



It has been another excellent year for the organization as we have worked on traditional Chamber programming and expanded into new projects. As you read this report, you'll note the

highlights of the many activities that we have engaged in throughout the year.

Of course, it cannot tell the whole story and never reaches into the day to day operations of the Chamber and Tourism office. From working with members individually on issues, mentoring new business owners, planning marketing campaigns, working with our counterparts, cutting ribbons at new businesses, and advocating for the business community, the staff at the Chamber is here to serve and help our members and the community continue to grow and flourish. With the newly updated website, aggressive

push into social media marketing, and the new distribution of the newsletter we are reaching more businesses and customers.

We continue looking forward on economic development and tourism growth, offering new tourism opportunities, bolstering our buy local efforts, and seeking new initiatives that are positive for the overall economy. There is always much happening "behind the scenes" and we want to be positioned to lead and take advantage of opportunities as they present themselves.

A special note of thanks to the Chamber's Board of Directors and the Community Investors who have made a "greater commitment" to the Chamber, the membership, and to our community.

Sincerely,

 Scott A. Gardner
 President & CEO

THE CHAMBER IS FOCUSED ON THE FUTURE

BUSINESS ECONOMIC DEVELOPMENT

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

MARKETING AND TOURISM ECONOMIC DEVELOPMENT

The organization promotes Wyoming County as a four season vacation and recreation destination through appropriate marketing and tourism economic development strategies. The Chamber & Tourism office supports and promotes opportunities to build a solid foundation for tourism that will generate additional revenues for member businesses and Wyoming County enhancing the future growth of tourism. The organization will continue seeking 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 actively works to increase the awareness, knowledge, importance, and support of economic development for the business community, elected officials, and the general public, and fosters opportunities for member to member connections, and complementary organizations and agencies. The organization develops recognition and networking opportunities for its members as a means of connection, and develops strong relationships with business, civic, and government leaders. The Chamber will always represent and promote the interests of Wyoming County's business community first. Through the "Leadership Wyoming" program, educational seminars, and other professional development opportunities; the Chamber provides forums for greater learning opportunities for the membership and community.

Excerpts from the Chamber of Commerce Strategic Plan

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.



WyCoChamber.org
GoWyomingCountyny.com

THE YEAR IN REVIEW

THE CHAMBER continues 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.

MEMBERSHIP RECOGNITION AT ITS BEST



The 2017 annual awards ceremony was held at Hidden Valley Animal Adventure in Varysburg. Joined by over 100 attendees, the 2017 winners were recognized and presented awards including: **Tourism Business of the Year – Arcade and Attica Railroad; Small Business of the Year - Harding’s Attica Furniture and Flooring; Large Business of the Year - Complete Payroll.** The **Agri-Business of the Year** was presented to **Merle Maple Farms**, and a new award the Friend of Agriculture was given to Jodi Smith, at the Pride of Agriculture Dinner held in March 2017, 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.



MEMBER SERVICES, EDUCATIONAL SEMINARS, AND PROGRAMS

Over the 2016-2017 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; Google My Business; Facebook Marketing 101; Using Quickbooks; FMLA & Overtime; Targeted Marketing; Silica Dust Compliance; Advanced Social Media in Your Business; and an OSHA update seminar. Over 650 members and non-members took part in these seminars through the reporting period. The Chamber also reinvigorated the Member to Member program with 34 businesses participating; started a Welcome Packet program for new homeowners moving into the area, and updated the Business Directory as a resource for residents of the county who find the guide very useful.



HEALTH CARE AND THE CHAMBER’S WORK

The Affordable Care Act continued to bring changes to the health care marketplace in year 2016-17 of the Chamber’s relationship with the Wyoming County Health Department as a certified Navigator on the state’s Health Insurance Exchange. 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. There is uncertainty into the future, but the Chamber’s certified Navigator, Kelly Ashcraft, will continue to look for ways to assist our small businesses in accessing the health care they need.



GROWING LEADERS AT THE WOMEN’S BUSINESS SUMMIT

In September 2016 the Chamber again partnered with the Arts Council for Wyoming County to host the third annual event at Beaver Hollow Conference Center. Business women from across Wyoming County attended the summit and participated in seminars and heard speakers presenting throughout the program. The event was a success and will be held again September 28, 2017 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—SHOP LOCAL CAMPAIGNS



In 2016-2017 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 shopping season 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, a gas grill donated by **Ace Hardware of Attica and Warsaw**, a recliner donated **Harding’s Attica Furniture** and the gift card from the Chamber. Special thanks to these two businesses for their generous donations and thanks to the over 33 locations where businesses placed a drop box.



