

BC BROADCAST

A QUARTERLY PUBLICATION OF THE BEDFORD COUNTY DEVELOPMENT ASSOCIATION



Bedford Logistics Center

LOOKING TOWARDS, PREPARING FOR, FUTURE BUSINESS GROWTH IN BEDFORD COUNTY

BCDA sees "Business in Our Sites"

The English writer Richard Henry Horne wrote, "Your labor is for future days. Advance, never look behind." That's exactly what BCDA is doing.

The Business in Our Sites (BIOS) program, administered through Pennsylvania's Department of Community and Economic Development, has allowed the Bedford County Development Association (BCDA) to look to the future by actively preparing sites in its Business Parks.

By making use of the BIOS program the BCDA will save a company between nine and 12 months by getting a head start on the various permitting and engineering considerations needed for land development.

"The BIOS program has been of tremendous value to Bedford County," explained Jeff Crist, Chair of the BCDA Board of Directors. "It allows us to address many of the site plan needs in advance of a company coming into the Business Parks. Later, they can make small modifications to the land development plans and break ground in less than 60 days. That saves companies dollars and time working through red tape."

The BCDA received a \$175,000 Business in Our Sites grant, matched locally with \$7,500. The grant was secured with the strong support of Representative Dick Hess.

The BIOS contract was awarded to H.F. Lenz, a Johnstown-based engineering firm. Lenz dealt extensively with engineering design, applications for appropriate permits, including storm water run-off, and local land development issues.

In addition to the advanced preparation of Business Parks I & II (the Bedford Logistics Center) and Everett Business Park locations, the sites were designated Keystone Opportunity Zones (KOZ). KOZ's are defined areas with no state or local taxes, created to spur additional growth or new investment.

"Since BCDA will already have the sites approved through the environmental process, any prospective industry will be able to begin construction simply by applying for a building permit," said Representative Hess.

ROLLING UP SLEEVES TO SELL THE VISION

Jones Lang LaSalle chosen to market Bedford Logistics Center to site selectors



(left to right) Jason Webb – JLL, John Van Buskirk- JLL, Terri Brumbaugh – BCDA, Bette Slayton – BCDA, Doug Meyers – First Energy, Alex Lapinsky – HF Lenz

“There has been a unified, strong, positive response from the community. Companies want to feel welcome, and they will in Bedford County..”

John Van Buskirk, Managing Director of JLL

Completing the BIOS project was only the first step.

BCDA knew it had to identify a marketing firm that could bring its desirable locations to the attention of national site selectors and businesses that would make a good fit in Bedford County.

To do this, the BCDA selected John Van Buskirk and Jason Webb from Jones Lang LaSalle’s (JLL) industrial brokerage team to market Business Park II, now dubbed as Bedford Logistics Center.

Taking a proactive position, JLL called for a meeting it designated as a “Sleeves Up Session,” an opportunity for the community to come together to develop the best strategy for attracting new and expanding businesses to Bedford County.

“We asked for the meeting so that we could aggressively dive into the project,” said Van Buskirk, Managing Director of JLL. “I think the county has shown incredible insight in doing this. The Keystone Opportunity Zone is a powerful inducement. It really helps draw attention to the other components of the sites, components that might otherwise go unnoticed.”

Van Buskirk and his team continue to be especially impressed with two aspects of the project: the strength of the Bedford County workforce, and the cooperation they have seen among the county’s economic development community.

JLL intends to have site selectors and other interested parties re-examine any assumptions they may have made about Bedford County. “Wal-Mart and REI distribution centers are a huge testament to the county,” said Van Buskirk.

“There is a really strong story to tell about the regional workforce,” said Van Buskirk. “I have been marketing Pennsylvania for the past 20 years and I am struck by Bedford County’s remarkably powerful story of its workforce. It’s a big, big deal.”

The JLL team came away from the “Sleeves Up” meeting with an excellent feel for doing business in Bedford County.

