

GWA Chamber of Commerce

Proudly serving our members and communities in the

Gateway to the Genesee Country Region

Scottsville - Mumford - Caledonia - and Surrounding Areas

Annual Report

for the Year Ending
31 December 2025



**GWA CHAMBER
OF COMMERCE**

Scottsville - Mumford
Caledonia

This document is provided by the GWA Chamber of Commerce, Inc. Board of Directors to detail the organization's activities, operations and financial performance for the defined period, in conjunction with a summary of future plans and objectives.



This document is the property of the GWA Chamber of Commerce, Inc., New York USA.

Revision 1.0 31-December-2025

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1 ABOUT THE ORGANIZATION

The **GWA Chamber of Commerce, Inc.** is a New York State Not-for-Profit Corporation with a 501(c)(6) tax exempt determination by the Internal Revenue Service. The GWA Chamber was formed for the purpose of promoting the common economic interests and community development in the **Towns of Wheatland, Caledonia and the surrounding areas of Western New York State**, for the benefit of its members, all local commercial enterprises and the communities served.



Members of this organization constitute an association of interested parties working collaboratively together for the furtherance of the general interests and common goals of the organization, with activities targeted at improving local business conditions and helping to facilitate a suitable quality of life across the communities served. The GWA Chamber is directed, controlled and financially managed by an elected Board of Directors in accordance with a set of established [By-Laws](#), policies and procedures.

Mailing Address: GWA Chamber of Commerce
P.O. Box 95
Scottsville, New York 14546

Website: <https://www.gwachamber.org>

Facebook: <https://www.facebook.com/greaterwheatlandcc>

Email: info@gwachamber.org

1.1 Region Served

The communities served by the GWA Chamber of Commerce includes the Towns of Wheatland, Caledonia and surrounding areas located in the burgeoning Genesee River Valley Region of Western New York State, just a few miles southwest of the City of Rochester and west of New York's Finger Lakes region. This area has been branded by the GWA Chamber as the "Gateway to the Genesee Country Region".



1.2 Board of Directors

The following table provides the GWA Chamber of Commerce Board of Directors elected by the membership for 2025 and their associated roles (Officer positions as defined in the organization's By-Laws are highlighted in bold text).

Role	Name	Organization Represented
President	Lisa Wasson	Banach Wasson Team
Vice President	Mark Turner	Vanguard Website Solutions
Secretary	Debi Fitts	Charity Bible Church
Treasurer	Karen Coyle	Coyle's Pumpkin Ranch and Farm
At Large	Phillip Weise	Genesee Valley Agency
At Large	Julie Izzo Niedzwick	Stokoe Farms
At Large	Kathy Allen	CooperVision

1.3 Vision of the Organization

The vision adopted for the GWA Chamber of Commerce provides a long term, aspirational view of the organization. This approved vision provided below is used as a key guiding principle for Chamber operations and planning.

"The GWA Chamber of Commerce is the preeminent place for supporting local businesses and professionals in the Towns of Wheatland, Caledonia and surrounding areas, while also inspiring inclusive community engagement. Local businesses and professionals receive significant economic value in return for their membership in the Chamber, stimulating the desire for active participation and community contribution."

The region served by the Chamber views the organization as a cornerstone asset for the community, providing leadership that serves as a catalyst for local economic and community vitality in addition to long term sustainability".



1.4 Key Initiatives

The GWA Chamber of Commerce strives to provide a fair and affordable venue for all area businesses, professionals and other organizations. The **GWA Chamber is committed to delivering value to its members and communities served** through a set of key initiatives designed to help realize the organization's vision, including:

- a. **FACILITATING business success**, area economic development, civic vitality.
- b. **PROMOTING the region** served to increase visibility and brand recognition of the area in conjunction with greater awareness of the associated businesses.
- c. **CONNECTING businesses and communities**, including augmenting access to broader regional initiatives and resources.
- d. **PROVIDING networking opportunities for businesses** to help develop a common understanding of area business needs and to identify prospects for improvements or collaboration.
- e. **ADVOCATING for business** with local and region governments regarding laws, regulations, policies and administrative arrangements.
- f. **ENHANCING positive business credibility** in the region's communities and business marketplaces by supporting the collective benefit of communities and their citizens.
- g. **EXPANDING awareness of business education** opportunities with a focus on affordability and convenient access.

