



POPULATION

51K



RACE/ETHNICITY

94% White

3% Black or African American

1% Asian

2% Two or More Races

5% Hispanic or Latino

WEALTH AND ACCESS TO CREDIT

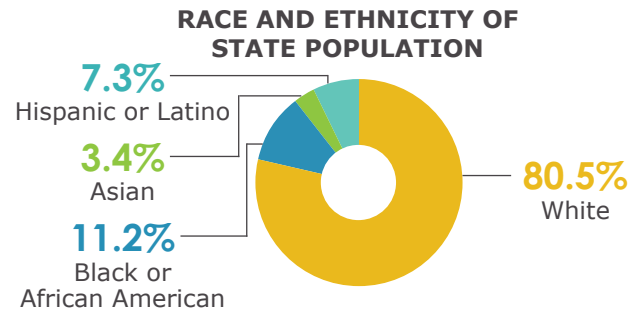
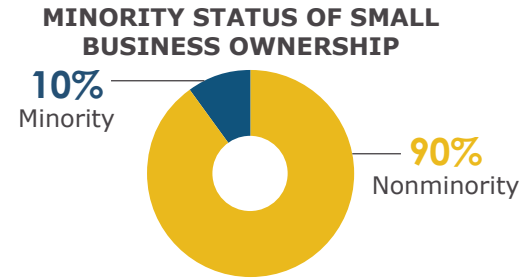
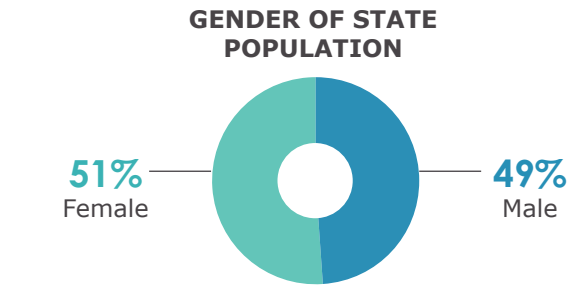
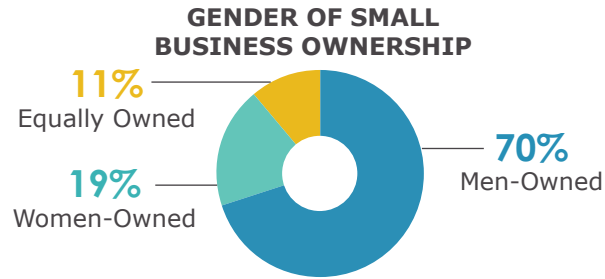
\$28K

 Median Debt

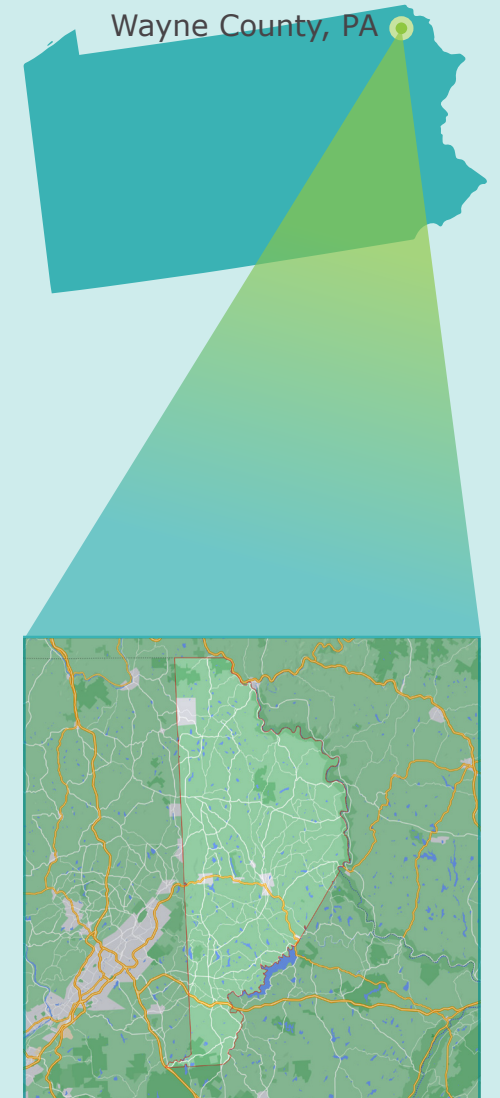
74% Residents with Debt

25% Residents with Student-Loan Debt

STATE LEVEL DATA FOR PENNSYLVANIA



MAP



“We hope to better support small businesses in their efforts to attract and retain workers and to prioritize racial equity in their business models. As a community made up of small businesses, the impact will be significant, putting racial equity at the very heart of how our community grows and thrives.”

Ryanne Jennings
Wayne County Community Foundation, *cohort lead*



COMMUNITY NARRATIVE

Wayne County is located in the northeast corner of Pennsylvania in the northern Pocono Mountains. It is a rural community of about 50,000 residents and is within a three-hour drive of New York City and Philadelphia. One of the pandemic's impacts has been a spate of relocations, both in full-time residents and second homeowners. The population has increased but still lacks diversity: It is 96 percent White. Once an area that relied on coal transport and manufacturing, Wayne's major industries today include tourism, agriculture, construction, health care, banking, and small business. Recruiting and retaining skilled staff remains one of small business owners' biggest challenges, and additionally, concerns about a lack of diversity and equitable opportunities continue to be pressing topics of discussion.

COMMUNITY GOALS

Support and Access

Supporting small business owners in recruiting and retaining skilled staff who may live outside the county

Building Relationships

Developing and supporting a network of small businesses that value and prioritize racial equity in their business model

Systems Change

Developing or modifying systems that support changing demographics, particularly since COVID-19

PARTNERS

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Learn more about the Reinventing Our Communities (ROC) Cohort Program
www.philadelphiafed.org/roc-cohort-program

