

Strategic Plan 2022—2025

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 2022–2025 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 guide points with you.

OUR VALUES

We value **collaboration.**



We value **diversity, equity, & inclusion.**



We value the **collective good.**



We value **action.**



We value **leadership.**



We value **adaptability.**



OUR DIFFERENTIATORS

We convene 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.

We are an accelerant of progress.

OUR STRATEGIC APPROACH

Three big questions that will guide our decision-making through 2022–2025.

1. How do we ensure our organization has the sufficient capacity, well-being, and clarity of focus to achieve our Winning Aspiration?
2. How do we strengthen our organizational identity and behaviors as an active leader?
3. How do we define, measure, and communicate our success?

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