

GWA Chamber of Commerce

Proudly serving our members and communities in the

Gateway to the Genesee Country Region

Scottsville - Mumford - Caledonia - and Surrounding Areas

Annual Report

for the Year Ending
31 December 2024



**GWA CHAMBER
OF COMMERCE**

Scottsville - Mumford
Caledonia

This document is provided by the GWA Chamber of Commerce, Inc. 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.



This document is the property of the GWA Chamber of Commerce, Inc., New York USA.

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1 ABOUT THE ORGANIZATION

The **GWA Chamber of Commerce, Inc.** is a New York State Not-for-Profit Corporation with a 501(c)(6) tax exempt determination by the Internal Revenue Service. The GWA Chamber was formed for the purpose of promoting the common economic interests and community development in the **Towns of Wheatland, Caledonia and the surrounding areas of Western New York State**, for the benefit of its members, all local commercial enterprises and the communities served.



Members of this organization constitute an association of interested parties working collaboratively together for the furtherance of the general interests and common goals of the organization, with activities targeted at improving local business conditions and helping to facilitate a suitable quality of life across the communities served. The GWA Chamber is directed, controlled and financially managed by an elected Board of Directors in accordance with a set of established [By-Laws](#), policies and procedures.

Mailing Address: GWA Chamber of Commerce
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Scottsville, New York 14546

Website: <https://www.gwachamber.org>

Facebook: <https://www.facebook.com/greaterwheatlandcc>

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1.1 Region Served

The communities served by the GWA Chamber of Commerce includes the Towns of Wheatland, Caledonia and surrounding areas located in the burgeoning Genesee River Valley Region of Western New York State, just a few miles southwest of the City of Rochester and west of New York's Finger Lakes region. This area has been branded by the GWA Chamber as the "Gateway to the Genesee Country Region".



1.2 Forward by the President

“As President of the GWA Chamber of Commerce, I am pleased to report that the Chamber remains steadfastly focused on delivering value to its members, the area’s overall business community and the general communities across the region served. The Chamber has completed a rigorous two-year transformation process to become a formal New York State Not-for-Profit Corporation with a 501(c)(6) Tax Exempt determination by the Internal Revenue Service.



GWA Chamber Highlights for 2024 included: A significant focus on membership management and development; the first leadership meetings with area Municipalities and School Districts to facilitate mutual awareness and coordinate information sharing between these entities and the business community; continued sponsor collaboration with GWA Chamber member Featured Media for publication of the 2nd annual Community Guide.

It continues to be a pleasure to serve the members of this organization; I look forward to connecting with as many members as possible in 2025 in order to best help the organization meet the needs of area businesses and associated communities”.

Lisa Wasson

President, GWA Chamber of Commerce

1.3 Board of Directors

The following table provides the GWA Chamber of Commerce Board of Directors elected by the membership for 2024 and their associated roles (Officer positions, as defined in the organization’s By-Laws are highlighted in bold text).

Role	Name	Organization Represented
President	Lisa Wasson	Banach Wasson Team
Vice President	Mark Turner	Vanguard Website Solutions
Secretary	Debi Fitts	Charity Bible Church
Treasurer	Karen Coyle	Coyle’s Pumpkin Ranch and farm
At Large	Deborah Stankevich	Genesee Country Inn Bed & Breakfast
At Large	Phillip Weise	Genesee Valley Agency

1.4 Vision of the Organization

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

*“The GWA 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”.***

1.5 Key Initiatives

The GWA Chamber of Commerce strives to provide a fair and affordable venue for all area businesses, professionals and other organizations. The GWA Chamber is committed to delivering value to its members and communities served through a set of key initiatives designed to help realize the organization’s vision, including:



- a. **Facilitating business success**, area economic development and civic vitality.
- b. **Promoting the region** served to increase visibility and brand recognition of the area in conjunction with greater awareness of the associated businesses.
- c. **Connecting businesses and communities**, including augmenting access to broader regional initiatives and resources.
- d. **Providing networking opportunities for businesses** to help develop a common understanding of area business needs and to identify prospects for improvements or collaboration.
- e. **Advocating for business** with local and region governments regarding laws, regulations, policies and administrative arrangements.
- f. **Enhancing positive business credibility** in the region’s communities and business marketplaces by supporting the collective benefit of communities and their citizens.
- g. **Expanding awareness of business education** opportunities with a focus on affordability and convenient access.

