

**2023-2025
Strategic Plan Snapshot**



MISSION

Cultivate Lancaster informs, navigates, connects, and coordinates entrepreneurs with business resource providers to achieve prosperity and equitable economic growth across Lancaster County.



VISION

Cultivate Lancaster is Lancaster County's recognized point of entry for entrepreneurs and organizations in the ecosystem, to provide equitable access to resources and inform strategies that drive a thriving and diverse business sector.



VALUES

Nurturing Entrepreneurship
 Collaboration
 Diversity, Equity, and Inclusion
 Community

>>> strategic plan goals <<<

ENGAGEMENT

- # 1 | Marketing**
Develop a sustainable marketing campaign that builds on and improves existing efforts and increases engagement.
- # 2 | Feedback from Businesses**
Create a platform for businesses to provide feedback to resources providers.
- # 3 | Networking & Events**
Building on momentum with increased gatherings, themed touchpoints, and opportunities for networking.

QUALITY

- # 4 | Programming Collaboration**
Resource providers will communicate effectively to identify an evolving continuum of resources, programming, and support for entrepreneurs.
- # 5 | Measurement and Tracking**
Establish metrics and tracking mechanisms to demonstrate success of mission and vision.
- # 6 | DE&I**
Incorporate diversity, equity, and inclusion as a core value with actionable activities and measurable outcomes.

INITIATIVES

- # 7 | Equitable Access to Capital**
Heighten conversations and identify and develop equitable pathways to capital.
- # 8 | Common Goals**
Identify and advocate for common goals that cannot be addressed by any one organization or the Cultivate Lancaster as an initiative.