



# 2022 ANNUAL CEO REPORT

TICONDEROGA AREA CHAMBER OF COMMERCE  
*BUSINESS & VISITOR CENTER*  
**BRIEF REVIEW & HIGHLIGHT OF 2022**

## **Mission:**

To initiate and provide programs, services, and leadership which will enhance a cooperative business community and create a vibrant economy, making the Ticonderoga Area an exceptional place to live, work, and visit.

## **Vision:**

The TACC will be the leading advocate for business, serving as a driving force in the economic vitality of the greater Ticonderoga Area, uniting communities and maximizing resources.

## **Tag Line:**

Business Focused. Community Minded. Future Driven.

## **Key Areas of Focus:**

Membership: Membership Services, Growth, & Retention

Business: Business Services, Support, & Development

Tourism: Marketing, Events, & Visitor Services

Communication: Public, Business & Community Relations

Leadership: Partnerships, Economic Development, Sustainability, & Advocacy

Organization: Finance, Staff, Board of Directors, & Ambassadors

## **Service Area:**

Ticonderoga, Crown Point, Hague, Moriah & Putnam, New York

# MEMBERSHIP

## MEMBERSHIP SERVICES, GROWTH & RETENTION

## MEMBERSHIP AT A GLANCE

**Total Membership: 335**

**New Members: 26**

**Cancelled: 16**

*\*Mostly due to retirements & moves.*

**9 percent total Membership  
Growth in 2022.**

**TACC assisted over 99 Members  
directly with their specific  
requests, needs and projects.**

*See additional information in this document.*

## MEMBER BENEFITS

### 2022 Member Benefits Review

TACC along with our partners continued to provided an array of important Member Benefits in a number of areas as one of our main focuses. See the 2022 Member Benefits 101 or the TACC Membership Packet & Application for a review of these benefits.

*See additional information in this document.*

### New Member Benefits/Chamber Master Enhancements:



TACC also continued to utilize and enhance our Chamber & Data Base Management system to be able to offer expand Member Benefits. This included pushing the use of Member Log In, Online Payment Portal, Online Event Registration, Job/Employment Postings, Local Deals, & Enhanced Business Listings. This will continue to be a focus throughtout 2023 as well as developing additional Member Benefits!

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*26 New Members In 2022*

### TACC Member Benefits 101

**Maximize Your Chamber Benefits!**  
New & Expanded TACC Member Benefits Coming Soon!  
Brief Highlights of Benefits. See Chamber for detailed information.



**Marketing, Promotion, Publicity & Exposure**

- Website Listings on [www.ticonderogany.com](http://www.ticonderogany.com), [www.lakechamplainregion.com](http://www.lakechamplainregion.com) (via ROOST), & [www.ticonderoga360.com](http://www.ticonderoga360.com) (eVision Digital Marketing).
- Listing in the printed and online Chamber/Business Directory.
- Members can display printed materials for distribution at the Chamber Office.
- We will share your press releases as well as assist in writing & formatting press releases, flyers, etc.
- The Chamber will list all of your events, meetings, or general dates to remember on the online calendar.
- In addition TACC will ensure events are listed on the county tourism calendar.
- Access to a variety of marketing, promotional, and sponsorship opportunities (many free and low cost).
- Representation throughout the area & region as well as for economic development purposes.
- Networking opportunities to connect with other businesses & organizations.
- Members can submit news/Info for the Monthly Member News email blast (due the first Monday of each month).
- NEW: Enhanced Business Listings, Jobs Posting Opportunities Center, Member Log In Center (online payment portal, update listing information, & more), & Online Event Registration. Contact TACC to learn more and utilize these new and existing Member Benefits.

**Member Referrals**

- Professional & courteous staff that promote the area and their Members by providing answers and information to visitors and the community. TACC only provides referrals to Members.

**Chamber Communications**

- Receive the TACC Memo with important information on news (area, regional, state, etc.), services, programs, events, marketing opportunities, seminars, general updates, and much more.

**Business Support, Services, & Resources**

- TACC offers daily-fore on one business support and services directly to our Members as well as new/potential new businesses. Business support, services, resources, and counseling are also available via our partnership with the North Country Small Business Development Center, SCORE, and the Adirondack Economic Development Corporation. Business Transition services are also available via our partnership with the Center For Businesses In Transition.
- Fax (free) & Copy services (discounted rates) available.

