2020 PLAN OF ACTION

Mission Statement
To preserve, protect, and defend the free enterprise system through promoting a vibrant business climate and quality of life for the businesses and people of Lycoming County.

Vision Statement
To be a region of superior economic prosperity while sustaining our excellent quality of life.

Values Statement
The Williamsport/Lycoming Chamber of Commerce is committed to excellent service, integrity, diversity and equal opportunity for all.
I. ECONOMIC DEVELOPMENT

A. MARKETING, LAND AND BUILDINGS

**Purpose:** Ensure that a sound private sector driven, countywide economic development effort that works towards providing an economic climate conducive to promoting growth and expansion of business and industry throughout Lycoming County is in place.

**Action Items:**

*New...* Establish the Grow Lycoming initiative as the program to feature Lycoming County as a place for employment opportunities, to live and do business for new and current residents as well as industrial site location.

...In partnership with DCED, conduct a site selectors FAM tour in 2020 around the Little League World Series.

...Continue The Emerson Project to foster leadership skills in senior level employees.

...Develop a multiphase economic development marketing campaign that incorporates business development missions, hosting site selection experts and appropriate online marketing.

...Plan and conduct an economic marketing workforce investment campaign aimed at raising necessary funds for a professional economic development effort.

...Seek opportunities to utilize the Economic and Community Growth Corporation in advancing both industrial development and community development projects here in Lycoming County.

...Continue to explore opportunities associated with the petrochemical and energy industry from shale gas.

...Continue to seek opportunities where appropriate for land and building acquisition by the IPC.

...Work at the regional and state level in participating with the PREP program in response to DCED regional economic development guidelines.

...Continue to source opportunities to grow traditional market industries while also tracking and pursuing new industrial development opportunities.

...Market and administer the Small Business Revolving Loan Program for Williamsport and Lycoming County businesses.

...Partner and assist the County in providing the needed infrastructure in the County Comprehensive Plan's growth corridors and where feasibility studies have already been conducted.

...Work with our partners and our State elected officials to gain reauthorization of funds for Business Financing Programs.

...Actively promote state/local funding opportunities within Lycoming County.
…Enhance existing and where necessary develop new relationships with local, regional and state officials (elected and appointed).

…Participate in proactive business visits with the Governor’s Action Team, DCED and other partners to site consultants, developers and expanding companies.

**B. EDUCATION**

**Purpose:** To participate in the educational delivery system in Lycoming and Sullivan Counties as it relates to the economic vitality of the area.

**Action Items:**

**New...** Work with area school districts and industry in attempting to address the needs of schools and their students for workplace experiences (job shadow, internship, capstone co-op, diversified occupations, (youth) pre-apprenticeship, and work release) while seeking to understand expectations and concerns of potential host businesses.

**New...** Plan and hold the annual What’s So Cool About Manufacturing video contest produced by students in our school districts with local manufacturing companies to explore careers and highlight the company.

…Write articles featuring local manufacturers in highlighting the key features including skills sets required and utilized, STEM applications, wage and benefits for school districts to utilize in their newsletters and other appropriate communication outlets.

…Conduct the annual Science Festival in partnership with Penn College and Lycoming College to highlight the opportunities for STEM in area industry and post-secondary institutions.

…Continue to work to develop industry resource portal to enable county businesses to post information regarding employees available to serve as guest speakers, tours for students, and educators for Lycoming County schools.

…Conduct the highly successful business industry tours for the school counselors and CTE instructors here in Lycoming County.

…Coordinate during the school calendar year the monthly business and industry tours for county superintendents providing dialogue between education professionals and business leaders in our community.

…Actively work toward the integration of business and education to meet current and future workforce development needs in Lycoming and Sullivan Counties.

…Continue to actively support higher levels of achievement initiatives in K-12 grades to enable all students to reach proficiency. This initiative is designed to infuse rigor/relevance into the curriculum, reduce high school dropouts, build positive school/student relationships and improve college and career guidance.

…Continue to actively participate in the PA Core Standards in Education initiative including the continued development and delivery of public relations/marketing.

…Continue to advance and encourage the preparation of all students for careers through the promotion and support of career awareness activities.

