



The
CHAMBER



ALLEGANY COUNTY, MD

2023 ANNUAL REPORT



THE VOICE *for* **BUSINESS**

Letter from the Chairman



Greetings from the Allegany County Chamber of Commerce,

Since our establishment in 1906, we have been proudly serving businesses of all sizes in Allegany County, marking our enduring commitment to the local business community, a legacy unmatched by any other Chamber in the state of Maryland. As we embark on a new year, we invite you to delve into the core of our purpose and impact.

At the heart of our mission is advocacy—we stand as a vocal and recognized representative for businesses. Our vision is succinct: "we serve as an advocate and recognized voice for business." Complementing this, our mission statement declares, "we will serve as a valued investment and resource for the business community through leadership, advocacy, education, and networking."

As a Chamber, we empower businesses with a voice in local and state government, providing crucial support throughout their journey, from inception and expansion to navigating the intricate landscape of entrepreneurship. Your membership is the catalyst behind this support, fostering an environment where businesses not only survive but flourish.

Change is an inevitable companion on our journey. A stroll through downtown Cumberland today may evoke questions about its transformation. Yet, within the debris lies the promise of a vibrant future. Some businesses are already sowing the seeds of this transformation. Amidst the construction, Centre Street hums with activity, restaurants buzz with patrons, and once-deserted buildings breathe new life as vibrant spaces for business and residence. The renaissance of downtown Cumberland, reminiscent of its storied past, is on the horizon, a testament to the resilience of our community.

Our Chamber, too, has witnessed change. This year, our esteemed Executive Assistant, Peg McKenzie, bid farewell after 34 years of dedicated service. While she is irreplaceable, we embrace the future by investing in technology to enhance operational efficiency. This ensures that our dedicated staff can focus on what matters most - serving you.

Throughout our history, we've weathered pandemics, world wars, economic shifts, and political landscapes. Yet, we endure. This Annual Report is not just a retrospective glance; it is a testament to the ongoing commitment to serve and support our members. As we navigate the present and venture into the future, we invite you to explore this report, trusting it provides valuable insights into our dedication to the well-being and prosperity of the Allegany County business community.

Thank you for your unwavering support, membership, and involvement. Together, we shape a future that echoes the strength of our past and resonates well into the years ahead.

Patrick Buck

Letter from the President & CEO



It has been a pleasure to lead the Chamber these past three years and I am looking forward to what 2024 will bring. I hope you will look through this review and feel confident that your investment is being put to good use through our work. Our Chamber is built on small business and that's why we are working to diversify what resources are available to our members - we want you to have immediate ROI and you can get that by utilizing our energy co-op and advertising in the Cumberland Times-News. We also want you to have access to affordable advertising options through the Chamber through our new member platform that will help you showcase your products and services with an enhanced digital listing. We have been hard at work all year and we will continue to build upon what we've started. Our committees are committed to actionable goals and objectives focused on transportation, workforce development, civic engagement, legislative issues and advocacy, networking, and member resources. Thank you for a great year!

Juli



Executive Committee

**The
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ALLEGANY COUNTY, MD

Cumberland, Maryland

Education Committee

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

Chairman: James "Snake" Robertson
Co-Chairwoman: Autumn Becker

- WCBC/FSU Student Salute
- Outstanding Business Student Awards
- Educational Forums
- National Civics Bee

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
Vice-Chairman: Robert Godfrey

- Graduated Class of 2023
- Selected Class of 2024
- Focused on promoting the program across social media



Leadership Allegany
Class of **the CHAMBER** 2024
ALLEGANY COUNTY, MD
Cumberland, Maryland



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

- Successfully executed a community-wide survey to collect data for possible rideshare recruitment
- Formed valuable relationships with rideshare contacts
- Received ARC funding for a transportation study and strategic plan
- Engaged with Potomac Valley Transit Authority to understand their on-demand loop service in Keyser and coordinated a field trip
- Formed stakeholders group of business, economic development, tourism, education, and health and human services reps to begin discussions with consultant
- Outreach and promotion to expand ride sharing opportunities locally





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After Hours

February - City of Frostburg
 March - Embassy Theatre
 April - Rotary Club & Cumberland Country Club
 May - Start Up Portal
 June - Chartwells @ Frostburg State University
 July - Turnbull, Hoover, & Kahl CPAs
 August - Town Hill Bed & Breakfast
 September - Energy Select
 October - Local Business Showcase @ Frostburg State University
 November - The Salvation Army

Total Attendees

756



Networking!



Fun!



Food & Drink!

Socializing!



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

- 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 member

“I’m so grateful for the opportunity to serve on the Chamber’s Board of Directors. It’s been a journey filled with growth, collaboration, and the chance to contribute to the success of our dynamic business community. I’ve had the ability to not only meet but build lasting relationships with fellow board members and I look forward to continuing those relationships long after my term.”

