



*Transforming Lives,
Together!*

Pennsylvania's
Lawrence County Regional
Chamber of Commerce

Business Plan: 2018-2021

Combined Mission: To transform lives by serving as a creative force that promotes excellence in leadership, coordination, and orderly business development activities

Combined Vision: To transform the lives of Lawrence County's citizens by: raising the standard of living throughout Lawrence County, facilitating the creation and retention of jobs that pay family sustaining wages, expanding the tax base of local governments so higher quality essential services may be provided, improving the performance of civic institutions and capacity through organized leadership development efforts, and creating a unified vision and actionable plan to build a stronger Lawrence County.

Critical Goals

- Advance our economy – promote and enhance a vibrant, diverse, and sustainable economy, local quality of life, and positions the community for long-term success
- Develop a single, actionable county-wide vision – promote and enhance efforts designed to create a streamlined vision for Lawrence County that reduces duplicative efforts
- Develop leaders and county-wide cooperation – promote and enhance skill sets within our community needed to communicate effectively and overcome common challenges

Executive Summary: This document is an outline of the combined goals of the Lawrence County Regional Chamber of Commerce, Lawrence County Economic Development Corporation, and the Lawrence County Regional Chamber Foundation (all respectively referred to henceforth as the "Regional Chamber"). While all three organizations are legally and financially separate, the Regional Chamber's staff strives to work as a single entity focused on providing needed organized economic, community, and leadership development programs meant to create opportunities capable of transforming the lives of Lawrence County's residents. The information below is not the only activities of the Regional Chamber as many of the legacy programs of each entity will be maintained, but are not enumerated.

Economic Development Division

Goal: Work to promote activities related to business attraction, expansion, retention, creation, infrastructure and workforce development by cultivating partnerships and a business-friendly environment that encourages the investments necessary to support new business opportunities.

Activities:

Quarterly Economic Development Partner Meetings:

- Provide updates on meeting division objectives to Regional Chamber members
- Provide forum for partners to impart knowledge of pertinent resources or programs that support division objectives
- Solicit private sector donations to build a strong economic development program

Direct Partners Meeting:

- Provide and receive updates on projects and activities with key support partners within Lawrence County

Speculative Building Program:

- Create modern product demanded by target industries to support new and expanding job creation opportunities
- Provide Regional Chamber with diversified non-dues program revenue

Sites & Building Database:

- Collect and maintain current listing of available properties suitable for business development or redevelopment from realtors and property owners
- Provide information via website and through direct client contact

Business Retention & Expansion Visitation Program:

- Maintain regular contact and conduct an annual survey with existing primary industries and businesses to gain information on barriers and opportunities within Lawrence County, and provide information on targeted assistance programs to help facilitate ongoing projects, keep current employers competitive, and assist them to capture new market share

Lawrence County – Duquesne Univ. SBDC:

- Partner with SBDC to better support entrepreneurship and small business development by creating a dedicated part-time office able to assist with business plan writing, securing access to capital, and improving the capabilities of local small business management

Lawrence County – SCORE Chapter:

- Partner with Partners for Progress to better support entrepreneurship and small business development by organizing a dedicated group of retired business executives able to mentor individuals with a dream of becoming a business owner, assist with business plan writing, securing access to capital, and improving the capabilities of local small business management

Competitiveness / Target Industry Study:

- Secure grant funds to conduct an independent market assessment by a national site location consultant to evaluate the value proposition for the Lawrence County Region, inventory the region's assets, provide a regional labor shed analysis, provide a recommended list of target industries, as well as recommendations to incorporate into the Regional Chamber's program of work

Revolving Loan Fund Program:

- Provide access to capital needed to qualified businesses with reasonable terms that should reasonably protect the RLF loan funds, but also provide some flexibility to help facilitate the creation of new jobs

Workforce Development:

- Work with primary employers and target industries to identify skill gaps within the labor shed and work with partners to identify and implement sustainable solutions
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Community Development Division

Goal: Work to promote and expand the capacity of local civic groups and institutions to meet the needs of Lawrence County by cultivating partnerships, expanding access to resources, creating leadership development opportunities, and creating a shared vision for the community to strive towards that minimizes the duplication of efforts and services.

