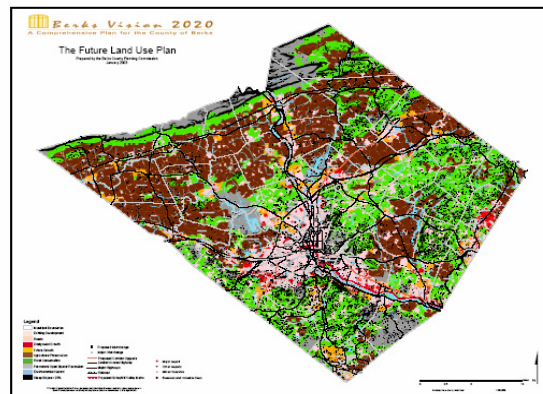


SWIGER CONSULTING, INC

BERKS COUNTY (PA) CLUSTER ANALYSIS AND SITE ASSESSMENT

The economic development office in Berks County had identified an excellent industrial site in the northern section of the County, and sought assistance in identifying potential tenants for the site. The County's first preference for use was firms in the food processing industry, but there was uncertainty about the efficacy of this concept. The Industrial Development Authority brought in Swiger Consulting as a sub-contractor to Real Estate Strategies, Inc. to evaluate the potential for food processing and to develop alternative target industries. The land use map below shows the extent of agricultural land in the County (maroon areas) and the rural conservation areas (green). Industrial development is concentrated in the pink and red areas with future growth in the orange areas.



The consulting team reviewed existing reports and assessments, delineated the market area, and evaluated the County's strengths and current industrial base. The team also performed a cluster analysis using the resources of the Institute for Strategy and Competitiveness as well as Shift-Share and Location Quotient analyses prepared by the Pennsylvania State Department of Labor.

Data from these resources led to the conclusion food processing firms were not the most likely tenants for this site, or the County in general. Based upon the assets of the County, an assessment of industry growth potential, locational fit and development impact recommendations for other targeting opportunities included medical devices various machinery manufacturing operations, printing, and concrete products.