



VISTA 2025 Goal 3:

Expand business attraction and retention efforts with a focus on targeted industry clusters

Goal 3 Team Meeting

March 17, 2017

Meeting Notes

Team Members Attending: Bill Bogle, Marilyn Hershey, Roger Legg, Mark Rupsis

Also Attending: Marybeth DiVincenzo, Hillary Krumrich, Mary Frances McGarrity, David Sciocchetti, Gary Smith

Mark Rupsis

Welcomed those in attendance and invited them to introduce themselves. Asked if there were any comments on the meeting notes from the previous meeting. None were presented.

Described intention to develop common marketing themes for Chester County. Introduced M. DiVincenzo to review new County marketing materials.

Marybeth DiVincenzo

Reviewed primary county marketing piece developed by CCEDC as a key tool for business attraction. Noted it is version 1.0 and that additional input had been received that will be incorporated into version 2.0

Introduced new sector specific marketing pieces that would be possible inserts in the primary marketing piece based on industry sector of target company. Specific pieces included agriculture, energy, health care, information technology and manufacturing. Noted that these marketing materials were subject to review and comment. Added that intention was to add two more sector specific marketing pieces for financial services and biopharma.

Mark Rupsis

Commented that Goal 3 team efforts at identifying competitive advantages and marketing themes should be included in version 2.0 of the major marketing piece. Noted that as a county marketing piece, the county seal should be included.

Roger Legg

Stated that if there was to be a focus on industry clusters in Chester County, it should be recognized that the County is one of the state's top thoroughbred horse breeding locations. Distributed a Pennsylvania Horse Breeders Association flyer that showed a map of Pennsylvania and 297 thoroughbred breeders and horsemen in Chester County, second only to Bucks County with 358.

Mark Rupsis

Asked about non-Chester County educational institutions identified in sector specific marketing pieces.

Marybeth DiVincenzo

Responded that regional educational institutions with programs related to specific industry sectors were identified in support of available skills and workforce for Chester County locations.

Mark Rupsis

Indicated understanding of need for regional institutions. Suggested leading with Chester County institutions wherever possible.

Mary Frances McGarrity

Commented that in dealing with a lead from India one of the key issues was the presence of 50 universities within 100 miles. Noted that regional institutions are an asset that helps market Chester County. Suggested re-labeling educational institutions to “regional” from “area” to help clarify.

Marybeth DiVincenzo

Noted that sector specific pieces had been vetted by industry partnerships that are regional in scope and who have a regional perspective on marketable assets.

Mark Rupsis

Suggested that consideration be given to highlighting Chester County educational institutions with terminology of graphic approach (e.g. “bulleting”)

Bill Bogle

Commented that Endo and Teva do not manufacture much in Chester County currently but are often considered manufacturing companies. Questioned how companies are categorized.

Gary Smith

Asked about basis for categorizing Longwood Gardens as one of the largest agriculture employers in Chester County. Suggested that agriculture more focused on production and outcome than employment.

Led to a discussion of farming versus food production and what should be marketed as part of the County's "agriculture" community. Possible alternative of "food related businesses" offered.

Roger Legg

Commented that it was important to identify who was already here as part of the agriculture community and convince them to stay.

Mark Rupsis

Noted purpose of marketing Chester County is to get more companies to come and stay here. Questioned what information a prospective company would want to see as part of their location decision. Asked if additional information was needed or desired.

Marybeth DiVincenzo

Responded that the various industry partnerships that reviewed the marketing pieces provided feedback on the information included in the marketing pieces. Noted that adjustments would be made as new information and additional feedback is received. Added that only 500 of the initial marketing piece had been printed to allow for early modifications.

Mark Rupsis

Reinforce the notion that these marketing materials should be available to everyone marketing Chester County.

Marybeth DiVincenzo

Reported briefly on initial discussions of a coffee table book that would use the identified county marketing themes to tell the Chester County story with pictures.

Bill Bogle

Commented that this might be a nice piece of the larger effort.

David Sciocchetti

Asked about the process of getting the information being developed out to all of those who are marketing Chester County.

Marybeth DiVincenzo

Responded that this was a two part question – 1) how do we get the information out and, 2) how do we pay for it.

Mark Rupsis

Suggested one possible approach of offering marketing materials content for free if users pay for printing.

Gary Smith

Noted the need to raise the profile of the overall marketing effort to increase effectiveness.

Mark Rupsis

Asked about marketing directly to non-Chester County companies.

Roger Legg

Suggested that it might be useful to list ideas related to the marketing effort and discuss them at the next meeting.

Mary Frances McGarrity

Transitioned to new agenda item and reported that the first “Take the Pulse” survey of County businesses was conducted last year and generated just over 400 responses. Noted that with assistance of Miller Research, the second annual “Take the Pulse” survey was launched last week with a target of 500 responses.

Commented on the partnership between CCEDC, the County and all of the County chambers on the distribution of the survey. Indicated that initial results were expected to

be tabulated in May. Added that zip codes in survey will allow for geographic analysis and prior year results will allow for analysis over time.

Hillary Krumrich

Turning to the final agenda item, provided a brief overview of the Chester County Ag Council and moved on to describe a new initiative to bring the various ag groups active in Chester County (Ag Council, Ag Connect, Farm Bureaus, Penn State Extension, Chester County Conservation District, American Mushroom Institute, etc.) together to address common concerns and important County ag topics.

Described recent forum on municipal regulations and agriculture and noted the consensus on the need for a stronger voice for the ag community at the municipal level including election or appointment to local boards. Added that one specific action would be an effort to have farm tours for municipal leaders in the fall.

David Sciocchetti

Asked how this effort was different from the current situation.

Hillary Krumrich

Responded that it was focused on bringing ag groups together rather than having them all act independently on similar issues.

Marilyn Hershey

Noted that a similar effort was underway in the Chesapeake Bay area to reestablish a group that focused on ag issues. Noted that the farm tours concept was a good idea.

Mark Rupsis

Commented that a focus on bringing the various ag groups together made sense.

Asked if there were other groups not yet at the table.

Hillary Krumrich

Responded that the group was definitely open to additional participants.

Marybeth DiVincenzo

Commented that funding support for the Chester County ag industry partnership was likely to be moving from the Pennsylvania Department of Labor to the Department of Community and Economic Development with uncertain impacts. Added that the state was pressing all industry partnerships to reach out and get everybody working together with employers directing the conversations.

Roger Legg

Asked about possible impacts on funding as a result of the state budget process.

Marybeth DiVincenzo

Responded that it was not clear yet adding that county efforts had multiple sources of support.

Mark Rupsis

Reminded team members that the next meeting was on June 15th and adjourned the meeting.