

WILLIAMSPORT/LYCOMING CHAMBER OF COMMERCE

2024 CHART OF WORK

I. ECONOMIC DEVELOPMENT

A. RESIDENTIAL, COMMERCIAL AND INDUSTRIAL DEVELOPMENT

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.

Work Items:

...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.

Work Items:

...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 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.

...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.

Work Items:

...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 group travel market blitzes and FAM tours for group travel leaders and operators at least one time a year for reach activity.

...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.
- ...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.

Work Items:

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

...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.

Work Items:

...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, held throughout the greater Jersey Shore area.

...Continue the “lunch & learn” program for Jersey Shore Area Chamber of Commerce general meetings. This includes members hosting meetings and providing tours/presentations of the business.

...Continue with the Winter Mixer and Summer Picnic, soliciting sponsorship opportunities for 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. MONTROUSVILLE 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.

Work Items:

...Continue to increase student participation in the Future Business Leaders of America scholarship program with the Montoursville School District. Invite Linda Kaiser & Daniel Taormina to the January meeting to speak on the FLBA program and see how we can better promote the scholarship program to the students

...Offer a banner replacement every 3 years for a discounted cost of \$100 each. If the business chooses not to replace the banner, we will remove it and the space will be available for a new banner.

...Continue to host a Winter Mixer & Summer Picnic annually at a Montoursville Chamber member business. (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 meeting annually in November 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, one meeting with a legislative 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 to consider special requests for support of Montoursville community events on a case-by-case basis. (Programming / Membership Committee)

...Continue efforts to increase Montoursville Chamber membership through referrals and exposure through community projects. (Programming / Membership Committee)

...Educate our members and potential members about the benefits of our affiliation with the Williamsport/Lycoming Chamber of Commerce. (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.

Work Items by Program Committees:

Ongoing Items by Committee

Operating Committee:

- Responsible for new sponsorships and retaining past sponsorships.
- Have a goal for program day sponsorships of \$13,000.
- Support the recruitment of new applicants by contacting businesses that have never had an applicant or have not sent an applicant for several years.
- Conduct annual alumni direct mailing and/or online campaign during the summer to generate income in the months we typically don't have much activity.

Project Committee:

- 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.
- Provide additional information and resources to class members regarding volunteer opportunities.
- Expose class members to meaningful volunteer opportunities for community involvement with multiple agencies and seek new agencies to partner with.

Selection Committee:

- Communicate with the Finance Department 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.
- Work with the LL Marketing committee on promotion of all events.
- Initiate correspondence with class representatives to market events.

Marketing Committee:

- Continue LL Marketing 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 Events 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.
- 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.
- Continue to survey incoming class to evaluate the background and goals of the class and adjust curriculum as appropriate.

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.
- Notify class members and LLOC of all upcoming advisor meetings for the month 1-2 weeks in advance via email.

Finance Committee:

- Continue to update sponsorship model as needed, offering increased sponsorship packages and up to date marketing.
- Continue to provide alumni with the option to make donations to specific program areas such as scholarships.

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.

Work Items:

...Begin committee meetings with each committee volunteer sharing about recent mentor/mentee interactions.

...Continue with the 24-month retention plan implemented in June of 2018. This plan integrates new members into the organization. The committee volunteers are assigned new members each month. They hand-deliver new member packets and follow up with the new member on their second month with two Free PM Exchange Certificates. Registration forms for the upcoming PM Exchanges will be included. Over the course of 2 years, volunteers keep in touch with their "new member" with scripted follow up calls. A shared google doc. is completed by committee volunteers to track volunteer/member interactions. This gives us the ability to measure the success of the program over the next few years.

...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.

...Encourage committee volunteers to attend ribbon cuttings and grand opening events on behalf of the organization. To ensure Chamber representation, we ask committee members to sign up for a specific month that they are most likely available to attend ribbon cuttings for the upcoming year.

...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.

...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 nametags. 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.

Work Items:

...Conduct the Annual Meeting and Awards Banquet.

...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.
- ...Coordinate the scheduling of PM Exchanges.
- ...Conduct periodic Morning Member Connection Programs.

C. MARKETING

Purpose: To provide direction and management of branding, marketing campaigns, website, and social media in building brand awareness for the Chamber and Lycoming County as a whole.

Work Items:

- ...Utilize different social media platforms (Facebook, Instagram, LinkedIn) to maximize visibility and awareness of the Chamber, its members and all events
- ...Coordinate and execute PM Exchanges throughout the year
- ...Collaborate in the design and functionality of a new Chamber website, to be unveiled in 2024
- ...Maintain and update Chamber website, ensuring it is continuously up to date.
- ...Plan the Chamber Connection, which is published monthly in the Williamsport Sun-Gazette. This includes design, content and providing the featured members to the Sun-Gazette for reporting purposes
- ...Implement email communication of Chamber events and opportunities on a scheduled basis

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.

Work Items:

- ...Maintain a balanced budget.
- ...Continue to institute new management control practices resulting in effective day-to-day operations.