1.6 Annual Memberships

Any business, professional, or individual that is interested in the economic growth, development and prosperity or community welfare is eligible to become a member. The GWA Chamber offers a variety of Annual Membership categories and benefit options:

- **PREMIER** – Memberships with a comprehensive value package available for ALL types of organizations, includes leadership benefits and sponsor listings.
- **CORPORATE** – Memberships for "For-Profit" organizations with ≥ 20 employees, may include leadership benefits.
- **BUSINESS** – Memberships for "For-Profit" organizations with < 20 employees, may include leadership benefits.
- **PARTNER** – Memberships for Nonprofit organizations, municipalities, school districts, churches, and other organizations, may include leadership benefits.
- **FRIEND** - Contributory memberships specifically for interested individuals.

Benefit Types	GWA Chamber Membership Benefits	ANNUAL MEMBERSHIP CATEGORIES								
		PREMIER All for-profit and nonprofit organizations		CORPORATE For-profit organizations with ≥ 20 employees		BUSINESS For-profit organizations with < 20 employees		PARTNER Nonprofits, Municipalities School Districts, Churches		FRIEND Individuals Only
		Ambassador	Affiliate	Standard	Leadership	Standard	Leadership	Standard	Leadership	
Standard Member Benefits	Voting Class Membership	✓	✓	✓	✓	✓	✓	✓	✓	
	Contributory Class Membership									✓
	Board of Directors Eligible	✓	✓	✓	✓	✓	✓	✓	✓	
	Member online presence linked from Chamber Website	✓	✓	✓	✓	✓	✓	✓	✓	
	Organization graphic presented on GWA Chamber Website	✓	✓	✓	✓	✓	✓	✓	✓	
	Brief organization statement on GWA Chamber Website	✓	✓	✓	✓	✓	✓	✓	✓	
	Prime Business Directory Listing	✓	✓	✓	✓	✓	✓	✓	✓	
Leadership Member Added Benefits	Prime Member Website Listing	✓	✓		✓		✓		✓	
	Strategy & Planning participation	✓	✓		✓		✓		✓	
	Advocacy Platform participation	✓	✓		✓		✓		✓	
	Leadership Meetings with local Gov'ts, Schools participation	✓	✓		✓		✓		✓	
	Priority assignment for Committee Chair Positions	✓	✓		✓		✓		✓	
Premier Member Added Benefits	Sponsor Listing on Chamber Facebook social media Platform	✓	✓							
	Sponsor Listing on Chamber Regional Business Directory	✓	✓							
	Member Highlighted at all Chamber Meetings and Events	✓	✓							
	Sponsor Listing on a Chamber Community Hall of Fame Page	✓								
	Sponsor Listing on a Chamber School Scholarship Page	✓								
	Sponsor Listing on Chamber Members Headline Forum Page	✓								

1.7 Members Overview

All GWA Chamber members are identified on the Chamber's website [Membership Listing](#), organizational members are prominently represented with a graphic image, a link to a designated website or Facebook Page and a brief business statement. Premier Members are also represented with sponsorship listings on the corresponding website pages and are highlighted at all GWA Chamber meetings and events. The following is a listing of all 2024 GWA Chamber members in good standing.

Premier Members

Banach Wasson Team
Genesee Valley Agency
Vanguard Website Solutions

Leadership Members

All County Gutter Company
Caledonia Marketplace
Charity Bible Church
CooperVision
Excellent Air Heating & Cooling
Featured Media
Genesee Country Village & Museum
Meyers RVs – Caledonia
Scottsville Spirits

Standard Members

Wheatland Historical Association
Big Springs Historical Society
Caledonia Family Dentistry
Coyle's Pumpkin Ranch
Davis Trailer World
Fox Pest Control

Standard Members (cont'd)

Free Style Mercantile
Genesee Country Campground
Genesee Country Chiropractic
LeRoy Discount Liquor & Wine
Mark's Pizzeria – Scottsville
Patrick Place
Pickard Solutions
Scottsville Ice Arena
Stokoe Farms
S & S Auto Sales
Terzo Printing
Tom Gorrow Plumbing
Victory Hill

Friends

Jeremy Carnes
Kevin Marks
Maggie Ridge
Linda Turner
Kristen Tyler

Scan the QR Code at the left to view the current GWA Chamber of Commerce online membership listing.

A special thank you is provided to all Friends Members for their interest and support of the GWA Chamber of Commerce.



