

Create Resilience

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Hazards, such as flooding and extreme heat, create serious risks for communities in the Lehigh Valley.

The LV Hazard Mitigation Plan, recently updated by Northampton County EMA, details those hazards and identifies steps for mitigating risks in our communities. Using this data as well as resources from National Oceanic and Atmospheric Administration, CREATE resilience will drive communitywide engagement in hazards education and mitigation activities.

Partners include the National Weather Service (NWS) Middle Atlantic River Forecast Center and Mt. Holly, NJ Weather Forecast Office, and Weather Prediction Center, as well as Lehigh Valley Planning Commission, Northampton County Emergency Management Agency, Lehigh Valley Community Foundation, Lafayette College, and FEMA Region 3 Mitigation Division.

Year 1: Needs Assessment and Hazard Education • Kick-off presentations summarize the findings of the new LV Hazard Mitigation Plan.

- Three public education events focus on priority hazards for each community.
- Youth ambassadors events to gather stories and photographs from residents about their history with hazards.
- Youth ambassadors photo-document hazards/ successful mitigation efforts on a resiliency tour.
- Risk to Resiliency Forum presenting the year's findings and photo and stories exhibit at NNC.

Year 2: Mitigation Strategies

- Training for the community highlights the range of mitigation strategies available for regional hazards.
- A series of "Hazard Cards," that detail the scientific nature of area hazards, as well as successful models for mitigation, will be created and distributed.

- NNC will hold a Community Mapping workshop and preparedness event focused on household preparedness.
- Each community will have a Risk to Resiliency Strategies forum to identify key mitigation strategies that will be prioritized.

Year 3: Community Vision of Resiliency

- Partnering artists will create three communityspecific portable murals that represent the range of hazards and strategies for resilience identified within each community.
- A "Resiliency Guide," a booklet that documents the range of hazards, historical photos and stories, and steps to live more safely alongside the hazards, will be created for each community.
- An educational event further explores options for mitigation based on strategies identified by each community.
- Residents will be able to provide feedback to area decision-makers about community priorities at a final forum and discussion of the Vision of Resiliency Mural.

Year 4: Dissemination and Evaluation of Outcomes

- NNC will develop a short Science on a Sphere film about the CREATE Resilience process.
- Lessons learned throughout the project will be shared with other communities via a guidebook that accompanies the SOS film.
- A final report on community priorities and vision will be delivered and presented to each community.

NOAA Environmental Literacy Grantee National Community of Practice

The 2018 funding competition received 237 pre-applications. Of those, 59 were asked to submit a full proposal for review.

9 final grantees were selected through rigorous peer review by a group of experts representing science education, resilience planning, and education.

CREATE Resilience thru education, Art, technology, and engagement



L-R Todd Weaver, Tom Guth, Rachel Carr (Nurture Nature Cntr.), Michael Rampulla, Jeff Steiert, Michael Rinker, Keri Mayfield (Nurture Nature Cntr.). The men in this photo are all from Northampton County Emergency Mgmt. Services. The presentation on Thursday was given to the community by both Nurture Nature Cntr. and Northampton County Emergency Mgmt. Services.

For more info on this project go to nurturenaturecenter.org/create-resilience.

High School Students - Apply to be a CREATE Resilience Youth Ambassador for year two of the project. Applications will open in Fall 2019.

Adults and Families - We need to hear from you about your experiences with local hazards and vision for future resiliency! Please visit <http://nurturenaturecenter.org/> and follow Nurture Nature Center on Facebook for updates and more opportunities to participate.

Northampton County Executive Lamont McClure

and Northampton County Department of Community and Economic Development invite you to participate in a

Merchant Expo

What: An opportunity to promote your business, gain new customers, provide free samples, and sell cash-and-carry items!

Where: Gracedale Nursing Home
2 Gracedale Ave, Nazareth, PA 18064

When: Wednesday, May 15, 10am to 2pm

Why: No Registration Fee! The event is promoted to residents, visitors and the 800+ employees of Gracedale who are encouraged to visit the Expo conveniently on their lunch hour or break!



We provide the space, a table and chairs, and promotion of the event. We ask that each participating vendor donate a discount, gift certificate, or item for a prize raffle.

Please contact Rebecca at
rsanchez@northamptoncounty.org
610-829-6307



LVEDC Launches New “Made Possible in Lehigh Valley” Marketing Campaign

By Colin McEvoy

BETHLEHEM - Those of us who live and work in Lehigh Valley every day already know what a special place it is. Now, the Lehigh Valley Economic Development Corporation (LVEDC) is making sure the rest of the world knows as well.

