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TACC turns 100

Executive director reflects on the past, present, and future

BY SHAUNDRA BARTLETT YAW

TICONDEROGA | On Feb. 21, 1925, 30 like-minded Ticonderogians, each representing differing business interests, came together informally to create a chamber of commerce. Less than two months later on Friday, April 3, the Ticonderoga Chamber of Commerce held a public organizational meeting, cementing itself formally and permanently. That week, the Ticonderoga Sentinel predicted it would soon be an “active, progressive, and valuable civic organization.” A century later as the Ticonderoga Area Chamber of Commerce (TACC) turns 100, those words have not only come full circle, but have proven to be more than accurate.

“We are very excited to be celebrating our past and shaping our future,” said TACC President and CEO, Matt Courtright. “None of us have any plans of slowing down. We will continue to have ambitious aspirations as we turn 100.”

Those ambitions included an update to the TACC moniker in 2024 in an effort to more appropriately reflect all of the responsibilities under the chamber’s umbrella. They are now the Ticonderoga Area Chamber of Commerce & Center for Economic Vitality.

The Ticonderoga Area Chamber of Commerce wears many hats while it serves the five towns of Ti, Hague, Crown Point, Putnam, and Moriah. It isn’t just about monthly business mixers- TACC has ongoing economic development initiatives, business development services, business training, employment and workforce development programs, tourism and marketing initiatives, and boasts many partnerships.

“If it relates to supporting the business community, supporting anything with economic development, if it relates to events happening- even if we are not the lead- we are involved in some sort of capacity,” Courtright revealed.

On any given day, the TACC office at 94 Montcalm Street is a hubbub of activity with a rotating door and phones that don’t stop ringing. They are working with 10 to 20 partner agencies at any given time and overseeing dozens of events (32 that they were in charge of in 2024). Visitor packets go out all the time across the country, even to Canada and as far away as Poland. They are the business center and visitor center simultaneously.

“Something we have learned through working with other chambers regionally and across the state is that every chamber is a little bit different, and that is important to note,” Courtright revealed. “Based on where you are located and the types of businesses that are your key service industry, you will be different. Base level there are always particular services and programs you have to offer- everything you are doing has to relate back to supporting your members, the business community and growth of community and the economics of your service territory.”

They often say that it is timing, luck, and circumstances that influence favorable outcomes, and having the right people in the right position at the right time also can’t hurt. Courtright’s resume reads like he was made to be TACC’s Executive Director.

A Ti High graduate in 2010, he headed south to Albany and earned his Bachelor of Arts in Public Communications from The College of St. Rose. St. Rose prepped him well, proving a valuable internship with the New York State Senate’s Media Service Department where he worked in photography, scheduled and arranged press conferences, and worked with media on the front lines. The plan was to remain there permanently after graduation in 2004, but St. Rose threw a fortuitous curveball his way, offering a trip to Ireland to establish an internship program with the Irish Prime Minister’s press office. He couldn’t and didn’t say no, adding one more valuable experience that he would ultimately bring back to his hometown. He headed Silver Bay’s Marketing and Sales Department, and though he asserts he loved that job, he felt the call for a career that would positively impact his hometown of Ticonderoga for the long term.

“I can remember clearly in the interview process for this position we talked about different

things and different ideas I had,” he recalled. “I said to them that I was very interested in this position and interested in moving the community forward and working with the businesses, but if they were interested in keeping things status quo, I wasn’t their guy. If they wanted to expand on what was working well, and launch many new programs, benefits, services, partnerships, and develop long-term initiatives, then I was the man for this crucial job.”

He must have been on to something. In the 15 years since Courtright took the helm, there has been tremendous growth in the area and within the chamber. Beginning with 125/130 chamber members, there has easily been more than 150 percent member growth, and partnerships have also increased significantly, leading to a stronger organization. Volunteers too, what Courtright calls a “rarity and a blessing,” have been consistently generous with their time and believed in TACC. Courtright makes it no secret that without volunteer efforts, TACC would have a difficult go of it functioning with such high efficiency. And the staff, once getting along with a skeleton crew on 1.5 people is now up to five, with another position predicted to be added in 2026.

