

# 2022 ANNUAL REPORT

- Community Growth
- Supporting Businesses
- Educational Opportunities
- Marketing Opportunities
- Resource Information
- Referrals

# Letter from the **Chairman**

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As the oldest Chamber of Commerce in the State of Maryland, the Allegany County Chamber of Commerce has been supporting, promoting, and advancing local business interests for the past 116 years. From the 1918 pandemic, through the Great Depression, two World Wars, 9/11, and on to the 2020 pandemic, the Allegany County Chamber of Commerce has remained a vital and relevant association despite economic upturns and downturns.

It is true, the economic landscape of our area has changed. We have seen long-established large companies leave our area and new companies come in to take their place. There are more non-profit organizations with memberships than in the past and more and more small businesses are finding the benefits in membership.

It is always important to remind ourselves that the only constant in our lives is change. Looking back through our history since 1906 when the origins of the Allegany County Chamber of Commerce began, it is evidence of the Chamber's willingness to evolve, grow, and change as the times and our business sectors changed. I believe that is what the original founders would have envisioned for their Chamber of Commerce – not a stagnant and static Chamber, but one that is adaptable and ready to meet the varying needs of its members as the times change.

Thank you for your continued support of the Allegany County Chamber of Commerce. I hope you will find this Annual Report helpful in your understanding of the work that is done on your behalf and encourage you to get involved (or remain involved) in this organization that seeks to advance our county and our region.

**Robert A. Godfrey**

Chairman, 2022



# Letter from the Executive Director

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It is said you should find a job you love and then it never feels like work. There is some truth to that, but I've come to learn that anyone who has ever led us to believe it isn't work was not altogether telling the full story. While there is a tremendous amount of fun to have in this job, there is an enormous amount of work that gets us to the fun parts. That said, I want to thank you for giving me the opportunity to lead the Chamber through another year of exceeded goals, and new and exciting projects.

Thank you to Peg McKenzie and Andrea Kraft for their dedicated commitment to our work – we have added more engagement, outreach, and projects this year than ever before and it takes all of us working together to ensure we deliver with everything we do.

**Juli McCoy**

Executive Director



## Executive Committee

1st Vice Chair Patrick Buck, Past Chairwoman Nicole Wigfield, Executive Director Juli McCoy, 2nd Vice Chair Parika Andreassen, Chairman Robert Godfrey



## Outstanding Business Student Awards



## Education Committee

*A strong and active voice for business and education through programs, events, and partnerships.*

**Chairman: James "Snake" Robertson**  
**& Co-Chairwoman: Autumn Becker, Allegany College of Maryland**

- WCBC/FSU Student Salute
- Outstanding Business Student Awards
- Educational Forums – Biomedical/Health Sciences Forum

## Leadership Allegany

*A nine-month program designed to educate community leaders by identifying regional issues and gaining a deeper understanding of the leadership structure within and beyond Mountain Maryland.*

**Chairwoman: Dr. Sara Beth Bittinger, Frostburg State University & Vice-Chairman: Robert Godfrey, UPMC Western Maryland**

- Graduated the Class of 2021/2022
- Selected the Class of 2023 and began programming
- Celebrating 25 years in 2023
- Re-branded the program with a new logo



# Leadership Allegany Class of 2023



# Economic Development Committee

*Works to educate and update members on economic development issues and programs.*

**Chairman: Kim Leonard, Bella, LLC &  
Vice Chairman: Adam Strott, Allegany County**

- Western Maryland Scenic Railroad
- River Project
- Cresaptown Improvement Project
- Local Assistance Funds – Allegany County Government
- State of Healthcare – UPMC Western Maryland
- Allegany County Emergency Services
- State of the County
- Transportation Committee Update

# Transportation Committee

*To establish an interconnected, multi-modal, accessible transportation network that actively contributes to economic growth by connecting Allegany County residents to education, employment and health and human services.*

