



Lancaster Chamber

# Strategic Plan

## WHERE SUCCESS BEGINS

POSITIONING LANCASTER COUNTY  
BUSINESSES TO THRIVE.

# BY 2035, LANCASTER COUNTY WILL...

- ✔ BE THE BEST PLACE TO LIVE IN PENNSYLVANIA.
- ✔ BE A RECOGNIZED BUSINESS ENVIRONMENT FOR INNOVATION, SUCCESS, AND GROWTH.
- ✔ BE A UNIFIED COMMUNITY WHERE EVERY PERSON THRIVES.

### LENSES

#### Communitywide Focus

We apply a lens of inclusion and equity to our efforts both internally and externally – broadly considering individual and organizational attributes.

#### Countywide Impact

We apply a lens that focuses on helping businesses and organizations across all of Lancaster County.

**VISION:** Lancaster County.  
A thriving community for all.

**MISSION:** Create the environment, facilitate partnerships, and lead on issues that elevate business success.

#### CORE VALUES

- SERVE.** We commit to a culture of service.
- CONNECT.** We maximize connections that grow networks and accelerate business success.
- SOLVE.** We approach all issues with a solution-oriented mindset.
- LEAD.** We pledge to lead on behalf of the business community.

# Strategic Directions



Lancaster Chamber

HOW DO WE ACHIEVE THIS?

BY EMPOWERING BUSINESSES AND ENSURING LONG-TERM SUCCESS



## LEAD A BUSINESS FORWARD AGENDA.

- **Lead efforts to influence policy** that set the conditions for business to succeed.
- **Build collaborative relationships** to ensure public officials understand the impacts of policy and the priorities of Lancaster County's business community.
- **Educate and activate members** on the issues that have the greatest impact on businesses and employers.



## DESIGN OPPORTUNITIES TO DO BUSINESS BETTER.

- **Build high-quality connections** through intentional networking opportunities, shared learning, and best practice sharing.
- **Provide businesses of all sizes with** essential resources and customized tools.
- **Increase member visibility** by leveraging platforms and channels that reach a curated audience.



## CULTIVATE A DYNAMIC WORKFORCE.

- **Empower and upskill current employees** by providing professional development, training opportunities, and connections to resources, ensuring businesses have the skilled workers they need to thrive.
- **Foster future talent** by building strong partnerships between business and educational institutions to prepare the next generation for the workforce.
- **Position Lancaster County as a thriving talent hub**, offering fulfilling careers and vibrant lifestyles, to retain and attract top-tier workforce to the community.



## STRENGTHEN QUALITY OF LIFE.

- **Collaborate with strategic stakeholders** to identify and address community needs.
- **Support efforts to enhance quality of life** through improved housing, infrastructure, and economic conditions that create a vibrant and attractive community.
- **Empower members** by providing them with the tools, knowledge, and support needed to foster an informed community and drive positive change.



## ENSURE ORGANIZATIONAL SUSTAINABILITY.

- **Ensure effective operations and financial stewardship** to deliver maximum value to members.
- **Develop an intentional strategy** for the use of the Foundation of the Lancaster Chamber that aligns with the Chamber's mission and vision.
- **Foster excellence, continuous professional development, and growth** within the staff to drive organizational success and innovation.