

DECEMBER ENEWSLETTER

The Lewis County Chamber of Commerce

MORE GREAT STORIES INSIDE:

Leadership Academy
Home for the Holidays Wrap Up
Year in Review



TIS THE SEASON TO SHOP SMALL & LOCAL

Three new members join us this December! Welcome to Foothills Market, Osceola Tug Hill XC Ski Center and Homes Realty: Amanda Mattimore. Read up on our new Members in the eNewsletter as well as updates on Chamber events, a review of 2021, and more.

Message from our Executive Director

Happy December,

As we all gear up for more of this holiday season and plan for the upcoming year it's important for us to reflect on how far we have come as well. 2021 provided many of us opportunities to look outside the status quo and identify new goals and new ways to achieve those goals. This month's newsletter contains many of the successes that the Chamber was part of this year. With our members continued support we plan on keeping those successes growing for years to come. Thank you for all you have done this year to keep Lewis County forging ahead!

There is still time to shop local for any gifts or other holiday purchases you would like to make. If you are having a difficult time deciding what to get for your loved ones, coworkers, employees, or that one nice neighbor you would like to thank - we suggest County Ca\$h! County Ca\$h is a local gift certificate that can be used at 24 local businesses. The Chamber office will be closed Dec 24 through to January 3 so please be sure to make any purchases for your holiday season before then!

We look forward to next year as we celebrate this years successes!

Kristen Ward Aucter | Executive Director

Welcome to our new Members!



Foothills Market

315 816-7811

jenniferefoothillsmarketllc.com

Foothills Market was created as a way to bring local artisans and producers together under one roof. We are proud to feature many different artists and handcrafters, bakers and growers, and antiques and collectibles dealers from across the North Country.

Here you can truly find something for everyone.



315 783-7936

shoppingwithamanda@yahoo.com

Looking to buy or sell a home? Give Amanda at Homes Realty a call! Amanda is a local licensed Real Estate Broker; and looks forward to working with you in your search for a buyer or your search for a home or vacation home.



Osceola Tug Hill XC Ski Center

315 599-7377

www.uxcski.com

The Osceola Tug Hill XC Ski Center is still open for business under new ownership! 28km groomed trails for both classic and skate skiing (and snowshoeing) Newly remodeled lodge, snack bar, rental equipment and retail store. Trailside lodging and lessons available.

December

GIVEAWAY

WIN a T-shirt from
\$25 County Ca\$h &
1 item of choice from the **ADK Tug Hill Shop!**

How can you win?

It's easy! Like and share the post.
(If you share the post privately we will
not be able to see your name.)



The winner will be randomly selected on December 16th!

Terms and Conditions:

In order to win the giveaway you must be a resident of New York State and must be able to pick up the prize within two weeks at the Lewis County Chamber of Commerce office (7551 South State Street, Lowville, 13367).

Home for the Holidays



Thank you to everyone who joined us December 2nd for the Home for the Holidays Event!

We hope you enjoyed the beautifully decorated Historical Society and placed your bid at their annual Christmas Tree Auction, and entered the holiday raffle at the Historical Society. Did you have a look at the train set up? The trains are displayed like Lowville itself!

Did you enjoy the music from Rob Hirschey, the Naturally Lewis Cookies, and the pizza from New York Pizzeria?

A big thank you to our sponsor **Naturally Lewis**, and to our businesses who donated doorprizes for the event:

Countryside Veterinary Clinic, Black River Valley Natural & Deep Roots, Community Bank, Dolhof Hardware, Judges Quarters, Shultz Family Cheese, the Lowville Cheese Store, Silver Sap Maple, and Open Sky Healing!





Impactful Leadership

JOIN US FOR SIX SESSIONS
FOCUSING ON HOW YOU CAN
BECOME A MORE IMPACTFUL
LEADER IN YOUR PROFESSIONAL
AND PERSONAL LIFE AND LEARN
ALL ABOUT WHAT LEWIS COUNTY
HAS TO OFFER YOU, YOUR
FAMILY AND YOUR CAREER.

