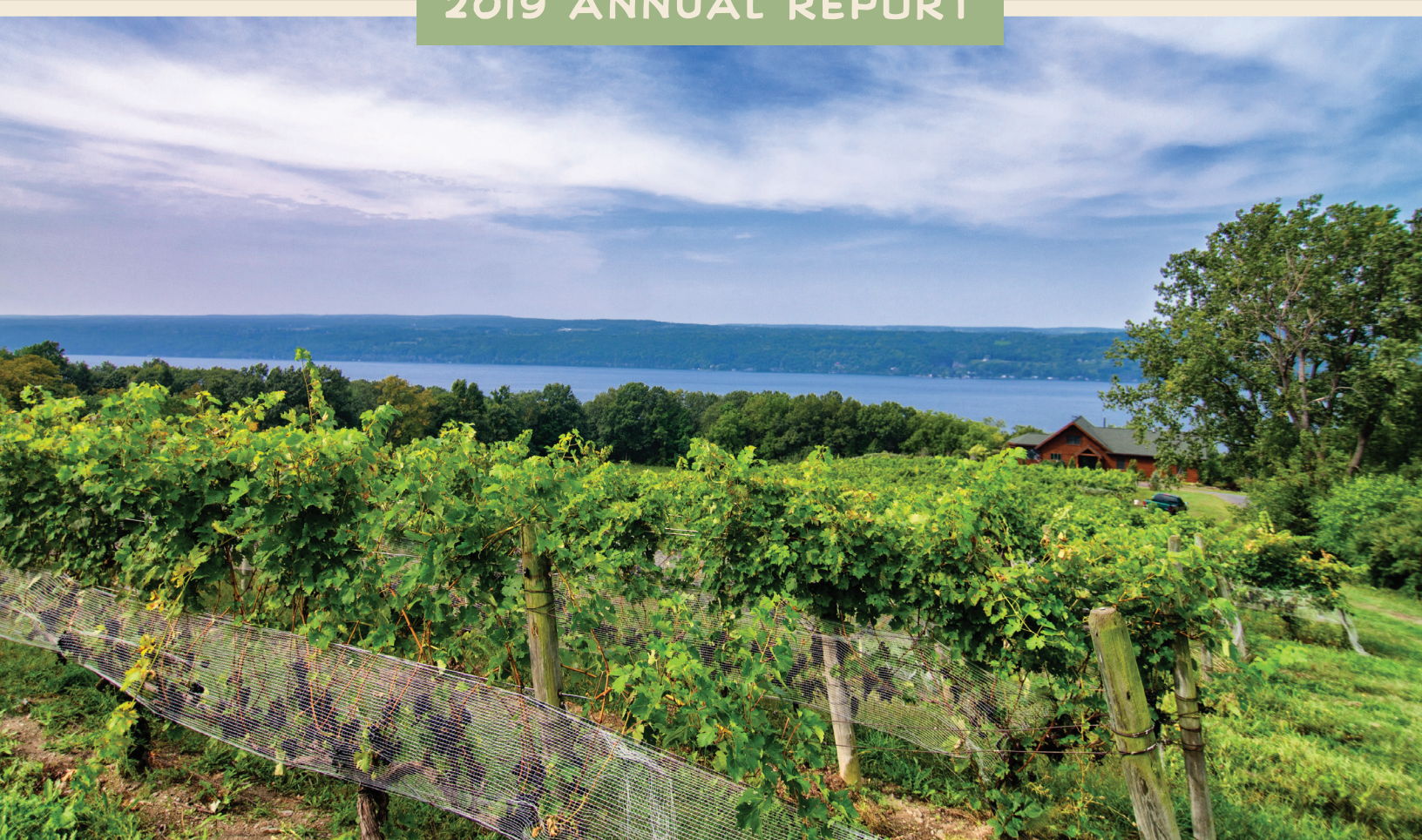


FINGER LAKES

Wine Country

• NEW YORK STATE •

2019 ANNUAL REPORT





To Our Stakeholders

Today our world is facing the immense challenges of a global pandemic. It has made us rethink the way we conduct business and how we interact with one another. Yet we began a similar thought process in earnest, months earlier.

