



LANCASTER

EMPLOYER USER GUIDE

How to Use *Land in Lancaster*

Land the Right Talent

Whether you're recruiting new talent or helping employees put down roots, the Land in Lancaster website is your go-to tool for showcasing all that Lancaster County has to offer. Use it to help candidates Land a Place, Land a Job, Land a Lifestyle — right here in Lancaster County!

This is a detailed guide that will give you insight and information on how you can utilize the whole website - page by page! With specially curated tips for employers on how to personalize the resources for your own use and with your company in mind!

How will the Land in Lancaster Brand + Website support talent attraction?

Provides a Clear Picture of Life in Lancaster

Relocation Confidence: Showcases communities, schools, activities, and culture to help candidates envision life here.

Strengthens the Employer Value Proposition

Beyond the Job: Pairs career opportunities with a compelling community story and is a curated guide that signals employers care about the whole person.

Eases Transition for New Hires

Relocation Resource: Answers common questions and eases the stress of relocating, and creates engagement opportunities to help newcomers plug in quickly.

Supports Recruiters and HR Teams

Ready-to-Use Tool: Professionally designed and shareable—no extra work needed for employers and is an ideal asset for job listings, interviews, onboarding, and recruitment events.

Let's Get Started!

Now that you know *why* it will be a helpful tool for you as an employer, recruiter, or human resource professional - here's how to use each section of the website to enhance your process to recruit candidates for your open job roles, or create engagement with new hires.

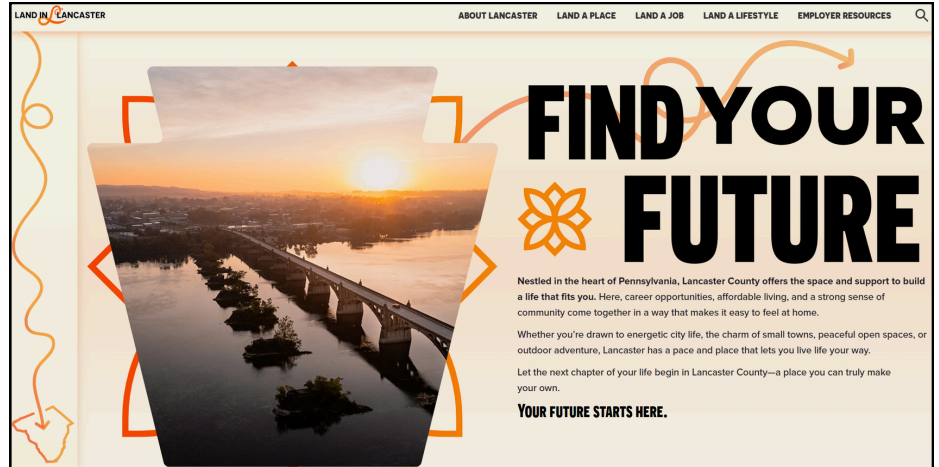


HOME PAGE: OUR DIGITAL WELCOME MAT

The homepage serves as the first impression for website visitors and potential job candidates, offering vibrant visuals, key messaging, and easy navigation to explore Lancaster County from all angles.

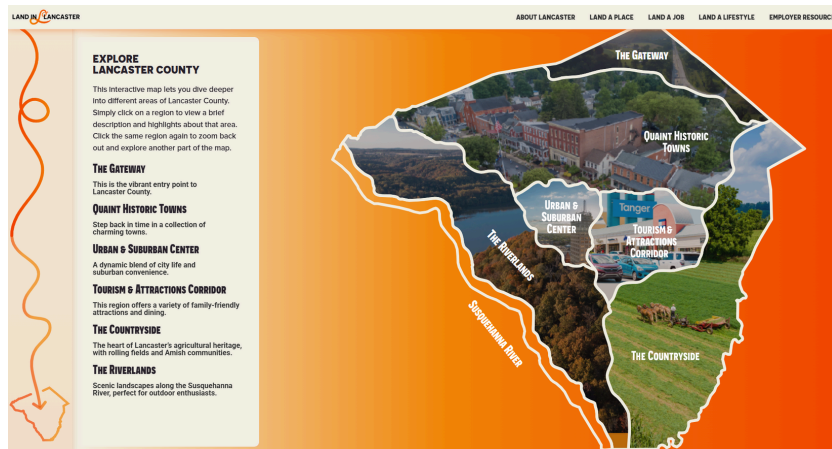
Visual Vibe

The homepage is designed to radiate the energy and essence of Lancaster County — from the vibrant streets of our city and small towns, to the rolling farmlands and wide-open outdoor spaces. We want website visitors to feel our personality the moment they land here, experiencing the unique blend of culture, community, and natural beauty that defines our region.



