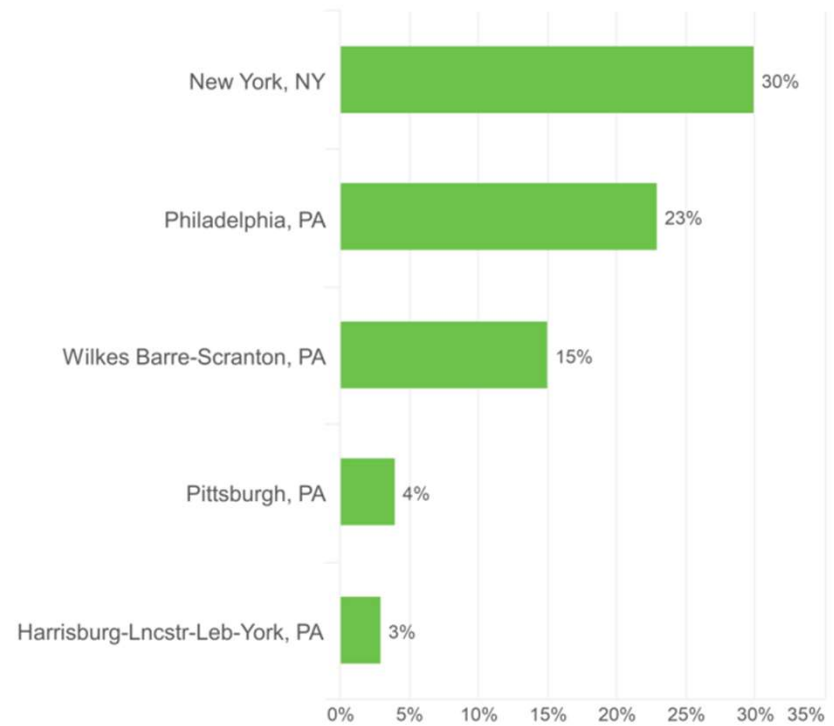
Overnight Trip Characteristics

State Origin Of Trip



Season of Trip
Total Overnight Person-Trips

DMA Origin Of Trip



Tourist Activities

Activity Groupings

Outdoor Activities



53%

U.S. Norm: 48%

Entertainment Activities



61%

U.S. Norm: 55%

Cultural Activities



23%

U.S. Norm: 29%

Sporting Activities



17%

U.S. Norm: 24%

Business Activities



10%

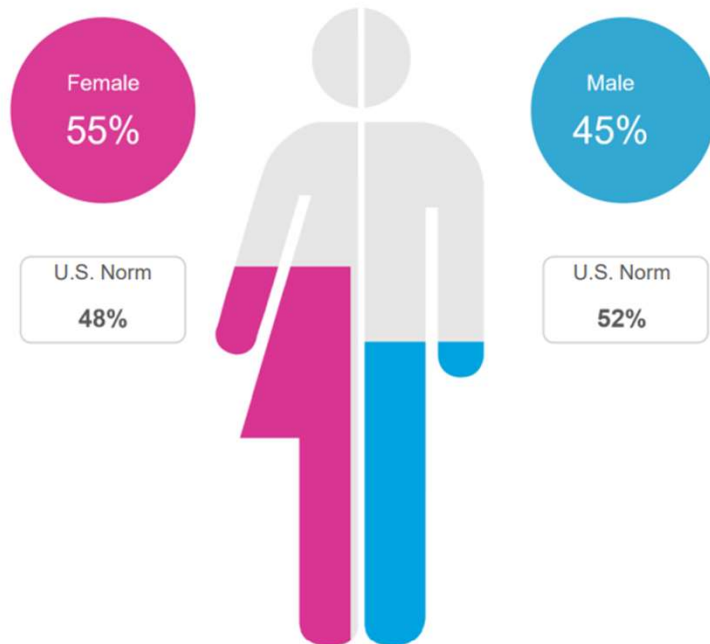
U.S. Norm: 18%

Activities and Experiences (Top 10)

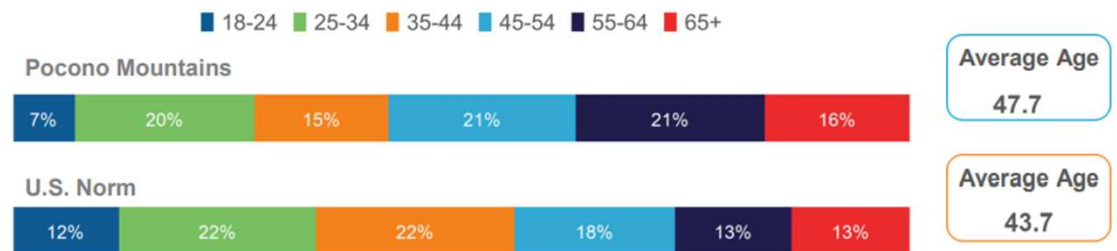
	Pocono Mountains	U.S. Norm
Shopping	28%	22%
Casino	19%	10%
Sightseeing	18%	16%
Hiking/backpacking	16%	7%
Swimming	16%	12%
Bar/nightclub	15%	11%
Landmark/historic site	14%	11%
Attending celebration	13%	13%
Fishing	13%	7%
Waterpark	11%	6%

