



Greater Wheatland Area Chamber of Commerce

Proudly serving our members and communities

Annual Report

for the Year Ending
31 December 2021

This document is provided by the Greater Wheatland Area Chamber of Commerce Board of Directors to detail the organization's activities, operations and financial performance for the defined period, in conjunction with a summary of future plans and objectives.



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1 ABOUT THE ORGANIZATION

The **Greater Wheatland Area Chamber of Commerce** is an unincorporated partnership of businesses, professionals and individuals in the **Towns of Wheatland, Caledonia and the surrounding area of Western New York State**, working together to further members' interests. The Greater Wheatland Area Chamber of Commerce (GWACC) also supports development and sustainment of a healthy local economy while improving the quality of life in these communities.



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1.1 Forward by the President

2021 was a challenging year for many of our members and the broader set of local businesses in the Towns of Wheatland and Caledonia area. While the general business climate is continuing to demonstrate some improvement from the depths of impact caused by the pandemic, recovery has been uneven across the country as well as within the region served by the GWACC. The leadership of the GWACC has been focused in the past year on moving forward with supporting our members and communities in a steadfast, yet prudent manner. We continue to be committed to delivering meaningful value to our membership while operating in accordance with the established core values of the organization. I am optimistic that we will be able to accelerate the rate of recovery and progress within our local business community and municipalities, as we move plan-fully into 2022. It is truly a pleasure to serve as the members of this organization.



Dave Principino

President, GWACC

1.2 Board of Directors

The following table includes the GWACC Board of Directors elected for 2021 and associated roles.

Role	Name
President	David Principino
Vice President	Carl Schoenthal
Secretary	Debi Fitts
Treasurer	Karen Coyle
At Large	Mark Turner
At Large	Lisa Wasson
At Large	Chuck Constantine

1.3 Vision of the Organization

The vision adopted for the GWACC provides a long term, aspirational view of the organization. This approved vision provided below is used as a key guiding principle for GWACC operations and planning.

“The Greater Wheatland Area Chamber of Commerce is the preeminent place for supporting local businesses and professionals in the Towns of Wheatland, Caledonia and surrounding areas, while also inspiring inclusive community engagement. Local businesses and professionals receive significant economic value in return for their membership in the Chamber, stimulating the desire for active participation and community contribution. The region served by the Chamber views the organization as a cornerstone asset for the community, providing leadership that serves as a catalyst for local economic and community vitality in addition to long term sustainability”.



1.4 Member Value Proposition

The GWACC is committed to providing realizable value to its members including but not limited to the following:

- a. Local business owners and professionals are **provided with the opportunity to meet and network with other area business owners**, exchanging information, identifying local opportunities and common needs.
- b. The GWACC **advocates on behalf of the collective local business and professional community**.
- c. The GWACC leverages the scale of the membership in aggregation through **partner collaboration, lobbying activities and supporting fund raising activities** to help improve and sustain the economic, civic and cultural wellbeing of the local area.
- d. Members **receive free marketing and promotion of their businesses** via the GWACC website, other electronic media and traditional media. The Chamber also supports its members in Genesee Valley regional initiatives, such as the [Explore Genesee Valley digital online platform](#). Promotions may include marketing bundles and other techniques targeted to help facilitate business growth.
- e. Members are provided the opportunity for **additional visibility and enhanced credibility** for local small businesses. People and businesses use their Chamber of Commerce as a local authority to find products and services.
- f. Members are provided with the opportunity to **participate in impactful community activities** supporting the well-being and high quality of life for residents and visitors to the region served.



1.5 Members

Any business, professional, or individual in the region served by the GWACC that is interested in the economic growth, development and prosperity or community welfare of the region is eligible to become a member of the organization. Each member or represented organization is prominently represented on the [GWACC website](#).

