

Wyoming County Chamber of Commerce Community Investors

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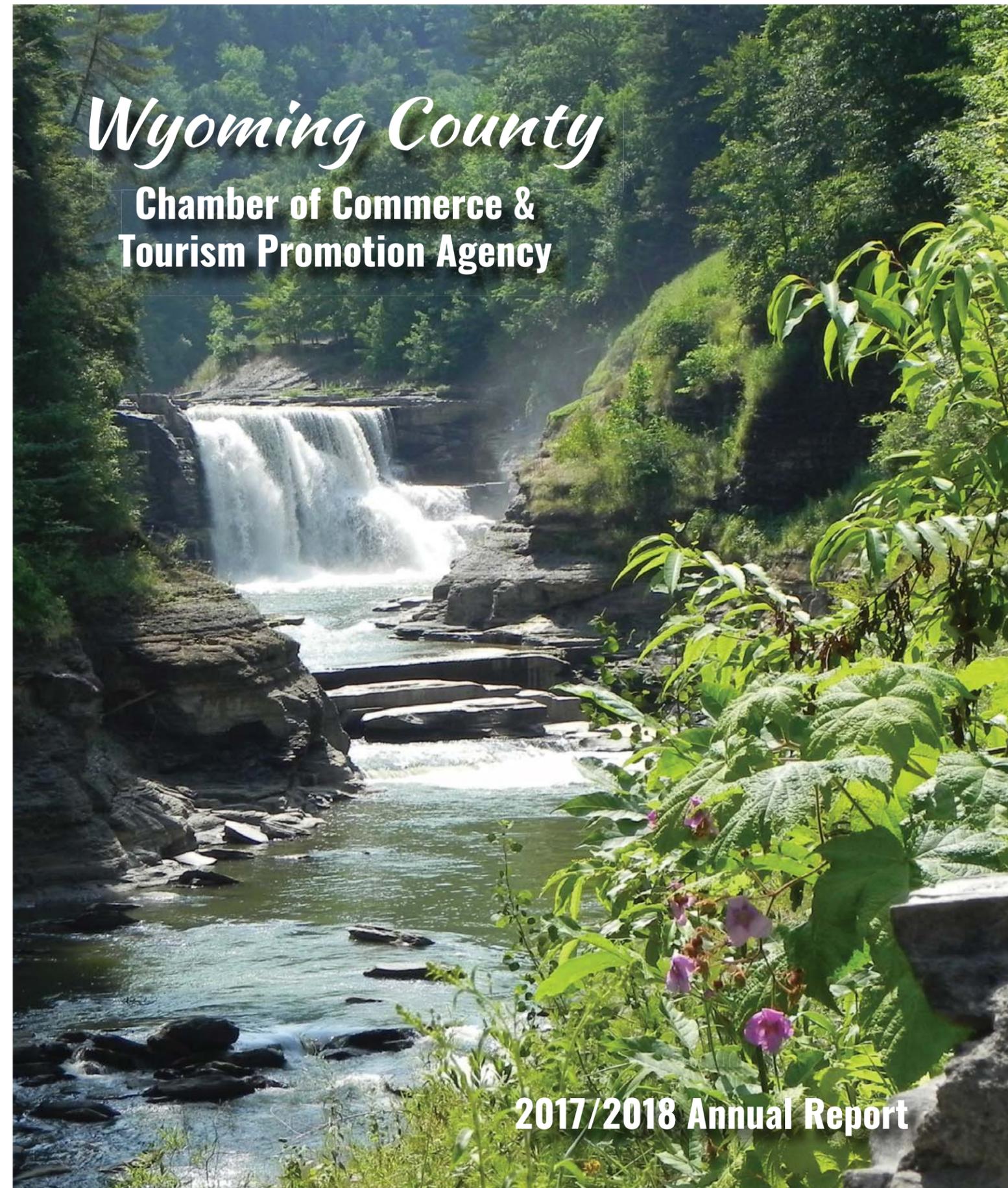
**Wyoming County Chamber of Commerce &
Tourism Promotion Agency**

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

2017/2018 Annual Report

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 business 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 contract partners. Chamber management and the Board of Directors has held the line on overall expenses, while maximizing every dollar to deliver the largest benefit for the membership.

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.

“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.”

STATEMENT OF FINANCIAL POSITION

AS OF DECEMBER 31, 2017 (With Comparative Totals for 2016)*

Current Assets:		
Cash	2017 \$243,780	2016 \$226,994
Accounts Receivable	7,380	
Total Current Assets	<u>251,160</u>	<u>226,994</u>
Property and Equipment		
Website	11,489	2,847
Furniture	7,883	7,883
Less: Accumulated depreciation and amortization	<u>(9,611)</u>	<u>(7,883)</u>
Property and Equipment, net	<u>9,761</u>	<u>2,847</u>
Total assets	<u>\$260,921</u>	<u>\$229,841</u>
Liabilities and Net Assets		
Current Liabilities:		
Accounts payable and accrued expenses	\$9,325	\$13,147
Deferred revenue	\$45,936	\$46,632
Total liabilities	<u>55,261</u>	<u>59,779</u>
Net Assets:		
Unrestricted	205,660	170,062
Total liabilities and net assets	<u>\$260,921</u>	<u>\$229,841</u>

*2017 Bonadio & Co. LLP, Review of Financial Statements and Independent Accountant's Review Report

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, printing 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 Country 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.

3.5 million referrals from the Chamber's website directory

530 Wyoming County Chamber Members

780 members attending seminars, classes, events, and programs

5,582 average member referrals from the chamber's web site

\$460k total sales from 2018 Shop Wyoming and Win promotion

20,000 Wyoming County Business Directories distributed

180 Leadership Wyoming program graduates since 2006



116% increase growth in Facebook Page likes over the past year



540,000 annual social media impressions



\$44M generated in tourism revenue for Wyoming Co. (2016)



International Program targets to Canada, China, Germany, UK



110,000 New Visitor Guides at 18 Travel Shows, Mail, LSP



12 Geocaches hidden in County 770 finds logged/60 Coins sent



New website SEO and Letchworth State Park enhancements

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 Health 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-Palooza 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 Packet program; created a new Discounts and Deals brochure; and is developing a customer service training program.