



Mission: To curate, distinguish, and develop Ontario County's destination brand to inspire travel that creates economic vitality for our stakeholders and communities, and provides quality of life benefits for our residents.

2023 Goals (established October 5, 2022)

Evaluation (done October 5, 2023)

Strategic Plan: To facilitate the strategic plan items using the committee/task force guidance provided by Young Strategy	Measure of Success: NOT DONE. Our attention was turned to funding and our relationship with the county.
Strategic Plan: Complete a Destination Master Plan	RFP developed, Models Received. Timeframe needs to be confirmed
Marketing/Brand Focus on shoulder season and winter business building.	Measure of Success: Participation in Winter programming Winter Marketing isolated by contract and activities; worked with Canandaigua Local Development Corporation to receive the \$125,000 grant and leverage more activities.
Community Engagement and Destination Development Get a position "at the table". Provide research stats and expertise services to communities and or businesses that are developing policies and products related to tourism.	Staff and board engagement. With the changes in leadership at the different BIDs and Chambers, this was hard to achieve consistency. Successful relationships were achieve in particular with Geneva BID, Victor BID, Explore Naples. Also the Town of Geneva Officials met with us to review projects. Shared rental information was addressed by the completion of the study. We can still share those results with the different municipalities.
Marketing/Partner Relations: Extend partnerships and cooperative marketing opportunities which foster a higher ROI and reach niche segments with high potential - including, but not limited to meetings, conferences, lifestyle	Partnership program developed and engaged. These partnerships included: Four Waterfront destinations (NYS Subgrant) for meetings and conferences; also our solar eclipse coordination is a springboard; Jessica and Tracey got more engagement in our partner portal, Theresa provided more consistent content.

Economic Development Find success in our grant programs – Blue Signs, Incentive Meetings cooperative, and NYS Matching Funds along with other opportunities which may arise. Successfully “complete” CARES program for Visit Ontario County fund.	Opportunities Seized, dollars acquired, recognition of partnerships. Grants achieved and now the execution of the program needs to be focused on.
Organizational: Successful introduce and monitor the Visitor Experience Fund – both for the not-for-profits and the for-profits.	Funds distributed and program efficiently monitored and tweaked for future success. This received a setback when the county administrator interceded to question this program and our use of funds towards it. The executive committee and ultimately the board decided to pursue the execution of the not-for-profit. Business program was put on hold.
Organizational/Data/Research/Advocacy: To provide information and stimulate conversation with the county on funding models and local policies that enhance tourism promotion and development Complete and Share the Air B and B market study.	Funding models presented and discussed based on research data. This was done, but the outcome was not considered ideal and there is concern that a funding model is a little shortsighted.
Organizational: Human Resources.	Employee training and growth of a new workforce, address HR Policies such as succession planning; readdress competitive wage rates WE did the job description analysis and produced a new org. chart. Attention to the future of FLVC was paid and these foundational documents will help us move forward in 2024 and beyond.

Vision

Our destination and our organization are viewed as equity partners in our communities and our industries; and recognized for our contributions toward the awesome Finger Lakes lifestyle, our contributions and commitment to sustainability, and the advancement of the economic prosperity of Ontario County.

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