



DECEMBER 2016 CHAMBER LINK

BUSINESS *after hours*

Business After Hours

~Ravens Landing!!

Our holiday Business After Hours will be hosted by Ravens Landing at 101 Main Street in beautiful and historic downtown Penn Yan. Plan to join us on December 14th beginning at 5PM. The event will feature an array of hors d'oeuvres and liquid refreshment.

For 20 years, Cindy Lane Newcomb and Raven's Landing have been serving clients like you with down-to-earth services. Knowledgeable in many fields, you can come to Cindy for everything from psychic and medium services and ancient healing therapies to life coaching, past life regression and even traditional spa services.

This month the cash prize drawing will increase to \$600.00, since we didn't have a winner in October. (We drew IBS Builders.) Every Chamber member is eligible to win this prize, you just have to be in attendance.

BAH is free and open to the membership of the Chamber and the community at large. It's a great way to expand your business network and find new opportunities. Reservations aren't necessary and we encourage you to bring along a co-worker or friend. For more details, call the Chamber at 315.536.3111.



Digital ChamberLink

~Print Edition Ends

You are holding the final print edition of ChamberLink. The Chamber's Board of Directors has decided that beginning in January 2017 we will only produce the digital edition.

The print edition of ChamberLink debuted in January of 2004 and was a reincarnation of the popular "Insights" newsletter which debuted in September of 1992. The decision to go strictly digital was made when the cost of the print production increased significantly, back in September. At the current rate of printing and handling and the postage, we would expend over \$6,000 per year to produce the print edition. This cost savings can be applied to the Chamber budget and allow us to expand programming in other areas.

Hopefully, you are already receiving the digital edition, but if not, please e-mail mike@yatesny.com to be asked to be added to the distribution list. If you have questions or comments about this change, call the office at 315.536.3111.



Annual Business Meeting

~Oxford Economics Data Studied

Over 70 Chamber members and guests gathered at the Keuka Restaurant on Wednesday, November 16th to elect officers and directors for the coming year and to reflect on the accomplishments of the past 12 months and look ahead to the next 12 and beyond.

Unanimously selected to serve on the Executive Committee were: Kathy Waye from Keuka College for Chair, Josh Trombley from the Keuka Restaurant for Vice-Chair; Susan Baron from Los Gatos B & B for Secretary and Sue Andersen from Lyons National Bank for Treasurer. The Board Class of 2019 was duly elected and includes: Kathy Gernold from KG Graphics; Tracey Knapp from the Water Street Pharmacy; Ray Spencer from Water Street Wines & Spirits and Josh Trombley from the Keuka Restaurant.

President Mike Linehan and Board Chair Kathy Waye presided over the meeting with Harold Gray delivering the Long Range Planning Committee report.

Each year the State of New York contracts with Oxford Economics to conduct a research study relative to the tourism industry and the economic impact that it has. The study is broken out by region and county and it is a great benchmark to assess the impact that marketing activities have on visitor spending.

The results of the study for 2015 were reviewed at the meeting and show that visitors spent \$65.8 million generating labor income of \$26.6 million which supports 866 employees. Yates County grew 5.3% year over year and outpaced the average increase of its peer group.

Further, the group studied data that shows the financial impact that the hotels in Penn Yan have on the local economy. Currently there are 202 rooms in national chain hotels in the Village. With an average weekend rate of \$170.00, these rooms generate \$34,340 per night in room revenue. Using these numbers and data compiled by Randall Travel Marketing, we can calculate that total visitor spending per day (on sold out weekends) tops \$86,000.

A complete copy of the Oxford study and the Powerpoint presentation that was given at the meeting are available by calling the office (315.536.3111) or by e-mail, mike@yatesny.com.



Tourism Advisory Committee

~Funding Decisions for 2017

The Tourism Advisory Committee met in early October to consider proposals from nine tourism entities who were seeking funding from our share of the occupancy tax. The TAC is made up of 8 local tourism professionals and government officials.

The organizations that will receive funding in 2017 are:

Yates County Tourism	\$151,700
Finger Lakes Tourism Alliance	\$ 21,860
Finger Lakes Wine Country	\$ 67,500
Keuka Wine Trail	\$ 10,000
Arts Center of Yates County	\$ 7,500
Rotary Club Wine Festival	\$ 7,500

Since 2008 the occupancy tax has provided the tourism industry with over \$1M dollars to be used on marketing and promotion for our local economy. At the same time, this tax has provided the County with the same amount of revenue, helping to keep taxes in line. Tourism really works for America and for Yates County!!