**Business Seminars & Trainings**

- Seminars, trainings, workshops & informational meetings on an array of topics are available throughout the year to assist making your business or organization successful. Many FREE for TACC Members!

**Partnerships**

- TACC Members automatically become Associate Members of the North Country Chamber of Commerce giving you access to a Commerce Card Discount Program (Member To Member), Energy Savings Program, & the Health Insurance Services. TACC Members have access to an array of promotional and marketing opportunities via the Regional Office of Sustainable Tourism (ROOST)/Lake Champlain Region. TACC Members have access to additional benefits via our partnership with Ticonderoga360/eVision Digital Marketing including Business Spotlight articles (blog) and more! The TACC is partners with a number of organizations and economic development agencies giving our Members access to an array of resources and services. *See Did You Know?*

**Creditability, Community Involvement, & Support**

- Being a Chamber Member says you belong to & support the local community. It shows that you are dedicated to the success & future of the Ticonderoga Area, your community, and the Chamber.

**TACC Mission:** To initiate and provide programs, services, and leadership which will enhance a cooperative business community and create a vibrant economy, making the Ticonderoga Area an exceptional place to live, work, and visit. TACC Vision: The TACC will be the leading advocate for business, serving as a driving force in the economic vitality of the greater Ticonderoga Area, uniting communities and maximizing resources.

Did you know without the support and dedication of our members and partners at the Chamber does to serve, market, and promote the Ticonderoga Area would not be possible! Thank you for your commitment to the Chamber and the positive and productive future of the community! For a Ticonderoga Area business directory, calendar of events, or area information visit [www.ticonderogany.com](http://www.ticonderogany.com) or call 518-585-6619. THINK LOCAL!

**For additional information, general questions, or specific needs for your business or organization contact Your Chamber Team!**

**518-585-6619 - [www.ticonderogany.com](http://www.ticonderogany.com)**

**INFO**  
BUSINESS & VISITOR CENTER  
[www.ticonderogany.com](http://www.ticonderogany.com)  
518-585-6619

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*Member Benefits  
Enhanced & Expanded 2022*

[www.ticonderogany.com](http://www.ticonderogany.com)  
Member 2022-2023



**TICONDEROGA AREA  
Chamber of Commerce**  
Business Focused. Community Minded. Future Driven.



# 1052

*TACC Provided Business Support, Services, & Assistance To 1052 Members & Existing Businesses, Individuals Planning To Open Businesses, & Businesses With Specific Challenges or Needs. Note this does include assisting the same business or person more than once and with additional needs.*

## BUSINESS: BUSINESS SERVICES, SUPPORT, ASSISTANCE & DEVELOPMENT

TACC provided an array of general business support, services, assistance and development to over **1052 Members, Businesses, and Entrepreneurs**. These services were provided directly by TACC or in coordination with our Business Support Partners. See *Partner section*. **5 new brick and mortar businesses opened in the Ticonderoga Area. 2 businesses opened as homebased businesses or began operating in the area.** *Note this only reflects those TACC work directly with.* TACC hosted several **workshops/webinars and co-hosted additional webinars and calls including Child Care Webinar & 10 Week Business Class with AEDC.**

### **COVID-19 Business Resource & Assistance Center:**

TACC continued to assist area businesses and organizations with updates NYS information and opportunities throughout 2022.

### **Center For Businesses In Transition (CBIT):**

TACC assisted a number of businesses and potential entrepreneurs in 2023 in regards to Business Transitions. TACC is currently assisting multiple businesses planning transition via our partnership with the Adirondack North Country Association/CBIT Program, Virtual Working Group, and upcoming CBIT Conference.



**TACC provided and hosted an array of monthly services in coordination with our partners including Health Insurance, Business Development Services, & More**

### **TACC officially launched our Branded SMALL TOWNS BIG OPPORTUNITIES initiative**

the team has been working on throughout the pandemic. This initiative focuses on Business Recruitment & Retention, promoting businesses for sale, commercial spaces available, employment opportunities, living in the area, and

support/services/resources available. Thank you National Grid!