…Continue to support and contribute newspaper articles to the Williamsport Sun-Gazette to showcase best practices, positive successes, as well as current local education issues and events in our schools; and Newspaper in Education (NIE), a campaign through the Williamsport Sun-
Gazette that supplies newspapers for classroom use to reinforce skills, enhance curriculum and overall student achievement.

...Continue to advance and encourage adult college participation through the promotion and support of higher education awareness activities.

...Continue to support accessible higher education pipeline initiatives for working-age adults obtaining a degree and/or a skills credential that demonstrates competency to employers.

...Continue to conduct an event to promote and recognize the relationship of the education and business communities that presents the following:

- Student Recognition Awards
- Outstanding Educator Awards
- Business Partnership Award
- Alumni of the Year Award

...Conduct “Welcome Receptions” for new school district superintendents when necessary.

C. LYCOMING COUNTY VISITORS BUREAU

Purpose: The mission of the Lycoming County Visitors Bureau Operating Committee is to promote and increase tourism and business visits to Lycoming County.

Action Items:

New...Develop a “pour tour” featuring Lycoming County breweries, wineries and distilleries.

New...Host first winter pin trading event in first quarter of 2020.

New...Establish a working group to begin discussion and initial planning for 75th Little League World Series in 2021.

New...Initiate development of Williamsport Baseball Incorporated baseball/softball complex at the former Danneker and Susquehanna Supply properties.

...Continually evaluate and enhance the Visitors Bureau website.

...Maintain and grow relationship where possible with the PA Wilds for the betterment of Lycoming County and the regional outdoors program.

...Conduct two group travel market blitzes and two FAM tours for group travel leaders and operators with one each in the Spring and Fall.

...Continue the Bases Loaded statue project to culminate with the 75th Anniversary of the Little League World Series.

...Coordinate production and distribution of annual Lycoming County Visitors Guide.

...Develop the annual marketing strategy for Lycoming County tourism.

...Conduct annual review of marketing materials.

...Oversee the annual Travel and Tourism Grant.

...Coordinate and supplement where necessary existing resources with other events.

...Work with the Liberty Arena management to attract sports opportunities to the market.
…Track legislation at the local, state and federal level as it relates to the travel and tourism industry.

…Provide recommendations on legislative positions affecting the travel and tourism industry to the Chamber of Commerce Board of Directors.

…Propose annual budget guidelines to the Chamber of Commerce Board of Directors.

…Partner with and provide the appropriate support to the Williamsport Regional Airport in improving air service for the business and leisure travel industry.

…Provide the necessary assistance to the Jersey Shore borough and the communities in the Pine Creek Valley as they source the opportunities available to them as potential trail towns.

…Continue the Grand Slam Parade as a premier annual self-sustaining event through providing volunteer leadership, coordination and staffing.

…Establish programs that support tourism as a significant and growing industry in our county and region through development of niche brochures and providing familiarization (fam) tours for tour operators, writers, VIC staff and local tourism industry representatives.

…Coordinate and maintain a master tourism events calendar for Lycoming County.

D. TRANSPORTATION

Purpose: Assure that Lycoming County shall be served by a safe, modern and efficient intermodal transportation system to facilitate economic development and to preserve economic viability. Support initiatives that provide adequate federal and state funding levels necessary to achieve a modern well-planned intermodal transportation system.

Action Items:
…Support evaluation for economic development purposes fixed route transportation services to Snyder, Union, Northumberland, Montour and Columbia Counties.

…Continue to support legislative efforts to reduce funding for State Police non-transportation functions from the PA Motor License Fund to provide more funding for much needed transportation infrastructure improvements.

…Continue to monitor and support the need for SEDA-COG Joint Rail Authority to resolve current litigation with the rail operator RFP process and strongly encourage the Rail Authority to continue with the current operator to ensure appropriate investments in rail infrastructure and quality service provision for rail customers are maintained, especially with the likely resurgence in Marcellus rail activity.

…Support where possible the findings from the East End Gateway Study Traffic Study findings and work with the City, County, Lycoming College and other public and private entities as appropriate to support funding for those transportation improvements deemed by the committee to be beneficial for economic revitalization.

…Support and advocate when necessary the preservation of Act 89.