During its 2019 Annual Meeting on March 19, LVEDC publicly unveiled a new marketing campaign unlike anything the organization has ever done before, one that will tell the stories of Lehigh Valley companies and people alike, increase outside awareness of our region, and let everyone know the amazing things made possible here.

It's all anchored by the phrase “Made Possible in Lehigh Valley,” and LVEDC has encouraged the stakeholders of Lehigh Valley's economy – the region's cities and municipalities, its employers and institutions, its organizations and residents – to adopt it and use it themselves, and to tell their own stories through this campaign.

“Today's business leaders and decision-makers are telling us they will come to where the talent is, or where they can recruit in competition with other markets,” said LVEDC President & CEO Don Cunningham. “That means that we need to tell a story of place: of our people, our cities, our communities, and our quality of life. Our story.”



Made Possible in Lehigh Valley

LVEDC worked closely with its stakeholders and regional companies in crafting the “Made Possible in Lehigh Valley” campaign, holding focus groups and detailed conversations with expert consultants, HR professionals, government partners, employers, and local talent to express a common vision of Lehigh Valley and what makes it a special place.

“By sharing our stories, we will showcase a positive image of our region, attract people and employers, and let everyone know this is a community rich with opportunity and driven by hard work, resourcefulness, and reinvention,” said Matthew Tuerk, LVEDC Vice President of Economic Development and Marketing.

Visit lvmadepossible.com for more information about the campaign.

More than 700 people registered to attend the LVEDC 2019 Annual Meeting, a record number for the event, which was held this year at the ArtsQuest Center at SteelStacks in Bethlehem.

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Economic Success Stories

Lehigh Valley was named one of the top five fastest-growing regions with under a million people in the United States, and the fastest-growing region of its size in the Northeast U.S. for a third consecutive year.

That ranking come as part of Site Selection magazine's annual Governor's Cup Awards, which ranks states and metropolitan regions based solely on number of development projects, amount of economic investment, and job creation during the previous year.

“Most importantly, ours is not a story of one sector, one industry one city or one county. It's a story of balance and diversity,” Cunningham said. “Jobs are being created in offices on manufacturing floors and industrial centers. The overall 5-year job growth rate is 5.4 percent.”

Cunningham also highlighted Lehigh Valley's growing gross domestic product (GDP), which surpassed the \$40 billion mark for the first time in regional history last year.

LVEDC 2018 Annual Report

By Colin McEvoy

BETHLEHEM - 2018 was a big year for economic development in the Lehigh Valley.

The region's a record-high GDP, ranked in the Top 5 among regions its size in the United States for economic development, and the region saw 33 major business attraction, expansion, or retention projects resulting in the creation of 4,419 new jobs and the retention of 3,006 more.

All of these stories and much more are highlighted in the new Lehigh Valley Economic Development Corporation (LVEDC) Annual Report, which was released for the first time at the LVEDC 2018 Annual Meeting on March 19.

The digital version can be read above or downloaded <https://lehighvalley.org/wp-content/uploads/2019/03/LVEDC-2018-Annual-Report.pdf>. Hard copies can be made available upon request.

The 32-page report includes details about the new “Made Possible in Lehigh Valley” marketing campaign unveiled at the Annual Meeting, as well as stories about LVEDC's increased focus on skilled labor, and downtown development in the cities of Allentown, Bethlehem, and Easton.

It also includes a detailed table about all 33 projects tracked by LVEDC in the year 2018, including 18 projects in Lehigh County and 15 in Northampton County, as well as a map showing exactly where in the region each of the projects are located.

Additional details are provided about each of these projects as well, including ADP's new office in downtown Allentown, the new global headquarters announced by Fortune 500 company Air Products, the long-awaited Lehigh Valley distribution hub by FedEx Ground, and major expansion projects by Air Liquide, B. Braun Medical, Evonik Corporation, and Freshpet, among others.

The LVEDC 2018 Annual Report was designed by Michelle Chrin, who has designed the organization's annual report for the last four years, as well as its Commercial Real Estate Reports, Investment Opportunities brochure, and other marketing materials.

Last year's LVEDC 2017 Annual Report won an International Economic Development Council Excellence in Economic Development Silver Medal for Best Annual Report (Population Greater Than 500,000).



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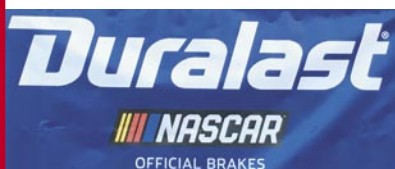
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