



2024 TACC ANNUAL REPORT

BRIEF REVIEW & HIGHLIGHT OF 2024

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.



TACC continues to provide strategic programs, services, and initiatives that serve our Members, the business community, Partners, and the Ticonderoga Area.

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

29

New Members In 2024

1030

Business & Member Updates

Total Membership: 391

New Members: 29

TACC assisted over 106 Members directly with their specific requests, needs, concerns, or projects. These Members contact the Chamber for assistance. TACC provided direct business outreach to 77 Members.

Members that were cancelled in 2024 were due to no longer operating, moved, etc. Most of them were homebased.

See additional information within this document.

TACC made over 1030 updates to business listings, organization listings, and general content on the TACC website.

*Updates made to content on TACC website contact information, member profile in Chamber Master, etc.



77

TACC provided direct outreach to 77 Members as part of our business outreach efforts to update their contact INFO, update web listings, and connect on specific needs.

100

Over 100 Members were directly assisted with their specific requests, needs, concerns, or projects.

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

MEMBER BENEFITS

2024 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 2024 Member Benefits 101, TACC Membership INFO Packet & Application, and Did You Know documents for details. See additional INFO within this document.

Expanded & Improved Member Benefits

Chamber Master Enhancements:

TACC continued to utilize and enhance our Chamber and database 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. In 2024, TACC also reminded Members about the importance of maximizing their Member Benefits, keeping the Chamber updated, tagging us on social media, etc. Encouraging Members to maximize their Member Benefits will continue to be a focus throughout 2025 as well as developing additional Member Benefits!



2,390

8

TACC hosted 8 business workshops, trainings, and programs.

TACC provided Business Support, Assistance, and Development Services over 2,390 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 2,390 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.

9 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 or assisted. TACC hosted 8 business workshops/trainings/programs in coordination with partner agencies including AEDC Day, SUNY Apprenticship Roundtable, Agricultural Micro Grant Meeting & Training, National Grid Incentives & Grant Programs session, Coffee & Conversations, etc.

Center For Businesses In Transition (CBIT): ANCA

TACC worked with a number of businesses and potential entrepreneurs in 2024 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.

USDA Rural Business Development Grant: ANCA

In coordination with TACC, ANCA applied and was awarded for a USDA Rural Business Development grant focused on providing business workshops, trainings, and educational opportunities. TACC began planning for the dates, presenters, and details for each workshop as well as additional coordination with ANCA.



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 and Business Development Services.

TOURISM: MARKETING, EVENTS & VISITOR SERVICES

WEBSITE & SOCIAL MEDIA GENERAL DATA

The **TACC website** had over **40,000** users in 2024 with most users visiting multiple pages. 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 over **148,000** and TACC content had over **565,000** views. TACC had **4,015** likes and **4,768** followers (342 new followers). The TACC Instagram had over **1,065** followers.

Google My Business: The TACC Google My Business listing averaged **140-160** interactions per month and **70-125** website clicks per month.

GENERAL MARKETING INFO

TACC implemented the following Marketing Projects in 2024: TACC made many updates and enhancements to the website, redesigned, printed, and distributed the Ticonderoga Area Destination Guide (brochure - print & digital), issued the TACC Save The Date, Summer of Fun Events Rack Card, Fall Into Fun Events Rack Card, and Farmers Market Rack Card. This is in addition to many individual promotional flyers and press release and ads placed advertisements in 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 **4 visitor blogs** in 2024 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 (over **1,000** in 2024) as well as assisted in maintaining the Lake Champlain Region Calendar of Events (over **600** events added or updated). TACC also provided LCR INFO to visitors at the TACC Office, served on a number of committees, worked daily with the ROOST Team, and submitted photographs to ROOST for use.

Solar Eclipse Coordination:

TACC worked closely with ROOST and local communities to coordinate events, business promotions, and overall aspects of the Solar Eclipse event in 2024 for the LCR.

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

40,000

Website Users.

4,200

Visitors Directly Assisted.

42

Events Hosted/Coordinated.

148,200

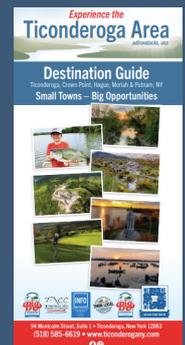
Facebook reach.

