

1BERKSHIRE

Jonathan Butler, President and CEO
1Berkshire Strategic Alliance

What is 1Berkshire?

**MAKING
CONNECTIONS**



**PROMOTING
THE REGION**



**GROWING
BUSINESSES**



**DEVELOPING
LEADERS**



1Berkshire is the Regional Economic Development Organization and Regional Tourism Council. (Statewide designations)

Formed in 2016 from the merger of the Berkshire Chamber of Commerce, Berkshire Visitors Bureau, Berkshire Economic Development Corporation and Berkshire Creative.

1Berkshire provides programs that connect businesses with each other and with potential customers and works to develop future leaders and support entrepreneurs.

1 Berkshire Overview



- Team of 12+ Employees
- Over 800 Member Businesses from the Berkshire region
- 32 Board Members representing a diverse range of business sectors

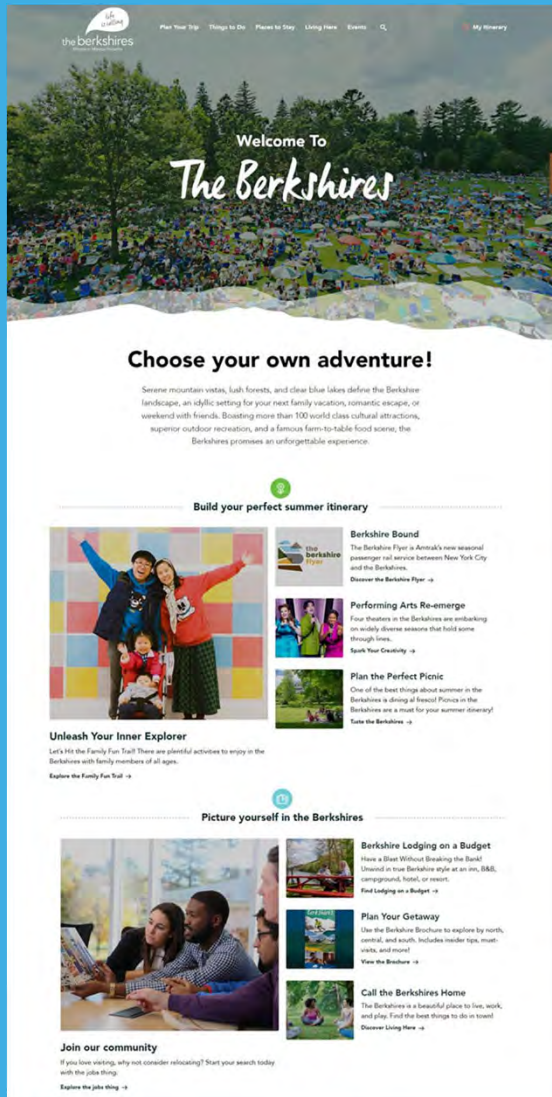
Marketing the Berkshires



1Berkshire promotes the Berkshires internally and especially externally as a preferred place to visit, live, work, and play.

Branding efforts for visitors leverage the historical concept of the Berkshires as a bountiful land with clean air and water alongside modern associations with world-class cultural offerings and exceptional farm-to-table dining.

In recent years, this branding has also included promoting the region as a preferred place to live and work, with an emphasis on the enhanced quality of life available in the Berkshires.



Berkshires.org

The premiere tourism website for the region.

2021 Metrics

- 5,000,000+ branding impressions
- 800,000 cooperative impressions
- 700,000 SEM impressions

Relaunched in March 2022, berkshires.org is a mobile-friendly website that offers users a toolbox for planning their activities in the Berkshires including:

- travel information and resources
- things to do
- lodging options
- relocation information
- a robust events calendar
- an itinerary tool

EXPLORE THE
Berkshires
2022 + 2023

life is calling
the berkshires
Western Massachusetts
MA MASSACHUSETTS
visitma.com
BERKSHIRES.ORG



Story from 1Berkshire

Why you should visit the Berkshires this summer

From wellness retreats and world-class museums to ziplining and farm fresh cuisine, get ideas for your travel bucket list.