Demographic Profile of Our Tourists

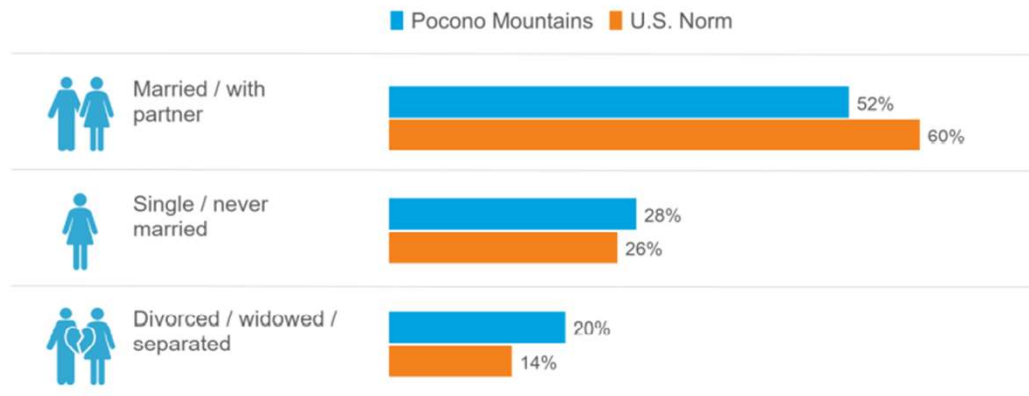
Gender



Age

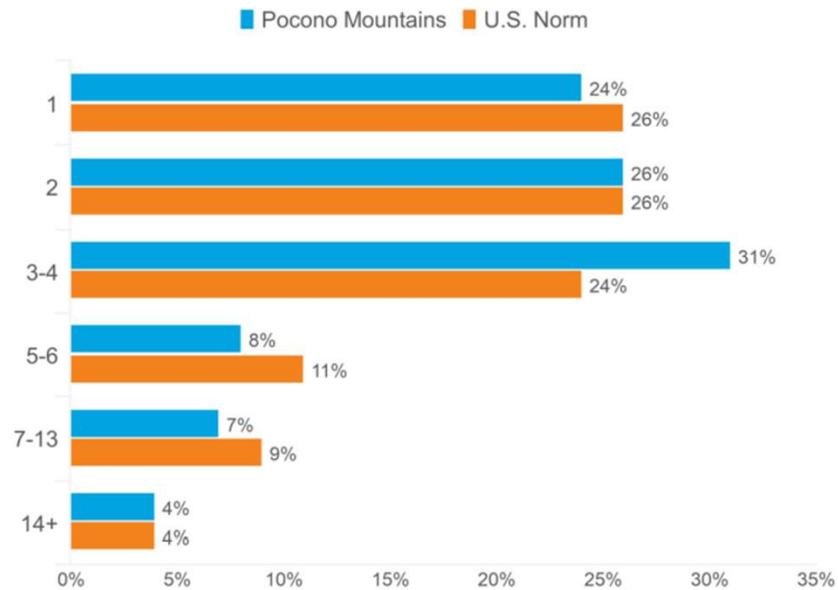


Marital Status



Trip Characteristics

Total Nights Away on Trip



Pocono Mountains

3.6

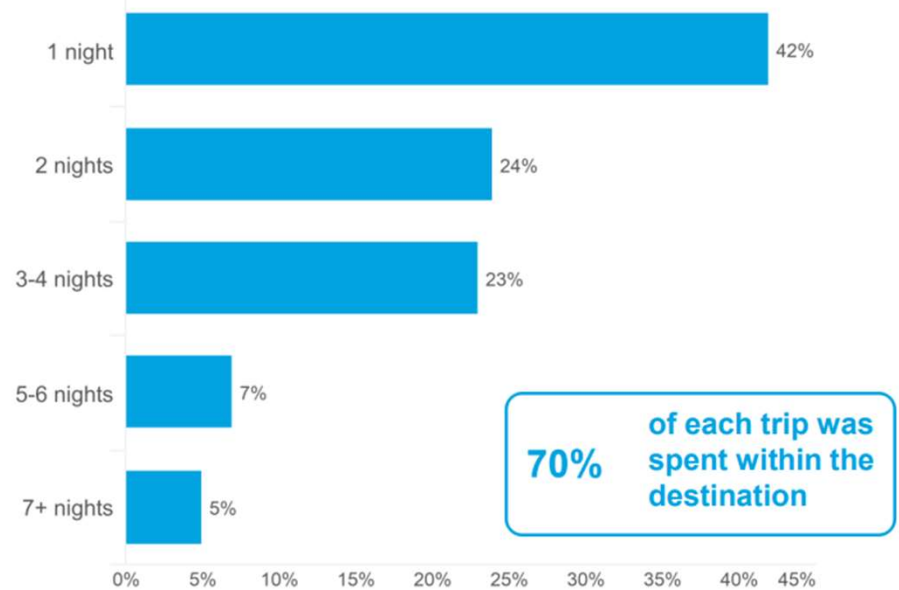
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Pocono Mountains



