

GREATER READING CHAMBER ALLIANCE



- 606 Court Street, Reading, PA 19601
- 610.376.6766 • fax 610.376.4135
- info@greaterreading.org
- www.greaterreading.org

Our mission is to be Berks County's leading unified resource for building a healthy, competitive business community. Our vision is to assist companies to retain, expand and grow their operations and employment and attract new businesses to Berks County.

UPCOMING EVENTS

PENN STREET MARKET 2022 – Thursday Jul 7, 2022

11:00 AM - 1:00 PM EDT (Every Thursday June-September)

Location: 638 Penn Street, Reading, PA 19602

Free to attend! Free for all ages! <https://www.pennstmarket.org/>

Contact Information: Aaron Gantz, agantz@greaterreading.org

GRCA Wins National ACCE Award for Website Redesign

The Greater Reading Chamber Alliance (GRCA) recently announced that it has been named one of 13 Communications Award of Excellence winners by the Association of Chamber of Commerce Executives (ACCE) for its website redesign.

GRCA's Director of Communications & Marketing Leah Fassnacht and Digital Marketing Coordinator Audrey Krupiak managed the six-monthlong project under the guidance of GRCA member, LaunchDM, Reading

"This award is a testament to the hard work and careful thought put into this project," said Fassnacht. "It's our hope that visitors to our site are able to more easily find the information they need and are able to better understand the important work GRCA does."

The new website more clearly outlines the mission and vision of the organization. As an entity that combines both economic development and traditional chamber activities, it was important to create a website that better highlighted GRCA's work. The new site, which features a 36 percent decrease in the number of pages, includes a stepped-member application form, an extensive event calendar that can be filtered by event type and a more robust overview of the economic, workforce and real estate development tools and programs GRCA offers. The site welcomed 14 percent more new users and hosted nearly 12 percent more sessions from the time it launched in August 2021, through the end of the year, compared to the same time in 2020. The site also saw a 15 percent increase in page views. This increase in traffic was all obtained organically. All new traffic was driven to the site through GRCA's social media channels and email database.

ACCE's Awards for Communications Excellence program is designed to showcase top communications and marketing work of chambers of commerce and similar organizations. Several thousand award entries have been submitted since the launch of the competition, which is now in its 37th year.



COMMUNICATIONS EXCELLENCE

SPONSORED BY Meta

"Chambers of commerce create community impact, more so now than ever before," said ACCE President & CEO Sheree Anne Kelly. "Chambers are natural conveners, telling stories that inspire and spur action. That creativity in communications, paired with catalytic leadership within their region, is what earned them this well-deserved recognition."

The 13 winning entries will now go on to compete for the Best in Show title within their total annual revenue category. The three winning entries will be revealed at ACCE's annual convention in Indianapolis during the July 27 Awards Show.

A panel of communications and marketing professionals from two U.S.-based chambers of commerce evaluated entries submitted for this year's competition. Entries were organized by category — based on the chamber's annual revenue — and entry type: campaigns, digital media, websites and print and electronic publications.

This is the second ACCE award for Fassnacht and Krupiak, who were previously honored in 2021 for the rebuild Berks multimedia campaign.

For further information contact: Leah Fassnacht, Director of Communications & Marketing at lfassnacht@greaterreading.org; 610.898.7780.

"The GRCA has been great at providing leadership training for our employees...it makes them much better at becoming leaders from within our organization."

JUSTIN SPANNUTH
VICE PRESIDENT & COO
UNIQUE SNACKS
Member since 2010

GRCA
GREATER READING
Chamber Alliance

WE ARE GREATER TOGETHER

tinyurl.com/weareGRCA

EMPLOYEE TRAINING

FROM GREAT TO Greater

ACCELERATE YOUR BUSINESS GROWTH WITH A GRCA MEMBERSHIP

Join GRCA now to build new networks, gain resources and tools to maximize profitability, and get ahead of the competition. Your success is our business.

GRCA
GREATER READING
Chamber Alliance

To learn how to become **GREATER** with a GRCA membership, visit joinGRCA.com.