

WILLIAMSPORT/LYCOMING CHAMBER OF COMMERCE

2026 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:

- Invite new members to attend one of our non-PM Exchange events at no cost, giving them an opportunity to engage in the informational and educational programs offered by the Chamber.
- Membership Committee volunteers will each commit to one designated month per year to attend and represent the Chamber at that month's ribbon cuttings.

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.
- Explore opportunities with the Visitors Bureau to identify off-season events and activities at the Williamsport Lumber Yards.

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 County 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:

- Support and engage our members to maximize the investment made into the Williamsport Lumber Yards.
- Engage and support Semiquincentennial programming where appropriate throughout Lycoming County.
- Look to ways to expand the relationship with Drum Corps International
- Seek opportunities to grow Shrupa program in hosting content creators involving family travel.
- Explore opportunity with the PA Wilds to open a PA Wilds Conservation Shop in Lycoming County.
- Identify opportunities involving Bass Pro Shops to connect them to local assets here in Lycoming County and the PA Wilds region.
- Explore opportunities with the Chamber Special Events team to identify off-season events and activities at the Williamsport Lumber Yards.

D. SMALL BUSINESS COMMITTEE

Purpose: To promote the growth of small business through the creation of a forum for small business owners, operators, and entrepreneurs to discuss objectives and issues, receive information from key service providers and to conduct programs that will assist in developing and maintaining a strong small business community throughout Lycoming County.

Action Items:

- Develop niche brochures for the retail and service sectors.
- Support small business initiatives and the small business sector of the membership by providing information programs that the Chamber and community has created.
- Partnering with other organizations, develop seminars and roundtables focused to small business issues that create opportunities for the education of small business owners and/or their staff with a pertinent service provider(s) acting as the key resource person to discuss items such as healthcare, funding, technology, and workforce development.
- Promote and select the Small Business of the Year and Emerging Business Awards.

E. 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:

- Team-up with Jersey Shore Area High School students to clean up litter for Earth Day 2026.
- JSCC members create and send cards to residents of Nippenose Valley Village in the Spring.
- Encourage area members and potential members to get involved by posting a recap and photos on social media after four select monthly meetings throughout the year. Highlight key discussion points, current committee projects, and upcoming member opportunities.

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:

- Increase the sense of community and member-to-member support by sending email invitations to MCC members to attend Montoursville area ribbon cuttings.
- To further support FBLA student engagement, create a committee to plan opportunities for students to tour area businesses and explore internship opportunities.
- Post photos and a recap of select monthly meetings on social media highlighting key discussion points, current committee projects, and upcoming opportunities for members/potential members to 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:

- Engage and train Leadership Lycoming class of 2025 graduates interested in joining the Selection Committee
- Recruit and train a new Selection Committee Chair to replace the current Chair whose LLOC term ends in 2026.

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 2026
- Review existing event initiatives and develop a strategic plan to raise \$10,000

Marketing Committee:

- Continue using 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.
- Continue to grow Leadership Lycoming's digital footprint through social media by increasing the number of posts and the quality of posts on Facebook, Instagram, and LinkedIn.
- Maintain relationships with LL alumni by highlighting their achievements in the community, as well as the current class members'.
- Continue pursuing video options, such as reels, to promote Leadership Lycoming and our role in the community.
- When possible and approved, collaborate with Chamber specific sites on posts to share traction/followers to be mutually beneficial to both sites.

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.

Finance Committee:

- Actively meet with Chamber Staff and Finance Executive to report accurate financial standing of Leadership Lycoming monthly.
- Work alongside other committees to facilitate annual sponsorships early on and secure additional sponsorship tiers, such as transportation, lunch, and coffee 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.

Projects Committee:

- Leadership in Action – Provide Leadership Lycoming participants with the opportunity to apply their skills in organizing, mobilizing, and inspiring community involvement.
- Community Engagement – Increase visibility and participation in projects through

- expanded outreach and volunteer involvement.
- Sustainable Partnership – Create a model for continued collaboration between Leadership Lycoming Class Members and Alumni and partnerships in future community-based projects.