Average number
of nights

2.5

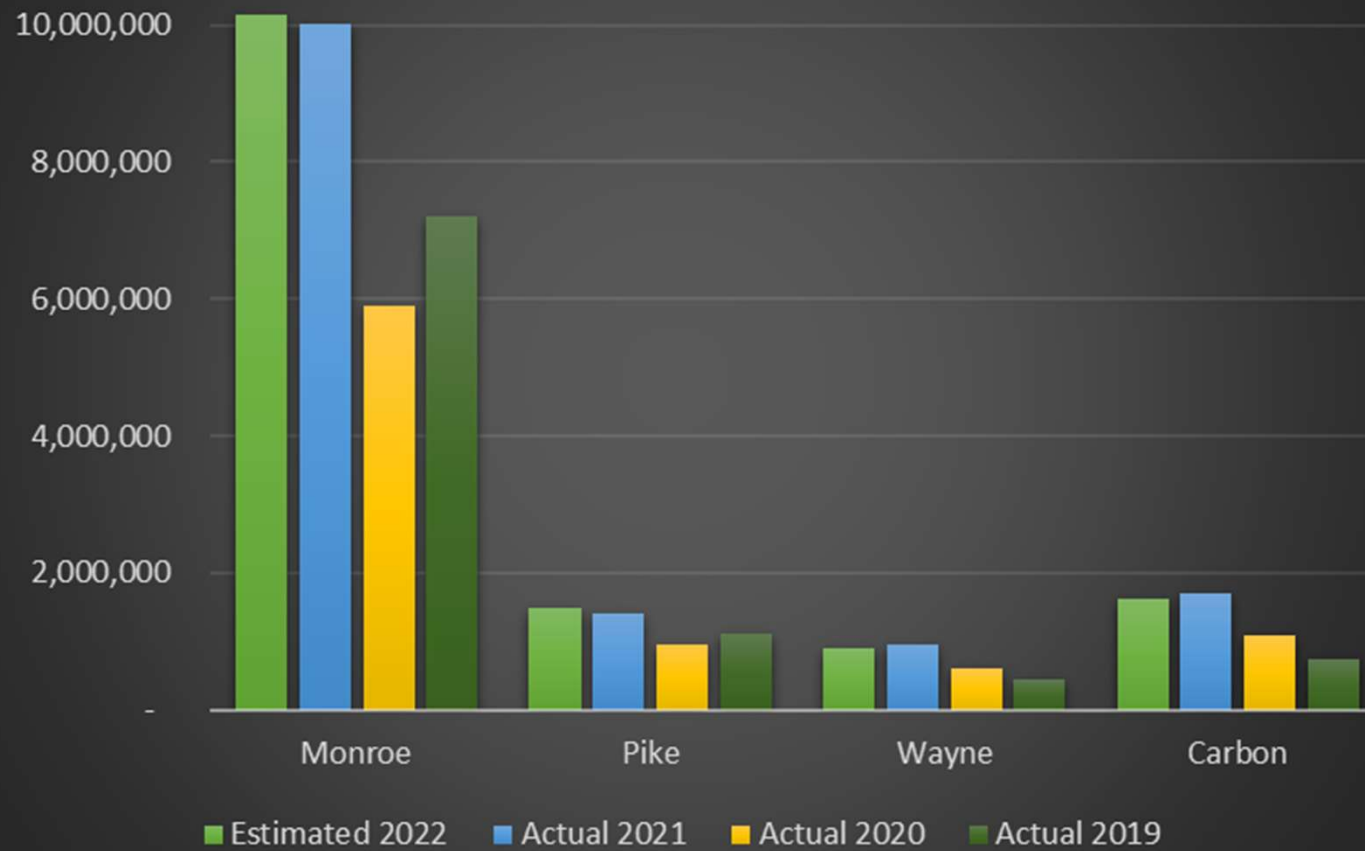
Average last
year

-

Hotel Tax Revenue
Total for Monroe, Wayne, Pike, Carbon
2017-2022



Hotel Tax Revenue



