



TICONDEROGA AREA  
Chamber of Commerce  
Business Focused. Community Minded. Future Driven.

# TICONDEROGA AREA & DOWNTOWN REVITALIZATION

**BACK TO THE BASICS: FOCUS & THE FUTURE**

**PARTNERSHIPS & COORDINATION: KEY TO SUCCESS**

**SMALL TOWNS BIG OPPORTUNITIES: BUSINESS & TOURISM TODAY**

**DOWNTOWN REVITALIZATION INITIATIVE: TICONDEROGA TODAY**

**IT TAKES A TEAM: TEAM TACC THANK YOU**

# BACK TO THE BASICS: FOCUS & THE FUTURE

## Mission, Vision, Key Areas of Focus, & Objectives

Membership, Business, Tourism, Communication, Leadership, & Organization.

*TACC Serves as the Ticonderoga Area Business & Visitor Center. The TACC Office is located in Downtown Ticonderoga.*



# INFO

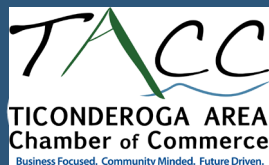
BUSINESS & VISITOR CENTER

[www.ticonderogany.com](http://www.ticonderogany.com)

518-585-6619



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# BACK TO THE BASICS

## Mission & Vision

### 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.

*Bringing everything back to the basic concept of supporting our businesses and organizations, as well as focusing on our economic future. Everything we do as an organization must connect back to this. This is where growth will begin. Do not duplicate services but strengthen and create partnerships.*



[www.ticonderogany.com](http://www.ticonderogany.com)



## 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



# FOCUS & THE FUTURE

## TACC Member Benefits 101



### Maximize Your Chamber Benefits!

New & Expanded TACC Member Benefits Coming Soon!

Brief Highlight of Benefits. See Chamber for detailed information.

#### Marketing, Promotion, Publicity & Exposure

- Website Listings on [www.ticonderogany.com](http://www.ticonderogany.com), [www.lakechamplainregion.com](http://www.lakechamplainregion.com) (via ROOST), & [www.ticonderoga360.com](http://www.ticonderoga360.com) (eVision Digital Marketing).
- Listing in the printed and online Chamber/Business Directory.
- Members can display printed materials for distribution at the Chamber Office.
- We will share your press releases as well as assist in writing & formatting press releases, flyers, etc.
- The Chamber will list all of your events, meetings, or general dates to remember on the online calendar.
- In addition TACC will ensure events are listed on the county tourism calendar.
- Access to a variety of marketing, promotional, and sponsorship opportunities (many free and low cost).
- Representation throughout the area & region as well as for economic development purposes.
- Networking opportunities to connect with other businesses & organizations.
- Members can submit news/INFO for the Monthly Member News email blast (due the first Monday of each month).
- NEW: Enhanced Business Listings, Jobs Posting Opportunities Center, Member Log In Center (online payment portal, update listing information, & more), & Online Event Registration. Contact TACC to learn more and utilize these new and existing Member Benefits.

#### Member Referrals

- Professional & courteous staff that promote the area and their Members by providing answers and information to visitors and the community. TACC only provides referrals to Members.

#### Chamber Communications

- Receive the TACC Memo with important information on news (area, regional, state, etc.), services, programs, events, marketing opportunities, seminars, general updates, and much more.

#### Business Support, Services, & Resources

- TACC offers daily/one on one business support and services directly to our Members as well as new/potential new businesses. Business support, services, resources, and counseling are also available via our partnership with the North Country Small Business Development Center, SCORE, and the Adirondack Economic Development Corporation. Business Transition services are also available via our partnership with the Center For Businesses In Transition.
- Fax (free) & Copy services (discounted rates) available.

#### Business Seminars & Trainings

- Seminars, trainings, workshops & informational meetings on an array of topics are available throughout the year to assist making your business or organization successful. Many FREE for TACC Members!

#### Partnerships

- TACC Members automatically become Associate Members of the North Country Chamber of Commerce giving you access to a Commerce Card Discount Program (Member To Member), Energy Savings Program, & the Health Insurance Services. TACC Members have access to an array of promotional and marketing opportunities via the Regional Office of Sustainable Tourism (ROOST)/Lake Champlain Region. TACC Members have access to additional benefits via our partnership with Ticonderoga360/eVision Digital Marketing including Business Spotlight articles (blog) and more! The TACC is partners with a number of organizations and economic development agencies giving our Members access to an array of resources and services. See *Did You Know!*

#### Creditability, Community Involvement, & Support

- Being a Chamber Member says you belong to & support the local community. It shows that you are dedicated to the success & future of the Ticonderoga Area, your community, and the Chamber.