Activities:

Quarterly Community Development Partner Meetings:

- Provide updates on meeting division objectives to Regional Chamber members
- Provide forum for partners to impart knowledge of pertinent resources or programs that support division objectives
- Solicit private sector donations to build a strong economic development program

Direct Partners Meeting:

- Provide and receive updates on projects and activities with key support partners within Lawrence County

Quarterly Legislative Breakfast Meetings:

- Provide updates and create a forum for Regional Chamber members to engage with elected officials and become more involved with the political process
- Focus on a) New Castle / North Lawrence, b) BoCC / South Lawrence, c) PA Delegation; d) Federal Delegation

10 Year Comprehensive Community Vision:

- Work with partners to conduct a series of listening sessions across Lawrence County to identify and prioritize community actions
- Basis for creating a community-wide master plan of action that could help coordinate, guide, and direct the action of both the Regional Chamber and some of our partners

Forward Lawrence:

- Create a community-wide master plan of action to help coordinate, guide, and direct the actions of the Regional Chamber and provide guidance to partners
- Reduce wasting resources via duplication of services

Heads of Lawrence:

- Facilitate bi-monthly meetings between private and public sector leaders, with the hopes of creating additional understanding between the needs of both groups – thus resulting in improved public policy outcomes and a stronger, more competitive business climate

Lawrence County Day:

- Create a single, limited legislative platform inclusive of partner concerns that can be shared with elected officials in Harrisburg and Washington, D.C.

Leadership Lawrence:

- Organize a class and alumni able to promote and enhance skill sets within our citizens and community leaders needed to more effectively communicate and collaborate in order to overcome both unique and common challenges faced in Lawrence County

Community Revitalization:

- Seek unique opportunities to partner with older, established neighborhoods and communities looking to reinvigorate themselves

Community Outreach & Support:

- Seek unique opportunities to partner with willing communities to attract the quality of life and / or place, and types of investment they wish to embrace

Special Events / Projects Division

Goal: Work to promote both the unique opportunities in Lawrence County and community successes by hosting multi-divisional events, networking opportunities, and providing direct support services to related organizations.

Activities:

Annual Dinner:

- Dinner meeting to celebrate the Regional Chamber's Accomplishments and present the Board's adopted program of work to the membership

Impact Awards Luncheon:

- Lunch meeting to raise awareness of successful economic and community development opportunities that have recently occurred within Lawrence County

Annual Community & Business Development Expo:

- A one day seminar hosted by the Regional Chamber where we will invite partners to share information on their goals and programs, and host forums / discussions relating to best practices in community, economic, and leadership development

Annual Membership Golf Outing:

- Fundraiser and larger networking event open to all chamber members

Annual Business & Industry Golf Outing:

- Smaller networking event open to economic development partners and primary employers

Regional Chamber Unified Dues Structure:

- Adopt a unified comprehensive dues model that meets the needs of the organization and members with various motivations

Business after Hours – Social:

- Host six networking events in partnership with local businesses for the purposes of promoting the partner business and providing members networking / fellowship time

Business after Hours – Community Update:

- Host quarterly networking and informational events in Lawrence County for the purposes of informing members about local opportunities and happenings

Member-to-Member Programs:

- Explore value adding opportunities to increase transactions between members of the Regional Chamber

Rebranding – Marketing:

- Work on a unified Regional Chamber brand, logo, website, and presence to present to internal and external clients, customers, and partners

Affiliate Support Services:

- Work in cooperation or mutual benefit with, and support and encourage the activities of:
 - Lawrence County Learning Center
 - Lawrence County Industrial Development Authority
 - Downtown Business Association
 - Lawrence County Young Professionals
 - SCORE
 - SBDC
 - School to Work
 - Jack Butz Humanitarian Scholarship Fund
 - Lawrence County Leadership Alumni Association