Quarterly Business Survey

Seven Questions Emailed To PMVB Members And Stakeholders

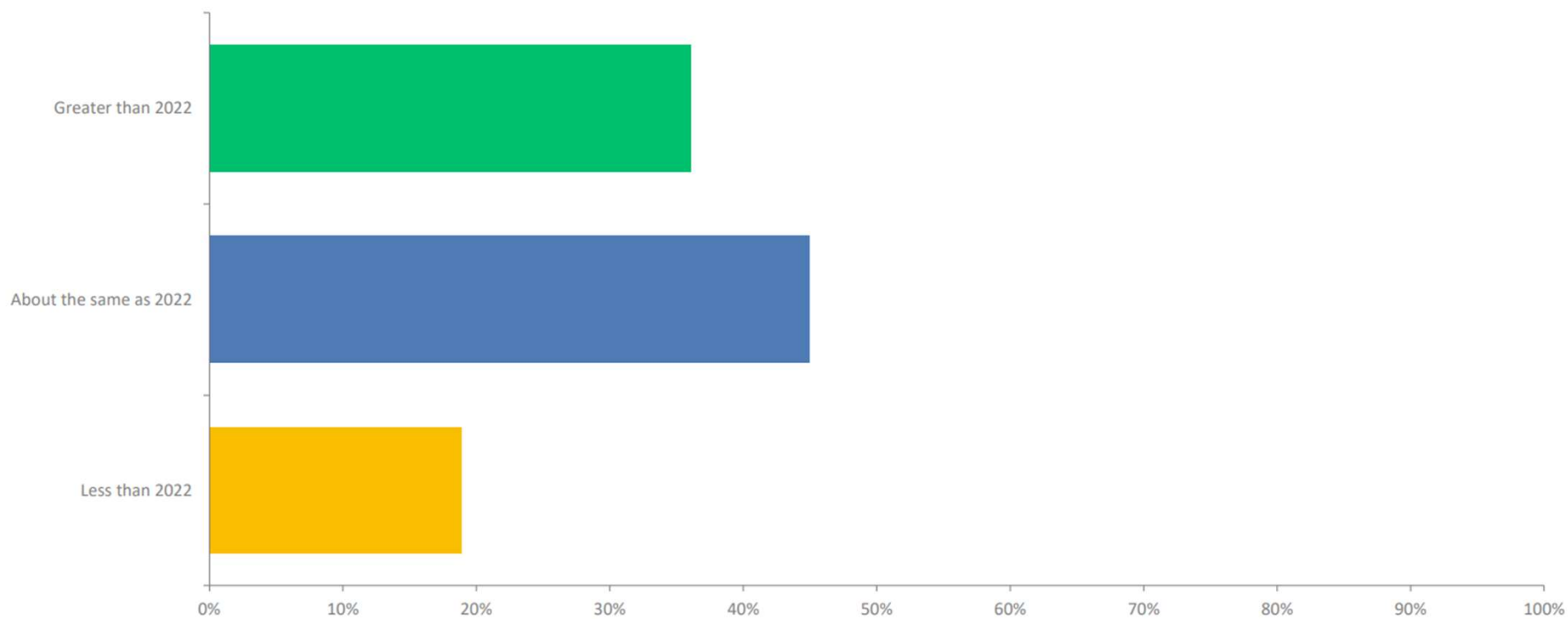
1,490 Email Addresses in our Four-County Region (Carbon, Monroe, Wayne, And Pike)

