

WILLIAMSPORT/LYCOMING CHAMBER OF COMMERCE

2025 PLAN OF ACTION

I. 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:

- Develop a committee incentive program whereby committee members compete January-June and July-December to refer and sign-up the most new members. The winner for each respective period will receive a \$100 gift card to a member store or restaurant of their choice.

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 event day run of show document for each Chamber event and program.

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:

- Identify and evaluate appropriate social media channels including LinkedIn, X, Instagram in addition to other communication platforms to utilize for the Chamber, community messaging and awareness campaigns.
- Ensure the new Chamber website is current with content and maximized to the fullest use
- 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.
- Explore opportunities to assist local businesses with general marketing initiatives.

- Identify and develop opportunities with our PM Exchanges to engage college and high school students through their attendance to learn about business and opportunities here in Lycoming County.

II. 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:

- Participate in monthly superintendent meetings and share with them items of importance from the business community.

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:

- Engage with Hiawatha to increase motorcoach activity.
- Assist DCI with preparation of the August 2025 regional competition.
- Expand Shrpa program that will be coupled this year with the establishment of a content creator/travel writer fam tour.

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:

- Develop a subcommittee for the Williamsport Area Transportation Study (WATS) MPO a Freight Advisory Committee which will serve 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.

- Advocate and assist when needed in working with the Williamsport Regional Airport staff and authority in bringing passenger air service back to our community.
- 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.

.III. 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:

- Assist the Susquehanna Greenway Partnership with their 2025 Spring Cleanup.
- Participate in a bicycle safety products donation to the 9th annual Jacob’s Bike Safety Fair.
- Identify Jersey Shore Area Chamber member nonprofit to provide a financial contribution towards their community efforts.

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:

- Host a Montoursville Chamber of Commerce PM Exchange at a Montoursville area Member location. Provide space for Montoursville businesses to display vendor information.
- Participate in the 2025 Spring Clean Up Program (March 1st through May 31st) in collaboration with Keep PA Beautiful.
- Welcome 10 new Montoursville chamber members in 2025.
- Host an annual “Bring a Friend” meeting in January to focus on introducing the newest Montoursville Chamber members to the organization. It will include a brief presentation, an introduction of new members, and a forum to ask questions and get involved.

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.
- Purposefully explore opportunities to engage organizations and leaders in areas of Lycoming County outside of the Williamsport area.

Selection Committee:

- Strengthen the selection process by maintaining a robust committee made up of seasoned interviewers and new graduates interested in being part of the selection process.
- Continue to pair seasoned interview teams with new interviewers to assist in the new interviewer's training.

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 events for 2025
- 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:

- Offer a consistent review of Program Day agendas to strengthen where necessary with fresh topics, tours, speakers and panel themes.
- Engage alumni in hosting duties & speaking opportunities, where applicable.

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.
- Generate emails to all Alumni, inviting them to engage at scheduled AEP group meetings.
- AEP Captains to organize and plan annual Leadership Summit event.
- Invite and encourage current class participants to attend Chamber PM

Exchanges at no costs.

Finance Committee:

- Investigate and secure opportunities for targeted sponsorships, such as coffee or transportation sponsor and continue sourcing new program day sponsors.
- 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.