

# Annual Report



# Rochester's Resilience

2022 in Review

## 2022 Board of Directors

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Wegmans Food Markets (retired)

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## ABOUT VISIT ROCHESTER



**Organizational Mission:** Visit Rochester aggressively sells and markets Greater Rochester as a preferred destination in order to grow and maximize visitor spending and to enhance the economy. To this end, Visit Rochester also advocates for appropriate destination development, investment and increased community awareness, appreciation and support for the visitor industry.

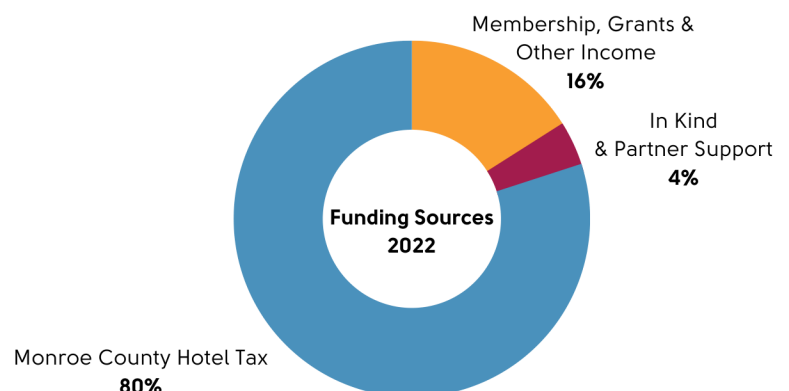
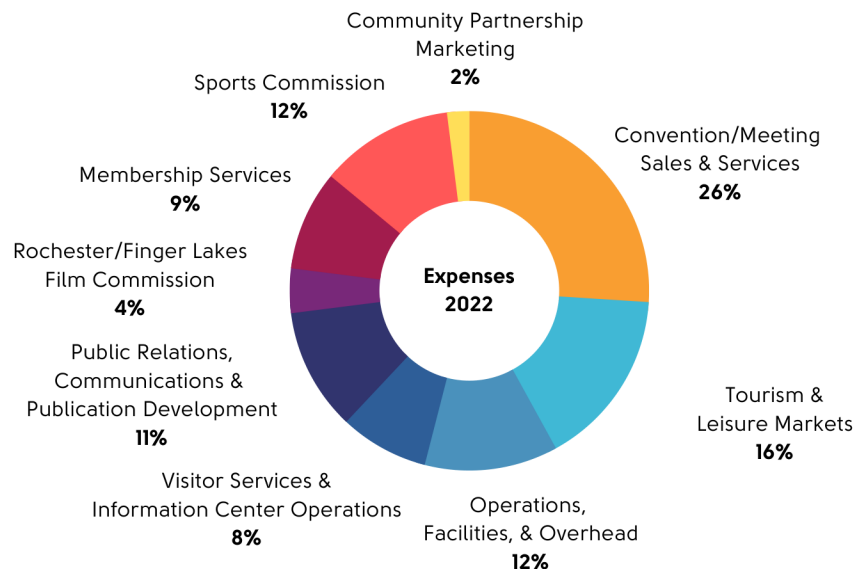


**Organizational Vision:** Visit Rochester will be the respected leader in successfully positioning the Greater Rochester Area as a preferred travel destination thereby contributing to a vibrant, diversified economy and an enhanced quality of life for all residents.



**Destination Vision:** The Greater Rochester Area will be widely respected as a fascinating destination, offering a mix of unique arts, culture, recreation, sports, entertainment and first class visitor amenities.

## 2022 RESOURCE ALLOCATIONS



## LEADERSHIP MESSAGE

Dear Friends,

We're pleased to present to you our annual reporting on the impact of the tourism and hospitality industry in Monroe County over the past year. Within this report, you will find the economic impact figures for our industry, as provided to our organization by New York State. But in addition to the data and metrics, we're pleased to highlight some of our collective efforts and achievements that have continued to propel our resilient industry and community forward from the impact of the pandemic.

