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GOFCC by **CENTERSTATE**

ANNUAL REPORT

***ROOTED IN COMMUNITY.
RISING WITH INTENTION.***



A LETTER FROM OUR EXECUTIVE DIRECTOR

This year marks 110 years of the Greater Oswego-Fulton Chamber of Commerce (GOFCC) and 10 years of partnership between the GOFCC and CenterState CEO. Together, we've strengthened our connection to the people and businesses of Oswego County while expanding our reach and impact through regional collaboration.

Over the past year, we saw the strength of this community on full display. When Novelis faced devastating fires, local leaders and partners acted immediately to support recovery and protect jobs. We also advanced major opportunities with Constellation as it explores expanding nuclear generation here, a testament to years of shared vision and our growing leadership in clean energy.

Our county continues to rise through strategic investments. The Port of Oswego remains a cornerstone of our economy. Downtown Revitalization Initiative (DRI) projects in Oswego, Fulton and now Pulaski are transforming our downtowns, strengthening neighborhoods and creating new opportunities.

We're especially proud of our progress in workforce development. Oswego County is a certified Work Ready Community, leveraging data to measure the skills gap in the community and build common frameworks that link, align and match workforce development efforts. This spring, we will celebrate graduating seniors entering careers in the trades and manufacturing, a powerful sign that opportunity is growing right here at home.

Thank you for your partnership, leadership and belief in what we can build together. We are truly rooted in community and rising with intention.



SARA BROADWELL

Executive Director Greater Oswego-Fulton
Chamber of Commerce



LEADERSHIP & STRATEGIC PROGRAMMING

The GOFCC team participates in and serves on more than a dozen community boards, committees and working groups, supporting a range of strategic priorities that advance the region's growth. Notable initiatives in the past year include:

› **Oswego Build**

Launched in August 2025, this workforce training program prepares county residents for careers in construction, manufacturing and skilled trades. It's modeled after Syracuse Build's successful Pathways to Apprenticeship program. The GOFCC played a convening role with partners to help bring this initiative to Oswego County.

› **Oswego County Childcare Investment Fund (OCCIF)**

In the past year, the OCCIF hosted its first Childcare Provider Roundtable, part of ongoing efforts to address and improve access to quality childcare in Oswego County.

› **Oswego County Micron Strategy Steering Committee**

With a seat on the committee and chair of the Hotel, Restaurant and Tourism Work Group, the GOFCC is working with partners to align county efforts with Micron Technology's regional expansion.

› **Oswego County Minority Study**

This partnership between the GOFCC, Upstate Minority Economic Alliance and Oswego County Federal Credit Union expands economic equity and access for minority-owned businesses.

› **Novelis Community Response Team**

The GOFCC is part of this team that provides stronger collaboration between Novelis and the Oswego County community. It's primarily focused on engagement, preparedness and response, and served as a resource for mobilizing to support the company in the wake of fires at the plant in 2005.



2025 GOFCC EVENTS

Throughout the year the GOFCC held **10 signature, networking and community events** in collaboration with partners that drew nearly **1,000 attendees**, while supporting local venues as event sites and hosts. These events provide visibility to small businesses and corporate sponsors, while providing meaningful opportunities for members to build new business connections.

SIGNATURE EVENTS

- ▶ **Annual Meeting** | Lake Ontario Event & Conference Center
- ▶ **Summer Celebration BBQ** | Travis Floral Inc. & The Glasshouse
- ▶ **Golf Social** | Oswego Country Club
- ▶ **Holiday Social** | Kristen's Kitchen at Battle Island

NETWORKING EVENTS

- ▶ **Business After Hours** | Lock 1 Distilling Company
- ▶ **Business Before Hours** | The Lobdell Center for Mental Health & Wellness at Lakeview
- ▶ **GOFCC Business After Hours & Oswego YMCA 170 Year Event** | Oswego YMCA

PARTNER EVENTS

- ▶ **Local Landscapes & Landmarks Visual Art Exhibit** - Collaborated with Assembly, Minority Leader Will Barclay's Office & CNY Community Arts Center. Oswego Center for Arts
- ▶ **Network With Purpose** - Partnered with Oswego County Workforce New York, Operation Oswego County, Oswego Health, SUNY Oswego and the City of Oswego for events focused on talent attraction, recruitment and retention by connecting job candidates with business leaders, HR professionals, educators and more. | Old City Hall Brewery
- ▶ **Oswego County Minority Study Kickoff Event** - In partnership with Oswego County Federal Credit Union, Upstate Minority Economic Alliance and Third Eye Network. | Kristen's Kitchen at Battle Island



