



Wyoming County
Chamber of Commerce
& Tourism Promotion Agency



*Celebrating
25 Years*

ANNUAL REPORT

2024-2025

A Message from the President & CEO



The 2024-25 Annual Report offers a summarized overview of Chamber and Tourism activities over the past year. This year also marks a special milestone for the Wyoming County Chamber as we celebrate its 25th anniversary.

The staff and Board have worked diligently to create valuable Chamber programs, new projects, and enhanced opportunities to ensure member and organizational success. Additionally, we continue to grow our tourism program, developing innovative ways to share our story with visitors both nationally and internationally.

From working with individual members on important issues; mentoring and working with 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 dedicated to serving and assisting our members so our community will continue to grow and flourish. We remain committed to our core mission as we design, develop and implement programs to strategically move the organization forward.

The Chamber continues to work hand-in-hand with our economic development partners toward new economic and business opportunities, tourism growth, buy local efforts, and seeking innovative 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 well-being and success of our community, now for over 25 years.

-- Scott A. Gardner, President & CEO

Member Services, Programs & Events



The Wyoming County Chamber continues to prioritize programming and services that benefit our members, strengthen our business community and ensure prosperous development and growth throughout the greater community.

Over the last year, we have held seminars, trainings, and educational classes in response to the needs or specific requests of our members. These included a multi-part social media, AI and marketing workshops; cyber security; sexual harassment prevention seminars;

employment and labor law updates; an After-Hours with Community Action; a new Human Resource and legal compliance class for the New Year; and organized a 'local resources' for business presentation with the SBA and other economic development partners..

The Chamber brought in 48 new members over that last year and brought another 40 up to date with lapsed memberships. Over 100 member profiles have also been updated over the past year.



We again coordinated the development of our annual business directory, which was delivered to over 20,000 County households, and our two bi-annual Chamber newsletters, delivering 10,000 copies across Wyoming,

530

Members of the Wyoming County Chamber of Commerce

\$515k

Total sales 2024-25 annual Shop Wyoming and Win promotion

20,000

Wyoming County Business Directories distributed

10,000

Average readers over the GLOW region of the Chamber's Newsletter

17,000

Followers across all social media platforms

155k

Visitor Guides and maps at travel shows, direct mail & Letchworth State Park

\$71 million

Generated in tourism revenue for Wyoming County (2023 Oxford Economics Report)



EXPLORE
Letchworth
AND BEYOND!



Financial Reporting

The Chamber's 2024 compiled financial statements have 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.

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 a balanced approach to membership programming, services, and tourism promotion for Wyoming County.

STATEMENT OF FINANCIAL POSITION

AS OF DECEMBER 31, 2024

ASSETS

CURRENT ASSETS:	Total
Cash Accounts	760,582
Accounts Receivable	0.00
Total Current Assets	760,582
Fixed Assets	0.00
Other Assets	73,121
TOTAL ASSETS:	\$833,703

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES:

Current Liabilities	9,368
Deferred Revenue	19,395
Total Long term Liabilities	28,763
Total Liabilities	28,763

NET ASSETS:

Total Equity	804,940
TOTAL LIABILITIES AND NET ASSETS	\$833,703





It's been a Great Year!



Genesee and Livingston Counties. Members were also promoted via our booth at the County Fair, through the Spring campground brochure/information drops, and to new homeowners through our “Welcome Mat” program.



Member materials were also distributed at fairs and festivals including AppleUmpkin, the 100th Anniversary of NYS Parks Legacy Celebration, and other small events. We also continue to send a bi-weekly e-newsletter to nearly two-thousand subscribers.

Our annual awards reception was held in November of 2024 at Byrnclyff Golf Resort & Banquet Center where we recognized seven outstanding businesses that have made a positive impact on our overall business community including our Woman in Business Award.

Additionally, we were excited to host the Pride of Wyoming County Agriculture Dinner in March 2025 recognizing leaders in the Ag community. It was a tremendous success as we again collaborated with our partners at Wyoming



County Soil and Water Conservation District, Cooperative Extension, and Farm Bureau.

The Chamber hosted multiple job fairs in both 2024-25, with employers from across the county attending each event. Additionally, we’ve hosted networking events for business leaders to meet, connect and learn about each other.

Our 2024 Shop Wyoming and Win buy local promotion was a success this year – with over 500 entries and over \$515,000 in sales recorded over the holiday season contest period.

We also welcomed four business sponsors and thank them for their generous donations.