Guide to the Right Community Fit

Use the interactive map to help candidates find Lancaster County communities & regions that match their personal preferences.



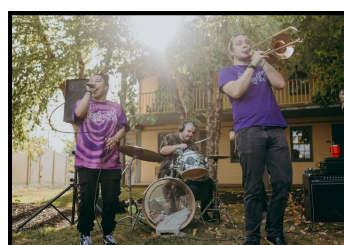
TIP FOR EMPLOYERS:

Make it personal. When sharing the map or community overviews, point out where your business is located and how that connects to daily life or operations.

For example: "We're in the Denver area—The Gateway—which gives us great access to the Turnpike for distribution," or "Our team loves grabbing lunch in Downtown Lancaster, right in the Urban & Suburban area on the map." Small details like these help candidates visualize themselves in the role and in the region.

Connection to Social Media

With so much of today's talent plugged into social platforms, we've made it easy for website visitors to see what others are saying about Lancaster County and to follow along. By linking the Land in Lancaster Instagram social media directly to the site, we're creating a stronger connection with curious candidates and encouraging repeat visits. It's a way to tell Lancaster's story in real time, while pointing people to the deeper dive of information housed right here.



FOLLOW & TAG US!



@landinlancasterpa
landinlancasterpa.com

ABOUT LANCASTER COUNTY: PLACE-MAKING FOR POTENTIAL TALENT

Lancaster County blends urban sophistication with rural charm, offering a dynamic mix of growing industries, rich history, and a vibrant quality of life. With a strong sense of community and accessible amenities, Lancaster is an ideal place for both personal and professional growth.

Quick Facts for You to Know & Share

This page gives you an easy snapshot of Lancaster County – from population and demographics to climate and a bit of local history. It's a helpful tool for positioning the region in conversations with candidates and gives a preview of the deeper stories they'll discover as they explore the site.

Showcase Accessibility & Proximity

Stress Lancaster's proximity to major cities, convenient transportation options, and easy access to airports for both work and travel.

TIP FOR EMPLOYERS:

Learn our Lancaster Value Proposition for 'selling' Lancaster County to potential candidates!

Cost of Living

Job Availability & Career Growth

Lifestyle Amenities

Sense of Community & Connectedness

Access & Proximity

[ABOUT LANCASTER](#)[LAND A PLACE](#)[LAND A JOB](#)[LAND A LIFESTYLE](#)[EMPLOYER RESOURCES](#)

ABOUT LANCASTER COUNTY

Lancaster County offers a unique blend of urban sophistication and rural charm, with a growing economy supported by thriving industries like healthcare, technology, and manufacturing. Known for its rich history, vibrant cultural scene, and high quality of life, the region boasts high quality education, affordable cost living, and a strong sense of community.

Below, you'll get a quick look at Lancaster County's key facts, including its economy, culture, history, climate, and more.



ONE OF PA'S FASTEST GROWING REGIONS

WITHIN 6-HOUR CAR RIDE OF 48% OF THE U.S. POPULATION

ACCESS TO FOUR MAJOR HEALTHCARE SYSTEMS

OVER 120 MILES OF RECREATIONAL TRAILS

RESETTLE 20 TIMES MORE REFUGEES PER CAPITA

OVER 120,000 ACRES OF FARMLAND PRESERVED

GET TO KNOW LANCASTER COUNTY

POPULATION

Over 550,000 residents in Lancaster County. If you want to explore demographics and population characteristics, visit the [Census Bureau's spotlight on Lancaster County](#).



