



WYOMING COUNTY  
CHAMBER OF COMMERCE  
AND TOURISM PROMOTION AGENCY

2019 - 2020 Annual Report

# MESSAGE FROM PRESIDENT & CEO

Dear Members,

This year marks the Chamber's 20<sup>th</sup> anniversary , and in that time, the organization has continually found new ways to be responsive to the membership and evolved further with a tourism program that continues to set records. It would be difficult to recount the growth and successes over the past 20 years, it was done with a great deal of hard work, faith, and confidence from our business community.

The 2019-2020 Annual Report offers a brief overview of Chamber and Tourism activities over the last year, and is a snapshot in time of the work that has been accomplished on behalf of our members and the community.

The staff and Board continues its work on traditional Chamber programming and the development of new projects discussed herein. The organization over the past year has also experienced growth, enhancements, and continued positive development of the tourism program.

From working with individual members on important issues; mentoring new business owners; planning marketing campaigns; working with our regional partners; 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 enhance the Chamber and Tourism websites, and have seen solid benefits in our 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 to work closely 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. Recent events in our nation have created uncertainty for all aspects of our economy, but I know that we will overcome it and be stronger in the future. The Chamber stepped up to the challenges and will be a leader as we look recovery.

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.

Thank you.



Scott A. Gardner  
President & CEO



# BOARD OF DIRECTORS

Norb Fuest, Chairman of the Board - Apple Tree HR & Safety Consultants

Hans Kunze, Vice Chairman - Steuben Trust Company

Lisa Seewaldt, Secretary - Ash-Lin's Elegant Rose/Artisan Villa

Nicole White, Treasurer - Freed, Maxick, PC, CPAs

Michael Hardie, Tompkins Insurance | John Wheeler, Tompkins Bank of Castile (Perry)

Tim Brick, Pioneer Credit Recovery-Navient | Brock Beckstrand, Upstate Door

Jessica Hibbard, Genesee Community College | Ashley Hamilton, Complete Payroll

Jenifer Bannister, DeLaval Direct NY | Hon. Becky Ryan, Supervisor of Warsaw, Wyoming County

Jackie Hoyt, Arts Council for Wyoming County | Andrew Stang, Prizm Document & Technology Solutions

Daniel J. Burling, Burling Aviation Services | Jacqueline Blujus, Beaver Hollow Conference Center

Teresa Wright, Five Star Bank (Attica)



# COMMUNITY INVESTORS 2019-2020





## MISSION STATEMENT

To serve the membership 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.





## VISION & CORE VALUES

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

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



# FINANCIAL REPORTING

The Chamber's 2019 financial audit review was performed by the Bonadio Group in January 2020 with no areas of concern and presented to the Board of Directors in February 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 85% 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.

## WYOMING COUNTY CHAMBER OF COMMERCE, INC.

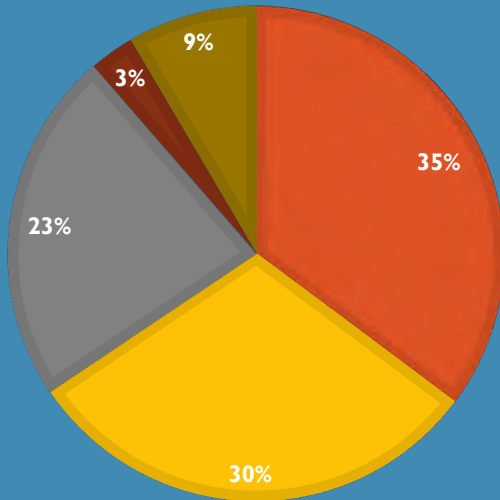
### STATEMENT OF FINANCIAL POSITION DECEMBER 31, 2019 (With Comparative Totals for 2018)

