



**TICONDEROGA AREA
Chamber of Commerce**

Business Focused. Community Minded. Future Driven.

2023 TACC ANNUAL REPORT

BRIEF REVIEW & HIGHLIGHT OF 2023



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: 376

New Members: 47

Cancelled: 3

14.5 percent total Membership Growth in 2023.

TACC assisted over 99 Members directly with their specific requests, needs and projects. TACC provided **direct business outreach to 74 Members.**

See additional information within this document.

47

47 New Members In 2023



MEMBER BENEFITS

2023 Member Benefits Review

TACC along with our partners continued to provide an array of important Member Benefits as one of our key areas of focus.

See the 2023 Member Benefits 101 and the TACC Membership INFO Packet & Application.

See additional information within this document.

Expanded & Improved Member Benefits/Chamber Master Enhancements:

TACC continued to utilize and enhance our Chamber and 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, and Enhanced Business Listings. This will continue to be a focus throughout 2024 as well as further developing and finalizing additional TACC Member Benefits!

In 2024 TACC will be creating a Membership Guide and launching a "Why Become A TACC Member" Campaign.

74

Employment Opportunities & Outreach Coordinator provided direct outreach to 74 Members as part of our business outreach efforts to update their contact INFO, update web listings, and connect on their specific needs.

4

4 Member Benefits were enhanced or improved. TACC started to develop possible new Member Benefits for the next several years. A new Membership Sticker was created.

99

99 Members were directly assisted with their specific business needs, concerns, and projects.





2,100

TACC provided Business Support, Assistance, and Development Services over 2,100 times to Members, existing businesses, individuals planning to open businesses, and other 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 over **2,100 times to Members, Businesses, and Entrepreneurs.** These services were provided directly by TACC or in coordination with our Business Support Partners.

See Partner section of Annual Report.

11 new brick and mortar businesses opened in the Ticonderoga Area. 2 businesses opened as homebased businesses or began operating in the area. This only reflects those businesses TACC worked directly with. TACC hosted **18 workshops in coordination with a number of partner agencies** including Women In Business Workshop, Digital Marketing Series (8 weeks), and Leadership Development Series (8 weeks).

Thank you Adirondack Economic Development Corporation, North Country Chamber of Commerce, & the Adirondack North Country Association.

Center For Businesses In Transition (CBIT): ANCA

TACC assisted a number of businesses and potential entrepreneurs in 2023 in regards to Business Transitions. TACC is currently assisting multiple businesses planning to transition via our partnership with the Adirondack North Country Association(ANCA)/CBIT Program. TACC also assisted in hosting a Virtual Working Group and a number of virtual meetings.

See Press Release and Video about My Hope Flower Farm and The Country Florist business transition.

Planning For The Future: CBIT Program and TACC Small Towns Big Opportunities Initiative: Programs, Services, and Outreach:

TACC is working closely with ANCA to plan for the future of the CBIT Program and our Small Towns Big Opportunities initiative.



SMALL TOWNS BIG OPPORTUNITIES

Economic Development Initiative

Team TACC has been working hard on this initiative which focuses on business recruitment and retention, promoting businesses for sale, commercial spaces available, employment opportunities, trainings and workshops, business support and services, as well as promoting living in the Ticonderoga Area.

See additional INFO under Economic Development..

Business Support, Assistance, & Development Services Via TACC & Partner Agencies

TACC provided business assistance, support, and development services on a daily basis. TACC coordinated and hosted an array of monthly services in coordination with our partners including Health Insurance, Business Development Services, etc.

TOURISM MARKETING, EVENTS & VISITOR SERVICES

WEBSITE & SOCIAL MEDIA GENERAL DATA

The **TACC website** had over **40,000 users in 2023** with most users visiting multiple pages within the site. The pages visited most frequently, in addition to the home page were the Business Directory, Calendar of Events, Employment Opportunities, and News Room.

