



Lancaster Chamber

# **2024 PROOF OF PERFORMANCE**

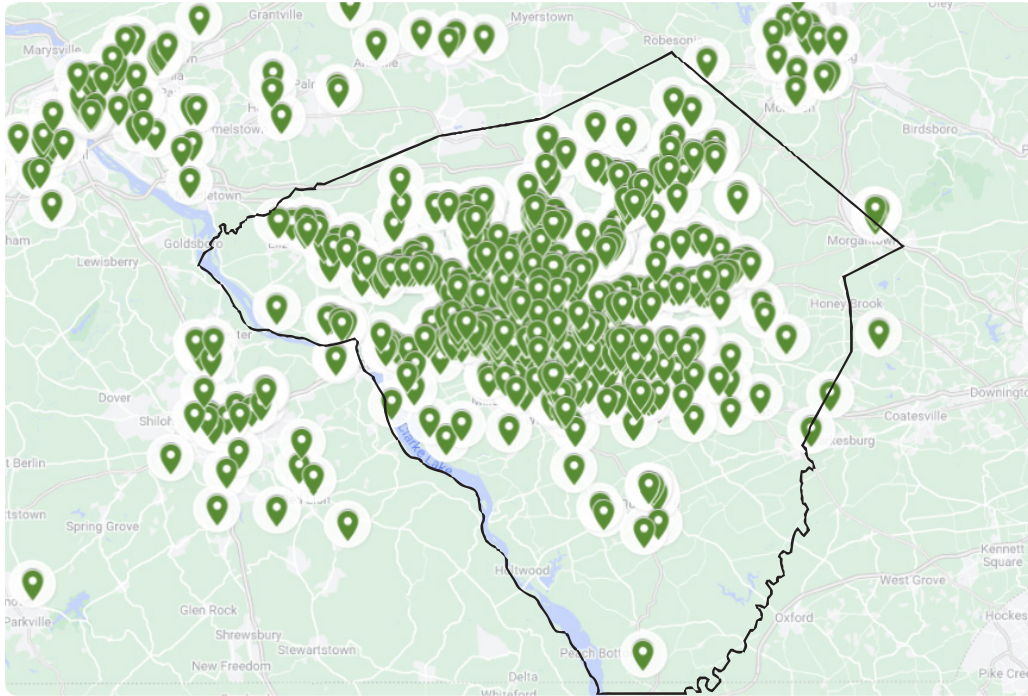
**DRIVING  
IMPACT.  
SHAPING  
SUCCESS.**



# Highlighting Our Business Community

## Your Brand. Our Audience.

The Lancaster Chamber equips businesses with strategic opportunities to enhance visibility, foster meaningful community connections, and elevate their brand. Through sponsorships, targeted advertising, print & digital publications, and engagement initiatives, we position businesses to effectively reach a network of over **1,300+** member organizations and more than **25,000+** local professionals across Lancaster County.



## Ways Businesses Are Engaging with the Chamber to Connect with Our Audience:

- Online Business Directory
- Ribbon Cuttings, Grand Openings, & Anniversaries
- Hosting Chamber Event
- Member Headlines
- Community Calendar
- Member-to-Member Discounts
- Job Board
- Digital Article Blog Series
- Thriving Magazine Publication
- Business Community Guide & Directory
- Gift & Giving Guide
- Digital Advertising
- Print Advertising
- Sponsorships

**1,300+**

Chamber Members

**183**

New Members

**24,600**

Social Followers

**17,900**

Email Subscribers

**25,000+**

Total Contacts

**180,500**

Website Visits

**2,600,000**

Emails Sent

**885,000**

Emails Opened

**34.2%**

Open Rate

## Elevating Your Business

Part of our goal as a Chamber is promoting and supporting businesses across Lancaster County by providing both free and low-cost opportunities for you to expose your brand to our network and reach new connections. With access to a comprehensive online business directory, exclusive sponsorship options, and impactful advertising formats, businesses have multiple avenues to stand out and build strong connections. We had a total **3,000+** instances where we were able to elevate businesses and organizations through our various marketing & communication platforms.

**87**

Advertisers

**161**

Program & Event  
Sponsorships

**1,082,450**

Social Media  
Impressions/Reach

**77,005**

Social Media  
Engagements



### Advertising

**87** business took advantage of the multiple advertising opportunities we offer, including email & web banners, print ads, and social media highlights putting their brand in front of our curated audiences.



