

Community Investors



The Wyoming County Chamber of Commerce
& Tourism Promotion Agency

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Mark Bennett, Five Star Bank - Heather Aldrich, Community Bank, NA

Scott A. Gardner - President & CEO
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Wyoming County Chamber of Commerce &
Tourism Promotion Agency

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GoWyomingCountyNY.com

2022-2023 | ANNUAL
REPORT

The 2022-23 Annual Report offers a brief summary and overview of Chamber and Tourism activities.

The staff and Board work diligently in creating valuable Chamber programs, new projects, and enhanced opportunities to ensure your 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.

In the fall of 2022, we brought on Lindsey Beaumont as our new Member Services Coordinator, which has also brought new ideas and experiences to the organization.

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 wellbeing and success of our community.

-- Scott A. Gardner, President & CEO

Member Services, Programs, Events & Recognition

Wyoming County Chamber’s priority is to provide programming and services that benefit our members, strengthen our business community and ensure prosperous development and growth.

Over the last year, we have held a seminar, training, or educational class almost monthly in response to the needs and requests made by members. These included a multi-part social media and marketing series with Lyon Global; Sexual Harassment seminars; Employment and Labor Law updates; and new Human Resource and legal compliance for the New Year.

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

Member materials were also distributed at fairs and festivals including AppleUmpkin and the Letchworth Arts & Craft Festival.

Our annual awards reception was held in November of 2022 at East Hill Creamery, where we recognized six outstanding businesses that have made a positive impact on our overall business community. Additionally, we were excited to bring back the Pride of Ag Dinner in March 2023 recognizing leaders in the Ag community. It was a tremendous success as we collaborated with our partners at Wyoming County Soil and Water Conservation District, Cooperative Extension, and Farm Bureau.

The Chamber hosted three job fairs through 2022-23, including two in Warsaw and one in Arcade, with many employers attending each event. Additionally, we’ve hosted networking events for business leaders to meet, connect and learn about each other. The first was in collaboration with Livingston Chamber at the Glen Iris Inn, and most recently at Three Falls Cider. More events will be planned in the upcoming year – so stay tuned!

Our 2022 Shop Wyoming and Win buy local promotion set records this year – with 800 participants and over \$750,000 in sales.

We also proudly organized 26 ribbon cuttings over the past year to promote, market and celebrate anniversaries, and new & expanding businesses. Interested in celebrating your new business, or recent growth – let us know!

510

Members of the Wyoming County Chamber of Commerce

\$752k

Total sales from the 2022-23 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

2 million

Annual Social Media Impressions (multi-platforms)

80k

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

\$58.9m

Generated in tourism revenue for Wyoming County (2021)

Tourism and Marketing

Tourism promotion and marketing efforts continue to yield positive results as the industry redefines what it means to travel domestically and abroad. In the past year, we have produced our annual travel guide, with 80,000 copies distributed nationally and into Canada, sharing our story with eager travelers. These guides are also 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 9,100 followers, and we have grown our footprint on Instagram to 2,400 followers. Through continued expansion and diversification of ad campaigns, like paid promotions and cooperative marketing partnerships, tourism reached over 1 million users and received more than 2 million impressions from 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. This year, in collaboration with the County Historian’s Office, we produced and launched the Wyoming County Underground Railroad Brochure. The brochure was released and provides extensive detail on the Abolitionist Movement in Wyoming County.

Tourism and the Wyoming County IDA collaborated with Josiah Brown, a consultant with extensive experience in tourism and rural development, to finalize a destination assessment for Wyoming County. This assessment evaluated and analyzed our tourism and economic development infrastructure to inform a strategic plan. With this in hand, we submitted and were successfully awarded a \$250,000 grant from the Economic Development Administration in May. This will allow us to build upon this assessment to develop and implement more robust promotion initiatives.

Regional collaboration is one of Wyoming County Tourism’s priorities. In May, the Fresh Air Adventures program was awarded a \$250,000 grant to promote unique attractions, accommodations and events as a regional destination between Buffalo/Niagara Falls and the Finger Lakes. The Fresh Air Adventures program involves official tourism organizations from Allegany, Genesee, Orleans and Wyoming Counties working in conjunction. The grant funding will allow these counties to produce paid media campaigns, robust social media platforms, content creation on the Fresh Air Adventures

website, as well as national and international promotional efforts. Additionally, we continue to partner with Letchworth State Park and Livingston County Tourism to develop and produce the official Letchworth State Park Trail Map.

Financial Reporting

The Chamber’s 2022 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 financial control policies that were put in place in 2022 have provided solid 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.

STATEMENT OF FINANCIAL POSITION	
AS OF DECEMBER 31, 2022	
ASSETS	
CURRENT ASSETS:	Total
Cash Accounts	588,160
Accounts Receivable	564
Total Current Assets	588,724
Fixed Assets	12,017
Other Assets	73,431
TOTAL ASSETS:	\$662,155
LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES:	
Accounts Payable	15,946
Deferred revenue	24,116
Total Liabilities	40,062
NET ASSETS:	
Without donor restrictions	622,093
TOTAL LIABILITIES AND NET ASSETS	\$662,155