

THInC

The Hazleton Innovation Collaborative



Five Year Plan | February 2019

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Planning Committee Members

Downtown Hazleton Alliance for Progress

Joseph Clifford, Planning Committee Chairman, Penn State Advisory Committee
Krista Schneider, Executive Director

Penn State Hazleton

Dr. Gary M. Lawler, Chancellor
Dr. Elizabeth J. Wright, Director of Academic Affairs
Debra Conway, Director of Continuing Education
Dr. Sherry Robinson, Associate Professor of Business
Tracy Garnick, Director of Student Services and Engagement
Allen Koehler, Director of Enrollment Management
Susan Bartal, Director of Strategic Communications

CAN DO

Joe Lettiere, Vice President, CAN DO
Jocelyn Sterenchock, Coordinator of Entrepreneurial Services, CAN BE Innovation Center

Initial Planning Forum Attendees

James Kelshaw, Downtown Hazleton Alliance for Progress
Joe Clifford, Downtown Hazleton Alliance for Progress, Penn State Advisory Board
Krista Schneider, Downtown Hazleton Alliance for Progress
Gary Lawler, Penn State Hazleton
Terry Jones, CPA, Penn State Advisory Board, TecBridge
Deb Conway, Director of Continuing Education
Liz Wright, Penn State Hazleton
Susan Spry, Luzerne County Community College
April Harris-Snyder, Lackawanna College, Hazleton Center
Joe Lettiere, CAN DO
Kevin O'Donnell, CAN DO
Kathy DeLeo, Wilkes Small Business Development Center
Don Webster, TecBridge
Christine Jensen, PA CareerLink Hazleton
Eddy Ulerio, Society of Hispanic Professionals of the Hazleton Area
Jocelyn Sterenchock, Hazleton POWER, Hazleton Art League
Carl Frankel, Hazleton Art League
George Leitner, DHD Realty
Jane Danish, Lehigh Valley Health Network
Rick Drust, FNCB Bank
Dave Kapsick, FNCB Bank

Dedication



Pasco L. Schiavo, Esq.

In late 2018 our community sadly lost one of its most passionate advocates. Attorney Pasco L. Schiavo, age 82, passed away on December 29th. The best summary of Attorney Schiavo's life is inscribed on a bronze plaque in his honor within Pasco L. Schiavo Hall at Penn State Hazleton which states:

"Distinguished lawyer, author, educator, community leader and philanthropist Pasco L. Schiavo, like generations of his family, has tirelessly, effectively and proudly worked to advance the best interests of Penn State Hazleton and the community of which it is on vital part."

A graduate of Hazleton High School, Pasco attended Lafayette College and received a Bachelor of Arts degree. Afterwards he attended the University of

Pennsylvania Law School and received a Juris Doctor degree. He then returned to the Hazleton area community to practice law in 1968. His practice continued until his passing.

Always of greatest importance and pride to him were his family, his parents, brother and sisters and his beloved Hazleton area community. He always worked to advance the best interests of his community and opposed anything which threatened those interests, whether his position was popular or not. He was dedicated to doing what was right, just and helpful and encouraging others to do the same.

In 2015, he was selected by The Pennsylvania State University as an honorary alumnus of the University for his significant work and philanthropy for Penn State Hazleton and its students from the Hazleton area community, an honor given annually to five or six people across the entire University system to non-graduates of the University who have been outstanding in their help to the University.

In 2015 Pasco also became actively involved in the revitalization of the downtown through his involvement with the Downtown Hazleton Alliance for Progress. He championed the expansion of Penn State Hazleton's educational programs to the downtown and the development of the Penn State LaunchBox.

We extend our deepest sympathy to the Schiavo family and dedicate this plan in his memory. We hope that our community's pursuit of this shared vision will carry his work well into the future.

