

Welcome
to our Annual Meeting!

Attracting Quality Employers to Northeastern Pennsylvania!

- Responsible for Generating Job Creating Leads!
- Marketing, Branding and Relationship Building!
- Increasing the Number of Interested Employers to Visit and Consider Locating in NEPA!
- Serving Lackawanna, Luzerne, Monroe, Wayne, Schuylkill, and Introducing Our Newest County Members, Pike & Columbia Counties!
- Targeted Industries; E-commerce, Food, Plastics, Advanced Manufacturing, Back Office and Biomedical!

Website Analytics

2018 / 2019

www.pennsnortheast.com

TOTAL VISITORS

2018 / 2019

 **22,404**

LAST YEAR: 15,453

NEW VISITORS

20,241

LAST YEAR: 13,949

RETURNING VISITORS

1,983

LAST YEAR: 1,504

TOTAL PAGE VIEWS

2018 / 2019

 **45,370**

LAST YEAR: 37,304

TOP 5 VISITOR LOCATIONS

STATE VISITORS

PENNSYLVANIA 10,397

NEW YORK 1,323

NEW JERSEY 897

VIRGINIA 598

OREGON 475



TOP 3 FOREIGN LOCATIONS

NORWAY / INDIA / S. KOREA

POPULAR PAGES



POPULAR PAGES	VISITORS	LAST YEAR
NEWS & MEDIA	19,972	11,893
PROPERTIES	6,872	10,299
REGIONAL DATA	2,594	3,190
SITE SELECTION	2,592	2,756

TOP REFERRING SITES

Facebook.com

LinkedIn.com

Twitter.com

Penn's Northeast Daily



Social Media

2018 / 2019

Twitter / Facebook / LinkedIn / Instagram



1,147

FOLLOWERS

GAINED **123** FROM LAST YEAR

AVERAGE MONTHLY STATS

8,673

Tweet Impressions

821

Profile Visits

13

Mentions



273

FOLLOWERS

GAINED **54** FROM LAST YEAR

AVERAGE MONTHLY STATS

13,681

Post Reach

501

Engagement

1,038

Post Clicks



139

FOLLOWERS

GAINED **27** FROM LAST YEAR

AVERAGE MONTHLY STATS

4,272

Post Impressions

31

Engagement

71

Profile Visits



436

FOLLOWERS

GAINED **96** FROM LAST YEAR

AVERAGE MONTHLY STATS

4,838

Post Impressions

490

Engagement

48

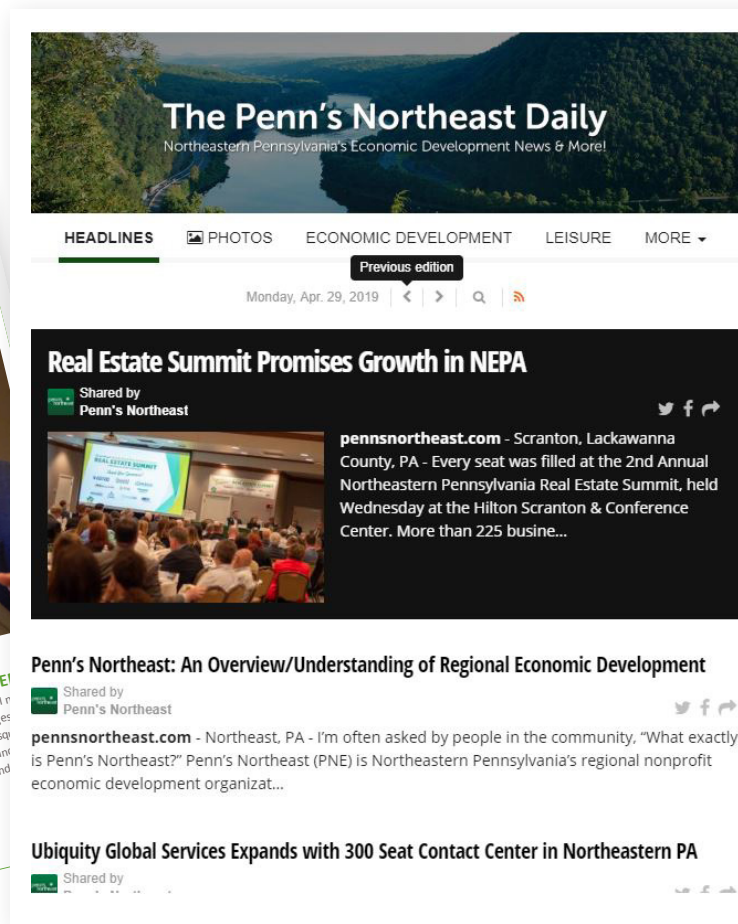
Profile Visits

Email Marketing

2018 / 2019

2018 / 2019

Front Page News / Featured Properties / The Penn's Northeast Daily



In The Press

2018 / 2019

"Penn's Northeast: An Overview/Understanding of Regional Economic Development"

"What's Driving the Increase in Truck Traffic?"

