Our Mission
The mission of the Lehigh Valley Economic Development Corporation is to market the economic assets of the Lehigh Valley and to create partnerships to lead the recruitment, growth and retention of employers.
Our Vision

Our vision is of a diverse Lehigh Valley economy that provides economic growth and opportunity for people of all skills and education and strengthens all our cities, boroughs and townships.

Our Values

Find a Way
We do what it takes to solve the problem or find the answer

Build the Team
We work with each other and all partners to find solutions

Collaborate
We are the region’s economic connector

Inspire Trust
Treat all equally and fairly and focus on the big picture

Focus on Results
Focus our work and efforts on outcomes, not on process
Our Principles

To Create Value and Use What We’re Given
We will serve the people, the employers and the governments of the Lehigh Valley by maximizing the financial resources and partnerships that are available to us in an efficient, professional and value-added manner.

To Know Thyself
We will be the leading source of economic data and market intelligence on the Lehigh Valley economy, its assets and resources to drive economic strategies, marketing efforts and the needs of our stakeholders.

To Tell Our Story
We will tell our economic story to increase awareness both inside and outside our region and across the world of the economic assets, advantages and strengths of the Lehigh Valley to attract and support the growth of employers.

To Always Get Better
We will form partnerships, be a resource and a connector for all stakeholders that have a role in making it easier for businesses to come here and grow here by creating access to capital, making the complex simple and identifying the challenges and creating strategies to improve economic growth.

To Advocate and Coordinate
We will advocate for the improvement of economic assets and policies to strengthen the Lehigh Valley’s ability to attract new employers, better prepare our workforce, serve our existing employers, large and small, and grow our entrepreneurs.
Our Priorities

- Market the economic assets of the Lehigh Valley
- Recruit companies in targeted economic sectors
- Support the growth and retention of new and existing employers
- Promote and coordinate a skilled and prepared workforce
- Provide intelligence and data on the Lehigh Valley economy
- Expand public and private LVEDC investment and build partnerships for economic growth
Recruitment

1) **Target recruitment activity in four high-value industry sectors** to benefit all areas of the Lehigh Valley and a wide-range of workers by attracting companies that employ people with a variety of skill and education levels. Those sectors, as defined in the Garner Economics Blueprint 2.0, are high performance manufacturing, high value business services, life science research and manufacturing, and food and beverage processing.

2) Develop targeted plans to **recruit professional office, industrial users and manufacturers to our downtown and urban areas** as part of a continuing redevelopment and reuse effort.

3) Develop and execute a **more sophisticated process for lead generation to target companies** for possible recruitment in key sectors with the possible use of outside support to develop a targeting and implementation plan.

4) Work with companies inside and outside of the Lehigh Valley to understand and **leverage their supply chain and related operations for outreach**, marketing and recruitment.

5) Continue **relationship building with site selectors, location advisors and industrial and commercial real estate brokers** by utilizing market familiarization tours and attending their gatherings while adding more outreach and **relationship building with key corporate leaders**.

6) **Develop “knowledge partners”** by engaging and training key people in the Lehigh Valley, such as educational representatives, workforce specialists, existing company leaders and economic development and government partners, **to enhance response and regional engagement to support prospect recruitments or retention projects**.

7) **Increase engagement in international business development** through recruitment visits, marketing Foreign Trade Zone incentives and the development of an International Business Council to broaden a network of communication and support for the recruitment of international companies.
Marketing & Communications

8) Work with other regional entities and stakeholders to **develop and market a regional brand identity for the Lehigh Valley**, leveraging marketing dollars to chip away at a lack of identity that exists in certain sectors and/or outdated perceptions of the region.

9) Develop a **marketing and communications campaign on workforce and the region’s education and training resources** that features training programs, degrees conferred, education institutions and the region’s workforce preparedness and skills development.

10) Develop a **marketing initiative on the “New Lehigh Valley” with a focus on the retention and attraction of young workers and educated professionals** to showcase our ability to attract talent to support growth in the business services and life science research sectors.

11) Continue development of **target sector specific marketing aimed at key audiences with a focus on using third party “knowledge partners” and advocates for the region, such as business leaders and industry experts.**

12) Continue to **improve available research and data on critical factors for business location and retention decisions** -- such as cost comparisons, wage differentials, availability of real estate and workforce, incentives and financing programs -- and increase communication of that information via website features and other strategies.
Retention, Resources & Regional Strategies

13) Drive a business outreach and information gathering program with Lehigh Valley employers to understand their challenges and to increase their awareness of the tools and regional assets available to help them succeed and grow.

14) Collect, analyze and share information gathered from the Business Outreach Program and research and data efforts to identify needs and regional solutions and strategies to increase understanding of the Lehigh Valley’s economy, its strengths and challenges.

15) Coordinate and facilitate a Regional Education and Talent Supply initiative that harnesses all key resources and organizations to gather and share in an ongoing process both supply and demand information on workforce needs and available talent to connect employers and workers.

16) Continue to serve as the regional expert and administrator of economic development financing while increasing awareness of available resources and identifying gaps in the finance delivery system and introducing new vehicles like the Lending Network or private equity and angel investment capital to support development and job creation.

17) Regularly reevaluate the linkage of our work and efforts to our mission and strategic plan, eliminating non-critical mission creep and staying current with our stakeholder engagement, events, data and use of targeted councils.

18) Continue to broaden stakeholder engagement in LVEDC, increase our public and private financial support, and cross train and support the professional development of LVEDC staff while helping to develop and expand economic resources for the region.
19) Take a leadership role as an advocate to local and state partners and stakeholders for how new initiatives or policy changes would improve the Lehigh Valley’s competitiveness and opportunity for economic growth and job creation.

20) Engage a coalition of developers and economic development entities using data, awareness and investment to address the shortage of real estate to support manufacturing growth, helping to correct the disconnect between desired growth and market availability.

21) Continue to engage county and municipal leaders on local development priorities, marketing support, financing programs and information sharing through website connections and enhancements, and communication vehicles.

22) Facilitate a dialogue in an effort to streamline and consolidate the region’s government and service delivery functions to eliminate waste and redundancy and to improve competitiveness with other states and regions.