Facebook Highlight: The TACC Facebook page had a **total reach of 122,200 with over 42,000 interactions**. TACC had **3,902 likes and 4,426 followers** (546 new followers). 500 posts were created on Facebook. The TACC Instagram has over **1,000 followers** and reached over **1,100** people. In 2024 TACC will focus on Instagram growth.

GENERAL MARKETING INFO

TACC implemented the following Marketing Projects in 2023: TACC made many updates and enhancements to the website, continued to distribute the Ticonderoga Area Brochure (print and digital), Summer of Fun Events Rack Card, Fall Into Fun Events Rack Card, and Farmers Market Rack Card. TACC also placed advertisements in vacation guides and magazines.

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

TACC is planning to launch a separate Tourism focused website. See Small Towns Big Opportunities plan, TACC 5 Year Goals & Objectives, and the Ticonderoga DRI Marketing & Branding Plan.

ROOST Highlight: TACC wrote **11 visitor blogs** in 2023 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 as 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 a number of committees, worked daily with the ROOST/LCR Team on numerous items, and began coordinating Solar Eclipse meetings.

See other report items including calendar of events, visitor assistance, and event inquiry INFO.

40,000

Website Users.

122,200

Facebook reach.

4,700

Visitors Directly Assisted.

3,200

Event Inquiries Handled.

48

Events Hosted/Coordinated.

1,300

*Events Listed or Updated
On Online Calendars.*



EVENT INFO

TACC hosted and/or coordinated **over 48 events**, which includes large visitor focused events, community events, business events, grand openings, business gatherings, etc. TACC coordinated, worked with, and hosted **31 Fishing Tournaments**. TACC hosted **12 Ticonderoga Area Farmers markets** with record vendor and community/visitor attendance in Downtown Ticonderoga. Each market also had live music. Special events and activities were also held.

New In 2023: Ticonderoga Area Spring Job & Career Fair and National Job Action/Employment Opportunity Day took place with great participation and attendance.

**Note that multi day or weekly events are counted as one event in the numbers above. See the 2023 Save The Date and our online calendar for event information.*

TACC **input and updated over 1,300 events** on the Ticonderoga Area and/or Lake Champlain Region Calendars. TACC had **over 3,200 event inquiries**.

**Note this is via phone, email, walk-ins, and 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 4,700 visitors** in 2023. This is visitor specific inquiries via TACC.

**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.*



75

E-Communications
Sent Throughout 2023.



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 **75 E-Communications (TACC Memos, Member News, Important INFO, Event INFO, and other e-communications via Constant Contact** to our Members, area businesses and organizations, community members and visitors in 2023.

The content of the each communication dictated which communication listed received the e-communications.

In addition to communication via Constant Contact, our website, and social media, TACC wrote and distributed **53 press releases to over 40 media outlets** throughout 2023.

TACC also sent out numerous Member press releases upon request as well as assisted a number of organizations and partners with their press releases.

See 2023 E-Communications, Press Releases, etc.

Also see the TACC Did You Know which highlights/summarizes the Chamber's role and services within the Ticonderoga Area.

53

Press Releases Issued In 2023



Throughout 2023 TACC continued to promote the TACC THINK LOCAL campaign.



LEADERSHIP PARTNERSHIPS, ECONOMIC DEVELOPMENT, SUSTAINABILITY & ADVOCACY

PARTNERSHIPS & ADVOCACY

TACC Partners with numerous organizations including the Town of Ticonderoga, Regional Office of Sustainable Tourism, North Country Chamber of Commerce, Ticonderoga Montcalm Street Partnership, Town of Hague, Town of Crown Point (*new for 2023*), Adirondack North Country Association/Center For Businesses In Transition, and Adirondack Trail Riders. *In 2023 TACC also finalized a partnership with the Town of Moriah which went into effect in January of 2024.* TACC works closely with other area organizations and economic development agencies locally, regionally, and at the state level including the ECIDA, PRIDE of Ticonderoga, LCLGRPB, SBDC, and AEDC. TACC also communicates regularly with local, regional, and state representatives advocating for the needs of the business community.

