

Be  
Something  
Greater

**Greater**  
Reading Economic  
Partnership

- ▶ If your business is looking to grow or expand, Greater Reading offers a unique opportunity to *be something greater*.

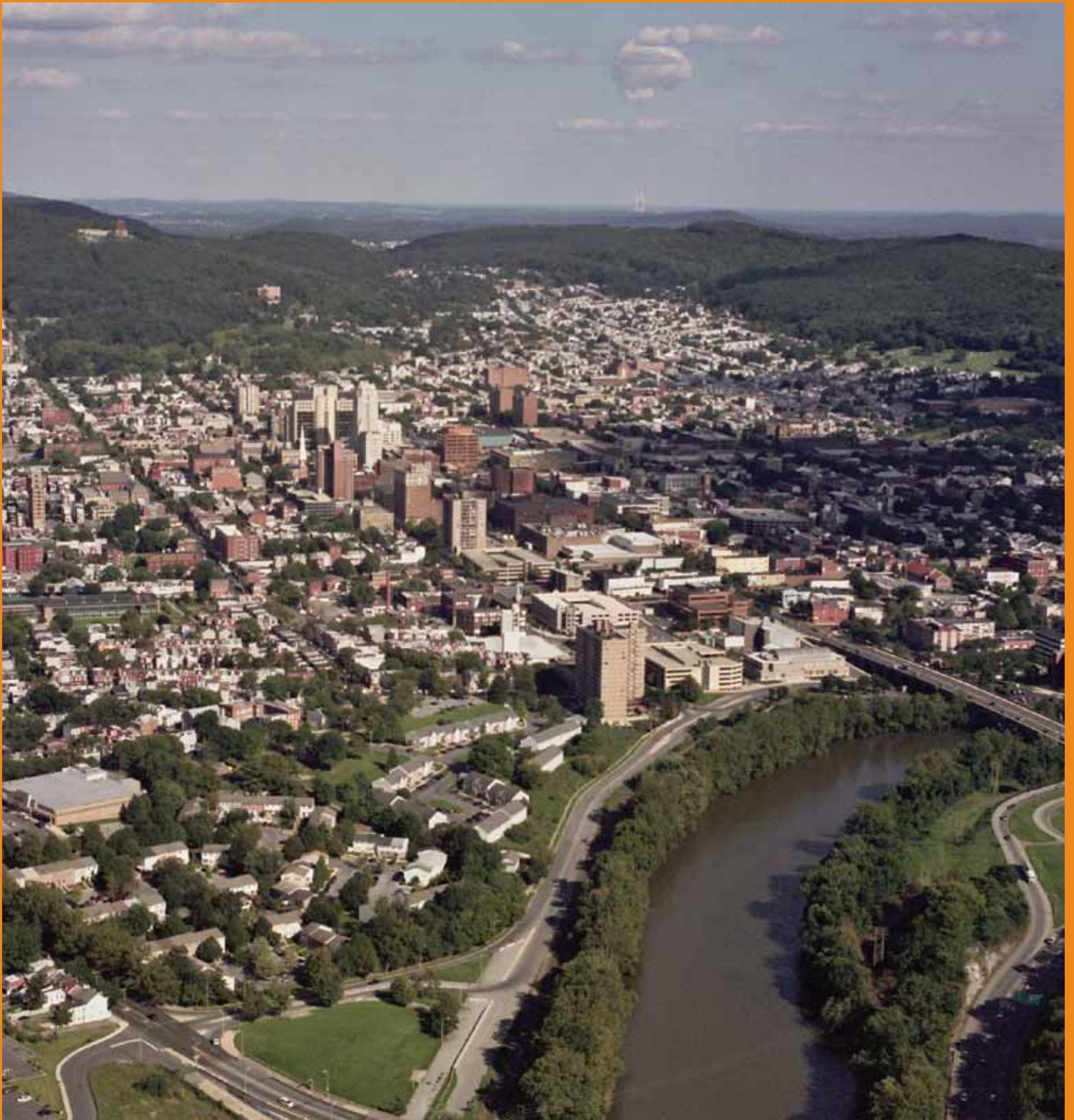
More than just an affordable, strategic location, Greater Reading is home to a supportive business community that encourages innovation and creativity.



This heritage of continuous improvement and our resilient past is the foundation for an even stronger future.

With our abundant natural beauty, cultural offerings and low cost of living, Greater Reading offers a combination of assets rarely found in a community our size.

Greater Reading Economic Partnership will open the door to rewarding new opportunities for your business—and help you *be something greater*.



## Enjoy convenient access to major Northeast markets.



Few locations on the East Coast offer a more central location than Greater Reading, with easy access to markets, hubs and major cities in the Mid-Atlantic and Northeast. Philadelphia is just 50 miles to the southeast, and New York and Washington are a little more than 100 miles away.

Greater Reading is an affordable location, too, with occupancy costs among the most attractive of any comparable area in the eastern region.

- **Over 100 million people within an overnight's drive**
- **Class-A office buildings, industrial parks, manufacturing sites and prime retail locations**
- **Reliable electric grid**
- **Low risk for natural disasters**
- **Good management relations**
- **Low-wage manufacturing**
- **Foreign Trade Zone (FTZ) 147**  
FTZ allows companies to bring foreign goods to the U.S. without formal customs entry for warehousing assembly, manufacturing, display or other processing.
- **Keystone Opportunity Zone (KOZ)**  
KOZs are location-based and offer a greatly reduced or no tax burden for qualifying businesses and property owners.