Background



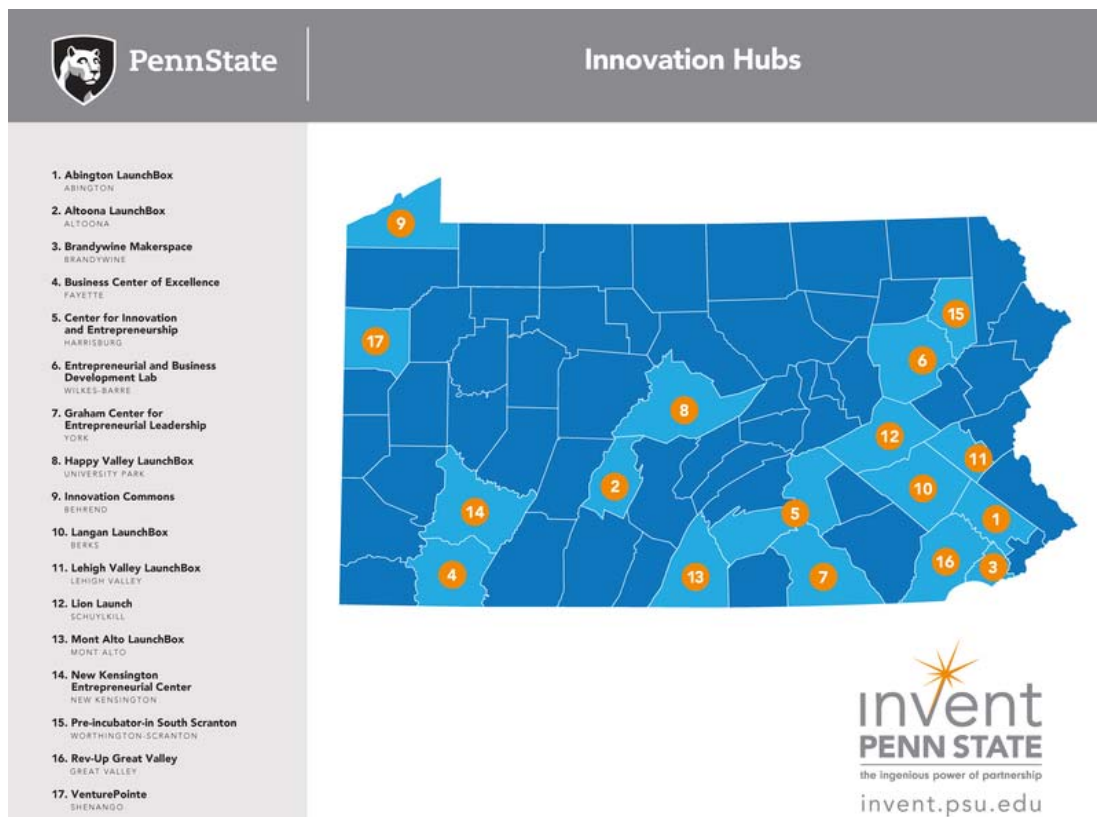
From left: Joe Clifford, Penn State Advisory Committee and Planning Committee Chairman, State Representative Tarah Toohil, Jocelyn Sterenchock, CAN BE Coordinator of Entrepreneurial Services, Dr. Gary Lawler, Chancellor Penn State Hazleton, and Dr. Eric Barron, Penn State University President.

In 2017 Penn State Hazleton (PSU-H) was awarded a \$10,000 grant from the Invent Penn State program to plan for the development of an entrepreneurial/innovation education program that includes the establishment of an area-wide entrepreneurial ecosystem and a business incubator in downtown Hazleton. Over the past year PSU-H faculty and staff, together with community partners, have been working to develop the foundation of a broad program that will leverage the resources of the university, as well as those of other organizations and institutions, in a highly coordinated and collaborative manner.

This work has involved community forums, committee meetings, stakeholder interviews, and site visits to other Penn State Innovation Hubs throughout the Commonwealth. Penn State Hazleton, Greater Hazleton CAN DO, CAN BE, and the Downtown Hazleton Alliance for Progress (DHAP) have been the primary partners in this effort.

Invent Penn State Initiative

Invent Penn State is a Commonwealth-wide initiative to spur economic development, job creation and student career success. Invent Penn State blends entrepreneurship-focused academic programs, business startup training and incubation, mentoring, funding for commercialization, and university-community collaborations to facilitate the challenging process of turning research discoveries into valuable products and services that can benefit Pennsylvanians and others.



A key strategy of Invent Penn State is the establishment of innovation hubs, commonly known as business incubators, across the Commonwealth to spur business start-ups and economic development. Twenty-one hubs have been established over the past three years. The Penn State Hazleton Launchbox is targeted for development in Downtown Hazleton Arts & Innovation District beginning 2019.