Throughout the course of the campaign, \$451,519 was recorded as spent by the 650 contest participants, generating over \$36,000 in sales tax revenue. A 27% 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.



The Chamber also co-hosted Wyoming County Restaurant week with the Arcade Herald, Country Courier, and WCJW, in May 2016 and 2017 and offered a special “Show Your Love for Local Business” advertising campaign prior to the Valentines day holiday in February 2017.



MAIN & MORE IN ARCADE

Another year also brought back Main & More, the annual downtown community and networking event took place in Arcade in October 2016 with another enjoyable evening and chance to showcase local businesses to the community. Visitors spent the event exploring shops and businesses both on Main Street and from around the area.



THE YEAR IN REVIEW

CELEBRATING THE 7TH ANNUAL WYOMING COUNTY AGRI-PALOOZA!



The 7th Annual Agri-Palooza was held on June 4th, 2017 at **Southview Farm** in Castile. Between volunteers and attendees, over 2,000 people participated in the educational event and spent four fun hours learning all about agriculture, #1 in Wyoming County.



This event was the work of the Wyoming County Chamber, in conjunction with multiple Wyoming County agencies. Once again this event exhibits the success of collaboration among many partners in Wyoming County. The Chamber partnered again this year with the Wyoming County Farm Bureau to coordinate the event.



PARTNERSHIPS BOOST THE ANNUAL JOB FAIR

The Chamber partnered with Senator Pat Gallivan, Wyoming County Community Action, Literacy West, NYS Dept. of Labor, the YMCA 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. The Chamber partners on a number of initiatives throughout the year which strengthens relationships and helps to build a stronger community.



CELEBRATING 10 YEARS OF LEADERSHIP WYOMING



On December 14, 2016 the Wyoming County Chamber of Commerce hosted the graduation ceremony for the 10th class of the Leadership Wyoming program at the Wyoming Inn in the Village of Wyoming. Since its inception in 2006, 174 individuals have graduated from the Leadership Wyoming Program.

The participants' journey began in March with a two-day retreat where each person was put through a Meyers-Brigg profile; talked about the strengths and challenges of Wyoming County; and began to learn about themselves and their personality styles.

This year's class included: Jessie Nickerson, Wyoming County Cornell Cooperative Extension; Peter Romance and Kelly Tracy, Pioneer Credit Recovery-Navient; Diana Carney, Tompkins Bank of Castile; Sheryl Montgomery and Lindsey Rutherford, Five Star Bank; Neal Cox and Dave Rafferty, DeLaval Dairy Service Inc.; Cheryl Copeland, Steuben Trust; Missy Kehl, ShutterBug Studio; Kim May, Envision Salon; Kim Heeb, WCCHS Midwife Services; and Robin Marschilok, Wyoming County IDA.

The next nine months included exploring small businesses; touring local manufacturers; learning from the County's economic development team; an up close and personal tour of one of Wyoming County's most famous locations, Attica Correctional Facility; checking out the unique technologies found on local farms; and taking time to be tourists by exploring all of Wyoming County's tourism destinations. The class also attended a monthly committee meeting of the Wyoming County Board of Supervisors.

TOURISM & PROMOTION



The main focus for the tourism department over the course of the past year was the promotion of Wyoming County as a home and western gateway to Letchworth State Park, leveraging the park as a hook to introduce visitors to the unique tourism offerings, businesses and events we offer.



For the second year in a row, we ordered more travel guides to meet the overwhelming interest from people seeking to plan their trip to Wyoming County. We increased our total order of 2017 travel guides to 85,000, and the 2017 travel guide has been a huge success. We experienced a 19% increase in travel guide advertisers and a 75% increase in website advertisers. Our guides were distributed to 18 travel

and consumers shows throughout the east coast and into Canada as well as placed at information centers throughout New York State. To date, we have distributed 32,650 guides between our distribution partner BCI and the Chamber office. In addition, 45,000 copies of the guide are in Letchworth State Park for distribution in the visitor center and provided to each visitor to the park.