…Support the efforts to have the Federal Highway Administration designate US Route 15 as I-99 between Williamsport and New York State I-86.

…Provide a business community voice to the design and of the proposed new airport terminal entryway via Montour Street.

…Participate in local and countywide discussions on local highway impact studies to monitor and speak to the impact upon local business and industry.
...Continue to work aggressively with Lycoming County and the Airport Authority to ensure a comprehensive plan to market the Williamsport Regional Airport is in place that sets out a strategy that will improve airport usage for business and leisure travelers.

...Continue our partnership with the Williamsport Regional Airport Authority to preserve the current availability of air services and expand air services as needed to support business and leisure travel demand.

...Continue to support the CSVT project as a high regional priority as it progresses through design and construction phase of development.

...Coordinate, support and actively participate with the Route 15 Coalition and ATA on Route 15.

...Support comprehensive planning that links land use and transportation planning and provides the necessary infrastructure with intermodal connectivity (as appropriate) to support economic development within designated growth areas.

...Review and provide input to the Lycoming County Planning Commission on highway access control planning efforts in growth areas.

...Continue to monitor Lycoming Valley Railroad service to ensure industry needs are being met and work closely with the SEDA-COG Joint Rail Authority to explore potential economic development opportunities associated with provisions of this service.

II. COMMUNITY AND BUSINESS DEVELOPMENT

A. JERSEY SHORE AREA CHAMBER OF COMMERCE

Purpose: To promote the business community in the Jersey Shore area and assist in promoting the goals and objectives of the Williamsport/Lycoming Chamber of Commerce.

Action Items:

New...Collaborate with Local Lions Club and/or the Borough to look for new and creative ways to enhance the business district in Jersey Shore.

New...Rotate monthly membership meetings among the Jersey Shore members.

...Continue to explore partnerships within the community that support the Jersey Shore River Town Initiative as well as Borough and Recreation Board sponsored activities.

...Continue to consider unbudgeted, special requests for support on a case-by-case basis that would enhance the Jersey Shore business community utilizing not more than ten percent (10%) of the reserve funds of the organization.

...Position the Jersey Shore Area Chamber as the organization that can promote member events involving the business community, which are held throughout the greater Jersey Shore area.

...Continue the "lunch & learn" program for Jersey Shore Area Chamber of Commerce general meetings. These meetings are a series of workshops throughout the year that focus on topics such as social media, estate planning, etc. The "lunch & learn" programs are not in addition to the current meetings but will replace some of the general meetings.

...Continue with the Winter Mixer and Summer Picnic activities, soliciting more sponsorship opportunities with both events.

...Continue the Future Business Leaders of America scholarship program with the Jersey Shore Area School District with guidelines developed to maximize student participation.
…Continue with new member recruitment, with a goal of bringing at least five new Jersey Shore area businesses to the Williamsport/Lycoming Chamber of Commerce.

B. MONTOURSVILLE CHAMBER OF COMMERCE

Purpose: To promote the business community in the Montoursville area and assist in promoting the goals and objectives of the Williamsport/Lycoming Chamber of Commerce.

Action Items:

New...Develop the Future Business Leaders of America scholarship program with the Montoursville School District with guidelines developed to maximize student participation.

New...Conduct the brick project for a limited time only with a ceremony to be held in early spring.

New...Co-host a Christmas Tree lighting event with the borough every other year beginning in 2020.

…Offer a banner replacement if/when current banners need replacing for a discounted cost of $100 each.

…Continue to co-host a PM Exchange with a Montoursville Chamber Member every two years. (Special Events Committee)

…Continue to support the Montoursville Borough Recreation Board with the Annual Christmas Tree lighting and administer the Christmas Tree Lighting Fund.

…Continue to hold one annual meeting that offers all members an opportunity to briefly share about their company. Encourage members to “bring a friend” to this meeting to increase participation in the Chamber events. (Programming Committee)

…Continue to implement a rotating schedule to include each quarter—one General Business Meeting, one meeting with a guest speaker, and one tour of a Montoursville business. (Programming / Membership Committee)

…Continue to implement a fundraising plan to support the goals and purpose of the Montoursville Chamber of Commerce. (Fundraising Committee)

…Continue semi-annual social events to provide networking opportunities for Montoursville area businesses, and seek sponsorships to aid in funding these events. (Special Events Committee)

…Continue to consider special requests for support of Montoursville community events on a case-by-case basis. (Programming / Membership Committee)

…Continue efforts to increase membership by five percent (5%).