“There has been a ton of investment from local entrepreneurs and many businesses have opened,” Courtright said. “We have very few vacant properties in comparison to a decade ago; we are always working with a number of people who are interested in starting businesses and we are actually having issues finding them spots. At this point, if there is a habitable building, someone is in it. And if it seems vacant, it’s either under rehabilitation and we will have people ready to move in once completed.”

According to Courtright, the 1920s where TACC saw its genesis were quite the decade for Ticonderoga. Much like present day, there was a noticeable period of growth, forward movement, and revitalization in just about every sector of town. Ticonderoga was being catapulted into the 20th century thanks to visionaries and benefactors, and their footprints are still very much alive in 2025.

“A lot of key businesses and organizations that are still in existence today formed around 100/101 years ago,” he said.



PHOTO BY SHAUNDRA BARTLETT YAW

“It really is a circle of support, we say that all the time. Without the support of our members we wouldn’t exist, I try to send that message out every single day,” said TACC President and CEO Matt Courtright.

The more things change, the more they stay the same. Courtright believes that Ticonderogians past and present have all shared common traits of tenacity and perseverance, and though the economy and an ever-evolving world has presented Ticonderoga with its share of challenges and even years of harsh economic decline, the Chamber and its supporters have always come back swinging, fully aware that the land between two waters- and its surrounding communities- do not lack for potential if the energy is properly harnessed.

“If someone is considering opening a local business, they will be paying special attention and doing their research, looking at other businesses to compare and see how busy they are,” he explained. Adding that it ultimately lies within residents’ control when and how fast the town and surrounding municipalities grow. “What you can do as community members is make sure you are supporting our existing businesses as



PHOTO COURTESY OF TACC

The TACC team. Pictured left to right are Megan Bambara, Erin Mullen, Matt Courtright, Chloe Rocque, and Kelly Carey.

much as possible. The more they support locally the quicker we will be able to grow because businesses will be able to invest in themselves and grow and that attracts additional investment.”

One economic hurdle in present-day TACC is navigating is the lack of transportation for visitors.

“Transportation in general is a challenge, and that is not unique to our five towns, it is a regional issue,” Courtright said.

Ticonderoga is nestled between two massive lakes that draw 1000s to the area, but does not have a waterfront main street like Bolton Landing, Lake George, and Schroon Lake. If people and their spending money are coming by boat, train, and airplane, how do you draw them into downtown?

“Getting people around internally without tourist transportation makes things difficult, two taxi cabs aren’t enough to meet the demand,” he acknowledged. “However, yes, it is a challenge but it is a business opportunity. If someone is interested in investing in the Ticonderoga area, we would love to meet with them and talk about a business plan for a transportation company.”

It’s not the first time TACC has had to pivot to meet the changing needs of the community. COVID hit the workforce with substantial force, and many key industries (health, public education, and service to name a few) still haven’t made a full recovery, and that hits small towns particularly hard. TACC’s response was to launch new programming, one in particular aimed at workforce development that has seen success, the crisis not eradicated but now under control.

“We are working right now with a new partner agency to apply for a larger multi-year grant that would focus on expanding our workforce development program for the adult population and school systems,” he shared.

Work is being done within the school system now, and the hope is that the effort will pay off years down the line.

“We are trying to change the perception of kids who grow up in this area who think they have to leave to find employment,” Courtright said, a prime example himself. “We want them to see they can go to college and come back home because there is a future here for them.”

To celebrate their big year, TACC will of course be holding its annual fundraiser dinner and auction at the Barn at Lord Howe Valley on Friday, June 13. The 100th birthday bash will happen Friday, Sept. 19 at War Cannon Spirits. For those who love history, there is a TACC exhibit on display free to the public at their Montcalm Street headquarters, and keep an eye out for their 100th anniversary insert in the months ahead thanks to Sun Community News & Printing.