### Sponsorships

With over **150** events held over the past year, ranging from networking mixers and peer group roundtables to major events and professional development, our events programs boosted over **105** Sponsors in 2024.



Our company has sponsored both events and programs with the Lancaster Chamber for several years. The Chamber has offered our firm a tremendous platform to build brand awareness throughout the Lancaster community and create lasting, genuine relationships. ~ Conrad Siegel



Interested in learning more about how you can elevate your business or organization with the Chamber? **Go to [lancasterchamber.com/elevate](https://lancasterchamber.com/elevate)**





# Celebrating Your Business

From celebrating the grand opening of SVN Latus, one-year anniversary of KelSa's Sweet Box, and groundbreaking of UHaul's newest 1295 unit storage facility to honoring the legacies of businesses on their milestone achievements: Engle Printing & Publishing Co.'s 70th Anniversary, Kitchen Kettle Village's 70th Anniversary, Certified Flooring's 75th Anniversary, & the Lancaster County Community Foundation's, 100th Anniversary - Lancaster Chamber is proud to be able to showcase and support the growth of our business community.

73

Ribbon Cuttings  
& Celebrations

*Of those celebrations,  
49 were grand openings  
or new locations and  
24 were anniversaries  
or significant milestones.*

108

Proud Member of the  
Chamber for 5-20 Years

156

Proud Member of the  
Chamber for 25+ Years



“

I'm thrilled to be part of [the Lancaster Chamber]! The Chamber does incredible work to support the Lancaster community and connect professionals through networking, professional development events, and much more.  
~ Corinne Foster, Chamber Ambassador

”



Planning a grand opening, anniversary, groundbreaking, new location opening, new program/initiative launch, or special business milestone? Consider hosting a ribbon-cutting event with the Lancaster Chamber.

**Learn more at [lancasterchamber.com/ribboncutting](https://www.lancasterchamber.com/ribboncutting)**





# Stronger Networks. Stronger Business.

Whether you're a new business aiming to establish your presence or an established organization seeking to expand your connections, our networking events provide purposeful and impactful opportunities to build relationships, grow your network, and elevate your brand within Lancaster County's business community.

1,882

Networking Event  
Attendees

76

Host Businesses for Our  
Events & Programs

836

Women In Business  
Participants

473

Young Professional  
Network Participants



## Helping You Expand Your Network

With over **1,882** business professionals attending networking events last year, our networking Mixers and Get Connected events provide two different formats for connecting with business professionals in Lancaster County. Hosted in different locations all around the County, our monthly mixers are free for members. Get Connected: Speed Networking is a unique event designed to help professionals expand their networks in a fast-paced, fun, and efficient format.



## Connecting You with Your Community Peers

Our Women in Business (WIB) & Young Professional Network (YPN) programs are designed to connect professionals in each of these niche groups. YPN engages, educates, and empowers young professionals to be collaborative leaders and effective business professionals shaping the future of our community. WIB is designed to equip professional women with the knowledge, strategies, and resources needed to navigate challenges and achieve success in the workplace.



## Connecting You with Your Industry Peers

Our Manufacturing, Human Resources, and Non-Profit Roundtable programs foster meaningful industry specific peer-to-peer connections and discussions. Roundtables are designed to encourage participants to exchange insight, offer feedback, and express challenges they're facing in their position or organization while cultivating a valuable network.



## Connecting Our Members

The Lancaster Chamber Member Connections email newsletter is the ultimate guide to our business network's activity of what's going on with businesses across the County. With options like the member headlines, community calendar, or member-to-member discounts, we use this platform to showcase your expertise and brand, promote your services, highlight your staff, connect consumers to your social platforms, and advertise business promotions.

Learn more about our networking & roundtable opportunities  
at [lancasterchamber.com/events](https://lancasterchamber.com/events)





# Advocating for Local Businesses

The Lancaster Chamber is committed to fostering a positive business climate that enables all businesses in Lancaster County to thrive. We advocate for our members at the local, state, and federal levels on the business issues that have the greatest impact on the community.

