It has been another excellent year for this organization which continues to grow. This report offers a brief overview of Chamber and Tourism activities for 2017 and the beginning of 2018. The staff and Board continues its work on traditional Chamber programming and the development of new projects. We have also experienced growth, enhancements, and greater activity in the tourism program.

From working with individual members on issues, mentoring new business owners, planning marketing campaigns, working with our regional counterparts, cutting ribbons at new businesses, and advocating for the community, the staff at the Chamber is here to serve and help our members and the community continue to grow and flourish. We remain committed to our core mission in how we design programs and move the organization strategically.

With the Chamber and Tourism website enhancements, aggressive pushes into social media marketing, and the distribution of the newsletter - we are reaching more businesses and their potential customers.

We continue working toward 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.

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.

-- Scott A. Gardner, President & CEO

85% of every dollar invested is returned in programming and marketing benefits for our membership

The Chamber’s 2017 financial audit review was performed by the Bonadio Group in January of this year with no areas of concern and presented to the Board of Directors for approval in April 2018.

The Chamber continues to maintain a careful budget that focuses heavily on member services and marketing promotions, and is pleased to report it is continuing to operate at a rate of 85% efficiency according to the auditors. The Chamber is focused on maintaining a stable budget to deliver a positive return on investment from 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.

Tourism promotion and marketing efforts have yielded positive results over the past year maintaining the planned upward growth trend. In 2018, the Wyoming County Visitor Guide was completely redesigned, printed, and mailed to 110,000 copies that will be distributed across the world, including at 18 travel shows, visitors centers, by mail, and at the Wyoming County entrances to Letchworth State Park.

The tourism program experienced a 116% increase in Facebook page “likes” over the last year, with over 3,200 followers. Through continued expansion and diversification of Facebook ad campaigns and through paid promotions, tourism reached over 255,000 users totaling 540,000 impressions from target markets across New York, Pennsylvania, and Southern Ontario.

Along with the Quilt Trail, Wyoming County’s first Geocaching Trail was launched in June 2017, with 12 geocaches hidden throughout the county at various attractions and businesses - they have been found by over 770 visitors. We continue to improve and enhance the website, including increased blog content, a new Letchworth State Park section, a bi-annual SEO analysis, and other important features launching later in the year.

Through involvement with the Greater Niagara and County Byways regional initiatives, we are advertising with public relations services in Canada through the Cross Border Showcase and Break The Ice Media’s Canadian marketing campaigns. We have partnered with county accommodations and attractions to design new travel itineraries, which are in the final stages, with sellable products for the Chinese, German and UK markets.

Chamber programming and services remain a priority for the staff and organization. A seminar, training, or class was held almost every month of the past year in response to member requests and needs including: notary prep class; OSHA update; OSHA 30 hour certification; Paid Family Leave; social media training; silica safety training; understanding Google analytics; understanding direct mail with the post office; and multiple Google workshops.

Two annual awards receptions (May ‘17 and ‘18) have been held in the reporting period, and the Pride of Agriculture dinner again welcomed awardees and recognition in March 2018. The membership can expect some new changes to the Ag dinner next year as we continue to partner with Ag related organizations on the event.

The Chamber also continued its work through the NYS Heath Navigator program assisting 25 employers; 187 individuals; and 196 employees with their healthcare options. Changes to the program are coming in 2019 and the Chamber is continuing to review options for the future.

The Chamber again hosted the Womens Business Summit with the Arts Council in the fall of 2017; and welcomed 38 employers to the 2018 Spring Job Fair held at the Wyoming County YMCA. The Chamber celebrated Shop Small Saturday with a pancake breakfast in 2017. The 2017-18 Shop Wyoming and Win buy local promotion was another record breaking event. In the fall of 2017 the Chamber partnered again with the Arcade Chamber to host Main and More in Arcade. Agri-Poloza 2017 was another success welcoming 3,800 people and the 2018 event should be another success.

The Leadership Wyoming program graduated its eleventh class at the end of the year and the Chamber is currently redesigning the program for 2019. Finally, the Chamber updated the Member to Member program; continued the Welcome Pocket program; created a new Discounts and Deals brochure; and is developing a customer service training program.

The 2017 financial statement shows that Chamber and Tourism have collectively returned $226,994 in programming and marketing benefits for our membership. This represents a return of 85% of every dollar invested in the past year, a rate that we are proud of and look forward to continuing.

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Scott A. Gardner, President & CEO

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**Statement of Financial Position**

As of December 31, 2016 (With Comparative data for 2016): 2017

Current Assets:

- **Cash:** $243,780  
- **Accounts Receivable:** 7,380

Total Current Assets: 251,160

Property and Equipment:

- **Website:** 11,489
- **Furniture:** 7,883

Less Accumulated depreciation and amortization: (9,611)

Total Property and Equipment: 9,761

Less: Accumulated depreciation and amortization: (9,611)

Total Property and Equipment: 9,761

Total Assets: 260,921

Liabilities and Net Assets:

- **Total Liabilities:** 55,261
- **Net Assets:** 205,660

Total Assets: $260,921  
Total Liabilities: $55,261  
Net Assets: $205,660

Unrestricted: 205,660  
Restricted: 170,062

Net Assets: 205,660

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**Property and Equipment**

- **Property and equipment, net:**
  - 9,761
- **Less: Accumulated depreciation:**
  - (9,611)

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**Total Receivables**

- **Total current assets:**
  - 251,160  
- **Total current assets:**
  - 276,994

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**Total Assets**

- **Cash:**
  - $243,780
- **Accounts Receivable:**
  - 7,380

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**Total Current Assets**

- **Website:**
  - 11,489
- **Furniture:**
  - 7,883

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**Total Liabilities**

- **Accounts payable and accrued expenses:**
  - 540,936
- **Deferred revenue:**
  - 132,147

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**Total Liabilities**

- **Cash:**
  - $243,780
- **Accounts Receivable:**
  - 7,380

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**Net Assets**

- **Unrestricted:**
  - 205,660
- **Restricted:**
  - 170,062

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**Total liabilities and net assets**

- **Total liabilities:**
  - 55,261
- **Net assets:**
  - 205,660

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