

**A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Friday January 26th 11:30 am
LNB Farmington 1423 Hathaway Drive
Farmington NY 14424**

Board Member Attendance:	Present	Excused	Absent
David Hutchings, Sonnenberg Gardens - Chair of the Board		x	
Lisa FitzGerald, Finger Lakes Winery Tours, Feathers, and Tails Farm - Vice Chair of the Board	x		
Charles Parkhurst, Lyons National Bank – Board Secretary	x		
Steve Fuller, Bristol Mountain - Treasurer	x		
Mike Kauffman, Eastview - Immediate Past Chair of the Board		x	
Mike Roeder		x	
Sheryl Mordini, 1795 Acorn Inn Bed and Breakfast	x		
Russ Kenyon, Boylan Code	x		
Mark Gilbride, Lazy Acre Alpacas	x		
Lenore Friend, Finger Lakes Community College	x		
Chris Vastola, Ontario County Board of Supervisors, Town of Canadice		x	
Lori Proper, The Lake House at Canandaigua		x	
Sherry Brahm-French, Arbor Hill Grapery & Winery		x	
Mike Darling, Crafty Ales and Lagers	x		
Todd Plouffe, Indus Hospitality Group		x	

Staff: Valerie Knoblauch, Julie Maslyn, Tracey Burkey, Jessica VanDeMar, Theresa VanWormer

Call to Order, Charles Parkhurst – LNB. The meeting was called to order at 11:45 am. Everyone was invited to lunch. As we began, Valerie encouraged everyone to look and activate the Resident Sentiment Survey QR code that was provided on the handout. This survey is meant for residents to share their opinions about tourism and its impacts (both positive and negative) on our residents. Additionally as business and community leaders all were asked to forward this information to others that live in the county. The survey will remain open until at least May 1, 2024, and will provide us a perspective on the future of tourism in Ontario County.

There were several handouts for this meeting. Valerie reviewed the handout called Reserve Fund Allocations. This worksheet highlights how the board would like to allocate, or reallocate, reserve funds based on information from the establishment of the funds in September, as well as the presentation of the audit in December. These reserve allocations are made based on formulas – board desires, renaming of accounts (internal), and transfers of funds. Valerie reviewed each account as background information in preparation for the board vote on these allocations.

P 1 – January 26, 2024

P 11 – FYE 2024

**A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Friday January 26th 11:30 am
LNB Farmington 1423 Hathaway Drive
Farmington NY 14424**

Lisa Fitzgerlad entered the meeting at this point. A quorum was determined, and Lisa, as Vice-President took over management of the meeting.

Consent Agenda. *Lisa FitzGerald asked for a motion to approve the consent agenda. Russ Kenyon made a motion to approve the Consent agenda items - 2a. Minutes of 12/7/23 meeting, and 2b Financial Reports; Budget vs Actual-December, Balance Sheet as of 12/31/23, P and L for December 23, and P and L year over year 12/31/23.; this motion was seconded by Steve Fuller. All present voted in favor of the motion.*

Finance Committee.

Agenda Item 3b. Valerie updated the board that we have been upgrading our computers so that all are running on Windows 11. This will make integration into our new server more consistent and fluid. She noted that the replaced machines will be decommissioned on our technology list. It was noted that she should also make sure that the computers are cleaned of data. There were no further questions on this. *Russ made the motion to remove this list of technology equipment from inventory and for the President to ensure all data and company information is deleted and electronically wiped, then to dispose of the equipment, which is rendered unusable or out of date, or to redeploy or donate the equipment which is no longer useful to the organization. The motion was seconded by Sheryl Mordini. All present voted in favor of the motion. See Attachment A for the list of computers to be decommissioned.*

Agenda Item 3b. *On behalf of the Finance Committee, Steve made a motion to close the Wayne Bank account and to move the cash assets to the CNB savings account, effective immediately. Mark Gilbride seconded the motion and all present voted in favor.*

Agenda Item 3c. After a discussion reviewing the maturation of the \$160,000 CD at Merrill Lynch on February 16, 2024, and the preparation to reallocated cash to the reserve accounts, the following motion was made by Charles Parkhurst and seconded by Steve with all members present voting for the motion. The motion was to cash the \$160,000 CD, based on the recommendation of the Merrill Lynch investment advisor, and to roll \$115,000 of the CD to a CD at the current prevailing rate for a time period of between 6 and 11 months; and to roll \$45,000 plus interest into a CD with a time period to maximize interest earnings.