Over the past two years, Finger Lakes Wine Country embarked on an organizational and regional self-reflection, with the goal of fine-tuning our business operations to integrate ever-changing **travel trends** with the relatively new concept of **placemaking**. The assessment included resident and visitor surveys, focus groups, 1:1 interviews, qualitative and quantitative analyses, visioning workshops, and so much more.



This comprehensive introspection, completed in the Fall of 2019, revealed that residents and recent visitors credit Finger Lakes Wine Country with offering experiences steeped in **nature, small-town charm, and locally-crafted products**.

The unilateral descriptors—echoed repeatedly in feedback from all five of our counties and the three wine trails—are that our region is **genuine, approachable, leisurely, immersive, and groundbreaking**.

This information is the culmination of two years of detailed market analysis, destination research, consumer behavior, and *your* input. The synthesis of this sociological introspection:

Finger Lakes Wine Country is home to picturesque small towns, spectacular natural landscapes, and the most welcoming, down-to-earth people you could hope to meet. It attracts adventurous, inquisitive explorers because it offers immersive, hands-on recreational and cultural experiences, from wine tasting to glass blowing to sailing.

People love Finger Lakes Wine Country because they can dive deeper into the place, its nature, and its people, have real conversations, and make genuine connections, learn more than they ever expected, and surface inspired, enlightened, and refreshed.

Together, we amassed this treasure trove of consumer insight, and then COVID-19 hit.

It did not take long, though, to realize that the assets we possess as a region are precisely what will **sustain us with vibrancy and strength for the future**.

Potential residents and visitors yearn for wide open spaces, rural country sides, and postcard-perfect towns and villages. They seek out world-class wines and exceptional craft beverages, a burgeoning culinary scene, and influential arts and culture. They value nature, outdoor adventure, and the calm of the water's edge. And they dream of an unparalleled **quality of life**; a warm, welcoming, safe place where people of all colors, beliefs, and persuasions can call home.

Finger Lakes Wine Country is every one of us **working together**, sharing the same ideas, the same excitement, the same feelings, and the same representation for the region. We encourage all of you—our colleagues and friends in **Chemung, Schuyler, Steuben, Tioga, and Yates Counties**, and across the three Wine Trails of **Cayuga, Keuka, and Seneca Lakes**—to confidently embrace and adopt the wisdom provided in this *Annual Report*, knowing that it reliably reflects the fabric of the **unified 3,056 square mile community** collectively referred to as **Finger Lakes Wine Country**.

Sincerely,



G. THOMAS TRANTER
CHAIRMAN OF THE BOARD



LAURY ELLEN WARD
PRESIDENT

Our Mission

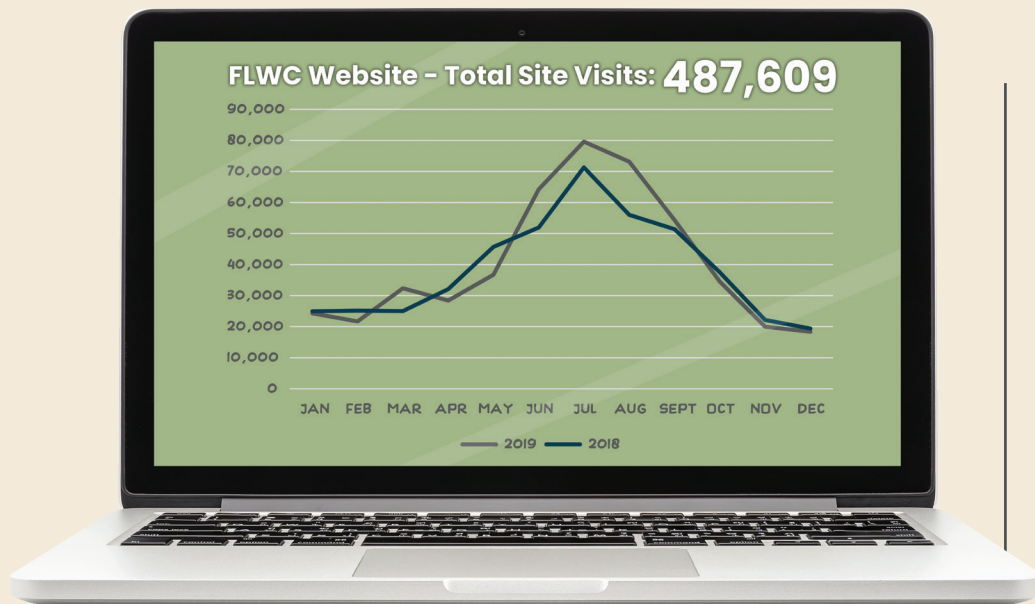
ESTABLISH
FINGER LAKES
WINE COUNTRY
AS THE
TOP-OF-MIND
BRAND