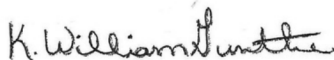
As the data outlined in this report indicate, there are many reasons to be optimistic about the future of the tourism and hospitality industry in Monroe County. High among them, traveler spending in 2022 was nearly \$1.3 billion— a staggering \$147.7 million more than the same figure from the pre-pandemic benchmark year of 2019.

If the past few years have taught us anything, it is that we are better and stronger when working in collaboration with one another. We thank our partners for your trust in Visit Rochester and the organization's stewardship in its efforts to market, promote and sell the limitless features and ideal qualities of our community.

We would like to thank the staff of Visit Rochester for their commitment to our community, our industry and this organization. The talented team at Visit Rochester operates from a place of passion, and the Greater Rochester community is better for it.

Thank you for your continued partnership and support of Visit Rochester.

Sincerely,



**Bill Gunther**  
Chairman  
Visit Rochester



**Don Jeffries**  
President & CEO  
Visit Rochester

## 2022 RESULTS AT A GLANCE

**1.27B**

TOTAL ECONOMIC IMPACT  
OF TOURISM IN MONROE  
COUNTY

**1.84M**

VISITORS TO MONROE  
COUNTY

**1.38M**

VISITROCHESTER.COM  
PAGE VIEWS

**1.9M**

SOCIAL MEDIA  
IMPRESSIONS

**59,013**

SOCIAL MEDIA  
FOLLOWERS

**16,997**

HOSPITALITY & TOURISM  
EMPLOYEES IN MONROE  
COUNTY

# 1.84 Million Visitors



## Top Origin Markets - New York State

- Buffalo
- Syracuse
- New York City
- Elmira
- Albany/Schenectady/Troy

Visitors from NYS origin markets spent an average of 19 hours in Monroe County.



## Top Origin Markets - United States

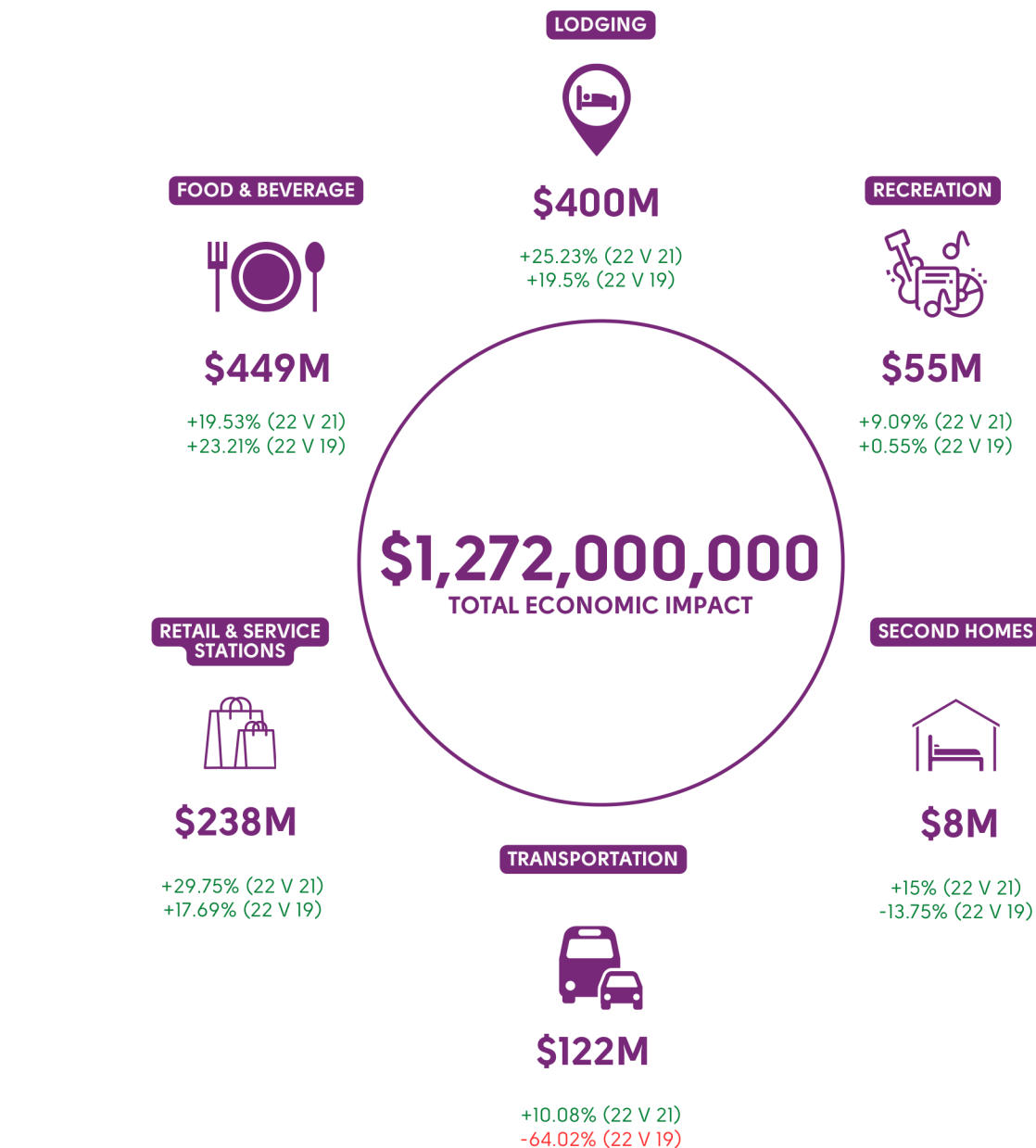
- Philadelphia
- Boston
- Washington DC
- Pittsburgh
- Chicago