	<u>2019</u>	<u>2018</u>
<b>ASSETS</b>		
CURRENT ASSETS:		
Cash	\$ 233,234	\$ 247,580
Accounts receivable	<u>6,694</u>	<u>15,134</u>
Total current assets	<u>239,928</u>	<u>262,714</u>
PROPERTY AND EQUIPMENT:		
Website	11,489	11,489
Furniture	<u>7,883</u>	<u>7,883</u>
	19,372	19,372
Less: Accumulated depreciation	<u>(14,207)</u>	<u>(11,909)</u>
Property and equipment, net	<u>5,165</u>	<u>7,463</u>
Total assets	<u>\$ 245,093</u>	<u>\$ 270,177</u>
<b>LIABILITIES AND NET ASSETS</b>		
CURRENT LIABILITIES:		
Accounts payable and accrued expenses	\$ 9,635	\$ 9,448
Deferred revenue	<u>7,506</u>	<u>48,001</u>
Total liabilities	<u>17,141</u>	<u>57,449</u>
NET ASSETS:		
Without donor restrictions	<u>227,952</u>	<u>212,728</u>
Total liabilities and net assets	<u>\$ 245,093</u>	<u>\$ 270,177</u>

# BUDGET SNAPSHOT

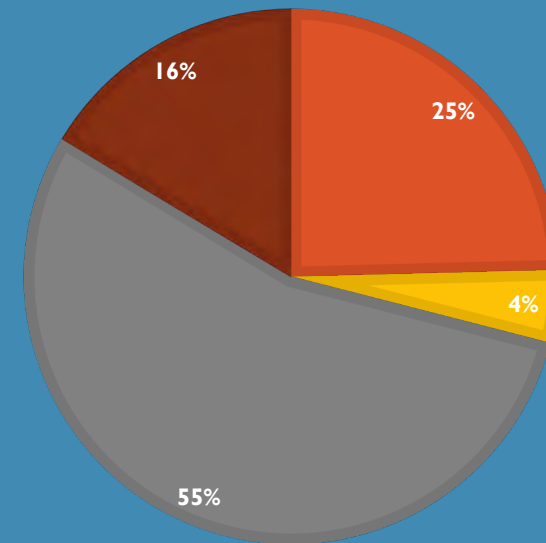
## 2019 AUDITED INCOME

County Tourism    Membership & Program    Marketing & Matching Funds  
Affinity Program    Other Income



## 2019 AUDITED EXPENSES

Member Activities    Leadership Wyoming    Tourism    General and Administrative





# MEMBER SERVICES

Bringing our members educational opportunities continues to be a priority for the organization. A seminar, training, or class was held almost every month of the past year in response to member requests and needs including: OSHA Communication and Safety; Sexual Harassment in the Workplace training; Preparing your business if a Disaster occurs; Employee Handbooks; Digital Marketing for 2020 and Beyond; Technology and its Challenges; Tax update; and multiple Google workshops.

The Pride of Agriculture dinner again welcomed awardees and recognition in March, once again with our new partners and format. We were proud to recognize The Boxler Family at this year's event as the Ag Business of the Year.

We completed the 2020 Wyoming County Map project, in conjunction with other local businesses and it is ready for distribution. The Chamber also responded to the COVID-19 pandemic and never missed a beat even while working from home. A new gift card program was rolled out to help members continue to bring in revenue, and we created a new Din-Out Wyoming Promotion to encourage take-out dining to help our struggling restaurants during the difficult time. We will continue to look for more new and innovative ways to assist our business community as we begin the recovery phase.

Kelly Ashcraft, Director of Member Services





Is YOUR BUSINESS  
PREPARED TO RESPOND  
TO A **DISASTER**?

A hand is shown placing a red domino on a line of blue dominoes. The dominoes are arranged in a slightly curved line, and the red one is being placed at the end, ready to be tipped over.

Presented by  U.S. Small Business  
Administration

Trained 18 members

Partnered with



**sexual  
harassment**

**in the workplace**

**UNDERSTAND PREVENT RESPOND**

Trained **389** members

Partnering with members  
to bring educational  
opportunities and best  
practices to the  
community