**A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Friday January 26th 11:30 am
LNB Farmington 1423 Hathaway Drive
Farmington NY 14424**

Agenda Item 3c. Allocation to Reserve Accounts. *Steve made a motion, which was seconded by Sheryl to allocate the cash assets to the reserve accounts as identified by the President in the chart as reviewed and provided below. All present voted in favor of the motion.*

- *Lyons National Bank designated the Restricted Account for the Market NY CFA – Virtual Museum and be funded for 2024 at \$250,000. Ontario County is committing \$210,000 as a reimbursement from the 2023 budget.*
- *Five Star Multi-County designated the Restricted Account for the NYS Subgrant Program and Multi-County Program.*
- *Merrill Lynch (long term CD) of \$50,000 designated the Marketing and Sales Tools Asset Reserve.*
- *Merrill Lynch (short term CD – 3 to 6 mos.) designated Emergency Operating Reserve and funded at \$360,000.*
- *Merrill Lynch (mid-term CD – 6 to 12 mos.) designated as the Building and Capital Asset Reserve and funded at \$115,000.*
- *Five Star Savings is designated as the Innovation, Capacity Building, Advancement Reserve and funded at \$44,000.*

Valerie also asked that the record would note Ontario County's commitment for 2024 Ontario County funding and contract clause for the Restricted Account for the Market NY CFA Virtual Museum program in the amount of \$210,000. Additionally, the plan calls from \$50,000 from the 2025 FLVC Budget to finalize this project.

Committees of the Board

There were no committee reports. The plan is to activate the committees between now and the March meeting. The purpose of today's meeting is to overview the plan of work and receive basic inputs for the committee to move forward.

President's Operation and Marketing Report Valerie Knoblauch

A discussion was held on the best name for the RFP for the Master Plan. Several ideas were presented, Tourism Management Plan, Experience Management Plan, Vision Plan, and Tourism Advancement Plan were among those put forth. Valerie highlighted for the board that it be clear as to what our lane is and that different agencies including the county recognize that we are in our lane, pursuing our mission to better the economic climate for Ontario County through proper planning and our vision for the future. Valerie thanked everyone for their suggestions and mentioned that collecting master plans from the towns would help the task force on this get started.

A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Friday January 26th 11:30 am
LNB Farmington 1423 Hathaway Drive
Farmington NY 14424

Valerie spoke to the Board about a TID (Tourism Improvement District) and mentioned that it might be familiar to some of the longer serving Board members, as this has been a past topic that will most likely become a current topic again. TID's are a type of BID, with the aim of collaborating for common goals, in this case, the advancement of tourism. They are formed through a public-private partnership between local government and the businesses in the district. The businesses are the managers, and they typically contract with a tourism bureau or chamber to facilitate the vision. Local governments cannot lower the current levels of funding due to the possibility of an increase of TID money. Russ commented that it would be good to understand the positions of Assemblyman Gallahan, Assemblywoman Burns, and Senator Helming. She mentioned this as it is an example of something that can fall under the committees to decide how much detail and what sorts of positions the board may want to take to contribute to the conversations about how to make tourism grow.

Valerie sent to the Board an extensive President's operational and marketing report, major project updates and a look ahead. See *attachment B*. Paired with this is *Attachment C*, a 2024-2025 project plan that will also be presented to the County PEQ Committee as a complete overview of what we have planned for 2024 – 2025.

Valerie wanted to foster a board discussion on the bylaws for the Board. She noted that there are currently 15 Board members, and the bylaws say that we can have up to 17, so we are in compliance. However, as the Nominating committee meets, it would be beneficial for them to understand the philosophy of the board to maintain and shoot for 17 or to consider some "other number" of board members. For instance, through the bylaws, the Board can recommend a reduction in the number of board members. Some board development specialists are noting that a smaller board is more. However, a smaller board gives you less diversity. Different board members expressed their views which can be taken to the Nominating committee in making their recommendations.

Update on Workforce Development Valerie invited Jessica VanDeMar to touch upon the work being done out of our office on workforce development. Jessica talked about a committee formed by Kate McCaffrey that is focusing on the wine and craft beverage industry. She also talked about a group that includes Ryan Davis, Ontario County's Director of Economic Development, and a representative from FLCC, this group is working on ways to help entry level workers, increasing workers at the front line, in middle management, and in upper management. Other talking points include retention of workers, and FLCC curriculum options.