2021 GWACC Membership roll:

- Arborist Pros of Rochester Inc
- Artisan Coffeehouse of Scottsville
- Beautiful Valley Hospitality, LLC
- Charity Bible Church
- Coyle's Pumpkin Ranch
- Free Style Mercantile
- Genesee Country Campground
- Genesee Country Inn Bed & Breakfast
- Hunt's Pub
- Genesee Country Village & Museum
- iKON Ice Cream
- Patriot Construction
- Patrick Place
- Primitive Country Gifts
- Reminisce Soda Fountain
- Salvatore's
- Scottsville Spirits
- Scottsville Snap Fitness
- Stokoe Farms
- Team Lisa at exp Realty
- Vanguard Website Solutions
- Victory Hill
- Steve Brew
- Elaine Hansen



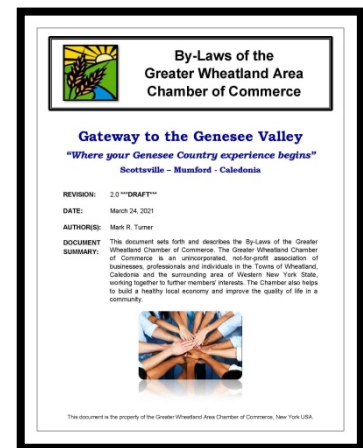
2 ACTIVITIES SUMMARY

Chamber pursuits include the necessary endeavors to run the business of the organization as well as planning and executing various categories of programs with supporting events and other related activities. Below is a summary of activities for 2021.

2.1 Organizational

a. By-Laws Update

- Completed and adopted Revision 2.0 of the organization's By-Laws, highlights include: documentation of organizational guiding principles, codification of operations and closing identified organizational gaps. Updates are also intended to facilitate a migration path towards a future Foundation designation, such as an IRS 501(c)(6) organization.



b. Operational Updates

- Created secure on-line storage for organization's records and documents with multi-level access capabilities to streamline operational processes.
- Developed and implemented a virtual membership voting process using a premier online toolset. Used this process to support a virtual annual meeting of the membership for 2021.

2.2 Community Benefit Programs

a. High Schools Scholarship Program

- Continued tradition of providing scholarships for one deserving graduating senior selected from each of the Wheatland-Chili and the Caledonia-Mumford Central School Districts. In 2021, the GWACC contributed scholarships to each student in the amount of \$500.

2.3 Fundraising Programs

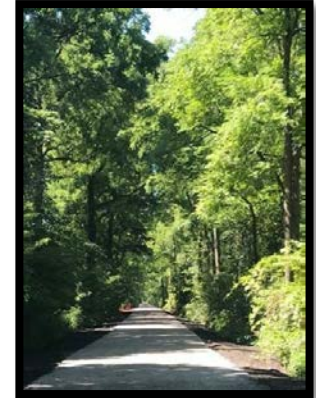
a. Twelve Days of Christmas Gift Raffle Event

- Participated in various holiday venues selling tickets for a gift basket raffle fundraising event. Gift basket contents were donated from GWACC members, with one randomly selected winner identified each day from December 1 to December 12. Gift contributors were also recognized on marketing collateral.

2.4 Economic & Community Development Programs

a. Genesee Valley Trail Town Initiative

- The Genesee Valley Trail Town Initiative aims to boost outdoor recreation and tourism in the region, serving as a catalyst to stimulate local economies by further capitalizing on the region's unique natural, cultural and heritage assets.
- This initiative is centered on the Genesee Valley Greenway State Park, a 90-mile open space corridor that includes a public, multi-use trail and natural and historic resources, which passes through the eastern portion of the Towns of Wheatland and Caledonia.
- The GWACC supported this initiative in cooperation with the Town of Wheatland by providing descriptive content for regional amenities in support for the [Explore Genesee Valley](#) website that includes an online interactive regional digital map. This online presence is used to promote and market the regions outdoor and recreational amenities and local businesses. Directly supported inclusion of interested GWACC members businesses on the Explore Genesee Valley platform.



3 PLANS AND OBJECTIVES

The GWACC Board of Directors has identified the following plans and objectives for the organization in 2022. Associated strategies and actions are provided as applicable.