“It really is a circle of support, we say that all the time. Without the support of our members, we wouldn’t exist, I try to send that message out every single day,” Courtright reflected. “It is a relationship of mutualism- if the community is supporting our businesses, the businesses are strong and in turn can support us. We are then able to return that support and provide more programs and services and economic development.” ■

In 2025, TACC is honored to be celebrating the past, and shaping the future as we mark the 100th Anniversary of the organization. We will be launching expanded Member Benefits, economic development Initiatives, and programs, as well as hosting some signature events to celebrate this milestone.

The TACC and the Ticonderoga Area have grown significantly over the last decade, and TACO has been one of the area’s leaders in economic development. We will continue to have ambitious aspirations as we turn 100. As part of the preparation for this celebration, we announced an addition to our name in 2024 to better describe our role. We are now the Ticonderoga Area Chamber of Commerce & Center For Economic Vitality.

This expanded name highlights not only our growing Member services and benefits, but our ongoing economic development Initiatives, business development services, business trainings, employment and workforce development programs, tourism and marketing initiatives, and partnerships.

Together, with the coordination and commitment of our Members and Partners, the TACC will remain business focused, community minded, and future driven. We are dedicated to the continued growth of the business community and the collective economic future of the area.

THANK YOU to our Members and Parters! You allow us to live our mission and strive to reach our vision. You are supporting each other and our Member benefits, programs, services, events, and initiatives. We appreciate your commitment to the TACC, your community, and our efforts to make the Ticonderoga Area an exceptional place to live, work, and visit. Together, we will create a vibrant, and cooperative business community. The future is bright and continued great things are ahead.

Matthew J. Courtright
TACC President & CEO



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Happy 100 years to TACC. The Ticonderoga Area Chamber of Commerce is the driving force behind local growth, connection, and opportunity. Their dedication uplifts our businesses, empowers our community, and strengthens the spirit of the entire Ticonderoga Area.

Shylah Granger, Assistant Director, Human Resources – Mountain Lake Services

Our economy is only as strong as the community it supports. For 100 years, TACC has been a crucial ally for our region, fostering economic development and offering support to local entrepreneurs in the Ticonderoga Area. Congratulations on this landmark anniversary; our region is fortunate for your advocacy and service.

Dan Stec, NYS Senator

The Chamber's growth under Matthew Courtight's leadership is truly phenomenal.

Joyce Cooper, Town of Ticonderoga & TMSP Board Member

The Ticonderoga Area Chamber is one of the strongest Chambers in northern New York, performing at a consistently high level. In a region like ours, Chambers need to find ways to punch above their weight and the Ti Chamber definitely does this. The North Country Chamber is proud to actively partner with the Ti Chamber and looks forward to sustaining and building our North Country region together for decades to come. Onward and upward!

Garry Douglas, President and CEO - North Country Chamber of Commerce

The Ticonderoga Area Chamber of Commerce has been and continues to be tremendous asset not only for the local businesses and regional economy but to the entire community at large, stepping in to help facilitate, deliver, and connect businesses, organizations, and hardworking families in and around Ticonderoga to a variety of critical services and resources. Matt, Erin, Megan, Kelly, and Chloe are a terrific team, and I am proud to partner with them in making the North Country a great place to live, work, and raise families.

Matthew Simpson, NYS Assemblyman

The Ticonderoga Area Chamber of Commerce has been, and continues to be a tremendous partner and asset to the Ticonderoga Central School District and our greater community. The chamber is a partner in education, provides opportunities for our students, and also continues to help the region grow as a whole. We, as a District and region are fortunate to have the chamber working on our behalf to better our area.

- Scott Nephew, Superintendent – Ticonderoga Central School District

The Ticonderoga Area Chamber of Commerce has been at the heart of our community for 100 years, helping businesses grow and creating opportunities that strengthen our local economy. Through its dedicated staff that has helped expand its programs, services, and events, the Chamber has continuously provided value to its members and to the region as a whole. It is an honor to celebrate this milestone anniversary and to look forward to the Chamber's continued leadership in shaping a vibrant and thriving future for our community.