Session Dates:

- January 7 2022 (Half Day Orientation)
- January 28 2022
- February 11 2022
- March 11 2022
- April 8 2022
- May 13 2022
- June 3 2022
- June 16 2022 (Evening Graduation)

MEMBER OF
THE
CHAMBER?
\$100
DISCOUNT

Registration Fee: \$600*
Fee includes an individualized
assessment, all sessions, daily
refreshments & transportation to off-
site locations

Sponsorships available

CLICK HERE TO FIND OUT MORE!



Advertise in the 2022 **LEWIS COUNTY VISITORS GUIDE**

AD DEADLINE:
**DECEMBER
15TH**

Feature your business in the new Lewis County Visitors Guide! More than 30,000 copies of our 2020-2021 Visitors Guides were printed and distributed throughout New York State, Lewis County, and more.

Advertisements in the Lewis County Visitors Guide must be for tourism businesses or tourism oriented.

Inside Cover (front or back) 8" x 10.5"	\$1000
Full Page 8" x 10.5"	\$900
Half Page 8" x 5.125"	\$500
Fourth Page 3.875" x 5.125"	\$400
Eighth Page 3.875" x 5.125"	\$200

Any advertisements must be sent as high resolution PDF or JPG format, at 300 DPI.

Visitors Guide Advertisements are only open to Members of the Lewis County Chamber of Commerce. Measurements are provided w" x h". The Lewis County Visitors Guide is re-published (with updates) biannually.

Visitors Guide is Published by:



Looking for the perfect local gift?

Want to get your loved ones something local,
but not sure what to get?

Then County Ca\$h is the perfect gift!



County Ca\$h can currently be used
at 24 local businesses - making it a
perfect local gift card for that
person that is difficult to shop for!

Find out more on our website!

<https://adirondackstughill.com/cash-program/>

Who's participating in County Ca\$h?

Here is our current list of participating merchants!

Amish Connection
Autumn Ridge Goat Farm
Boondocks Restaurant
Cedar Hedge Farm
Croghan Meat Market
Flat Rock Inn
Good Ol' Wishy's
Grunert's Great Outdoors
Guignard Greenhouses
Hand in Hand Childhood Center
jeb's Restaurant
Judges Quarters Bed & Breakfast

Lewis County Soil & Water
Lowville Producers Dairy Co-Operative
Lowville Sport & Farm
Open Sky Wellness
PB&J Cafe
Roggie's Flooring Center
Snow Ridge Ski Resort & Campground
Steak n' Brew
The Edge Hotel
Towpath Restaurant & Lodge
Tug Hill Vineyards
West Martinsburg Mercantile

2021 IN REVIEW

January

Do you remember the **Snowmobile Impact Study**? We were a partner of the study - promoting and supporting the study which looked at how snowmobiling impacts our local economy (and in November we presented the results to the County!)

In January we restructured our **Membership Levels** - clarifying what each Membership Level includes and sent the new information to all of our Members.

February

In February, our condensed **Leadership Academy** started with a session focused on workforce development!

On the 2nd we were a partner in the **Real Estate Round Table** along with **Naturally Lewis, Jefferson-Lewis Board of Realtors, the Greater Watertown Chamber of Commerce, and Jefferson County Economic Development.**

On the 12th **Silver Bench Jewelry** held a **Pop-Up Shop** in our office!

Our **2020 Annual Meeting** was held on the 19th - where we celebrated our **2020 Annual Award winners** and **2020 Chamber Member Milestones!** The 2020 Annual Award winners were the **Lowville American Legion, Tom Spaulding State Farm, Town Hall Theater, and Linda O'Leary.**

On the 24th we invited the community and Chamber Members to assist us in our **Strategic Planning - Soaring Ahead!** For our Strategic Planning we worked with Christie Andrus-Nakano of **Human Factor Leadership** to find a plan to become a vibrant hub of tourism, recreation and commerce for our area.

march

In March we partnered with **Lewis County Public Health** and **Naturally Lewis** for **COVID Memorial Week** during which we honored essential workers and the individuals lost to the pandemic.

As always in March we celebrated our local Maple Members during **Maple March.** Our Maple Members include **Lyndakers Maple Orchard, Yancey's Sugarbush, Silver Sap Maple, and Sugar Hollow Maple.**



2021 IN REVIEW CONT.

april



In April we hosted **Breaking Barriers & Building Connections** along with **Naturally Lewis** - a round-table event to connect and network with local businesses. The ideas for the **OtoO bike ride** and the **Mind Body & Soul Retreat** were sparked during this meeting!