Center for Dispute Settlement

~Delinquent Account Assistance

As the end of the year rapidly approaches delinquent accounts may be looming a bit large in the balance sheet. Deciding what to do with these accounts is an added stress at this time of year. Conversations about money owed can be uncomfortable for some folks. Business owners concerned about maintaining good relationships with clients may be hesitant to pursue payment aggressively. However, “hoping to get paid” will not be a successful business strategy in the long term!

The Center for Dispute Settlement can assist businesses with collecting overdue accounts or unpaid bills. The Center, a non-profit, has been providing dispute resolution services to Yates County residents since 1985. The Center’s confidential, low cost services are an effective alternative to filing an action in Small Claims Court or turning the account over to a collection agency. Contact the Center at (315) 531-3409 to learn more about moving overdue accounts to the “paid” column!



Cookie Walk

Yates County Business Briefs

Holiday Cookie Walk - Homemade cookies and goodies, sold by the pound to benefit the Keuka Comfort Care Home. Thousands of cookies to choose from. Gluten Free selections are available as well as fudge, peanut brittle, and toffee. Most cookies are \$8/pound and they sell out fast. Event begins at 10AM sharp on December 17th at the Penn Yan Presbyterian Church. Plenty of parking off Main Street. Keep an eye on <http://keukacomfortcarehome.org/cookie> for more information or to sign up to bake!

Dundee’s “Touch of Christmas” – take the family to Dundee for an old-fashioned Christmas Celebration on Saturday, December 10th from 6PM – 8PM in the Seneca Street Park. Events include: Rocky the Clown, Christmas Bear, Horse and Wagon rides,

lots of yummy food and drink and of course, a visit from Mr. & Mrs. Claus. Don't miss this family favorite!! 607-243-8678 for more information!

Chamber Nametags - have you noticed the gold nametags that Chamber staff and Board members have been wearing to BAH and other Chamber events?? We think that they really help folks to stand out in a crowd and they are great at other community events to demonstrate support for the Chamber. These nametags carry a charge of \$10.00. All you have to do is call the office (315.536.3111) and give us the names and business associations that you would like engraved in gold and we'll do the rest of the work. Get yours today – this is a limited time offer!!

Unclaimed Funds?? – just a reminder that you might want to stop by the Chamber office and have us check with the NYS Comptrollers office. You might have a secret stash of cash hidden somewhere in the Comptrollers office. So far we have uncovered funds for several local folks, and we don't charge a penny to do it!!!

Free Events Publicity – here's the best deal going. If you have a special event that you would like the world to know about – all you have to do is let us know. We will include it on our website – free of charge. The event listings on the website are used by a variety of media outlets around the Empire State so your listing on there will get you tons of exposure. All you have to do is FAX us the information, 315.536.3791 or e-mail jody@yatesny.com.

Internet, Internet, Internet – we keep reminding you and will do so until we have EVERY member listing on www.yatesny.com perfect. Log on today and search for your business, then search for your competition. Think about what keywords we could add to your listing to assist customers in finding you. This is one of the many benefits of membership and unlike other Chambers, we have never charged you a dime!!

Chamber Talk – be “in the know” and “ahead of the game” by listening to the only radio program in the County devoted to business issues. Chamber Talk can be heard on WFLR Radio (96.9FM, 101.9FM and 1570AM) the first Thursday of each month at 8:35AM. The program looks at current trends in the business community and gives listeners an inside look at Chamber programming. Tune in!!

SCORE – don't forget that another great Chamber service is SCORE, small business counseling. Offered by the US Small Business Administration, SCORE matches retired business leaders with emerging entrepreneurs. The retirees offer their years of knowledge and expertise to help support the new businesses. The service is free, confidential and VERY effective. Call the office today to learn more!



CALENDAR OF EVENTS

December

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| 14 | BAH – 5PM – Raven’s Landing |
| 17 | Cookie Walk – 10AM – PY Presbyterian Church |
| 25 | Merry Christmas!! |

Thought of the month

Christmas is a tonic for our souls.
It moves us to think of others rather than of ourselves.
It directs our thoughts to giving.