# TAKING ANOTHER LOOK AT YOUR EMPLOYEE HANDBOOK

PRESENTED BY KIMBERLY HARDING



Trained 42 members



## Technology and its Challenges

### Dealing with the Dark Web

Presented by



Trained 19 members





# CYBER SECURITY SEMINAR

Trained 18 members



**THE BONADIO GROUP**  
CPAs, Consultants & More

# TAX UPDATE

West's  
Bookkeeping  
Services, LLC



Trained 14 members



# DIGITAL MARKETING FOR 2020 AND BEYOND

Trained 24 members

Partnered with



Lyon Global





Serves as a phone book, relocation guide, and marketing tool for Wyoming County

**20,000** copies sent out to every home and business in Wyoming County!



2019-2020 Membership Directory & Community Guide



# 2020 Wyoming County Map Kept it LOCAL

- More than 40 members advertised
- Design and Layout by the Warsaw Penny Saver in Warsaw
- Map design by Quackenstein Graphic Design in Corfu
- Printing by Dual Printing in Cheektowaga

Ready and Available, for Free





A detailed map of Wyoming County, New York, and its surrounding areas. The map shows towns including Sheldon, Warsaw, Johnsonburg, Strykersville, Java Village, Curriers, Hermitage, Gainesville, Castle, Lamont, Bliss, and Perry. Major roads like 20A, 98, 77, 78, 19, 39, 436, and 4 are marked. Water bodies such as Attica Reservoir, Java Lake, and Letchworth State Park are shown. A central white box with a black border contains the text 'PROMOTING WYOMING COUNTY'. A compass rose is located in the bottom left corner.

# PROMOTING WYOMING COUNTY



Putting our members in front  
of 10,000 readers through  
our partnership with  
the Daily News



























# Leadership Wyoming



Graduated 190 new leaders into  
Wyoming County over 10 years





# Leadership Wyoming





# Shop Wyoming & Win \$25,000\*

SHOP IN WYCO | SAVE RECEIPTS | SUBMIT RECEIPTS

## Great Guaranteed Prizes:

- Gas Grill from Ace Hardware of Attica & Warsaw
- Heated/Massage Rocker Recliner from Harding's Furniture, Flooring & Mattress
- Husqvarna Lawncare Tool Package from Sears Hometown Store in Warsaw
- \$100 Wyoming County Gift Card

\*See website for complete rules

[www.WyCoChamber.org](http://www.WyCoChamber.org)



## WE BROKE RECORDS!

**771** participants

A **32%** increase in spending







More than 2,500 people  
in one day!









# Pride of Wyoming County Agriculture Dinner 2019/2020







## Cole Building Solutions

Presents the Wyoming County Chamber & Tourism's  
**2019 Annual Awards Reception**

**Creative Food Ingredients**  
Large Business of the Year

**Jacked 24/7 Fitness**  
Small Business of the Year

**Charcoal Corral**  
Tourism Business of the Year

**Attica Pharmacy**  
Most Promising New Business





# TOURISM & MARKETING OVERVIEW



Our innovative promotion and marketing efforts have yielded positive results over the past year, continuing growth trends, including:

- \$49 Million Generated in Tourism Revenue (2018)
- 85,000 New Visitor Guides at 50 National/Regional Travel Shows, Direct Mail & Letchworth State Park
- 4,100 Facebook Followers
- 1,200 Instagram Followers
- 575k Annual Social Media Impressions
- Fresh Air Adventure Regional Re-Brand (GLOW Counties) & Digital Biking Trail Map