3,100

Event Inquiries Handled.

1,780

Events Listed or Updated on TACC Calendar.



EVENT INFO

TACC hosted and/or coordinated with partners over **42 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. TACC also hosted the Ticonderoga Area Spring Job & Career Fair and Employment Opportunity Days.

**Note that multi day or weekly events are counted as one event in the numbers above (Best 4th In The North, Small Business Week HalloweenFest, North Country Christmas, etc.) See the 2024 Save The Date and our online calendar for event information.*

TACC input and updated over **1,780** events on the Ticonderoga Area online calendar and **607** events on the Lake Champlain Region online calendar. TACC handled over **3,100** 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 **4,200** visitors in 2024.

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.*



TACC NEWS

Business Focused. Community Minded. Future Driven.



48

E-Communications
Sent Throughout 2024

53

Press Releases
Issued In 2024

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 **48 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 2024. 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 2024.

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 2024 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.



Throughout 2024 TACC continued to promote our **THINK LOCAL** campaign as well as implemented new social media images and posts to amplify the overall **THINK LOCAL** messaging of supporting local businesses and your community.



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, Town of Moriah, Adirondack North Country Association/Center For Businesses In Transition, and Adirondack Trail Riders. *In 2024 TACC formalized a NEW partnership with the Adirondack Economic Development Corporation.* TACC works closely with other area organizations and economic development agencies locally, regionally, and at the state level including the ECIDA, NRDC, LCLGRP, the SBDC, and the NYS DOL. TACC also communicates regularly with local, regional, and state representatives advocating for the needs of the business community. TACC works diligently to support our Partners and strengthen these relationships.

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.

2024 TACC Grant Funds Awarded: Adirondack Foundation Generous Acts, National Grid Employment Program Sponsorship, ROOST ADKWorks Grant, & USDA Rural Business Development Grant in coordination with ANCA.

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:

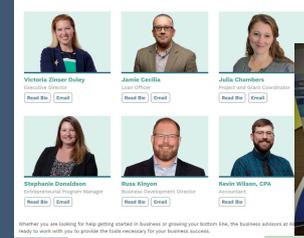
Team TACC has been working hard on this initiative which focuses on the following **Key Areas:**

- **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 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. New ribbon was created in 2024 with the TACC and Small Towns Big Opportunities logo to use for grand openings.

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.

AEDC team members are ready to assist you



Agricultural Producers Revitalization Microenterprise Grant Program



Essex County Agriculture Microenterprise Grant Program:

TACC assisted the ECIDA in their launch of the Agriculture Microenterprise Grant Program that was funded by a NYS DEC Smart Grid Grant. TACC designed the program guide and marketing materials, assisted in the coordination of the public meeting and a training program. TACC assisted applicants with their business plans and applications.

Ticonderoga Downtown Revitalization Initiative:

TACC served as a strong leader on the local planning committee during this process in 2023. In 2024, we redesigned the DRI website to reflect the current status and to be able to be able to update it when projects began. We communicated regularly with those who responded to identify other funding opportunities. TACC will be managing the Ticonderoga Marketing & Branding DRI Project. We will be working with NRDC and the ECIDA on the Small Projects Fund.

Municipalities: TACC is working with all of the municipalities we serve including the Town of Ticonderoga, Town of Crown Point, Town of Hague, Town of Moriah, and the Town of Putnam. We are working to formalize a partnership with the Town of Putnam. For additional information speak to the TACC President & CEO.



Team TACC 2024 IT TAKES A TEAM

2024 Board Updates:

New Board Members:

Angela Brown (Century 21 Adirondacks)
& Bob Porter (Wind-Chill Factory)

New Treasurer:

Laurie Cossey (Ticonderoga Central School)

New Secretary:

Rikki Galusha (Adirondack Camp)



ORGANIZATION

FINANCE, STAFF, BOARD OF DIRECTORS & AMBASSADORS

Finance:

See the 2024 Draft Financials and End of Year Report provided by the TACC Treasurer.