# TOURISM MARKETING, EVENTS & VISITOR SERVICES

## WEBSITE & SOCIAL MEDIA DATA

The **TACC website** had over **51,000 users in 2022** with most users visiting multiple pages within the site. Out of the 51,000, **25,478** were new users in 2022. The pages most visited in addition to the home page were the Business Directory, Calendar of Events, Employment Opportunities & News Room.

**Google My Business Listing:** Viewed over 56,000 times.

**Facebook Highlight:** The TACC facebook reached over 63,000 people. We currently have over 4,014 likes (365 new likes in 2022) and 3,864 followers. Event posts were the most interactive with users.

# 51,000

The TACC website had over 51,000 users in 2021.



## GENERAL MARKETING INFO

**TACC implemented the following Marketing Projects in 2022:** TACC website updates & content enhancement, continued to distribute 2021/2022 Ticonderoga Area Brochure (print & digital), Summer of Fun Events Rack Card, Fall Into Fun Events Rack Card, Advertisements in Vacation Guides, Event Advertisements, and Magazines, Etc.

*\*Marketing materials were distributed locally, regionally, throughout the state, and beyond. They were also provided to visitors.*

*TACC is planning to launch, in the next few years, a separate Tourism/Visitor focused website. This is on our long term goals & objectives for the next 5 years.*

**ROOST Highlight:** TACC wrote **30 visitor blogs** in 2022 that were used by ROOST on their Lake Champlain Region website and Adirondacks, USA email blasts. In addition, TACC provided monthly business and content updates as well assisted in maintaining the Lake Champlain Region Calendar of Events (see event INFO). TACC also provided LCR INFO to visitors at the TACC Office, served on their Marketing Committee, & worked daily with the ROOST/LCR Team on numerous items. See *other report items*.

## EVENT INFO

TACC hosted and/or coordinated with our partners **over 41 events** which includes large visitor focused events, community events, business events, grand openings, DRI open houses, etc. TACC/Ticonderoga Area coordinated, worked with, and hosted over **42 Fishing Tournaments**. The Farmers Market moved to Downtown Ticonderoga (12 markets held with record vendor and community attendance) as one of our strategic goals and we launched Restaurant Weeks in 2022.

*Note that multi day or weekly events are counted as one event in the numbers above. See the 2022 Save The Date and our online calendar for event information.*

**TACC inputted and updated over 1400 events** on the Ticonderoga Area and/or Lake Champlain Region Calendars. TACC had over 3600 event inquiries.

*\*Note this is via phone, email, walk-ins, & social media. This does not include event INFO obtained directly from the TACC website or social media pages on their own.*

## VISITOR SERVICES

**TACC directly assisted over 4200 visitors** in 2022. This is visitor specific and general services and not event inquiries.

*\*Note this is via phone, email, walk-ins, and social media. This does not include visitor information obtained directly from the TACC website or social media pages on their own.*

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Press Releases Issued In 2022

## COMMUNICATION PUBLIC, BUSINESS & COMMUNITY RELATIONS

TACC strives each and every day to provide stellar communication to our Members, Businesses/Organizations, and the Community as a whole via email communications, our website, social media channels, and local/regional media outlets.

TACC sent 77 **TACC Memos, Member News & Other Communications** via constant contact to our Members, area businesses & organizations, community members and visitors in 2022.

The content of the communication dictated who the communication was sent to. TACC has multiple email communication lists. TACC also served as the marketing and communication chair for the Ticonderoga DRI Committee.

In addition to communication via constant contact, our website, and social media TACC wrote and issued **52 press releases to over 40 media outlets** throughout 2022. TACC also followed up on press releases issued. TACC also sent out Member Press Releases upon request as well as assisted a number of organizations with their press releases.

See the TACC Did You Know which highlights all the TACC provides via their role within the Ticonderoga Area.



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TACC Memos & Communications  
Sent Throughout 2022



Throughout 2022 TACC Continued To Promote Our **THINK LOCAL** campaign.

