



Mission

To curate, distinguish, and develop Ontario County's destination brand inspiring travel, creating economic vitality for our stakeholders, and providing quality of life benefits for our residents.

Vision

Ontario County's Visitors Connection (FLVC) is viewed as an intentional community leader and equity partner in economic development, social and environmental responsibility. Our destination is valued as a dynamic place to live, work, play and be well.

Adopted by the Board of Directors 10/6/21