Eric Szucs, Director of Tourism & Marketing

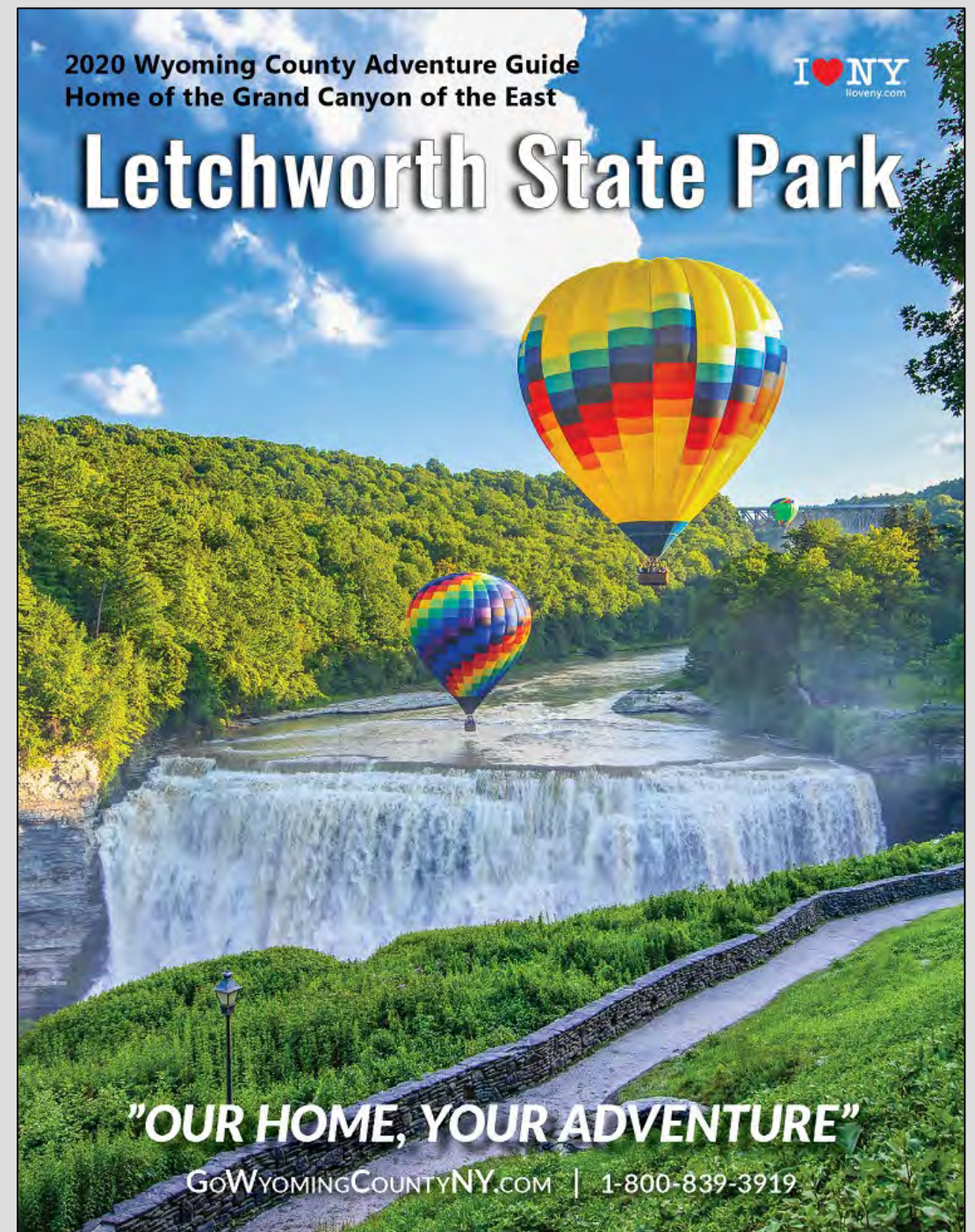


## TRAVEL GUIDE & DISTRIBUTION

85,000 copies of the 2020 Wyoming County Visitor Guide were produced.

They are being distributed across the world, including:

- 50 travel & outdoor shows
- visitor & travel centers
- area tourism attractions
- Via USPS & UPS
- Racks at Letchworth State Park.





