

Nonprofit Recovery Grant : Entry # 2269**General Information****Date or application:**

01/02/2024

Organization Name

Colonie Chamber of Commerce

Organization TIN or EIN:

22-2684395

Organization physical address:

950 New Loudon Rd
Latham, NY 12110
United States
[Map It](#)

Is the mailing address different from the physical address?

No

Contact Information**Primary contact name:**

Tom Nolte

Primary contact title:

President

Primary contact phone:

518-785-6995

Primary contact email:tom@coloniechamber.org**Preferred method of contact:**

Phone

Website (if available):

<https://www.coloniechamber.org>

Organization Info and Structure:**Date of establishment:**

09/01/1985

Give a brief description of your organization. Please include information on the organization's activities or mission statement (150 words or less):

The Colonie Chamber of Commerce is a 501-c-6 membership service organization formed to meet the interests and needs of the commercial, industrial and professional sectors and to foster trade and commerce in the Colonie area and beyond.

The Chamber of Commerce provides exclusive opportunities for businesses to grow their network and make the connections that benefit them and their bottom line.

As the leading resource for business, government, and residents in the Town of Colonie, the Colonie Chamber of Commerce provides information, tools, and programs that support the many and varied interests in our vibrant community.

Provide the total number of part time employees (if applicable):

0

Provide the total number of full-time employees (if applicable):

2

Provide the total number of volunteers (if applicable):

15

What is the organization's current annual budget?

\$185,000

Have you or the organization ever received any form of COVID-19 relief funds or loans specific to the negative impacts of the Pandemic?

Yes

If you selected "Yes" above, please specify type and amount.

We sought federal funds including the first round of the PPP funding which we were deemed ineligible for as a 501c6. We received a small EIDL grant in the amount of \$2,000 and later were granted the second round of PPP funding for the amount of \$24,000.

Describe the purpose of the organization. Include a description of the target population, as well as the goals and objectives of your proposed project and the amount of Albany County residents that are served (250 words or less).

The Colonie Chamber of Commerce strives to provide our business community with opportunities to develop strong networks, encourage business-to-business exchanges and work with local government officials to create a more business-friendly

environment. Businesses and organizations benefit when we're able to connect them with potential new customers and business opportunities, giving businesses additional marketing opportunities and publicity exposure, as well as providing them access to exclusive members-only programs and discounts.

We have been helping businesses for almost 40 years, which also means helping people. Our businesses are our also residents, and when they do better, we all do. The Colonie businesses we can help with the funding are all of our members plus many other businesses; we estimate up to 400+ businesses benefit from the extra marketing, business education, events and networking the chamber provides when it is performing optimally.

During COVID, the Chamber of Commerce was not able to host networking events, groups, outreach to new members, or community events. This grant gives funds to market ourselves and many businesses that are reliant on the Chamber's activity to stay vibrant members of the business community. The opportunities and projects that we have planned for this year will help the whole community.

If an award is made, describe how Albany County stakeholders will benefit.

We anticipate Albany County will benefit from this project with more county residents getting involved and learning about their chamber resources and possibly volunteering at some of our sites, visitors from other counties coming to see our shopping centers, parks and recreation and attend events going on here, and even potentially folks deciding to move to Albany County as opposed to other counties because of the diverse resources we will be marketing during this year. The county will benefit from the Chamber pulling together the many organizations who are already doing things in our area (Explore Colonie Visitors Guide, Town of Colonie Parks, The Visitors Bureau, Colonie Center, The Mohawk Bike Trail, etc) during the upcoming years.

Negative Economic Impact:

What amount of funding is being requested?

\$25,000

Provide the total amount of lost revenue/additional expenses attributable to the COVID-19 Pandemic.

The total loss over the years from 2020-2023 is estimated to be \$85,000. It is estimated based on the last 3 years budget's income compared to previous years.

Sustainable Operating Model: Describe how your organization adapted its operations to respond to (a) the immediate impacts of the COVID-19 pandemic and (b) any long-term trends brought about by the COVID-19 pandemic.

- The Chamber-The Chamber became a liaison and a resource to our members when it came to COVID-19 funding available to small business as well as scams that were out there.
- Employees-It was decided by our Board of Directors that we needed to greatly reduce the salaries of the two Chamber employees. This salary reduction lasted from May of 2020 thru September of 2021.
- Rent-We were able to renegotiate our lease.
- Vendors-We worked with our vendors to reduce/delay/eliminate operating expenses to various levels of success. As a small business itself, the Chamber had always operated in a frugal manner but COVID-19 forced additional belt tightening that remains to this day.
- Pivoting-The Chambers in-person networking events became Zoom networking opportunities. Our in-person seminars became webinars as well as Zoom presentations. We are still offering some of these as an alternative to in-person events because of the feedback from members.

If an award is made, describe how the funds will help the organization to recover from the negative economic impacts associated with the COVID-19 pandemic and to sustain long-term operations in Albany County.

The Chamber has always brought the business community together in its activities, marketed the Colonie area, and helped small businesses have a better presence. When we are thriving and vibrant as in the past years, the following are events and activities will be brought back.

