

## SEPTEMBER 2016 CHAMBER LINK



### **Business After Hours**

~Arts Center of Yates County!!!

Our September tradition is to host a Business After Hours event in conjunction with the United Way's campaign kick-off and that tradition will continue on September 14, 2016.

Join us at the Arts Center of Yates County on Wednesday the fourteenth at 5PM as we celebrate the end of a great summer season and the beginning of the fund raising season for our United Way. The Arts Center is located in the former Maxwell Building at 127 Main Street in beautiful, historic downtown Penn Yan. The event is jointly sponsored by Lyons National Bank and Community Bank, NA.

Members of the United Way team will be in attendance to chat about their agency's great work here in Yates County and to provide a glimpse into the future regarding programming and the financial needs of a variety of community non-profit groups.

It's no surprise that we'll have plenty of great food and drink and there will be several door prizes offered!! We didn't have a winner in August so our cash prize drawing grows to \$500.00 – and all you have to do is attend to be eligible to win!

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.



FINGER LAKES CHAMBER OF COMMERCE  
[www.fingerlakeschamber.com](http://www.fingerlakeschamber.com)

### **Yates County Tourism**

~Research Results are In!!

Each year the State of New York contracts with Oxford Economics to conduct a research study relative to the financial impact that the tourism industry has on the economy. The results of the study from 2015 were recently released and we are sharing some of the highlights with you.

1. Visitors to Yates County spent \$65.8M dollars in 2015. This spending supported 866 tourism related jobs with an annual payroll of \$26.6M. In addition, this spending generated \$4.8M in local tax revenue.
2. The Finger Lakes region saw 0% growth in 2015, year over year. Locally, however, Yates County saw 5.3% growth, which outpaced the average of counties with similar levels of visitor spending.

3. The tax revenue generated by visitor spending saved every household in Yates County \$886.00 in property taxes, the highest of any Finger Lakes county.

Another interesting statistic is gained by studying the development of the chain hotels in the Village of Penn Yan. In 2002, there were no nationally affiliated hotels in the County.

Today we have 202 rooms in properties supported by a national chain. When these rooms are full, in-season and on a weekend evening, they generate \$34,340 in room revenue and just over \$88,000 in total spending – per night!!!

The complete Oxford report is available at the Chamber office, just give us a call, shoot us an e-mail or stop by and we will get you a copy! 315.536.3111 || [mike@yatesny.com](mailto:mike@yatesny.com)



### **Celebrate the Harvest** ~ Keuka Wine Trail

The Keuka Lake Wine Trail invites visitors to experience a weekend of wine tasting paired with foods highlighting the best of regional flavors. The seven wineries of the Keuka Lake Wine Trail will once again usher in the fall season with their popular **Harvest Celebration of Food and Wine, September 17-18, 2016**. Ticket holders will receive a signature wine glass at their starting winery and sample a delicious array of world-class Finger Lakes wines, from classic dry varietals to luscious sweeter wines, along with an assortment of autumn-inspired foods. The event runs from 10am to 5pm both days.

While driving along Keuka Lake's scenic wine route, attendees will enjoy the scents and sights of the harvest season with stops at wineries offering savory and sweet specialties prepared with ingredients from the local bounty such as pumpkin, sweet potatoes, apples and grapes. The winemaker and vineyard crew are likely to be either harvesting or pressing grapes, and event attendees will enjoy mingling with the tasting room staff to taste and appreciate the fruits of the labor.

Tickets may be purchased online at [www.keukawinetrail.com](http://www.keukawinetrail.com), by phone 800.440.4898, or at any Wegmans customer service desk. Weekend tickets are \$30 per person and Sunday Only tickets are \$24 per person. Designated driver tickets are available at a \$5.00 discount. Large groups should contact the Wine Trail office to confirm their itinerary prior to booking through a transportation company. To receive the latest event updates and previews, find the Keuka Lake Wine Trail on Facebook.



## **VOLUNTEER OF THE YEAR AWARD**

~Nominations Accepted Now!

The Chamber once again is accepting nominations for the Annual Volunteers of the Year Award. This award, established by the Chamber in 2002, honors Yates County citizens who volunteer their time and talents in the community.

“Over the past fourteen years, the Chamber has honored several residents of Yates County with this honor and it is always fun and gratifying to hear the stories of dedication. This award was established to recognize the outstanding contributions of volunteers throughout our county and provide public awareness of the incredible hours of work that are devoted by thousands of volunteers each year”, noted Chamber president, Mike Linehan.