We also proudly hosted 25 ribbon cuttings and recognition ceremonies over the past year to promote, market and celebrate anniversaries, and milestones for county businesses. If you are interested in celebrating your new business, or recent growth – let us know!



Tourism and Marketing Promotions

A Monumental Year for Wyoming County Tourism



This past year marked a transformative chapter for Wyoming County Tourism. In May, we proudly launched our new tourism brand: Explore Letchworth and Beyond!

This exciting milestone was the result of a strategic tourism initiative that began in 2023, when we secured a \$250,000 Economic Development Administration (EDA) grant. These funds allowed us to build on the groundwork laid by the 2022 Economic Development Destination Assessment, positioning us for long-term growth and impact.

To guide this rebranding effort, we partnered with Travel Alliance Partnership (TAP). Through a robust process that included focus groups, community engagement, and collaboration with industry experts, we developed a refreshed tourism identity designed to resonate with both visitors and residents alike.

The result is a dynamic new brand—Explore Letchworth

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and Beyond! – supported by a comprehensive suite of marketing assets, including a new logo, color palette, website, visitor guide, and content development strategy.

At the heart of this brand is a bold vision: to position Letchworth State Park as a regional basecamp for exploration, encouraging visitors to discover the rich offerings of our local communities and neighboring destinations through a hub-and-spoke travel model. By aligning ourselves with major regional attractions across New York State, we aim to inspire travelers, extend their stays, and drive meaningful economic activity throughout Wyoming County.

This momentum comes at a pivotal moment in our history, as we continue to harness the deep admiration and interest in Letchworth State Park. Once again, we proudly championed Letchworth to the top spot in 2025 — named the #1 State Park in the United States by USA Today readers.

This national recognition not only elevates the visibility of our region but also adds significant weight and credibility to our new brand in the tourism marketplace.



In tandem with the launch of Explore Letchworth and Beyond! brand, we remain committed to our ongoing collaboration with Fresh Air Adventures, a regional tourism partnership that includes Allegany, Genesee, Orleans, and Wyoming Counties. Strategically located between the Buffalo/Niagara Falls area and the Finger Lakes, our region is uniquely positioned as a compelling destination for visitors traveling through Western New York.

Together, through Fresh Air Adventures, we will continue to launch targeted paid media campaigns—both nationally and internationally—to educate, engage, and inspire travelers to explore and experience the vibrant communities that make up our region.



We have placed a strong emphasis on expanding and diversifying our digital content library. By engaging skilled consultants, we've created high-quality content, established connections with travel influencers, and cultivated a network of brand ambassadors to elevate the visibility of our brand, tourism partners, and local communities.

Our social media platforms continue to grow steadily, both in audience and impact. We've increased our follower base, enhanced the quality of our content, and developed unique storytelling features designed to deepen engagement and highlight the authentic experiences our region offers.

In addition, we continue our valuable partnership with Letchworth State Park and Livingston County Tourism to produce the official Letchworth State Park Trail Map. This resource has proven to be an essential tool—not only for visitors navigating the park, but also for promoting tourism partners and giving Wyoming County a prominent, consistent presence within the park. With over a million visitors each year, Letchworth offers an ideal platform to connect with travelers and drive regional exploration.





Community Investors

TOMPKINS
BANKING | INSURANCE | WEALTH

Charter
COMMUNICATIONS

SpectrumHealth
& Human Services

WCCHS
Wyoming County Community Health System



ACE
Hardware
Attica & Warsaw



MORTON



CREATIVEFOOD
INGREDIENTS

Trust earned.
FreedMaxick

KOIKE
ARONSON RANSOME



COMPLETE
PAYROLL
Welcome to Payroll Country.

UPSTATE DOOR



Five Star
Bank

NYSEG



ida
WYOMING COUNTY
Innovative Solutions for Business Growth

Board of Directors

Norb Fuest, Chairman
Apple Tree HR & Safety Consultants

Hans Kunze, Vice Chairman
Hans' Bird Feeder and Greenhouse

Michael Hardie, Tompkins Insurance
Rachael Pfeffer, Koike Aronson, Inc.
Brock Beckstrand, Upstate Door
Travis Sick, Tompkins Community Bank
Hon. Becky Ryan, Supervisor, Town of Warsaw
Nichole Brant, Family Furniture

Jessica Hibbard, Secretary
SUNY GCC

Nicole White, Treasurer
Freed Maxick, PC, CPAs

Andrew Stang, Prizm Document & Technology Solutions
Daniel J. Burling, Burling Aviation Services
Denise Coffey, Glen Iris Inn
Mark Bennett, Five Star Bank

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ExploreLetchworth.com