"John Augustine, President & CEO of Penn's Northeast, Jobs & the Economy in NEPA on WILK"

"Lawmakers Back Incentives to Lure Petrochemical Plants Here"

"Kaufer, Yudichak Tout Plan to Bring More Large Manufacturers to NEPA"

"Real Estate Summit Promises Growth in NEPA"

"Regions Like NEPA Engage in Battle for Big Business"

"Economic Development Group Says Regional Approach is Working"

"Ubiquity Global Services Expands with 300 Seat Contact Center in NEPA"

"Concept of 'Big Box' Changing in NEPA"

"Wilkes-Barre CONNECT: College Students Gather at THINK Center for Marketing Challenge"

"Chewy Hiring 200 More Workers"

"Multinational Company Opens Call Center in Luzerne County"

"Penn's Northeast Says Regional Economic Development is a Success"

"Northeastern PA: Developing a Strong Regional Economy a Delicate, Often Difficult, Balance"

"Penn's Northeast Reinventing NEPA's Economic Strategy"

"By The Numbers, A Look At Our Workforce by Penn's Northeast"

"Penn's Northeast Brings Business to Northeastern Pennsylvania"

Advertising

2018 / 2019

WILK RADIO

OCTOBER 2018

JOHN AUGUSTINE / INTERVIEW



"John Augustine talks about jobs and the economy in the area, with Frank Andrews"

THE SHALE GAS NEWS

MARCH 2019

JOHN AUGUSTINE / INTERVIEW



"John Augustine talks about natural gas in Northeastern PA with Bill desRosiers & Rusty Fender"

INDICATORS REPORT

SPONSOR / MAY 2019

Looking to **GROW** or **RELOCATE** your **COMMERCIAL** or **INDUSTRIAL BUSINESS** in

NORTHEASTERN PENNSYLVANIA?

WE CAN PROVIDE ASSISTANCE WITH:
LAND, BUILDINGS, PERMITS, GRANTS, LOANS & EMPLOYMENT

penn's northeast
Attracting Quality Employers to Northeastern Pennsylvania

PENNSNORTHEAST.COM | 1.800.317.1313

TOP 25 WOMEN IN BUSINESS

APRIL 2019

*Congratulations
Top 25 Women in Business!*

Penn's Northeast
Congratulates & Thanks You for
your **Leadership** and **Dedication** to
Northeastern Pennsylvania!

penn's northeast
Attracting Quality Employers to Northeastern Pennsylvania

Penn's Northeast is Northeastern Pennsylvania's economic development agency, dedicated to attracting quality employers to the region.

PENNSNORTHEAST.COM | 1.800.317.1313

NEPA INDUSTRIAL PARK SERIES

SEPTEMBER 2018 - CURRENTLY RUNNING

penn's northeast
Attracting Quality Employers to Northeastern Pennsylvania

Pittston, Pennsylvania | 1.800.317.1313
PENNSNORTHEAST.COM

Looking to **GROW** or **RELOCATE** your **COMMERCIAL** or **INDUSTRIAL BUSINESS** in

NORTHEASTERN PENNSYLVANIA?

WE'RE YOUR EASY BUTTON!
WITH ONE CLICK, WE CAN PROVIDE ASSISTANCE WITH:

- LAND
- BUILDINGS
- PERMITS
- GRANTS
- LOANS
- EMPLOYMENT

PENN'S NORTHEAST is PROUD to be SUPPORTED by our PARTNERS!