Visitors from outside of NYS origin markets spent an average of 1.56 days in Monroe County.



## 2022 RECORD-BREAKING TOURISM SPENDING

### TRAVELER SPENDING - MONROE COUNTY\*



## TRAVELER SPENDING - FINGER LAKES REGION

In 2022, travelers spent **\$4.0 billion** in the 14-county Finger Lakes region across a diverse range of sectors. Overall, visitor spending was up **25%** to reach **122%** of 2019 levels (pre-pandemic benchmark year).

Monroe County represents **32% (\$1.3 billion)** of the region's tourism sales.

\*Figures provided by Tourism Economics

## 2022 TOP MEDIA MENTIONS

### TELLING THE ROCHESTER STORY

Rochester is a hidden gem. And it is the scope and mission of Visit Rochester's Communications department to spread the word, helping national and international travel media, social media influencers — and everyone in between— discover the many reasons why Rochester is one of the best cities in the country. Visit Rochester regularly invites and hosts media to experience Rochester through personalized press trips, hosting 20 members of the media in 2022. Here's what they are saying about us.

”

“Rochester, located in the Finger Lakes region of New York State, is known for its historic sites, museums, dining, craft beer scene and a plethora of outdoor activities that it offers both visitors and residents.”

TRAVEL+  
LEISURE

”

“And make sure to bring the kids, as Rochester really rolls out the red carpet for families. Located on the southern shore of Lake Ontario in Upstate New York, Rochester is the state's third largest city and boasts 75 experiences for families within an hour's drive.”

Reader's  
Digest

”

“The best fields, farms, and festivals to view amazing floral spectacles across the U.S. ... In Rochester, New York's Highland Park, visitors will find the largest collection of lilacs in the country— more than 500 varieties of lilacs in bloom on over 1,200 bushes.”

Fodor'sTravel

”

“This welcoming town south of Lake Ontario was known as the Flour City in the 1800s, thanks to many flour mills located along waterfalls on the Genesee River. Then, when nurseries and seed production replaced the grain industry, it switched monikers to the very lovely sounding Flower City. And here's another fun fact: Rochester was once home to trailblazers Susan B. Anthony and Frederick Douglass.”

