

FINGER LAKES

Wine Country

• NEW YORK STATE •

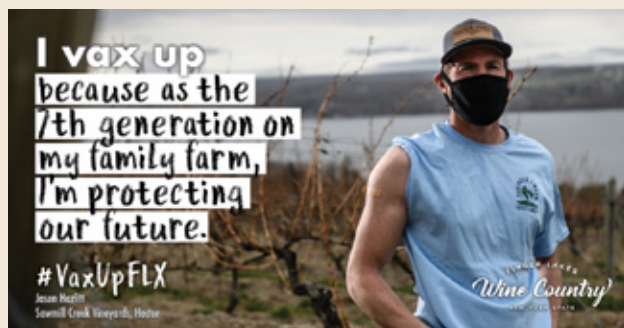
2020 ANNUAL REPORT



To Our Stakeholders

For years, this place we call Finger Lakes Wine Country has been recognized for its breathtaking natural beauty, small-town charm, and locally-crafted products. These time-honored reasons to visit and to live in our magnificent region are precisely what are helping us rise above the challenges presented by a global pandemic, and we are doing so with strength and momentum now and in the years to come.

As the regional branding organization, Finger Lakes Wine Country continues to emphasize that this place, its people, and experiences are genuine, approachable, leisurely, immersive, and groundbreaking. In 2020, the messaging was the same. However, we tightened our belts, concentrated our advertising dollars closer to home, and developed campaigns like **#MaskUpFLX** and **#VaxUpFLX**, the need for which never would have crossed our minds.



But we never faltered in presenting Finger Lakes Wine Country as THE place to enjoy wide open spaces, rural country sides, and postcard-perfect towns and villages. We continue to promote world-class wines and exceptional craft beverages, a mushrooming culinary scene, and significant arts and cultural resources, all of which are offered in safe, clean, and welcoming environments.

Finger Lakes Wine Country is all of us, working together, sharing the same ideas, and telling the same stories. We proudly include Chemung, Schuyler, Steuben, Tioga, and Yates counties, and the three Wine Trails of Cayuga, Keuka, and Seneca Lakes, as members of the FLWC family. We trust you will share the information provided in this *2020 Annual Report* and join us in our journey together as we welcome visitors, new residents, and businesses to become part of this exceptional, nationally-recognized place called Finger Lakes Wine Country.



G. THOMAS TRANTER
CHAIRMAN OF THE BOARD



LAURY ELLEN WARD
PRESIDENT



What is Finger Lakes Wine Country?

Finger Lakes Wine Country is the regional branding organization for the 3,065 square mile area that includes Chemung, Schuyler, Steuben, Tioga, and Yates counties as well as the Cayuga, Seneca, and Keuka Lake Wine Trails. As the regional branding organization, Finger Lakes Wine Country is responsible for positioning the region as a top-of-mind brand by showcasing the various attributes, including world-class attractions, events, and experiences of the area.

The organization does this through an integrated marketing program which includes a robust website, paid media, social media, email marketing, media and influencer relations including FAM tours, print or online magazines to collectively promote the entire region's attractions. Based in Corning, Finger Lakes Wine Country is the unified voice highlighting the assets within the five counties and three wine trails.

Finger Lakes Wine Country & Regional Collaboration

Each county, wine trail, and attraction is charged with promoting their individual activities with websites, social media, and specific asset development and promotion.

Just as the greater 14-county, New York-State designated, Finger Lakes vacation region is too large to digest for a visitor, one county, a single attraction, or a specific event may not be enough to drive multi-night visits to the region.

Furthermore, consumers do not make travel decisions based on geopolitical boundaries; county lines are rarely a factor in determining potential consumers' travel destination decisions.