Advertising

2018 / 2019

TIMES LEADER

APRIL 2019

- STICKY AD, FRONT PAGE
- FULL PAGE AD
- WEB BANNER
- EMAIL MARKETING
- ARTICLE

NEPA BUSINESS JOURNAL

MARCH 2019

- 1/2 PAGE AD
- ARTICLE

CITIZENS VOICE

APRIL 2019

- WEB BANNER

MID ATLANTIC REAL ESTATE JOURNAL

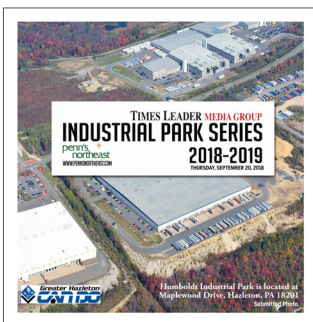
APRIL 2019

- FULL PAGE AD
- WEB BANNER
- ARTICLE

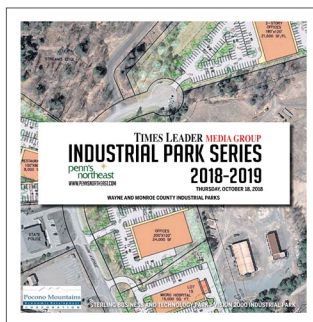
Industrial Park Series

2018 / 2019

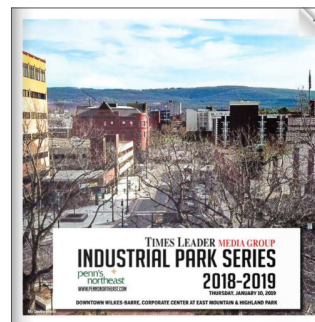
Penn's Northeast and The Times Leader Partnered to Promote 'Industrial Park Series'



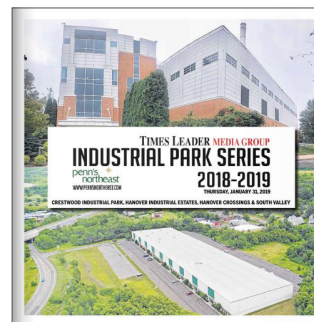
SEPTEMBER 20, 2019
**GREATER
HAZLETON**
INDUSTRIAL PARKS



OCTOBER 18, 2019
**MONROE
COUNTY**
INDUSTRIAL PARKS



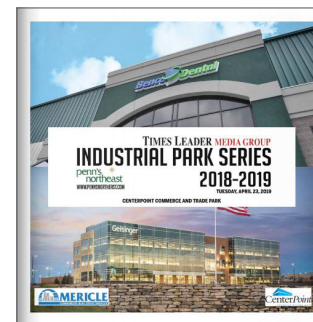
JANUARY 10, 2019
**DOWNTOWN
WILKES-BARRE**
INDUSTRIAL PARKS



JANUARY 31, 2019
**WILKES-BARRE
TOWNSHIP**
INDUSTRIAL PARKS



MARCH 7, 2019
**LACKAWANNA
COUNTY**
INDUSTRIAL PARKS



APRIL 25, 2019
**PITTSION
LUZERNE COUNTY**
INDUSTRIAL PARKS

MAY 30, 2019 EDITION
BERWICK, COLUMBIA COUNTY
INDUSTRIAL PARKS

JUNE 27, 2019 EDITION
PITTSION, LUZERNE COUNTY
INDUSTRIAL PARKS

AUGUST 19, 2019 EDITION
LACKAWANNA COUNTY
INDUSTRIAL PARKS

SEPTEMBER 19, 2019 EDITION
SCHUYLKILL COUNTY
INDUSTRIAL PARKS

This special series is covering Industrial Parks in **Luzerne, Lackawanna, Monroe, Wayne, Schuylkill** and **Columbia** counties located in **Northeastern Pennsylvania**.