Through this initiative, Penn State Hazleton seeks to develop, in collaboration with its partners, a broad network of resources and highly-coordinated support programs that will encourage, nurture and reward entrepreneurship within the community.

Planning Context

The Greater Hazleton Area is anchored by the City of Hazleton, a Third Class city within Northeastern Pennsylvania and the second largest city in Luzerne County. Established in on the top of Spring Mountain in the 1830s along the Lehigh & Susquehanna Turnpike, Hazleton officially became a City in 1891 and established itself as a center of commerce, finance, and culture, thanks to the region's rich veins of anthracite coal. In the early part of the twentieth century, the City's population increased to 38,000. This growth was directly attributed to a huge influx of European immigrants looking to satisfy the demand for labor in the region's growing coal industry.

After World War II the demand for coal began to decline as gas and oil replaced coal furnaces and diesel engines took the place of coal fired locomotives. Strip mining operations also caused a loss of jobs. The garment industry, which surged due to the construction of the Duplan Silk Mill in 1899, also declined due to cheaper labor overseas. Population declined steadily following WWII as Hazleton and the surrounding area struggled for years trying to diversify the economic base in order to strengthen the job market. The 2010 census reported the City's population to be 25,532 residents. The larger region, which encompasses the Hazleton Area School District, has a population of approximately 70,000.

Sales, management, professional, and office occupations now make up more than half of the region's job market. One quarter of the workforce is employed in manufacturing, warehousing, and distribution jobs, which are mainly supported by the area's industrial parks. The three largest employers are the Hazleton Area School District, Amazon (distribution center), and the Lehigh Valley Hospital-Hazleton.

The region's median household income of \$42,802 falls significantly below the state's median household income of \$52,548. The City of Hazleton's median household income is much lower (\$34,594), with nearly 54% of the City population considered to be low to moderate income.

Education levels also lag behind other areas. About 75% of the region's residents have a high school diploma or higher, which is below the 89% rate for the Commonwealth. Only eleven percent (11%) of the region's residents have a bachelor's degree or higher, which is half the county and state attainment.

Demographic changes over the past two decades have also dramatically changed the region's character. Since 2000 the City of Hazleton has seen the highest rate of increase in Hispanic immigration in the state –the population rising from just 4.9% to an estimated 51.1% in 2018. Within the Hazleton Area School District, minority enrollment is 47% of the student body (majority Hispanic), which is more than the Pennsylvania state average of 32%. There are nine public schools managed by Hazleton Area School District serving 9,980 students in Hazleton, PA. More than 60% of the district's student population is considered low income.

The population of Hazleton is also getting younger. Between 2000-2010 the population of kids under age 18 grew by 30% and now comprises 25% of the population. By 2020 nearly half of the population will be under age 30. This is younger than Pennsylvania as a whole, whose median age is 40.6.

Current Entrepreneurial Environment

Despite and partly due to these and other economic indicators, Hazleton was ranked higher in business entrepreneurship climate compared to the nearby cities of Wilkes Barre and Scranton in a 2017 survey by WalletHub. This survey considered business environment, including things like average revenue per business and growth in number of small businesses; access to resources including financing and employees; and business costs such as office space affordability and cost of living. <https://wallethub.com/edu/best-small-cities-to-start-a-business/20180/#methodology>

Thanks to the influx of immigrants and millions of dollars of public and private investment made within downtown Hazleton over the past five years, job growth and small business creation is improving, particularly among the Hispanic community. Within the downtown alone, more than 75 new (net) small businesses have been established since 2014, adding almost 150 full time equivalent (FTE) jobs. Approximately 60% of these are Hispanic owned. This follows the statewide trend, which has seen more than a 50% increase in Hispanic-owned business startups since 2007. In spite of this trend unemployment rates remain relatively higher than state and national rates. Wages continue to lag behind other areas.

Over 200,000 square feet of commercial office space is either undergoing renovation or has recently been renovated within the downtown core, making this area a prime target for new business recruitment. Private investment of approximately \$20 million, combined with over \$5 million of public investment, is resulting in substantive changes to this district that will also help attract entrepreneurs and jobs.

This includes rebranding the downtown core as an Arts & Innovation District, which is anchored by a new Arts Center and Park, new restaurants, satellite centers of both Lackawanna College and Luzerne County Community College, fiber optic broadband infrastructure, and the proposed business incubator. The district is also designated as a PA DCED Enterprise Zone (EZ) and Keystone Innovation Zone (KIZ), which allows qualified businesses to receive state tax credits for investments made towards job growth and business development.

