



# NEWS

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### Montco Commerce Department Launches Enhanced Economic Development Initiative

**Norristown, PA (May 3, 2019)** – The Montgomery County Commerce Department announced enhancements to *MontcoForward*, its economic development initiative and campaign, during a kick-off event at Montgomery County Community College on May 3 at 10 a.m. The web-based enhancement for those seeking to start a business, grow a business, or find new opportunities will give users valuable data about Montco’s business climate, industry trends, customer demographics, competition, and transportation which are valuable tools in business development decision making.

*MontcoForward* was created to meet the need for a modern and all-inclusive approach to economic development which champions the importance of partnerships and collaboration along with stakeholder engagement. It is a single point of entry approach for individuals, entrepreneurs, investors, businesses, communities, and institutions who are seeking economic and workforce development information and services.

“*MontcoForward* makes it easy for the business community to know what Montgomery County has to offer. Whether they are already here and looking to grow their company or still looking for that perfect place to invest with a thriving economy, connected communities, an abundance of educational opportunities, rich cultural assets, open space, and recreational opportunities,” said Dr. Valerie A. Arkoosh, Chair, Montgomery County Board of Commissioners. “We look forward to partnering with the Valley Forge Tourism & Convention Board to reach as wide of an audience as possible.”

Dr. Victoria Bastecki-Perez, Vice President of Academic Affairs and Provost for Montgomery County Community College gave opening remarks and introduced other industry leaders and elected officials who spoke at the event. Valley Forge Tourism & Convention Board (VFTCB) President & CEO Mike Bowman, Arkoosh, Montgomery County Board of Commissioners Vice Chair Kenneth E. Lawrence Jr., Montgomery County Commissioner Joseph C. Gale, SEI Global Leader of Workforce Development Colleen Stratton, and Montgomery County physician Dr. Francis Jeyaraj all revealed distinct perspectives on the benefits of living and working in Montgomery County.

“The best economic development starts with an attitude and approach that breaks down silos, and that’s what we want to do with *MontcoForward*. Montgomery County offers economic and cultural diversity, multi-sector employment, a concentration of high-quality educational institutions, world-class arts, entertainment, and

recreational assets, and a talented workforce,” said David Zellers Jr., Director, Montgomery County Commerce Department. “This combination truly makes this ‘the place’ to live, work, learn, and invest.”

Zellers later unveiled a promotional video highlighting what makes Montgomery County “the place to live, work, learn and invest.” The video was the result of a collaboration between the Valley Forge Tourism & Convention Board – the official Destination Marketing Organization for Montgomery County – and the Montgomery County Commerce Department. The video will be hosted on the *MontcoForward* website and the VFTCB plans to share the video on their website and as their sales and marketing teams travel to trade shows and events around the county and across the country.

“The Valley Forge Tourism & Convention Board is proud to partner with the Montgomery County Commerce Department on the *MontcoForward* initiative,” said Bowman. “Through promotion of the County’s 75 hotels, over 30 craft breweries, wineries, and distilleries, 53 golf courses, close to 100 miles of trails, over 200 arts attractions, more than 1,600 restaurants, and premier meeting and convention facilities, tourism is an integral part of what makes Montco the perfect place to live, work, learn, invest, and visit.”

For more information about the Montgomery County Commerce Department visit [www.MontcoPA.org/Commerce](http://www.MontcoPA.org/Commerce).

For more information about *MontcoForward* visit [www.MontcoForward.org](http://www.MontcoForward.org).

Download the *MontcoForward* video here:  
<https://www.dropbox.com/s/hk242yz4vq16ee0/MontcoForward.mp4?dl=0>

#### Photo Cutline

(L. to R.): Montgomery County Chief Operating Officer Lee Soltysiak, Valley Forge Tourism & Convention Board (VFTCB) Chief Marketing Officer Edward Harris, VFTCB CEO Mike Bowman, Montgomery County Commissioner Vice Chair Kenneth E. Lawrence Jr., Montgomery County Commissioner Chair Dr. Valerie A. Arkoosh, Montgomery County Commissioner Joe Gale, Montgomery County Commerce Department Director David Zellers Jr. (Photo/Teresa Harris)