P 4 – January 26, 2024

P 14 – FYE 2024

**A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Friday January 26th 11:30 am
LNB Farmington 1423 Hathaway Drive
Farmington NY 14424**

Old Business Jessica noted that we have been invited to speak to the Economic Development Corporation of Ontario County about the solar eclipse. She was invited by Ryan Davis. We are also invited to extend the conversation into more areas, including our other activities. We see more partnerships in the future.

Julie collected the Acknowledgement of Fiduciary Duties for FLVC to meet the rules of PARIS, and the County Conflict of Interest form that is required by the County to have on record for Board members, those not turned in here will be asked for via the mail.

New Business No new business was brought before the board.

Adjourn. *Lenore Friend made a motion to adjourn the meeting. Charles seconded the motion and all present voted in favor. The meeting was adjourned at 1:00*

Next Meeting:

March 14, 2024. 3:00 pm location FLCC – topic Workforce Development/ Grants updates

P 5 – January 26, 2024

P 15 – FYE 2024

Attachment A

FLVC computers ready to be decommissioned 2024

<i>NAME - Info Advantage</i>		<i>internal id (FLVC)</i>	<i>past Function</i>
ROOM-107-PC	10FD	D2	Design
ROOM 100-PC	OptiPlex 7460 AIO	D7	Concierge
100ROOMPC	OptiPlex 7060	D8	Admin
REMOTETWO	20VE	L1	Events
REMOTEONE	20VE	L2	Content - writing
SALES-LAPTOP	81CT	L5	Business Dev

PRESIDENT'S OPERATIONAL AND MARKETING REPORT MAJOR PROJECT UPDATES – PARTNERSHIPS – AND A LOOK AHEAD

Solar Eclipse

On April 8, 2024, Ontario County will be in the path of totality for the Total Solar Eclipse. We have an ongoing role as liaison to county officials about solar eclipse viewing events. They want our input, as it pertains to the implementation of safety plans for that day. We have also been, and continue to be, the promoters of these events to visitors on our website and through I Love NY. Finally, we have become a reservoir of solar eclipse glasses that we are distributing to the county, towns, businesses, and interested individuals. Jessica is the lead.

<https://www.visitfingerlakes.com/eclipse-2024/>

Visitor Experience Fund

The Visitor Experience Fund, not-for-profit, is about 75% complete. A report has been provided in the board packets which details the amount of money left to be spent. One project has had no draw – the City of Canandaigua for the mobi-chair. Two projects are complete: The Naples Historical Society Ramp to the Cleveland House and the Bloomfield Historical Society with the lift to the second floor in the Academy Museum. This program was set up to have all projects completed and reimbursed by September of 2024. Valerie is the lead on this; Julie is responsible for the final stage to completion.

Meetings and Groups

NYS Subgrant – Meetings & Conferences

Digital Edge, our marketing firm for this project, is designing our campaign. Our five-destination group has met several times with them to approve the program name and review mood boards. Once the final campaign design is approved, they will begin creating content and a microsite, before launching our digital campaign about waterfront boutique meeting hotels. As a reminder, this project is a \$325,000 Grant (non-matching) that involves partners in Chautauqua, Watkins Glen, 1000 Islands, and Cooperstown, all smaller venues with waterfront-based assets as a lead offering and diverse interest – natural and cultural to draw upon in attracting small conferences and groups. This grant goes through September 2025. Tracey is the lead.

Meetings and Conferences – Ontario County Deliverables (2023 concluded)

In 2023, FLVC began a distinctive Ontario County contract (\$125,000) in the meetings and group market. This contract promised eleven deliverables including participation in a high-level targeted tradeshow, finding grant opportunities for potential partnership with focus on our area as a meet and retreat destination and research partner readiness in the group tour market. The deliverables were completed, and a report given to the PEQ committee in late December. For a complete final report that was shared at the County Planning & Environmental Quality Committee (PEQ) visit: <https://www.visitfingerlakes.com/deliverables/>. Tracey is the lead.

