

Venango Area Chamber of Commerce Launches Be Here Initiative

The Venango Area Chamber of Commerce has launched a new initiative called Be Here, created to promote opportunities, attract and retain people, and create an overall positive attitude of the Venango County Area.

A negative attitude among many community members in the area was noticeable, with comments such as "there are not jobs here" and "there is nothing to do here." Rather than letting it discourage them, the Chamber took this as an opportunity to promote the positive aspects of the Venango Area, including a great sense of community, low cost of living, outdoor recreation, community events, and so much more.

At an event at the end of January, Be Here was officially launched, with the launch of the website and a presentation to more than 100 community members in attendance. Besides the website, the Chamber is promoting the initiative through social media and Be Here decal stickers, which can now be found on the doors of many local businesses. The Venango Chamber has taken steps beyond promotion, too, in which they have conducted a survey and gathered responses from more than 200 people, held focus groups with local human resource representatives to discuss issues employers face, and spoken with students and many professional groups.

The next step for the Chamber is to continue the conversation and collaborate with local organizations and businesses. The Chamber also plans to create programming to better the area, including assisting with tackling challenges such as blight and lack of awareness of job openings.

The name "Be Here" was chosen to get people to be in the Venango Area physically, whether choosing to stay in the area or relocate here, but the name was also created to encourage people to do more than just reside here, but to be connected and invested in the community.

The Venango Area Chamber of Commerce is excited to continue the efforts of this initiative and to encourage community members to BE HERE in the Venango Area! Please visit the website at beherevenango.org to learn more.

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Ashley Cowles

Program Manager

acowles@venangochamber.org | (814) 676-8521

The Venango Area Chamber of Commerce builds, serves, and promotes