…Educate our members and potential members about the benefits of our affiliation with the Williamsport/Lycoming Chamber of Commerce. (Programming / Membership Committee)

…Consider unbudgeted, special requests for support on a case-by-case basis that would enhance the Montoursville business community utilizing not more than ten percent (10%) of the reserve funds of the organization. (Programming / Membership Committee)
C. LEADERSHIP LYCOMING

Purpose: To understand the needs of the communities it serves, then educate and motivate potential leaders to commit themselves to address those needs through a variety of leadership roles.

Action Items by Committee:

Operating Committee:
- Responsible for new sponsorships and retaining past sponsorships.
- Interview local businesses to see what they want out of LL (Chair, Vice Chair and Chamber President/CEO).
- Have a goal for program day sponsorships of $10,000.
- Conduct an annual alumni direct mail campaign to coincide with Raise the Region for matching gifts. Evaluate the potential of bringing back the Alumni Phone-A-Thon as a follow-up to direct mail piece.
- Support the recruitment of new applicants by contacting businesses that have never had an applicant or have not sent an applicant for several years.

Project Committee:
- Create a plan to increase awareness of LL projects with committee members, Chamber board members, potential benefiting agencies/organizations and the community.
- Assign a Committee Member to each project to monitor progress. Maintain open and honest communication by actively working with both the class members and agencies.
- Expose class members to volunteer opportunities for community involvement with multiple agencies.

Selection Committee:
- Communicate with the Chamber prior to the selection process begins to determine the budgeted minimum number of class members that needs to be reached to make recommendations to LLOC for class size.
- Immediately prior to the spring selection process, the Selection Committee will organize a sub-committee to reach out to local businesses and organizations in an attempt to spread awareness of Leadership Lycoming and ensure a sufficient number of applications are received.
- Determine scholarships for incoming class and make recommendations to the Operating Committee.

Events Committee:
- Improve existing events with an increase in awareness, attendance and net revenue.
- Develop new event for 2020.
- Implement a plan to work with the LL Marketing Committee on promotion of all events.
- Review existing event initiatives and develop a strategic plan to raise $10,000.
- Increase 10 new donor participants for Raise the Region to maintain eligibility.
- Initiate correspondence with class representatives to market events.

Marketing Committee:
- Create subcommittees with established leadership in the areas of Media Relations, Social Media, Electronic Communications, and Alumni Engagement.
- Engage alumni with the intention to increase their participation in events and financial support. Include the Fundraising and Advisor Committees in the planning.
- Increase community awareness of the LL program, through different mediums. Share the success of past alumni serving the community, updates on the current class projects or leadership skills being taught through class days.
- Evolve LL’s social media presence and class reporting structure.
- Continue to update and enhance Leadership Lycoming’s brand identity through visual design.
Curriculum Committee:
- Continue to implement specific leadership training into each monthly class.
- Continue to establish a better understanding of our community by building relationships with community leaders and local agencies.
- Continue to ensure thorough evaluation of class member feedback from each program day, to evaluate effectiveness of the curriculum presented.
- Seek feedback from class members prior to the start of the program year regarding individual interests for leadership/skills training and work to incorporate the majority of the topics throughout the class year.
- Develop a program to recruit/involve additional alumni as program day hosts.

Advisor Committee:
- Continue to offer four advisor group sessions for the class participants (October, November, January and March).
- Continue to offer a networking event in February, with a panel of local leaders to address a pertinent topic on the subject of Leadership. This summit would be open to all alumni and the LLOC. The goal is to have this a “donation only” event.
- Continue to effectively communicate between the advisor captains and their teams, welcoming any class members to join the sessions if their availability does not allow them to attend their assigned session, or if they have an interest in another topic that is being presented.

Finance Committee:
- Update sponsorship model with a slow roll-out, offering increased sponsorship packages and a new sponsorship look.
- Continue to provide alumni with the option to make donations to specific program areas such as scholarships.