Virtual Museum Grant

This is a \$900,000 Market NY CFA Grant for a capital project – which has also been referred to as the Blue Sign Project. The grant covers \$180,000 and locally there is a commitment over the two years for \$720,000 in the match. This program is scheduled to end by December 31, 2024, with all reporting done by April 2025. Two RFPs have been issued for this grant (inventory and administration) and a third (creative services – including the augmented reality development) is about to be released. A fourth will be for sign production. The county has been given an update in December and the contract for approximately ½ of the match is in place. FLVC needs to ensure that reserve funds for the match are accounted for. There are a number of hard deadlines in this program. This program also requires aid from the Ontario County Planning Department to facilitate the SEQR reviews and other Historic Preservation components. Valerie is the lead.

Winter Marketing

Winter Marketing Contract with Ontario County (2023 Concluded)

In 2023, FLVC began a distinctive and separate contract for Winter Marketing. This contract was established at \$100,000 with a deliverable due date of 12/31/2023. On January 16, 2024, Theresa and Jessica presented on the completion of the deliverables related to this contract. Similar to the completion of the reporting for meetings and conferences the details of the presentation are available online. Since this was so heavily content driven, it will be updated as further “wins” are recorded. <https://www.visitfingerlakes.com/deliverables/>

Winter in Canandaigua – Market NY Grant

FLVC had committed to the match of \$50,000 that the Canandaigua Local Development Corporation needed for its Market NY CFA Grant – Winter in Canandaigua. The board had approved this commitment on the condition that the efforts/marketing reach extend beyond Canandaigua. Much has happened with regard to the administration and definition of their CFA. Valerie worked with MRB group to clarify the process for the grant with I Love NY. This is back on track with an extension to promote next year’s (2025) January events along with this year’s (2024) February and March activities. We will work cooperatively with the Ontario County Chamber of Commerce and others to facilitate the approval of the advertising portion of the program with I Love NY. We will also assure that the benefits are county wide in terms of list building, return visitation, and appropriately balanced promotion. This is not the path that we thought we were on, but it is a path that will promote winter county-wide. FLVC wants to help ensure that Canandaigua does not lose the power of this grant from NYS – especially for winter promotion. Valerie is the lead.

Resident Sentiment Survey

FLVC signed up for a program through FLRTC and NYSTIA for a resident sentiment survey. Basically, this is a way to gauge the residents' sentiment towards tourism in the area. This will be important for our "master plan" development and will be a useful positioning for communicating with our elected officials. We have only pushed this out once through our newsletters. We need to bring up the participation in this program as we lead up toward our other data for the "master plan". We need board participation in this to send to your employees, your family, any groups that you are engaged in. We will be putting an all-out press on this in February, March, April and again, need your help with this. Valerie is the lead; Julie will assist in collecting the data.

<https://rovemarketing.questionpro.com/t/mEBNZEBN>.

NYS Matching Funds and Finger Lakes Regional Tourism Council (FLRTC)

NYS Matching Funds.

FLVC was the recipient of a 2024 NYS Matching Funds Grant. This will be used as in the past toward projects that include countywide exposure. In other words – Visitor Guides, events calendars and website features and improvements. Two areas that are targeted are accessibility and media room, and advanced feature searches for meetings and groups. The 2024 grant is \$59,327. All start-up and acceptance paperwork has been completed for this program. Our request for funds is in place. As a reference, this award is down from \$59,607 in 2023.

FLRTC/I Love NY Communications requirements.

FLRTC is the official tourism promotion agency for the region. This partnership is critical for us to extend our marketing dollars and messaging. By working with the other 13 counties of the Finger Lakes Region Vacationland, we get exposure that we can never get on our own. We continue to participate in their PR Program and Communications Programs. Theresa is our liaison to these.

FLRTC Sustainable Tourism Marketing Grant.

Secondly, FLRTC received a NYS Subgrant that requires no match from the participating counties, but it does require resources for mining data and deploying assets appropriately within the promotions. These assets include pictures and video as well as many "words" and itineraries inclusion across the 14 counties. This grant is for sustainable tourism with an international marketing audience. It is a \$750,000 grant for the region, and our benefit will only be as strong as our ability to contribute assets to the program. This program runs through December 2025 and needs to be acknowledged both for its potential for our product exposure, but also for the draw of resources and attention. Despite the fact that there is no dollar match required, it is important to point out that the attention of our content resource person is required and needs to be measured for capacity as this program heats up. Lead is Theresa with support and interface with Valerie as the member of FLRTC.