2 2024 ACCOMPLISHMENTS

GWA Chamber of Commerce 2024 accomplishments are presented in terms of the organization's strategic plan goals and objectives.

2.1 Organization Effectiveness

The activities described in this section provide a foundation for GWA Chamber of Commerce operations and support for other activities.

a. **Robust and Engaged Chamber Membership**

- The 2024 new member campaign resulted in **an ~18% increase in organizational membership over the prior year** against a goal of a 15% increase. The **Chamber welcomed TWELVE new members in 2024**. Seven 2023 members did not renew memberships for 2024 (two of these businesses were permanently closed and three other of these businesses were sold during the year). A key objective for the 2025 new member campaign is working to return lapsed members. New member welcome articles were consistently posted on the Chamber's digital platforms.
- The Board of Directors restructured Chamber membership categories and clarified member benefits to provide a **more straight forward understanding of the Chamber's member value proposition**. A membership benefits comparison table for 2025 was created (refer to section 1.6 of this document) to help existing and new members easily determine which membership category best fits their organization type and associated business needs.



A new value priced **Premier Membership Category** was added consisting of two levels of membership package alternatives (referred to as an Ambassador Membership and an Affiliate Membership), each of which includes:

- **ALL standard member benefits**
- **ALL leadership member benefits**
- **Additional premium member benefits** such as: member highlights at Chamber meetings and events, **various Sponsor Listings on Chamber online platforms** (i.e., School Academic Scholarships, Wheatland Community Hall of Fame and Organizational Headlines).

- **Membership fees for ALL existing membership categories will remain the same for 2025**, with the exception of the Friends Membership category, where the Board of Directors reduced the annual fee from \$ 30 down to \$ 20.

b. **Consistent, Sustainable Financial Performance**

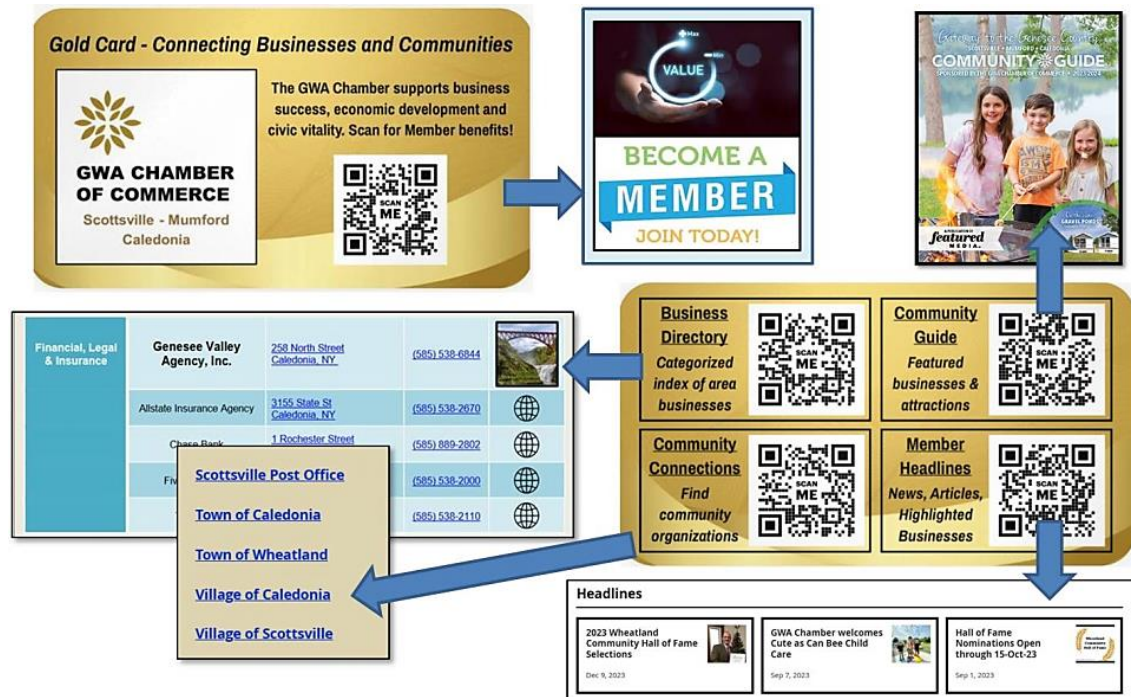
- **Tax Exempt Determination**. As the final step in the transformation of the Chamber towards a more sustainable organization, able to offer greater capabilities for its members and communities, an application for tax exemption was filed with the Internal Revenue Service resulting in a **501(c)(6) Income Tax Exempt determination** for the Chamber. This Tax Exempt determination is retroactive to the incorporation date of the organization. Note that as a 501(c)(6) organization the Chamber is not exempt from sales taxes per New York State regulation.