3.1 Organizational

a. Operations

- *Objective – Further develop use of organizational committees for program planning and execution, including supporting events and related activities.*
- Incentivize GWACC members and others participation on committees through valuable business and community marketing and promotion and through strategic partnerships with other organizations. Consider paying leaders of fundraising events based on activity performance.

b. Membership Growth

- *Objective – Achieve 10% Membership Growth from 2021 Levels*
- Market and promote the value proposition of the GWACC to local non-member businesses by reaching out to key, influential decision makers in conjunction with individual business owners. Develop and provide targeted marketing collateral in support of this activity for 2022 and beyond.
- Explore re-branding the GWACC to provide an increased focus on the Town of Caledonia portion of the region served by the organization.

c. Marketing and Promotion

- a. *Objective – Increase Regional GWACC Organization & Member Recognition*
- Increase the presence and awareness of the GWACC and its membership across the region served as the preeminent place for advocating on behalf of local businesses and professionals while also inspiring inclusive community engagement.
 - Redevelop the GWACC's presence on social media, with the intent of increasing the visibility of the organization and its members. Re-build the organization's Facebook profile using a combination of industry best practices and promotion incentives. Explore the potential of creating and utilization of a Twitter social media communications channel.
 - Promote the existing community calendar hosted on the GWACC website, while incorporating content from at least three additional area organizations.

3.2 Community Benefit Programs

Programs continue to be vital activities of the GWACC, providing for a combination of organizational and member visibility in conjunction with local business and community benefits.

a. Academic Scholarships Program

- *Objective – Continue to fund this program at the \$ 500 level in 2022.*
- Develop longer term plans to increase contribution levels to \$1000 for each school district in the region served.

b. Farmer's Market Program

- *Objective – Explore potential approaches to restoring the former Scottsville Farmer's Market.*
- Potential solutions should include evaluation of mutually beneficial partnerships with other local organizations and vendors to ensure overall financial viability. Alternatives may include developing collaborations with other existing farmer's market type programs within the broader region served by the chamber.



3.3 Fundraising Programs

The Fundraising Program is used by the GWACC to raise monies in support of organizational operations and benefits for the membership and broader community.

a. Continuing Programs

- *Objective – Identify opportunities to further develop continuing events to increase delivered income.*
- The **Twelve Days of Christmas Gift Raffle** could potentially be expanded by selling more tickets through various means, including participation at other local events, extending the ticket selling period.



b. Potential Additional Programs

- *Objective – Explore the possibility for additional events in 2022.*
- Develop a candidate plan for restarting the **Scottsville Parade of Lights Event**. This plan should include a clearly defined multi-organization coordination and execution approach, and an organizational financial model for the GWACC. Any such plan should be completed and pitched to prospective partners not later than 15-Sep to ensure the possibility of event occurrence in early December 2022.
- Consider other potential income generating programs with events and activities such as: the 5K Race previously supported by Wheatland Recreation, various forms of Bike Around events and other raffles.



3.4 Economic & Community Development Programs

Economic & Community Development programs are intended to help enhance local business prosperity from which community benefits are also realized.

a. Genesee Valley Trail Town Initiative

- *Objective* – Move the GWACC towards becoming a key driving force in the realization of this initiative across the breadth of the region served.
- Continue to facilitate promotion of the region served by the GWACC and marketing of member organizations through evolving online platforms.
- Develop further collaboration with local municipalities and other area organizations to identify and ultimately capture Trail Town funding opportunities (i.e., grants) for associated infrastructure and operations.

4 TREASURER'S REPORT

4.1 Message from the Treasurer

*I am pleased to present the 2021 financial report for the GWACC. The organization has continued to operate in a conservative and financially prudent manner during the public health crisis, scaling expenses and investments appropriately to help ensure the continued fiscal sustainability of the organization. **Membership dues paid in 2020 were reallocated to 2021 as a courtesy to existing members, reducing revenues in 2021.** I look forward to upcoming opportunities to help grow the financial breadth of the organization while delivering value to members and communities.*



Karen Coyle

Treasurer, GWACC

4.2 Financial Results

Starting Balance as of 1-Jan-2021	\$ 3,683
Revenue	\$ 1,040
Academic Sponsorships	(\$ 1,000)
Operating Expenses	(\$ 740)
Ending Balance as of 31-Dec-2021	\$ 2,983