

FROM THE PRESIDENT



If there is one constant in the universe, it is that change is inevitable. With that, the Chamber took a huge

step this year by relocating the offices to the new Ag & Business Center in Warsaw. This was the first time that the organization has moved in its sixteen year history. My congratulations to the staff and Board of Directors as we made the transition, and special thanks to the membership as we barely missed a beat in continuing to provide services in spite of the disruption.

As part of our multi-year strategic plan, we also formalized an agreement with the IDA to work collaboratively on special projects with an emphasis on hotel development and boosting recreational tourism assets. Now is the time to capitalize on

tourist demand and enhance our offerings as a destination and provide needed accommodations for the traveling public.

We continue to look forward on economic development and tourism growth, focusing on developing more registered minority and women owned businesses, our buy local initiatives, and always seeking new initiatives that are positive for the overall economy. There is always 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 joined with a state wide coalition of business and industry organizations this year to fight against the minimum wage hike and the family leave act as well as a number of other issues that will impact the business community. This is an

ongoing struggle, and we'll continue to speak up for the business community as issues are identified.

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 ahead 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. There is always more to come in the future.

As always, a special note of thanks to the Chamber's 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

FOCUS ON THE FUTURE

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

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.

THE YEAR IN REVIEW

The Chamber continued to be a strong voice for the business community of Wyoming County by focusing on the strategic plan, and providing business services, community development and collaboration, and advocacy for our members. Listed below are a few highlights from the past year to the present.

Educational Seminars

Over the 2015-2016 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; Visual Merchandising; Employee Handbooks; and a 10 Hour OSHA Construction Certification seminar. Over 650 members and non-members took part in these seminars over the period.



Leadership Wyoming Graduation 2015

Job Fair

The Chamber partnered with Wyoming County 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 Warsaw Campus. 48 employers/businesses and more than 200 job seekers visited the fair.

Health Care 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 140 Individuals and families, 22 Businesses and 310 employees.

Annual Women's Business Summit

In July 2015 the Chamber partnered with the Arts Council for Wyoming County to hold the second event at Beaver Hollow Conference Center. Several Wyoming County women in business attended the summit and participated in seminars and heard speakers presenting throughout the 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 2015-2016 the Chamber once again 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, \$327,468 was spent by the 458 contest participants, generating over \$26,200 in sales tax revenue. A 30% increase over last year's contest. 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. Another year also brought back Main & More, the downtown community and networking event took place in Arcade with another enjoyable evening and chance to showcase local businesses to the community.

Agri-Palooza!

The 5th Annual Agri-Palooza was held on June 7th, 2015 at **Broughton Dairy Farm** in Gainesville—also a celebration of the farm's 100th anniversary. 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 5, 2016, Agri-Palooza was held at the **McCormick Farms** in Bliss. This year marked the sixth time for the event and was unique as it featured both a dairy operation and potato business. The Chamber partnered again this year with the Wyoming County Farm Bureau to coordinate the event.

Annual Awards Program and Pride of Agriculture Dinner

The 2016 annual awards ceremony was held at the Glen Iris Inn welcoming guests to the always lovely Letchworth State Park. The 2016 winners were: **Tourism Business of the Year— Jam In the Valley**; **Small Business of the Year - Spotlight Theater**; **Large Business of the Year - Upstate Door, Inc.** The **Agri-Business of the Year** was presented to the **Marquart Companies**, at the Pride of Agriculture Dinner held in March 2016, which was attended by over 300 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.



TOURISM & MARKETING 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.

The end of 2015 and beginning of 2016 started off with quite the bang in August 2015 when the office had to have more 2015 Wyoming County Travel guides printed. The overwhelming response by tourists to the proclamation of Letchworth State Park as the #1 State Park in the USA led to an increase of visitors to the area by 30% over the previous year. This influx of attention and interest led us to print 10,000 more of our Travel Guide to cover us for the busy fall travel season. Never before have we had to re-order travel guides! It was truly a big year, and the wave of energy continues into 2016, with the launch of “Wyoming County Approved” marketing plan in the 2016 Travel Guide. This plan, and accompanying logo, will enable us to interact with visitors on a more personal level—by encouraging them to share with us what they love, or what they approve of, in Wyoming County! The cow logo made its debut in the pages of the 2016 Travel Guide and will continue to be used through the year across a multitude of social media platforms.