- **Strategic Planning**. During 2024, the Chamber Board of Directors continued to use the organization’s strategic plan as a guide for operations, decision making and other actions. The annual strategic planning workshop was held during 2024 with leadership supporter members to review and update the Chamber’s strategic plan. Updates include the identification and prioritization of actions for the upcoming year.



- **Annual Sponsorships**. There are three categories of annual sponsorships, that are focused on connecting businesses and communities, which provide members with opportunities to promote their businesses in support of Chamber programs and initiatives. Annual sponsorships have a fee of \$60. Sponsorship benefits include:
 - *Premium exposure with **Sponsor Listings on the Chamber's digital platforms and other marketing collateral.***
 - ***Business recognition as a pillar of the community**, building positive business credibility through visible support of the GWA Chamber, local communities and citizens.*
 - *Opportunity to **expand the sponsor’s organization and brand recognition** and to gain new business and public connections.*

Category 1 - GWA Chamber Gold Card Sponsorship – Promotes sponsoring businesses through multiple Chamber online services including a **credit card sized GWA Chamber Gold Card** that uses QR code technology. In addition to Sponsor Listings on Chamber digital platforms, each GWA Chamber Gold Card Sponsor can receive **50 GWA Chamber Gold Cards** to share with customers and clients.



Category 2 - Business Connections Sponsorship – Promotes sponsoring businesses with Sponsor Listings for the [Chamber's Online Business Directory](#) that includes more than 140 businesses, and the on Chamber's Facebook Page.

Category 3 - Program Sponsorship – Promotes sponsoring businesses with Sponsor Listings on the Chamber's Website and Facebook Page. Program options include: academic scholarships ([Wheatland-Chili School District](#) or the [Caledonia-Mumford School District](#)) and the [Wheatland Community Hall of Fame](#).

- **Fundraising**. ***Annual Twelve Days of Christmas Gift Raffle Event*** - The Chamber sold tickets for a gift raffle fundraising activity at the [Genesee Country Village & Museum](#) Holiday Marketplace event. The fundraiser was used to promote the GWA Chamber of Commerce and the area's business community. Gifts were contributed by Chamber members, with each contributing member being highlighted on event specific Chamber marketing collateral and the Chamber's digital platforms.



c. **Operational Excellence**

- **Operating Improvements**. The GWA Chamber Board of Directors selected an online set of tools to more efficiently manage member and potential member engagement, payment processing and overall communications.

The [Zeffy](#) membership management and payment application will be used starting in 2025 to securely and affordably manage memberships with an [online membership invoice form and credit card payment processing](#), while also helping



to increase the efficiency of electronic member communications (note that an offline membership invoice form is also available as desired). **The Zeffy application is a 100% free membership management platform designed specifically for nonprofit organizations**, delivering all proceeds directly to the nonprofit organization, there are no additional fees (i.e., credit card transactions, platform usage fees). Chamber members may choose to contribute to the Zeffy platform or not, that is an individual choice and not required for GWA Chamber membership. Zeffy supports more than 50,000 nonprofit organizations worldwide and uses industry best practices in keeping any data collected secure and private. [Stripe](#) is a global leader in secure online transactions around the world and is used as the payment processor for the Zeffy platform.

2.2 Business Success

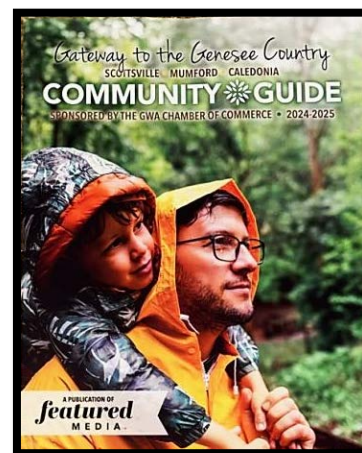
a. Positive Business Climate

- **Business Directory.** Maintained the [Chamber's Online Business Directory](#), updating the index with additional organizations and connection information. The directory now contains more than 140 organizations.

Chamber members receive premium listings in the directory including a prominent location at the beginning of the indexed category, and a business related graphic with a hyperlink.