- The Chamber had also previously coordinated events including our Administrative Professional Day Lunch, and our Annual Dinner that both were shelved since the pandemic. We're happy to report that on February 1st, 2024 our Annual Dinner will be held for the first time since February of 2020.
- The Chamber of Commerce had previously produced an annual business directory (with a circulation of 1,000 copies) that has morphed into a comprehensive visitor's guide in 2023. Over 10,000 copies of Explore Colonie, the guide, were produced and distributed to our community and is available online as well. The Chamber worked with our town to produce Explore Colonie but has incurred all the expense of lay-out, ad sales, printing and distribution on the project. It has been well received so we intend (w/the assistance of the award) to continue this expansive project and the expenses that come with it. The Chamber also promotes large events going on in our area for our local businesses and has put the events in the Visitors Guide.
- The Chamber's annual Restaurant Week started in 2009 and turned bi-annual soon after it's inception. During covid the Chamber allowed all restaurants to participate without charging that was formally used to market the March & October events. If we receive the award, we would like to invest in paid promotion as we were able to pre-covid. This would include enhancements to our Taste of Colonie web-site that gets thousands of visits during the Restaurant Weeks. In the past years, the Chamber has conducted A Taste of Colonie to kick off our fall Restaurant Week and we want to bring some form of this back.

Does the organization possess a financial management system that provides records that can identify the sources and application of ARPA funds if an award is made? Please explain below:

The Chamber utilizes Quickbooks Financial Management System, and contracts with a part-time bookkeeper. We would add appropriate income and expense codes for the award to track. We can produce monthly, quarterly and annual reports.

Please explain how the negative impact associated with the COVID-19 pandemic led to revenue loss:

The top three revenue generators for the Colonie Chamber of Commerce are :

- 1) dues memberships
- 2) in-person events
- 3) event sponsorships

During covid, in-person events with the revenue they generate (over 20 events annually) could not take place. With no in-person events taking place, the revenue generated previously from these events went away.

We also lost a significant amount of member dues funding; it was decided that we would still invoice for dues however the invoice was accompanied by a letter from the Chamber and our Board of Directors that we would not cancel a membership during covid recognizing the devastating effect the pandemic had on our business members. The message was one of support from one small business, the Chamber, to our member businesses. Some members were able to pay their dues however many could not due to the pandemic and the organization is still feeling the affects on our membership revenue due to the pandemic in the form of businesses that closed, dues write-offs and cancellations.

(Optional) Use the below space, or attached supplemental files, to provide any additional information that you believe will support the organization's request:

Letter of support and tax exempt status letter will be sent Friday 1/5/24.

Tax Information

Please upload Federal tax returns for tax year 2019

- [Colonie-Chamber-of-Commerce-2019-990-Filing-Copy.pdf](#)

Please upload Federal tax returns for tax year 2020

- [Colonie-Chamber-of-Commerce-2020-Client-Copy.pdf](#)

Please upload Federal tax returns for tax year 2021

- [Colonie-Chamber-of-Commerce-2021-Client-Copy.pdf](#)

Please upload Federal tax returns for tax year 2022

- [Colonie-Chamber-of-Commerce-2022-Client-Copy.pdf](#)

Please upload IRS Form W-9

- [W-9-2024.pdf](#)

Risk Assessment

Has the organization adopted and/or implemented policies relating to: records retention, conflict of interest, code of ethics, and/or nondiscrimination policies

Yes

If you selected "Yes" above, please specify:

The employee manual and board of directors manual both include all policies required by nonprofits and businesses and the appropriate documents are signed by employees or board members and kept on file.

Is the organization properly insured?

Yes

If you selected "Yes" above, please specify the types of insurance held and the limits:

Business Insurance, Directors and Officers Insurance, Errors and Omissions Insurance, all for \$1,000,000 each.

Does the organization have a financial management system?

Yes

If you selected "Yes" above, please specify

Quickbooks

Has there been any change in your organization's key staffing positions in the last 2 years?

No

Has the organization previously done work for the Federal government (i.e. Is the entity experienced in managing Federal funds)?

No

Certifications:

Acknowledgment 1

I have read and understand the U.S. Treasury's Compliance and Reporting Guidance for State and Local Fiscal Recovery Funds (see link below)
U.S. Treasury's Compliance and Reporting Guidance for State and Local Fiscal Recovery Funds:
<https://home.treasury.gov/system/files/136/SLFRF-Compliance-and-Reporting-Guidance.pdf>

Acknowledgment 2

Should the County allocate ARPA Funds, I am able to and pledge to adhere to ALL Compliance and Reporting Requirements of the U.S. Treasury as it relates to any State and Local Fiscal Recovery Funds

Acknowledgment 3

I understand the County will contact me if/when additional information is needed and that information will be promptly provided to the County to support reporting requirements

Acknowledgment 4

If for any reason I am unable to comply with the U.S. Treasury's Compliance and Reporting Requirements I will immediately notify the County in writing by email or letter

Acknowledgment 5

All information submitted in this application is true and accurate

Electronic Signature Agreement

I agree

By checking the "I agree" box, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a

traditional signature at a later date.

Type name

Tom Nolte

Notes



Admin Notification (ID: 655253b8f18ee)

added January 3, 2024 at 7:03 pm

WordPress successfully passed the notification email to the sending server.