5,392

Election Resource  
Guide Online Views

36.9%

Impact Report  
Average Open Rate

2,469

Visits to Our  
Advocacy Pages

239

District Maps:  
Total Unique Clicks



## Engaging with Elected Officials

Over the past year, our staff dedicated **200+** hours engaging with elected officials to represent the business community and provide their collective feedback on public policies impacting local businesses.



## Supporting Our Business Community

Collaborating with local organizations, the Lancaster Chamber demonstrated its commitment to advocacy by signing onto **15** coalition letters and letters of support. These efforts addressed key issues impacting our business community, including the Tax Cuts and Jobs Act, childcare accessibility, and transportation funding.



## Providing Advocacy Education

We engaged over **800** business professionals in advocacy education through public policy events hosted at **16** member business venues, featuring **39** expert speakers addressing critical issues impacting the business community. Additionally, our candidate forums received over **2,100** views, providing businesses with valuable insights to stay informed and actively engaged in the state election process.



## Developing Civic Engagement

At the Lancaster Chamber, we believe a thriving community and economy are rooted in informed and active citizenship. Through initiatives like our non-partisan Elections Guide and YPN Engage programs, we empower individuals to make knowledgeable decisions and foster meaningful civic participation to strengthen Lancaster County's vitality.

## Advocacy Milestones in 2024

**MARCH**

Minimum Wage Survey

**JUNE**

Op-Ed on "Attracting and  
Retaining the Next Generation"

**OCTOBER**

Position Statement in Support of  
Home Rule in the City of Lancaster

**MAY**

Position Statement on the  
2024 State Budget Proposal

**JUNE-AUGUST**

Childcare Survey x ReadyNation





# Providing Resources that Matter



## Wage & Policies Report

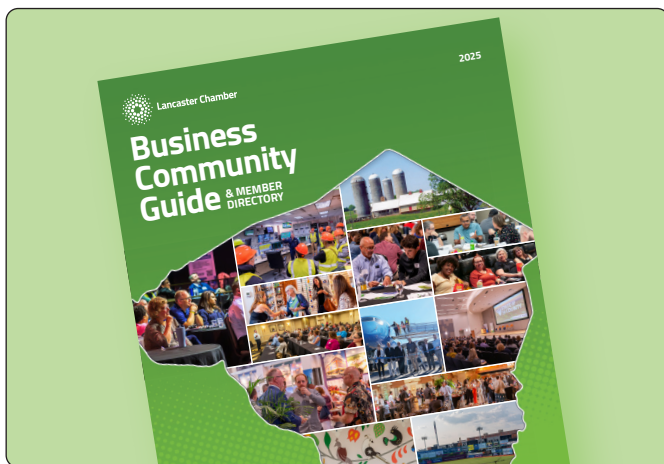
Recruiting and retaining top talent is a major challenge for businesses. With a total of about **100** participating businesses, the Lancaster Chamber's Wage & Policies Report offers a comprehensive benchmarking tool with local wage data and insights on company policies, covering nearly **300** positions and practices like compensation trends, recruitment, and retirement policies.

*The most recent 2024 Wage & Policies Report is now available at a discounted rate for Members, for purchase on our website: [lancasterchamber.com/wage-policies-report](https://lancasterchamber.com/wage-policies-report)*



## Small Business

Over **80%** of Lancaster Chamber members are small businesses with **25** or fewer employees. Through tailored training programs, expert guidance, and strategic partnerships like Cultivate Lancaster, the Chamber empowers small businesses to access resources, build meaningful connections, and unlock growth opportunities. Our focus is on delivering tools and support to help small businesses thrive in Lancaster County's dynamic business community.



## Membership Directory

The Lancaster Chamber Membership Directory, available in both print and online formats, is an invaluable resource for connecting businesses across Lancaster County. With over **7,000** annual page visits to the online directory, it provides a trusted platform for increasing visibility, building connections, and fostering collaboration among more than **1,300** member organizations. As a key tool for showcasing your business, the directory supports growth and strengthens the vibrant economic network of our community.

*We also produce a Gift & Giving Guide which is a unique opportunity for businesses across retail, restaurants, event venues, nonprofits, and entertainment to showcase their offerings during the holiday season.*

## Upcoming in 2025: Talent Attraction & Retention Resources for Employers

We are thrilled to introduce **Land in Lancaster**—an exciting new talent attraction and retention initiative developed by the Lancaster Chamber. This project aims to position Lancaster County as a top choice for relocation by helping employers showcase the unique benefits of living and working in our vibrant community. These employer resources will provide you with tools to support your recruitment efforts, attract new talent, and connect new hires with the community.