Financial, Legal & Insurance	Genesee Valley Agency, Inc.	258 North Street Caledonia, NY	(585) 538-6844	
	Allstate Insurance Agency	3155 State St Caledonia, NY	(585) 538-2670	
	Chase Bank	1 Rochester Street Scottsville, NY	(585) 889-2802	
	Five Star Bank	3110 Main St Caledonia, NY	(585) 538-2000	
	Tompkins	3155 State St Caledonia, NY	(585) 538-2110	

- **Community Guide.** The GWA Chamber sponsored the second annual [Gateway to the Genesee Country Community Guide](#) in 2024. The Guide is produced in partnership with Chamber member [Featured Media](#) to market the region served by the Chamber, including the Towns of Wheatland, Caledonia and surrounding areas while highlighting the Villages of Scottsville and Caledonia and the Hamlet of Mumford. Featured Media designed, printed and produced the Guide, **providing opportunities for businesses to purchase advertising and informative articles.**



- **Business Education.** As a new service for 2024, the GWA Chamber identified free recorded online business education webinars of sufficient quality with potential topics of interest for area businesses and periodically shared links to these webinars on the [Chamber's Facebook Page](#). Webinar topics shared in 2024 included: developing business plans, small business taxes, practical skills required to run a successful business.

b. Marketing and Promotion

- **Social Media Outreach**. The GWA Chamber helped promote Chamber member and community events by sharing member and community related posts on the [Chamber's Facebook Page](#). This action helps to market experiential opportunities for the region, while also increasing the Chamber's Facebook outreach and engagement with the community and beyond.
- **Ribbon Cutting Events**. The GWA Chamber engaged in two public ribbon cutting events in 2024, one for the [Springbrook Tavern in Caledonia for their grand opening](#) and the other was for the [Greenway Cycle Challenge](#) event with more than 200 cyclists that began in Canawaugus Park in the Village of Scottsville.



c. Local Economic Vitality

- **Genesee Valley Trail Town Initiative Grant Project**. The GWA Chamber was the lead organization representing five area contributing partners supporting the 2022 Wheatland – Scottsville GVTTI grant project. This economic development grant awarded by [Parks & Trails New York](#) (with funds from the Ralph C. Wilson Foundation) was officially completed in 2024 with submission of the project final report by the GWA Chamber. This project included the construction of informational kiosks at Canawaugus Park in the Village of Scottsville and on the property of Chamber member [Free Style Mercantile](#) in the Hamlet of Mumford. The Chamber provided financial management for the grant matching contributions working with Chamber member [Genesee Country Village & Museum](#) that served as a fiscal agent for the grant funds. The Chamber continues to host Wheatland Trail Town content on its website, including self-guided tours for both the Village of Scottsville and the Hamlet of Mumford. The informational kiosks also connect to the Chamber's [Online Business Directory](#) via QR code technology.



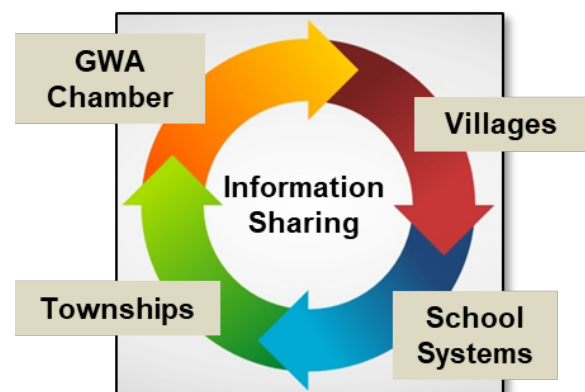
2.3 Connectivity

a. Networking

- **Business Networking Meetings**. The Chamber sponsored two business networking meetings during 2024, providing a casual business environments designed to exchange information and help build relationships among Chamber members and connections with the communities served. Hosting members share information and perspectives regarding their business, opportunities and potential common business needs. The Chamber thanks members, the [Genesee Country Inn Bed & Breakfast](#) and the [Genesee Country Village & Museum](#) for hosting these meetings.

b. Conduit to Local and Regional Entities, Resources.