The awards will be given at the Chamber’s annual meeting in November. Recipients will be chosen by a panel of Chamber Board members from nominees that are submitted by area organizations and residents. Selection criteria include: outstanding contributions to one or more organizations, a role model for other volunteers, loyal service to an organization and a strong commitment to its mission.

Nominations for the award will be accepted by the Chamber until October 14, 2016. Nomination forms are available at the Chamber offices or by calling 315.536.3111.



### **Tourism Advisory Committee**

~2017 Grant Round Begins

The Yates County Tourism Advisory Committee (TAC) announced last month that the process for accessing funding for tourism marketing strategies in Yates County has been put in place.

The TAC was formed by the Yates County Chamber of Commerce per a resolution from the Yates County Legislature. The mission of the TAC is to solicit and consider proposals from local groups that are interested in receiving funding through the County’s occupancy tax. The TAC is made up of nine tourism professionals and representatives from County government.

The committee will review proposals from agencies, community groups, event planners and others who are involved in marketing initiatives that bring visitors from outside the County. An emphasis will be placed on activities that create overnight visitation.

To participate in the program, call or e-mail the Chamber (315.536.3111 || [mike@yatesny.com](mailto:mike@yatesny.com)) to request an information packet, including an instruction sheet and program form.

Deadline for submissions is Friday, September 23, 2016.



## Yates County Business Briefs

*FLARES* – let's "Light Up the Lake" on the Saturday of Labor Day weekend. Flares get lit on the perimeter of the lake at 9PM on September 3<sup>rd</sup>. It is really quite a spectacle and shouldn't be missed. Don't live on the lake?? There are lots of public access points where you can light your flare and enjoy the show. Flares are available at stores in Hammondsport, Penn Yan and Branchport. Call 315.536.3111 for all the details!

*Business After Hours 2018* – believe it or not – we are completely booked for the 2017 BAH season and only have six dates left for 2018. One of these hot dates can be yours by calling the Chamber at 315.536.3111. These will go fast so don't delay!!

*FLX Lunch* – have you checked out our hot promotion?? Visit [www.flxlunch.com](http://www.flxlunch.com) on a daily basis to check out specials and soups at over twenty local restaurants. We think that this tool makes it easier for folks to enjoy "lunching" here in the Finger Lakes and so far, we are averaging about 75 looks per day at the site. Are you a place that offers lunch specials and would like to be listed?? Just call us at 315.536.3111!

*Defensive Driving Course* – the Yates County Chamber of Commerce is currently taking advance registration for it's Defensive Driving Course being offered during the month of September. The class will be held on Wednesday and Thursday, September 7<sup>th</sup> and 8<sup>th</sup> from 6PM – 9PM each evening. The six-hour course is held at the Chamber office located at 2375 Route 14A just south of the Village of Penn Yan. Successful completion of the course affords drivers a ten-percent reduction in their liability and collision insurance premiums as well as a four-point reduction on their DMV record. The cost of the six-hour course is \$35. Advance registration is mandatory, as class size is limited. To register for the class, just call the Chamber at 315-536-3111 or stop by their offices at 2375 Route 14A in Penn Yan.

*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.

*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!!

*Digital Edition* – don't forget that you can subscribe to the digital edition of ChamberLink by sending an email to [mike@yatesny.com](mailto:mike@yatesny.com). The digital edition is delivered via an e-mail link to our website and guarantees that you will get the "hot news" 3-5 business days before the printed edition arrives in the mail!

*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](mailto:jody@yatesny.com).

*Internet, Internet, Internet* – we keep reminding you and will do so until we have EVERY member listing on [www.yatesny.com](http://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!!

*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

*September*

1	Chamber Talk – WFLR – 8:35AM
6	Retail Council – Chamber Office – 8AM
7&8	DDC – Chamber Office – 6PM – 9PM
8	Board Meeting – Chamber Office – 7:45AM
14	BAH – Arts Center of Yates County – 5PM
17 & 18	Harvest Celebration – Keuka Wine Trail – 10AM – 5PM
22	Long Range Planning Committee – Chamber Office – 8:30AM

### Thought of the month

**B+** Not my blood type – Not my math grade in high school – It's my favorite quote!!  
Be Positive!!