



## Membership Services Program of Work 2025 - 2026

Facilitate access to quality networking, business-to-business opportunities, and educational resources.

Component 1: Grow membership by offering services and benefits that demonstrate stakeholder value.

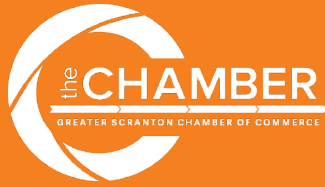
Component 2: Facilitate a welcoming and inclusive culture among members.

Component 3: Increase volunteer engagement.

Component 4: Communicate consistently the value of a Chamber membership to members and future members.

<u>Project</u>	<u>Objective</u>	<u>Component</u>	<u>Staff</u>
Total Membership	1,500	2	Mari Potis
Member Renewals	1,100	4	Mari Potis
Member Retention Outreach	2,000	4	Mari Potis
Investigate enhanced revenue opportunities for membership	2	2	Kristine Augustine
New Member Recruitment	250	1	Mari Potis
Member Welcome Events	4	1	Kelsey Hein
Member Welcome Event (Attendees)	125	4	Kelsey Hein
Annual Dinner (Attendees)	405	2	Mari Potis
Athena Award (Applications)	10	2	Mari Potis
International Women's Day (Attendees)	200	2	Mari Potis
Business Card Exchange (Attendees)	500	2	Kelsey Hein

Business Card Exchanges	6	1	Kelsey Hein
Chamber Open House (Attendees)	200	4	Kelsey Hein
Empower Conference Teen Program	200	5	Mari Potis
Empower Conference (Attendees)	800	2	Mari Potis
Chamber Days Summer 2025 (Attendees)	200	2	Kelsey Hein
Influencers Club (Volunteers)	35	3	Mari Potis
Influencers Club (Meetings/Tours)	10	3	Mari Potis
Women's Leadership Programming (Events)	3	2	Mari Potis
Women's Leadership Programming (Attendees)	450	2	Mari Potis
Training Seminars	8	1	Kelsey Hein
Training Seminars (Attendees)	80	2	Kelsey Hein
Workforce Outreach Meetings	35	4	Emily Pettinato
Develop Young Professionals Programs	N/A	2	Kristine Augustine
Initiate Fall Program Targeting Small Businesses	400	1	Kristine Augustine



## Government Affairs & Advocacy Program of Work 2025 - 2026

Serve as a voice for business with government and community partners throughout the region.

Component 1: Enhance Awareness of elected officials of the public policy needs of the regional business community

Component 2: Increase member awareness of legislative advocacy to promote pro-business policies, programs and services.

Component 3: Establish regional public affairs partnerships.

Project	Objective	Component	Staff
Establish Legislative Priorities	1	1	Bob Durkin
Establish Effective Relationships with Elected/Appointed Officials (Meetings)	80	1	Bob Durkin
Coordinate Forums with Elected Officials	3	2	Kelsey Hein
Host Capitol Conversations Series	4	2	Kelsey Hein
Engage in Regional Government Affairs (Programs)	2	3	Kelsey Hein
Establish and Promote Public Policy Positions	N/A	1	Bob Durkin
Survey Members on Public Policy Issues	4		Ryan Buchanan



## Marketing & Communications Program of Work 2025 - 2026

To strategically promote the Chamber and its divisions by delivering impactful messaging that drives engagement, strengthens brand visibility, and communicates value to stakeholders.

Component 1: Strategic Messaging Development

Component 2: Stakeholder Engagement Campaigns.

Component 3: Brand Visibility Initiatives.

Component 4: Impact Measurement and Reporting.

