start LOCAL




# Start Local Podcast

ENGAGEMENT + SPONSORSHIP OPPORTUNITIES

# About the Podcast

- Helps businesses and non-profits in and around Chester County, Pennsylvania, **connect and grow** together.
- Aims to **bring together the many folks** that make up our wonderful community in greater Philadelphia to share and learn from each other.
- Working to **reflect the community** as it exists in Chester County.
- Interviews with **business and nonprofit leaders** from in and around Chester County.
- Runs **25 – 50 minutes** .
- Airs **fortnightly** – every two weeks.

## Our History

The Start Local Podcast was launched in April 2020 by Chester County small business owners, **Liam Dempsey** and **Joe Casabona**. The original focus of the show was to help area businesses and nonprofits get information to help them adapt to Covid lockdowns.

In June 2023, Liam and Joe relaunched the show with help from **Erik Gudmundson**. Still focused on Chester County, the show now looks to help businesses and nonprofits connect and grow together.

# PRAISE FROM NONPROFIT LEADERSHIP

Building a strong community is about creating connections and fostering collaboration among local leaders. The Start Local Podcast serves as a platform to share inspiring stories and highlight the efforts of those who are making a real difference in our area.

At the Chester County Food Bank, we're committed to addressing food insecurity and supporting our neighbors, and the podcast helps amplify our mission by encouraging more people to get involved and give back to their community.

**Jeffrey W. Howard, CFRE, Director of Development and Marketing**
Chester County Food Bank

# Focus of the Discussions

- **Empower those who live, work, or play** in and around Chester County to **get to know some of the wonderful and amazing folks** who make the region so unique.
- **Highlight unsung businesses and nonprofits** serving the Delaware Valley region.
- **Provide insights, experience, and information about trends** based on the guest's professional knowledge and expertise.
- **Build and strengthen our local community** by sharing compelling first-hand stories and conversation from local leaders committed to the well being of our area.




... and many more.

# Building a Community



- Start Local hosts three networking events per year where guests of the show, listeners, friends, and supporters gather to connect and share in person.
- Registration-to-attendance ratio: 55/52 (Mar 2024), 65/57 (Sep 2024), and 49/35 (Jan 2025)

### PARTNERING WITH THE SCCCC

Since 2024, our podcast has been a member of and Affinity Partner to the Southern Chester County Chamber of Commerce.

### EVENTS TO CONNECT

As podcast community, we host a limited number of in-person networking events. Our events are free to attend and draw about 50 attendees per event.



## PRAISE FROM BUSINESS LEADERSHIP

The Start Local Podcast experience was truly eye opening. Having never participated in a podcast or even a recorded interview before, I was guarded about what the experience would be. Ultimately, it was one of the most enjoyable professional experiences I have had. The staff at Start Local make it  easy to be comfortable with discussing your subject matter and ask the right questions that allow you to truly contribute your expertise to the conversation.

At the event they hosted, I had the pleasure of meeting a multitude of other participants from an impressive pool of industry, nonprofit, and government leaders. To a person, they echoed my experience in dealing with Start Local. Great subject matters, presented in an easy and informative format.

**Eric Kuhn, Managing Partner**
Pillar Real Estate Advisors, LLC

# A Selection of Our Guests

Since relaunch in June 2023, guests have included:

- **Chrissy Houlahan**, US Representative, Pennsylvania 6th Congressional District
- **Michael Grigalonis**, President and COO, Chester County Economic Development Council
- **Andrea Youndt**, CEO of the Chester County Food Bank
- **Ronald DiSabatino**, VP of Nuclear Engineering, Constellation
- **Laura Manion**, CEO and President of the Chester County Chamber of Business & Industry
- **Robert Jefferson**, Associate, Gawthrop Greenwood; City Solicitor for the City of Coatesville
- **Susan Springsteen**, Managing Partner and Co-Founder, nth Solutions
- **Eric Kuhn**, Managing Partner, Pillar Real Estate Advisors
- **Dr. Karen Pinsky**, Chief Medical Office, and **Ed Cahallan,** Chief Human Resources Officer, Penn Medicine Chester County Hospital

To review the full list of episodes, please visit startlocal.co/episodes

# Guests from Previous Iteration

In the first season of the show, when focused on responding to Covid, a selection of our guests included.

- **Bill Covaleski**, Co-Founder, Victory Brewing
- **Marian Moskowitz**, Commissioner, Chester County
- **Katie Muth**, State Senator, Pennsylvania 44th District
- **Marty McDonald**, CEO and Co-Founder of Bad Rhino, Inc.
- **Cheryl Kuhn**, President & CEO, Southern Chester County Chamber of Commerce
- **Jim Adams**, Director of Marketing, Levante Brewing
- **Mark Avery**, Owner, KSQ Barbershop
- And more

# PRAISE FROM CHAMBER LEADERSHIP



Laura Manion

The Start Local Podcast is dedicated to local community matters and serves as a vital bridge between community businesses, nonprofits, and individual leaders. By spotlighting local issues, events, and stories, it amplifies voices often overlooked by mainstream media, empowering communities to engage in meaningful dialogue and action and encourages collaboration. Such podcasts not only inform but also inspire civic participation, driving positive change and strengthening the fabric of society at the grassroots level.

My favorite part of the Start Local Podcast is highlighting local leaders, providing invaluable recognition for those making a difference in Chester County and beyond. By showcasing their initiatives, accomplishments, and perspectives, it celebrates their contributions and inspires others!

**Laura Manion, CEO & President**

Chester County Chamber of Commerce of Business & Industry

# Our Target Audience

- **People who live, work, or play** in and around Chester County, Pennsylvania
- **Business and nonprofit leaders** eager to get to know and connect with their professional neighbors
- **Local elected officials (at all levels) and government leaders** keen to understand the concerns and happenings of their constituencies.

# PRAISE FROM A PODCAST GUEST



Robert Martin

I experienced first-hand the value of Start Local. After having the pleasure of being interviewed for a July 2023 session, I received many calls and emails from folks who heard it, even some I didn't know, expressing interest in Camphill Village Kimberton Hills. Also, I have profited immensely from listening to interviews with others.

I value Start Local especially because one doesn't get an elevator pitch. The format of Start Local, while relaxed, provides opportunities to go deeper. Our community is very fortunate to have this very special resource.

**Robert Martin, Director of Development and Member of the Community**
Camphill Village Kimberton Hills

# Downloads, Reach, and Community as of Mar. 2025

Podcast episodes overview:

- First 7 days: **47**
- Total Episodes: **67**
- Total downloads: **2703** *

Social media reach:

- **202** followers on LinkedIn
- **113** followers on Instagram
- **125** email subscribers
- **27** followers on Facebook
- **22** podcast subscribers (estimated)
- **12** subscribers on YouTube **




In-person community:

- Number of in-person events: **3**
- Average attendance: **49**
- Registration/attendance: **87%**

* Since relaunch in June 2023.
** We quietly began publishing on YouTube in 2024.

# Meet the Hosts



**Joe Casabona**

Joe is a podcast producer and coach who helps coaches, course creators, and authors.



**Erik Gudmundson**

Erik is an experienced leader in the field of IT service delivery.



**Liam Dempsey**

Liam is a marketing and design consultant working with businesses and non-profits.

# Let’s Chat

To inquire about sponsoring or underwriting the Start Local podcast, please contact:

Liam Dempsey

610-590-0130

liam@lbdesign.tv

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