Our Vision

THE POTENTIAL
VISITOR WILL HAVE
A CLEAR IMAGE OF
FINGER LAKES
WINE COUNTRY,
WHAT IT OFFERS,
AND HOW TO
PARTICIPATE
IN ITS EXPERIENCES.



Program of Work & Analytics



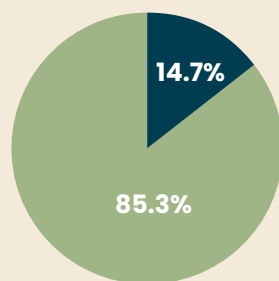
Top States

1. New York
2. Pennsylvania
3. New Jersey
4. Ohio
5. Massachusetts
6. Virginia
7. Ontario CA
8. Washington D.C.
9. Florida
10. Maryland

Top Content

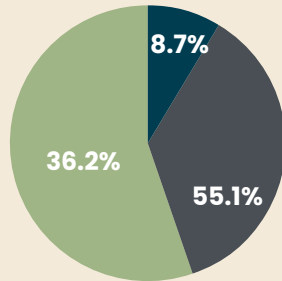
1. Wine Trails
2. Wine
3. Packages
4. Discover
5. Wine & Food
6. Wineries
7. Things to Do
8. Seneca Lake Wine Trail
9. Places to Stay
10. Free Travel Magazine

Sessions by User Type



New Visitor
Returning Visitor

Sessions by Device Type



Desktop
Mobile
Tablet

Paid Media

Each year, Finger Lakes Wine Country administers a media buy focused on driving traffic to FingerLakesWineCountry.com. The media buy is a mix of paid search, digital display with re-targeting, and paid social media placements.

2019 Campaign

14,527,275
total impressions

29,969
total clicks

0.21%
click-through rate

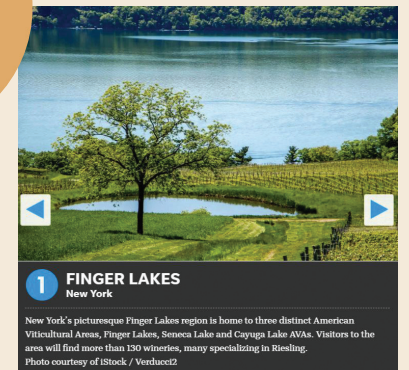


Media & Influencer Relations

Positive third-party endorsements secured through media relations programs are effective in influencing brand awareness. The growth in social media and digital communications has shifted the focus on working with social media influencers and bloggers, a valuable addition to a traditional media relations program. In 2019, Finger Lakes Wine Country hosted 12 press visits to the region.



«2 YEARS
IN A ROW!



74,643 Likes
up 2.2% YoY

10,910 Followers
up 3.5% YoY

9,782 Followers
up 21.2% YoY

Blog
19,704
total pageviews
an increase of
78.7% YoY

Brand Hashtag
#MyFLX
29,979,812
impressions

Email Marketing
11,877
opt-in consumer leads
collected - up 26.5% YoY
51,512
total subscribers

21.3%
average open rate
15.5%
average click through rate



2019 Board of Directors & Investors

BOARD OF DIRECTORS 2019

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Betsey Hale
Three Rivers Development