748 Emails Opened For An Open Rate Of 50.3%

Click Through: 12.31%

170 Surveys Completed

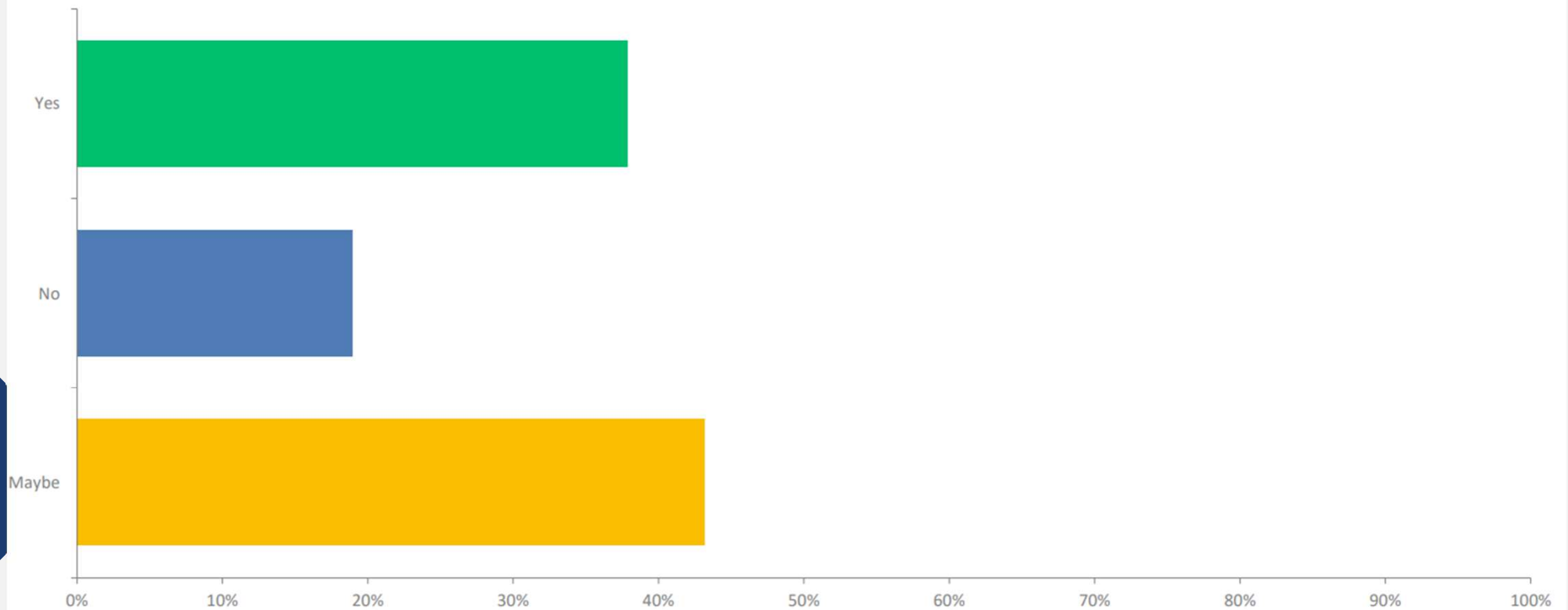
Q1: As we begin the 1st Quarter of 2023, are your projected business revenues:



As we begin the 1st quarter of 2023, are your projected revenues:

. *About the same or greater than 2022; 81.06% of the respondents*

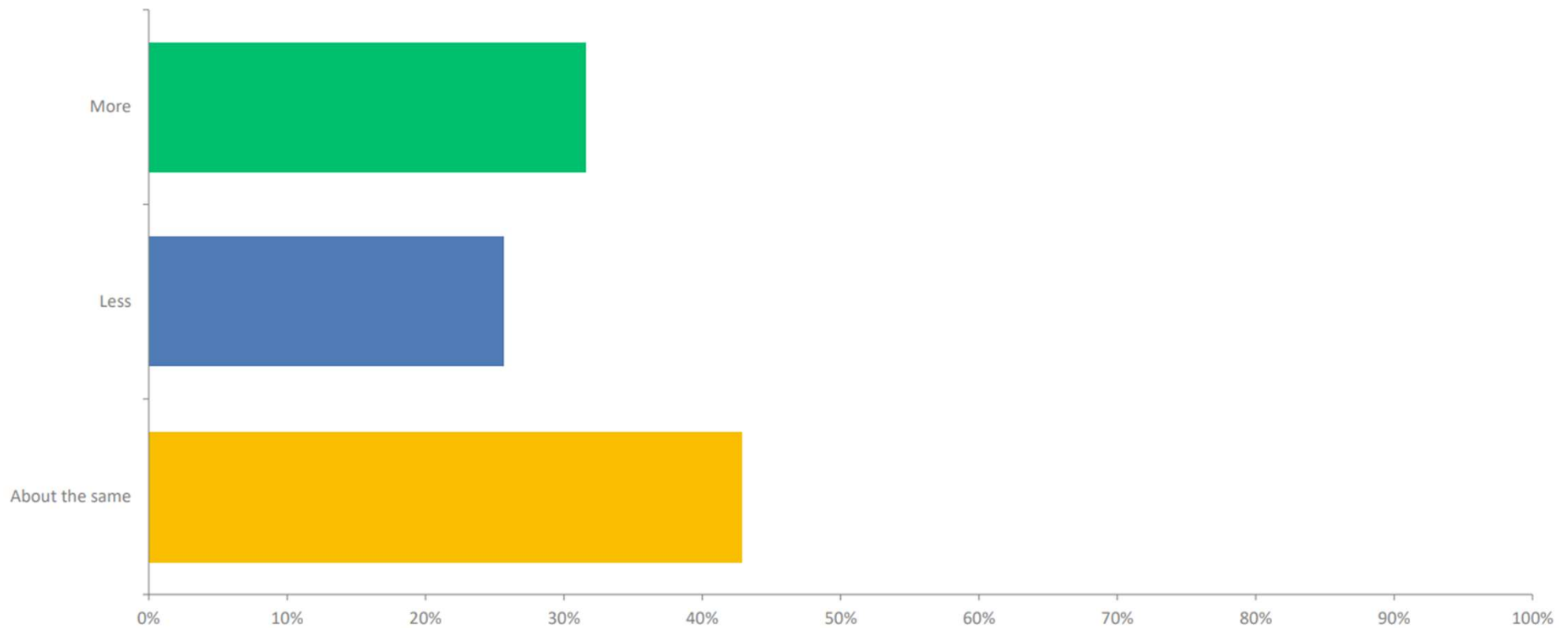
Q2: Do you expect that we will experience a recession in 2023?