**Chairwoman: Courtney Thomas-Winterberg,  
Department of Social Services**

- Successfully executed a community-wide survey to collect data for possible rideshare recruitment
- Formed valuable relationships with rideshare contacts
- Submitted a proposal to ARC for consideration of a transportation study and strategic plan; full application set for Q1 2023 – have secured matching funds

## Lucky Ladies Night Out

### SPONSORS

Bella, LLC  
City Lights  
Divine Reflections  
Fore Axes  
Homespire Mortgage  
The Kristi  
Agency – Allstate  
Sgaggero Event  
Planning

FRIDAY, JUNE 10  
Ali Ghan Shrine  
Picnic Grounds





#### PLATINUM SPONSORS

Allegany County Commissioners  
First Energy  
Rocky Gap Casino Resort  
UPMC Western MD

#### GOLD SPONSOR

Sgaggero Event Planning

#### SILVER SPONSORS

Coldwell Banker Professional Real Estate Services  
ACT 1st Federal Credit Union

## ***"Chamber After Hours"***

March – Woman's Civic Club  
April – Horizon Goodwill Industries  
May – First United Bank & Trust  
June – Chartwells  
August – Egle Nursing & Rehab  
Memory Care Center  
September – Allegany County  
Historical Society

October – Allegany County  
Local Business Showcase  
November – Allegany Arts Council

**Total Attendees – 647**

### **Network & Win**

Two Network & Win Winners this year,  
totaling \$5,250





**CHAMBER  
AFTER  
HOURS**

**MARCH  
2022**



**WOMAN'S  
CIVIC  
CLUB**



**CHAMBER  
AFTER  
HOURS**

**APRIL  
2022**



**HORIZON  
GOODWILL  
INDUSTRIES**



# Marketing Committee

*Charged with creating media content and overseeing website development while facilitating the successful promotion of the Chamber and its events and programs.*

## **Chairwoman: Kristi Minnigh, The Kristi Agency**

- Created and promoted Website 101
- Marketed 8 major events
- Promoted Board of Directors and Committee Chairs
- Created an ad campaign for Retired individuals
- Partnered with the Membership Committee to execute Mobile Text Alerts
  - Signed up over 100 members

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*“I would like to thank the Chamber for being a business partner to our Mountain City.*

*Attending ribbon cuttings and visiting Frostburg is very much appreciated.*

*If it is good for Frostburg,  
it's good for Allegany County!”*

**Bob Flanigan**  
Mayor, City of Frostburg

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Evergreen Heritage Center Foundation Ribbon Cutting  
Coal Camp & Trail- June 2022





## Ladybug Boutique Ribbon Cutting August 2022



## Annual Recognition Awards — November 10, 2022

(pictured in random order)

**Business of the Year** – ServiceMaster of Allegany County

**Entrepreneurial Spirit** – Wheelzup Adventures

**Community Service** – First United Bank and Trust

**Western Maryland Jaycees Outstanding Young Professional** – Jillian Fradiska





# 6TH ANNUAL CHAMBER GOLF OUTING MAY 2022

**GOLD SPONSORS – ABC Supply, AT&T, Cintas, Rocky Gap Casino Resort,  
UPMC Western MD**

**SILVER SPONSORS – Delfest, Timbrook Automotive**





## Horizon Goodwill Industries Ribbon Cutting March 2022



## Start Up Portal Ribbon Cutting April 2022





*Leadership Allegany! Rising*

## Leadership *Allegany!* Rising

*A six-month program for high school juniors designed to educate future leaders by helping to identify regional issues and gain a deeper understanding of the leadership structure within and beyond Mountain Maryland.*

**Chairwoman: Autumn Becker, Allegany College of Maryland**

- Graduated the Class of 2022
- Selected the Class of 2023 and began programming

## Leadership Allegany Alumni

*An opportunity for graduates of Leadership Allegany to continue their learning process, fostered during the program, through educational forums, informational tours and social gatherings.*