Ongoing action items…
- Committee chairs should recruit and recommend co-chairs for succession plan.
- Continue to survey incoming class to evaluate the background and goals of the class and adjust curriculum as appropriate.
- Provide additional information and resources to class members regarding volunteer opportunities.

D. WILLIAMSPORT LYCOMING YOUNG PROFESSIONALS

Purpose: To enhance the quality of life in Lycoming County to attract and retain young talent and leadership, while providing young professionals with opportunities to connect with one another through social opportunities, professional development, and community service initiatives.

Action Items:
- Create a paid membership structure that grows to 30 members for the 2020 year.
  - Define our membership fee structure, along with corporate program that provides an understanding as to "Why Join/Pay"
- Develop a corporate membership program, that generates 10 corporate memberships for the program.
- Develop and fill our Board of Directors positions, and revise bylaws for the organization.
- Creation of a Membership Benefits Key Tag program to enhance what our membership fee provides, allowing corporate businesses to offer discounts to Young Professionals in the community.
…Strive to provide our membership with programming opportunities that include a minimum of the following:

…Eleven social/networking events per year.

…Four elevated events requiring paid attendance exclusive to WLYP Members

  ▪ i.e. Wine Pairing/Chef Events at Le Jeune Chef

…Twelve civic events/volunteerism opportunities partnering with other non-profits to support fundraising efforts and initiative.

…Two professional development sessions per year.

III. MEMBERSHIP AND SMALL BUSINESS DEVELOPMENT

A. MEMBERSHIP DEVELOPMENT AND RETENTION

Purpose: Position the Williamsport/Lycoming Chamber of Commerce as the region’s leading economic development agency and business advocate; enabling the Chamber to increase membership through services, benefits, and educational programs.

Action Items:

New...Recognize members that provide referrals for new members in the Chamber Connection “new members” listing. Record these referrals in the “Comment/Notes” section of the General tab in ChamberMaster.

New... To ensure Chamber representation, have committee members sign up for a specific month that they are most likely available to attend ribbon cuttings for the upcoming year.

…Encourage committee volunteers to attend ribbon cuttings and grand opening events on behalf of the organization.

…Maintain the 24-month retention plan for new Chamber members.

…Continue to increase membership by encouraging referrals from current members.

…The committee members will assist staff with leads for potential new members.

…Continue to utilize social media to promote Chamber events, ribbon cuttings, and announce new members.

…Offer complimentary registration for Morning Member Connection events to new members (2 reps per company) & provide them the opportunity to introduce their company to fellow Chamber members during the event.

…Work with Chamber staff to conduct semi-annual New Member Orientations.

…Support PM Exchanges by providing two committee volunteers to work at each Exchange greeting new and existing members and distributing name tags. Attending committee members may be called upon to facilitate in networking with new members.

…At PM Exchanges, the committee volunteers for the evening will present the PM Exchange host with a Certificate of Appreciation.

…Review and confirm Member Benefits annually to ensure that they are meeting the membership’s needs.
B. SPECIAL EVENTS/PROGRAMS

Purpose: To offer our members quality programs designed to allow for networking opportunities and to provide an enjoyable event in a relaxed setting.

Action Items:
New...Develop a new beer, wine and spirits tasting event in the first quarter of 2020.

...Conduct the Annual Meeting and Awards Banquet.

...Sponsor the Annual Education Celebration.

...Conduct the Annual Grand Slam Breakfast.

...Conduct the Annual Williamsport Welcomes the World Championship Luncheon.

...Sponsor the Annual Chamber Links Golf Outing.

...Conduct the Annual Santa Express and Great Pumpkin Express Excursions.

...Coordinate the scheduling of PM Exchanges.

...Conduct periodic Morning Member Connection Programs.

IV. ORGANIZATIONAL DEVELOPMENT

Purpose: To provide an effective and efficient system of business management that results in well-planned and presented programs and activities as well as financial stability.

Action Items:
New...Evaluate organizational structure of our Board of Directors and implement any changes deemed necessary from it.

New...Review organization staffing requirements.

...Conduct quarterly Finance Committee meetings.

...Maintain a balanced budget.

...Continue to institute new management control practices resulting in effective day-to-day operations.