

Strategic Plan 2019–2022

Lancaster City
Flourishes
and everyone
shares in its
success.



OUR WINNING ASPIRATION

Lancaster City flourishes and everyone shares in its success.

Recently, Lancaster City Alliance developed its Strategic Plan for 2019-2022 and affirmed its values, differentiators, and position within the community. After several insightful discussions, valuable input, and healthy debate, the Lancaster City Alliance Board of Directors, Executive Leadership Team volunteers, and staff have set the strategic direction of the organization for the next three years. Today, we share these beliefs, principles, and guidepoints with you.

OUR VALUES



OUR DIFFERENTIATORS

We connect diverse stakeholders for the common good of Lancaster City.

We harness the power of the private sector. We hold a reputation as trusted stewards.

We leverage a broad network of engaged leaders with expansive influence.

OUR STRATEGIC APPROACH

Three big questions that will guide our decision-making through 2019-2022.

- 1. How do we fulfill our most impactful role within the community ecosystem?**
- 2. How do we define and measure the success of our stakeholders?**
- 3. How can we economy-proof our work to ensure sustainability?**

We look forward to engaging City stakeholders, residents, and businesses as we work to answer our three big questions.

Leading the growth and development of Lancaster City through partnership, economic impact, and community-building.

115 East King Street Lancaster, PA 17602
T 717.394.0783 Info@TeamLanc.org
LancasterCityAlliance.org



LANCASTER CITY
ALLIANCE