



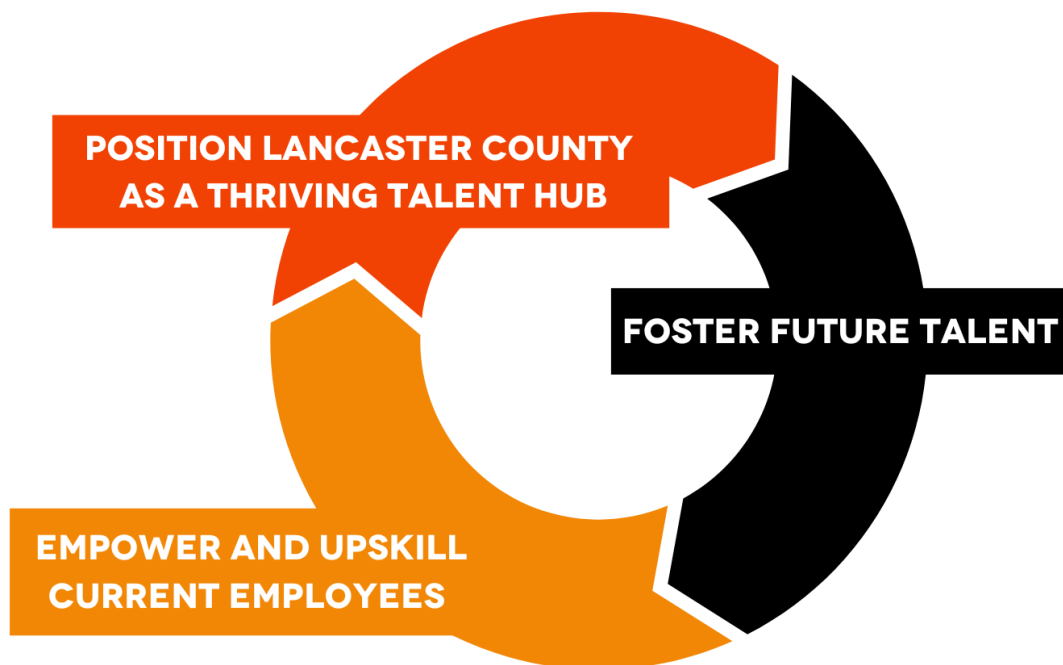
LANCASTER

Land in Lancaster: Countywide Talent Attraction Initiative Employer Partner Proposal

The Challenge

The Lancaster Chamber knows our businesses, small and large, have a deep understanding of Lancaster County's workforce challenges. From demographic shifts, low unemployment rates, competition for talent, evolving workplace dynamics, and advancing industry technologies – our business community has its fair share of challenges. While collaborative efforts are in play for a regional, partnered approach – the Lancaster Chamber is leading a multi-faceted method to identify, develop, support, and solve the County's workforce challenges through our lens as the Countywide chamber and business connection.

Lancaster Chamber Workforce Strategy: The Lancaster Chamber's is committed to addressing workforce challenges through partnerships, support, and leadership. **We look at three strategies:**



In Focus: Talent Attraction Strategy – Progress & Implementation

- ✓ **Gathered and Curated** comprehensive data about Lancaster County, organizing it into a cohesive narrative aligned with key talent demographics.
- ✓ **Developed a Strategic Marketing Plan** Identify target audiences—including recent college graduates, early career professionals, and executive-level talent and prioritizing high-opportunity industries and recruitment markets.
- ✓ **Engaged a Branding & Marketing Firm** to create a new brand and fully designed website.
- ✓ **Launched an Operationalized the Brand & Website**, including the development of employer-facing tools and resources to support recruitment efforts across the county.
- **Activated Promotional Strategies**, including SEO and social media, outreach to local and regional higher education institutions, and engagement with regional/mid-Atlantic recruiting networks and firms.

What is Land in Lancaster?

Land in Lancaster is a talent attraction initiative designed to position Lancaster County as a top destination for those seeking meaningful careers and a high quality of life. With a vibrant brand and comprehensive website, it highlights the region's diverse job opportunities, affordable living, strong community, and rich cultural experiences. Targeting recent graduates, early-career professionals, and executive-level talent, Land in Lancaster connects individuals with opportunities to live and work in Lancaster County, inviting them to not just move here, but to truly *land* here.

The Land in Lancaster brand and website serve two primary functions:

- **Providing Employer Recruitment Support:** We assist local employers in attracting talent by helping them "sell" the region, complementing their recruitment efforts with a broader narrative about Lancaster County's unique offerings. This support targets both executive-level professionals and young professionals.
- **Organic & Targeted Outreach:** Through curated social media, SEO optimization, digital advertising, and partnerships with higher education, we drive traffic to the platform, raising awareness of Lancaster County and engaging regional & national talent.

The Brand: Land in Lancaster



The Opportunity for your Company

The Lancaster Chamber has been awarded seed money for this project through the Department of Labor and Industry's Talent for Tomorrow Grant we received in mid-2024. That funding gave us the opportunity to engage a local marketing firm to develop a brand and website for the project.

*The Lancaster Chamber is **seeking employer partners who are committed to enhancing their talent attraction strategies and supporting the growth of this initiative through multi-year funding.** Your investment will help sustain and expand the Land in Lancaster website and attraction campaign, positioning Lancaster County as the go-to destination for both emerging and executive talent.*

Exclusive Opportunities for Employer Partners

- **Custom Employer Page:** A dedicated webpage within the Land in Lancaster platform designed to highlight your company's story, culture, and open jobs, directly linking job seekers to your recruitment channels.
- **Branded Recruitment Materials:** Professionally designed flyers and resources for your HR team to use during interviews, job fairs, and onboarding, reinforcing Lancaster County's strengths as a place to live and work.
- **Strategic Collaboration:** Access to the Lancaster Chamber team for personalized talent strategies and connections to community and regional resources that support your hiring and retention goals.
- **Recruitment Tours & Concierge:** Customized tours of Lancaster County for executive-level or emerging talent, and their families, to help them envision a life here, coordinated in partnership with your team.
- **Concierge Services:** One-on-one support for your new hires to connect them to Lancaster's regions, amenities, and networks, easing their transition into both the job and community.

Have an idea or need something more customized? We're always open to curating additional opportunities that support your unique workforce goals.



Why This Project?

Attracting and retaining talent isn't just about filling jobs — it's about shaping the future of Lancaster County. And no organization is better positioned to lead that work than the Lancaster Chamber. With deep-rooted knowledge of the local landscape, strong partnerships across sectors, and access to robust networks and resources, the Chamber is uniquely equipped to connect employers with the talent they need — while tailoring efforts to the specific needs of our regional economy.

When businesses invest in *Land in Lancaster*, they're not just gaining a powerful platform to reach candidates — they're joining a shared commitment to grow opportunity, build community, and help our region thrive for the next generation. Together, we can do more than compete for talent — we can cultivate it. We can open doors for people to see Lancaster as a place where careers take root, families flourish, and businesses lead boldly.

Land in Lancaster offers companies a meaningful way to connect with people, strengthen teams, and help build a vibrant, resilient Lancaster County workforce.

Looking to take your recruitment efforts to new heights? **Become a Land in Lancaster – Employer Partner** and tap into exciting opportunities to showcase your company to top talent. Reach out to Molly Crouser at mcrouser@landinlancaster.com to explore the exciting opportunities waiting for your business!