MAJOR INDUSTRIES

Lancaster County is home to cutting-edge healthcare systems, innovative manufacturing, thriving agricultural outputs, a booming tourism industry, emerging technology sectors, and world-class live entertainment hub. [Learn more about Lancaster County industries and job opportunities.](#)



CLIMATE/WEATHER

Lancaster County feels the beauty of every season! Spring brings mild temperatures and vibrant blooms, making it a perfect time to explore the area's parks and historical sites. Summer is warm and sunny, with average temperatures in the 80s°F. Ideal for outdoor festivals, farmers' markets, and scenic activities. Fall is a visual masterpiece, with cool temperatures and colorful foliage, perfect for hiking or enjoying the local harvest festivals. Winter offers a picturesque, snow-dusted landscape, perfect for cozying up or enjoying winter sports in the surrounding countryside. [Learn more about Lancaster County's climate at Weather Spark.](#)



COST OF LIVING

You don't have to give anything up to move here. Lancaster County offers the cultural energy, career opportunities, and day-to-day conveniences you'd expect from a big city—plus excellent schools, top-tier healthcare, and a strong sense of community. The difference? It all comes with a lower cost of living and a lifestyle that feels more balanced. Whether you're drawn to downtown vibes or quieter neighborhoods, Lancaster gives you room to grow, connect, and thrive—without the price tag of major metro areas. [Learn more about cost of living.](#)



BRIEF HISTORY

Formally established in 1729, Lancaster County was founded along the banks of the Susquehanna River on land originally inhabited by the Susquehannock and Lenape peoples, becoming Pennsylvania's fourth county. With roots that predate the Revolutionary War, Lancaster holds a rich history marked by numerous landmarks and a unique role in the founding of the United States, serving as the nation's capital for a day! Lancaster played a significant part in the Civil War era, serving as a hub of industry, transportation, and abolitionist activity. The county's evolving story reflects the dynamic growth and resilience that shape Lancaster today. [Discover more about Lancaster County's remarkable history at LancasterHistory.org.](#)



PROXIMITY & TRANSPORTATION

LAND A PLACE: HELP CANDIDATES VISUALIZE LIVING HERE

This section is your resource for showing potential hires that Lancaster County isn't just a great place to work—it's a place they'll want to call home. Whether you're supporting a relocation, prepping for a job fair, or simply fielding questions from candidates, use this page to share the region's affordability, housing options, school systems, healthcare, and community values. It's everything they need to feel confident making a move.



Promote Affordability & Cost of Living

Emphasize the region's accessible home prices, lower-than-average utility and grocery costs, and median incomes that support a high quality of life.

Showcase Regions, and Housing

Highlight Lancaster's major towns/regions and how that related to where they will live. From historic homes and trendy apartments to family-friendly suburbs, let them know that Lancaster County offers options for every stage of life.

Highlight Educational Excellence

Review interactive map of public-school districts, private/alternative education options, and post-secondary institutions that make Lancaster a smart choice for families of learners, and those interested in engaging in additional education!

Underscore Local Services & Healthcare

Introduce candidates to Lancaster's four major healthcare systems, strong local governance structure, and civic engagement opportunities that create a well-supported community.

Demonstrate Safety & Community Values

Point to Lancaster's low crime rates, walkable neighborhoods, and strong emergency response systems as key elements of resident well-being.

LAND A JOB: EXPLORE PROFESSIONAL LIFE

This section of the website helps to paint a picture of what it's like to grow a career in Lancaster County. From networking opportunities to access to mentorship, it shows that this is a place where early-career professionals can build momentum and executives can make an impact. Use this section to highlight how the region supports professional growth beyond the job—and as a practical tool to get your open roles in front of new talent.