At the Wyoming County Fair in August 2016, we launched our very successful Barn Quilt Trail. The trail includes over 70 unique barn quilts throughout the county, with an additional 25 more to be added when we refresh the brochure later this year. In June 2017, we will officially unveil the Wyoming County Geocaching Trail. Geocaching is an activity that utilizes GPS-enabled devices, such as your cell phone to find hidden treasures. The geocaching trail will include 12 geocaches hidden throughout Wyoming County, and introduce visitors to unique attractions, including Letchworth State Park, Hidden Valley Animal Adventure, Artisan Villa, Byrnciff Golf Resort, Beaver Meadow, and much more! Both the Barn Quilt and Geocaching trails are an affordable way for visitors to explore our county, while showcasing our unique



Commemorative Geocaching Coin

attractions and beautiful landscapes.

In 2017, we have been very active promoting events, including Arcade Winterfest (February), Maple Weekends (March), Wyoming County Restaurant Week (May), A & A Railroad 100th Anniversary (May), and Agri-Palooza (June). In addition, we have continued to promote our destinations to the day-tripper and the “stay-cation” traveler with advertisements in Buffalo Spree Magazine, 585 Magazine, Explore NY, Genesee Vacation Guide, GuestQuest, the NYS Golfer’s Guide and other publications targeting prospective travelers. We have undertaken a new initiative this year by collaborating with Visit Rochester and the Cross Borders Showcase. This program specifically targets the southern Ontario/Toronto market through social media posts, radio advertisement, print materials, email blasts and a presence on their website.

We also continue to collaborate with the GLOW region counties through the Country Byways initiative. The Country Byways continues to seek out leads and growth opportunities in the group tour market, but also expanding our presence in the free independent traveler (FIT) market, targeting international tourists and ensuring interested attractions can appropriately accommodate this unique market.



In May 2017, we celebrated National Tourism Week by running a month-long contest on Facebook celebrating Wyoming County Tourism businesses. This campaign ran from May 5 to June 2 and required participants to like and share each week’s post as well as follow us on Facebook. This contest was designed to market unique Wyoming County businesses and broaden our social media footprint. 20 businesses participated, and each week on Friday, seven winners were randomly selected. The returns on this campaign were astounding, including 44,199 people reached; 659 post likes; 768 post shares; and 160 post comments.

As part of our goal to create efficiencies and further engage our tourism assets, we will hold our first Tourism Advisory Committee meeting on June 27. The committee will meet every other month throughout the year. These meetings will be informal and open discussions about tourism in Wyoming County, including: open communication about relevant tourism topics occurring in the County; exchange of ideas on how to effectively promote the county; solicitation of feedback on campaigns, digital presence, Travel Guides, etc.; other areas to benefit tourism/tourism businesses in the County

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 2017.

A YEAR OF GROWTH & IMPACT.

Facebook growth:
64% increase in page likes in the last year: 1,480 page likes
 Paid advertisements this year included 2017 Maple Weekends and Wyoming County Restaurant Week

Website growth:
9% growth in website traffic
 Increased content development/refresh making it a more valuable tool for tourists looking for information about our county/attractions

As of June 1, 2017

RUNNING THE NUMBERS



*Not including guides handed out at Letchworth State Park. Office only.