1.5 Annual Memberships

The GWA Chamber offers a variety of Annual Membership categories and benefits:

- **PREMIER** – Comprehensive value package available for ALL types of organizations, includes leadership benefits and sponsorship benefits.
- **CORPORATE** – "For-Profit" organizations with ≥ 20 employees, includes option for leadership benefits.
- **BUSINESS** – "For-Profit" organizations with < 20 employees, includes option for leadership benefits.
- **PARTNER** – Nonprofit organizations, municipalities, school districts, churches, and other organizations, includes option for leadership benefits.
- **FRIEND** - Contributory memberships specifically for interested individuals.

Membership Categories and Associated Benefits

Benefit Types	GWA Chamber Membership Benefits	ORGANIZATIONAL MEMBERSHIPS								FRIEND
		STANDARD			LEADERSHIP			PREMIER		Individuals Only
		Partner Nonprofit Municipality School Church	Business For Profit with < 20 employees	Corporate For Profit with >= 20 employees	Partner Nonprofit Municipality School Church	Business For Profit with < 20 employees	Corporate For Profit with >= 20 employees	Affiliate All Partner Business Corporate Categories	Ambassador All Partner Business Corporate Categories	
Standard Member Benefits	Contributory Class Membership									✓
	Voting Class Membership	✓	✓	✓	✓	✓	✓	✓	✓	
	Board of Directors Eligible	✓	✓	✓	✓	✓	✓	✓	✓	
	Member online presence linked from Chamber Website	✓	✓	✓	✓	✓	✓	✓	✓	
	Organization graphic presented on GWA Chamber Website	✓	✓	✓	✓	✓	✓	✓	✓	
	Brief organization statement on GWA Chamber Website	✓	✓	✓	✓	✓	✓	✓	✓	
	Prime Business Directory Listing	✓	✓	✓	✓	✓	✓	✓	✓	
Leadership Member Added Benefits	Prime Member Website Listing				✓	✓	✓	✓	✓	
	Strategy & Planning participation				✓	✓	✓	✓	✓	
	Advocacy Platform participation				✓	✓	✓	✓	✓	
	Leadership Meetings with local Gov'ts, Schools participation				✓	✓	✓	✓	✓	
	Priority assignment for Committee Chair Positions				✓	✓	✓	✓	✓	
Premier Member Added Benefits	Sponsor Listing on Chamber Facebook social media Platform							✓	✓	
	Sponsor Listing on Chamber Regional Business Directory							✓	✓	
	Member Highlighted at all Chamber Meetings and Events							✓	✓	
	Sponsor Listing on a Chamber Community Hall of Fame Page								✓	
	Sponsor Listing on a Chamber School Scholarship Page								✓	
	Sponsor Listing on Chamber Members Headline Forum Page								✓	
	ANNUAL FEE AMOUNT	\$45	\$60	\$90	\$95	\$110	\$140	\$240	\$400	\$20

1.6 Members Overview

All GWA Chamber members are identified on the Chamber's website [Membership Listing](#); organizational members are prominently represented with a graphic image, a link to a designated website or Facebook Page and a brief business statement.

Premier Members

Banach Wasson Team
Genesee Valley Agency
Vanguard Website Solutions
Scottsville Ice Arena

Leadership Members

All County Gutter Company
Charity Bible Church
CooperVision
Featured Media
Genesee Country Village & Museum

Gold Card Sponsor Member

Scottsville Spirits

Standard Members

Wheatland Historical Association
Big Springs Historical Society
Caledonia Family Dentistry
Coyle's Pumpkin Ranch
Fox Pest Control
Free Style Mercantile
Genesee Country Campground
Patrick Place
Stokoe Farms
Terzo Printing
Victory Hill

Friends

Kevin Marks
Linda Turner
Kristen Tyler

Premier Members are also represented with sponsorship listings on the corresponding website pages and are highlighted at all GWA Chamber meetings and events. The following is a listing of all 2025 GWA Chamber members in good standing.

Scan the QR Code at the right to view the current GWA Chamber of Commerce online membership listing.



A special thank you is provided to all Friends Members for their interest and support of the GWA Chamber of Commerce.

2 2025 ACCOMPLISHMENTS

GWA Chamber of Commerce 2025 accomplishments are presented in terms of the organization's strategic plan goals and objectives.