NEPA Real Estate Summit

APRIL 24, 2019

224 ATTENDEES = **SOLD OUT EVENT!**

*Thank You,
Sponsors!*

The 2nd Annual **NORTHEASTERN PENNSYLVANIA**
REAL ESTATE SUMMIT
PRESENTED BY PENN'S NORTHEAST

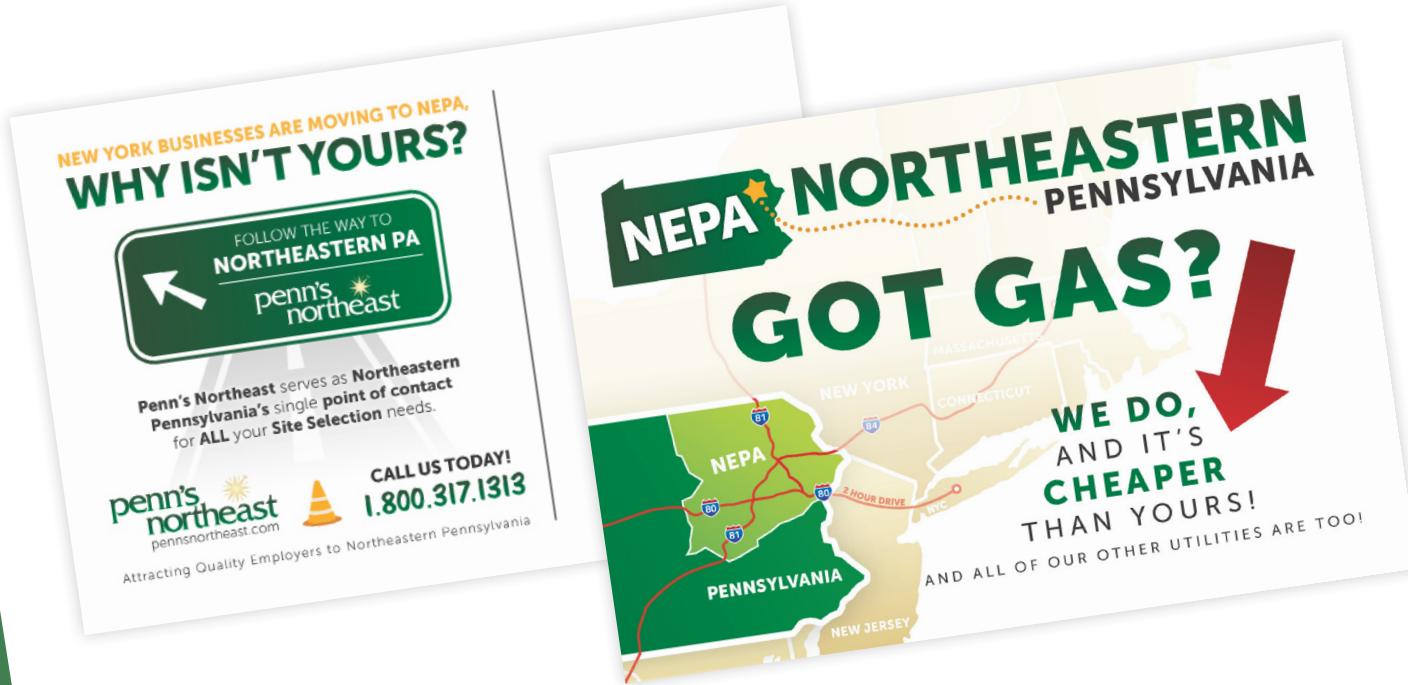




Attracting Quality Employers to Northeastern Pennsylvania

New York / New Jersey

MARKETING OUTREACH



- ✓ **DIRECT MAIL**
- ✓ **VOICEMAILS**
- ✓ **EMAILS**

9,000 NAMES, EMAILS & CELLPHONE NUMBERS **PURCHASED!**



Attracting Quality Employers to Northeastern Pennsylvania

Workforce Study

MARCH 21, 2019

**Northeastern Pennsylvania is nationally known
for its **dedicated** and **highly productive**
WORKFORCE!**

*The Institute for Public Policy and Economic Development
analyzed the current and forecasted workforce, industry,
and educational profiles of six counties in Pennsylvania.*

*These counties include Lackawanna, Luzerne,
Monroe, Pike, Schuylkill, and Wayne.*