There is still much work to be done, however, to improve the business environment and increase chances for start-up business success. In recent workshops and stakeholder interviews of prospective entrepreneurs and new business owners conducted by the planning committee, these obstacles included: lack of business planning and target marketing; difficulties understanding the licensing and permitting process; a lack of information regarding municipal requirements and regulations; lack of access to or knowledge of business financing opportunities; lack of referrals for business support services; access to networking; access to bilingual resources and language translation services; access to mentors; and various other factors.

There are several existing organizations within the region and surrounding communities that currently provide resources to entrepreneurs.



In 2005 Greater Hazleton CAN DO established a new program called CAN BE (the Community Association for New Business Entrepreneurship), and established a 15,000 square foot light industrial/manufacturing business incubator within the Valmont Industrial Park, about five miles outside the City of Hazleton. Called the CAN BE Innovation Center, it is one of ten incubators currently operating within Northeastern PA and currently the only one within the Greater Hazleton area. The program offers leasable office and light manufacturing space to both start-up and established businesses, resident consultation, access to financing opportunities, and access to technical support services in partnership with Ben Franklin Technology Partners. Today the incubator is over 80% leased. During its lifetime, it has helped create about 25 companies, most of which have “graduated,” or went on their own and are still operating. For more info: <http://www.canbe.biz/>



CAN BE has expanded their business support services to include mentorship and internship assistance being made available through a partnership with the Wilkes University Allan P. Kirby Center for Free Enterprise and Entrepreneurship (APKCFEE), Wilkes Barre Connect, and the Northeast Pennsylvania chapter of SCORE. Located in Downtown Wilkes Barre (approximately 30 miles north), Wilkes University’s APKCFEE offers a program to assist Wilkes University students and other entrepreneurs within the community pursue small business development. The program provides experienced business professionals that serve as mentors and Kirby Scholars (highest performing students in each major) that serve as interns. The center also works closely with Wilkes Small Business Development Center (SBDC) to provide business plan development and other educational resources. It also provides marketing assistance, intellectual property management services, financial services, and engineering related services. For more info: <http://www.wilkes.edu/about-wilkes/centers-and-institutes/allan-p-kirby-center-for-free-enterprise-entrepreneurship/index.aspx>



The statewide Ben Franklin Technology Partners Network supports and executes the Commonwealth's technology agenda. It does this by helping early-stage technology-based companies and established manufacturers to be more competitive through technology. BFTP-NEPA, which is

headquartered in Bethlehem, often works with Hazleton area companies, and particularly those affiliated with CAN BE, by providing them with investments, technical and business expertise, college and university resources, and networking opportunities. For more info:

<https://nep.benfranklin.org/>



tecBRIDGE is a non-profit organization based in Scranton (approximately 60 miles north). In coordination with Northeastern PA colleges and universities, it provides a wide range of programs to support entrepreneurship and innovation within the region. These programs include a regional business plan competition, entrepreneurship

institute, innovation conference, a high school entrepreneurship institute, informal meetups, and radio podcasts featuring entrepreneurs. It is also in the process of establishing a million dollar Angel Network, which will be comprised of a group of affiliated investors who provide early-stage financing to regional start-up businesses.



**Small Business Development Center
Wilkes University**

The Wilkes Small Business Development Center (SBDC), is part of the statewide, nationally accredited program that provides one-on-one consulting services and educational resources to assist new and existing businesses at no cost. The SBDC program is a public/private partnership with the U.S. Small Business Administration, the Pennsylvania

Department of Community and Economic Development and 18 universities and colleges across the Commonwealth. Wilkes University hosts the SBDC in Northeastern PA. It provides free assistance in developing business plans, financial projections, and business research. A SBDC business consultant hosts office hours in downtown Hazleton one day per month.



The Greater Hazleton Chamber of Commerce serves as a centralized source of business, legislative, and community information. It also provides business management education and training, member to member discounts, and a

variety of business networking opportunities. The Chamber is a membership-based organization and currently has about 800 members. Yearly membership for small businesses under 10 employees is \$250/year with a \$25 initiation fee.



