

# Community Investors



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Scott A Gardner- President & CEO  
sgardner@wycochamber.org

Wyoming County Chamber of Commerce &  
Tourism Promotion Agency

Eric J. Szucs - Director of Tourism and Marketing  
eric@gowyomingcountyny.com

36 Center Street, Suite A, Warsaw, NY 14569  
Phone: (585) 786-0307 Fax: (585) 786-0009

Kelly A. Ashcraft - Director of Member Services  
kelly@wycochamber.org

WyCoChamber.org

GoWyomingCountyNY.com

# Wyoming County Chamber of Commerce & Tourism Promotion Agency



## 2018-2019 Annual Report

The 2018-19 Annual Report offers a brief 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 growth, enhancements, and greater activity in 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.

We have continued to improve our digital profile on the Chamber and Tourism websites, and have seen solid benefits into social media marketing efforts. The wider distribution of the biannual newsletter has also helped share the Chamber message and offers more businesses greater reach to potential customers.

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.

A special note of thanks to the Chamber's Board of Directors and the Community Investors who support our mission and have made a "greater commitment" to the Chamber, the membership, and to our community.

-- Scott A. Gardner, President & CEO

## Member Services, Programs, Events & Recognition

Chamber programming and services 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; Workforce Development seminar series; Ergonomics; Hazard Communications; OSHA 10-HR Construction Certification; Sexual Harassment in the Workplace; social media trainings; and multiple Google workshops.

The Chamber also brought back the spring Legislative Luncheon, held at Byrnclyff Golf Resort & Banquets and started hosting quarterly networking events at local businesses.

The annual awards reception, held on May 8, 2019, at The Club at Silver Lake recognized four outstanding businesses that have made an impact in their communities; and the Pride of Agriculture dinner again welcomed awardees and recognition in March 2019, complete with a brand new format and new partnerships.

The Chamber is now, through a planned transition, out of its contract obligations through the NYS Health Navigator program but is continuing to counsel, and refer individuals and small businesses to private partners.

The Chamber again hosted the Womens' Luncheon with the Arts Council in the fall of 2018; and welcomed 41 employers to the 2019 spring Job Fair held at the Wyoming County YMCA.

The 2018-19 Shop Wyoming and Win buy local promotion was another record breaking event. In the fall of 2018 the Chamber partnered again with the Arcade Chamber to host Main and More in Arcade. Agri-Palooza 2018 was another success welcoming close to 3,000 people and the 2019 event should be another success.

The Leadership Wyoming program is back with 10 participants experiencing all Wyoming County has to offer. Finally, the Chamber updated the Member to Member program; continued the Welcome Packet program; created a new Discounts and Deals brochure; and is getting ready to launch a customer service training program in the fall.

*"The Chamber & Tourism's mission is to serve the members and community; promote and grow the area's economic and tourism assets; and work collaboratively to create an environment that leads to the success and economic prosperity of Wyoming County."*

**542** Members of the Wyoming County Chamber of Commerce

**4.92** million average referrals from the Chamber's website business directory

**841** members attending Chamber seminars, classes, events, and programs

**5,811** average member referrals from the Chamber's web site

**\$565k** total sales from the 2018-19 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

**180** Leadership Wyoming program graduates since 2006

## Tourism and Marketing

Tourism promotion and marketing efforts have yielded positive results over the past year, continuing growth trends. In 2019, 100,000 copies of the Wyoming County Visitor Guide were produced, and are being distributed across the world, including at 45 travel shows, visitors centers, area events, via mail, and at the entrances to Letchworth State Park.

The tourism's Facebook page has over 3,600 followers, and we have grown our footprint on Instagram to 860 followers. Through continued expansion and diversification of ad campaigns and through paid promotions over the last 12 months, tourism reached over 323,000 users totaling 444,000 impressions from major drive 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 a trip planning feature enabling tourists to build a list of attractions and accommodations they wish to visit, which they can then email to themselves or friends/family for future use; and an interactive map that allows tourists to create drivable routes between attractions within the county, enabling them to build useful itineraries for their visit.

Farm-to-table attractions have become increasingly popular and through a collaborative effort with Cooperative Extension, we have an accessible online resource for residents and visitors through a new partnership and enhanced digital listings of agri-tourism businesses previously included in the printed CCE Eat Fresh/Buy Local brochure.

Through continued involvement with the Greater Niagara Region and Country Byways, we are utilizing Break the Ice Media to conduct public relations campaigns in the Canadian market. This involves meeting with media writers, journalists and other media outlets to pitch stories, ideas, and update them on new and existing attractions and accommodations. The Country Byways program is also working with Break the Ice Media to further develop and promote itineraries to Chinese, German and UK markets in order to capture international visitors traveling across the state visiting nearby attractions like Niagara Falls and the Finger Lakes.

## Financial Reporting

The Chamber's 2018 financial audit review was performed by the Bonadio Group in January 2019 with no areas of concern and presented to the Board of Directors in April for approval. The Chamber continues to maintain a careful budget that focuses heavily on member services and marketing promotions, and continues to operate at a rate of 83% efficiency.

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.

 **444k** Annual Social Media Impressions (multi-platforms)

 **\$46** Million generated in tourism revenue for Wyoming Co. (2017)

 **100k** New Visitor Guides at 45 national/regional Travel Shows, Direct Mail, and Letchworth State Park

 **860** Instagram followers

 **3,600** Facebook followers

 International Programs targeting our Canada, China, Germany, UK visitors

 New website Eat/Buy Local & Itinerary planner enhancements

## STATEMENT OF FINANCIAL POSITION

AS OF DECEMBER 31, 2018 (With Comparative Totals for 2017)\*

ASSETS	2018	2017
<b>CURRENT ASSETS:</b>		
Cash	\$247,580	\$243,780
Accounts Receivable	15,134	7,380
Total Current Assets	262,714	251,160
<b>PROPERTY AND EQUIPMENT:</b>		
Website	11,489	2,847
Furniture	7,883	7,883
Less: Accumulated depreciation	(11,909)	(9,611)
Property and Equipment, net	7,463	9,761
Total assets	\$270,177	\$260,921
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES:</b>		
Accounts payable and accrued expenses	9,448	9,325
Deferred revenue	48,001	45,936
Total liabilities	57,449	55,261
<b>NET ASSETS:</b>		
Without donor restrictions	212,728	205,660
Total liabilities and net assets	\$ 270,177	\$ 260,921

\*2018 Bonadio & Co. LLP, Review of Financial Statements and Independent Accountant's Review Report