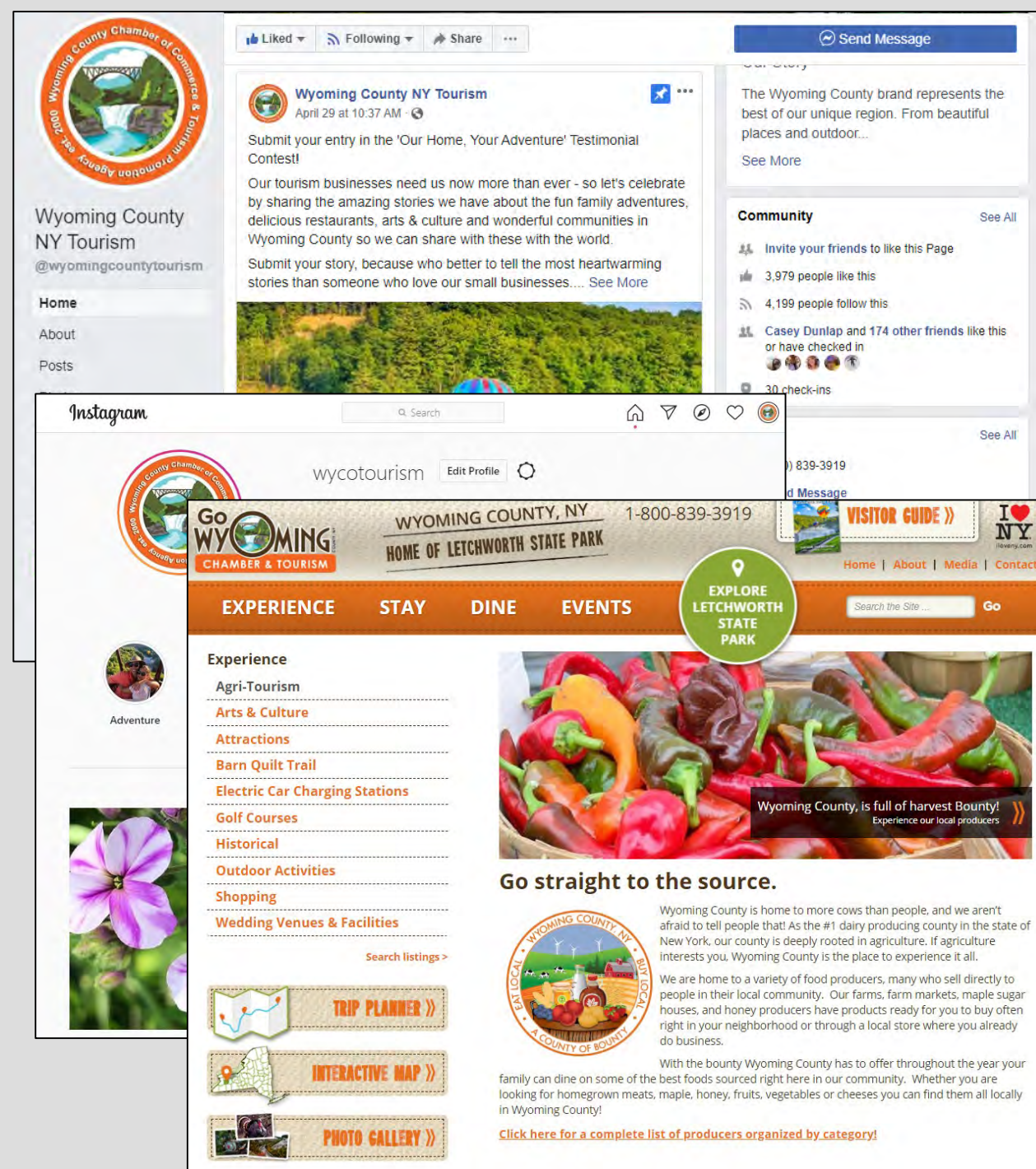
# FACEBOOK & WEBSITE

## Social media growth:

- Facebook has over 4,100 followers
- Instagram to 1,200 followers
- Over the last 12 months, tourism has reached over 575,000 users through organic and paid Facebook

## Website development:

- Enhance the Buy Wyoming County Grown portion of our Tourism website – providing digital listings of agri-tourism businesses
- Increase content & messaging - blogs, constant contact emails, driving social traffic to our website, improved content (information, pictures, etc.)