Possible Calendar of Events

January		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly ED Meeting	Lunch
TBD	Direct ED Partner Mtg	TBD

July		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly ED Meeting	Lunch
TBD	Direct ED Partner Mtg	TBD
TBD	Leadership Lawrence	All

February		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
2 nd Thur	Bus Aft Hrs - Social	Evening
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly CD Meeting	Lunch
TBD	Direct ED Partner Mtg	TBD

August		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
2 nd Thur	Bus Aft Hrs - Social	Evening
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly CD Meeting	Lunch
TBD	Direct ED Partner Mtg	TBD
TBD	Leadership Lawrence	All
6-Aug	Annual Golf Outing	Lunch

March		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
2 nd Thurs	Bus Aft Hrs - Update	Evening
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly Gov't Meeting	B.Fast
TBD	Direct ED Partner Mtg	TBD
14-Mar	Annual Dinner	Dinner

September		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
2 nd Thurs	Bus Aft Hrs - Update	Evening
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly Gov't Meeting	B.Fast
TBD	Direct ED Partner Mtg	TBD
TBD	Impact Awards	Lunch
TBD	Leadership Lawrence	All

April		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
2 nd Thurs	Bus Aft Hrs - Social	Evening
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly ED Meeting	Lunch
TBD	Direct ED Partner Mtg	TBD
TBD	10 Year Com. Visioning	Evening

October		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
2 nd Thurs	Bus Aft Hrs - Social	Evening
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly ED Meeting	Lunch
TBD	Direct ED Partner Mtg	TBD
TBD	Leadership Lawrence	All
TBD	Comm & Bus Dev. Expo	All

May		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
2 nd Thur	Bus Aft Hrs - Update	Evening
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly CD Meeting	Lunch
TBD	Direct ED Partner Mtg	TBD
TBD	Annual B&I Golf Outing	Lunch

November		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
2 nd Thur	Bus Aft Hrs - Update	Evening
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly CD Meeting	Lunch
TBD	Direct ED Partner Mtg	TBD
TBD	Leadership Lawrence	All

June		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
2 nd Thur	Bus Aft Hrs - Social	Evening
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly Gov't Meeting	B.Fast
TBD	Direct ED Partner Mtg	TBD
TBD	Leadership Lawrence	All

December		
Date	Event	Time
1st Tues	Downtown Bus. Assoc.	Lunch
1st Wed	Board Meeting	Lunch
2 nd Thur	Bus Aft Hrs - Social	Evening
3rd Tues	Heads of Lawrence	Evening
3rd Wed	Quarterly Gov't Meeting	B.Fast
TBD	Direct ED Partner Mtg	TBD
TBD	Leadership Lawrence	All

Possible Budget

Event / Item	Est. Income	Est. Expense
Chamber Dues	\$70,000	
Backer Bonus	\$5,000	
Community Dev. Division	\$12,000	
Economic Dev. Division	\$29,000	
Foundation Board Support	\$11,000	
Hoyt	\$250,000	
Lawrence County	\$100,000	
Speculative Building	\$270,000	\$15,000
Gas Royalties	\$70,000	
Annual Golf Outing	\$40,000	\$15,000
B&I Golf Outing	\$3,500	\$2,500
Annual Dinner	\$26,000	\$11,000
!mpact Award	\$16,000	\$13,000
Comm. & Bus. Dev. Expo	\$6,000	\$5,000
Leadership Lawrence	\$28,000	\$25,000
Wine Pull	\$3,500	\$500
Payroll & Benefits		\$480,000
Building - Packer Thomas		\$25,000
Buildng - Reynolds St.		\$14,000
Other Property		\$9,000
Office Expenses		\$43,000
ED Program / Marketing		\$100,000
ED Other		\$100,000
CD Program / Outreach		\$65,000
SBDC Part Time Ofc		\$17,000
Total	\$940,000	\$940,000