**This study was made possible through the
financial support of the following partners:**



Project Leads

2018 / 2019

46

LEADS RECEIVED

8

TOURS COMPLETED

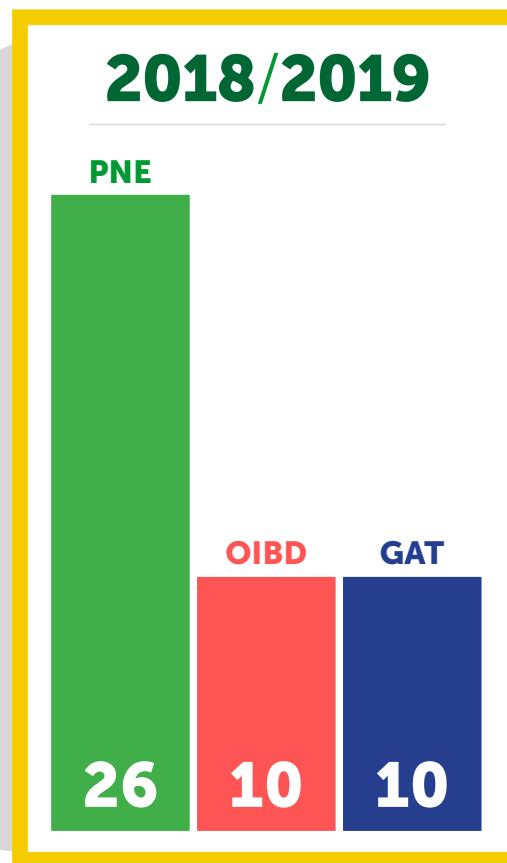
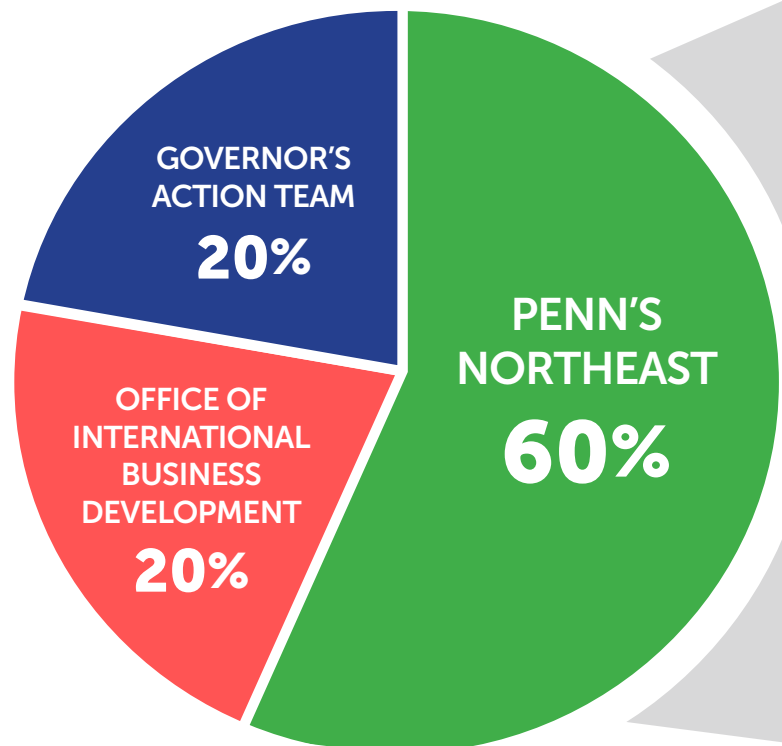
OVER 2,400
NEW JOBS
IN NORTHEASTERN PENNSYLVANIA



Project Leads

2018 / 2019

SOURCE OF LEADS



Penn's Northeast Project

APRIL 29, 2019

Ubiquity Global

Ubiquity Global Services Expands with 300 Seat Contact Center in Northeastern PA



Ubiquity Global Services, a multinational business process outsourcer and one of the **fastest-growing private companies in the United States**, is opening a new **contact center in Hanover Township**, one of several communities undergoing an **economic resurgence** in **Northeastern Pennsylvania**.

WELCOME TO OUR NEWEST COUNTY PARTNERS!
PIKE & COLUMBIA COUNTIES!





Attracting Quality Employers to Northeastern Pennsylvania

Penn's Northeast Members

2018 / 2019





Attracting Quality Employers to Northeastern Pennsylvania

NEW! Penn's Northeast Members

2018 / 2019

17
NEW Members

\$19,700
NEW Membership Income



\$273,365

TOTAL MEMBERSHIP INCOME FY 18/19

New Board Members

2019 / 2020

Welcome to Penn's Northeast!

Mary Pat Ward
CITY OF SCRANTON

Brenda Sacco
LACKAWANNA COUNTY

Michael Narcavage
SOUTHWESTERN ENERGY

Penn's Northeast Officers

2019 / 2020

Michelle Bisbing
CHAIRWOMAN

Brian Hansbury
VICE CHAIRMAN

Andy Reilly
TREASURER

Mary Beth Wood
SECRETARY

John Augustine
PRESIDENT/CEO

Looking Forward

2019 / 2020

Increased **Broker Leads!**

Grow **Investor Relationships!**

Strategic Partnership w/ LSEO.com for Internet Marketing!

Assist with **Human Resources & Workforce Needs!**

New **Printed Map of Northeastern Pennsylvania!**

Continue with **NY/NJ Strategy!**

More **Press, Events & Leads!**

Thank You
for a Record Breaking Year!