**Chairwoman: Tanya Gomer, Allegany County Government**

- Lunch & Learn Programs
- Broadband
- All About Tourism
- Criminal Justice
- Christmas Caroling at Cumberland Healthcare Center



*Leadership Allegany Class of 2021-2022*





**CHAMBER  
AFTER  
HOURS**

**MAY  
2022**

**FIRST  
UNITED  
BANK  
& TRUST**



**CHAMBER  
AFTER  
HOURS**

**JUNE  
2022**

**CHARTWELLS**







## Outgoing Past **Chairwoman**

When Juli asked me to reflect back on my time with the Chamber of Commerce, it was hard to know where to start! As a Frostburg State University student, I worked at the Chamber for a summer in the Administrative Assistant role. I learned the ins and outs of the organization and saw the impact it had on local businesses. Upon graduation, I became more directly involved in serving on multiple committees, attending Chamber After Hours, and completing Leadership Allegany.

I was appointed to the Board of Directors in 2014 and am serving my last year now. Serving as Chairwoman in 2020, at the onset of Covid, opened my eyes to the struggles of local businesses in our area. I was proud to help provide information on testing and resources for financial

assistance. We kept connected through virtual Lunch and Learns and online meetings. Most importantly, we continued to advocate for the region.

When I think about what I'm most proud of during my time on the Board, I'd easily say the inception of the Like A Woman: An International Women's Day Event. Bringing in a nationally-recognized speaker from Google to present the #iamremarkable workshop was amazing. I still find it hard to describe this sold-out event, but can easily say I was in awe throughout the day from the stories told. I'm looking forward to seeing how this event progresses moving forward.

I've been lucky to volunteer with some great individuals over the past 9 years and wish the best to the newest members of the Board of Directors.

Regards,

**Nicole Wigfield, MBA**

Vice President of Finance Conxx, Inc. & Komodo Systems Inc.



Mountaineer Home Medical Ribbon Cutting  
October 2022





CHAMBER  
AFTER  
HOURS

AUGUST  
2022



EGLE  
MEMORY  
CARE



CHAMBER  
AFTER  
HOURS

SEPTEMBER  
2022



ALLEGANY  
COUNTY  
HISTORICAL  
SOCIETY



# Membership Committee

*Serves the interests of Chamber members through member visitation and programs, and coordinates member-only events, such as Chamber After Hours and workshops.*

**Incoming-Chairmen: Eric Bowlus, Chew on This-Jerky & Steve MacGray, Charis Realty Group**

- Created and promoted 4 workshops
- Held 9 Chamber After Hours
- Offered free headshots to attendees at an After Hours
- Promoted 7 Ribbon Cuttings
- Recruited 38 new members
- Initiated a new member outreach campaign to have more frequent one-on-one communication in first year of membership

*“Thank you for the privilege of serving on the Chamber’s Board of Directors. My time as a Director helped me better understand the needs and, more importantly, opportunities for the businesses and citizens of Allegany County. Please know that Frostburg State University will continue to partner with the Chamber in supporting businesses and workforce development in Allegany County.”*

**Ronald Nowaczyk, PhD**

President, Frostburg State University  
Board of Directors 2016 – 2022



**SPONSORS – AT&T, The Belt Construction Group, Maryland Broadband Cooperative, The Egle House, First Peoples Community Federal Credit Union**