The Greater Hazleton Hispanic Business Organization was founded in December 2014 to aid Hispanics who own small businesses and at the moment is comprised of mostly Dominican business owners. The group charges an initiation fee of \$50 and a \$25 monthly membership fee thereafter. While still evolving, the goal is to create a

Hispanic business network offering business-to-business discounts to card-carrying members and their families. The organization also aims to create a co-op that will loan monies to Hispanic businesses that may run into hard times or to underwrite further entrepreneurial activities. Finally, the group hopes to be a social organization, hosting gatherings and fundraisers for families and the community at large.



Established in 2016 the Society of Hispanic Professionals of the Hazleton Area seeks to integrate Hispanic professionals into the community so they can help lead the innovation and development of the area. It helps promote

the accreditation of foreign degrees by institutions that conduct evaluations of foreign educational credentials.



The Latincubator is a new organization. It seeks to provide business and educational assistance to both Latino entrepreneurs and employees of multinational firms

establishing bases in the US, with the goal of attracting those firms to the Hazleton Area.

Entrepreneurial Educational Programs

There are three institutions of higher learning in the Greater Hazleton Area: Penn State Hazleton, Luzerne County Community College (Hazleton Center), and Lackawanna College (Hazleton Center).



Penn State Hazleton, located in Sugarloaf Township, approximately four miles north of Hazleton, is a dynamic, student-center university campus that has a mission aimed at helping budding entrepreneurs excel in the world. In

addition to offering micro grants to area entrepreneurs, PSU-H offers entrepreneurship courses, certificate programs, workshop series, internships, speaker series and mentorship through alumni, business leaders and academic partners.

Entrepreneurs may be interested in some of Penn State Hazleton's baccalaureate degree programs in business, engineering, information sciences and technology, project and supply chain management. Certificate offerings of interest would be industrial maintenance, project management, supply chain management, leadership, financial accounting, and foundations of business.

Penn State Hazleton upholds the highest standards in teaching and learning, while extending students' access to the entire Penn State University. Through its student-centered approaches, academic excellence, research, service to the community, and campus diversity, Penn State Hazleton advances knowledge, creativity and opportunity.



County Community College
and small business marketing. Its Hazleton Center is located in the downtown. General education courses, ESL courses, and now Communication Arts courses, are offered in this location.

In addition to two-year associate's degrees in Business Administration and Business Management, Luzerne County Community College offers a Small Business Skills Certificate Program and a Small Business Skills Diploma Program, all through their Nanticoke campus. Through its Continuing Education programs Luzerne County Community College also offers online classes in starting a business, creating a successful business plan, and small business marketing. Its Hazleton Center is located in the downtown. General education courses, ESL courses, and now Communication Arts courses, are offered in this location.



Lackawanna College is a private, accredited two-year college serving Northeastern Pennsylvania. With a main campus situated in downtown Scranton, Lackawanna offers classes through five satellite centers including downtown Hazleton. Lackawanna College offers classes in Business Administration and Business Studies at the Hazleton Center, as well as classes in Accounting, Human Services, Liberal Studies, and Criminal Justice.

The Hazleton Innovation Collaborative (THInC)



On June 15, 2017, Penn State Hazleton in partnership with the Downtown Hazleton Alliance for Progress, kicked off the planning process with a stakeholder forum. The purpose of the forum was to provide an overview of the Invent Penn State initiative and the innovation hubs, and get input from the community regarding perceived entrepreneurial program needs and area(s) of focus, as well as to gauge the potential for partnerships moving forward.

The forum was attended by more than 20 stakeholders representing a broad cross-section of the community. Attendees represented: economic development organizations; higher education; financial institutions; commercial property owners; the art league; health care; and small businesses.

Several follow-up focus group interviews were also conducted with community stakeholders, including owners of new business startups, both downtown and tenants within the CAN BE incubator, attendees of the 2016 joint Penn State Hazleton-SBDC entrepreneurial seminar series, Penn State Hazleton faculty and business students, students at career fairs, and students within the Hazleton Area School District.

Members of the planning committee met monthly throughout the remainder of 2017. They also visited several PSU Innovation Hubs, include the Happy Valley LaunchBox, the Lehigh Valley LaunchBox, the Corner LaunchBox at Penn State New Kensington, Lion Launch at Penn State Schuylkill, and the Langan LaunchBox at Penn State Berks.

