



**GWA CHAMBER
OF COMMERCE**

Scottsville - Mumford
Caledonia



Welcome to the
***GWA Chamber of Commerce
Annual Meeting of the Members***

January 2025

"It is the policy of the GWA Chamber of Commerce and its members to be in full compliance with federal and state antitrust laws, and as such there should be no discussions of agreements or actions that may restrain competition or impact prices."

Annual Report Overview



GWA Chamber
of Commerce

- **GWA Chamber Summary**
- **Organization Governance**
- **Membership Classes & Categories**
- **2024 Membership**
- **2024 Financial Performance**



- **Strategic Framework**
- **Accomplishments Summary**
- **Annual Operating Plan Highlights**

GWA Chamber Summary



GWA Chamber
of Commerce

New York State Not-for-Profit Corporation with IRS 501(c)(6) determination

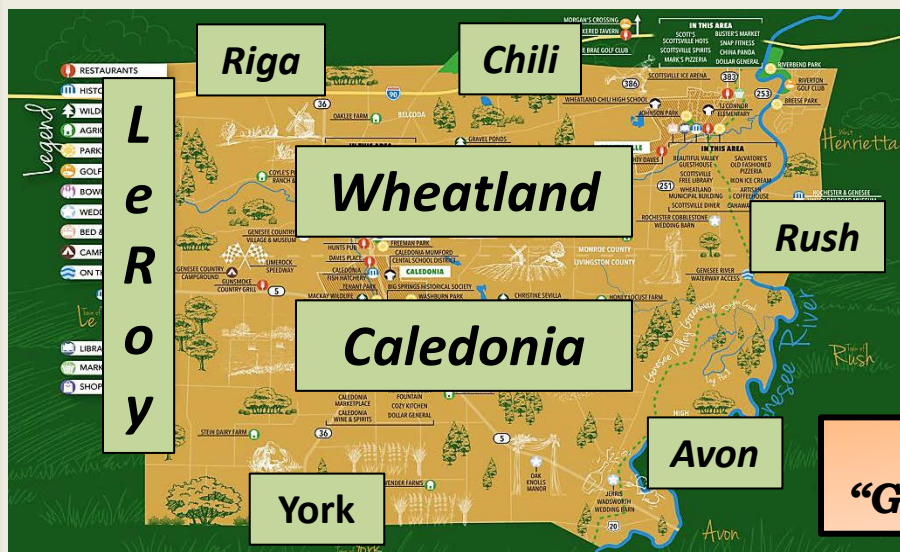
Purpose: To deliver value by promoting the “common business interests” for the benefit of its members, **all** commercial enterprises and the communities served.

Vision

Cornerstone community asset serving as a catalyst for achievable, sustainable business growth, economic improvement while inspiring community engagement

Key Initiatives

- **Facilitates** business success, area economic development, civic vitality
- **Promotes** region, broadens visibility
- **Provides** businesses with regional credibility, networking and business education opportunity awareness
- **Connects** businesses & communities
- **Advocates** for business needs



Proudly serving our members and communities in the
“Gateway to the Genesee Country Region”



- **2025 Board of Directors** (*as elected by the membership*)

Lisa Wasson President	Mark Turner Vice President	Debi Fitts Secretary / Treasurer	Karen Coyle At Large
Philip Weise At Large	Kathy Allen At Large	Julie Izzo Niedzwick At Large	

- **By-Laws** (*typically very infrequent changes*)

- Defines regulations of Corporation, fundamental rules, structures and practices for conduct of business and affairs:

- Membership; Board of Directors; Committees; Finances; Dissolution

- **Operations Handbook** (*can change as many times as needed*)

- Builds on By-Laws with > detailed guidance, policies, procedures:

- Strategic framework; Operating model expressed as activities
- Policies and procedures (i.e., employees, volunteers, planning, records retention, non-discrimination, anti-harassment, **anti-trust**)

Membership Classes & Categories



GWA Chamber of Commerce

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	✓									
	ANNUAL FEE	\$400	\$240	\$90	\$140	\$60	\$110	\$45	\$95	\$20	

Operating Membership Class
Organizations
full voting rights

Advocate Membership Class
Individuals
no voting rights

Honorary Membership Class
Individuals
lifetime members no voting rights

2024 Membership



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Operating Member Class

Organizations (Corporations, Small Businesses, Partners)

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

Standard Members (cont'd)

