

FINGER LAKES

Wine Country

• NEW YORK STATE •

2021 ANNUAL REPORT



To Our Stakeholders

Why read on? Because what we do matters to you.

Finger Lakes Wine Country's *2021 Annual Report* is our score card—a commentary describing who we are, what we do, and the results of our efforts.

It is our responsibility to serve as the unified voice for the 3,056 square mile community we call Finger Lakes Wine Country. Simply put, we are the story tellers of the regional brand.

What we do, in partnership with our County Tourism Promotion Agencies, wine trails, and destination assets, adds to the region's vitality, especially during these times of pandemic and economic instability. Inspiring visitation to Finger Lakes Wine Country is good for ALL business in the region, whether directly or indirectly tourism focused.

In 2020, the average household in Finger Lakes Wine Country would have paid an additional \$543 to maintain the same level of government revenue were it not for tourism-generated state and local taxes.*

So yes—read on, because what we do matters to each and every one of us in Finger Lakes Wine Country.

Thank you for your continued support of YOUR regional brand,



G. THOMAS TRANTER
CHAIRMAN OF THE BOARD



LAURY ELLEN WARD
PRESIDENT

* Source: Tourism Economics

FLWC Guiding Tenets

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.

VALUE PROPOSITION

The Finger Lakes Wine Country regional brand serves our community by interweaving the stories of the various attributes and experiences through a singular, unified voice.

Building strong regional brand awareness results in motivating people to work, live, visit, and spend leisure time in Finger Lakes Wine Country. Success means growth of the region and universal awareness of Finger Lakes Wine Country.

MEASURING BRAND SUCCESS

The success of the brand is measured by the following:

Brand Awareness - Growth from Insight Strategy Group's 2019 baseline metrics (2023/2024)

Brand Engagement - Analytics of the brand communication channels (monthly/annually)

Brand Impact - Indirect results as measured by sales tax, room tax revenues, second home sales, and new business growth



Brand Position

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.

Thirst for life!

Marketing Plan Snapshot

KEY OBJECTIVES

- ✓ to drive awareness of the regional brand
- ✓ to showcase the region's unique culture and its variety of experiences
- ✓ to increase visitation, including mid-week and winter

KEY MESSAGES

- ✓ breathtaking scenic beauty
- ✓ small town charm
- ✓ locally-crafted products

TARGET MARKETS

- young adventure seekers
- older affluent travelers
- parents with older kids
- wine tourists

OUR ROLE

FLWC is the regional branding organization and unified voice for Chemung, Schuyler, Steuben, Tioga, and Yates counties as well as the Cayuga, Keuka, and Seneca Lake Wine Trails.

FLWC executes an annual integrated marketing plan with the goal of driving increased brand awareness for the region by showcasing all the various attributes and experiences of the area.

OUR STRATEGY

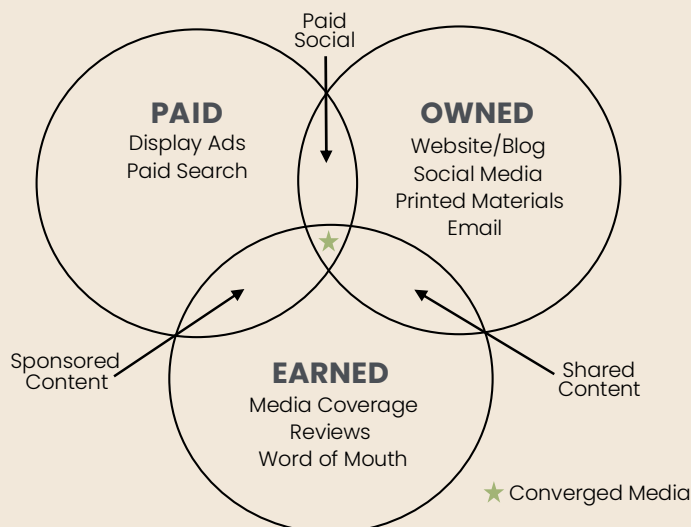
Finger Lakes Wine Country manages an annual research-based integrated marketing and communications program.

The program is a strategic combination of paid, earned, and owned media with an emphasis on storytelling across all platforms.

All strategies are focused on increasing brand awareness, FLWC's key mission.

The marketing and communications program is continually measured and regularly optimized for best performance.

FLWC MEDIA MIX



Program of Work & Analytics



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.

2021 Advertising Campaign

25,533,906
total impressions

an increase of 25% YoY <WOW!

97,343
Total Clicks
an increase of 18% YoY

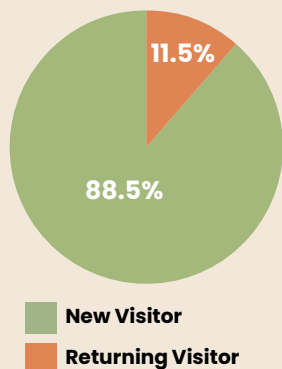
Top Metro Areas

1. New York City
2. Philadelphia
3. Buffalo
4. Rochester
5. Washington, DC
6. Syracuse
7. Albany/Schenectady/Troy
8. Harrisburg/Lancaster/Lebanon/York, PA
9. Wilkes-Barre/Scranton, PA
10. Elmira/Corning, NY