2.1 Organization Effectiveness

The activities described in this section provide a foundation for GWA Chamber of Commerce operations and support for other activities.

a. **Robust and Engaged Chamber Membership**

- **Membership Status** - 2025 Membership decreased by seven organizational members in 2024 (note that one of these businesses was sold to a larger regional corporation).
- **Member Communications** - Outside of networking meetings and event venues, email communications was the primary outreach with Chamber Members, a membership renewal was conducted by standard mail.

b. **Consistent, Sustainable Financial Performance**












- **Strategic Planning**. The Chamber Board of Directors continued to use the organization's strategic plan to guide operations, decision making and other actions. A planning workshop was held in November 2025 with the Board of Directors and leadership supporter members to review the Chamber's strategic plan and develop the organization's Annual Operating Plan for 2026.
- **Annual Sponsorships**. The GWA Chamber offers three categories of Annual Sponsorships for member organizations, each with **an affordable fee amount of \$ 60**. Annual Sponsorship provide the GWA Chamber with additional revenue to support Chamber Initiatives, while delivering sponsors the significant benefits:
 - *Premium exposure with **Sponsor Listings on the Chamber's digital platforms and other marketing collateral.***
 - ***Business recognition as a pillar of the community**, building positive business credibility through visible support of the GWA Chamber, local communities and citizens.*
 - *Opportunity to **expand the sponsor's organization and brand recognition** and to gain new business and public connections.*

Category 1 - GWA Chamber Gold Card Sponsorship – Promotes sponsoring businesses through multiple Chamber online services including a **credit card sized GWA Chamber Gold Card** that uses QR code technology. **Approximately 300 Gold Cards were distributed in 2025.**

Category 2 - Business Connections Sponsorship – Promotes sponsoring businesses with premium Sponsor Listings for the [Chamber's Online Business Directory](#) that includes more than 140 businesses, and the on Chamber's Facebook Page. The Online Directory is also linked to the GWA Chamber Gold Cards and informational kiosks located in Canawaugus Park in Scottsville and at Free Style Mercantile in Mumford using QR technology.

Category 3 - Program Sponsorship – Promotes sponsoring businesses with specific listings on the Chamber's Website and Facebook Page. Options include: academic scholarships ([Wheatland-Chili School District](#) or [Caledonia-Mumford School District](#)) and the [Wheatland Community Hall of Fame](#).

2025 GWA Chamber of Commerce Sponsors

Sponsor Organization	Business Connections Sponsor	Wheatland Chili School Scholarship Sponsor	Caledonia Mumford School Scholarship Sponsor	Wheatland Community Hall of Fame Sponsor	GWA Chamber Gold Card Sponsor
Genesee Valley Agency					
Vanguard Website Solutions					
Banach Wasson Team					
Scottsville Ice Arena					
Scottsville Spirits					

Thank you

- **Fundraising. Annual Twelve Days of Christmas Gift Raffle Event** - The Chamber sold tickets for a gift raffle fundraising activity at the [Genesee Country Village & Museum](#) Holiday Market event. The fundraiser was used to promote the GWA Chamber of Commerce and the area's business community. Gifts were contributed by Chamber members, with each contributing member being highlighted on event specific Chamber marketing collateral and the Chamber's digital platforms. **GWA Chamber Gold Cards** were freely distributed.



c. **Operational Excellence**

- **Membership Management.** The [Zeffy](#) membership management and payment application was used in 2025 to help securely and affordably manage memberships. **The Zeffy application is a 100% free membership management platform designed specifically for nonprofit organizations.** More than 50% of 2025 membership fees were processed using the Zeffy platform, with remaining membership invoices provided through standard mail.

2.2 Business Success

a. **Positive Business Climate**

- **Business Directory.** Maintained and promoted the [Chamber's Online Business Directory](#). The directory contains more than 140 organizations. GWA Chamber members get premium listings located at the top of each category, with larger more prominent text and a business specific graphic.
- **Community Guide.** Sponsor for the third annual [Gateway to the Genesee Country Community Guide](#) in 2025. The Guide is produced in partnership with Chamber member [Featured Media](#) to market the region served by the Chamber, including the Towns of Wheatland, Caledonia and surrounding areas while highlighting the Villages of Scottsville and Caledonia and the Hamlet of Mumford. Featured Media designed, printed and produced the Guide, **providing opportunities for businesses to purchase advertising and informative articles.**

