



Lancaster Chamber **ANNUAL REPORT**

2022-2024

Strategic Plan

150

2022-2024 Strategic Plan



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 Priority #1

PUBLIC POLICY

We inform and advocate, on behalf of our members, for policies which support business, people, and places.

Leverage the Pro-Business Agenda to guide our advocacy work at all levels of government and align with our mission and impact area priorities.

Ensure that the Chamber has the resources to deliver on key components of the Pro-Business Agenda.

Build strong relationships with public officials to ensure they are aware of the real-world impacts of legislation and policies that facilitate the growth of our local community.

Strategic Priority #2

WORKFORCE

We partner, support, and/or lead opportunities and solutions to address workforce challenges.

Deliver training relevant to current workforce challenges and evolving needs.

Gather and share workplace strategies and resources for attracting, recruiting, and retaining talent.

Facilitate connections and create clear pathways to connect students and businesses.

Identify the business role and develop collaborative strategies to address barriers to workforce participation.

Strategic Priority #3

BUSINESS SOLUTIONS

We analyze, assess, and navigate the business landscape to provide timely resources and forward-focused solutions.

Provide products and services responsive to the needs of the business community.

Source relevant content and expertise to deliver events, programs, and professional development.

Create opportunities for networking and connections.

Strategic Priority #4

DIVERSITY, EQUITY, & INCLUSION

We contribute to a more inclusive and equitable workplace, workforce, and community.

Maintain a commitment to the Chamber's Diversity, Equity, & Inclusion Guiding Statement.

Advance the Diversity, Equity, & Inclusion framework focused on operations, business community, and community:

Foster an inclusive member and participant experience with a diverse staff, board, & volunteer base.

Bring awareness to promising practices and connect businesses and employees to resources.

Deepen relationships and partnerships with community stakeholders.

Strategic Priority #5

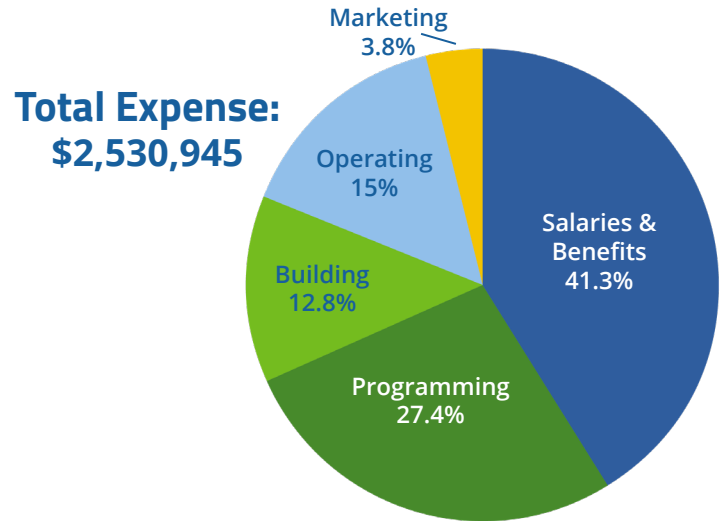
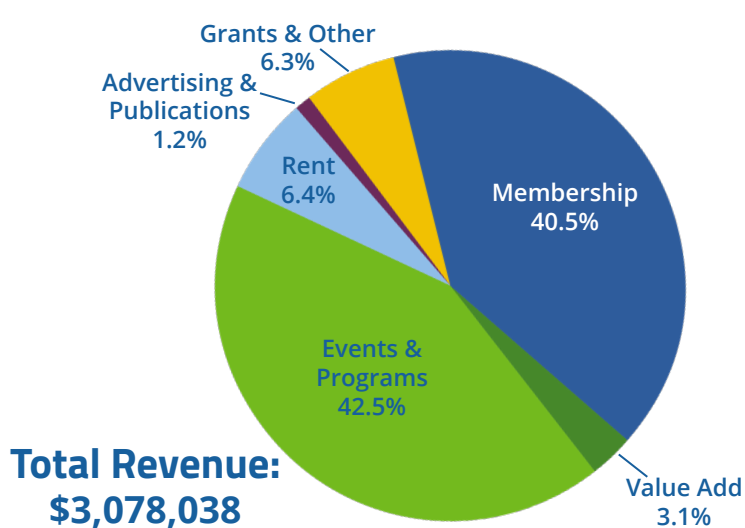
CHAMBER EXCELLENCE