Caledonia Family Dentistry
Coyle's Pumpkin Ranch
Davis Trailer World
Fox Pest Control
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

Advocate Member Class

Individuals

Jeremy Carnes
Kevin Marks
Maggie Ridge
Linda Turner
Kristen Tyler



Honorary Member Class

Individuals



2024 Financial Performance



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<u>Revenue</u>	<u>Categories</u>	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Restricted</u>	<u>Totals</u>
	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

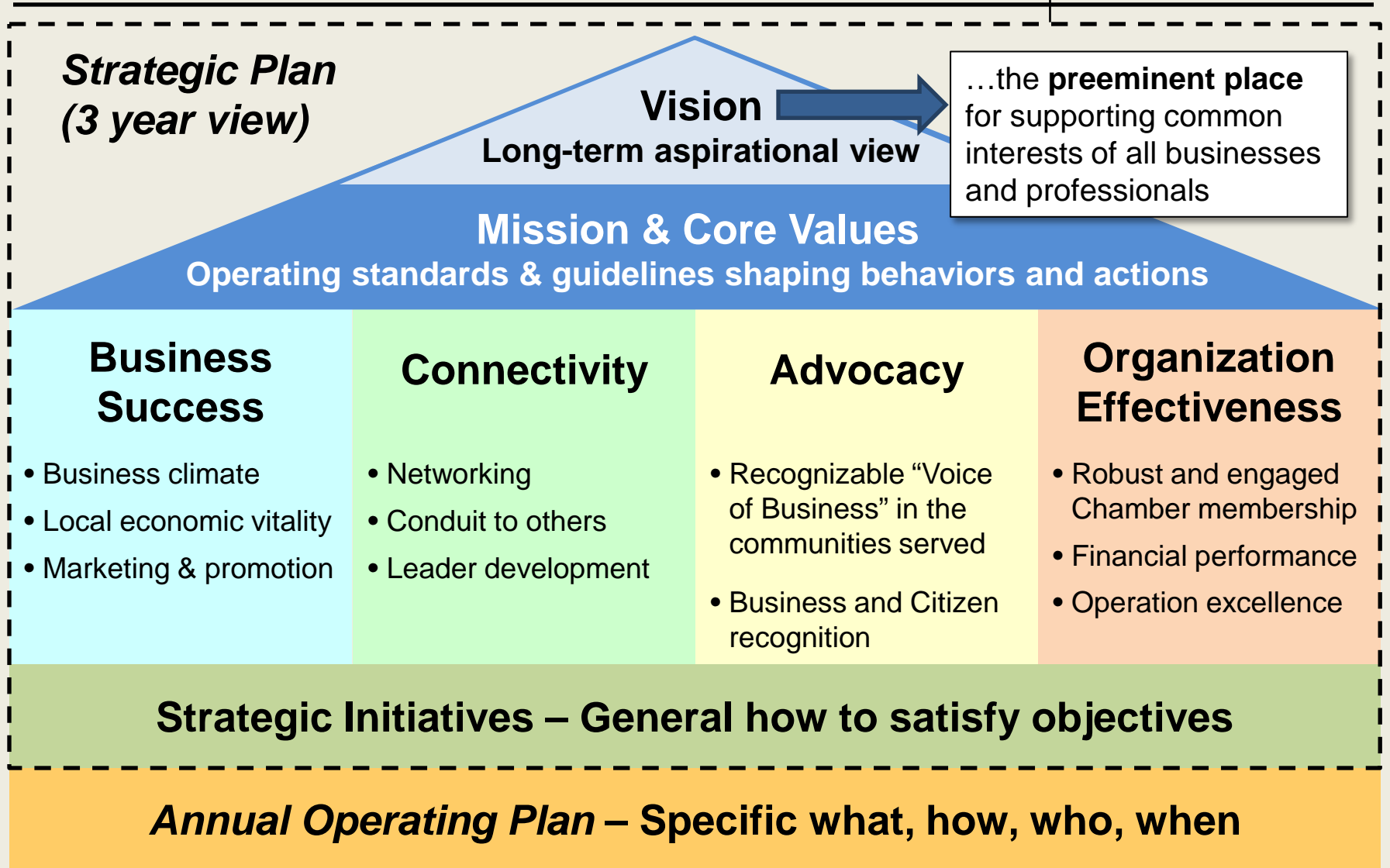
<u>Expenses</u>	<u>Categories</u>	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Restricted</u>	<u>Totals</u>
Supporting Services	General & Administrative Activities	\$ (2,448.48)	\$ -	\$ -	\$ (2,448.48)
	Fundraising	\$ -	\$ -	\$ -	\$ -
Program Services	Community Benefit Programs	\$ (1000.00)	\$ -	\$ -	\$ (1000.00)
	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
Net Assets, End of Year	\$	3,308.22	\$	\$	\$	3,308.22