GOFCC COMMUNITY PROGRAMS

OSWEGO-FULTON FARMERS MARKET

The GOFCC's Oswego and Fulton Farmers Markets operated at full capacity in 2025. For five months, they serve as inclusive community hubs that advance equity and inclusivity, expand access to fresh, local food, and create welcoming social gathering spaces that support regional agriculture and small businesses. Program highlights include:

- ▶ **80+ vendors**
- ▶ **Nearly \$500,000 in revenue generated**
 Supporting small farms, local vendors, and sustained economic circulation across Oswego County.
- ▶ **Increased SNAP & Health Bucks incentives**
 GOFCC Farmers Markets facilitated over \$5,000 in SNAP benefit spending in 2025, which was doubled by matching incentive programs from community partners such as Fresh Connect Checks, CNY Health Bucks, and the Fulton Lions Club.
- ▶ **Free bus routes continued**
 Continued collaboration with Oswego County Mobility saw increased ridership to both markets, with additional stops connecting rural communities, SUNY Oswego, and downtown, helping bridge geographic gaps and support more inclusive community participation.
- ▶ **Second Annual Fulton Downtown Market**
 Continued partnership with Fulton Special Events Committee and CNY Community Arts Center.
- ▶ **Live music and monthly theme days** | **Entertainment Sponsor: Novelis**
 Increased foot traffic, community engagement, and ongoing downtown revitalization efforts.

PROJECT BLOOM | Presented by Constellation

Implemented in collaboration with the city of Oswego and city of Fulton, this community beautification initiative enhanced downtowns, parks and public spaces through vibrant floral and community partnerships. In 2025, more than **1,000 flowers** were planted, **160 flower baskets** delivered and beautification efforts were completed across multiple parks and community locations.

This year the GOFCC also partnered with SUNY Oswego Arts Department and Davis Contracting to redesign, build and install new signs at all Oswego locations.

The initiative is supported by over **100 individual volunteers, sponsors, and regional partners**. The initiative strengthens placemaking, community pride and the overall visual appeal of Oswego County.



MEMBER IMPACT

In 2025, the GOFCC continued to welcome new members and serve its existing member base, including large employers, small and medium sized businesses and nonprofits. Member engagement with the GOFCC is driving community impact by **aligning workforce pipelines with employer needs, leading targeted industry cluster initiatives** in partnership with stakeholders and **strengthening small businesses** through structured support, education for access to capital, and measurable outcomes. Collectively, this engagement positions the GOFCC as a strategic driver of sustainable economic growth across the county.

CELEBRATING THE BUSINESS COMMUNITY

The all volunteer **GOFCC Ambassador Committee** welcomes new members and celebrates business milestones to enhance local business visibility and foster networking. This year, it celebrated:

- › **25 Presentations across Oswego County**
- › **14 Grand Openings**
- › **4 Anniversaries**
- › **4 New Locations or Expansions**
- › **3 Program Launches, Dedications & DRI Project Completions**

GOFCC OSWEGO COUNTY INITIATIVES

The **GOFCC Employee Discount Key Tag Programs** strengthen connections between three major Oswego County employers—**Novelis**, **Oswego Health** and **Constellation**—and local businesses by encouraging employees to shop local and support the regional economy. Designed as both a workforce engagement benefit and an economic support initiative, the programs provide added value to employees while driving consistent visibility and spending at local businesses across 19 municipalities. In 2025, all three employer-based programs experienced continued growth and a strong retention rate:

- › **118 Participating businesses**
- › **35+ New businesses added**
- › **98%+ Retention rate of participating businesses**



Awarded Operation Oswego County Ally Award in 2025.

The Greater Oswego-Fulton Chamber of Commerce (GOFCC), by CenterState CEO, supports businesses and organizations of every size through advocacy, access to regional and state resources, small business services, business development support, workforce innovation, networking and visibility. We connect more than 350 member organizations and champion opportunities that help all of Oswego County grow.

With roots dating back to 1916, the GOFCC has a long-standing commitment to business success. Since joining CenterState CEO more than a decade ago, the Chamber has expanded its impact by supporting members, advancing strategic priorities and strengthening the region's overall business environment.

The Greater Oswego-Fulton Chamber of Commerce continues to lead with purpose—driving economic vitality, workforce readiness and community collaboration. Through strategic initiatives, partnerships and events, GOFCC strengthens Oswego County's position as a thriving place to live, work and grow.



Greater Oswego-Fulton Chamber of Commerce

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