Results and observations from these meeting and encounters are woven into the following program recommendations.



Given the goal of the Invent Penn State initiative, Penn State Hazleton and partners have recognized the opportunity to create a comprehensive entrepreneurial program in partnership with CAN BE that can leverage the resources of both institutions and other organizations within the Northeast PA, and result in a seamless experience for new business start-ups.

Rather than a single location and program provider, the THInC program is a network of sites and services in southern Luzerne County within which Penn State Hazleton plays the important role of education provider and operator of the downtown Hazleton LaunchBox, which will be regarded as a new center for entrepreneurship/innovation education within the community. The CAN BE incubator within the Valmont Industrial Park will be rebranded to become recognized as a resource within this larger collaborative, and its entrepreneurial support services, including its longstanding economic development organization partnerships, will be woven into the larger program. In addition, the downtown Arts Center, now under renovation with expected completion in 2019, will provide a kitchen incubator and necessary “maker space” to entrepreneurs in the arts just a few steps from the downtown incubator.

In order to provide necessary services to Hispanic entrepreneurs needing translation assistance or help navigating unfamiliar regulations and business culture, we will rely on the assistance of the Greater Hazleton Hispanic Business Association, the Society of Hispanic Professionals of the Hazleton Area, and the Latincubator for mentorship. Other existing educational institutions, including the downtown Hazleton locations of Luzerne County Community College and Lackawanna College, have also offered to provide program support to Hispanic entrepreneurs.

Mission

The mission of the Hazleton Innovation Collaborative is to leverage the academic and research resources of Penn State and its community partners to nurture the growth of entrepreneurship in the Greater Hazleton Area, and foster an entrepreneurial culture that will result in economic development, job creation, income growth, improved quality of life and student career success.

Programming

The THInC program has five major components (see flow chart). Entrepreneurs will have access to 1-on-1 mentoring with Penn State faculty, CAN BE staff and community volunteers throughout the program. Should Hispanic entrepreneurs need additional mentoring, it will be provided by program partners. Community leaders with a track record of success in business and

entrepreneurship will be recruited to support the initiative. CAN BE's existing pro-bono network of professional service providers (legal, accounting, taxes, etc.) will also be further developed.

Screening/Application Process

Entrepreneurs entering the program will come from a variety of backgrounds and each partnering institution will be asked for suggestions on the application and guidance on the process. The application will be an online form and will be available on the THInC website managed by PSU-H. Data captured will be entered by a Penn State THInC program assistant into a Cloud based system (currently Penn State uses Box) and made available to the community partners. CAN BE, in consultation with PSU-H program director, will serve as the formal screening organization.

Idea Test Lab

Derived from the Happy Valley LaunchBox curriculum, this four-week program offered two times per year, which will be facilitated by Penn State Hazleton at the downtown incubator, will help entrepreneurs determine if they can turn their idea into a viable business. The programming uses Lean Start-up Strategies. The goal of this program is to help entrepreneurs:

- Validate customer needs
- Identify key customer characteristics
- Define target markets
- Build a customer experience map
- Evaluate competitors

PSU Entrepreneurship Education Program

Once entrepreneurs successfully complete the Idea Test Lab they will be enrolled in the 15 week long Fast Track accelerator program, which will help them test the market with rapid tests and prototypes to build a solution that is based on real customer feedback. It will also result in the development of a sustainable business model and marketing strategy. This five month program will be offered once per year. During this program entrepreneurs will:

- Create a formal business entity
- Craft a unique value proposition
- Define a viable business model while learning about financing opportunities
- Sketch out a marketing and sales plan

This phase is also modeled after the Lean Start-Up Strategies employed by Happy Valley. PSU-H will be modifying this curriculum to the specific needs of the community.

Follow Up Assistance and Mentoring

Following the completion of the formal educational program, CAN BE, in partnership with Penn State and community volunteers, will provide follow up assistance in the form of internship and mentorship assignments, and direct introduction to the partnership organizations, institutions, and available resources each entrepreneur will need on an individual basis. This will include free Chamber membership for networking opportunities; municipal and state regulations and checklists for licensing and permitting; SBDC resources; legal resources, and financial resources. Where opportunities exist, Penn State program staff will link entrepreneurs up with Penn State faculty

and staff who could help guide their business development, research, and other resources unique to the Penn State University network.