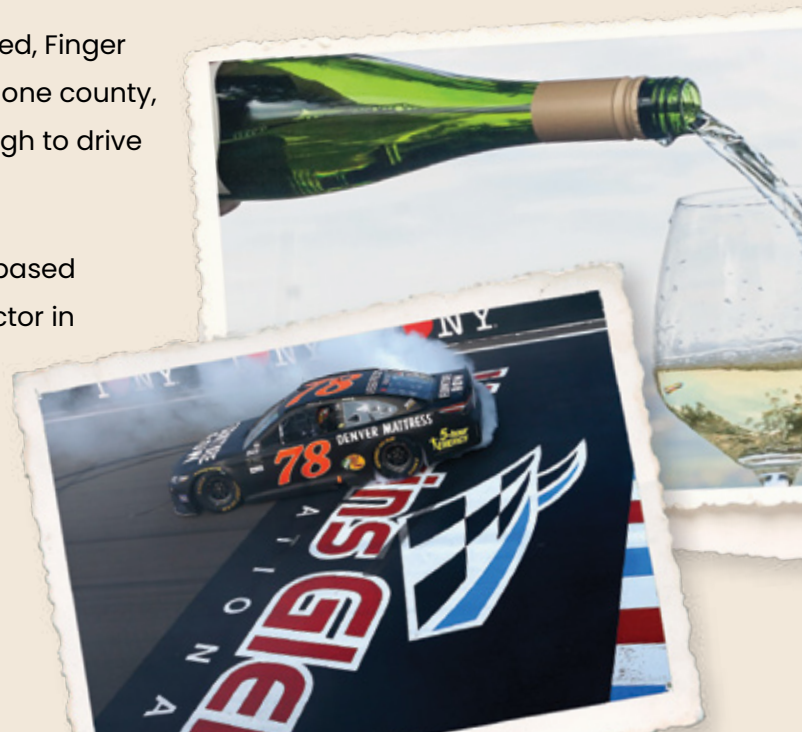
A consumable, easy-to-navigate compilation of unique experiences and activities is the key to turning an aspirational traveler into a visitor or future resident.

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



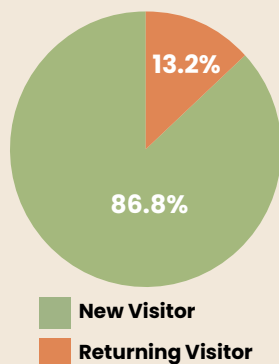
Top States

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

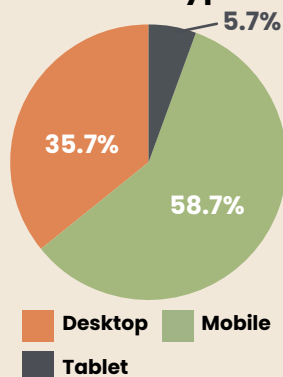
Top Content

1. Plan Your Visit
2. Wine Trails
3. Wineries
4. Packages
5. Seneca Lake Wine Trail
6. Places to Stay
7. #MyFLXFamily/Reopening
8. Cayuga Lake Wine Trail
9. Vacation Rentals
10. Things to do

Sessions by User Type



Sessions by Device Type



Paid Media

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

2020 Advertising Campaign

20,380,409
total impressions

an increase of **40.7% YoY** *<WOW!*

234,270
Views

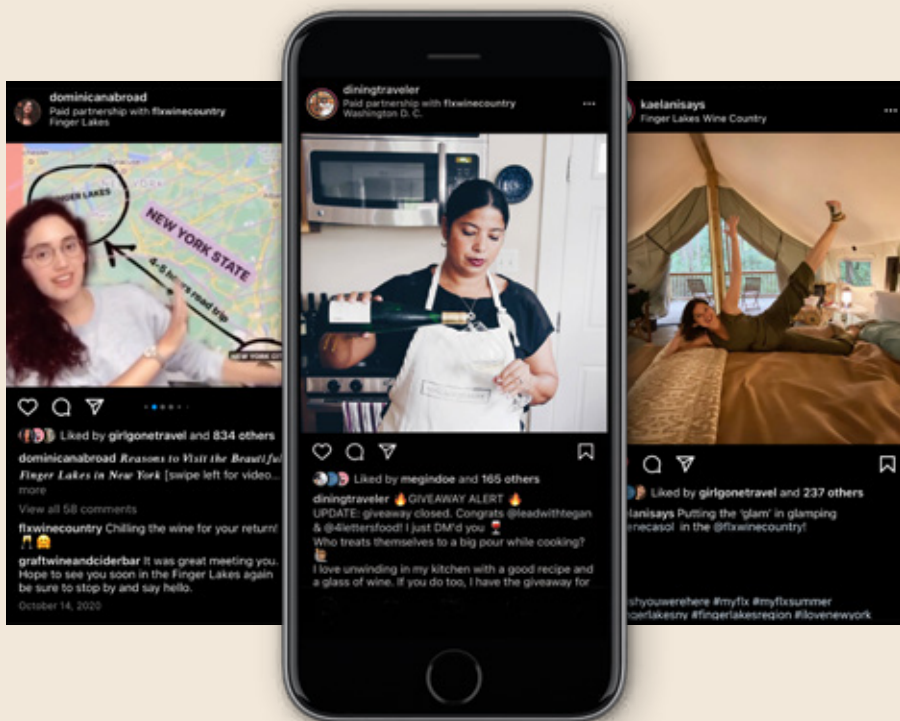
82,476
Clicks





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. Due to pandemic-related travel restrictions, Finger Lakes Wine Country was only able to host five press visits to the region in 2020. However, we maximized our relationship with influencers who visited the region in previous years and collaborated with them to develop digital content for the Finger Lakes Wine Country brand.