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. In addition to all INFO within this report, TACC also reaches out to companies 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 area forward.

Small Towns Big Opportunities Initiative:

Team TACC has been working hard on this initiative which focuses on the following **Key Areas**:

- **Business Recruitment & Retention**
- **Business For Sale & Commercial Spaces Available**
- **Employment Opportunities & Programs**
- **Business Trainings & Workshops**
- **Business Support, Resources, & Development Services**
- **Living, Growing, & Succeeding in the Ticonderoga Area.**
- **Ticonderoga Area Tourism Marketing & Growth**
- **Economic Development Coordination & Partnerships**

In addition to the special section on the website, TACC has created signs for spaces available for lease, businesses for sale, and are using this logo and message at all of our grand openings and ribbon cuttings, within e-communications, on marketing materials, etc. In December, a new ribbon was created to use in 2024 with the TACC and Small Towns Big Opportunities logo.

TACC is currently working on a revised Small Towns Big Opportunities plan with expanded efforts, website upgrades, programs, and initiatives. See draft plan being used for multiple funding applications.



Ticonderoga Microenterprise Grant Program:

TACC in coordination with the ECIDA and the Town of Ticonderoga launched the Ti Microenterprise Grant Program that was funded by the Town of Ticonderoga via Occupancy Tax Funds (Essex County/ROOST). TACC designed the program guide. A public meeting and a training program was held. TACC assisted applicants in preparing their plan, documents, and application.

Ticonderoga Downtown Revitalization

Initiative: TACC served as a strong leader on the local planning committee. We worked with the Town of Ticonderoga, ESD, DOS, and the entire LPC. In addition, along with PRIDE we reached out to all project sponsors who did not have their project move forward during this process. We met with those who responded to identify possible other funding opportunities. TACC also created and submitted the Ticonderoga Marketing & Branding DRI Project as well as worked with PRIDE and the ECIDA to develop the Small Projects Fund information.



Team TACC 2023

IT TAKES A TEAM

Welcome Chloe Rocque!

TACC Office & Executive Assistant



ORGANIZATION

FINANCE, STAFF, BOARD OF DIRECTORS & AMBASSADORS

Finance:

See the 2023 Draft Financials and End of Year Report provided by the TACC Treasurer.

Staff:

President & CEO: Matthew Courtright

Events & Member Service Manager: Erin Mullen

Employment Opportunities & Outreach Coordinator: Megan Bambara

Office & Executive Assistant: Chloe Rocque

Billing & Database Representative: Kelly Carey

**All staff also serves as Visitor Service Representatives. Cathy Allen served as our Onsite Farmers Market Manager, Kelly Carey and June Curtis served as Farmers Market Office Coordinators.*

Board of Directors:

BOARD CHAIR: Allison Kaupelis, Pretty & Polished **New Board Chair*

VICE CHAIRS

Sally Rypkema, Hague Market/Juniper on 2

Rikki Galusha, Adirondack Camp

Renee Scuderi, Tromblee's Greenhouse & Gifts

**New Executive Board Member*

SECRETARY: Laurie Cossey, Ticonderoga Central School

TREASURER: Karen Hennessy, Individual Member

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

DIRECTORS

Katie Alexander, Ticonderoga Animal Hospital

Mark Barber, Burleigh's Luncheonette

Joe Bodette, Bodette's Barbecue Rubs

Shylah Granger, Mountain Lake Services **New Board Member*

Selena LeMay-Klippel, North Country Community College

Walt Lender, Silver Bay YMCA **New Board Member*

Matt Maneri, Sylvamo **New Board Member*

Starr Smith, Glens Falls National Bank

Kristen True, UVMHN Elizabethtown Community Hospital

IMMEDIATE PAST CHAIR: Carolyn Ida, Sylvamo

EX-OFFICIO: Mark Wright, Town of Ticonderoga Supervisor

2023 Ambassadors:

Jodi Gibbs, UVMHN-Elizabethtown
Community Hospital
(Ambassador Chairperson)