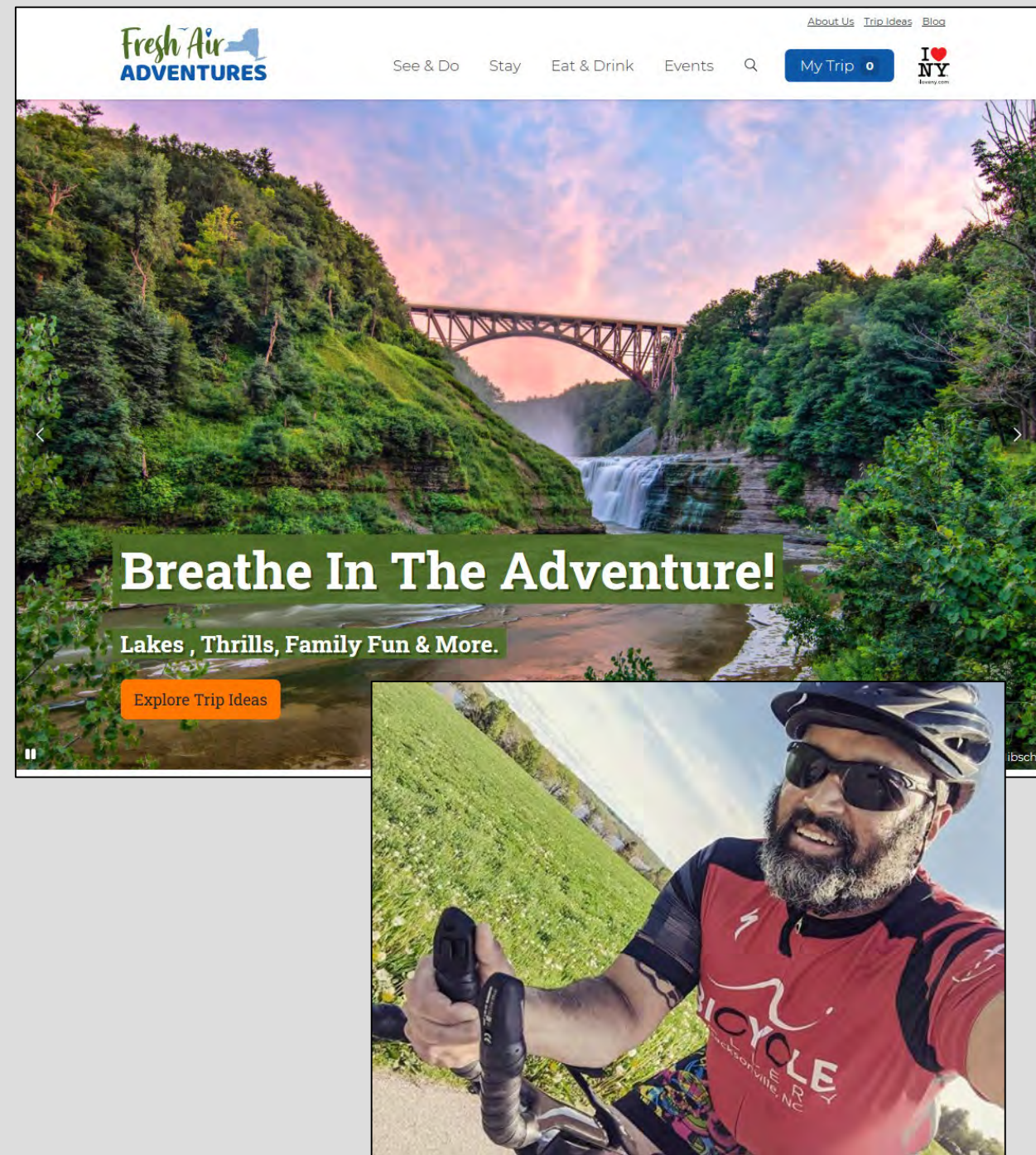




## GLOW COUNTY COLLABORATIONS

New GLOW County Regional Branding: Fresh Air Adventures. Focusing on outdoor adventure, natural assets & family friendly attractions. This includes the launch of a new regional website with attractions & events from all counties, and interactive map/trip planning capabilities spanning four counties.

Development of a digital biking map: connecting the GLOW region to the Empire & Greenway Trail Systems, Buffalo & Rochester to Letchworth State Park, and our rural communities, downtowns, attractions & restaurants.





