

Lehigh Valley

Renewing and expanding local businesses

The Lehigh Valley consists of Lehigh and Northampton counties, and it includes Allentown, Bethlehem and Easton. The valley is the fastest-growing and third-most populated region in Pennsylvania. The infrastructure base allows for continued growth and development. Tremendous natural and recreational resources make for a high quality of life and a broad and ever-expanding commercial and industrial base offers a diversity of high-quality employment opportunities. The region was recognized by business publication Site Selection magazine in March 2014 as the second-best performing region of its size for economic development in the entire United States.

The Lehigh Valley has a cohesive economic development strategy that builds on the region's rich natural, cultural and historical resources, coupled with an action plan to strengthen existing industries and attract new companies to the area. This is exemplified by a long track record of successful team efforts by the Lehigh Valley PREP partners, including joint business retention outreach, collaborative financing and teaming with the state's Office of International Business Development to attract and assist international companies to the region.

Business Demographics

In the first 100 years after the Industrial Revolution, the Lehigh Valley was an international center for industry and manufacturing. As national and global economies evolved in the mid-20th century, leaders in the Lehigh Valley made a conscious effort to diversify the region's economic base, shifting from a predominant focus on heavy industry to financial services, health care, life sciences and technology. Now it is also a major

distribution hub for some of the largest U.S. markets due to its proximity to many of the nation's largest metropolitan areas.

Today, the Lehigh Valley is a leading producer of solar and other renewable energy in the region. The area is also adding various high-tech industries to its employment base, such as biotech and pharmaceuticals. Meanwhile, the on-shoring movement is attracting more manufacturers to the region because the area is driven by automation; state and regional incentives also encourage on-shoring and re-shoring.

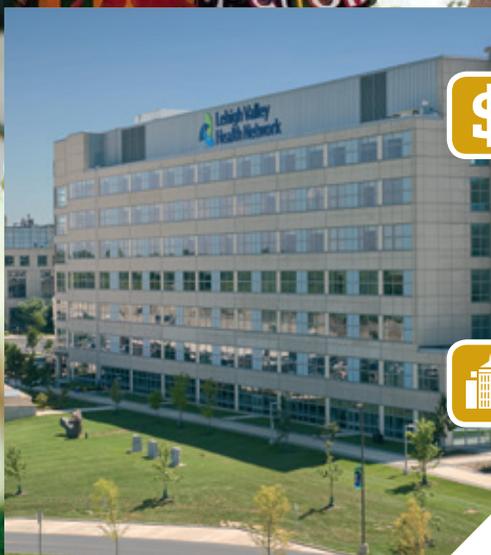
Success Story: Samuel Adams Pennsylvania Brewery

In 2008, The Boston Beer Co. took ownership of a world-class brewery that had a distinguished history but was at risk of closing. Instead of building a new location in Massachusetts, the company purchased a Pennsylvania brewery that included 200 quality employees. Located in the Lehigh Valley, the Samuel Adams Pennsylvania Brewery now employs more than 380 people and produces nearly every style of Samuel Adams beers.

The brewery used PREP services to transition to its current success and received a Jobs First Award in the Governor's ImPAct Awards in 2014. In addition to the jobs saved in the acquisition, the company continues to look for ways to invest in and support the Lehigh Valley community through business initiatives and philanthropic programs.

Today, The Boston Beer Co. brews more than 60 styles of beer. As an independent company, brewing quality beer remains its single focus. Although Samuel Adams beer is America's largest-selling craft beer, it accounts for only 1 percent of the U.S. beer market.





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**COUNTIES:**

Lehigh
Northampton

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**Top Industries**

Health Care & Social Assistance
Retail Trade
Manufacturing
Accommodation & Food Services
Transportation & Warehousing

**Major Regional Employers**

Air Products
B. Braun
Lehigh Valley Hospital and Health Network
Mack Trucks
Sands Casino Resort

**Incentive Programs & Resources**

Business Outreach Program (BOP)
Foreign Trade Zone (FTZ)
Keystone Innovation Zone (KIZ)
Keystone Opportunity Zone (KOZ)
Lehigh Valley Land Recycling Initiative
Neighborhood Improvement Zone (NIZ)
Procurement Technical Assistance Centers (PTACs)
Regional Export Network (REN)

**Building/Site Availability**

PASiteSearch.com