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. In January 2016, our VP of Tourism met with over fifty-five tour operators at the American Bus Association’s Yearly Marketplace Conference, and shared all the good tourism things happening in the county. Many of these operators have already scheduled bus tours to our county for 2016 and 2017 based on these meetings.

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 2016 we started an initiative to create a **Wyoming County Barn Quilt Trail**. With the assistance of Barns for the Quilt, a member business which makes barn quilts, we have to date gathered 50 residences/businesses that have barn quilts and want to participate in the trail. The remainder of 2016 will be spent creating an official trail brochure and marketing this new tourism asset to potential visitors.



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 2016.

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

174

Participants in 10 years of Leadership Wyoming

8,348

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

1.2 million

Referrals from the WycoChamber.org Online business directory

100,000

Wyoming County Travel Guides distributed

1,652

Members attending seminar and networking events

20,000

Wyoming County Business Directories Distributed

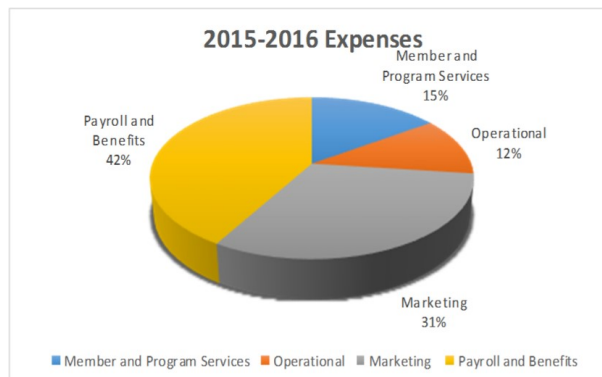
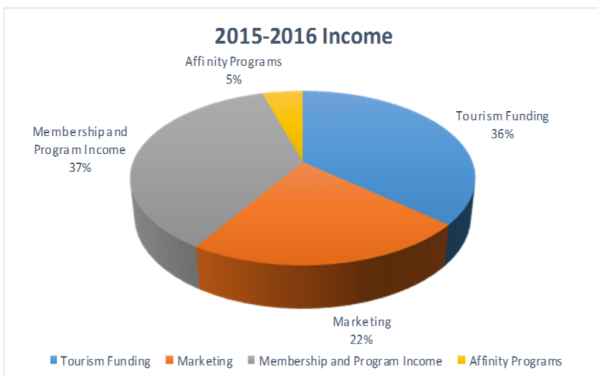
4,000

People who attended Agri-Palooza 2015

1.3 million

Hits on WycoChamber.org & GoWyomingCountyNY.com websites

FINANCIAL INDICATORS AT A GLANCE



2015-2016 BOARD OF DIRECTORS

Marty Griffith, Chair

Lisa Schwartz, Vice-Chair
Pioneer Credit Recovery

Colleen Kennedy, Secretary
The Warsaw Penny Saver

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

Norb Fuest
Apple Tree HR & Safety Consultants

Jackie Hoyt
Arts Council for Wyoming Cty.

Scott Meidenbauer
Byrncliff Resort & Conference Center

Hans Kunze
Steuben Trust Company

Darren Long
Prestolite Electric, Inc.

Joe Rivellino
Rivellino Realty

Becky Ryan
Wyoming Cty. Board of Supervisors

Rachael Becht
Koike Aranson, Inc. Ransome

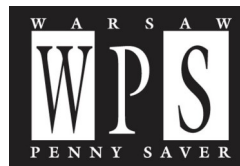
Andrew Stang
StangTek Services

Frank Vitagliano
Tompkins Insurance Agencies, Inc.

John Wheeler
The Bank of Castile

Thank you for your continued service...

COMMUNITY INVESTORS



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