See More →



CULTURE CALLS IN THE
Berkshires

EXPLORE

life is calling
the berkshires
MA MASSACHUSETTS

Visit the Berkshires of Western Massachusetts
Published by visitma @ 2:15 PM

The flowers have bloomed and the sun is out. Make sure to road trip on Route 7 through The Berkshires this summer for breathtaking views like these! #visittheberkshires

2,929 People Reached 204 Engagements +3.3x Higher Distribution Score Boost Unavailable

4 Comments 13 Shares



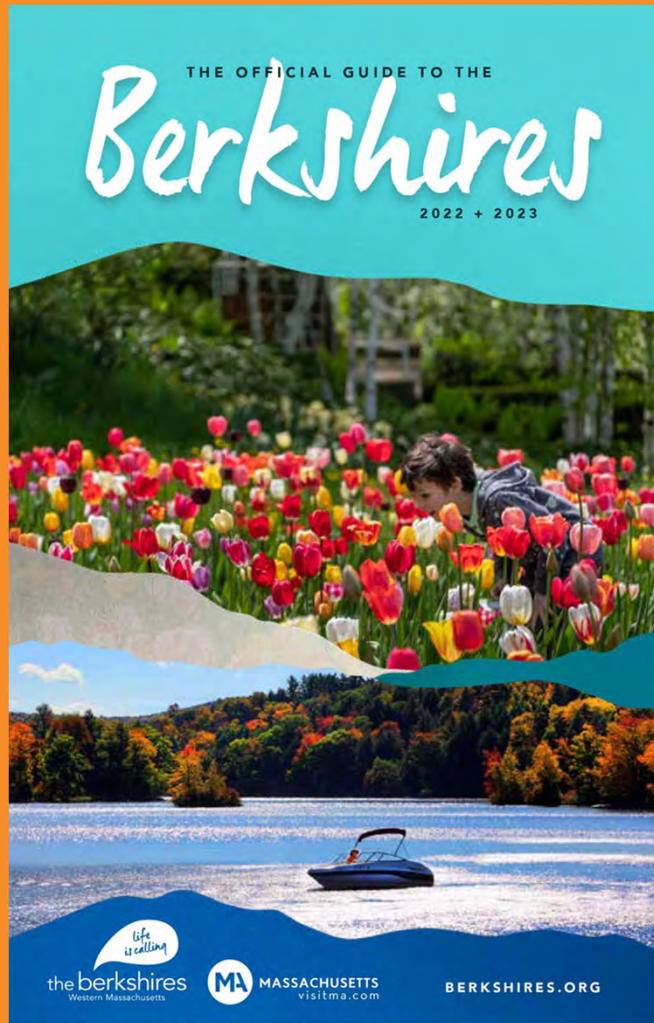
Media Marketing

1Berkshire's marketing team also works to place articles in major regional and national publications and maintains a robust social media and e-communications presence.

In 2021, 1Berkshire garnered:

- 550,000,000 PR placement impressions
- 13,500,000 combined social media impressions
- 1,500,000 e-communication sends

Together, these efforts introduce The Berkshires to new and repeat visitors and potential new Berkshire residents near and far.



The Official Guide to the Berkshires

Published annually, the Guide is a comprehensive, year-round marketing tool distributed locally and outside the Berkshires. The Guide exists in both printed and electronic formats.

75,000 physical Guides are distributed throughout Berkshire County, and others are mailed on request to visitors living elsewhere.

Research indicates that 80% of visitors use the Guide or berkshires.org to help plan travel to the region. 95% of visitors use the Guide to plan their activities, 90% use it to find dining, and 67% use it to find lodging.

