



We invite you to
IMAGINE Berks

From Vision to Reality

What is Berks County's most significant economic asset?



COLLABORATION

Increased collaboration between county and municipal officials, educators, businesses, and non-profits.

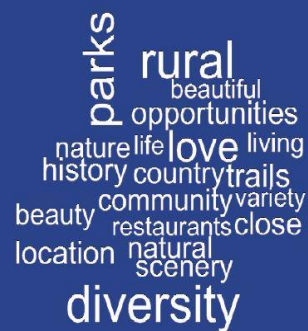
If you had a magic wand, what would you improve in Berks County?



COMMUNICATION

Annual IMAGINE Berks public report-out on our progress and impact.

What do you love most about Berks County?



COMMUNITY

IMAGINE Berks is a shared vision that will solidify the community as a place where its diverse assets are recognized, uplifted, and celebrated to ensure economic prosperity for all

Key Principles



Invest in strategies that support the retention and creation of “opportunity jobs”



Ensure public accountability in plan implementation by reporting back on progress



Prioritize investment in redevelopment activities, including industrial, commercial, and residential projects



Leverage the County’s position as a regional partner



Invest in development that increases the tax base of Berks County



Recognize and support the growing diversity of the Berks community

6 Focus Areas



Business & Industry Growth



Housing



Small Business & Entrepreneurship



Infrastructure & Land Use



Talent & Economic Mobility



Placemaking

Business & Industry Growth

Goal: Encourage industrial and commercial redevelopment

Process Metrics and Indicators

- A site reuse/rehabilitation program that provides financial support for projects where conditions call for a public role – with an identified ROI
- Support agriculture industry
- Increase in real GDP



Small Business & Entrepreneurship

GOAL: Support small businesses and encourage entrepreneurship

Process Metrics:

- Increase in the level of government purchasing from local and small businesses

Economic Indicators:

- Increase in the amount of capital deployed into small businesses and start-up businesses.
- Increase in small business birth rate to at least be on par with the US average.



Infrastructure & Land Use

GOAL: Support land development that increases the tax base in Berks County

Process Metrics:

- Identify land or locations within Berks County best suited for development, emphasizing infill and places that have or are close to underused utilities and infrastructure
- Create an infrastructure investment program to support projects that provide a net revenue benefit for the county and an identified Return on Investment (ROI)
- Create incentives to increase multi-municipal planning and regional collaboration
- Co-host an annual workshop for the 5 regional planning areas to discuss benefits of multi-municipal planning



Talent & Economic Mobility

Goal: Connect residents to opportunity jobs so they may fully contribute to and benefit from the Berks County economy

What does success look like and how is that measured?

- Increase in median earnings
- Increase in labor force participation rates
- Decrease in unemployment
- Increase in educational attainment
- Increase in available workforce
- Increase in number of jobs in industry sectors with the greatest potential to contribute additional earnings and earned income tax revenue

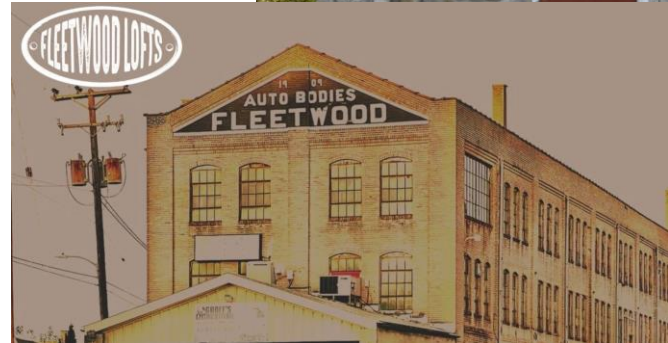


Housing

GOAL: Address the county's needs for new housing and redeveloped housing that is accessible and attainable

Process Metrics:

- A staff position to develop and coordinator housing strategies and plans for the County
- Creation of a housing investment program to accelerate development of attainable and accessible housing, leveraging other financial resources



Placemaking

GOAL: Invest in and highlight community assets that provide access to a range of arts, culture, greenspace, and recreation

Process Metrics:

- Invest \$250,000 in the Greenway, Parks and Recreation Plan recommendations
- Community leaders collectively identify priority projects and collaboratively seek funding to support improvements and redevelopment of main streets, and commercial districts and corridors
- Increase in trail system connections
- Coordinated messaging across economic development, tourism, and any other communications supported by the County



Implementation Teams

There are 6 Implementation Teams, one for each focus area.

These teams represent 75 + community members, business owners and industry leaders who are partners and facilitators.



Implementation

Implementation Funding





IMAGINE
BERKS
STRATEGIC ECONOMIC
DEVELOPMENT
ACTION PLAN
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[IMAGINEBerks.org](https://www.imagineberks.org)