PureWow.

”

“As you can see, historically and culturally, Rochester has been a significant city in the United States' development and continues to be an incredible destination to visit to this day.”

BOBO &  
ChiChi

”

“There is so much to see, eat and do on a winter weekend in Rochester. This is only a sampling of some of the fun and delicious bites you can enjoy in this great city in New York. As you plan your next winter weekend getaway, consider visiting Rochester!”

NY FOODIE FAMILY

”

“The story of Rochester is rooted in horticulture with gardens and landscapes created by some of the country's earliest and well known influencers. When the winter white melts into spring, the garden displays in Rochester go all out with a beauty of blooms that easily support the city's nickname of 'Flower City.’”

Garden  
DESTINATIONS™  
the online source for garden travel

1.3M

1,381,643 PAGE VIEWS OF  
VISITROCHESTER.COM

883K

883,174 WEB SESSIONS

1.9M

1,912,260 USERS  
REACHED ACROSS VISIT  
ROCHESTER META  
CHANNELS

59K

59,013 SOCIAL MEDIA  
FOLLOWERS

## MARKETING ROCHESTER

### REACHING LEISURE VISITORS

Visit Rochester deploys several marketing campaigns each year focused on targeted markets (both demographically and geographically) identified to have the greatest potential for visitation to the Greater Rochester area.



**Bordering On:** With the U.S.-Canadian border just 90 minutes from Rochester, Southern Ontario and the Toronto DMA are a big target for Rochester tourism. “Bordering On,” speaks to the idea that just south of the U.S.-Canadian border is a destination filled with art, culture, outdoor experiences, award-winning food, drink and so much more – just waiting to be discovered.



**Wine, Water & Wonders:** Wine, Water & Wonders is an international tourism program in which Visit Rochester is a founding partner. Marketing efforts are intended to capture the market share of international visitors already planning to visit New York City but also Niagara Falls and encourage them to explore other destinations across the state on their way.



**Come Play In Our Backyard:** Family fun can be found a little closer to home for audiences throughout New York State, Pennsylvania, and New England. With an invitation to traveling families to “Come Play in Our Backyard,” this campaign showcases the breadth of family-friendly activities and things to do in Rochester.



**Upstate Eats Trail:** The Upstate Eats Trail is a collaboration between Visit Rochester, Visit Buffalo, Visit Syracuse and Visit Binghamton, highlighting the iconic regional cuisine in each upstate city. The trail maintains an active social media presence and cooperative paid media is used to drive traffic to the trail’s website.



**Destination Awareness/“One Roc”:** Visit Rochester uses “always on” digital channels like social media and paid search to ensure that when prospective travelers are planning a trip, they are met with information on Rochester. Messaging is seasonal and focused on planning a visit to Rochester.

10.1M

IMPRESSIONS OF  
VISIT ROCHESTER  
OWNED CAMPAIGNS

134K

CLICK-THRU'S FROM  
VISIT ROCHESTER OWNED  
CAMPAIGNS

## 2022 SALES SUCCESSES

### SELLING ROCHESTER FOR CONVENTIONS, CONFERENCES & COMPETITIONS

Visit Rochester is responsible for bringing more than 200 meetings, conferences and sporting events to the Greater Rochester area each year. The Visit Rochester meetings and sports sales department sell Rochester as the ideal host for conventions, conferences and competitions of any size and type. The events and activities of the past year offered the sales staff of Visit Rochester many opportunities to reach and engage more meetings and sports clients, host in-market familiarization tours, promote the city at key industry trade shows, events and marketplaces, and conduct targeted sales missions to meet clients and sell on the spot.

Over the past year, New York State Association meetings and events continued to be a major driver and source of new business. Annual groups from the NYS Association Market include the New York State School Music Association (NYSSMA) and the New York State Association for Computers and Technologies in Education (NYSCATE). In September 2022, the New York Aviation Management Association (NYAMA) hosted its fall conference in Rochester in partnership with the Frederick Douglass Greater Rochester International Airport and airport director Andy Moore.