1Berkshire Economic Development

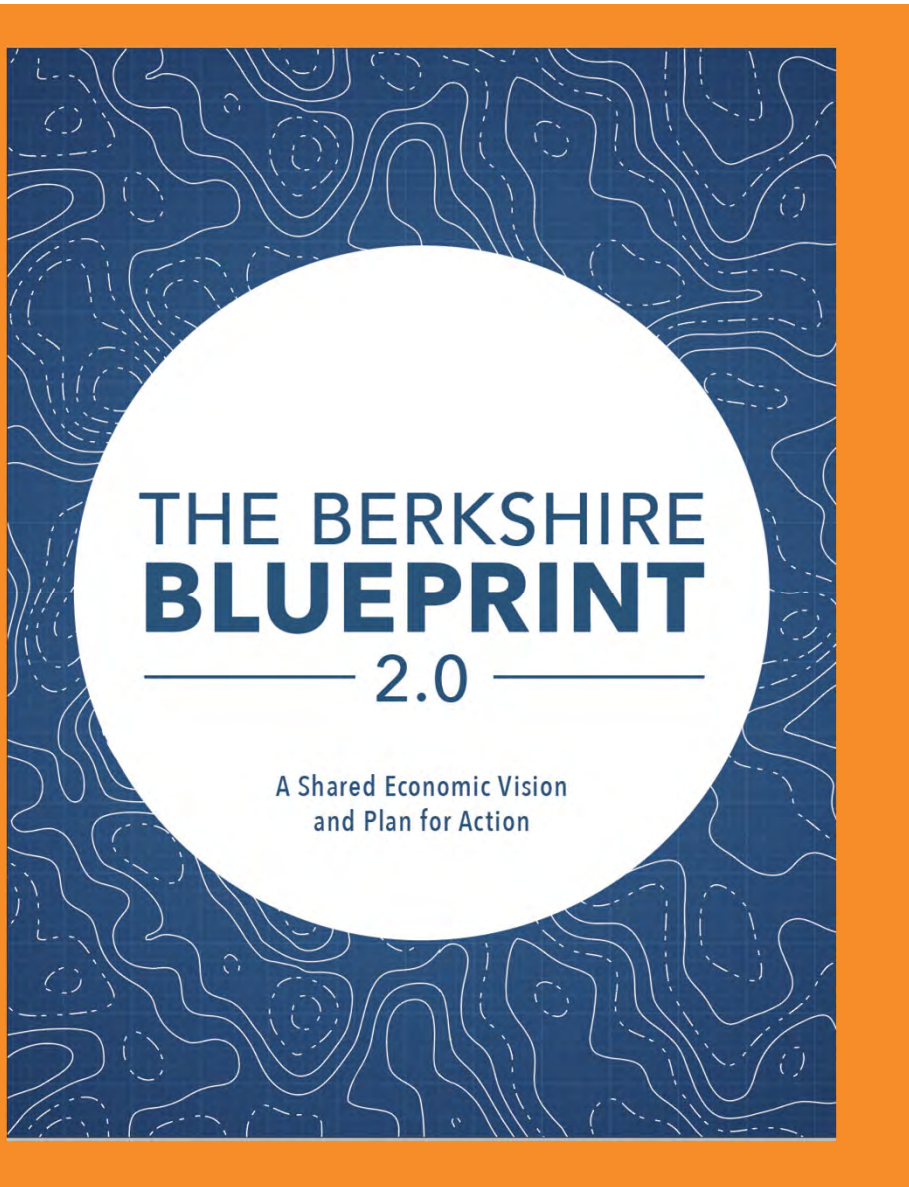


From an economic development perspective, 1Berkshire is a connective tissue organization, partnering with and convening businesses and agencies to help collaborate and synergize across industry boundaries.

Our Economic Development team has a several key areas of focus:

- Entrepreneurship support
- Business growth and expansion
- Business technical assistance
- Workforce recruitment

Much of this work is informed by the Berkshire Blueprint 2.0.



The Berkshire Blueprint 2.0

The *Berkshire Blueprint 2.0*, released in 2019, builds on the work of the initial *Berkshire Blueprint* as a regional strategic imperative for economic development.

The *Blueprint* is the underlying document for an ongoing community-owned effort to support and expand a number of key regional economic clusters and initiatives.

The *Blueprint* challenges what at the time had been a prevailing narrative: that the Berkshires' best days were behind us. It makes recommendations aimed at promoting growth within our economy and creating a better future for the region.



Berkshire Blueprint 2.0 Clusters

At launch, the *Blueprint* examined five key clusters:

- Advanced Manufacturing
- Creative Economy
- Food and Agriculture
- Healthcare
- Hospitality and Tourism

In light of its importance to the regional economy since the onset of the COVID-19 pandemic, we have added Outdoor Recreation to this list of key clusters.



Advanced Manufacturing

A common misconception about the regional economy is that manufacturing no longer plays a significant role.

This is incorrect.

Research conducted for the *Berkshire Blueprint* identified the Advanced Manufacturing cluster as a \$917,000,000 GDP contributor to our regional economy with an average wage over \$72.5k and a jobs multiplier of 4.8 (meaning one manufacturing job supports 4.8 other jobs in our region).

Advanced Manufacturing will only become more important in and increasingly technology-enabled economy.



The jobs thing is 1Berkshire's county-wide recruitment portal, enabling Berkshire employers to recruit workers for jobs that pay at least \$40,000 annually (or the hourly equivalent).

Launched in 2018, *the jobs thing* has posted over 1,000 jobs to date.

In FY21, with the help of digital retargeting campaigns through Facebook and LinkedIn, *the jobs thing* saw over 1,400,000 digital impressions on Facebook and over 44,000 on LinkedIn.

Additionally, *the jobs thing* is promoted locally via radio ads and billboards.

In March of this year, *the jobs thing* moved from 1Berkshire.com to Berkshires.org, which sees a much larger audience and importantly is focused on readers outside the Berkshires, making for a larger potential talent pool.

Business Consultations



1Berkshire conducts approximately 250 business consultations annually, assisting businesses at all scales from startups to some of our largest employers.