<u>Project</u>	<u>Objective</u>	<u>Component</u>	<u>Staff</u>
Chamber Member Surveys	4	3	Ryan Buchanan
Public Relations - Chamber Mentions	65	1	Ryan Buchanan
Momentum Magazine - Digital Readership Engagement	2,000	4	Ryan Buchanan
Momentum Magazine - Unique Mentions (Business)	300	2	Ryan Buchanan
Momentum Magazine - Unique Mentions (Nonprofit)	150	2	Ryan Buchanan
Social Media - Post Engagement Unique Likes	18,000	4	Marla Gambucci
Social Media - Post Engagement Unique Shares	1,800	4	Marla Gambucci
Website - Chamber - New Users Traffic	160,000	4	Marla Gambucci
Website - Affiliates - New Users Traffic	50,000	4	Marla Gambucci
Website - Chamber - Returning Users Traffic	30,000	4	Marla Gambucci
Website - Affiliates - Returning Users Traffic	2,500	4	Marla Gambucci

Website - Launch New Website	N/A	1	Ryan Buchanan
Workforce Wednesday Social Media Campaign-Posts	30	1	Emily Pettinato
All Things Chamber - On-Location	24	3	Ryan Buchanan
All Things Members	48	2	Ryan Buchanan
Advertorial Email	24	2	Ryan Buchanan
Ask the Expert Video Series	12	2	Ryan Buchanan
Electric City Minute - Video Series	4	1	Ryan Buchanan
Join the Chamber Digital Campaign - New Members	25	3	Marla Gambucci
Market Career Awareness Videos/Resources (Reach)	20,000	4	Emily Pettinato
Implement IGNITE Marketing Strategy	N/A	2	Maria Day
Buildout a Video Production Studio	N/A	3	Ryan Buchanan



## Business Development Program of Work 2025 - 2026

Promote large and small business attraction and growth, employer engagement, entrepreneurship, and access to capital.

Component 1: Develop, monitor, and market real estate investments.

Component 2: Promote entrepreneurship by offering a diverse set of resources and programs.

Component 3: Support development in businesses of all sizes and constituencies.

Component 4: Seek ways to market staff services (direct or in-kind).

Component 5: Develop a portfolio of resources that offer access to capital to the business community.

<u>Project</u>	<u>Objective</u>	<u>Component</u>	<u>Staff</u>
Community Investment	\$ 30,000,000.00	3	Amy Luyster
Job Creation/Retention	750	3	Amy Luyster
Business Development Outreach (Meetings)	100	1	Amy Luyster
Local Developer Outreach	4	1	Amy Luyster
Summer Festival (Attendees)	75	3	AJ Cimahosky
Targeted Business Development (Events)	4	1	AJ Cimahosky
Business Development (Projects)	10	3	Amy Luyster
Business Development (Tours)	45	1	AJ Cimahosky
Utility Providers (Meetings)	4	1	Amy Luyster
Industry Focused Tradeshows/Conferences/Events	7	3	AJ Cimahosky

Local Real Estate Broker (Meetings)	10	1	Amy Luyster
SLIBCO Development Opportunities	2	3	Amy Luyster
Complete Scranton Plan 3.0 funding campaign	N/A	3	Amy Luyster
IGNITE Client (Events)	15	2	Maria Day
IGNITE Client (Applications)	8	2	Maria Day
IGNITE Client Growth	6	2	Maria Day
IGNITE Regional Partner (Activities)	12	2	Maria Day
Implement CTTC Strategy	N/A	1	Maria Day
Generate IGNITE Program Inquiries	10	2	Maria Day
Enlist Accelerator Program (Participants)	16	2	Maria Day
Undertake SLIBCO-Park Improvements & Maintenance	N/A	3	Aaron Whitney
Manage SLIBCO-Owned/Managed Buildings- Renovations/Buildout	N/A	1	Aaron Whitney
Lease SLIBCO-Owned/ Managed Buildings-Space (SF)	5,000	3	Aaron Whitney
MetroAction – Engage Diverse Businesses	N/A	5	Kristine Augustine
MetroAction - Process Loan Applications	100	5	Kristine Augustine
MetroAction - Close Small Business Loans	25	5	Kristine Augustine
MetroAction - Provide Technical Assistance Services (Clients)	200	5	Kristine Augustine
Implement Scranton Plan/SLIBCO Marketing & Business Development Plan	N/A	3	AJ Cimahosky
Identify/Apply Sites for PA SITES Program	N/A	3	AJ Cimahosky