Do you expect that we will
experience a recession in 2023?:

. *Maybe or Yes; 81.07% of the
respondents*

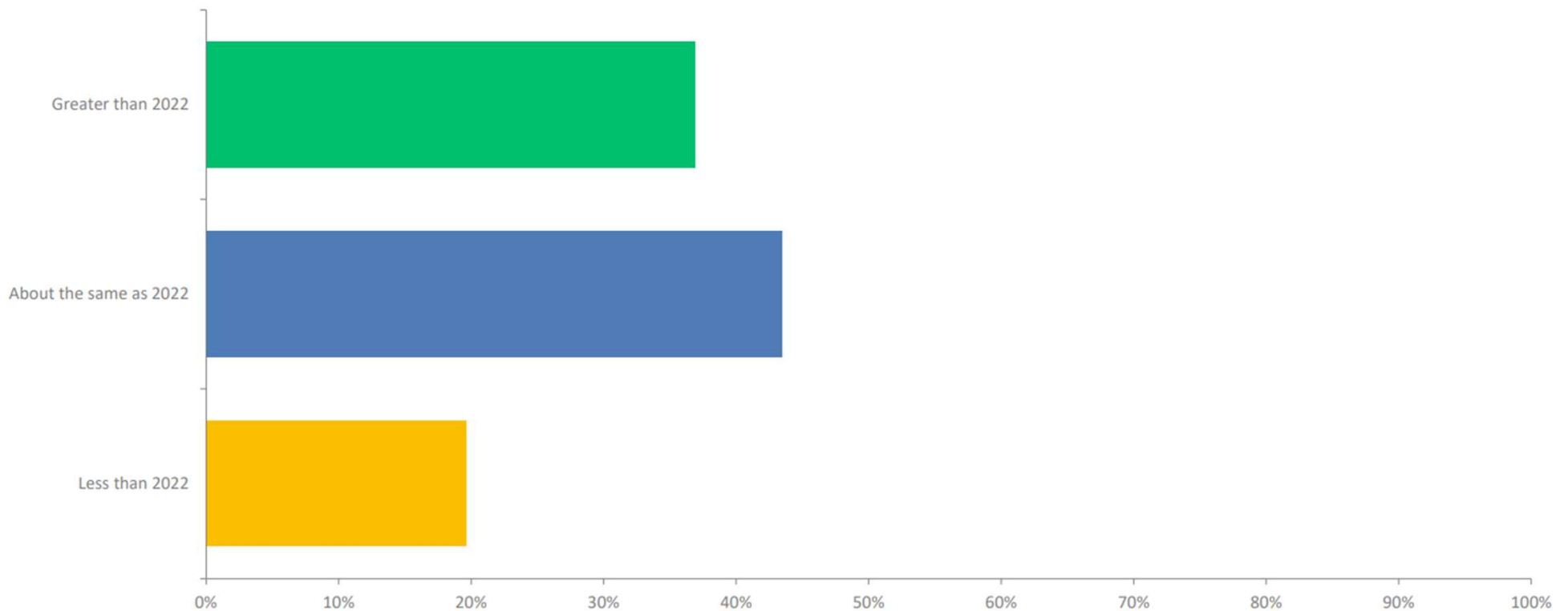
Q3: During the 4th Quarter of 2022, did your customers spend more or less on average per transaction than the previous year?