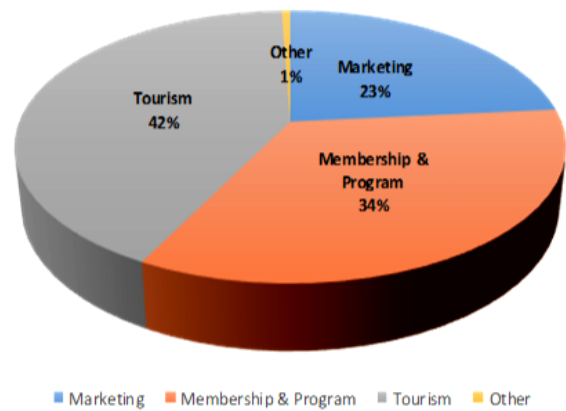
FINANCIAL INDICATORS AT A GLANCE

DELIVERING ON THE INVESTMENT

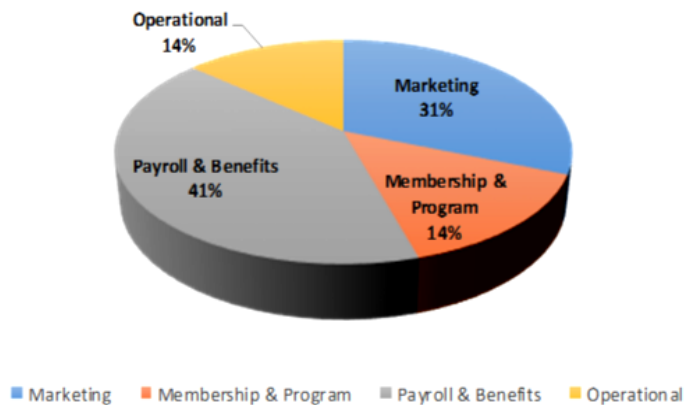
The organizational audit and financial review was performed by the Bonadio Group in August of 2016 with no findings and reported the data to the Board of Directors. The Chamber has maintained a budget that focuses on member services and promotions and is pleased to report it is operating at a rate of 85% efficiency according to the auditors. This means that the Chamber is holding the line on expenses while maximizing every dollar to deliver services to the membership.

The organization continues to utilize revenue responsibly for both member programming and services, and full implementation of the tourism program for Wyoming County. The Chamber is focused on maintaining a stable budget to deliver a positive return on investment from the members and contract partners.

2016-2017 Income



2016-2017 Expenses



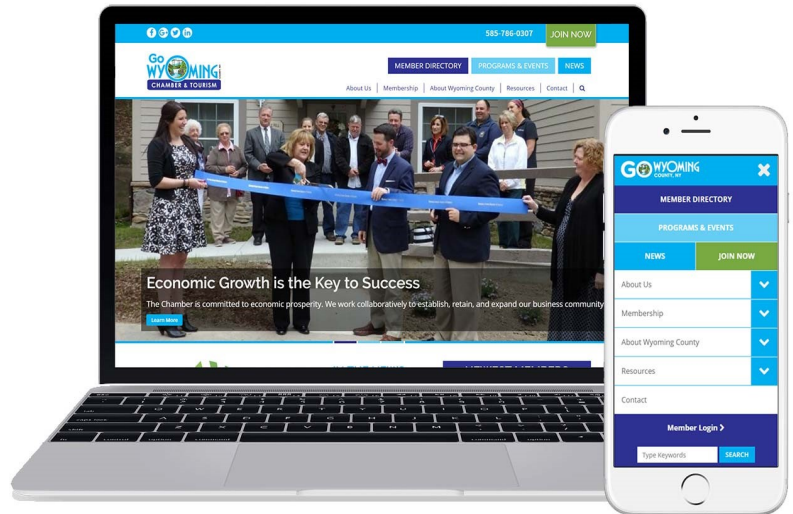
AN INVESTMENT IN THE FUTURE

CHAMBER LAUNCHES NEW WEBSITE

After several months of planning and design, the Chamber launched the newly redesigned website wycochamber.org. The new website is now fully responsive and mobile friendly, secure and easy to navigate. Special thanks to the Board of Directors for seeing the long term benefit of this project and for advancing it for the organization.

Members, residents and consumers will be able to easily access the Chamber's member directory to find the goods and services that they need; the latest news and events; access information and resources on economic development; and stay connected with the business community.

The site will also allow the Chamber to feature upcoming chamber specific programs and events like Wyoming County Agri-palooza. Chamber members will be able to easily navigate to benefits and access a special login section that allows them to change their own micro-listing web pages. These and more are just a few of the many improvements to the website.



The website upgrade project was part of a two-phase approach to recasting the two websites, in phase one, the tourism site gowyomingcountyny.com was completely redesigned from the ground up. The second phase of updating the Chamber site was built on the technical foundation of tourism but given its own look and feel. This allowed the two sites to have a similar and complementary looks while maintaining their necessary differences. The user-friendly responsive design breathes life into the mobile presence for the Wyoming County Chamber of Commerce and Tourism. Additionally, the administrative features and functionality of these new websites now provide the organization with the ability to offer alternative online advertising opportunities to its members.

In addition to featuring information about the Chamber's membership, the website will also feature information on the Wyoming County Rural Arts Initiative and provide a resource for travelers, residents, and artists on project updates and developments to the arts & cultural offerings in the county. Links will allow users to learn more and get direct access to organizations like the Arts Council for Wyoming County and new galleries.

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WycoChamber.org • GoWyomingCountyNY.com



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Thank you for your continued service...

STRONGER BECAUSE OF OUR COMMUNITY INVESTORS

The collage features logos for the following community investors:

- PIONEER** A Navient Company
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- MORTON SALT** A K+S Group Company
- FreedMaxick**™
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