Kristi Minnigh,
The Kristi Agency: Allstate Insurance





August 2023

Hershey's Ice Cream Shake Shop
735 North Centre Street
Cumberland, MD 21502
240-920-5193
hiccumberland@gmail.com

Ribbon Cutting
August **CHAMBER** 2023
ALLEGANY COUNTY, MD
Cumberland, Maryland



October 2023

Wells Fargo Advisors
217 Glenn Street
Cumberland, MD 21502
301-724-2660
<https://a.wellsfargoadvisors.com/hiadnan/>

Ribbon Cutting
October **CHAMBER** 2023
ALLEGANY COUNTY, MD
Cumberland, Maryland



Potomac Valley Hospital
Business of the Year

Carl & Jane Belt
Community Service Award

Micheal Harris
Entrepreneurial Spirit Award

Allegheny County Library System
Non-Profit of the Year

Keira Shilling, Jaycees Honoree
Outstanding Young Professional

Recognition Reception

November **The CHAMBER** 2023
ALLEGANY COUNTY, MD

Frostburg State University Lane Center

UPMC | WESTERN MARYLAND

verizon



In Memoriam



We are saddened by every loss, and those that occur tragically will forever leave an imprint on us. In 2023, we said goodbye to Jonathan Frye, whose involvement with the Chamber extended from Membership Committee to planning out the Annual Golf Tournament. Jonathan was an integral part of the annual event and his absence will be felt as we begin planning, and even more at tee time. Thank you, Jonathan, for your many years of dedication to our work, our fun, and our mission.

JONATHAN D. FRYE

November 17, 1973 - September 3, 2023



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

- Graduated the Class of 2023
- Selected the Class of 2024 and began programming



Leadership Allegany Rising
Class of **THE CHAMBER** 2023
Cumberland, Maryland



Leadership Allegany
Class of **THE CHAMBER** 2023
Cumberland, Maryland

Letter from the Outgoing Past Chairman



My first involvement with the Allegany County Chamber of Commerce was a Chamber After Hours event in the summer of 2011. I was a new Executive Director of a local non-profit and felt it would be a good idea to get involved with and get to know the business community of Allegany County. Walking into that event, I never dreamed I would be asked to serve as 2nd Vice-Chair in 2020 leading to chairing the Board of Directors in 2022. Middle and high school me similarly would be surprised! A lot of assumptions and beliefs have been challenged as a result of my work with the Chamber of Commerce. I have had the opportunity to work with some incredible people and have had my eyes open to the tireless work people are doing to make Allegany County a positive, productive, inclusive, and special place to be. From a casual glance by someone passing through, there's not much happening here. However, nothing could be further from the truth. It has been my privilege and honor to work with our county and region to advance our strengths and positives for the benefit of residents and visitors as well as our small and large business owners. Thank for the opportunity to serve you and thank you for the education I received from you so I can continue to champion our mutual interests. Best of luck to next year's Executive Committee.

Robert Godfrey





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.

Co-Chairman: Steve MacGray

Co-Chairman: Eric Bowlus

- Held 9 Chamber After Hours + Local Business Showcase
- Offered free headshots to attendees at an After Hours
- Promoted 13 Ribbon Cuttings
- Recruited 45 new members
- Reviewed and initiated 6 new member resources

Statistics

Business Referrals - 173

Constant Contact Social Media Analytics -

Reach - UP 284,610

Audience - UP 6,776

Audience - Growth UP 3.96%

Constant Contact Email Campaign Average Statistics

Sends - 845

Open Rate - 45.5%

Clicks - 4,617

Click Rate - 4.6%

Bounce Rate - 5%

Unsubscribe Rate - 1%

Trends

Our Open Rate - 45%

vs. previous 12 months - Up 4%

vs. industry average - Up 10%

"It has been a truly rewarding journey to serve on the Board of Directors for the past three years. Engaging with dynamic professionals, contributing to the growth of local businesses, and being part of strategic initiatives has been an honor. I am grateful for the collaborative spirit and impactful work we've accomplished together working toward economic vitality and community development for Allegany County."

Rebecca Ruppert,
Allegany College of Maryland

Congratulations! Peg



"It's been an honor to be a part of this prestigious organization. I will miss everyone. I've enjoyed working with so many talented and wonderful colleagues and have made many lasting friendships."

Peg McKenzie

"Thanks to the Chamber for supporting local businesses in our community. Local businesses are an important foundation of our thriving community. Frostburg looks forward to our continuing partnership."

Nina Forsythe,

City of Frostburg
Commissioner of Water, Parks, & Recreation



Upcoming Events

Membership Committee January 1st
Transportation Committee January 8th
Education & Workforce Development
Committee January 11th
Legislative Committee January 11th
Board Retreat

2024 Dates

Golf Tournament May 3rd
Lucky Ladies Night Out June 14th
Crab Feast August 2nd
Local Business Showcase October 16th

Legislative Committee

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

Chairman: Jeremy Irons

- Provided Weekly Legislative Updates January – April
- Promoted Call to Action for Legislation
- Submitted 11 Letters of Support & Opposition on Critical Matters
- Post-Legislative Wrap-Up Luncheon with Western Maryland Delegation
- Pre-Legislative Breakfast with Western Maryland Delegation
- Joined Federation with Maryland Chamber of Commerce
- Participated in workgroups for FAML and education and workforce

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Bell Tower Building, 24 Frederick Street, Cumberland, MD 21502
301-722-2820 • www.alleganycountychamber.com

The
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2023
In Review

45

NEW
MEMBERS



+2.3K

EVENT
ATTENDEES



350

MEMBERS



13 RIBBON
CUTTINGS



+3.1K
FOLLOWERS

126
CALENDAR
EVENTS



185

PROMO &
MEMBER
EMAILS



+1.2K

EMAIL
SUBSCRIBERS



173

REFERRALS



\$2,750

NETWORK &
WIN



New! **+6**

MEMBER
RESOURCES



Scan Here

