

## Community Investors



## Board of Directors

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Apple Tree HR & Safety Consultants

**Jessica Hibbard, Secretary**  
SUNY GCC

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Hans' Bird Feeder and Greenhouse

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Michael Hardie, Tompkins Insurance - Rachael Pfeffer, Koike Aronson, Inc.  
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Travis Sick - Tompkins Community Bank, Hon. Becky Ryan, Supervisor, Town of Warsaw  
Jackie Swaby, Arts Council for Wyoming County -  
Andrew Stang, Prizm Document & Technology Solutions  
Daniel J. Burling, Burling Aviation Services - Denise Coffey, Glen Iris Inn  
Mark Bennett, Five Star Bank - Heather Aldrich, Sunrise Courts, LLC

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

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**The Wyoming County Chamber of Commerce  
& Tourism Promotion Agency**

**2023-2024 ANNUAL REPORT**

The 2023-24 Annual Report offers a summarized overview of Chamber and Tourism activities over the past year.

The staff and Board have worked diligently to create valuable Chamber programs, new projects, and enhanced opportunities to ensure member and organizational 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 spring of 2024, we brought on Jennifer Sealy as our new Direcor of Business and Visitor Engagement, a new position that combines duties and draws on strengths and talents for the Chamber and Tourism missions.

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 well-being and success of our community.

-- Scott A. Gardner, President & CEO

### Member Services, Programs, Events & Recognition

The Wyoming County Chamber continues to prioritize programming and services that benefit our members, strengthen our business community and ensure prosperous development and growth throughout the greater community.

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

We again 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 Spring campground brochure/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 2023 at Brooksholm Wedding and Events Center where we recognized seven outstanding businesses that have made a positive impact on our overall business community. We also awarded the first time Woman in Business Award. Additionally, we were excited to host the Pride of Ag Dinner in March 2024 recognizing leaders in the Ag community. It was a tremendous success as we again collaborated with our partners at Wyoming County Soil and Water Conservation District, Cooperative Extension, and Farm Bureau.

The Chamber hosted annual job fairs in both 2023-24, with many employers attending each event. Additionally, we’ve hosted networking events for business leaders to meet, connect and learn about each other.

The Chamber also awarded the Best Burger in Wyoming County to Bliss Bar & Grill as a fun summer promotion that attracted media and consumer attraction.

Our 2023 Shop Wyoming and Win buy local promotion set records this year – with over 600 entries and over \$780,000 in sales recorded over the holiday season contest period.

We also proudly hosted 22 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!

511

Members of the Wyoming County Chamber of Commerce

\$781k

Total sales from the 2023-24 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)

70k

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

\$67 million

Generated in tourism revenue for Wyoming County (2022)

### Tourism and Marketing Promotions

The Tourism promotion and marketing team continues to grow, diversify and improve efforts to engage visitors nationally and internationally. We’ve embarked upon several major projects over the last year, including:

2024 Solar Eclipse: Western New York was in the path of totality for the solar eclipse on April 8th. In collaboration with local authorities, businesses, organization and County schools & libraries, we executed a significant marketing and promotion campaign, that included the design, production and distribution of 20,000 eclipse glasses, an informational website/event portal, promotional posters, paid & organic digital marketing efforts and videos showcasing area events & activities. Dozens of area events took place, ensure our community, as well as visitors from throughout the world, were treated to a memorable experience in Wyoming County.

Tourism Rebranding Initiative: In 2023, Tourism was the successful recipient of a \$250,000 Economic Development Administration grant. These funds are being invested to build upon the economic development destination assessment completed in 2022. We have hired a brand creation and tourism marketing agency, and are developing a refreshed promotional strategy, including a new brand name, logo, color palette and website. This new brand will focus on local and regional communities as a tourism destination, including a comprehensive brand launch and marketing campaign.

Fresh Air Adventures Regional Collaboration: We continue our work with the Fresh Air Adventures, a regional collaboration of tourism organizations, encompassing Allegany, Genesee, Orleans & Wyoming Counties. In 2023 this program was awarded a \$250,000 grant to further promote our unique regional attractions, accommodations and events. As a regional destination between Buffalo/ Niagara Falls and the Finger Lakes, Fresh Air Adventures will launch paid media campaigns both nationally and internationally, to education, engage and inspire tourists to experience our regionally community.

We have placed an emphasis on the growth and usage of our digital platforms, which has seen approximately 115,000 visitors to our website, over 9,100 followers on Facebook, and 2,400 followers on Instagram. Through paid digital ad campaigns, we have reached over 1 million users and received more than 2 million impressions from markets throughout New York, Canada and the East Coast.

In the past year, we have produced our annual travel guide, with 70,000 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. 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 2023 compiled financial statement 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.

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 tourism promotion for Wyoming County.

STATEMENT OF FINANCIAL POSITION	
AS OF DECEMBER 31, 2023	
ASSETS	
CURRENT ASSETS:	Total
Cash Accounts	756,898
Accounts Receivable	653
Total Current Assets	757,551
Fixed Assets	0.00
Other Assets	73,431
TOTAL ASSETS:	\$830,964
LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES:	
Current Liabilities	7,441
Deferred Revenue	25,175
Total Long term Liabilities	32,616
Total Liabilities	32,616
NET ASSETS:	
Total Equity	798,348
TOTAL LIABILITIES AND NET ASSETS	\$830,964