

FROM THE PRESIDENT



The organization continues to change and move ahead in positive directions. The end of last year and the beginning of 2015 have marked a significant period of work from the Chamber with regard to strategic planning.

We are very pleased to present, within this document, all elements of a newly revised strategic plan for the organization. While maintaining core services we are taking a long view to how we will continue moving forward. From economic development and tourism growth, focusing on developing more registered minority and women owned businesses, buy local initiatives, and working on new initiatives and opportunities that are positive for the

overall economy, we've updated and added items that reflect what is happening today which will guide us as new projects move to the surface. There is much happening behind the scenes in our county and we want to be positioned to lead and take advantage of opportunities as they present themselves.

We've also developed a new work plan to guide us internally based on the priorities within the strategic plan. It includes much of the Chamber's ongoing work and brings in the new focus areas.

The By-Laws were also significantly updated to reflect the 2013 Non-Profit Revitalization Act. Special thanks to the Board for these projects and approving by-laws that represents a cleaner and more defined governing document.

From a leadership point of view, we continue to have a solid Board of

Directors who care deeply for the organization and the health of Wyoming County's economy. Together they remain focused on moving us into a strategic position both internally and externally to be a voice for positive change in the greater community. Over the next pages you'll see many of the successes we've had as an organization, and there is more to come in 2015.

I also again thank our partners across Wyoming County who we work with on a regular basis, we are stronger as an organization because of their commitment.

As always, a special note of thanks to our Community Investors who have that "greater commitment" to the work we do at the Chamber and to the greater community.

Sincerely,



Scott A. Gardner
President & CEO

CORE STRATEGIES

Business Economic Development

The Chamber will promote and encourage the economic prosperity of Wyoming County in collaboration with local and regional governments and economic development entities. The organization will encourage and assist in the establishment, retention, marketing, and expansion of member businesses that will create and retain jobs for county residents and generate additional sales tax revenue. The organization will seek opportunities to promote and encourage Minority and Women Owned Business Enterprises (MWBE) to develop and thrive.

Marketing and Tourism Economic Development

The organization will promote Wyoming County as a four season vacation and recreation destination through appropriate marketing and tourism economic development strategies. The Chamber & Tourism will support and promote opportunities to build a solid foundation for tourism that will generate additional revenue for member businesses and Wyoming County thereby enhancing the future growth of tourism. The organization will seek opportunities to promote in-county consumer spending and the positive message of buying local through promotional programs, education and awareness, and marketing opportunities for the member businesses.

Advocacy, Connection, and Leadership Development

The Chamber will seek avenues to increase the awareness, knowledge, importance, and support of economic development for the business community, elected officials, and the general public, and foster opportunities for member to member connections, and complementary organizations and agencies. The organization will develop recognition and networking opportunities for its members as a means of connection, and develop strong relationships with business, civic, and government leaders. The Chamber, as a primary goal, will represent and promote the interests of Wyoming County's business community. Through the "Leadership Wyoming" program, educational seminars, and other professional development opportunities; the Chamber will provide forums for greater learning opportunities for the membership and community.

CORE VALUES

The core values of the Wyoming County Chamber and Tourism are Leadership, Excellence, Integrity, and Responsiveness.

VISION STATEMENT

The Wyoming County Chamber & Tourism is the leading membership organization for local and regional growth, advocacy, and connection for Wyoming County's business community.

MISSION STATEMENT

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.

WE PROVIDE

The key programs and services of the organization are educational seminars; leadership development; business assistance and guidance; cost-saving opportunities; advocacy; recognition, networking, exposure and promotional opportunities.

BUSINESS SERVICES, COMMUNITY DEVELOPMENT & ADVOCACY

The Chamber continued to be a strong voice for the business community of Wyoming County by focusing on the goals set forth by our strategic plan, and providing business services, community development and collaboration, and advocacy for our members. The organization accomplished the following achievements in the past year.

Educational Seminars

Over the 2014-2015 period we offered our members seminars on Health Insurance Open Enrollment; Responsible/Safe Server Training; Internet Marketing; Notary Public Prep class; Leadership and Building Successful Teams; the Glenn Shepard "Better Manager" seminar; and a 10 Hour OSHA construction certification seminar. Over 320 members and non-members took part in these seminars.

Job Fair

The Chamber partnered with Community Action, Literacy West, NYS Dept. of Labor, and Genesee Community College to once again host a job fair for Wyoming County at the GCC Arcade Campus. Forty employers/businesses and 150 job seekers took part.