“We have a very, very positive sense of Bedford County,” said Van Buskirk. “There has been a unified, strong, positive response from the community. Companies want to feel welcome, and they will in Bedford County. I have done this work for a long time. And when I tell you that BCDA’s team is stellar, I mean it. I have no hesitation whatsoever representing Bedford. They are an effective group and there is a great vibe there.”

To underscore JLL’s sentiments, a number of contributors to the “Sleeves Up” meeting commented on the BIOS project.

MEETING PARTICIPANTS OFFER INSIGHTS

Eric Zembower, Bedford Township Municipal Authority Chair, was happy to be contributing to the marketing effort.

“It’s important to be prepared in advance for growth,” he said. “We are lucky to be located where we are. There is so much to offer here. Those of us in government will do everything we can to expedite this project. Our track record, with Wal-Mart and others is excellent. We are in favor of moving forward. It was a great meeting. I learned a lot. It left us feeling good about what we have done here.”

Cheryl Johnson, Executive Director of the Private Industry Council of the Central Corridor (PICCC), spoke about the Bedford County workforce.

“At the meeting, we shared a profile of the Bedford County workforce. There is a strong work ethic and great level of skills. It is important for companies seeking to come to Bedford County.”

What is most unique about Bedford County is the way that current businesses verify what PICCC says about the workforce. “We truly do have what we talk about,” she said. “We connect prospects with employers who discuss the workforce. And they always back us up supporting the data we have presented.”

Johnson’s group will work with new and expanding companies to help them with job fairs and other recruitment events to secure the workforce they will need.

FirstEnergy (Penelec) will supply the power to any company that locates in Business Park II.

Doug Myers, Economic Development Executive for FirstEnergy, was also pleased with the results of the “Sleeves Up” meeting.

“In today’s environment, speed to market is key for most new company locations. The BIOS initiative empowers communities to attract growing and expanding businesses by helping them build an inventory of shovel-ready sites. BCDA has strategically identified key sites where all site development activities are being performed so that the community is ready for new business opportunities.”

FirstEnergy has ample electrical capacity and electrical supply options to meet the needs of various businesses, Myers said.

“The JLL meeting was important because it brought utility and municipal organizations to the table to identify infrastructure and municipal requirements so that the sites can be strategically marketed. The BIOS initiative is just one component of the economic development plan for Bedford County,” Myers noted.

KOZ MEANS “OPPORTUNITY”

Keystone Opportunity Zones (KOZ) are defined, limited areas with no state or local taxes. KOZs were designated by local communities and approved by the state.

LENGTH OF TAX RELIEF

The taxes are exempt for a period of 10 years from the date of development/occupancy, which must occur by December 31, 2015, but no longer than December 31, 2025.

TAX LIABILITY

Credits, exemptions, waivers, and deductions within the KOZ generally reduce KOZ taxable economic activity to zero. The following taxes are waived within a KOZ:

- State
- Local
- Corporate Net Income
- Earned Income/Net Profits
- Capital Stock & Foreign Franchise
- Business Gross Receipts, Business Occupancy, Business Privilege and Mercantile
- Personal Income
- Local Real Property
- Sales & Use (purchases used and consumed by the businesses in the zone)
- Sales & Use on materials used in the building construction

KOZ SITE LOCATIONS

Bedford County Business Parks I & II
Everett Area Industrial Park

“We truly do have what we talk about. We connect prospects with employers who discuss the workforce. And they always back us up supporting the data we have presented.” Cheryl Johnson, Executive Director of the PICCC

BCDA CONGRATULATES KENNAMETAL

Company marks 60 years in Bedford County



The Bedford County Development Association was pleased to help celebrate Kennametal's 60th year in Bedford County.

“Having a world-class company calling Bedford County home for 60 years speaks volumes about our committed, innovative and resilient workforce,” said Jeff Crist, Chair, BCDA Board of Directors.

