LANDING WORKFORCE

A COUNTYWIDE STRATEGY FOR ATTRACTING & RETAINING TALENT

THE BIGPICTURE WHY IT MATTERS

THEDATA

	Total Labor Force	Total Jobs	Net Difference Labor Force vs. Total Jobs
Lebanon County	73,390	71,855	-1,535
York County	238,732	250,052	11,320
Berks County	213,839	232,511	18,672
Cumberland County	135,057	187,033	51,976
Lancaster County_	290,028	357,866	67,838
Chester County	295,146	380,580	85,434
Dauphin County	146,107	238,689	92,582
Pennsylvania	6,479,077	7,978,320	1,499,243

WORKFORCECHALLENGES

Aging Population + Retirement Wave

Stagnant Population Growth

Out-Migration of Talent

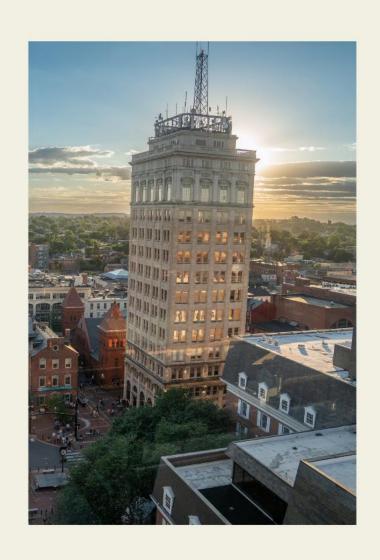
Childcare + Transportation Access

Changing Workplace Expectations

Housing Affordability



WHAT WE KNOW



Tax base and city vitality depend on working-age residents

Talent chooses places, not just jobs — and the City is the first impression

When newcomers connect early, they stay longer

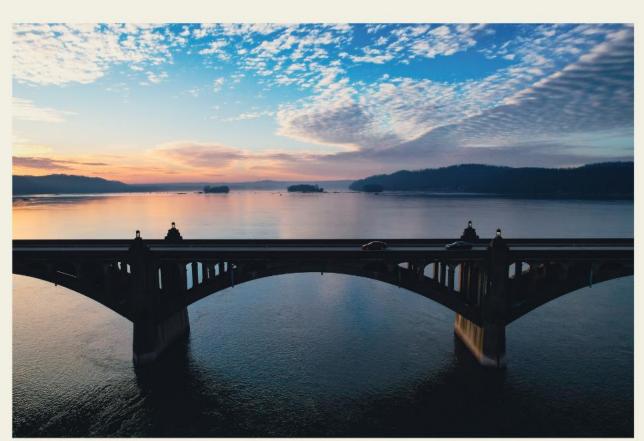
A strong city core supports a stronger county

A COORDINATED E F F O R T

Competing regions are investing heavily in talent attraction.

A shared message and welcoming approach turn interest into long-term connection.

This initiative **positions Lancaster County** — and its incredible city — **to win talent.**



WHO'S THE COMPETITION & WHAT WAS THEIR STRATEGY?





















PARTNERSHIPS & FUNDING

















DRUMROLL PLEASE



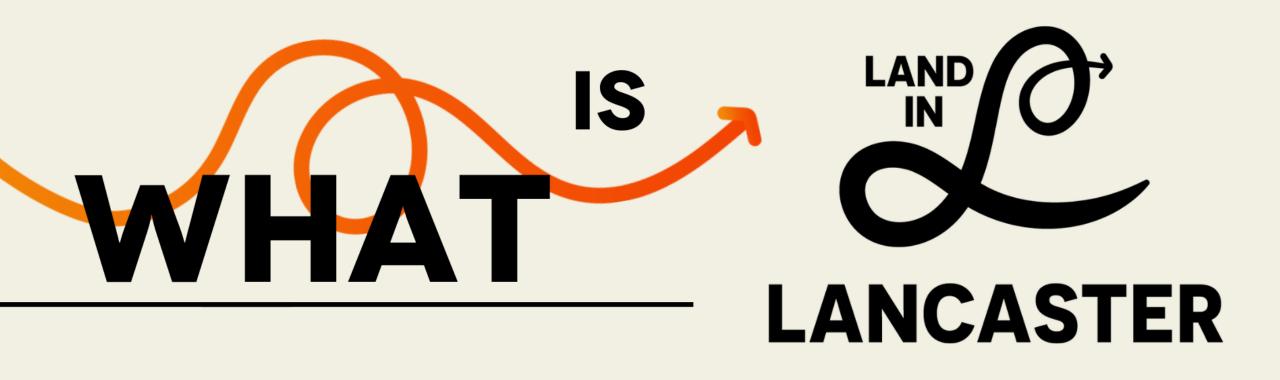




TA-DA

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HOW WILL LAND IN & LANCASTER TALENT ATTRACTION?

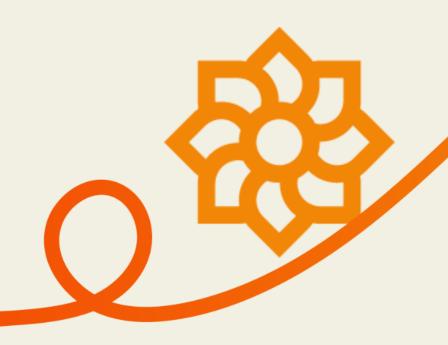


WEBSITE + BRAND + RESOURCES

Providing Employer Recruitment Support Organic, Targeted Promotion & Outreach

WHOARE WETALKINGTO?

EARLY CAREER PROFESSIONALS



EXECUTIVE LEVEL PROFESSIONALS



WILL USE IT?



EMPLOYERS & PARTNERS

NEWCOMERS & RELOCATION CANDIDATES



OUR COMPETITIVE E DE E

- Cost of Living
- Job Availability & Career Growth
- Lifestyle Amenities
- Sense of Community & Connectedness
- Access & Proximity to the East Coast & Beyond

WHAT'S THE PLAN?



Workshops for Employers/HR
Info Session for Interested Industries

Emails Campaigns

Organic Social Media

Paid Social Media

Earned Media & Partnerships

Optimizing SEO



WAYS TOENGAGE & PROMOTE

HOW LOCAL CHAMPIONS CAN ENGAGE:

Follow & Share → Follow us on Instagram and LinkedIn — and help spread the word.

Leverage Local Networks → Share with realtors, community groups, cultural organizations, and your personal networks.

Invite Us to Speak or Share → Bring Land in Lancaster into local events, networking groups, or community discussions.

Offer Testimonials or Success Stories → Share how Lancaster has helped you attract talent, grow a career, or build connections.



WAYS TOENGAGE & PROMOTE

HOW EMPLOYERS CHAMPIONS CAN ENGAGE:

Feature Land in Lancaster on Your Career Page → Add a link or mention on your company's job listings or HR page.

Highlight in Onboarding & Recruitment Materials → Introduce Land in Lancaster to candidates and new hires as a resource for living and working here.

Post Your Jobs → Use the Chamber Job Board or Indeed.com to maximize reach.

Tag Us on Social When Promoting Jobs → Amplify your job postings and connect them to the community vibe.





VISIT WEBSITE











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