Health Care Reform and the Chamber's Work

The Affordable Care Act continued to bring changes to the health care marketplace in '14-'15. The Chamber, acting as a Health Care Navigator, continued working with businesses and sole-proprietors assisting them into the NYS Health Exchange (SHOP) serving 110 Individuals and families, 17 Businesses and 241 Employees.

First Annual Women's Business Summit

In July 2014 the Chamber held the first time event at Beaver Hollow Conference Center. Forty Wyoming County business women attended the first summit and participated in seminars and heard speakers presenting throughout the day long program. The event was a success and will be held again this August with a special emphasis on registering more Wyoming County Women Owned Businesses with the State and Federal governments to help them grow their businesses and seek new opportunities.

Buy Local Campaign

In 2014-2015 the Chamber celebrated Small Business Saturday with a formal Resolution from the Wyoming County Board of Supervisors and then kicked off the holiday season shopping with the annual Shop Wyoming and Win promotion. This was again the major Buy Local campaign of the year, launching on Black Friday and extending until Christmas Eve. The two promotions encouraged individuals to shop local. For every \$50 that was spent inside of Wyoming County, shoppers earned an entry for a chance to win a \$25,000 grand prize, or one of three smaller prizes donated by Phil's TV in Arcade and Harding's Attica Furniture. Throughout the course of the campaign, almost \$252,000 was spent by the 435 contest participants, generating over \$20,000 in sales tax revenue. This overwhelming success resulted in greater exposure for Wyoming County businesses, highlighted the importance of shopping locally, and brought greater awareness of this successful Chamber promotion.

Main & More

Another year of Main & More networking events took place in 2014, giving businesses in Arcade, Attica, and Perry a chance to showcase their business to the community. Arcade's event broke all records with over 160 people participating.

Agri-Palooza!

The 4th Annual Agri-Palooza was held on June 8, 2014 at Breezy Hill Dairy in Sheldon. Between volunteers and attendees, almost 4,000 people participated in the event and spent four hours learning all about Wyoming County's #1 industry: agriculture! This event was the work of the Wyoming County Chamber, in conjunction with multiple Wyoming County agencies, including Cornell Cooperative Extension, Farm Service Agency, Soil & Water, Farm Bureau, Farmland Protection Board and more. Once again this event exhibits the success of collaboration among many partners in Wyoming County. On June 7, 2015, Agri-Palooza was held at the Broughton Farm in Gainesville. This year marked the fifth time for the event and was a special celebration as the farm celebrated its 100th Anniversary. The Chamber partnered this year with the Wyoming County Farm Bureau to coordinate the event.

Annual Awards Program and Pride of Agriculture Dinner

The 2015 annual awards ceremony was held at the Club on Silver Lake and had over 130 guests. The 2015 winners were: Tourism Business of the Year- Adventure Bound Camping Resorts: Four Winds; Small Business of the Year - WCJW Radio; Large Business of the Year - Attica Auto & Hardware. For the first time, the Agri-Business of the Year was presented to DeLaval Dairy Services, at the Pride of Agriculture Dinner held in March 2015, which was attended by 310 people. The award winners are selected each year by the Board of Directors based on criteria that includes their contributions to the economic vitality and quality of life of Wyoming County, capital investments, business expansions, job growth and retention, community involvement, and their contributions that strengthen their business sector.



Leadership Wyoming Class of 2014



TOURISM PROMOTION

The main focus for the tourism department over the course of the past year was the promotion of Wyoming County as a true four-season destination for outdoor adventure and family fun.

In early 2014, the all new **Go Wyoming County Tourism website** was launched and we have been successfully utilizing its responsive design and new features to bring Wyoming County into the 21st century in the eyes of travelers. Over the past year, visitors to the area have had the ease of being able to access the full wealth of information on the tourism website from their smart phones and tablets. This ability has added a new aspect to the tourism program and has given us the tools necessary to promote our county and our assets into the future.

In addition to the continued use and promotion of the website, we continued to promote Wyoming County to the traveling public, which has been and remains to be the focus of the Tourism Promotion Agency. Information on our attractions was distributed to **over 700,000 people at festivals and events** across the county and across the Northeastern US and Canada.

A great deal of time was also spent meeting with and distributing information to Travel Media from across NYS, particularly in the metro-NYC area, and across Western Ontario, Canada, particularly in the metro Toronto area. Outreach directly to media and travel writers at these events resulted in multiple stories on Wyoming County and our tourism assets. We are proud to say that we even achieved national and international news coverage this past winter of the **"Ice Volcano"** in the pond at the Glen Iris Inn in Letchworth State Park. This national coverage generated the park's placement in a USA Today contest to find the **Best State Park in the USA**, for which Letchworth won!