12,856 Followers

up 30% YoY **<WOW!**



75,950 Likes

up 1.8% YoY



10,906 Followers

up 1% YoY

Blog

54,804

total pageviews

an increase of
178.1% YoY <WOW!

Brand Hashtag

#MyFLX

58,525,979

impressions

an increase of
95.2% YoY <WOW!

Email Marketing

848

opt-in consumer leads collected

50,692

total subscribers

22%

average open rate

11%

average click through rate





2020 Board of Directors & Investors

BOARD OF DIRECTORS 2020

CHAIR

Tom Tranter

Corning Enterprises (Retired)

VICE CHAIR

Rick Pirozzolo

Arnot Art Museum

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

Kevin Costello

Steuben County Conference
& Visitors Bureau

Julie Delgrosso

The Christmas House

Michael Doyle

Pleasant Valley Wine Company

Michael Hardy

Watkins Glen Area
Chamber of Commerce

Jamie Johnson

Steuben County IDA

Kamala Keeley

Chemung County Chamber
of Commerce

Rebecca Maffei

Tioga County Tourism

Michael Printup

Watkins Glen International

Chris Sharkey

Corning Enterprises

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 2020

Cayuga Lake Wine Trail

Chemung County

Corning Enterprises

Corning Museum of Glass

Dr. Konstantin Frank Winery

Finger Lakes Distilling

Glenora Wine Cellars

Hazlitt 1852 Vineyards

Heron Hill Winery

J.R. Dill Winery

Keuka Lake Wine Trail

Radisson Hotel Corning

Ravines Wine Cellars

Rockwell Museum

Schuyler County

Seneca Lake Wine Trail

Steuben County

Tioga County

Tioga Downs Casino Resort

Wagner Vineyards

Watkins Glen Harbor Hotel

Watkins Glen International

Yates County

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The generous financial support
of our investors allow the brand
to continue to build awareness
and achieve our mission.

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

Financial Information

FINGER LAKES WINE COUNTRY TOURISM MARKETING ASSOCIATION, INC. STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

	Year ended December 31,	
	2020	2019
Public support and revenue:		
Public funders	\$245,300	\$365,000
Private funders	521,500	600,250
Special programs	11,306	14,151
Regional matching funds	4,504	8,000
Sundry	4,205	12,868
Interest income	258	529
TOTAL SUPPORT AND REVENUE	787,073	1,000,798
Expenses:		
Program services	633,883	874,857
Supporting services	103,544	101,934
TOTAL EXPENSES	737,427	976,791
CHANGE IN NET ASSETS	49,646	24,007
Net Assets at beginning of year	174,421	150,414
NET ASSETS AT END OF YEAR	\$224,067	\$174,421

FINGER LAKES WINE COUNTRY TOURISM MARKETING ASSOCIATION, INC. STATEMENTS OF FUNCTIONAL EXPENSES

	Year ended December 31,					
	2020			2019		
	Program Services	Supporting Services	Management and General	Program Services	Supporting Services	Management and General
	Marketing	General		Marketing	General	
Salaries	\$132,613	\$44,204	\$176,817	\$139,577	\$46,526	\$186,103
Employee benefits and payroll taxes	40,243	13,414	53,657	44,315	14,772	59,086
Office expense	18,590	6,197	24,787	21,570	7,190	28,760
Travel, meetings and entertainment	2,945	982	3,926	6,134	2,045	8,179
Professional fees	-	38,747	38,747	-	31,402	31,402
Media Relations	93,980	-	93,980	96,896	-	96,896
Web and email	56,085	-	56,085	44,753	-	44,753
Planned media	235,056	-	235,056	172,340	-	172,340
Fulfillment	-	-	-	14,033	-	14,033
Production	41,416	-	41,416	6,492	-	6,492
Research and market analysis	-	-	-	306,081	-	306,081
Regional matching funds	4,504	-	4,504	8,000	-	8,000
TBEX expenses	8,452	-	8,452	14,666	-	14,666
TOTAL EXPENSES	\$633,883	\$103,544	\$737,427	\$874,857	\$101,934	\$976,791

FLWC STAFF



LAURY ELLEN WARD
PRESIDENT

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CHRISTINA ROBERTS
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FingerLakesWineCountry.com
@FLXWineCountry | #MyFLX