According to David Settimio, Plant Manager of the Bedford facility, “During our 60 years of operation in Bedford County, we have grown into a world-class manufacturing facility serving the Earthworks markets. From the time we started in 1952 through today, our employees have, and will continue to be, the key to our success.”

The company employs more than 13,000 at 70 global plants. There are 360 employees at the Bedford facility.

Kennametal Chairman, President and CEO Carlos Cardoso congratulates Joan Sell who has worked for the company in Bedford for 53 years.

AMBASSADOR LANGDALE ADDRESSED THE BCDA ANNUAL MEETING

Ambassador Mark Langdale delivered the keynote address at the 2012 BCDA Annual Meeting held at the Omni Bedford Springs Resort and Spa. The Ambassador was one of the driving forces behind the reopening of the cherished landmark.

Langdale, who served as Ambassador to Costa Rica from 2005 to 2008, was in Bedford to help celebrate the 5th anniversary of the Spring's restoration. He is currently the President of the George W. Bush Foundation.

The Ambassador noted that the Bedford Springs project was an excellent example of a public/private partnership.



Left to Right: Jeff Crist, Chair, BCDA; Lee Bowden, General Manager, Omni Bedford Springs Resort and Spa; Keith Evans, Bedford Resort Partners, Ltd.; Mark Langdale, Ambassador - Posadas USA, Inc. Bette Slayton, President, BCDA; Congressman Bill Shuster

BCDA HOLDS MARCELLUS SHALE EDUCATIONAL MEETING

In an effort to assist Bedford County companies to engage in the natural gas industry, and generate new business, the BCDA held a Marcellus Shale Educational Meeting at the Omni Bedford Springs Resort and Spa. Bo Pratt, of Rockland Manufacturing, and BCDA board member, hosted the meeting.

The meeting provided information on how county companies can enter the supply chain of the shale gas industry.

Speakers at the meeting included Joy Ruff, Marcellus Shale Coalition, who delivered a talk he titled Shale Development 101 and the Marcellus Shale Main Street Program. Also speaking at the meeting were Bill Polacek, CEO of JWF Industries and Environmental Tank & Container; and Matt Hughes, ETC, regarding local private sector success stories; Connie Palucka, Catalyst Connection, regarding Shale Impact on Manufacturing; and Ted Liberti, Shale Gas Innovation and Commercialization Center at Penn State.



Bo Pratt, Rockland Manufacturing,
Bill Polacek, Johnstown Welding



Top Left to Bottom Right: Lee Bowden, Chris
Joyce, Jeff Crist and Cheryl Johnson

BCDA BOARD MEMBERS RECEIVE 2012 CHAMBER AWARDS

The BCDA Board of Directors is proud to note that several of its members won Bedford County Chamber Awards for 2012. This is another tangible example of the board's active role in the Bedford County business community.

WINNERS THIS YEAR INCLUDE:

LEE BOWDEN, General Manager, Omni Bedford Springs Resort and Spa – Excellence in Business Award

CHRIS JOYCE, Director of REI'S Distribution Center East – Economic Development Award

JEFF CRIST, of Gatter and Diehl, Inc., – Volunteer of the Year

CHERYL JOHNSON, of the Private Industry Council of the Central Corridor (PICCC) – Excellence in Education Award

GREG KRUG, Lampire Biological Laboratories – Innovation Award

ALAN FREDERICK, Bedford Farm Bureau Co-Op – CAB Commitment

BILL WISE, BROOKS SHOEMAKER, Bedford Elks Lodge/Country Club – Business Hall of Fame Award

RECREATIONAL EQUIPMENT, INC. celebrates 5th Year in Bedford County

BCDA congratulates REI as it marks its fifth anniversary in Bedford County. The Bedford County Development Association is pleased to have played a central role in recruiting this special company into our county.