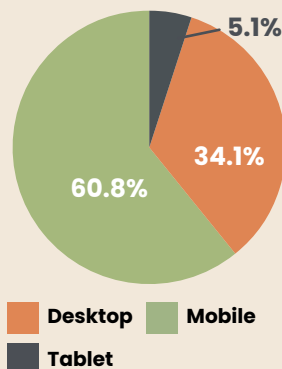
Top Content

1. Plan Your Trip
2. Wine Trails
3. Places To Stay
4. Wineries
5. Seneca Lake Wine Trail
6. Cayuga Lake Wine Trail
7. Things To Do
8. Campgrounds and Cabins
9. Hotels, Motels & Inns
10. Bed & Breakfasts

Sessions by User Type



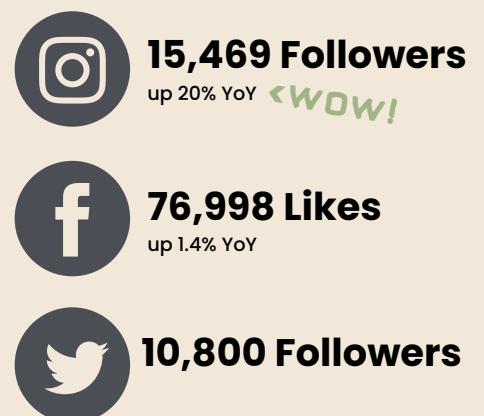
Sessions by Device Type





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 addition to traditional efforts, FLWC continues to maximize our relationships with digital influencers and collaborates with them to develop digital content for the Finger Lakes Wine Country brand.



Blog

62,458
total pageviews
an increase of
13% YoY

Brand Hashtag

#MyFLX
20,733,949
impressions

Email Marketing >

895
opt-in consumer
leads collected

50,587
total subscribers

21%
average open rate

12%
average click-through rate





2021 Investors & Board of Directors

INVESTORS

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

Cayuga Lake Wine Trail

Chemung County

Corning Incorporated

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

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

BOARD OF DIRECTORS

CHAIR

Tom Tranter
Corning Enterprises (Retired)

Jennifer Herrick-McGonigal
Chemung County
Chamber of Commerce

VICE CHAIR

Rick Pirozzolo
Arnot Art Museum

Michael Lipari
Finger Lakes Economic
Development Center

TREASURER

Brett Smith
The Rockwell Museum

Jamie Johnson
Steuben County IDA

Susan Hayes
Miles Wine Cellars

SECRETARY

Jessica Bacher
Yates County
Chamber of Commerce

Rebecca Maffei
Tioga County Tourism

PAST CHAIR

Beth Duane
Corning Museum of Glass

Michael Printup
Watkins Glen International

Chris Sharkey
Corning Incorporated

PRESIDENT

Laury Ellen Ward
Finger Lakes Wine Country

Chris Stamp
Lakewood Vineyards

Kevin Costello
Steuben County Conference
& Visitors Bureau

LeeAnn Tinney
Tioga County Economic
Development & Planning

Julie Delgrosso
The Christmas House

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EX-OFFICIO

Meaghan Frank
Dr. Konstantin Frank Winery

Cindy Kimble
Finger Lakes Tourism Alliance

Nigar Hale
Watkins Glen Area
Chamber of Commerce

Financial Information

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

	Year ended December 31,	
	2021	2020
Public support and revenue:		
Public funders	\$244,300	\$245,300
Private funders	401,050	521,500
Special programs	10,642	11,306
Regional matching funds	8,325	4,504
Sundry	9,553	4,205
Interest income	113	258
Paycheck Protection Program loans forgiveness	125,038	-
TOTAL SUPPORT AND REVENUE	799,021	787,073
Expenses:		
Program services	649,410	633,883
Supporting services	100,977	103,544
TOTAL EXPENSES	750,387	737,427
CHANGE IN NET ASSETS	48,634	49,646
Net Assets at beginning of year	224,067	174,421
NET ASSETS AT END OF YEAR	\$272,701	\$224,067

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

	Year ended December 31,					
	2021			2020		
	Program Services	Supporting Services		Program Services	Supporting Services	
	Management and General			Management and General		
	Marketing	General	Total	Marketing	General	Total
Salaries	\$121,386	\$40,462	\$161,848	\$132,613	\$44,204	\$176,817
Employee benefits and payroll taxes	39,485	13,161	52,646	40,243	13,414	53,657
Office expense	14,281	4,760	19,041	18,590	6,197	24,787
Travel, meetings and entertainment	3,168	1,057	4,225	2,944	982	3,926
Professional fees	-	41,537	41,537	-	38,747	38,747
Media Relations	107,292	-	107,292	93,980	-	93,980
Web and email	53,226	-	53,226	56,085	-	56,085
Planned media	261,456	-	261,456	235,056	-	235,056
Production	33,949	-	33,949	41,416	-	41,416
Regional matching funds	8,325	-	8,325	4,504	-	4,504
TBEX expenses	6,842	-	6,842	8,452	-	8,452
TOTAL EXPENSES	\$649,410	\$100,977	\$750,387	\$633,883	\$103,544	\$737,427

FLWC STAFF



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PRESIDENT

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VP BRAND DEVELOPMENT

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

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FingerLakesWineCountry.com
@FLXWineCountry | #MyFLX