# Your Workforce: Now and in the Future

The Lancaster Chamber is committed to an employer-partnered approach to address existing workforce challenges, strengthen current initiatives, and anticipate future trends.

## Professional Development

579

People Trained in Professional Development

101

Hours of Professional Development Training

95

Speakers Spearheading these Programs

## Learning Programs

1,664

People Informed in Learning Programs

152+

Hours of Learning Program Activity

## Educating and Training your Current Workforce



### Bringing You Expert Insights

In 2024, the Lancaster Chamber hosted **95** presenters, from local experts and business professional peers to nationally recognized speakers like Edelman, Coach K, and Linda Duessel, delivering impactful insights to help businesses thrive in an evolving landscape.



### Leadership Learning

Our Excellence Exchange program & annual Professional Women's Forum both bring together diverse voices, actionable strategies, and inspiring discussions tailored to empower leaders and professionals at every level.



### Professional Development

Recognizing the importance of professional development, the Lancaster Chamber has graduated over **550** participants from the new Manager Academy and is ranked among the top **3** Affinity Group Partners in Elizabethtown College's E-town Edge program for participation.



I believe my organization will benefit from me now knowing more about myself and applying the lessons learned in the [New Manager Academy]. I also feel the connections made with other classmates will benefit my organization as well. Lastly my experience being such a great one I plan on recommending this course for all leaders here at Levi's. ~ Robert Colon, Levi's Building Components



## Upcoming New Professional Development in 2025: Essential Skills Workshops

To address the growing need for soft skills training, the Lancaster Chamber is launching the Essential Skills Workshops. This series will cover key topics like communication strategies, collaboration, time management, problem-solving, and accountability, providing actionable insights for employees at all levels to excel with impact.





## Foster Future Talent

The Lancaster Chamber's workforce initiative aims to foster future talent by building strong partnerships between businesses and educational institutions. This collaborative effort is designed to prepare the next generation for the workforce, ensuring they are equipped with the skills and knowledge necessary to succeed in today's dynamic job market. Through strategic connections and training, we're investing in the growth and success of both individuals and our local economy.



### Celebrating Over 15 Years of Discovering Paths

Since 2008, the Lancaster Chamber's Discovering Paths Mentoring Program, funded by the Foundation of the Lancaster Chamber, has graduated over **1,100** students from its program. Students are paired one-on-one with a mentor and attend monthly sessions throughout the school year, examining industries while developing crucial self-awareness, communication, and collaboration skills. A Total **155** of students engaged in our experiential opportunities this past year.



### ACHIEVE

The Achieve program, part of the Near Completers grant, engaged **170** participants in 2023, helping individuals re-enter the workforce by completing their educational goals and gaining vital skills. This program addresses workforce challenges in Lancaster County by equipping participants with the tools needed to fill in-demand roles, supporting local businesses in building a skilled and prepared workforce. At the end of 2024, **54** achieved degree completion thanks to the Near Completers Grant



### Talent for Tomorrow Grant

In 2024, the Foundation of the Lancaster Chamber received a **\$600,000** grant from the Pennsylvania Department of Labor & Industry to launch the Talent for Tomorrow initiative, aimed at addressing the direct care worker shortage in Lancaster County. The program will focus on strategic recruitment, skills advancement, and collaboration with educational and community partners to strengthen the local healthcare workforce



I had a wonderful and helpful mentor and was able to shadow in a career field that I hadn't seen in action before. It helped me feel confident in the field I was going into.

~ Discovering Paths Mentee



**Sign up for our new workforce email newsletter - Reimagining Workforce.**

The Workforce Reimagined Newsletter, sent quarterly, will deliver key insights into workforce trends and resources impacting Lancaster County employers and feature articles on emerging job market trends, upcoming events on workforce challenges, and local workforce initiatives.

**Learn more at [lancasterchamber.com/workforce](https://lancasterchamber.com/workforce)**





# Maximize Your Membership

## Position Your Business for Success

While many of the experiences and opportunities highlighted in this year's Proof of Performance are part of your investment with the Lancaster Chamber, **your membership also includes a number of benefits that you won't find anywhere else:**

---

### Access to Membership Floor @115 East King:

Utilize our dedicated member space at 115 East King Street for meetings, co-working, and networking opportunities.

