



# EMPLOYER TALKING POINTS

As an employer, you play a key role in showcasing Lancaster County as an exceptional place to live and work. This resource equips you with key talking points to answer candidate questions about housing, schools, career growth, and community life, helping you attract and retain top talent by highlighting all that our region has to offer.

## QUALITY OF LIFE

### **What are the housing options like (urban, suburban, rural)?**

- A variety of housing options exist, from city apartments and townhomes to suburban neighborhoods and rural properties with open space.
- **Example:** Downtown Lancaster offers walkable city living, while Manheim Township and Lititz provide suburban options with strong community amenities.

### **How long is the average commute?**

- Most commutes are manageable, often ranging from 15-30 minutes depending on location.
- **Example:** Employees living in suburban areas like Mount Joy or Ephrata can typically reach downtown Lancaster within 20 minutes. From the Northern most point of the County, to the Maryland line – it's about 1 hour and 15 minutes total.

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## EDUCATION

### **What are the top-rated schools in the area for K-12? Are there reputable private schools or specialized educational programs nearby?**

- Public schools, charter schools, and private institutions provide strong K-12 education options. Many schools have specialized STEM, arts, or career-prep programs. It just depends on what you are looking for an education.

### **What higher education institutions are in the area?**

- A mix of public and private colleges, universities, and trade schools offer opportunities for continued learning and workforce development. Including access to in person and hybrid graduate studies and certifications.

## COMMUNITY AND CULTURE

### What is the community like?

- A mix of small-town charm, suburban convenience, and urban energy, offering a strong sense of connection and belonging.
- **Example:** Downtown Lancaster has a vibrant arts scene, while surrounding towns like Lititz offer a historic, close-knit feel.

### Are there cultural amenities such as museums, theaters, or music venues?

- Yes! The region offers so much to do - live music, performing arts centers, museums, and historical attractions.
- **Example:** The Fulton Theatre is one of the oldest continuously operating theaters in the U.S.

### What types of events or festivals are unique to the area?

- Lancaster's community calendar is full of seasonal festivals, art shows, and food events that bring the community together year-round.
- **Example:** The Lancaster Balloon Festival draws visitors with colorful hot air balloons and family-friendly activities. Or our Lancaster City Restaurant Week is twice a year, giving people deals and discounts while showcasing restaurants.

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## HEALTH AND WELLNESS

### What is the quality of healthcare in the area?

- Lancaster has access four, top notch Healthcare systems – three of which are tied directly to research institutions - Penn Medicine Lancaster General Health and Penn State Health of Lancaster – as well as UPMC and Wellspan Health. All of them include high-quality hospitals, urgent care centers, and specialty providers ensuring comprehensive medical care.

### Are there fitness facilities, parks, or recreational activities available?

- Lancaster has so many ways to stay active – all year. Between gyms, yoga & dance studios, running trails, and outdoor adventure – you'll find something that matches your lifestyle!

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## TRANSPORTATION AND ACCESSIBILITY

### How easy is it to navigate the area?

- The road system is designed for efficient travel, with highways, main streets, and scenic routes providing access to key locations. Lancaster County's "spoke-and-wheel" model allows easy travel between rural, suburban, and urban centers.

### What are the commuting times like?

- Most commutes are 15-30 minutes, with minimal traffic congestion compared to major metro areas.

- **Example:** A commute from Lititz to downtown Lancaster typically takes about 20 minutes.

#### **Is public transportation reliable and accessible?**

- Lancaster does have bus services and has a bike-friendly infrastructure – but does not have any subway or metro system – no need!

#### **What transportation options are available for travel outside of Lancaster?**

- Regional airports like Harrisburg International or Lancaster Airport – 90 minute access to Baltimore or Philadelphia Airports. While we lack internal rail system, Amtrak keeps us connected to the west towards Pittsburg, and to the east towards Philadelphia to get you to any major metro.
- **Example:** Lancaster's Amtrak station is the 3<sup>rd</sup> busiest in Pennsylvania, and 21<sup>st</sup> in the US!

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### **PROFESSIONAL CONSIDERATIONS**

#### **What is the business climate in the area?**

- A diverse economy with strong industries in healthcare, finance, technology, and manufacturing.
- **Example:** Lancaster's job market includes major employers like Armstrong World Industries, Ultra Electronics, Turkey Hill, and more.

#### **Are there active professional or industry-specific networks?**

- Chambers, young professional groups, and industry-specific associations foster career growth. Lots of options, and our company is interested in making sure you get connected to the right ones!

#### **What opportunities exist for executive development and networking?**

- Leadership programs, business roundtables, and executive coaching help professionals grow their careers.

#### **Are there strong job markets for my spouse/partner's profession?**

- A range of industries supports dual-career households, with opportunities in education, healthcare, and corporate roles – depending on what your spouse or partner does for living! Large corporations, growing startups, and small businesses provide employment in multiple sectors.

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### **PERSONAL INTERESTS AND LEISURE**

#### **Hobbies and Activities**

#### **What outdoor activities are popular in the region?**

- Lancaster County is full of outdoor recreation opportunities - hiking, biking, kayaking – with a great

#### **Are there clubs or groups for specific hobbies or interests?**

- From outdoor recreation clubs to book groups and creative meetups, there's something for everyone – not just professional groups, but opportunities to connect with other Lancasterians on your hobbies, too!

#### **What is the food scene like?**

- A mix of farm-to-table restaurants, international cuisine, and local specialties.
- **Example:** Lancaster Central Market is the oldest continuously operating farmers market in the U.S.

#### **Are there sports teams, movie theaters, or entertainment venues?**

- We have our Lancaster Stormers - playing at fan-friendly Clipper Magazine Stadium, voted best ballpark in the country 3 years in a row, located just north of downtown Lancaster! The Lancaster Stormers are a professional baseball team that plays in the Atlantic League of Professional Baseball (AL), which is a minor league partner of Major League Baseball (MLB). They often host concerts and entertainment at the stadium!
- You'll find lots of support for Philly sports teams!
- Not only do we have a national chain movie theatre, but we have 2-3 locally owned, stellar movie theatres.
- There are so many opportunities for entertainment – like American Music Theatre, Sight & Sound, Fulton Theatre, Prima Theatre, and more.

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### **LOGISTICAL CONSIDERATIONS**

#### **What is the climate like throughout the year?**

- Four distinct seasons with warm summers, colorful falls, mild winters, and vibrant springs.

#### **Are there areas nearby that are good for retirement or long-term living?**

- Many communities offer excellent amenities for retirees and families planning for the future. Lancaster has been ranked as a top place to retire due to its affordability and healthcare access.

#### **How is the real estate market for future investment?**

- Home values have steadily increased, making the area attractive for long-term investments. The real estate market remains competitive, with strong resale values.