**TACC 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. **TACC 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.

For additional information, general questions, or specific needs for your business or organization contact Your Chamber Team!

518-585-6619 - [www.ticonderogany.com](http://www.ticonderogany.com)

Think Local: Shop! Spend! Support!

Your Community – Your Future

TACC Think Local initiative tag line and logo.

Focus on community education and local business promotion.



### Key Areas of Focus

TACC has specific goals and objectives under each Key Area of Focus with a timeline. This creates our 5 Year Plan. In addition, each staff member's yearly plan coordinates back to this document.

### Expanding & Growing

Our Membership has grown over 100 percent (& growing) as we focus on providing quality Member benefits and services to the businesses, organizations, and community. This and our partnership expansions have allowed us to grow all of our programs, services, and events as well as launch new initiatives, programs, services.

## Did You Know?

### The Ticonderoga Area Chamber of Commerce...

- Serves as the Ticonderoga Area Business & Visitor Center. \*INFO Center
- Serves, Markets and Promotes the Ticonderoga Area including Ticonderoga, Crown Point, Hague, Moriah, and Putnam, NY.
- Initiates & Provides programs, services, and leadership on a local and regional level. Guided by our Mission, Vision, Tag Line, and 6 Key Areas of Focus. \*See Mission & Vision, Tag Line & Key Area of Focus.
- Provides an array of benefits for its members including marketing & promotion, referrals, trainings, business support/services, health insurance, benefits/services via our partners, and more. See Benefits 101.
- Provides a variety of business support, services, planning, development, resources & counseling to existing businesses, new businesses, and future businesses. Proactively reaches out to prospective companies & businesses to promote the Ticonderoga Area.
- Answers many visitor and community questions/requests via phone, email, walk-in, social media and mail. Sends visitor INFO packets.
- Assists area organizations with their events and projects.
- Maintains the areas online calendar of events. Assists in maintaining the Lake Champlain Region Calendar & Business Directory.
- Serves as the Community Coordinator for all Ticonderoga Area & Lake Champlain Region Fishing Tournaments, the Ticonderoga Area Farmers Market, and the Ticonderoga Montcalm Street Partnership.
- Plans and hosts free community events and events to draw visitors.
- Maintains the information booth located at Liberty Monument, the Information Hut at the Fort Ticonderoga intersection, and an Information Board at the Amtrak station in Ticonderoga.
- Affiliated with the Lake Champlain Region Visitor Center.
- Partners with the Town of Ticonderoga, Regional Office of Sustainable Tourism/Lake Champlain Region Visitor Center, Plattsburgh North Country Chamber of Commerce, Ticonderoga Montcalm Street Partnership, Small Business Development Center, Adirondack Trail Riders, eVision Digital Marketing (Ticonderoga360), Essex County Industrial Development Agency, the Adirondack North Country Association/Center For Businesses In Transition, Town of Hague, and the Adirondack Economic Development Corporation.
- Works closely with other area organizations and economic development agencies locally, regionally, and the state level.
- Provides copying, faxing, and scanning services. And More!!



Did you know without the support and dedication of our members and partners all the Chamber does to serve, market, and promote the Ticonderoga Area would not be possible! Thank you for your commitment to the Chamber and the positive and productive future of the community! For a Ticonderoga Area business directory, calendar of events, or area information visit [www.ticonderogany.com](http://www.ticonderogany.com) or call 518-585-6619! THINK LOCAL!



# PARTNERSHIPS & COORDINATION ARE KEY TO SUCCESS

TACC partners with a number of local, regional, and state agencies to provide enhanced services and programs to the community as well as support their economic growth. We are supporting and coordinating with one another to bring the community forward.





# WORKING WITH AND FOR PARTNERS

Strengthen existing partnerships and create new ones to support businesses and organizations, as well as bring needed services or programs to the community or expand upon events/programs.

TACC has partnered with an array of local, regional and state agencies/organizations. We have not recreated programs or services that already exist but have brought them to the community and often expand upon them to offer our business and organizations additional support, marketing assistance, access to more resources, as well as expand events or programs.