We also launched our **LC33 Hiking Challenge** in April! The LC33 Hiking Challenge is a local Hiking Challenge to encourage locals and visitors alike to explore our local hiking trails and to continue enjoying the outdoor recreation that is readily available in our backyard - here in Lewis County!

may



In May we had our **144 Envelopes** Drawing during which we raffled off 10 prizes that were purchased locally from our Chamber Members, with a grand prize of **\$1000 in County Ca\$h!**

On May 21st we had our final **Leadership Academy** Session on Economic Development & Small Business Entrepreneurship.

We hosted a **Restaurant Revitalization Fund Application Process** meeting along **Lewis County Economic Development** and the **US Small Business Administration** and provided restaurants the opportunity to ask questions regarding their application for Restaurant Revitalization.

june

June is the month we started our **Monthly Giveaways** in our eNewsletters. Each month we have a giveaway featuring a gift card or product from one of our Chamber Members!

On the 12th we had our **17th Annual and final Golf Tournament!** We hope all our teams enjoyed their time out on the green with us.

During June we also added our **online shop** to our website, **adirondackstughill.com**, where visitors and locals alike can now purchase our **ADK Tug Hill** merchandise!

2021 IN REVIEW CONT.

July



Each year the Chamber organizes the **Lewis County Fair Parade** - this year we planned and organized the parade registration and line up ... but sadly the parade was cancelled due to the weather!

The Chamber also organizes the **Shuttle Service** at the Lewis County Fair - thank you to all our volunteers who drove the shuttles during Fair Week!

Last but not least the Chamber has a table available in the Pavillion for our Members to use during the Fair and this year we were joined by **West Martinsburg Mercantile, the ARC Oneida-Lewis, Black River Valley Natural, Hidden Pastures Dairy, Snowbelt Housing, the Lowville Lions Club, Community Bank, and Croghan Meat Market.** The booth also featured a display of Lewis County, with videos about Lewis County, **Lewis County Cuisine Trail** information, and more.

Did you stop by the July **Food Truck Friday**? Maybe you saw our table up by the lawn games? The Chamber was tabling at the July Food Truck Friday to help promote Riverfest (which happened the following day).

This years **Riverfest** was a little early compared to the previous years as we are now hosting it the last Saturday in July (after the July Food Truck Friday). This year our paddlers started in Lyons Falls and finished in Glenfield. As river was very full the river moved more quickly than usual, giving our paddlers an easier paddle than in previous years. Paddlers were greeted in the morning by the **Tug Hill Artisan Roasters' Coffee Trailer**- a perfect start to the day!

August



During August you may have seen us at the borders of the county taking apart **kiosks** and repainting them with our updated logo and updated tourism information. This summer we took up the task of repainting and updating the kiosks in Barners Corners, the border between Lewis County and Jefferson County near Carthage, Croghan, and in Port Leyden. Have you seen them?

With the **Lewis County Department of Recreation Forestry and Parks** we printed the **2022 OHV Trail Maps**. The 2022 Trail Maps are available in our office for \$5 each and will be available for purchase through the Department of Recreation Forestry and Parks once OHV Permits are for sale.

2021

IN REVIEW CONT.

september

The last **Food Truck Friday** of 2021 was on September 10th and was in Lyons Falls - the Chamber was the main sponsor for this final Food Truck Friday. Were you able to stop by for food, live music, and lawn games?

On September 18th Lowville was once again the home of the **Cream Cheese Festival!** The Chamber ran the Cream Cheese Festival **souvenir shop and information center** on that day - while also promoting local tourism and ADK Tug Hill!

october

The first weekend of October was our **49th Annual Rocky Fawcett Fall Foliage Tour!** This weekend celebrate the natural fall beauty in Lewis County as well as our wonderful local businesses along the way! This year the stops on the tour were **Montague Inn, Zehrs Landscaping, Tug Hill Hook & Ladder, the Cottage Inn,** Inman Glide Trail, **Amish Connection, Hopenhagen Farm, West Martinsburg Mercantile, Wakefield Apiaries, Tug Hill Vineyards,** and **Denmark Gardens Apple Orchards.**

We also received our first **LC33** completion paper work in October! We were very excited to receive the first LC33ers feedback to the **Hiking Challenge.** We have since received more completion forms and are planning on doing more outreach for the challenge in the coming year.