During the 4th quarter of 2022, did you customers spend more or less on an average transaction than the previous year :

. *About the same or more than 2022, 74.41% of the respondents*

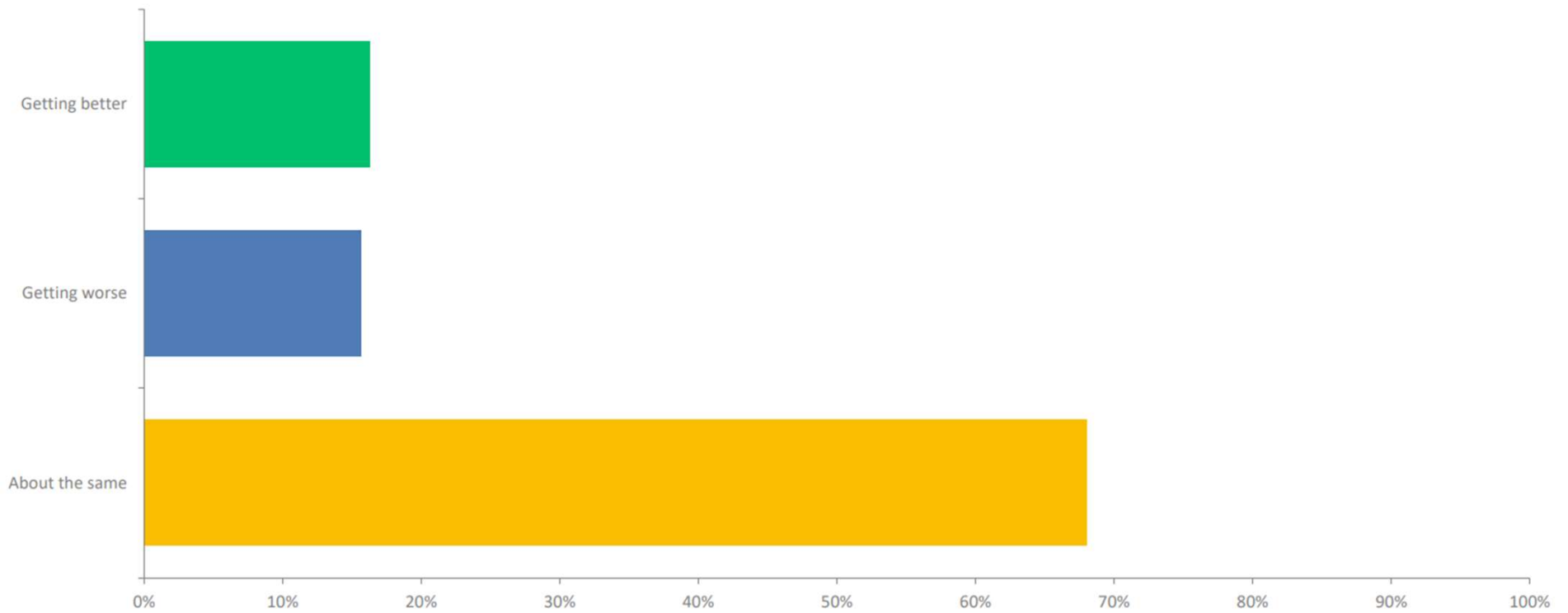
Q4: My current forecast for 2023 is that my revenues will be:



My current forecast for 2023 in that my revenues will be:

. *About the same or greater than 2022, 80.35% of the respondents*

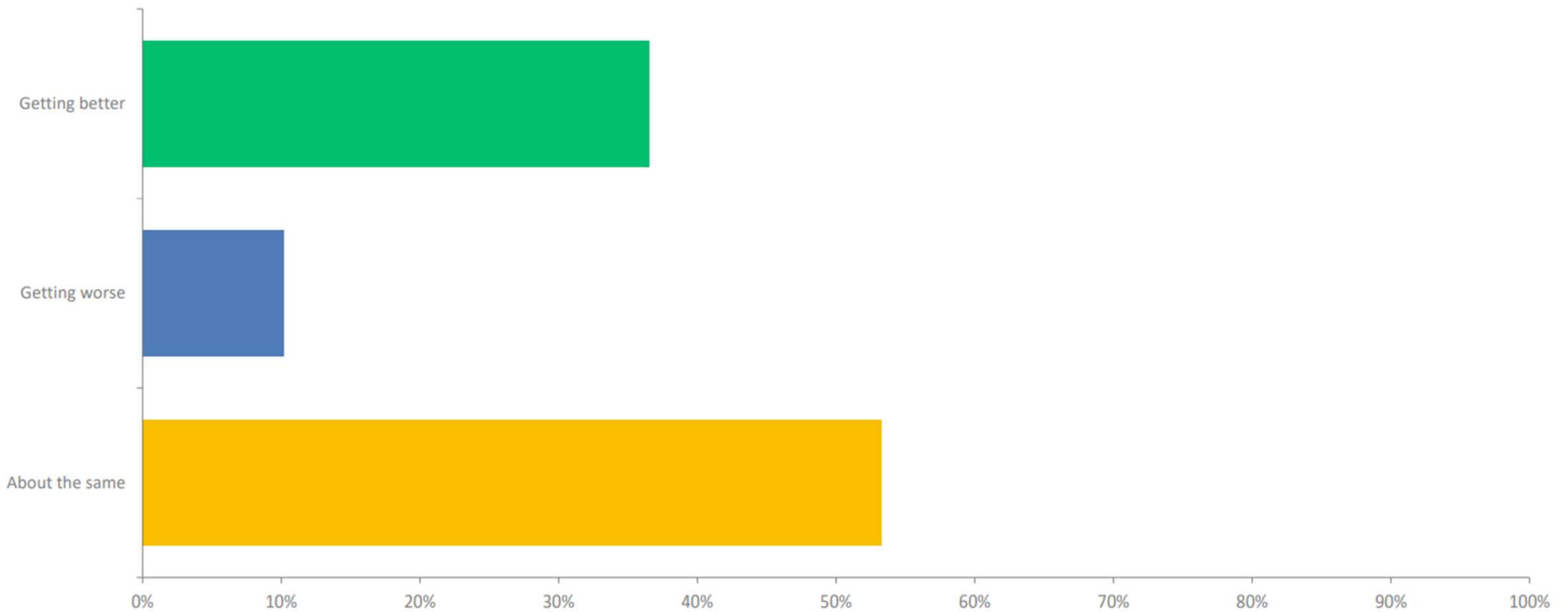
Q5: Challenges hiring new staff are:



Challenges hiring staff are:

- *About the same or getting better; 84.34% of the respondents*

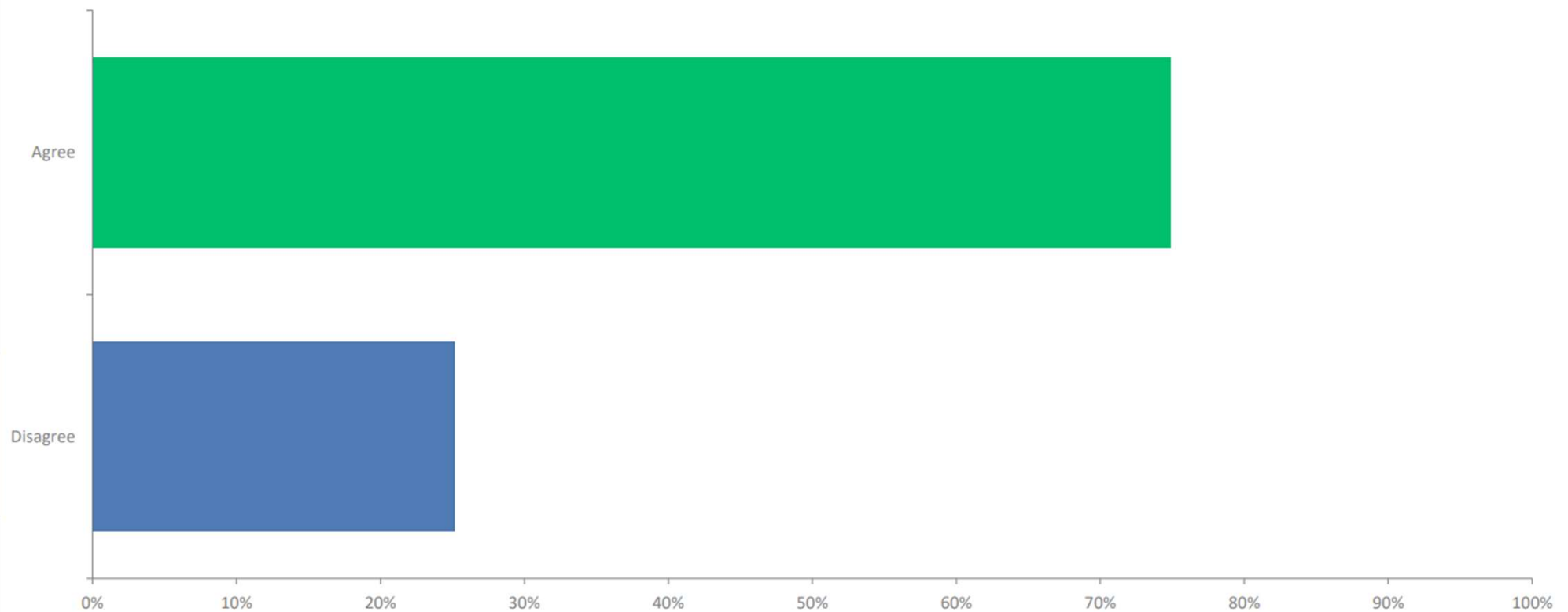
Q6: Previous supply chain issues are now:



Supply chain issues are now:

. *About the same or getting better; 89.84% of the respondents*

Q7: I am noticing that my customers are more price sensitive.



I am noticing that customers are more price sensitive:

- *Agree; 74.85% of the respondents*