- **Trail Town Partnerships & Liaisons**. In 2024, the GWA Chamber continued as a contributing partner with Wheatland’s local municipalities to be a community member of the [Letchworth Gateway Villages](#) (LGV) organization. Wheatland is one of ten Genesee Valley Trail Town communities. This partnership provides access to regional marketing resources, such as LGV’s [Explore Genesee Valley online platform](#) with an interactive map, periodic electronic newsletters and for potential future opportunities for broader regional economic development funding access. The Chamber also supports liaisons with the **Wheatland Trail Town Committee** and other organizations regarding opportunities for area economic and community development.
- **Leadership Meetings with Municipalities and Schools**. The GWA Chamber facilitated leadership meetings to exchange information with multiple local municipalities and school districts in 2024, including with the [Town of Wheatland](#) Supervisor, the [Village of Scottsville](#) Mayor, the [Wheatland-Chili School District](#) Board of Education and the [Caledonia-Mumford School District Board](#) of Education. These meetings are planned to occur on at least an annual basis and expand to include other local municipal organizations.



2.4 Advocacy

a. Recognizable “Voice” of Business in the Community

- **Village of Scottsville Businesses**. In support of the Town of Wheatland Comprehensive Plan Update and on behalf of the Village of Scottsville Comprehensive Plan Team, the Chamber sponsored a Business Advocacy Forum meeting in 2024 to collect input and perspectives from Village businesses. A business questionnaire was used to guide the collection of input and associated discussion. A summary report was provided to the Village of Scottsville Team for consideration. The plan is to collect additional input and update the report in 2025.

b. Business and Citizen Recognition

- **Wheatland Community Hall of Fame**. The GWA Chamber sponsors the Wheatland Community Hall of Fame, supporting a positive local brand for the organization and the business community. The Wheatland Community Hall of Fame recognizes and celebrates deserving citizens and supporters in the Wheatland Community, **providing marketing and promotional opportunities for Chamber Members**, while also facilitating public engagement by promoting a positive community spirit. Community Hall of Fame inductees and Volunteers of Distinction are publicly recognized on the [GWA Chamber’s website](#) and on the Wall of Fame at the Wheatland Municipal Building in partnership with the Town of Wheatland municipality.



In 2024, the **GWA Chamber Salute to Excellence Committee** selected two nominees for induction into the Wheatland Community Hall of Fame and also selected five nominees as Volunteers of Distinction. The Chamber Board of Directors reviewed and approved these recommendations.

- **Academic Scholarship Program**. The GWA Chamber continued a long tradition of providing a scholarship to a deserving graduating senior student selected from the [Wheatland-Chili School District](#) and another senior student from the [Caledonia-Mumford School District](#). In 2024, the Chamber Scholarship Committee evaluated multiple scholarship applications from each school district, selected one deserving student from each school and contributed scholarships to each selected student in the amount of \$500.

3 2025 ANNUAL OPERATING PLAN

This section described the 2025 Annual Operating Plan for the Chamber, which is presented in terms of the organization's strategic plan with individual actions for 2025 identified for each of the strategic plan's defined goals and objectives. These actions describe what is intended to be accomplished in the coming year, with supporting guidance provided as applicable.

3.1 Organization Effectiveness

The actions described in this section reflect general GWA Chamber of Commerce operations and operations that provide foundational support other organization goals and objectives.

a. **Robust and Engaged Chamber Membership**

Key Strategies: Offer a clearly recognizable, value driven membership proposition to facilitate member retention and stimulate membership growth. Communicate member value frequently through proactive existing member interactions with coordinated outreach to others.

1. **Action – Achieve at least 20% voting class membership growth from 2024, with at least two members in the premier membership category.**
 - Develop a targeted list of candidate new members for 2025 that includes recently lapsed members and at least two new industrial businesses. As a minimum, for lapsed members, collect input on the reason(s) why these former members left the Chamber. Focus outreach to influential decision makers and individual business owners.
 - Efficiently leverage Chamber marketing collateral as support for this action (i.e., Annual Meeting material, Community Guide).
2. **Action – Increase the number of Friends members by 20% in 2025.**
 - Promote reduction of Annual Friends Membership fee down to \$ 20. Develop and implement a campaign focused on engaging prospective members in the Friends membership class.
 - Consider a one-year free trial membership for candidate Friends Members.

3. **Action** – Increase engagement with members and candidate members with more effective communications.

- Evaluate member and candidate member communications needs and potential options for improved outreach. Plan and execute selected improvement options.

b. **Consistent, Sustainable Financial Performance**

Key Strategies: Develop revenue streams in addition to membership fees within the context of an Internal Revenue Code 501(c)(6) not-for-profit entity.