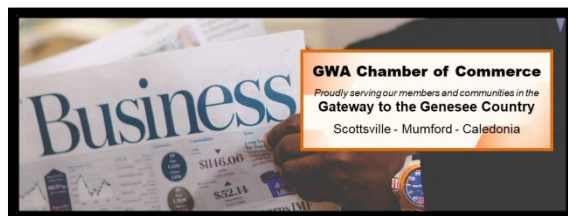
GWA Chamber of Commerce	Organization Name	Address	Phone	Website
Attractions & Activities	Big Springs Museum	2095 Main Street Caledonia, NY	(585) 538-9890	
	Genesee Country Village & Museum	1410 Flint Hill Rd. Mumford, NY	(585) 538-6822	
	Scottsville Ice Arena	2000 Scottsville-Chili Rd. Scottsville, NY	(585) 889-1810	
	Stokoe Farms	656 South Road Scottsville, NY	(585) 889-0770	
	Caledonia Country Club	303 Park Place Caledonia, NY	(585) 538-9956	
	Craggie Brae Golf Club	4301 S Union St Scottsville, NY	(585) 889-1449	
	Jell-O Museum	23 E. Main St. Lafayette, NY	(585) 798-7433	
	Mill Creek Golf Club	128 Cadenas Ave. Charlottesville, NY	(585) 889-4110	
	Morgan's Crossing Golf	790 Scottsville-Chili Rd. Scottsville, NY	(585) 889-9325	

- **Business Education**. In 2025, the GWA Chamber continued to identify and share social media links to low cost (including many free) recorded online business education webinars with potential topics of interest for area businesses. Topics shared in 2025 included: Smart Bookkeeping, Mastering AI to Accelerate Marketing Strategy, Email Marketing Strategies to Boost Business Growth, Successful Social Media use in Business.
- **Job Fair Exploration** – Initial engagement with a group of area Chamber of Commerce organizations generally located to the west of the Genesee River regarding potential support for a collaborative job fair event sometime in spring 2026 to help facilitate employment outreach for local businesses.

b. Marketing and Promotion

- **Social Media Outreach**. The GWA Chamber significantly increased the content posted on the [Chamber's Facebook Page](#) in 2025, including articles promoting Chamber activities, Chamber sponsors, highlighting individual Chamber members and promotion of Chamber member and community events and activities. This platform is intended to help market experiential opportunities for the region, while also increasing the Chamber's Facebook outreach and engagement with the communities served and beyond.

For the 12 month period of December 2024 through November 2025 the **Chamber's Facebook Page** received **15,708 views**, 55% by followers and 45% by other visitors. For the last 7 months of the same period, the Chamber's Facebook Page had a **3X increase in content posted on a daily basis**.



A GWA Chamber Instagram account was created in 2025 to share images, while lightly used this year, the plan is to increase usage going forward.

c. Local Economic Vitality

- **Genesee Valley Trail Town Initiative**. The GWA Chamber continues to liaison with the Wheatland Trail Committee regarding GVTT economic development opportunities as they become available.

2.3 Connectivity

a. Networking

- **Business Networking Meetings.** The Chamber sponsored a business networking meeting during the spring of 2025. This meeting included a focus on the use of ***“Social Media to Promote Business”*** with Invited Speaker Camille Zess of the Travel Alliance Partnership. The Chamber thanks members and guests for their participation and the [Genesee Country Village & Museum](#) for hosting this meeting.

b. Conduit to Local and Regional Entities, Resources.

- **Leadership Meetings with Municipalities and Schools.** No leadership meetings were held in 2025, plan is to re-engage these meetings in 2026.

2.4 Advocacy

a. Recognizable “Voice” of Business in the Community

- **Presence at Area Events.** The GWA Chamber supported booths at multiple area events in 2025, including the ***Village of Scottsville Summer Fest*** event, ***Stokoe Farms Harvest Fest*** event, ***Scottsville Ice Area Trunk or Treat*** event and the ***Genesee Country Village & Museum Holiday Market*** event. GWA Chamber Gold Cards were distributed at each of these events to promote the Chamber and its members.
- **Area Public Cemeteries Web Page** –The GWA Chamber sponsored hosting of a [dedicated page on the GWA Chamber Website](#) sharing area public cemetery content, including: Oatka Cemetery, Mumford Rural Cemetery, Wheatland Rural Cemetery and the Garbuttville Cemetery. This was no cost to the Chamber.



b. Business and Citizen Recognition.