Pitch Program/ Business Plan Competitions

If desired, entrepreneurs who complete the program will have the option of pitching their business plan to the THInC program advisory committee for mini-grants (\$1,000), which can be used to offset startup expenses. Any entrepreneur, who wants to compete in the regional TecBridge business plan competition will be provided assistance in preparing their proposal. Entrepreneurs will also have access to a larger networking of regional Angel Investors through Wilkes Barre Connect's PITCH program, should larger funding be needed.

Additional Programs

Entrepreneurs can also apply to Summer Founders Program. The Summer Founders program gives Penn State teams \$10,000 each to work on their startup, social good, or non-profit idea for the summer. The 2018 Summer Founders program, in partnership with Happy Valley LaunchBox, will provide the funding, mentorship and resources needed to scale their new venture. One member on the team must be a Penn State student.

A goal for entrepreneurs would be to participate in Penn State's Tech Tournament where startups at various stages of development make their cases to a panel of venture capitalist judges about their product efficacy, market development, competition, patent protection and growth projections at the Invent Penn State Venture & IP Conference for a top prize of \$75,000.

Summer and after-school programs geared towards high school students may also be developed if funding becomes available.

Operations and Governance

The operation of the program will be executed by PSU leadership, facilitators and staff in partnership with CAN BE staff. Governance of the program will be provided by PSU-H in partnership with the THInC Advisory Committee that is comprised of an alliance of partner organizations and community volunteers.

THInC Advisory Committee

The Advisory Committee will take an active role in implementing the goals and objectives of THInC. This committee will be comprised of representatives from the following organizations (others may be added as need is determined):

- Penn State Hazleton
- CAN BE/CAN DO
- Downtown Hazleton Alliance for Progress
- Greater Hazleton Chamber of Commerce
- Hazleton Art League
- Hazleton Area School District
- Immanuel Christian School
- MMI

- Luzerne County Community College
- Lackawanna College
- Greater Hazleton Hispanic Business Association
- Society of Hispanic Professionals of the Hazleton Area

Members will be selected to serve on this committee by their institution. The committee should be comprised of members with grant writing, event management, business, and marketing skills. Individuals with expertise in business, engineering and IST will be welcome. All members should be able to communicate well, listen and learn and provide constructive advice, be enthusiastic about mentoring, and have a genuine interest in helping with the mission of the THInC Program.

Staffing

PSU-H is currently in the process of hiring two part-time employees, one of which will provide administrative support for the Hazleton LaunchBox and the other will facilitate the educational experience for the entrepreneurship program.

Marketing/Communication Strategy

A strong marketing and communication plan of the LaunchBox program will be needed to spread awareness and to attract entrepreneurs. This is currently in development. Recruitment targets will include Penn State students, as well as students from Luzerne County Community College, Lackawanna College, and the Hazleton Area School District, with particular attention given to students within the district's Academy of Sciences (STEM) and the Arts and Humanities Academy. Other recruitment targets will include Hispanic immigrants with higher degrees from their home countries, but who are unable to find work in their profession.

A media communications strategy is also being developed by the Penn State Hazleton's Strategic Communications office. This is to include a website modeled after other LaunchBoxes in the Invent Penn State system, as well as print and social media that follows the marketing guidelines provided by the Invent Penn State program.

Scholarships

The Penn State Hazleton Scholarship committee will review and discuss student entrepreneurs who are eligible for financial assistance through four existing scholarships These include:

- The Lamont Family Scholarship
- CAN DO Foundation Scholarship
- CAN DO Community Foundation Trustee Scholarship
- The Chic Sacco Memorial Scholarship

Facilities

As a network of sites, the THinC program has four primary facilities that will serve the needs of entrepreneurs within the Greater Hazleton Area.

Hazleton LaunchBox Powered by Penn State

The Hazleton LaunchBox will be located at 13-15 W. Broad Street in the heart of the Arts & Innovation District. It will serve as the primary education and resource center for Penn State's entrepreneurial program. This formerly blighted building was donated to the Downtown Hazleton Alliance for Progress by DHD Realty in 2017 specifically for this use. The building underwent a \$383,000 Phase One renovation in 2017. An additional \$600,000 in state grants and private donations has been raised for Phase Two renovations.



