

2023 ANNUAL REPORT

2022-2024 Strategic Plan Review



Dear Business Community,

Lancaster County is a highly desirable location to live, work, and do business in. The Lancaster Chamber's vision, mission, and strategic priorities serve as a guide on how to drive economic prosperity by creating a vibrant ecosystem in our County that fuels business growth, while attracting and retaining talent.

Over the last few years, we've seen firsthand how strong the business community is in Lancaster County. We commit to maintaining this strength by bringing leaders together, advocating for our members' success, championing community prosperity, and aiming to meet business and employee needs. Our mission to create the environment, facilitate partnerships, and lead on issues that elevate business success is at the forefront of everything we do.

The Lancaster Chamber's Annual Report gives us the opportunity to highlight the programming and advocacy we do year-round, resulting in a positive impact for Lancaster County and our business community. The numbers you'll see on these pages represent success for our entire community and would not be possible without our members and dedicated Chamber volunteers and staff. We invite you to review these efforts and thank you for your leadership, engagement, and support.

The Lancaster Chamber, which has been serving our businesses and employers for more than 150 years, has always aimed to have a strategic plan that reflects our efforts to ensure the Lancaster County community is a purposeful, productive place of business and a thriving community for all. As we develop our next strategic plan throughout 2024, we are going to think critically about all the ways we can strengthen the business community and contribute to its continued success. We look forward to creating a plan that ensures our members have the best platform to engage and connect, collaborate on ideas, find common ground, and prepare for the future.



We invite you to join us as we continue to come together and build on our successes as a County!

Sincerely,

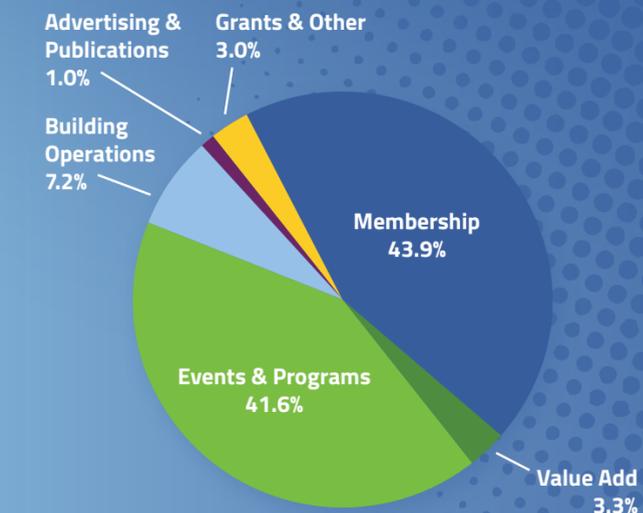
Heather Valdes
President & CEO
Lancaster Chamber



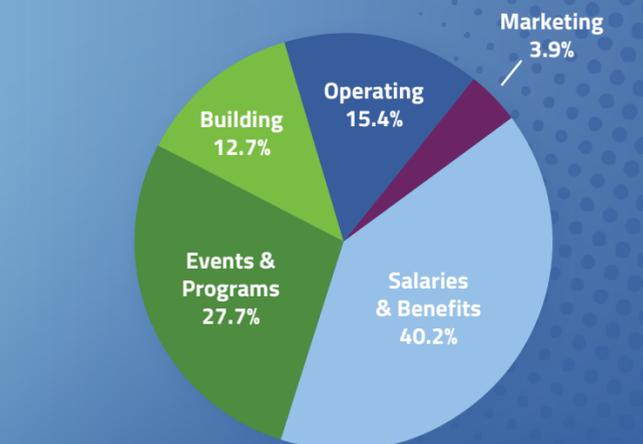
Lancaster Chamber

2023 Year in Review

Total Revenue



Total Expense



9,355 PEOPLE

attended **173 events & programs** to engage, learn, and connect – spending over **353 hours** engaged – that's over **44 business days!**



195 NEW MEMBERS

joined the Lancaster Chamber and **32 businesses** celebrated grand openings, anniversaries, and new locations with us.



The Lancaster Chamber elevated over **165 BUSINESSES & ORGANIZATIONS**

through our advertising & sponsorship opportunities, while highlighting our members and promoting business success through our social media platforms with

1,244,948 IMPRESSIONS

and reach, a **32% increase** from 2022.

2023 STRATEGIC PLAN

Mapping Our Path to Excellence

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 #2

Workforce

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

142 community members engaged with ACHIEVE, a degree completion program. **52 students** are continuing to pursue degree completion across **3 partner institutions**.



Strategic Priority #1

Public Policy

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

22 Advocacy Committee members, a volunteer group made up of business professionals, met for over **330 hours** to discuss policy and advocacy initiatives that helped the Chamber develop **3 position statements**, sign **11 letters of support**, draft **5 public comments**, and advocated for multiple bills that passed into law, including investments in childcare, clean slate expansion, funding for K-12 schools, and permitting reform.

Between our staff interactions, and opportunities to engage at events, the Lancaster Chamber represented business in **83 hours** of conversations with all levels of government and elected officials.

47 businesses participate on the Inspire Lancaster platform, offering experiential learning opportunities for students in grades K-12.

124 students from **13 Lancaster high schools**, benefited from 1:1 mentoring and career exploration activities in the *Discovering Paths Mentoring* - a program that engages **124 businesses** professionals as mentors.

110 business professionals learned about and gathered resources on hiring justice-involved individuals as a segment of our workforce pipeline.

Strategic Priority #3

Business Solutions

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

From upskilling our incumbent workforce to leadership development training, **2,956 employees** of member businesses spent **226.5 hours** in learning or professional development programs.

3,055 members spent a combined **83 hours** networking and building business relationships at our over **40 networking-specific events!**

New Manager Academy, our long time professional development program, graduated its **500th manager** in 2023!



Engaging with members across Lancaster County

The Chamber team traveled **13,182 miles** throughout the County, visiting and meeting with businesses and hosting events or programs.

Strategic Priority #4

Diversity, Equity, & Inclusion

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

1,098 people gathered, representing a diverse range of ethnic and cultural backgrounds, to cultivate meaningful business connections at **20 events** and programs like our Hispanic Business Lunch, Women in Business programs and BIPOC Networking

Of the **157 speakers** presenting on behalf of the Lancaster Chamber, **85 were women**, and **22% represented minority groups**.

15 minority owned business owners served as cohort members of the *Underrepresented Business Partnership* since 2022.



Strategic Priority #5

Chamber Excellence

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

84% of surveyed members think the Lancaster Chamber is meeting or exceeding expectations as a well-respected local business organization.

Since 2022, the Lancaster Chamber team has had a net growth of **2 full time staff members**, adding to our capacity to better serve our members and businesses.



Lancaster Chamber