

Community Investors



The Wyoming County Chamber of Commerce & Tourism Promotion Agency

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Wyoming County Chamber of Commerce &
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2021-2022 ANNUAL REPORT

The 2021-22 Annual Report offers a brief summary and overview of Chamber and Tourism activities.

The staff and Board continues its work on traditional Chamber programming and the development of new projects discussed herein. The organization also continues to experience normal growth, and greater activity within the tourism program.

From working with individual members on important issues; mentoring new business owners; planning marketing campaigns; working with our regional partners and counterparts; cutting ribbons at new businesses; and advocating for the business community; the staff at the Chamber is here to first serve and help our members to better help our community continue to grow and flourish. We remain committed to our core mission in how we design programs and move the organization strategically forward.

The Chamber continues the close work with our economic development partners toward new economic and business opportunities and tourism growth, bolstering our buy local efforts, and seeking new initiatives that are positive for the overall economy.

This first several months of 2022 also marked a challenging chapter with the organization, which we have successfully worked through to focused on mission while remaining financially stable. We will continue to move ahead with the important work of serving our members and the greater community.

A special note of thanks to the Chamber’s Board of Directors and the Community Investors who support our mission and have

-- Scott A. Gardner, President & CEO

Member Services, Programs, Events & Recognition

Chamber programming and services that benefit our members remain a priority for the staff and organization. A seminar, training, or class was held almost every month of the past year in response to member requests and needs including: notary prep class; OSHA 10-hr Construction Safety Certification; Sexual Harassment seminars; employment law; social media trainings; SBA seminars; and Google workshops.

In the summer of 2021, the Chamber thru LEAD Wyoming was awarded a grant to create a barn quilt trail display to showcase the unique art from throughout the county. This installation was located on Route 20A in Warsaw and was staged thru the busy summer months. The Chamber also worked on a grant application through the Genesee Transportation Council and was successfully awarded an Active Transportation Study program grant for the Warsaw area.

The annual awards reception, held as an in-person event in November 2021 at Byrnclyff Golf Resort, and we recognized six outstanding businesses that have made an impact in their communities. The Pride of Agriculture dinner was not held in March due to COVID restrictions, but an Agri-Business was recognized at the annual awards reception.

The Chamber hosted a job fair in the spring of 2022 with 30 employers participating. We have also brought back networking events that were previously suspended due to the COVID pandemic. The organization did not host the Pride of Ag Dinner or Agripalooza in 2021-22 due to continued uncertainty with the COVID restrictions still in place.

The 2021-22 Shop Wyoming and Win buy local promotion was another record breaking event. This year’s promotion had over 1,100 participants and recorded over \$1.3 million in sales.

The Chamber also fully upgraded its member and financial management systems - a process that took several months to complete. We continue the updated Member to Member program; the Welcome Packet program; Discounts and Deals brochures; and opened a gift certificate store for members businesses on the Chamber website.

530

Members of the Wyoming County Chamber of Commerce

\$1.3m

Total sales from the 2021-22 annual Shop Wyoming and Win promotion

20,000

Wyoming County Business Directories printed and distributed

10,000

Average readers over the GLOW region of the Chamber’s Bi-Annual Newsletter

747k

Annual Social Media Impressions (multi-platforms)

100k

Visitor Guides at national/regional travel shows, direct mail & Letchworth State Park

\$41m

Generated in tourism revenue for Wyoming County (2020)

Tourism and Marketing

Tourism promotion and marketing efforts continue to yield positive results as the industry rebounds from the COVID pandemic. In the past year, we have produced two runs of travels guides, totaling 100,000 copies which were sent out nationally and into Canada, sharing out story with eager travelers. These guides were distributed at travel shows, visitor centers, area events, direct mail and in high-trafficked tourism attractions like Letchworth State Park.

Tourism’s Facebook page has over 7,900 followers, and we have grown our footprint on Instagram to 2,100 followers. Through continued expansion and diversification of ad campaigns, like paid promotions, and cooperative marketing partnerships over the last 12 months, tourism reached over 281,000 users totaling 747,000 impressions from major drive markets and overnight target markets throughout New York, Canada and the East Coast.

The organization continues to enhance website offerings, providing valuable resources for tourists that include blog posts describing trip ideas, area events, family-friendly attractions, outdoors experiences and more. Tourism is also developing a brand-new redesigned website, and is in the process of working with regional photographers to build an enhanced photo and video library for use on the website, social media and other marketing outlets.

Tourism and the Wyoming County IDA have collaborated with Josiah Brown, a consultant with extensive experience in tourism and rural development, to conduct a destination assessment for Wyoming County. This assessment will evaluate and analyze our tourism and economic development

Financial Reporting

The Chamber’s 2021 financial compilation audit has not been completed as of the date of this report. The Chamber continues to maintain a careful budget that focuses heavily on member services and marketing promotions. The Board of Directors has newly revised the organization’s financial control policies and procedures providing further oversight and security over the finances.

Management and the Board are focused on maintaining a stable budget to deliver positive returns on investment from the membership and partners. The organization’s budget priorities will be to utilize revenue responsibly for both membership programming, services, and the full implementation of the tourism program as the contracted tourism promotion agency for Wyoming County.

infrastructure, and help inform a future strategic plan. With the changes to the travel and tourism landscape post-COVID, this is an advantageous opportunity for our organizations to develop a plan moving forward.

Regional collaboration is one of Wyoming County Tourism’s priorities. We continue to work closely with our tourism partners in the Greater Niagara, Finger Lakes and Southern Tier regions through the Fresh Air Adventures program. This involves the official tourism organizations from Allegany, Genesee, Livingston, Orleans and Wyoming Counties working in conjunction to promote our unique attractions, accommodations and events as a destination between Buffalo/Niagara Falls and the Finger Lakes. This includes paid media campaigns, growth of social media platforms, content creation on the Fresh Air Adventures website and a newly redesigned brochure.

STATEMENT OF FINANCIAL POSITION	
AS OF DECEMBER 31, 2021	
ASSETS	
CURRENT ASSETS:	Total
Cash Accounts	458,645
Accounts Receivable	601
Total Current Assets	459,246
Fixed Assets	5,693
Total Other Assets	73,431
TOTAL ASSETS:	538,370
LIABILITIES AND EQUITY	
CURRENT LIABILITIES:	
Accounts Payable	1,820
Accrued Salary & Payroll Taxes	6,499
Total Other Current Liabilities	8,319
Long Term Liabilities	
Deferred revenue	6,195
EIDL Loan	150,000
Total Long Term Liabilities	156,195
Total liabilities	164,514
Total Equity	373,856
TOTAL LIABILITIES AND EQUITY	538,370