DOWNTOWN HAZLETON ALLIANCE FOR PROGRESS
13-15 WEST BROAD STREET
WEST HAZLETON, PA

INCUBATOR / CO-WORKING SPACE

JOSEPH ROMANELLO ARCHITECTURE
375 SOUTH MAIN STREET
PHILADELPHIA, PA 19146
800.762.1412

The incubator will occupy approximately 4,200 square feet of space on the first floor of this two story building. Phase Two renovations are expected to be complete in 2019. When complete the LaunchBox is planned to include the following elements (see attached renderings):

- Co-working space with accommodation for laptop and/or desktop computers for up to 16 people, to include WiFi/high speed internet access. Participants enrolled in the program will have free access to the Hazleton LaunchBox during established times.
- Shared access to printer(s), 3-D printer(s), copier, fax, etc.
- Shared break area and lounge area.
- A common space for meetings to accommodate 15-20 people, equipped with smart classroom technology and teleconferencing capability.
- A private meeting room to accommodate 5 people.
- Private area for phone calls/private meetings.

- Lockers or Open storage bins. Information desk for staff support.
- Three private offices for PSU use and/or sublease to entrepreneurs
- Restrooms
- Secure access
- A second floor and basement area will remain unfinished, but will be available for continued phased development should need and resources determine.

A 600 square foot café or other retail space will occupy the front of the building, which will be independent of the LaunchBox but connected internally to the co-working space at Penn State’s discretion. This retail space will provide entrepreneurs with the opportunity to start and grow their business by selling items within a street-level storefront location.



DOWNTOWN HAZELTON ALLIANCE for PROGRESS
13-15 WEST BROAD STREET
WEST HAZELTON, PA

INCUBATOR CAFE

Joseph rominski architecture
370 north main street
pittston, pa 18440
370.762.1410

CAN BE Innovation Center

The CAN BE Innovation Center provides 10,000 square feet of leasable space to startups and early stage companies needing office space or space for product development and delivery. It also contains shared access to copiers and printers, a shared break area, and a conference room.

THInC on Campus

Penn State Hazleton will be providing a dedicated area on campus that will serve as an information center for the entrepreneurial program to help drive awareness and nurture an entrepreneurial culture within the campus community.

The Hazleton Arts Center

The Hazleton Arts Center, currently under renovation, is planned for opening in 2019. When complete this 12,000 SF facility, which is located only a few doors up (31 W. Broad Street) from the LaunchBox, will be operated by the Hazleton Art League (HAL). The HAL has been providing arts instruction to the Greater Hazleton Community for more than 65 years. This includes adult and youth instruction in drawing, painting, photography, stained glass, fused glass, jewelry making, pottery, ceramics, and pysanky art.

When complete the center will house studios to accommodate all of these classes, as well as digital and culinary arts. All of these facilities will be available to entrepreneurs. The kitchen is envisioned to be leased to start-up culinary entrepreneurs, and the digital arts studio will provide additional resources to entrepreneurs for web design, graphic design, etc.

Sustainability & Financial Plan (1-6 years)

A six year financial proforma has been created for Penn State's role in the THInC program and its operation of the downtown LaunchBox. This proforma incorporates the recent award of an Invent Penn State seed grant of \$50,000 a year for three years, and assumes additional grants from corporate donors and private foundations that may be matched by the Penn State Economic Development matching grants program. PPL Electric Utilities has already provided a \$20,000 grant. The Penn State Hazleton Development office will assist with continued fundraising.

Timeline for Implementation

April 20, 2018: Final approval of LaunchBox concept design
May 31, 2018: Final approval of name and signage concept
June 15, 2018: Final approval of construction documents; refine programming
July 31, 2018: Bids received
Aug-Nov, 2018: Additional fundraising; faculty and staff job descriptions developed
Dec 15, 2018: Project bid re-advertised
Jan 15, 2019: Re-bid; Bids received
Jan 31, 2019: Construction contract executed
Feb 1, 2019: Phase Two construction begins
Mar 30, 2019: Staff hires; launch recruitment and marketing initiatives
June 1, 2019: Phase Two construction substantially complete
June 30, 2019: Certificate of Occupancy permit awarded
July/August, 2019: LaunchBox Grand Opening (date TBD)

The THInC Advisory Committee will begin to meet regularly as the program develops and construction continues. This plan should be considered a living document, which will be augmented over time as the program evolves.