Staff:

President & CEO: Matthew Courtright

Member Service & Events Manager: Erin Mullen

Employment Opportunities & Outreach Coordinator: Megan Bambara

Office & Executive Assistant: Chloe Rocque

Billing & Database Representative: Kelly Carey

**All staff also serve 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, Milya/Pretty & Polished

VICE CHAIRS

Sally Rypkema, Hague Market/Juniper on 2

Renee Scuderi, Tromblee's Greenhouse & Gifts

Kristen True, UVMHN-ECH Ticonderoga Campus

SECRETARY: Rikki Galusha, Adirondack Camp

**Secretary transitioned from Laurie Cossey to Rikki Galusha in 2024.*

TREASURER: Laurie Cossey, Ticonderoga Central School

**Treasurer transitioned from Karen Hennessy to Laurie Cossey in 2024.*

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

DIRECTORS

Katie Alexander, Ticonderoga Animal Hospital

Mark Barber, Burleigh's Luncheonette

Angela Brown, Century 21 Adirondacks

Shylah Granger, Mountain Lake Services

Selena LeMay-Klippel, North Country Community College

Walt Lender, Silver Bay YMCA

Matt Maneri, Sylvamo

Bob Porter, Wind-Chill Factory

IMMEDIATE PAST CHAIR: Carolyn Ida, Sylvamo

EX-OFFICIO: Mark Wright, Town of Ticonderoga Supervisor

2024 Ambassadors:

Jodi Gibbs, UVMHN-ECH
(Ambassador Chairperson)

Pam Arzberger, Individual Member

Lindsey Butler, Silver Bay YMCA

Kristin Frechette, TFCU

Sarah Gallipo-Sammis,

Century 21 Adirondacks

Marie Gijanto, Spic-N-Span Cleaning

Casey King, Julie & Co. Realty

Nancy Ockrin, Lakeside Regional Church

Ashley Pezanowski, Sylvamo

Nicole TeRiele, NRDC

TACC & Ambassador Chairperson are working to strengthen and grow the Ambassadors group.

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



Team TACC had headshots done and new business cards created to match the redesign of the TACC Destination Guide and design that will be used on signage and the website in the future.

EMPLOYMENT & ADDITIONAL INFO

1,330

Employment Inquiries

130

New Jobs Posted

100

Jobs Posts Renewed

24,400

Job Listing Views

1,600

Business Inquiries

EMPLOYMENT

General Information:

TACC received and assisted with **over 1,330 employment inquiries** and **posted 130 new employment opportunities/jobs** and renewed 100 employment opportunities/jobs on the TACC Employment Opportunities page. **Job postings were viewed over 24,434 times.**

**Employment inquiries are via phone, email, walk-ins, employment events, 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 Opportunities page data comes directly from Chamber Master. Job listing views are counted each time a person views the listing.*

Employment Events:

TACC held an Employment Opportunity Day in March and November, the Spring Job & Career Fair in April, and assisted in the coordination of the Essex County Community Job Fair in May. TACC also assisted with the Ticonderoga High School Job Fair.

Employment Programs & Services:

TACC offered an array of employment services via our office for employers and job seekers. See the 2024 Employment Opportunities flyer for a list of programs, services, and assistance offered.

Career & Curriculum Programs:

TACC created stronger partnerships with our local school districts (Ticonderoga, Crown Point, Moriah, and CVTEC) offering employment services, assistance, and resources to students as well as implementing additional Career & Curriculum programs as well as planning future programs. TACC soft launched the REACH internship program with CVTEC, Employment Opportunities office hours in schools, and Companies In The Class.

Additional Information:

Throughout 2024, TACC also worked with Ready4Real to plan for the implementation of this program with our local school districts. TACC and Ready4Real have and are also applying for grant opportunities for this initiative, the implementation of a Ticonderoga Workforce Development Hub, training programs, and expanded employment services. This will be in coordination with a number of partner agencies.

2024 Employment Grants: Adirondack Foundation Generous Acts Grant, National Grid, & ROOST.

TACC is currently working on an overall Employment Opportunities & Workforce Development Plan.

BUSINESS INQUIRES

TACC had **over 1,600 Business Inquiries** in 2024.

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 **147 Living Here Inquiries** that contacted the Chamber before or after moving to the area. TACC provided them an array of INFO and resources.

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.

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 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 and submitted an array of tourist focused events to the I Love NY calendar. 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, Elks Club, Kiwanis Club, NRDC Holiday Program, St. Mary's Church, Backpack Program, & the North Washington County Fish & Game Club.

THANK YOU TO 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!