

WILLIAMSPORT/LYCOMING CHAMBER OF COMMERCE

2023 PLAN OF ACTION

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:

- Seek and advocate for initiatives to increase Lycoming County's population.
- Partner with the staff at the Williamsport Regional Airport in their efforts to secure new air service.
- Work with local, county and state officials to assist the new owner with the redevelopment of the Lycoming Mall.
- Work with the City, County and Williamsport Area School District to establish a citywide LERTA program for Williamsport.

B. 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:

- Look at establishing in January/February 2024 a pin trading and baseball hot stove themed weekend event.
- Talk with outdoor industry partners to look at an outdoor recreation focused show in the February – April 2024 timeframe.
- Establish a restructured Travel and Tourism Grant program utilizing the same level of funding prior to Covid-19.

C. 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:

- Advocate and assist when needed in working with the Williamsport Regional Airport staff and authority in bringing passenger air service back to our community.
- Work with Williamsport Area Transportation Study MPO to develop processes and project selection criteria to ensure that freight movement is fully integrated into the planning and programming process for highway and bridge projects.

- Support multimodal projects, including highway, transit, and non-motorized modes, that provide a full variety of options to connect people to commerce and employment.
- Continue to monitor and respond accordingly to the rail service litigation that is currently in Clinton County Courts with SEDA-COG Joint Rail Authority and North Shore Railroad.

D. 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:

- Coordinate monthly meetings with area businesses to understand workforce education needs with a tour to follow.
- Establish a committee to look at a new education focused event in 2024 to replace the annual Education Celebration.

.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:

- Bring in community leaders including commissioners, state/local reps, business owners, etc. to speak to the Jersey Shore Area High School students.
- Re-institute the mentorship/internship program to include a day the students can shadow a business of their career interest.
- Assist the JSAHS with connecting students with senior project options. The borough offered to be their local resource.

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 Item:

- Organize a program with the Broad Street businesses and the Montoursville High School art students to collaborate and decorate their storefronts for the 2023 Christmas Tree Lighting event. Give away prizes to the top three winners based on judging criteria provided by the MCC.

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 Program Committees:

Operating Committee:

- Promote Leadership Lycoming within the community at various meetings, functions, civic and leadership groups in our county.
- Engage alumni, current class members, and supporters through events, fundraising campaigns, and activities that continue to support the organization, provide networking opportunities, and promote additional leadership development training.

Selection Committee:

- Chair of Selection Committee will convene a subcommittee to review our current selection process and interview questions to decide if the process and or interview questions should be updated. Any updates will be forwarded to the Chamber for approval prior to implementation.

Events Committee:

- Improve existing events with an increase in awareness, attendance and net revenue.
- Strengthen the plan with LL Marketing Committee on the promotion of all events to include coordination with class representatives.
- Evaluate additional event for 2023.
- Review existing event initiatives and develop a strategic plan to raise \$10,000.

Marketing Committee:

- Develop a more structured class reporter social media strategy to provide guidance and consistency.
- Create additional promotion and awareness of Leadership Lycoming class members and alumni through additional social media campaigns.
- Develop a presentation that can be used to promote Leadership Lycoming within the community at various meetings and functions.
- Begin pursuing video options and opportunities to promote Leadership Lycoming and our role in the community.

Curriculum Committee:

- Develop a survey and program to recruit/involve additional alumni as program day hosts.
- Work with the Finance Committee to develop a strategy to use CD interest and dividends revenue to enhance program day curriculum.

Alumni Engagement Program:

- Review AEP guidelines document and update to clearly break down the responsibilities of class members, alumni, and the captains each year.
- Establish regular advisor captain meetings to brainstorm ideas, review feedback from previous meetings, etc.
- Have the chair and captains present at orientation.

Finance Committee:

- Develop sponsorships subcommittee to secure upcoming program day sponsorships, identify potential new sponsors and review the sponsorship model.
- Investigate opportunities for specialty sponsorships, such as coffee or transportation sponsor.
- With the help of other committees, target specific community organizations that

may benefit from a scholarship for the program and become an ongoing partner of LL.

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:

- Build upon the success of the current Chart of Work items; focus on the goal of membership growth, engagement & retention.
- Begin committee meetings with each committee volunteer sharing about recent mentor/mentee interactions.

B. SPECIAL EVENTS/PROGRAMS

Purpose: To provide our members quality programs designed to enhance their businesses in allowing for networking opportunities and additionally to provide a value-added community events offering exposure for their businesses to the general public.

Action Item:

- Work to ensure that the Santa Express Train excursions are conducted in December.