**Did You Know?**  
**The Ticonderoga Area Chamber of Commerce...**

- Serves as the Ticonderoga Area Business & Visitor Center. *INFO Center*
- Serves, Markets and Promotes the Ticonderoga Area including Ticonderoga, Crown Point, Hague, Moriah, and Putnam, NY.
- Initiates & Provides programs, services, and leadership on a local and regional level. Guided by our Mission, Vision, Tag Line, and 6 Key Areas of Focus. *"See Mission & Vision, Tag Line & Key Areas of Focus"*
- Provides an array of benefits for its members including marketing & promotion, referrals, trainings, business support/services, health insurance, benefits services via our partners, and more. *See Benefits 101.*
- Provides a variety of business support, services, planning, development, resources & counseling to existing businesses, new businesses, and future businesses. Proactively reaches out to prospective companies & businesses to promote the Ticonderoga Area.
- Answers many visitor and community questions/requests via phone, email, walk-in, social media and mail. *Sends visitor INFO packets.*
- Assists area organizations with their events and projects.
- Maintains the areas online calendar of events. Assists in maintaining the Lake Champlain Region Calendar & Business Directory.
- Serves as the Community Coordinator for all Ticonderoga Area & Lake Champlain Region Fishing Tournaments, the Ticonderoga Area Farmers Market, and the Ticonderoga Montcalm Street Partnership.
- Plans and hosts free community events and events to draw visitors.
- Maintains the information booth located at Liberty Monument, the Information Hut at the Fort Ticonderoga intersection, and an Information Board at the Amtrak station in Ticonderoga.
- Affiliated with the Lake Champlain Region Visitor Center.
- Partners with the Town of Ticonderoga, Regional Office of Sustainable Tourism Lake Champlain Region Visitor Center, Plattsburgh North Country Chamber of Commerce, Ticonderoga Montcalm Street Partnership Small Business Development Center, Adirondack Trail Riders, eVision Digital Marketing (Ticonderoga360), Essex County Industrial Development Agency, the Adirondack North Country Association/Center For Businesses In Transition, Town of Hague, and the Adirondack Economic Development Corporation.
- Works closely with other area organizations and economic development agencies locally, regionally, and the state level.
- Provides copying, faxing, and scanning services. *And More!!*



# LEADERSHIP PARTNERSHIPS, ECONOMIC DEVELOPMENT/SUSTAINABILITY & ADVOCACY

## PARTNERSHIPS

TACC Partners with numerous organizations including the Town of Ticonderoga, Regional Office of Sustainable Tourism/Lake Champlain Region Visitor Center, North Country Chamber of Commerce, Ticonderoga Montcalm Street Partnership, Small Business Development Center, Adirondack Trail Riders, eVision Digital Marketing, Essex County Industrial Development Agency, Adirondack North Country Association/Center For Businesses In Transition, Town of Hague, PRIDE of Ticonderoga & the Adirondack Economic Development Corporation.

TACC also works closely with other area organizations and economic development agencies locally, regionally, and at the state level. TACC also communicates regularly with local, regional, and state representatives advocating for the business community and the Ticonderoga Area as a whole.

Each partnership agreement varies and TACC provides specific duties directly for, or on behalf of, certain partner agencies. Ask TACC President & CEO for more information.

## ECONOMIC DEVELOPMENT & SUSTAINABILITY

In coordination with partner agencies, municipalities, and other organizations TACC works diligently to provide an array of programs, services, and economic development efforts on behalf of the Ticonderoga Area. In addition to all of the services and items listed within this report, TACC also reached out to 8 companies directly to promote the Ticonderoga Area as a viable location. Economic Development is a range of all of our services, programs, efforts, events, and initiatives, that together with our partners will continue to move the community forward.

### **Ticonderoga Downtown Revitalization Initiative:**

TACC served as a strong and active leader on this committee. As a brief highlight we created the DRI logo, launched the DRI website, assisted in coordinating all public participation events and surveys, visited all businesses on Montcalm Street to gather important investment and project information, participated and help lead a visit with ESD as well as a call with ESD and the NCREDC scoring committee.



HEALTH  
DEPARTMENT



# Team TACC 2022

## IT TAKES A TEAM!



## ORGANIZATION

### FINANCE, STAFF, BOARD OF DIRECTORS & AMBASSADORS

#### Finance:

See the 2022 Draft Financials & End of Year Report provided by the TACC Treasurer.