NYS DMO Council

In September of 2023, the board authorized that FLVC could join the NYS DMO Council. This came with a \$25,000 commitment upfront to jump in on existing programs. This group has been focused in the past on meetings and conferences. However, in its extension through the NYS Subgrant awards, they too have interests in the markets that match ours. This is similar in effort and resource application to the FLRTC demands. This is a growth area for FLVC as we join the stage with our other “NYS competitors”. We have a lot of catching up to do in terms of exposure – and they too have several NYS Subgrants that we are benefitting from, but do not come without resource commitments. The annual commitment of resources will not be as large as the 2023 introductory level, but it will require resources to get to places and be representative, making the travel budgets larger than in the past or budgeted for. You must be present to win with this one. Tracey is the lead on this, with requirements from Valerie as President.

Technology

In December of 2023, Microsoft announced that it will officially end support for Windows 10 in October of 2025. FLVC had **five machines that were operating on this windows 10** platform. We learned after an audit and recommendations from technical experts (InfoAdvantage, Kurt Knoblauch, and David Lee) that certain machines were not upgradable to Windows 11 and therefore near end-of-life. FLVC also has its **2017 server** which is reaching end of life support. A new server will be “non-optional” and will best occur by December of 2024 to mitigate risks. It is sensible not to integrate the old machines into the new server. It was decided to replace all Windows-10 machines with Windows 11 machines that will be more contemporary to integrate with a new server. I’ve asked for help with the committee to make the final move for technology this year, that being to decide if we should go cloud-based or hardware-based server and to complete this project by September 2024 at the latest.

Changes in Adobe product. This product switched from a boxed product subscription (my term) to a subscription-based product. FLVC thought we were covered with our legacy purchases, but received notification that these will not be supported nor upgradable in the future. This forced us to have to purchase subscriptions for each email address that we have that uses a more advanced form of Adobe (beyond Adobe Reader). You will see a reflection of significant cost increases in our budget vs. comparison.

QuickBooks to QuickBooks online is the next mandatory conversion. This project is necessary as Quickbooks announced the end of support for QuickBooks Desktop. This will be a change and will probably come with the usual “new software” glitches. Familiarity with Quickbooks online will be an important component for the RFPs.

Office and Building

Snow Removal and Lawn Care.

We have reached an agreement to develop a contract with Ontario County to trade “municipal services” with one another. We will do their lawn mowing and landscaping on their contiguous lawn to ours. They will care for our driveway and public sidewalks for snow and ice. The contract will be coming from the county for this trade of services.

Accessibility.

FLVC was not successful in 2024 in achieving an accessibility grant for our building. The board will need to revisit this and decide if it wants to pursue other grants, invest otherwise.

RFPs.

FLVC has two RFPs ready to go out. One is for Bookkeeping/Accounting and the other is for Audit Services. Both should have responses during February so that the board can decide/choose a vendor at the next Board meeting. FLVC is also reviewing its lawncare contract and landscaping services, as these went outside the RFP quote and the second-year review needs to be done.

Other – Ontario County ARPA grants, Workforce Development

Tourism Grants.

There seems to be a mistaken conception that FLVC participated in the decision making regarding the ARPA grants. We were not consulted in the awarding of these grants. The repercussion of this confusion is that those groups that were not successful are frustrated and since they did not get funding through this resource, they are appealing to others for alternative funding from Ontario County, including looking toward our allocation and/or the reserve fund. I have informally made the offer to the county administration that we think it could/should be within FLVC’s wheelhouse and knowledgebase to aid in prioritizing such projects for long term economic impact, which is at the core of the original funding formula. Bottom line is that I have written numerous letters of support for these grants, but there is a disconnect there that the FLVC board should address and guide on.

Workforce Development Grants.

FLVC had applied for (as a 501c3) a workforce development grant. We shared a whole program that could occur with the right funding. Our grant application was not successful. It said we did not meet the criteria. I’m not sure why – and inquired and have not heard back. In the meantime, we are taking part in other workforce-related endeavors as per our strategic plan. We can bring our professional expertise to these discussions, but at this point do not have any additional resources to pull ahead with the program. Jessica is the lead on this one at the moment but may require engagement from Tracey as programs develop.

PARTNERSHIPS

Beyond the partnerships that have been mentioned throughout this review, FLVC has multiple irons in the fire and ongoing partnerships.

FLVC continues to be the administrator for the Canandaigua Lake Wine Trail.

FLVC continues to be the administrator for the Roc/FLX Craft Beverage Trail. This includes fulfilling their passport sales and bookwork.