REI is a wonderful example of the character and quality of firms that BCDA is dedicated to attracting to the county. This award-winning company has proven to be a great fit with the county's rural quality of life, and is one that delivers on their promise of job creation and a commitment to the community.

Year after year, REI has been named to Fortune magazine's Top 100 Companies to Work For in America. In fact, the company's consistent inclusion on the list has led to its being named to Fortune's business "Hall of Fame."

With more than 11,000 employees nationwide the company derives its core values from a philosophy that places a premium on its employees and a dedication to the environment. After all, REI is an important distributor of high quality outdoor equipment that encourages an active, healthy lifestyle.

Among the intangibles that the company has provided to our county includes REI's local environmental initiatives. Employees are active community volunteers and partner with regional organizations to make major improvements to streams, parks and landscapes.

Since its arrival here in 2007, REI has been a shining corporate star and has made an economic impact as an excellent employer and reliable taxpayer.

"We had 1,501 interviews, and the quality of the employees far exceeded our expectations."

Chris Joyce, Director of Operations, REI DC East

First grant students and mentors



OLYMPIAN RETURNS TO ROOTS

...Natalie Dell attributes her success to Bedford County upbringing

Hard work, long hours, intense training and a strong will to win are the assets that Olympian Natalie Dell used to land a spot on the Quadruple Sculls team competing in the London Olympics this past summer. The end result was the first-ever medal for an American team in the event. The team earned the Bronze Medal, finishing third behind Ukraine and Germany.

Dell returned to Bedford, her home county, to address an overflow crowd at the UPMC Bedford Memorial Hospital. Her address was highly inspirational in its tone and the lessons learned by Dell could easily be applied to many enterprises, including business and industry.

“I was not afraid to fail,” Dell told the packed auditorium. “I was willing to put it out there. I’d rather be completely exhausted and finish third, than have a little left and finish fourth.”

A graduate of Everett Area High School and Penn State University, Dell faced many obstacles on her way to Olympic glory. She was undeterred and got up at 4:30 a.m. daily to train. It wasn’t until two weeks before the Olympics that she learned she would be a member of the team.

Dell attributes her success in sport and life to her Bedford County upbringing.

“I am connected to the most resilient, hard working county in the United States,” she stated boldly and confidently. “The pride I have in this county is indescribable. It is a deeply personal pride. This medal isn’t my medal, it’s ours. And I am so glad I could share it with you.”



Left to Right: Terri Brumbaugh, Natalie Dell, Conor O'Brien, and Bette Slayton

“I am connected to the most resilient, hard working county in the United States, the pride I have in this county is indescribable.”

Natalie Dell, Bronze Medal Olympian

H. F. LENZ CLEARS A PATH TO DEVELOPMENT

Companies seeking to locate in a particular region will evaluate a variety of factors before making a decision. One of those factors will be the relative ease of dealing with land development planning, design and permitting.

H.F. Lenz, working on behalf of the Bedford County Development Association, has completed a number of important tasks in getting sites in Business Parks I, II and Everett ready and available for development.

According to Project Engineer, Alex Lapinsky, H.F. Lenz has made it possible for BCDA and Bedford County to market sites that are designed and permitted for maximum size buildings.

“Typically, planning, design and permitting of a site could take up to six months,” Lapinsky said. “This process will have reduced that timeframe to approximately two months. That’s a critical factor to potential buyers, since they want to be in their buildings as soon as possible.”

Everything that H.F. Lenz did for BCDA was done to help site selectors see the many advantages of locating in Bedford County.

In working on the project, H.F. Lenz made a number of important observations. Most notable was the cooperation found among the stakeholders in Bedford County development.

“Our experience with the Bedford County economic development community has always been very positive. They partner well with each other and are proactive and successful in creating a supportive environment.”

BEDFORD COUNTY

DEVELOPMENT ASSOCIATION

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THE BCDA WOULD LIKE TO EXTEND
A SPECIAL **THANK YOU** TO

H.F. LENZ
COMPANY

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