## Frankenberry Insurance Group Ribbon Cutting November 2022



## Keller Williams Realty Group Ribbon Cutting November 2022



# Statistics

## Business Referrals since May of 2022 – 62

### Constant Contact Social Media Analytics –

Reach - UP 284,610

Audience - UP 6,776

Audience - Growth UP 3.96%

### Constant Contact Email Campaign Average Statistics

January 3, 2022 to November 18, 2022

Sends – 769

Open Rate – 42%

### Trends

Our Open Rate – 40%

vs. previous 321 days – Up 7%

vs. industry average – Up 3%

### Social Media Reach

10 ads across Facebook and Instagram

Reach: 42,995

Link clicks: 672\*

\*not all ads were for clicks

### April – October Website Analytics

2,449 search engine referrals

140 Directory clicks

1,863 Program & Event Page Visits

### 48 Event & Program Sponsors

*“First United Bank & Trust is humbled and honored to be the 2022 recipient of The Community Service Award from the Chamber of Commerce. We take pride in the communities where we live, work, and play and community service is part of our core values. Our bank relies on local businesses and consumers doing business with us and as a community bank, we embrace the opportunity to give back whenever possible. Thank you for selecting First United Bank & Trust!”*

**Carissa Rodeheaver**  
President and CEO







# ALLEGANY COUNTY LOCAL BUSINESS SHOWCASE OCTOBER 2022







**Wednesday, October 19, 2022**

**4:30 pm to 7:30 pm**

**Frostburg State University Lane Center**

**PLATINUM SPONSORS:**



**GOLD SPONSORS:**

**Act Personnel Service, Inc.**

**M & T Bank**

**Mountain City Center for the Arts**

**Rocky Gap Casino Resort**

**UPMC Western Maryland**

**SILVER SPONSORS:**

**Allegany County Government**

**Charis Realty Group**

**Cumberland Times-News**

**Ella J. Holly**

**First Peoples Community**

**Federal Credit Union**

**Health Matters Urgent Care**

**Keller Williams Realty**

**Ladybug Boutique**

**Planet Fitness**

**Pivot Physical Therapy**

**StartUp Portal**

**The EADS Group**

**Timbrook Automotive**

**Wade Foundation, A Career**

**Development Firm**

**FOOD VENDORS:**

**Dunkin'**

**Chartwells**

**Chew On This -Jerky**

**Little Caesars**

**NON-PROFIT SPONSORS:**

**AHEC West**

**Allegany County Chamber  
of Commerce**

**Allegany County Habitat  
for Humanity**

**Allegany County HRDC**

**Archway Station**

**Comfort Keepers**

**Horizon Goodwill Industries**

**CES @ Frostburg State University**

**The Children's League**

**Tri-State Community Concert  
Association**

**Western MD Building &  
Construction Trades Council**

**Western Maryland**

**Consortium/Allegany College  
of MD Adult Basic Education**

**Western MD Works/Allegany  
College of Maryland**







## Legislative Wrap-Up 2022

Delegate Mike McKay, Senator George Edwards, Executive Director Juli McCoy, Committee Chair Jeremy Irons, Delegate Wendell Beitzel

### Legislative Committee

*Tasked with promoting the business interests of the region as they correspond to the legislative process.*

**Chairman: Jeremy Irons, The Belt Group of Companies**

- Provided Weekly Legislative Updates  
January – April
- Promoted 2 Calls to Action for Legislation
- Submitted 17 Letters of Support & Opposition  
on Critical Matters
- Testified in Annapolis/Zoom – Western MD  
Economic Development Fund
- Post-Legislative Wrap-Up Luncheon with  
Western Maryland Delegation
- Hosted Primary Candidate Forums – June 2022
- Hosted General Election Forums – October 2022
- Pre-Legislative Luncheon with Western Maryland  
Delegation

### Upcoming Events

**November 26 – December 22**  
**Shop Local Elf on the Shelf**  
Social Media Promo & Daily Drawings

**December 1 – 12:00 pm**  
**Annual Membership Meeting**  
Cumberland Country Club

**December 8 – 4:00 – 7:00 pm**  
**Chamber Holiday Reception**  
Allegany Museum

### 2023 Dates

**May 5 – Golf Outing**

**June 9 – Lucky Ladies Night Out**

**August 4 – Crab Feast**

**October 18 – Allegany County Local  
Business Showcase**