77 Construction 77 Maple Abdul R. Chaudhry Internal Medicine AC Payment Services ACO Acquisition, LLC Adecco Employment Services AdMonitor Ad-Stuf Adv Rubber Products Div Adventure Bound Camping Resorts at Four Winds Adventure Calls Outfitters Agape Manor Agen's Quick Lube Aloha Pool Service Alyssa Cutcliff, LMT Alzheimer's Association of WNY Amber Lantern Brewing Company American Red Cross - Blood Service Anastassia Events API Heat Transfer Apple Umpkin Festival Committee Appletree HR & Safety Consultants, LLC Arc of Livingston-Wyoming Arcade and Attica Railroad Arcade Area Chamber of Commerce Arcade Herald Arcade Valley Estates Arts Council for Wy Co Asbury Camp and Retreat Center Ash-Lin's Elegant Rose at the Artisan Villa ASK Construction ATN Backup Attica Area Chamber of Commerce Attica Auto & Hardware Attica Furniture & Flooring Attica Golf Club Attica Package Company Attica Pennysaver Attica Pharmacy Attica Rodeo Association Attica Veterinary Associates, P.C. Attican Motel B. Wolcott Construction, LLC Backroad Salon Baker & Baker Trucking Baker Brook Dairy, LLC Baker Hauling & AMS Oil Products Balloons Over Letchworth Barb's Barbershop Bear Communications Beardsley Builders Beaver Hollow Conference Ctr. Beaver Meadow Audubon Beaver Meadow Creek Golf Beaver Meadow Family Campground Bennington Lanes and Grove Best Vision Beverly Prince, MD FACS, ENT Biblio-Tech Café Bid-N-Buy Realty & Auctions Bid-N-Buy Realty & Auctions, Inc. Bill Neal Awards & Engraving Birchwood Business Consulting Bliss Machine Body Sense Health Care & Nutrition LLC Bonadio & Co. LLP, CPA's Bond Benefit Consulting Boss Hair & Nails Boxler's Maple Farm Boy Scouts of America - Iroquois Trail Council BPC Lawncare Brad Veley Masonry and Concrete, LLC Bricdale Farms Brixwood Realty LLC Broughton Diversified Farming, LLC Bud's Delicatessen Burley Berries & Blooms Dan Burling Burt Tool & Die Corp. Burt's Lumber Bush Hill Florist and Gift Shoppe Byrnclyff Golf Resort & Banquets Calmes Violins Camp Hickory Hill Cardinal Energy Solutions Group Carlson's Studio Carmichael & Reed Monument Co., LLC Carnev's Market Carolina Eastern-Crocker, LLC Carquest Auto Parts of Perry Castile Cider Mill Cathy's Crafts Chaffee Chick Design Champion Place Charcoal Corral Charis Sa Pete Coggiola Cole Building Solutions Colonial Inn Commodore V Communications Country Inn & Suites By Carlson Country Line E Creekside Boundary Land Surveying PLLC Creekside Convenience Cybersleuth Investigations D&G Chamberlain D&M Precision D.J. Deere Stone Farms Delaval Direct NY DeSign Art Devin Mfg. Dis Campground DUDAWOODWORKS Dumbleton Used Auto Parts E Farms Edward Hulme Inc. Elitsac Lumber & Rental E\_LOC Self St Screw Machine Products Faun Lake Association Fidelis Care New Francis N George Freed Maxick, PC, CPA's Freeman Construction School Genesee Valley Federal Credit Union George & Swede Sal 4 It Graphics Gordon Brown, Attorney at Law Grandview Terrace Farm Hahn Builders Hans' Bird Feeder & Greenhouse Hans Moe Adventure Hillcrest Coatings Hillcrest Industries HLW Acres Poul In. Site: Architecture Indeck-Silver Springs Energy Ctr. Independence 24/7 Fitness Club Jane A.C. Schmieder, Esq. Jane E. Monaghan, A Sarah's Family Restaurant Johnson Space Center Joseph A. Craddock, DDS Judi Laird Draperies, Upholstery & Slip Covers Judy's Travel Center K+K Guns KBS Transport KCS Computer Service Kehl's Maple Syrup Kelly & Kelly, Attorneys & Counselors at Law Kelly Motor Corp Kelly Services Kelly's Garage Ken's Carpet Center Ken's Tree Service Key Bank Key Power Systems Kibbe, King & Moran KM Dance Studio Koch Libra Koike Aronson Konstabel Hoof Care Koziel's Tree and Landscape KP