

# Pocono Promise 2.0

FOUR KEY PILLARS

## 1 Responsible Tourism

Visitors, residents, and businesses alike can help to ensure that future generations will be able to continue to enjoy the beauty of the Pocono Mountains. We aim to deliver on best practices on topics like life jacket and water safety and environmental stewardship. Programs like *Pick Up the Poconos*, *Pocono 3C*, and *Adopt a Highway* seek to forward the preservation of the clean and green Poconos region that we all love.

## 2 Healthy Living

The Pocono Mountains fosters healthy living practices for our communities, visitors, and workforce. Attractions and businesses in the Poconos enhance mental and physical health in a variety of ways, from farm-fresh ingredients on dining menus, to wellness-focused programs and facilities including spas, yoga retreats, and nature-based experiences that benefit the mind, body, and soul.

## 3 Diversity, Equity, and Inclusion

PMVB Statement of Belonging: We affirm that everyone belongs in the Pocono Mountains. We believe that respecting all people and celebrating our differences makes us better neighbors and partners for the benefit of our entire community. The PMVB welcomes everyone - no matter where their journey begins, what their abilities are or how they identify - and we're committed to continuing to celebrate and champion a more inclusive and equitable community and destination. The PMVB recognizes that diversity enriches the experience of our destination. We embrace the diversity of our community and strive to represent that in our organization's hiring, programming, marketing, and outreach efforts so that we'll thrive together in the Poconos.

## 4 Workforce and Career Development

The Pocono Mountains Visitors Bureau seeks to provide resources, advocacy, and programs to strengthen our Pocono workforce so that individuals can find living wages, positive corporate cultures, and education and job training resources. We are committed to supporting our regional partners for infrastructure such as workforce housing, broadband, and transportation.



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