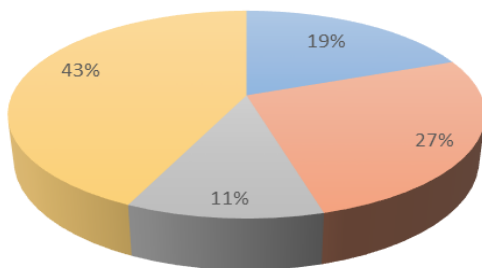
We also continued to promote our destination to the day-tripper and the "stay-cation" traveler with advertisements in **Buffalo Spree Magazine**, **585 Magazine**, and co-operative commercials promoting the entire GLOW region on **Time Warner Cable** in Buffalo and Rochester. The co-operative approach to advertising with our fellow GLOW counties (Genesee, Orleans and Livingston) allows us to double and sometimes triple our marketing efforts and expand the knowledge of potential travelers on our area in a cost-effective way.

In early 2015 we joined the **New York State Haunted History Trail**, a state-wide promotion of paranormal and ghostly locations. In the two years that the HHT has been promoted, attractions have seen a great increase in regional and national news coverage. We are pleased that two locations in Wyoming County have now been added to this trail: Heaven Sent Bed & Breakfast in Portageville, and Beaver Meadow Audubon Center in Java. We will continue to promote this niche tourism market, which steadily grows and grows. Additionally, we also collaborated with Senator Gallivan's office on the creation of a **FISH Wyoming County** brochure, which promotes our outstanding creek, lake and ice fishing.

The past year we were truly able to showcase all that Wyoming County has to offer, and we encouraged hundreds of thousands of people to Go Wyoming! We look forward to continuing to promote our brand and our county throughout 2015.

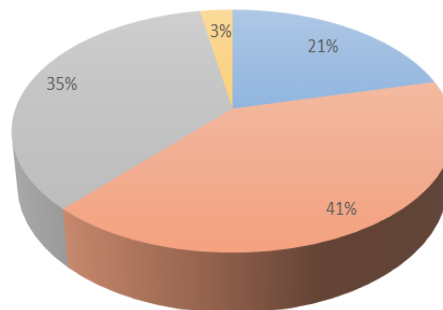
FINANCIALS

2014-2015 Expenses



- Member & Program Services
- Marketing Expenses
- Operational
- Payroll & Benefits

2014-2015 Revenue



- Marketing
- Tourism Funding
- Membership and Program Income
- Affinity Program

BY THE NUMBERS

524

Wyoming County Chamber & Tourism Members

700,000

Festival goes throughout the Northeast exposed to Wyoming County and member information

1,827

Average member referrals from WycoChamber.org

168

Participants in 9 years of Leadership Wyoming

5,422

Travel Guides Requested from Advertising done in NY, Ohio & PA Guest Quest Publications

1,218,616

Referrals from the WycoChamber.org business directory

100,000

Wyoming County Travel Guides distributed

1,146

Members attending seminar and networking events

20,000

Wyoming County Business Directories Distributed

3,800

People who attended Agri-Palooza 2014

1,291,407

Hits on WycoChamber.org & GoWyomingCountyNY.com websites

2015 Board of Directors

Marty Griffith, Chair
Five Star Bank

Lisa Schwartz, Vice-Chair
Pioneer Credit Recovery

Lindsay Eddy, Secretary
Byrncliff Resort & Conference Ctr.

Nicole White, Treasurer
Freed Maxick PC

Jason Beck
Rocket Commercial Realty

Brock Beckstrand
Upstate Door, Inc.

Tom Carpenter
Clark Patterson Lee

Patty Chaya
GCC—Warsaw Campus

Dan Egan
Beaver Hollow Conference Ctr

Austin Fish
Complete Payroll Processing

Norb Fuest
Apple Tree HR & Safety Consultants

Jackie Hoyt
Arts Council for Wyoming Cty.

Colleen Kennedy
The Warsaw Penny Saver

Hans Kunze
Steuben Trust Company

Darren Long
Prestolite Electric, Inc.

Joe Rivellino
Rivellino Realty

Becky Ryan
Wyoming Cty. Board of Supervisors

Jeremy Satchell
M & T Bank—Arcade Branch

Andrew Stang
Stang-Tek Services

Frank Vitagliano
Tompkins Insurance Agencies, Inc.

John Wheeler
The Bank of Castile

2015 Community Investors



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