VICE CHAIR
Tom Tranter
Coning Enterprises

TREASURER
Gene Pierce
Glenora Wine Cellars

SECRETARY
Stephanie Rogers
Tioga Downs Casino Resort

PAST CHAIR
Beth Duane
Corning Museum of Glass

PRESIDENT
Laury Ellen Ward
Finger Lakes Wine Country

Jessica Bacher
*Yates County
Chamber of Commerce*

Rebekah Carroll
*Watkins Glen Area
Chamber of Commerce*

Kevin Costello
*Steuben County Conference
& Visitors Bureau*

Julie Delgrosso
The Christmas House

Michael Doyle
Pleasant Valley Wine Company

Jamie Johnson
Steuben County IDA

Kamala Keeley
*Chemung County Chamber
of Commerce*

Rebecca Maffei
Tioga County Tourism

Rick Pirozzolo
Arnot Art Musuem

Michael Printup
Watkins Glen International

Brett Smith
The Rockwell Museum

Chris Stamp
Lakewood Vineyards

LeeAnn Tinney
*Tioga County Economic
Development & Planning*

EX-OFFICIO
Cindy Kimble
Finger Lakes Tourism Alliance

INVESTORS 2019

Cayuga Lake Wine Trail
Chemung County
Corning Enterprises
Corning Museum of Glass
Dr. Konstantin Frank Winery
Finger Lakes Distilling
Finger Lakes Premier Properties
Fulkerson Winery
Glenora Wine Cellars
Hampton Inn Horseheads
Hazlitt 1852 Vineyards
Heron Hill Winery
Hilton Garden Inn
Holiday Inn Elmira Riverview
J.R. Dill Winery
Keuka Lake Wine Trail
Pleasant Valley Wine Co.
Radisson Hotel Corning
Ravines Wine Cellars
Rockwell Museum
Schuyler County
Seneca Lake Wine Trail
Steuben County
Tioga County
Tioga Downs Casino
Vineyard Inn & Suites
Wagner Vineyards
Watkins Glen Harbor Hotel
Watkins Glen International
Yates County

Financial Information

FINGER LAKES WINE COUNTRY TOURISM MARKETING ASSOCIATION, INC. STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS			
		Year ended December 31,	
		2019	2018
Public support and revenue:			
Public funders		\$365,000	\$337,500
Private funders		600,250	578,000
Cooperative partners for marketing		-	9,000
Special programs		14,151	290,279
Regional matching funds		8,000	20,775
Sundry		12,868	1,606
Interest income		529	207
TOTAL SUPPORT AND REVENUE		1,000,798	1,237,367
Expenses:			
Program services		874,857	1,128,775
Supporting services		101,934	117,095
TOTAL EXPENSES		976,791	1,245,869
CHANGE IN NET ASSETS		24,007	(8,502)
Net Assets at beginning of year		150,414	158,916
NET ASSETS AT END OF YEAR		\$174,421	\$150,414

FINGER LAKES WINE COUNTRY TOURISM MARKETING ASSOCIATION, INC. STATEMENTS OF FUNCTIONAL EXPENSES						
	Year ended December 31,					
	2019			2018		
	Program Services	Supporting Services		Program Services	Supporting Services	
	Management and General			Management and General		
	Marketing	General	Total	Marketing	General	Total
Salaries	\$139,577	\$46,526	\$186,103	\$155,220	\$51,740	\$206,960
Employee benefits and payroll taxes	44,315	14,772	59,086	45,565	15,188	60,753
Office expense	21,570	7,190	28,760	22,910	7,637	30,546
Travel, meetings and entertainment	6,134	2,045	8,179	9,335	3,112	12,447
Professional fees	-	31,402	31,402	-	39,418	39,418
Media Relations	96,896	-	96,896	130,284	-	130,284
Web and email	44,753	-	44,753	58,900	-	58,900
Planned media	172,340	-	172,340	264,692	-	264,692
Fulfillment	14,033	-	14,033	61,190	-	61,190
Production	6,492	-	6,492	43,685	-	43,685
Research and market analysis	306,081	-	306,081	55,000	-	55,000
Trade shows	-	-	-	15,631	-	15,631
Regional matching funds	8,000	-	8,000	20,775	-	20,775
TBEX expenses	14,666	-	14,666	245,588	-	245,588
TOTAL EXPENSES	\$874,857	\$101,934	\$976,791	\$1,128,775	\$117,095	\$1,245,869

FLWC STAFF



LAURY ELLEN WARD
PRESIDENT



CHRISTINA ROBERTS
VP BRAND DEVELOPMENT

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Corning, New York 14830

info@fingerlakeswinecountry.com
(607) 936-0706

FingerLakesWineCountry.com
@FLXWineCountry | #MyFLX

If your business or organization is interested in getting involved, supporting, or learning more about Finger Lakes Wine Country, please contact us anytime.