Rikki Galusha, VP of Camp Operations & Director of Camper Recruitment – Adirondack Camp

For 100 years, the Ticonderoga Area Chamber of Commerce has been exceptional at growing alongside our community. From supporting local businesses, to expanding programs, events, and services for their members, every step has been about working together to build opportunity and strengthen our hometown. As we celebrate their milestone, we're excited to honor their history while looking ahead to the next 100 years of growth and community spirit!

Alicia & Joe Vilardo, Owners – Circle Court Motel & Pat Armstrong, Inc.

Congratulations on TACC's 100th anniversary! Your tremendous growth in membership in recent years serves as testimony to the high quality of your diverse efforts to support TACC's members and the local area community's economy.

John Bartlett, Board Member – Ticonderoga Montecalm Street Partnership

Very proud to be part of a team and watch how far the Chamber has come, growing stronger, expanding programs, and deepening our impact in the community. From driving economic development to serving each of our Members.. Here's to continued growth and shared success! ...Small town, Big Community Impact!

Matthew Maneri, HR Manager – Sylvamo

Happy 100th Anniversary to the Ticonderoga Area Chamber of Commerce. I am honored to assist the chamber in offering health insurance, dental and vision plans to the members. Matt and his dedicated and talented team are focused on helping their community through member services, economic development and community involvement. I am excited to see what new programs are coming up next. Congratulations to the TACC Team!!

Lisa Bedard-Dupeee, Director of Health Insurance - Plattsburgh North Country Services/Plattsburgh North Country Chamber

We are so happy to celebrate 100 amazing years of TACC serving and growing our Ticonderoga area communities! The TACC team is incredible, and we highly value our partnership. No one has a closer feel of the business beat of the area nor does more to support its businesses. We've enjoyed watching the growth of this great organization and have worked with them intensively to serve small businesses. Their boots on the ground locally have helped us meet greater demand and their service is always with the utmost professionalism. We are so fortunate to have TACC in our region!

Victoria Duley, Executive Director, Adirondack Economic Development Corporation

I am thrilled to be able to work alongside the Ticonderoga Area Chamber of Commerce staff, volunteers and Members to help promote this region as a place to not only visit but to work, live and thrive. We are incredibly fortunate to call this place home. Our TACC Team goes above and beyond every single day to plan community events, promote and support our business community and drive tourism.

– Jodi Gibbs, Quality & Community Benefits Coordinator - Elizabethtown Community Hospital



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Important Message

Being a Member of the Ticonderoga Area Chamber of Commerce is not just about the outstanding Member Benefits. TACC Membership is about being part of something bigger, a community of business and organization leaders who are building a stronger, more vibrant Ticonderoga Area. Membership is an important investment in and commitment to your business or organization, the Chamber, the community, and our collective future. Your Membership is supporting all of the TACC services, programs, events, efforts, partnerships, and economic development initiatives, as well as partner programs and events, that make the Ticonderoga Area an exceptional place to live, work, and visit. Membership is also about supporting one another, creating a cooperative business community, and embracing the opportunity to connect, learn, develop, and grow alongside one another. Together, we can maximize resources to ensure businesses can continue to prosper and communities can thrive. Your Membership is helping shape the future of local business, economic development programs and initiatives, the growth of the entire Ticonderoga Area, and strengthening the community. The circle of support and collaboration between the TACC, Members, Partners, and the Community is the key to our continued collective success.

TACC Member Benefits

For more INFO on TACC Member Benefits & Resources via the Chamber and our Partners, see the TACC Member Benefits 101 and TACC Member Benefits Guide!

TACC Did You Know

For more INFO on how the TACC serves the community and other leadership roles the Chamber provides, see the TACC Did You Know!

TACC Key INFO

For INFO on what drives TACC as an organization and our passion to serve our Members and the Ticonderoga Area, see the TACC Mission & Vision, TACC Key Areas of Focus, TACC Annual Report, TACC Small Towns Big Opportunities Economic Development Plan, and the TACC 5 Year Plan of Goals & Objectives!



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