Through involvement with ongoing discussions and key initiatives, 1Berkshire is able to help connect businesses to resources and key agencies locally and at the state level to help them maximize their energies and actions and navigate challenges.

These consultations facilitate and exemplify the collaborative spirit in the Berkshires, building stronger business networks for sustained and mutual prosperity.

Entrepreneurship Support



1Berkshire supports entrepreneurs at all stages along their journey, from ideation through launch and expansion.

Our monthly Entrepreneurial Meetups move around the region, featuring a talk by the host business owner and networking opportunities.

In partnership with the US Economic Development Administration and the Berkshire Regional Planning Commission, 1Berkshire is working with subject matter experts to deliver technical assistance workshops and 1:1 assistance.

Part of this work includes the development and launch of an online training module and technical assistance to help businesses pursue Women- and Minority-Owned Business Enterprise certifications, unlocking massive opportunity for these businesses to become suppliers for state- and federally-driven contracts.

This spring, our team worked with Pittsfield Economic Revitalization Corporation and the Massachusetts Growth Capital Corporation to deliver GoFundU, a workshop series on crowdfunding for entrepreneurs.

Digital Economy Ecosystem

TECH IMPACT COLLABORATIVE

OLLI@BCC - Berkshire Innovation Center - 1Berkshire

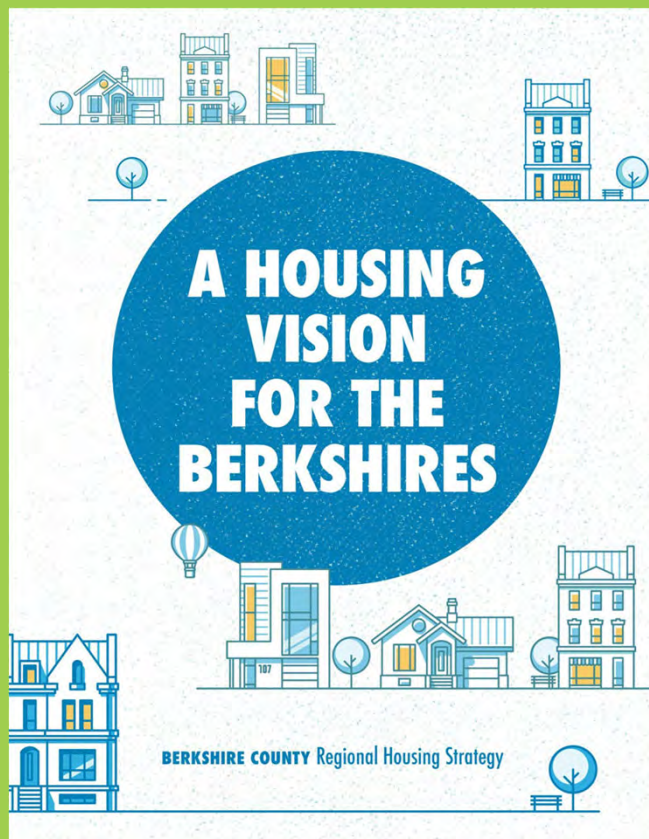
The Berkshire Innovation Center, Osher Lifelong Learning Institute (OLLI@BCC), and 1Berkshire have partnered to create the Tech Impact Collaborative to raise and amplify conversations about how the Berkshires has a future as a tech and innovation hub.

The Tech Impact Collaborative has held workshops, panels, and classes for over 1,200 participants over the last two years.

Most recently, the Tech Impact Collaborative has been working with the Center on Rural Innovation (and now as a member of the Rural Innovation Network) to advance the growth of an inclusive digital and tech-enabled economy in the region.

This has helped lay the groundwork for launching powerful new initiatives that will help support tech startups and remote work, and create robust interconnectivity across industrial clusters as we build the future of our regional economy.

Housing



Housing remains ongoing challenge throughout the region. A lack of new construction and the deterioration of existing housing stock has led to rising demand and rising prices for housing along the continuum, from affordable to market-rate housing.

A Housing Vision for the Berkshires identifies important challenges (including state regulations, burdensome local zoning ordinances, municipal infrastructure needs, insufficient contractor labor, and increasing material costs) and makes recommendations to improve them.

The creation of this document is the first step of an ongoing process that is being spearheaded by a committed group of agencies and volunteers, but will require involvement from all of us.

Final Thoughts



As an organization, we rely on our members to act as a constant litmus test so that we can continue to act in a data-informed manner and facilitate a collective impact approach to economic development in the region.

Everyone in this room has a stake in the current and future economy of the Berkshires, and the more we can pull on that rope together, the stronger we will be going ahead.