

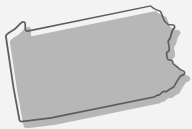
The Institute

Turning Information into Insight

2025 Impact Report

The Institute is a non-profit research organization dedicated to empowering business and community leaders with research-based strategies for informed decision making. For over 20 years, The Institute has helped policymakers, and community leaders from the public, private, and non-profit sectors understand and address some of the region's most challenging problems. This research and the dialogue resulting from this work have been a catalyst behind many economic and community revitalization initiatives that have produced positive outcomes for the region and changed people's lives in tangible ways.

Indicators



150+ metrics

updated annually on The Institute's data dashboard and ATLAS mapping tool

14

categories of data

3

counties covered

Client Impact: F.M. Kirby Center

"The Institute helped us tell our story and confirmed the effect the Kirby Center has on downtown Wilkes-Barre. We wanted to answer the question: are we doing the business that I feel like we're doing? The Institute did an impact report for the Kirby Center, and confirmed that we had \$14 million in local economic impact during the 2024 - 2025

\$14 million

in economic impact

fiscal year. The story that data told gave us the front page of both local newspapers. It

gave me facts to share with our current donors and prospective donors. It also prepared us for creating a new strategic plan. And most importantly to me, as the leader of our organization, it validated the hard work of our entire staff, and it is motivating all of us to keep pushing and challenging ourselves now that we understand the value we bring to the region."

Joell Yarmel
Executive Director
F.M. Kirby Center for the Performing Arts



Community Based Research

\$11,218

of research time devoted to fulfilling information requests

\$84,933

of research time in support of local non-profit projects

6

task force studies completed annually

The Institute's task forces are focused on improving the quality of life and standard of living for the residents of northeastern Pennsylvania through information, data, and analytics surrounding the following:

- Housing
- Education and Workforce Development
- Jobs, Economy, and Economic Development
- Energy
- Health and Health Care
- Planning, Land Use, Transportation, and Infrastructure

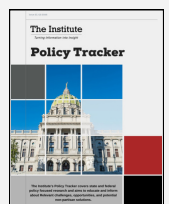
11,830

hours of community based research done annually across all projects

Economy and Policy Trackers

The Institute produces two quarterly publications:

- **Economy Tracker:** covers economic and business trends in the region, including labor force statistics, unemployment updates, and housing affordability.
- **Policy Tracker:** features state and federal policy focused research and aims to inform the reader about the challenges, opportunities, and potential non-partisan solutions.



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Anchors for Equity

"I've experienced The Institute's role as a facilitator via the Anchors for Equity project, in partnership with the Federal Reserve Bank of Philadelphia. The Institute gathered leaders from education and healthcare to identify the highest lead positions in the healthcare workforce and pinpoint where targeted interventions could make the biggest impact. The resulting data are now being used to inform the newly created NEPA Workforce Funder Collaborative as it seeks to strengthen workforce solutions across the region."

Danielle Breslin
President & CEO, Moses Taylor Foundation

18

Anchor organizations
pledged continued support

22

months of research and
meeting facilitation

Client Work

In 2025, The Institute team completed:

11

program evaluations

10

economic impact studies

4

strategic planning support

2

needs assessments

2

data services

1

market study

1

housing study

Student Interns

13

local students completed
internships in 2025, totalling

1,655

hours of learning

In the Media

1,000

contacts receive the
Institute Review weekly

41.9%

Average open rate

811

Institute Review
link clicks

75

print impressions



Community Engagement

6

Institute staff serve on
nonprofit boards

10

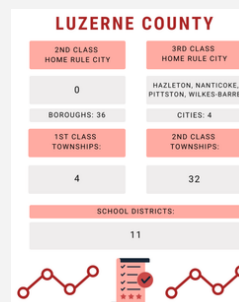
presentations to nonprofits
and community groups



Legislative Research

3

legislative retreats hosted by The
Institute, where state and federal
representatives discuss data and
research on community issues



The Institute published a **Guide to Understanding Local Government** in 2025, to help our community understand the different levels of local government, and why it is important to vote in local elections.