

WILLIAMSPORT/LYCOMING CHAMBER OF COMMERCE

2024 PLAN OF ACTION

I. ECONOMIC DEVELOPMENT

A. RESIDENTIAL, INDUSTRIAL, COMMERCIAL 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.

Action Items:

- Seek and advocate for initiatives to increase Lycoming County's population.
- Identify and support opportunities to increase new residential housing in Lycoming County

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:

- 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.
- Coordinate a local civic competition in partnership with the US Chamber of Commerce *National Civics Bee*.

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:

- Work with Williamsport Ballpark Inc. board to ensure that the Williamsport Lumber Yards breaks ground in Spring 2024.
- Contract for a new website for www.visitlycomingcounty.com and www.pinecreekvalley.com.
- Digitize the Prince Farrington Bootlegger Tour passport.
- Develop an agritourism tour product for Lycoming County.

D. TRANSPORTATION COMMITTEE

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:

- Establish a subcommittee to focus on freight movement needs in the market.
- 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 SEDACOG Joint Rail Authority and North Shore Railroad.

.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:

- Work with the Jersey Shore Borough and Crossroads Church at the spring cleanup.
- Collect recycled plastic to participate in and help fund a Trex bench.
- Help collect donations for the 8th Annual Jacob's Bike Safety Fair.

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:

- Participate in a Spring Clean Up Program in collaboration with Keep PA Beautiful

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, including a focus toward engaging new organizations and businesses, 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 2024.
- 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:

- Strengthen current program day agendas by incorporating new themes, topics, speakers, and tour locations.
- Engage former alumni as program day hosts.

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 and identify potential new sponsors.
- 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 Item:

- Enlist 2 committee volunteers to assist with nametags at the registration table for the Jersey Shore Area Chamber and Montoursville Chamber Summer Picnics & Winter Mixers.

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:

- Establish an event planner schedule including day of run of show document for each Chamber event.

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.

Action Items:

- Develop a new Chamber website.
- Transition from a traditional physical mailing (Marketplace) to an electronic-only version that will include sponsorship and other monetary opportunities.
- Identify and evaluate appropriate social media channels and other communication platform to utilize for the Chamber, community messaging and awareness campaigns.
- Provide oversight and management of all social media accounts and Chamber website.
- Advance a community marketing and branding campaign to showcase Lycoming County as a place for those seeking employment and quality of life opportunities.
- Establish a young makers and professionals group in the county to equip and empower young individuals to be collaborative and effective leaders in shaping the future of our community.