Connect Candidates to your Jobs

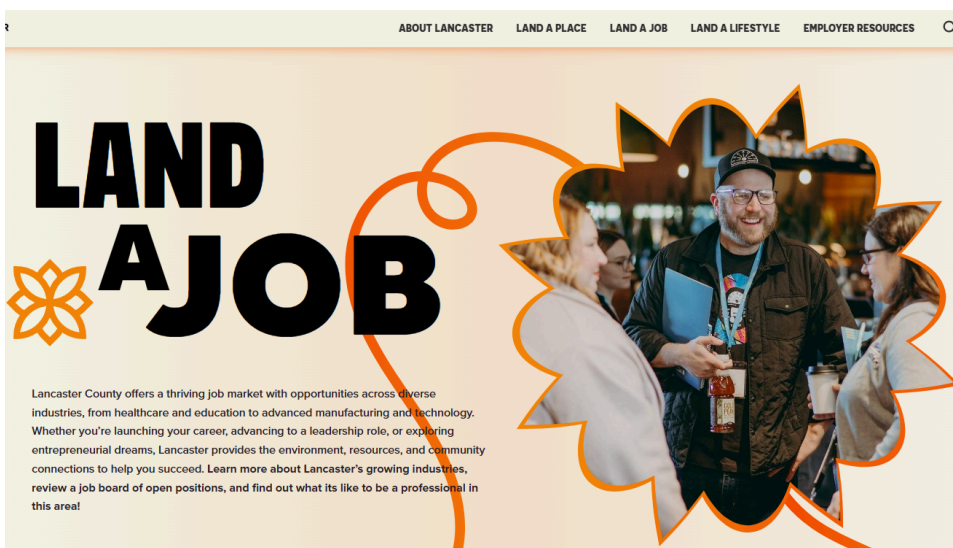
This site includes an integrated Chamber-powered job board featuring current listings from across the region. Post to Indeed and your openings will appear here too.

Job Market & Landscape

Highlight breadth of industry — from manufacturing and healthcare to creative services and tech—that reflect Lancaster's economic vitality.

TIP FOR EMPLOYERS:

Share with candidates how your company engages in any growth and develop opportunities that may be showcased on this page! Example: *"We are a member of the Lancaster Chamber and utilize that membership to get our employees involved, connected, and to offer professional development!"* or *"We've sent a few of our team members through Leadership Lancaster!"*



WHY RELOCATE TO LANCASTER COUNTY FOR WORK?

With a dynamic business community and growing industries across sectors, Lancaster County offers real opportunities for career advancement—plus the bonus of an affordable, connected, and fulfilling lifestyle..

INDUSTRIES THAT ARE HIRING

Where innovation meets opportunity. Lancaster County is buzzing with expanding sectors ready for talent like you.

HEALTHCARE

Healthcare is one of Lancaster County's fastest-growing sectors, employing over 39,000 workers, which accounts for 14% of the local workforce. This sector is projected to expand by 17%, creating numerous opportunities across hospitals, clinics, and specialized care facilities. Major healthcare providers include Penn Medicine Lancaster General Health, Penn State Health, and WellSpan Health, as well as research labs such

MANUFACTURING & DISTRIBUTION

Lancaster County is a hub for manufacturing and distribution, employing 38,422 workers (14.5% of the workforce). The sector is driven by innovative, multinational companies such as New Holland CNH Industrial, an industry-leading global ag equipment and services company and Arconic, known for its advanced aluminum products. Other key players include Armstrong World Industries, Dart Container, and High Companies.



PROFESSIONAL LIFE IN LANCASTER

Whether you're a seasoned executive or an ambitious young professional, our community offers abundant opportunities to advance your career, grow your network, and find meaningful connections.

Lancaster County offers a robust professional scene with opportunities to network through young professional networks, executive peer groups, women's chapters, leadership organizations, and industry associations. Collaborative coworking spaces and innovation hubs foster creativity and growth, while workshops, conferences, and mentorship programs



unique opportunity to connect their careers with meaningful community impact. They help build a stronger, more connected Lancaster County.

ER PROFESSIONALS



-LEVEL PROFESSIONALS



Highlight Growth & Opportunities

Share this page during interviews or follow-up to help candidates visualize not just a future with your company, but a long-term future in Lancaster. Showcase leadership programs, continuing education, mentorship, and networking opportunities through strategic partners, the Lancaster Chamber, and young professional groups.

LAND A LIFESTYLE: LIFE HERE RUNS ON BOTH ENERGY AND EASE



Employers can use the *Land a Lifestyle* page to showcase Lancaster County as a destination that supports both career growth and personal fulfillment. Highlight the region's vibrant arts, diverse dining, outdoor adventures, and family-friendly atmosphere, giving candidates a glimpse into the lifestyle they could enjoy. Whether it's for pre-start engagement or as part of recruitment conversations, this page helps employers demonstrate how Lancaster is more than just a place to work.