Undertake Engineering, Permitting & Due Diligence Support	N/A	3	Aaron Whitney
Support Broadband, Infrastructure, Electric Power and Transportation Projects	N/A	3	Amy Luyster
Collaborate with Neighboring Counties for Site Development	N/A	3	Amy Luyster
Maintain Business Development Partnership with Lackawanna County Economic Development Department	N/A	3	Amy Luyster
Initiate review of regional worker housing resources	N/A	1	Amy Luyster
Review SLIBCO Owned Real Estate Assessments	N/A	1	AJ Cimahosky
Request SLIBCO KOZ Extensions	11	1	Amy Luyster
Coordinate Park Association Meeting	2	3	Amy Luyster
Explore Emerging Industries	N/A	3	AJ Cimahosky
Revise IGNITE Program Documents	N/A	2	Maria Day
Formalize IGNITE Beyond the Walls Program & Branding	N/A	2	Maria Day
Develop Qualified Business Support Services & Vendors List	N/A	4	Amy Luyster
Assist in Coordination of PEDDA Fall Conference	N/A	3	Amy Luyster
Streamline IGNITE and MA In-Take and Referral Processes	N/A	2	Kristine Augustine
Support CDFI Initiatives in the region	N/A	2	Kristine Augustine
Strengthen relationships with community organizations to provide outreach to small businesses	N/A	2	Kristine Augustine
Support Regional Transportation Growth	N/A	3	Bob Durkin





## Workforce & Leadership Program of Work 2025 - 2026

Serve as a catalyst for workforce development, career readiness, talent attraction, community leadership and professional development.

Component 1: Grow talent pipeline that meets employer demand.

Component 2: Provide platform for business community to recruit and retain employees.

Component 3: Provide leadership and professional development programs to those who live, work and play in our region.

Component 4: Create tactics to retain high school, secondary, and post secondary graduates, in our region.

<u>Project</u>	<u>Objective</u>	<u>Component</u>	<u>Staff</u>
Workforce Summit & Career Fair (Business Participants)	50	2	Emily Pettinato
Workforce Summit & Career Fair (Students)	200	1 & 4	Emily Pettinato
Reframe Small Business Internships (Placements)	10	4	Emily Pettinato
Educator in the Workplace (Attendees)	25	1	Emily Pettinato
Leadership Collegiate (Participants)	15	4	Jennifer Strzelec
Leadership Collegiate Program (Mentorships)	15	4	Jennifer Strzelec
Leadership Core Program (Participants)	35	3	Nicole Morristell
Leadership Executive Program (Participants)	16	3	Nicole Morristell
Leadership Fundamentals 2.0 (Participants)	30	3	Nicole Morristell
Leadership Tomorrow's Leaders Today (Participants)	65	4	Jennifer Strzelec
Leadership Welcome Scranton Program (Participants)	22	3	Nicole Morristell

Leadership Core Program Community Impact	\$ 35,000.00	3	Nicole Morristell
Leadership TLT community service (Hours)	330	4	Jennifer Strzelec
Veteran's Leadership Research and Exploration	N/A	3	Jennifer Strzelec
Leadership Civity Pilot Program	N/A	3	Nicole Morristell
339 Curriculum Support-Public School Districts (Meetings)	15	1	Emily Pettinato
Career Awareness Videos/Resources	10	1	Emily Pettinato
Update Career Awareness Curriculum Guide	10	4	Emily Pettinato
Develop Inventory of Workforce Related Data	12	1	Emily Pettinato
Pilot Middle School Job Shadow Day	100	4	Emily Pettinato
Host Industry Roundtables (Meetings)	4	2	Emily Pettinato
Pilot an Economic Outlook Event (Attendees)	50	3	Emily Pettinato
Develop Workforce Toolkit (Modules)	3	2	Emily Pettinato
Connect Education Partnerships with Ignite Program Outreach	N/A	4	Emily Pettinato
Update Skills in Scranton Strategic Plan	N/A	1	Emily Pettinato
Host 3-Part EXPAND Program Series (Attendees)	15	3	Emily Pettinato