

# Year in Review

## Program of Work 2020-2021

The **Program of Work** is the Chamber's yearly work plan that guides our **programs**, **services**, and **events**.

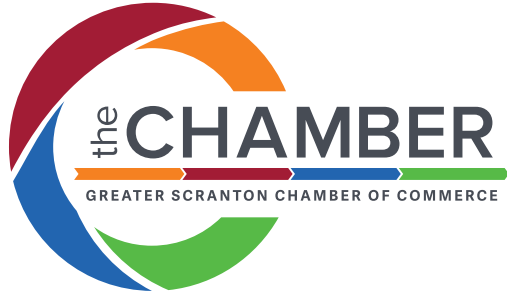
This year the Chamber **adapted** to the unique circumstances brought on by the **COVID-19** pandemic and provided **additional support** to our members and the greater Scranton **community**.

## Membership

The Chamber developed a targeted membership outreach campaign.

**2,250 DIRECT CONTACTS** relating to COVID-19, membership benefits and support through Chamber programs.

8,000 direct contacts in total since the start of the COVID-19 pandemic in March 2020



## Community Engagement

The Chamber safely engaged the business community increasing their public exposure and support.



## Chamber Community Block Party

The Chamber Community Block Party created opportunities for the local business community.

- 80 VENDORS
- 24 LIVE BANDS
- 10 ARTISTS
- 5 PERFORMERS

## Restaurant Week

**110 RESTAURANTS** promoted in correlation with Chamber Restaurant Week.

## COVID-19 Vaccine Administration Program

**8 PHARMACIES AND MEDICAL PRACTICES** Used the Small Business Internship Fund to hire college students to assist with vaccine distribution management.

## Shop Small Campaign

**11,000 PEOPLE REACHED** with a shop small virtual showcase featuring 15 small business members.

## Events

The Chamber hosted virtual, annual, and networking events this year.

### Virtual

**12 VIRTUAL WEBINARS** hosted through Zoom with over 300 attendees.

### Annual

**SAGE AWARDS** Launched 3 COVID-19 related impact awards. SCRANTON AWARDS FOR GROWTH & EXCELLENCE

*The Chamber Gala* Transitioned the annual Chamber Gala into a hybrid event.

**empower 450 ATTENDEES** Conducted the NEPA Women's Leadership Conference with

### Networking

**75 ATTENDEES** during 3 Virtual Card Exchanges

**200 WOMEN** attendees during 5 Women in Business networking events.

## Economic Development

The Chamber promotes job creation, business growth, and financing programs.

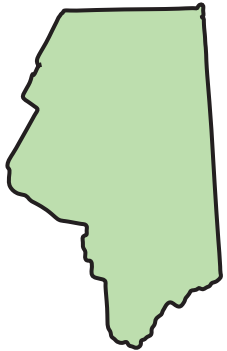
### Grants

**500 SMALL BUSINESS GRANTS DEPLOYED**

in Lackawanna County totaling nearly \$9 million through 3 COVID-19 grant programs administered by the Chamber.

**\$190,000**

distributed for debt relief to over 70 businesses in the MetroAction loan portfolio.

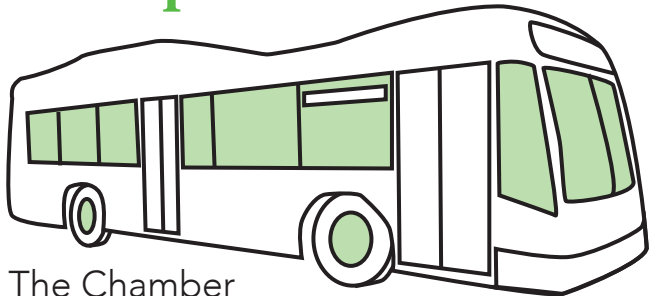


### Projects

**1,245** jobs created and retained

**\$371 MILLION** secured in community investment

### Transportation



The Chamber facilitated the establishment of the Mid Valley Industrial Parks COLTS bus line with service to Valley View Business Park and Jessup Small Business Center, and also expanded service to Keystone Industrial Park.

# Year in Review

## Program of Work 2020-2021

### Workforce & Leadership Development

The Chamber works to improve workforce and leadership opportunities for individuals and employers.

### Educator in the Workplace

**27 PARTICIPANTS** engaged in the "Educator in the Workplace" program.



### Workforce Wednesday

**20 WORKFORCE WEDNESDAY** employer spotlights hosted by the Chamber with over 4,000 views on social media.

### Leadership

Created and launched Leadership Fundamentals 2.0 and 3.0 with

**68 PARTICIPANTS**

### Job Board



**JOB BOARD**

The Chamber launched an online Job Board with over

**16,000 VIEWS YTD**

### Government Affairs

The Chamber wants to ensure positive governmental climate for business growth and development.

### COVID-19 Funding

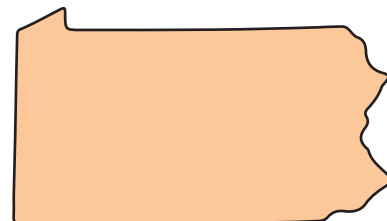
**FEDERAL**

**STATE**

**LOCAL**

Worked with federal, state, and local legislation to support COVID-19 incentives for businesses.

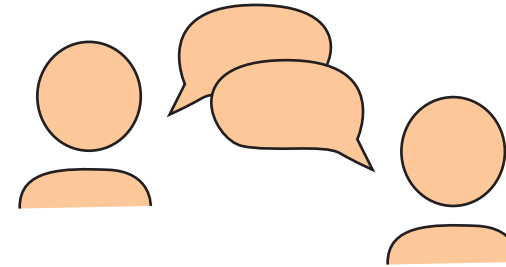
### Legislative Priorities



Established and communicated legislative priorities to federal, state, and local elected officials.

### Congressional Forum

Conducted a virtual/live debate with candidates for the 8th Congressional District



### Communications

The Chamber has a positive and consistent brand used to increase the visibility of our members.

### Chamber Website

**WWW.SCRANTONCHAMBER.COM**

Launched our updated website attracting 110,000 unique visitors.



### Operations

The Chamber enlists and engages community volunteers to provide governance expertise.

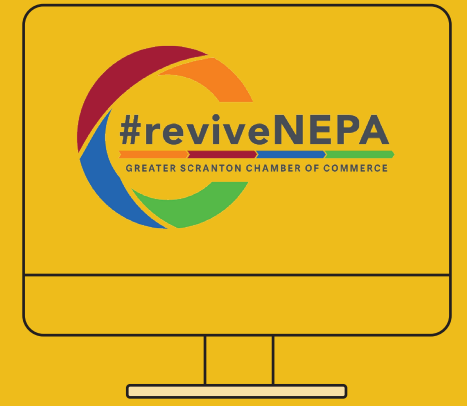


Integrated new virtual accounting platforms in response to COVID-19.

### COVID-19 Resources

#### COVID-19 PORTAL

Created a portal dedicated to COVID-19 federal, state, and local resources on the Chamber website.



### Support

Provided support in the transitions to various virtual platforms.



**CHAMBER BOARDS**

**COMMUNITY INPUT**

**AND ENGAGEMENT**