FLVC continues to work with HR One on HR information, updates, and job descriptions.

FLVC has a partnership with the Geneva BID for Bandwango and related consumer insights.

FLVC is talking with the Victor BID for retail education and small business development.

FLVC continues to subgrant with Agency 29 for social media.

FLVC writes letters of support, upon request, for grant applications. These letters always tie elements of our strategic plan to the project that is being proposed. One of our most successful in the last year was the 1816 Quaker Meetinghouse, who after several years of trying has been successful in both a NYS Historic Preservation Grant and a federal grant.

FLVC continues to sponsor Familiarization Tours with key media.

FLVC continues to offer walk-in information services for visitors to the area, as well as being a resource for brochure distribution center for our industry to restock their places with needed print visitor information.

FLVC works with Harris Studios on a retainer system for design and creative services. Among the projects that she is engaged in are: Community displays such as Eastview Mall, brand guidelines and facilitation (including giveaways), advertising design, maps and illustrations.

LOOKING AHEAD

This list is a list of “things” that are not mentioned in the prior summary but are planned in 2024.

Master Plan

Update the Strategic Plan

Update the Crisis Communications Plan

Winter drone, video, and photo asset development

FLVC’s 40th anniversary – proposed May 21, 2024

Literature Exchange

FLVC Marketing Academy and FLVC University “coursework”

Decision on SEO services, costs, etc.

2024 Legacy Awards

Facilitate our presence with town, elected officials, and joint meetings with other boards such as the IDA and Economic Development Corporation.

Development of the **Live this Season Like a Local** campaign.

Visitors Guide update (post the solar eclipse)

Content calendar developed through 2025.

Finalizing the Org Chart for FLVC; job descriptions and personnel

Request from Mayor of Manchester for help with the interpretation of the railroad history and development of assets.

Occupancy Tax Changes – and related laws

2025 – Destinations International Accreditation

Occupancy Tax law change, especially as it relates to

ISSUES/IDEAS/POSITIONS/POLICY/CONSIDERATIONS

Cannabis, retail complexion of the issue

Board Development – Bylaws - # of board members

Relationship with Ontario County, Connections with the new supervisors, changes, etc.

Changes in Funding – Competition for the visitors, Competition for the dollars

Competition with Development

Artificial Intelligence and our Integration of its Use/Policies surrounding this.

Position Papers on – Naples Windmills and ? what else is coming up.

Attachment C



2024 – 2025 Project Plan

Special Projects	Partnerships	Media/PR Third Party (paid)	Grant Management	Asset Building	Brand/Business	Industry Advancement	Topical/Trend/Growth
Solar Eclipse	FLRTC -website - sustainability	International Food & Wine Writers Assn	NYS Matching Funds - Visitors Guide - Website - Trade Materials	Video - Drone, Winter - post covid retakes	Lifestyle Campaign Launch - Live This Season Like a Local	Workforce Development in Cooperation with EconDev and partners	Artificial Intelligence - Use and Policy; Augmented Reality
Winter In Canandaigua	NYSTIA - Trade Shows, Education, Brand USA	Respond to I Love NY Leads	Virtual Museum (Blue Sign Project)	Content Development Blogs and Newsletters	Destination Advancement Plan	Hospitality Skills Development	Resident Sentiment Survey
Legacy Awards	TAC - NYS - I Love NY	Inquiries from past visitors	NYS Subgrant for Meetings	Traditional (Print Pubs) and	Professional Development	Tourism Thursdays	TID Funding
FLVC 40th Anniversary	TAP Dance Group Fam Tour, event sponsorship, show	Listings/Stories	NYS DMO Council	SEO/SEM_Domain Management	CRM - Report Customization	FLVC University	NYS Air BnB Proposal/Gov. Budget
NYS Parks 100th Anniversary	Beverage Trails Roc/FLX CLWT	Host Travel Writers/VIP Guest	Government changes in PARIS, SFS and States Grant Gateway	Landing Pages - Accessibility, Sustainability,	Technology - Windows II - New Server	Visitor Services - partner portal training for events	GDPR and consumer data protection
Visitor Experience Fund - Accessibility	Downtown Geneva passport (Bandwango)	Brand USA Multi-Channel Placements	Letters of Support for Other's grants	I Love NY website, dining lists for meetings and groups	Digitize Finance Records/Software as a service adjustments	Community Engagement Resource	consumer shifts, demand trends, market; workplace challenges