Construction of Attica Kristen Felix, LMT L. Breton Construction LaBella Associates, D.P.C. Lamb & Webster LandPro Equipment Lawley Genesee Insurance Letchworth Cable Access Letchworth Parkside Lodge Letchworth Pines Letchworth Valley Realty Light House Station Lincoln Agribusiness Services Lippes Mathias Wexler Friedman LLP Literacy West NY Live Your Unlimited Potential Logel Appliance Lori Koerner, SAW CC Realty M&M Aggregates M&T Bank -Perry & Arcade Main Street Grille Main Street Winery Majestic Hill Coffee Roasters Maple Grove Enterprises Maple Moon Farms Marchese Computer Products Marcy Electric Markin Tubing Marquart Repair & Equipment Sales McClurg Auto Group McCormick Farms Meeder Farms Meisner's Deli & Pizzeria Merle Maple Farm Meyer Dairy Farms MHobin Design Middle Falls Contracting Montgomery Shoe Store Montgomery's Building Supply Mooch's Auto Glass Morlusk's Morton Buildings Morton Salt MOTIV Digital Media NAPA Auto Parts NAPA Auto Parts National Fuel Resources New Eagle Silo Corp. New Wave Energy Corp New York State Electric & Gas New York State Parks-Genesee Region No Worries Pet Resort & Spa Norm's Moving Service Northridge Homes Nutreco USA Oak Orchard Health Oatka Valley Snowmobile Association Olive & Ink Ortel Supply Outsource Realm Outsource Receivables Management Paddock's Breeding Services & Dairy Supplies Paradise Boat Works Paragon Silk Screening and Embroidery Park Lake Motel Parker & Lubanski CPAs, LLP Parkside Counters and Woodworks Parkside Laundry Parson's Place Partners for Prevention Paws Perrydise Perry H&R Block Perry Main Street Association Perry Market Place Perry Shopper Perry Veterinary Clinic Perry Warsaw Aero Repair Pioneer Credit Recovery Pioneer Ford Pogo Enterprises Polished Spa & Boutique Prestolite Electric Prizm Technologies Professional Business Support Services Prospector Quality Inn & Valley Oak Event Center Quilter's Daughter Quilts for the Barn R&R Lumberyard Restaurant R&R Precision Construction R. S. Maher & Son R.L. Jeffres & Sons R.W. Taylor Trucking & Excavating Ray's World Auto Repair Rehabilitation Today Reidenouer Insurance Services Reisdorf Brothers Reliable Repair Reward Cleaning Service Rio Grande Mexican Restaurant River Spring Lodge Roanchar Ranch Draft Horse Rescue Robb's Glass Robert Koerner Construction Robinson & Hackemer Funeral Home Roche Construction Rochester Skydivers Rock n' Roll Bar BBQ Rolling Acres Golf Course & Campgrnd Roto-Rooter Services Company Royal Flush of WNY Royce Electric RPH Power Systems RTS-Wyoming Rudolph's Christmas Trees S&P Morse S.J.F. Construction Sage Family Maple Salmon Orthodontics Sandhill Property Management Save-A-Lot Sciarrino & Sciarrino, PC Sedam Tire Shake on the Lake Shearing's Hoof Trimming Sheldon Wholesale Shepard Fabrication Shine Signlanguage Silver Lake Association Silver Lake Brewing Project Silver Lake Dental Silver Lake Electric Silver Lake Family Restaurant Silver Lake Marine Silver Lake Meadow and Perry Senior Citizens Apartments Silver Springs Liquor Store Silverlaken Sinclair Pharmacy Small Business Development Center Smith's Restaurant Smokey's Bar & Grill Solar Liberty South Public Storage Spotlight Theater Spray Away Car Wash St. Isidore's Parish Stahlka Agency STARS Tents Stefano's Pizzeria Stellar Wine & Spirits Step by Step Custom Millwork Step By Step Physical Therapy Sterling Tent and Awnings Steuben Trust Company Stonewall Craftique Studio 16 Productions Sugarbush Armory Summer Breeze Strawberries Summit Family Dental Care Sunnv Knoll Farms Suzanne's Comfort Care Home SW Designs Sweet Sarah's Sweet Time Maple Table Rock Farm Tackbarv's Trophies Terry A. Raszeja



# 546 Members Strong