- **Wheatland Community Hall of Fame.** The GWA Chamber sponsors the Wheatland Community Hall of Fame (a no cost activity), supporting a positive local brand for the organization and the business community. The Wheatland Community Hall of Fame recognizes and celebrates deserving citizens and supporters in the Wheatland Community, **providing marketing and promotional opportunities for Chamber Members.**

Community Hall of Fame inductees and Volunteers of Distinction are publicly recognized on the [GWA Chamber's website](#) and on the Wall of Fame located in the Wheatland Municipal Building.

In 2025, the **GWA Chamber Salute to Excellence Committee** selected one nominee for induction into the Wheatland Community Hall of Fame and six nominees as Volunteers of Distinction.



- **Academic Scholarship Program**. The GWA Chamber continued a long tradition of providing a scholarship to a deserving graduating senior student selected from the [Wheatland-Chili School District](#) and another senior student from the [Caledonia-Mumford School District](#). In 2025, the Chamber Scholarship Committee evaluated multiple scholarship applications from each school district, selected one deserving student from each school and contributed scholarships to each selected student in the amount of \$500.

3 2026 ANNUAL OPERATING PLAN

This section described the 2026 Annual Operating Plan for the Chamber. These actions describe what is intended to be accomplished in the coming year, with supporting guidance provided as applicable. 2026 focus areas for 2026 are identified for specific actions (each highlighted in bold, red italicized text).

3.1 Organization Effectiveness

The actions described in this section reflect general GWA Chamber of Commerce operations and operations that provide foundational support other organization goals and objectives.

a. **Robust and Engaged Chamber Membership Actions**

1. **Outreach** – Seek at least a 10% voting class membership growth from 2025. Increase in-person outreach to existing and candidate new members including at Chamber and community events. Leverage Chamber marketing collateral as support (i.e., Annual Report, Community Guide).
2. **FOCUS AREA for 2026 – Organizational Leadership**. Seek additional candidates to serve on the Chamber's Board of Directors.

3. **FOCUS AREA FOR 2026 - Communications** – Increase engagement with members and candidate members with more effective communications. Evaluate member and candidate member communications needs and potential options for improved outreach.

a. Consistent, Sustainable Financial Performance Actions

1. **Fundraising** – Identify and execute an approach to secure at least \$ 400 through fundraising. Increase revenue from the Chamber’s annual Twelve Days of Christmas Holiday Gift Raffle, add an additional revenue venue beyond the GCV&M Holiday Market and/or sell tickets separately from specific venues.

c. Operational Excellence Actions

1. **Member Management** – Increase the efficiency of managing member and candidate member information, communications and payment processing. Monitor and update both online and mail-in membership to meet the needs of a broad spectrum of renewing and potential new members.

3.2 Business Success

a. Positive Business Climate Actions

1. **Business Education** – Identify affordable, relevant online business educational content and periodically share these opportunities with the business communities through the Chamber’s Facebook Page and Email.
2. **Online Business Directory** – Identify and connect community needs to the Chamber’s online business directory, leverage the categorized index of businesses that support the region’s communities. Promote Chamber members that are highlighted with premium listings in the business directory.
3. **Business Employment** – Facilitate employment for local businesses in communities served. Continue to follow-up with west-side Chambers of Commerce for a potential collaborative job fair in the spring of 2026.

b. Local Economic Vitality Actions

1. **Economic Development Opportunities Liaison** – Liaison with municipal Trail Town Committees and other organizations to identify Trail based economic development opportunities providing area business perspectives and identifying opportunities for area businesses to collaborate.

c. Marketing and Promotion Actions

1. **FOCUS AREA FOR 2026 - Chamber Awareness and Presence** – Promote the Chamber, its Members and the regional brand in the communities served.
 - Continue to increase Chamber presence at regional events to grow awareness of the Chamber while promoting its Members.
 - Continue the distribution of GWA Chamber Gold Cards through Chamber sponsorships and giveaways at regional events.
2. **Community Guide** – Increase Community Guide business participation by at least 10% over 2025. Collaborate with Chamber Member **Featured Media** to develop and execute a plan facilitating greater business participation. The plan should include earlier outreach and more personal contact (phone or in person) to potential advertisers, including Chamber members and candidate potential members. Distribute Chamber marketing collateral through in-person contacts.
3. **Social Media** - Expand reach of the Chamber's social media presence.
 - Continue to increase the Chamber's presence on Facebook. Solicit ways from members and others to develop greater connectivity with member and community events and activities.
 - Increase utilization of the Chamber's Instagram channel.