WHY LANCASTER OFFERS MORE THAN JUST A JOB

Unique Regional Landmarks & Events: Highlight local historic sites, popular festivals, and cultural events that celebrate Lancaster's heritage and uniqueness.

Outdoor Recreation & Nature-Centered Lifestyle: Emphasize Lancaster's parks, hiking trails, biking routes, and nearby nature reserves, catering to individuals who enjoy an active, outdoor lifestyle.

Local Food & Social Venues: Spotlight Lancaster's vibrant dining scene, from local eateries to craft breweries, food trucks, and farmers markets, as well as social venues that foster a strong local culture.

Artistic & Cultural Opportunities: Showcase local galleries, theaters, live performances, and other cultural institutions that make Lancaster a hub for creativity, attracting those with artistic hobbies and interest.

Sports & Leisure Activities: Mention local sports teams, recreational leagues, and community-driven sports events, which contribute to Lancaster's active and fun lifestyle.

Creating Community & Volunteerism: Highlight Lancaster's vibrant culture of civic engagement, volunteerism, and opportunities for people to connect with like-minded individuals. Emphasize the variety of ways residents can get involved, from local religious institutions and cultural organizations to hobby classes and community groups.



TIP FOR EMPLOYERS:

Share with candidates the ways your company connects to the Lancaster lifestyle, even from a company perspective! Example: "Our team usually does a night at the theater to celebrate the holidays, or we'll have a summertime picnic at Beer Garden for employees and their families!" OR really connect it to how YOU (the one doing the recruiting) enjoys Lancaster. Example: "Whenever I go to the biking trails near the Susquehanna River, I always stop in Columbia for ice cream!"



EMPLOYER RESOURCES: TOOLS TO STRENGTHEN YOUR STORYTELLING

Maximize your recruitment and retention efforts with tools designed to showcase Lancaster as a top talent destination. We'll handle the storytelling about why Lancaster is the ideal place to live, while you focus on selling the job and your company's unique value proposition. Whether it's through social media, job postings, recruitment fairs, candidate conversations, or talking points, we've got you covered with ready-to-use resources that highlight the region's unique advantages.

Let us help you showcase why Lancaster is the perfect place to build a career, while you present your company as the ideal place to grow professionally.

What are tactical ways my company can use this site?

Amplify Recruitment Outreach

- Link in job postings, recruiter emails, and on your career site.
- Use in social media campaigns for open roles or lifestyle content.
- Feature in employee referral materials and campus recruiting brochures.
- Mention in diversity, equity, and inclusion outreach to highlight community inclusivity.
- Provide to executive search firms to position Lancaster as a professional and personal fit.

Enhance the Candidate Experience

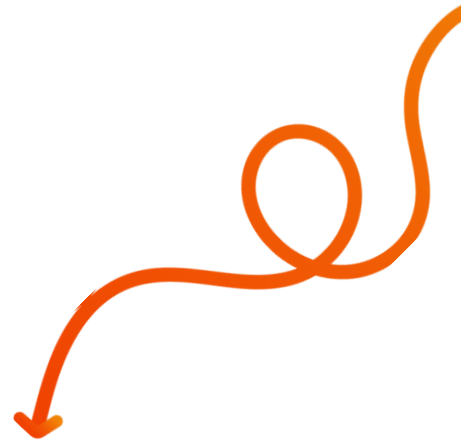
- Introduce early in the hiring process to help candidates envision life in Lancaster.
- Screen share during virtual interviews or include in offer letters.
- Pair with employee testimonials or videos for added impact.
- Customize landing pages (if available) for specific roles or audiences.

Equip Your Internal Team

- Add to recruiter toolkits and hiring manager resources.
- Embed in internal HR or recruiting communications.
- Train recruiters and ambassadors to naturally weave it into conversations.

Support Onboarding and Relocation

- Include in onboarding emails, welcome packets, or relocation guides.
- Promote to spouses/partners as a resource for local opportunities.
- Display at hiring events or on-site visits for candidates and families.



Visit LandinLancasterpa.com's Employer Resource Page for more information and resources that are ready for you to use!

Looking for Custom Support?

We're happy to schedule a walk-through for your human resources or recruiter team or brainstorm creative ways to use the site in your recruitment and retention strategies.

Let's get in touch - Email workforce@lancasterchamber.com for Employer Support