### Advertising Opportunities:

Enhance your business visibility with targeted advertising options across Chamber publications and digital platforms.

### BizCorp Value-Add Products:

Benefit from exclusive cost-saving products and services through BizCorp, the Chamber's for-profit subsidiary.

### Business Advocacy:

Engage with key public policy issues affecting the business community through the Chamber's advocacy efforts.

### Business Referrals:

Increase your business exposure through referrals within the Chamber's extensive network.

### CEO Roundtables:

Participate in exclusive roundtable discussions with fellow CEOs to share insights and strategies.

### Certificate of Origin:

Obtain essential export documentation services to facilitate international trade.

### Committee & Advisory Group Participation:

Influence Chamber initiatives and policies by engaging in specialized committees and advisory groups.

### Community Calendar:

Promote your events on the Chamber's Community Calendar to reach a broader audience.

### Discounts on Event Registrations:

Take advantage of your Membership and get reduced rates for a variety of Chamber events and programs.

### Event Hosting Options:

Elevate your business's visibility by hosting Chamber events, showcasing your facilities, and creating connections within the Lancaster business community.

### Job Board:

Advertise your employment opportunities on the Chamber's Job Board to attract qualified candidates.

### Mailing List Access:

Access the Chamber's mailing list to enhance your marketing outreach.

### Member Headlines:

Share your company's news and achievements through the Chamber's communication channels.

### Mixers:

Expand your network by attending Chamber-hosted mixers with fellow business professionals.

### Member-2-Member Discounts:

Offer and receive exclusive discounts within the Chamber membership community.

### Online & Print Member Directory:

Feature your business in the Chamber's directories to increase visibility among members and the public.

### Open Houses:

Join the Chamber at our open houses to learn about all things Chamber or showcase your business with a free table at the event.

### Professional Development Trainings:

Enhance your team's skills through a variety of professional development programs.

### Regional Business Meetings (Formerly Consortiums):

Collaborate with industry peers and regional leaders through quarterly business meetings.

### Ribbon Cutting Events:

Celebrate your business milestones with Chamber-organized ribbon-cutting ceremonies.

### Sponsorship Opportunities:

Elevate your brand by sponsoring Chamber events & initiatives.

### Tuition Discounts:

Access educational discounts through Chamber partnerships to support ongoing learning.

### Wage & Policies Report:

Utilize comprehensive local wage and policy data to stay competitive in the market.





# Investing in our Community

We extend our deepest gratitude to our Chairs & Partners for their generous investments in the work of the Lancaster Chamber. Their support enables us to deliver impactful programming and drive initiatives that shape a stronger Lancaster County business community.

## Chairs

**Fulton Bank**

**iHIGH**

**LCSWMA**

**Penn Medicine**  
Lancaster General Health

**PennState Health**

**PNC BANK**

**TRUIST**

**UPMC**  
LIFE CHANGING MEDICINE

**WELLSPAN**  
HEALTH

## Partners

Baker Tilly US, LLP

Lancaster Chamber BizCorp

RKL LLP

Barley Snyder, LLP

Lancaster Nursing & Rehabilitation Center

S&T Bank

C&N Bank

Lupton Law

Saint Joseph's University

Capital BlueCross

M&T Bank

Signature Custom Cabinetry, Inc.

Catherine Hershey Schools  
for Early Learning

Manheim Pennsylvania Auto Auction

Simon Lever

Ephrata National Bank

Millersville University

TriStarr

Eurofins Lancaster Laboratories, Inc.

Moravian University

Trout CPA

First National Bank

New Holland North America  
/ CNH Industrial America LLC

Warfel Construction Company

Four Seasons Family of Companies

Nordstrom

Wells Fargo

Highmark Blue Shield

Northwest Bank

Willow Valley Communities

Kitchen Kettle Foods, Inc.

PPL Electric Utilities

Woodstream Corporation

Wohlsen Construction Company

Learn about how you can become a Chair or Partner with the Lancaster Chamber.

Contact Tom Wallace, Director of Business Development:  
[twallace@lancasterchamber.com](mailto:twallace@lancasterchamber.com) or (717) 696-6235





SEE THE  
DIGITAL  
VERSION