In October we were also at the **Big East Trade Show** in Syracuse. Here we distribute information on local recreation, local businesses, and more to everyone visiting the trade show. We also sold much of our **ADK Tug Hill Merch!**

2021

IN REVIEW CONT.

november

On the 4th we celebrated our Chamber and Community Members during our **Annual Meeting & Awards Dinner**, sponsored by **AES Energy**. Our award winners this year were **West Martinsburg Mercantile, Good Morning Realty, Tug Hill Artisan Roaster,** and **Ashley Waite**.

During November we promoted and shared information on **Holiday Open Houses** and **Small Business Saturday!** We shared information from our Chamber Members on our website, on Facebook, and through our eMemos and eNewsletter. As always we ask that businesses reach out to us if they have any particular events or news that they would like us to share with the community.

december

On December 2nd during the **Lewis County Historical Society's Home for the Holidays** event we hosted a business after hours. We had 57 people attend the event and had a wonderful time networking at the beautifully decorated Historical Society.

2021 IN REVIEW CONT.

IN 2021 WE WELCOMED 27 NEW MEMBERS TO THE LEWIS COUNTY CHAMBER OF COMMERCE!

Silver Bench Jewelry
Otter Creek Potters
the Prim PLace
Sterling Roots
AE Adventures
Lyndaker's Maple Orchard
AES Energy
ZenBusiness
Shultz Family Cheese
Rags and Rivers
Kimbrell's Cabins LLC
Blackwell Bookkeeping
Human Factor Leadership
Pioneer Cafe

Blessing Property Maintenance
OTIS Technology
Martin Water Conditioning
Youseys Cleaning Service
Lee Michael Wellness Coaching &
Consulting
Bateman Draft House, the
Comlacht
Hardy Hospitality
Skewed Brewing/Hop Dogs
Adirondack Outpost Antiques & Gifts
Foothills Market
Amanda Whitmore - Homes Realty

THROUGHOUT 2021 THE CHAMBER:

Promoted the **Lewis County Cuisine Trail** on our social media through the Chamber, ADK Tug Hill, & Visit Adirondacks, as well as at the fair & during our trade show.

Promoted our **Member's updates and events** through Social Media.

Promoted the county & our local businesses through **Visit Adirondacks** on Social Media.

Promoted our local businesses through our **Monthly Giveaways**.

Shared updates and news through our **Monthly eNewsletter**.

Shared and promoted Member events and updates through our **Weekly eMemos**.

Designed the **mural** that is planned for Lyons Falls and started planning for more murals in Lewis County during 2022, as well as found homes for the **ARCY murals** from the Lewis County Fair that were donated to us by **Good Morning Realty**.

Promoted our **County Ca\$h**, a local gift certificate program, to encourage Lewis County to **shop small & shop local!**

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THANK YOU FOR READING

The Lewis County Chamber of Commerce

Lewis County Hospital Foundation

CASH BASH

Get your e-tickets now!

**TICKETS
\$100
EACH**

ONLY 300 E-TICKETS
WILL BE SOLD

DID YOU MISS THE
EARLY BIRD
DRAWING?
**THERE ARE
\$14,000
IN REMAINING
CASH PRIZES**

The **CASH BASH** Drawing
has been extended
until all 300 e-tickets have been sold

To purchase an e-ticket go to:

<https://lchf.networkforgood.com/events/33276-cash-bash>

Christmas at Florissante — 2021 —

Holiday Family Tours
Dec. 4 & 5 • Dec. 11 & 12
Dec. 18 & 19
11AM – 5PM



Florissante, The Mansion
Lyons Falls, NY

No cover charge - however donations are appreciated! We reserve the right of admission. Group tours (10+) must register in advance. Bus groups accommodated Thursdays & Fridays with advance registration. Space is limited and tours will be conducted accordingly.

315 348-4417
www.florissantethemansion.com

4036 Lyons Falls Rd.
Lyonsdale, NY 13368