1. **Action** – Secure at least five annual sponsorships achieving at least \$300 of revenue.

- Promote the formal roll-out of the annual sponsorships that support online invoice and credit card payment processing.

2. **Action** – Identify and execute an approach to secure at least \$ 600 through fundraising.

- Increase revenue from the Chamber's annual Twelve Days of Christmas Holiday Raffle, add an additional venue beyond the GCV&M Holiday Market and/or sell tickets separately from specific venues.

c. **Operational Excellence**

Key Strategies: Review and communicate organizational performance. Identify incremental operational improvements, plan and execute.

1. **Action** – Increase the efficiency of managing member and candidate member information, communications and payment processing.

- Formally roll-out the Zeffy online tool suite in support of Chamber member and candidate member management, including a database of member contact information and payment records, member status, email communications with delivery tracking and online credit card payment processing (for both membership fees and annual sponsorships).
- Provide both online and mail-in membership forms to meet the needs of a broad spectrum of renewing and potential new members.

3.2 Business Success

a. Positive Business Climate

Key Strategies - Facilitate a local business support ecosystem, helping to provide access to essential resources, such as: business education, technical assistance, workforce development.

1. **Action – Identify affordable, relevant online business educational content and periodically share with the business community.**

- Review online business educational content, such as free webinars for content that may interest a cross section of area businesses and post these opportunities to the Chamber’s Facebook Page.

2. **Action - Connect identified community needs to the Chamber’s online business directory.**

- Leverage the categorized index of businesses that support the region’s communities. Promote Chamber members that are highlighted with premium listings in the business directory.

3. **Action – Facilitate employment for local businesses in the communities served.**

- Establish a Chamber Committee to explore employment and workforce development needs in the region served by the Chamber and evaluate options for sponsoring a job fair targeted for the benefit of area businesses.

b. Local Economic Vitality

Key Strategies - Identify, promote and participate in economic improvement, engaging businesses and communities.

1. **Action – Liaison with municipal Trail Town Committees and other organizations for Trail based economic development opportunities.**

- Continue to actively support the regional Genesee Valley Trail Town Initiative, while helping educate the communities served and associated municipal and business leaders regarding the benefits of program participation.

c. Marketing and Promotion

Key Strategies - Expand visibility and impact of the Chamber and the regional brand. Build the Chamber's social media presence, leverage multiple communications channels.

1. Action – Promote the Chamber and regional brand in the communities served through an integrated marketing campaign.

- Promulgate the “Gateway to the Genesee Country Region” brand sponsored by the Chamber via facilitating use by others (i.e., businesses, municipalities). Consider developing and giving out marketing collateral such as window clings.
- Increase Chamber presence at regional events to increase awareness, including support for business ribbon cutting events.
- Significantly increase the distribution of GWA Chamber Gold Cards through Chamber sponsorships and giveaways at regional events.

2. Action – Increase Community Guide business participation by at least 15% over 2024.

- Collaborate with Chamber Member **Featured Media** to develop and execute a plan facilitating greater business participation. Consider greater promotion of the guide across the region in advance of the advertising solicitation period. Explore the possibility for a Chamber Member discount.

3. Action - Expand reach of the Chamber's social media presence, use of added delivery channels.

- Consider and implement approaches to increase the Chamber's presence on Facebook, may include rebuilding of the existing page. Solicit ways from members and others to develop greater connectivity with member and community events and activities
- Explore the potential of creating and utilizing additional high leverage social media communications channels, such as Instagram.

3.3 Connectivity

a. Networking

Key Strategies - Engage in opportunities for positive business and community interactions that facilitate awareness, provide recognition, promote information sharing and enable idea development.

1. **Action** – Increase participation and information sharing at Chamber sponsored business networking meetings.

- Consolidate business networking meetings into two meetings per year, one each in the spring and fall timeframes. Identify incentives for member and invited guest participation, consider special focus topics and guest speakers.

b. **Conduit to Local and Regional Entities, Resources**

Key Strategies - Establish and nurture formal relationships and collaborative partnerships. Facilitate alignment and collective thought leadership with area businesses, municipalities, school systems.

1. **Action** – Continue to develop information sharing for mutual benefit and alignment with area municipalities and school systems.

- Coordinate annual information sharing meetings with individual community municipal leaders and school system leaders.
- Consider coordination of a singular alignment forum with the Chamber and community leaders.
- Evaluate the value proposition of each existing and potential new key strategic partner to ensure the relationship delivers sufficient value to the Chamber and its members.