Strategic Framework



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Accomplishments Summary



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• ORGANIZATIONAL EFFECTIVENESS

1. **Membership Growth & Engagement.** *Twelve new organizational members in 2024*; Created a *new Premier Membership category*; Two ribbon cuttings.
2. **Fundraising.** Annual Holiday Gift Raffle provides member marketing opportunities; non-member fee revenue stream for the Chamber (>\$400 in 2024).
3. **Annual Sponsorships.** Developed sponsorships designed to connect businesses and communities, promote positive business credibility and brand recognition. *GWA Chamber Gold Card launched.*



• ADVOCACY

1. **Business Advocacy Forum.** Collected and processed input from Village of Scottsville businesses in support of municipal master plan update.
2. **Community Benefit Programs.** Two citizens inducted into the Wheatland Community Hall of Fame, five Volunteers of Distinction. *Awarded \$500 academic scholarships* to graduating seniors in each area school.

Accomplishments Summary



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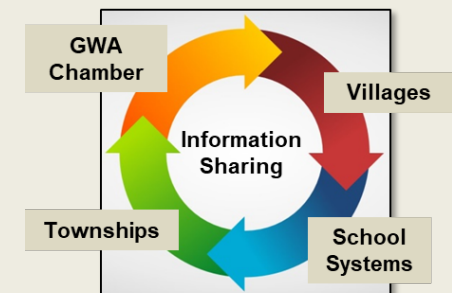
- BUSINESS SUCCESS

1. **Positive Business Climate**. Maintained online regional Business Directory; Sponsor for 2nd annual Community Guide. Shared online business education webinar info.
2. **Social Media Outreach**. Promoted Chamber member and community events on Facebook, > visibility & engagement.
3. **Completed 2022 GVTT Grant Project**. Submitted project final report; Scottsville and Mumford self guided tours maintained on Chamber website.



- CONNECTIVITY

1. **Networking Meetings**. Sponsored two networking meetings to exchange information, helping to connect member businesses and communities.
2. **Conduit to Local and Regional Entities**. Four 2024 *information sharing meetings with area municipal and school system leaders*; Contributing partner with Wheatland and Scottsville municipalities as community member of Letchworth Gateway Villages.



Annual Operating Plan Highlights



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- ORGANIZATIONAL EFFECTIVENESS

1. **Membership Growth & Engagement.** *Grow organizational and friends memberships by at least 20% each*; include at least two new industrial members. Targeted membership campaign with lapsed member outreach. Improve member and candidate member communications delivery.
2. **Increase Non-Membership Fee Revenue.** *Secure at least five annual sponsorships in addition to at least \$ 600 in fundraising.*
3. **Operational Excellence.** Increase efficiency of managing member and candidate member information, communications and payment processing.

- ADVOCACY

1. **Voice of Area Business.** Develop a survey to collect area business perspectives and needs in support of an advocacy platform to share with municipal entities.
2. **Business and Citizen Recognition.** *Develop approach to recognize excellence in business*; Continue sponsor for Academic Scholarships, Wheatland CHoF programs.



Annual Operating Plan Highlights



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- BUSINESS SUCCESS

1. **Business Education**. Share relevant online content.
2. **Business Employment**. *Sponsor an area Job Fair.*
3. **Regional Marketing & Promotion**. Collaborate with Featured Media to *increase Community Guide business participation by at least 15%*.
4. **Expand Chamber Social Media Presence**. Increase reach of Chamber Facebook Page; Explore use of additional social media channels.



- CONNECTIVITY

1. **Increase Networking Meeting Participation**. Sponsor two annual meetings (spring & fall) with special focus topics and guest speakers.
2. **Conduit to Local and Regional Entities**. Continue to develop information sharing for mutual benefit and alignment with area municipalities, school systems and other potential strategic partners.
3. **Promote Business and Community Connections**. Maintain online Business Directory; Continue distributing GWA Chamber Gold Card.

Premier Member Recognition



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Vanguard Website Solutions



Genesee Valley Agency



Banach Wasson Team of eXp Realty