Pam Arzberger, Individual Member

Lindsey Butler, Silver Bay YMCA

Angela Brown, Century 21 Adirondacks

Marie Gijanto, Spic-N-Span Cleaning

Fallon Jordan, PRIDE of Ticonderoga

Casey King, Julie & Co. Realty

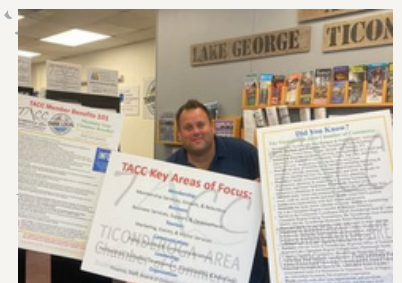
Nancy Ockrin, Lakeside Regional Church

Ashley Pezanowski, Sylvamo

Karen Whalen, Wind-Chill Factory

Stay tuned for new additions!

In addition, TACC has other committee volunteers, Young Professional Network, and regular office volunteers. TACC also works with local organizations that volunteer with TACC for employment development services.



ADDITIONAL INFO

ADDITIONAL 2023 INFORMATION

2,000

Business Inquiries

200

Jobs Posted

17,000

Job Listing Views

550

Employment Inquiries

BUSINESS INQUIRES

TACC had **over 2,000 Business Inquiries in 2023**. Business inquiries are phone calls, emails, walk-ins, and social media questions looking specifically for 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 **290 Living Here Inquiries** that 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. If a person contacts TACC more than once they are counted each time.

EMPLOYMENT

TACC received and assisted with **over 550** employment inquiries and **posted 200 employment opportunities/jobs** on the TACC Employment Opportunities page. Jobs posted were **viewed over 17,000 times**.

Employment Opportunities page listing data comes directly from Chamber Master (database program) and is not included in website data. Job listing views are counted each time a person views the listing. Additional data on inquiries includes via phone, email, walk-ins, social media, job fair, and employment opportunity days.

MEETING INFORMATION

TACC hosted, participated in, and coordinated numerous meetings specifically for TACC Board, TACC Committees, TMSP Board, TMSP Committees, Economic Development Planning meetings, Business Assistance & Support meetings, and with/for TACC Partners. We continued to work and meet with local, regional, state, and federal agencies and representatives. TACC also serves on the Town of Ticonderoga EDC Committee, and several Boards representing the Ticonderoga Area including the Essex County Industrial Development Agency, NCCC Business Council, and NCCC Community Campus Committee.

ADDITIONAL INFO

TACC submitted 10 NYS Leaf Peeper Reports to I Love New York as an official Leaf Peeper. TACC assisted ANCA in coordinating the Small Communities Big Opportunities Conference. TACC Office was a donation location for Friends Comforting Friends, It Takes A Village/Tiny Tim Program, and Local Food Pantries. TACC staff served as volunteers for an array of committees and organizations including It Takes A Village/Tiny Tim Program, TMSP, Best 4th In The North, StreetFest, FallFest, Knights of Columbus, Ticonderoga Elks, Kiwanis Club, PRIDE of Ticonderoga, St. Mary's Church, Backpack Program, and the North Washington County Fish & Game Club.

THANK YOU!

A sincere thank you to all of our Members, Partners, & Supporters!

You make all of our Member Benefits, programs, services, events, efforts, and initiatives possible. We will continue to be a driving force in the economic vitality of the Ticonderoga Area. Together we will strengthen the economy and create a cooperative business community, making the Ticonderoga Area an exceptional place to live, work, and visit. Continued great things are ahead for our Small Towns with Big Opportunities!

All information in this report is to the best of our knowledge and was calculated using TACC monthly internal tracking documents, TACC reports, website analytics, social media analytics, and Chamber Master analytics/reports.