2. **Action** – Evaluate value proposition and path forward for support of LGV paid Trail Town community membership.

- Coordinate evaluation of the LGV value proposition and path forward with the Town of Wheatland and the Village of Scottsville.

3. **Action** - Consider additional strategic partnerships that offer potential mutual benefit.

c. **Develop Local Leaders**

Key Strategies – Identify and promote developmental leadership opportunities for member representatives.

1. **Action** - Leverage Chamber Board and Committee leadership positions, in conjunction with external organization liaisons to facilitate leader growth and visibility.

3.4 Advocacy

a. **Recognizable “Voice of Business” in the community**

Key Strategies - Influence public policy through a coordinated platform that addressing business concerns, promoting business sustainment and growth. Be visibly supportive of community and regional developmental initiatives.

1. **Action – Develop and distribute a survey to collect area business perspectives and needs.**
 - Leverage the business questionnaire used in support of data collection for the municipal comprehensive plan update. Consider an online survey tool, in conjunction with printed surveys. Review and process the collected data.
2. **Action - Develop and share a business advocacy platform with appropriate municipal entities at least once per year.**
 - Consider business perspectives from the region, identifying key near term issues and concerns in conjunction with longer term needs. Formulate a platform from this information that defines collective business positions for public policy and advocate with area municipalities.
3. **Action - Continue to provide letters of support for municipal and other community partner initiatives (i.e., Trail Town).**

b. **Business and Citizen Recognition**

Key Strategies – Promote and recognize excellence in business and outstanding citizen contributions to their associated communities.

1. **Action – Consider alternatives and develop an approach to determine and visibly recognize excellence in business.**
2. **Action - Continue to sponsor an Academic Scholarship Program for WCCS and CMCS contributing at least \$ 500 each.**
 - Further develop the program’s essay requirements towards a greater business and community support perspectives.
3. **Action - Continue to sponsor and promote the Wheatland Community Hall of Fame.**
 - Continue to Increase community participation by meeting with local organizations and presenting information about the Wheatland Community Hall of Fame and Volunteers of Distinction and soliciting nominations.

4 TREASURER'S REPORT

4.1 Message from the Treasurer

I am pleased to present the 2024 financial results for the GWA Chamber of Commerce. The Chamber continues to operate in a prudent manner to achieve annual financial objectives, while also facilitating long term sustainability. The organization was able to increase operating reserves by more than 30% in 2024 while also engaging in multiple new activities.

Karen Coyle

Treasurer, GWA Chamber of Commerce

4.2 Financial Results

Statement of Activities					
Revenue	Categories	Unrestricted	Temporarily Restricted	Restricted	Totals
	Membership Fees	\$ 2,915.00	\$ -	\$ -	\$ 2,915.00
	Investment Income	\$ -	\$ -	\$ -	\$ -
	Fundraising	\$ 410.00	\$ -	\$ -	\$ 410.00
	Contributions	\$ 955.00	\$ -	\$ -	\$ 955.00
	Grants	\$ -	\$ -	\$ -	\$ -
	Community Benefit Programs	\$ -	\$ -	\$ -	\$ -
	Economic Development Programs	\$ -	\$ -	\$ -	\$ -
	Other Revenue	\$ 0.87	\$ -	\$ -	\$ 0.87
	Subtotal	\$ 4,280.87		\$ -	\$ 4,280.87
Expenses	Categories	Unrestricted	Temporarily Restricted	Restricted	Totals
<i>Supporting Services</i>	General & Administrative Activities	\$ (2,448.48)	\$ -	\$ -	\$ (2,448.48)
	Fundraising	\$ -	\$ -	\$ -	\$ -
<i>Program Services</i>	Community Benefit Programs	\$ (1,000.00)	\$ -	\$ -	\$ (1,000.00)
	Economic Development Programs	\$ -	\$ -	\$ (1,737.33)	\$ (1,737.33)
	Subtotal	\$ (3,448.48)		\$ (1,737.33)	\$ (5,185.81)
	Change in Net Assets	\$ 832.39		\$ (1,737.33)	\$ (904.94)
	Net Assets, Beginning of Year	\$ 2,475.83	\$ -	\$ 1,737.33	\$ 4,213.16
	Net Assets, End of Year	\$ 3,308.22	\$ -	\$ -	\$ 3,308.22