TACC brings our expertise in coordination with partner agencies to the table to create and provide a business support and services team to existing and potential new businesses.

Example: PRIDE of Ticonderoga (Main Street), ECIDA (Micro), TMSP (Downtown focus on events, beautification projects, & enhancements. Part of the National Main Street Center).  
*TACC does not write or implement grants.*

Supporting local partners who have key areas of focus with their mission, efforts, and events, as well as coordinate with them on events.

*Example: Ti Festival Guild or Ti Arts*



TACC in coordination with and support from partner agencies have grown all programs, services, and events.

Few Examples:  
Fishing Tournament growth from 12 to 42 tournaments.

New & Expanded Events

Expanded Member Benefits & Business Services

# PARTNER AGENCIES



**Snapshot of partner agencies. We also work with numerous other local, regional & state agencies including the LCLGRP!**

# SMALL TOWNS – BIG OPPORTUNITIES

TACC has launched a two sided Small Towns Big Opportunities initiative as part of our focus on economic development, business services, and tourism.





# SMALL TOWNS BIG OPPORTUNITIES



## BUSINESS

### Small Towns: Big Opportunities Work. Grow. Live. Succeed.

Focus on business retention, expansion, growth, and recruitment as well as working and living in the Ticonderoga Area. This initiative promotes businesses for sale, available commercial spaces, employment opportunities, as well as business services, assistance and support available.

Photographs are just a highlight of the number of new businesses that have opened over the last several years just in **Downtown Ticonderoga**. Numerous others ones have opened. A number of additional businesses have opened and grand openings are now being planned. We are also working several others businesses that will be opening in Downtown and throughout the area.



## TOURISM

**Small Towns: Big Opportunities**  
**Big Heart. Big History. Big Events.**  
**Big Views. Big Experiences. Big Fishing.**  
Focus on marketing and promoting all the Ticonderoga Area and Downtown Ticonderoga has to offer.

This brand is being implemented via all TACC digital and printed tourism materials as well as TACC & Partner event promotional materials.



# TICONDEROGA TODAY: TICONDEROGA DOWNTOWN REVITALIZATION INITIATIVE

WWW.TICONDEROGADRI.COM



... - Ticonderoga DRI Intro Video

MORE VIDEOS

# TICONDEROGA DRI COMMITTEE

The Ticonderoga DRI Committee has been working collectively and diligently since January of 2022 meeting 2-4 times per month to prepare for the Town of Ticonderoga to apply for the NYS Downtown Revitalization Initiative and/or other NYS Economic Development Programs. The committee coordinated by PRIDE of Ticonderoga and the Town of Ticonderoga consists of a number of local agencies including the Town of Ticonderoga, Pride of Ticonderoga, Ticonderoga Area Chamber of Commerce, Ticonderoga Montcalm Street Partnership, Ticonderoga Revitalization Alliance, Essex County Industrial Development Agency, Fort Ticonderoga, Ticonderoga Central School, and the Regional Office of Sustainable Tourism. The Ticonderoga DRI Committee is working with Elan Planning consultants to support the public participation process and our submission of the DRI application to NYS. Elan has an excellent record of participation in successful DRI applications.



Ticonderoga is showcasing the significant amount of private and public investment that has been brought in the community and planning for our continued growth.



# IT TAKES A DEDICATED TEAM – THANK YOU!

BUSINESS, ORGANIZATIONS, MUNICIPALITIES, TACC MEMBERS, PARTNERS,  
VOLUNTEERS, COMMUNITY MEMBERS, & INVESTORS.

## TEAM TACC INTRODUCTION & THANK YOU!

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**KELLY CAREY**  
Office Administrator &  
Farmers Market Manager



### ADDITIONAL TEAM MEMBERS

**Megan Bambara**  
Coordinator of Calendar of  
Events & Employment  
Opportunities

**Board, Ambassadors,  
Young Professionals,  
Committees, Volunteers,  
& Partners Agencies.**

*Thank you to our community  
and those investing!*

[www.ticonderogany.com](http://www.ticonderogany.com)

There is not just one answer to revitalization and economic development. It is not one organization, or one business, or one person. It is all about a collective effort. It is the businesses, organizations, municipality, investors, volunteers, and partner agencies all working together to move the community forward.



# THANK YOU!



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