



**VISTA 2025 Goal 3:**

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

**Goal 3 Team Meeting**

**September 21, 2016**

**Meeting Notes**

**Team Members Attending:** Chris Alonzo, Chris Annas, Bill Bogle, Dan Miller, Mark Rupsis

**Also Attending:** Marybeth DiVincenzo, Jodi Gauker, Mike Grigalonis, Hillary Krumrich, 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.

Indicated the intention to focus efforts on identifying specific competitive advantages that would serve as core messages for those involved in marketing Chester County.

**David Sciocchetti**

Introduced the concept of competitive advantage as something desirable to businesses and employees present to a greater degree in Chester County than other communities that provides us with an advantage in attracting and retaining them.

Referred to the three websites currently providing positive information about Chester County - Chester County (ChesCo Best), Chester County Economic Development Council (Discover Chester County) and Chester County Conference and Visitors Bureau (Totally Your Scene). Noted the potential for additional coordination of marketing themes.

Requested thoughts on competitive advantages. Initial general responses included:

- quality of place
- financing savvy
- industry expertise
- ability to get things done

Additional ideas provided:

Dan Miller – proximity to markets

Chris Annas – infrastructure in place

Chris Alonzo – not just one good thing/balance of many things

Chris Alonzo – opportunity for work/life balance

Jodi Gauker- strong main streets

Chris Annas – strong public schools

Marybeth DiVincenzo – safety

Marr Rupsis – centrally located (New York to Washington & in the Phila region)

Chris Annas – cultural experience (trails, etc.)

Jodi Gauker – wine trails/micro breweries and distilleries

Hillary Krumrich – sense of opportunity/forward focus

Bill Bogle – public/private cooperation

David Sciocchetti – ahead of curve/long term perspective/investing in the future

Mark Rupsis – awards and recognitions – consistent record

Chris Alonzo – experience available in boroughs

Dan Miller – unique Chester County soils

Mark Rupsis – sense of stability

Hillary Krumrich – cultural history and diversity

Dan Miller – you can do anything in Chester County

Chris Annas – once you have kids, Chester County looks better

Hillary Krumrich – stable environment allows for innovation

Discussion then turned to potential business audiences for marketing activities.

### **Bill Bogle**

Suggested manufacturing should be one target.

### **Mark Rupsis**

Noted that entrepreneurs and start-ups should also be on the list.

### **David Sciocchetti**

Commented that current strengths include bio-pharma, information technology and financial services.

### **Chris Annas**

Suggested that the support business for our core strengths should also be considered.

### **Bill Bogle**

Offered foreign investment as a possible target. Added that potential employees with technical degrees could also be a target for many job openings. Also added that corporate executives might be an audience worth considering.

### **Chris Alonzo**

Commented that retirees might be a target.

**Mark Rupsis**

Suggested agriculture related business operators and suppliers could be an audience

**Marybeth DiVincenzo**

Indicated that CCEDC had produced an initial draft of a possible marketing piece based on the five VISTA 2025 goals. A copy was distributed. Also noted that specific pieces were being developed for specific industry sectors.

**Dan Miller**

Reported that a gathering of many in the agricultural sector in Chester County was held to discuss a large variety of agricultural topics. 70 attendees from the Farm Bureau and other organizations discussed a range of options to advance agriculture in the County.

**Mark Rupsis**

Thanked all for coming, noted that the next meeting was scheduled for November 30<sup>th</sup> and adjourned the meeting.