### Drive Times

City Name	State	Drive Time (hours)	Miles
Baltimore	MD	2	106
Boston	MA	6	339
Buffalo	NY	6	313
Columbus	OH	7	424
Hartford	CT	5	241
New York	NY	2.5	124
Norfolk	VA	6	341
Philadelphia	PA	1	62
Pittsburgh	PA	4	260
Richmond	VA	4.5	256
Toronto	CAN	8	452
Washington	D.C.	2.5	147

# Surround yourself in a community built for business.

Greater Reading's business community is exceptionally proactive and interconnected. This supportive network makes it easier for your business to find and take advantage of new and profitable opportunities.

Many of our area's largest employers have been here for 75-100 years or more—and continue to thrive. Nearly 400 companies are headquartered in Greater Reading, and nearly 600 companies are manufacturing-based businesses.

Greater Reading Economic Partnership has been a valuable partner in helping many of these successful companies grow their businesses over the past 10 years, even during challenging economic times.



## Greater Reading Leading Employers\*

Company	Industry	Office	Employees
Reading Hospital & Medical Center	Hospital	HQ	6,938
East Penn Manufacturing Co., Inc.	Manufacturing	HQ	6,289
Carpenter Technology	Manufacturing	HQ	2,294
St. Joseph Medical Center	Hospital	HQ	1,558
Boscov's Department Store	Retail	HQ	1,400
Redner's Markets, Inc.	Retail Foods	HQ	1,396
Penske Truck Leasing	Distribution	HQ	1,279
Sovereign Bank	Financial	HQ	1,132
Met-Ed/First Energy	Utility	Regional	983
Associated Wholesalers, Inc.	Distribution	HQ	965
Ashley Furniture Industries	Manufacturing	HQ	854
IWCO Direct	Printing	HQ	798
Novartis/Alcon Research Limited	Manufacturing	HQ	766
Wells Fargo	Financial	Regional	722
Sweet Street Desserts, Inc.	Retail Foods	HQ	670
R.M. Palmer Company	Retail Foods	HQ	615
Reading Truck Body, Inc.	Manufacturing	HQ	600
Encompass Insurance	Service	Regional	550
Teleflex	Manufacturing	HQ	550
National Penn Bank	Financial	HQ	535

\* Does not include government or education institutions.

# Take advantage of a highly skilled workforce—and great lifestyle.



In addition to a diverse population with an industrious workforce, Greater Reading is home to a variety of recreation options, neighborhood and housing options, restaurants, and education and training alternatives.

Many distinguished higher education and workforce training institutions work closely with our business community to support entrepreneurship, workforce training, research and leadership environment. These include:

- Albright College
- Alvernia University
- Berks Career and Technology Center
- Berks Technical Institute
- Kutztown University
- Penn State Berks Campus
- Reading Area Community College (RACC)
- Reading Muhlenberg Career and Technology Center
- RACC Schmidt Training and Technology Center
- The Reading Hospital and Medical Center—  
School of Health Sciences

### Count on a great work ethic.

The skill sets of our workforce are complemented by an exceptional work ethic instilled in our community for many generations.

“People in Greater Reading have always been known for a great work ethic. We have been very fortunate here at our Company to have many dedicated long-term employees that contributes to our continued success and growth.”

*Mark E. Schlott  
Executive Vice President of Operations/COO, R.M. Palmer*

### Feel at home instantly.

Greater Reading is naturally beautiful, laid back and family oriented. Our diverse community lifestyle means there’s something here for everyone: hiking trails and park land, minor league baseball and hockey games, museums, street fairs, great variety of restaurants and shopping, theater, world-renown Jazz Fest, the Sovereign Center, Reading Symphony and much more.



### Greater Reading At-a-Glance

Population	411,442 (9.7% projected growth by 2015)
Median Household Income	\$53,239
Median Prices for Single Family Homes:	
Reading, PA	\$143,200
Philadelphia, PA	\$230,200
Allentown, PA	\$248,100
Boston, MA	\$402,200
Washington, D.C.	\$431,000
New York, NY	\$469,500

# Be part of a heritage where great things happen.

Greater Reading has a progressive, business-oriented community with a vision for the future. It is focused on creating new opportunities for growth and enabling greater possibilities. At the heart of this vision is a five-year community plan launched in 2010 called Ride to Prosperity—a road map and structure for driving and improving economic development in the Greater Reading region.



new jobs, among them the GoggleWorks Center for the Arts and the Reading R/C Theatres & IMAX.

Many other industry leaders and the businesses they've built have transformed our community and continue to improve the lives of those who live and work here. In that tradition and spirit, Greater Reading Economic Partnership invites you to be part of a vibrant business community where you can *be something greater*.

Visionary thinkers, entrepreneurs and pioneers have always been attracted to Greater Reading. One shining example is Albert Boscov, chairman and CEO of the Boscov's Department Store chain of 40 stores and longtime City of Reading developer. Boscov has brought in dozens of businesses with numerous



# Learn more about greater opportunities.

Greater Reading Economic Partnership connects you to all the right resources to make your business successful, including:

- Introductions to a dynamic network of service providers and business leaders
- Comprehensive database of available office, commercial and industrial properties
- Workforce development resources
- Access to funding and incentive packages
- Regional data and demographics

Find out more. Contact us at (610) 376.4237 or [GreaterReading.com](http://GreaterReading.com).



Be something greater.