We foster a culture of continuous improvement to achieve operational excellence and long-term sustainability.



2022

Year-In-Review



8,932 **UNIQUE ATTENDEES**
engaged with the Chamber at **133** **EVENTS.**

28 **BUSINESSES**
celebrated grand openings,
anniversaries, & new locations with
Ribbon Cuttings.

10 **MINORITY BUSINESS
ENTREPRENEURS**
participated in the inaugural
Words into Action:
Underrepresented Business
Partnership.

179 **NEW MEMBERS** joined the
Chamber network of businesses
& organizations looking to connect and make a
sustainable impact on the future of our County.

We provided training to

688 **EMPLOYEES**
through our **23**
**PROFESSIONAL
DEVELOPMENT** offerings.

Celebrating



YEARS of Impact

Through our business-education partnerships, **83 BUSINESSES** joined Inspire Lancaster to provide experiential learning for students throughout the County;

110 HIGH SCHOOL JUNIORS were paired with a mentor in our Discovering Paths program; and **115 STUDENTS**, the entire Pequea Valley School District's sophomore class, participated in the launch of the PV First Choice pilot career exploration program.

Of the **90 SPEAKERS** presenting on behalf of the Chamber, **50** were **WOMEN** and **24%** were representing **MINORITY GROUPS**.

87% of **SURVEYED MEMBERS** feel the Chamber is a Champion for a stronger business community!

65 DISPLACED WORKERS were connected with **16 LOCAL BUSINESSES** for employment.

After many years of advocacy, the **Corporate Income Tax (CNI) Rate** will be lowered from 9.99% to **4.99%**

944,790 IMPRESSIONS & REACH on All Social Media Platforms

Thank you for being part of the Lancaster Chamber's historic celebrations!

2,400

ATTENDEES engaged
at the 150th Anniversary
Celebration Events

3 150th
**ANNIVERSARY
CELEBRATION
EVENTS**

273,984

IMPRESSIONS on 150th
Social Media Content

114

**HISTORICAL MILESTONES
& BUSINESSES
SPOTLIGHTED**
throughout 2022

2,945

VISITS to the 150th
Historical Business
Timeline



DEAR BUSINESS COMMUNITY,

As the Lancaster Chamber embarks on the next 150 years, we look forward to gathering new perspectives, supporting long-established and newly formed businesses, and meeting employers and employees where they need us. Our legacy demands it; our county requires it. We are focused on serving our community through our initiatives and strategies that directly impact business.

In year two of our three-year strategic plan, the Chamber is continually monitoring trends to ensure we are meeting your needs. Demographic trends – the aging workforce, the rise of the millennial generation, and a more culturally diverse population – will require businesses to look for ways to become more productive through operational efficiency, engage in a mentoring mindset, and lean into the advantages of human talent. And business trends – the growth of virtual marketplaces, automation of business activities, sustainable business operations, and the rise of the data economy – require businesses to involve their employees to adopt new practices and know their customers better.

We look forward to building upon the rich legacy of Lancaster County while utilizing time-tested strategies and new, innovative approaches to sustainability for businesses and cultivation of a thriving community for all. You can be a part of impacting and shaping our business landscape – and I hope you will engage with us along this journey. Here's to the NEXT 150!

Sincerely,



Heather Valudes
President & CEO
Lancaster Chamber



Lancaster Chamber
NEXT150