3.3 Connectivity

a. Networking Actions

1. **FOCUS AREA FOR 2026 - Business Networking Meetings** – Increase participation and information sharing at Chamber sponsored business networking meetings. Focus on networking meetings with invited speakers for selected business topics of interest. Create a schedule of these meetings for the 2026 year and advertise early and often. Invite members and potential candidate members.

b. Conduit to Local and Regional Entities, Resources Actions

1. **Leadership Meetings** – Re-engage information sharing meetings for mutual benefit and alignment with area municipalities and school systems, plan and participate in at least two of these meetings.

2. **Partnerships** - Consider strategic partnerships that offer potential mutual benefit with the Chamber and its Members.

c. **Develop Local Leaders Actions**

1. **Leadership Opportunities** - Leverage Chamber Board and leadership positions, in conjunction with external organization liaisons to facilitate leader growth and visibility.

3.4 Advocacy

a. **Recognizable “Voice of Business” in the Community Actions**

1. **Area Business Survey** – Develop and distribute a survey to collect area business perspectives and needs. Consider an online survey tool, in conjunction with printed surveys. Review and process the collected data.
2. **Business Advocacy Platform** - Develop and share a business advocacy platform with appropriate municipal entities at least once in 2026. Consider business perspectives from the region, identifying key near term issues and concerns in conjunction with longer term needs. Define collective business positions for public policy and advocate with appropriate area municipalities.
3. **Letters of Support** - Continue to provide letters of support for municipal and other community partner initiatives as they arise (i.e., Trail Town)

b. **Business and Citizen Recognition Actions**

1. **Business Recognition** – Consider alternatives and develop an approach to determine and visibly recognize excellence in business.
2. **Academic Scholarships**- Continue to sponsor an Academic Scholarship Program for WCCS and CMCS contributing at least \$ 500 each. Further develop the program’s essay requirements towards a greater business and community support perspectives.
3. **Wheatland Community Hall of Fame** - Continue to sponsor and promote the Wheatland Community Hall of Fame. Continue to Increase community participation by meeting with local organizations and presenting information about the Wheatland Community Hall of Fame and Volunteers of Distinction and soliciting nominations.

4 TREASURER'S REPORT

4.1 Financial Results

The GWA Chamber of Commerce met and slightly exceeded its income objectives established in the annual operating budget for 2025 with a net income of \$ 739. Net Assets reached \$ 4047, representing a 35% increase in Net Assets since 2021.

Statement of Activities					
Revenue	Categories	Unrestricted	Temporarily Restricted	Restricted	Totals
	Membership Fees	\$ 2,845.00	\$ -	\$ -	\$ 2,845.00
	Investment Income	\$ -	\$ -	\$ -	\$ -
	Fundraising	\$ 270.00	\$ -	\$ -	\$ 270.00
	Contributions	\$ 180.00	\$ -	\$ -	\$ 180.00
	Grants	\$ -	\$ -	\$ -	\$ -
	Community Benefit Programs	\$ -	\$ -	\$ -	\$ -
	Economic Development Programs	\$ -	\$ -	\$ -	\$ -
	Other Revenue	\$ -	\$ -	\$ -	\$ -
	Subtotal	\$ 3,295.00		\$ -	\$ 3,295.00
Expenses	Categories	Unrestricted	Temporarily Restricted	Restricted	Totals
<i>Supporting Services</i>	General & Administrative Activities	\$ (1,555.56)	\$ -	\$ -	\$ (1,555.56)
	Fundraising	\$ -	\$ -	\$ -	\$ -
<i>Program Services</i>	Community Benefit Programs	\$ (1,000.00)	\$ -	\$ -	\$ (1,000.00)
	Economic Development Programs	\$ -	\$ -	\$ -	\$ -
	Subtotal	\$ (2,555.56)		\$ -	\$ (2,555.56)
	Change in Net Assets	\$ 739.44		\$ -	\$ 739.44
	Net Assets, Beginning of Year	\$ 3,308.22	\$ -	\$ -	\$ 3,308.22
	Net Assets, End of Year	\$ 4,047.66	\$ -	\$ -	\$ 4,047.66