#### Staff:

President & CEO: Matthew Courtright

Events & Member Service Manager: Erin Mullen

Employment Opportunities & Calendar Coordinator: Megan Bambara

Office Administrator: Kelly Carey

*\*All staff also serves as Visitor Service Representatives and Kelly was Farmer's Market Manager. Kelly did take another job in late 2022 but remains on a few hours a week to assist with billing and office tasks.*

#### Board of Directors:

**BOARD CHAIR:** Carolyn Ida, Sylvamo

#### VICE CHAIRS

Allison Kaupelis, Best Western Plus Ticonderoga

Sally Rypkema, Hague Market/Juniper on 2

Rikki Galusha, Adirondack Camp

**SECRETARY:** Laurie Cossey, Ticonderoga Central School

**TREASURER:** Karen Hennessy, Sugar Hill Manor B&B

*\*Chair, Vice-Chairs, Secretary, & Treasurer serve as the TACC Executive Committee.*

#### DIRECTORS

Katie Alexander, Ticonderoga Animal Hospital

Mark Barber, Burleigh's Luncheonette

Joe Bodette, The Candy Corner/Bodette's Barbecue

Kellie Bilow, Lakeside Regional Church

Maletta Hourigan, Silver Bay YMCA/Your Quilt Shoppe

Selena LeMay-Klippel, North Country Community College

Renee Scuderi, Tromblees Greenhouse & Gift Shop

Starr Smith, Glens Falls National Bank

Kristen True, UVMHN Elizabethtown Community Hospital

**IMMEDIATE PAST CHAIR:** Shana Macey, Bridge Point Communication

**EX-OFFICIO:** Mark Wright, Town of Ticonderoga Supervisor

#### Ambassadors:

Jodi Gibbs, UVMHN-Elizabethtown  
Community Hospital

(Ambassador Chairperson)

Megan Bambara, Ti Automotive

Angela Brown, Century 21 Adirondacks

Marie Gijanto, Spic-N-Span Cleaning

Casey King, Julie & Co. Realty

Nancy Ockrin, Stoney Lonesome B&B

Ashley Pezanowski, Sylvamo

Megan Scuderi, Blee's Brand

Terry Smith, Heritage Museum

Judy Walker, Ticonderoga Festival Guild

Megan Walls, Lakeside Regional Church

**\*In addition, TACC has other Committee Volunteers, our Young Professional Network, and regular volunteers. TACC also works with local organizations that volunteer with TACC for employment development services.**





# ADDITIONAL INFO

## ADDITIONAL 2022 INFORMATION

### BUSINESS INQUIRES

TACC had over 2,000 Business Inquiries in 2022. Business inquiries are phone calls, emails, walk-ins, and social media questions looking specifically for a businesses or organizations contact information, hours of operation, etc.

*Note this is via phone, email, and walk-ins that specifically requested business information only. This does not include INFO obtained directly from the TACC website or social media pages on their own.*

### LIVING HERE

TACC had 76 Living Here Inquiries in 2022. This is 76 people who contacted TACC before or after moving to the Ticonderoga Area. TACC provided them an array of INFO.

*Note this is via phone, email, walk-ins, and social media questions. This does not include INFO obtained directly from the TACC website or social media pages on their own.*

### EMPLOYMENT

TACC took 500 employment inquiries and posted 168 jobs on our new Employment Opportunities page. These jobs were viewed over 5,000 times.

*\*Note this is via phone, email, walk-ins, and social media questions. This does not include INFO obtained directly from the TACC website or social media pages on their own.*



### MEETINGS, COMMITTEES, & BOARDS

TACC hosted, participated in, and coordinated numerous meetings and committees throughout 2022. We continued to work with local, regional, state, and federal agencies and representatives.

TACC also serves on External Boards representing the Ticonderoga Area including the Essex County Industrial Development Agency, NCCC Business Council, and NCCC Community Campus Committee. In addition, TACC coordinates and hosts TMSP Committees. TACC also served as an active member of the Ticonderoga Downtown Revitalization Initiative Committee!

## THANK YOU!

A sincere thank you to all of our Members & Partners. You make all of our Member Benefits, programs, services, events, and efforts possible. Together we will continue to succeed and move the Ticonderoga Area forward in a positive and productive way.

*All information in this report is to best of our knowledge and was calculated using TACC Monthly internal tracking document, TACC reports, website analytics, social media analytics, and Chamber Master analytics.*