In September 2023, Visit Rochester hosted the New York State Tourism Industry Association (NYSTIA) Annual Meeting, bringing 200 tourism professionals from around the state to Rochester.

Other notable groups convening in Rochester in 2022 included NASA, the American Chemical Society, the International Code Council, the International College of Psychosomatic Medicine (in partnership with the University of Rochester) and Pilot International. Optics and photonics continue to be a core market for Rochester, with Optica hosting the 2022 Frontiers in Optics and Laser Science Show in the city. Just these events alone brought thousands of attendees and meeting delegates to Rochester and Monroe County.

### RECOMMEND ROCHESTER

In October 2022, Visit Rochester hosted the second annual Recommend Rochester Local Influencer event at the RMSC Strasenburgh Planetarium.

Decades of data show that destination recommendations made by members for meetings, conventions, conferences and sporting competitions are often more influential than just promotional materials from city tourism bureaus.

More than 50 representatives of local professional, social and athletic organizations and associations attended the event to learn how they could Recommend Rochester for a future meeting or event. Attendees enjoyed a special presentation projected on the planetarium screen highlighting the importance of a local influencer in the decision-making process, as well as the many reasons to recommend Rochester as the host location for a future event.

The event was a success, with multiple leads for new pieces of business resulting from this single event.

**RECOMMEND ROCHESTER**  
FOR YOUR NEXT MEETING OR EVENT



### ROCHESTER, NY - HOCKEY TOWN USA

Rochester is a popular choice for sports event planners. The city is affordable, accessible and able to host a myriad of events. But when it comes to hosting youth and amateur hockey events, Rochester is at the top of the list for tournament organizers.

Hockey organizers appreciate Rochester's hockey facilities, accommodations, strong local hockey community, central location and amenities.

2022 saw the return of Roc City Girls Fest, the largest youth girls ice hockey tournament in North America. Following a successful run in Rochester in 2022, the tournament is back in 2023 and extending into two weekends.

Other event organizers to host hockey programs in Rochester in 2022 included Evolve Hockey, National Girls Hockey League, Play Hockey, along with multiple weekends of Premier Ice Prospects and MYHockey.

Going into 2023 and beyond, Visit Rochester will continue to aggressively sell and market the community to hockey event organizers. And teams from all over the country will undoubtedly continue to discover (and be surprised by) Rochester's status as one of the top cities in North America for hockey competition.

# DRUMMING UP SUCCESS; DCA WORLD CHAMPIONSHIPS RETURNS TO ROCHESTER

The sight and sound of dozens of competitive drum corps from around the country returned to Rochester over Labor Day Weekend in September 2022.

Following a competitive bid process, Drum Corps Associates (DCA) once again selected Rochester as the host city for DCA's 2022 and 2023 World Championships.

Rochester has hosted the DCA Championships more than any other city during the Circuit's 59-year-history, with the group competing in Rochester 21 times. The DCA Championships were previously held in Rochester in 2017.

The main events of the Championship weekend take place at the Rochester Community Sports Complex, with additional events (including a free show for the community) at the Joseph A. Floreano Rochester Riverside Convention Center. Competing corps, staff and fans utilize multiple hotel rooms and practice sites across Monroe County.

The DCA World Championships is one of the largest events to visit Rochester. In 2022, attendance for the World Championships neared 4,000 people, with an economic impact of \$1.8 million. For the 2023 DCA event, that figure rose to 4,400 attendees and an economic impact of \$2 million.

*Credit: Christopher P. Maher*



## 2022 SERVICES HIGHLIGHTS

### EVENT SERVICES MAKES A DIFFERENCE FOR GROUPS MEETING IN ROCHESTER

Once a group is booked to host an event of any type in Rochester, Visit Rochester's award-winning event services team steps into action, working with each group on a number of customizable services and event enhancements.

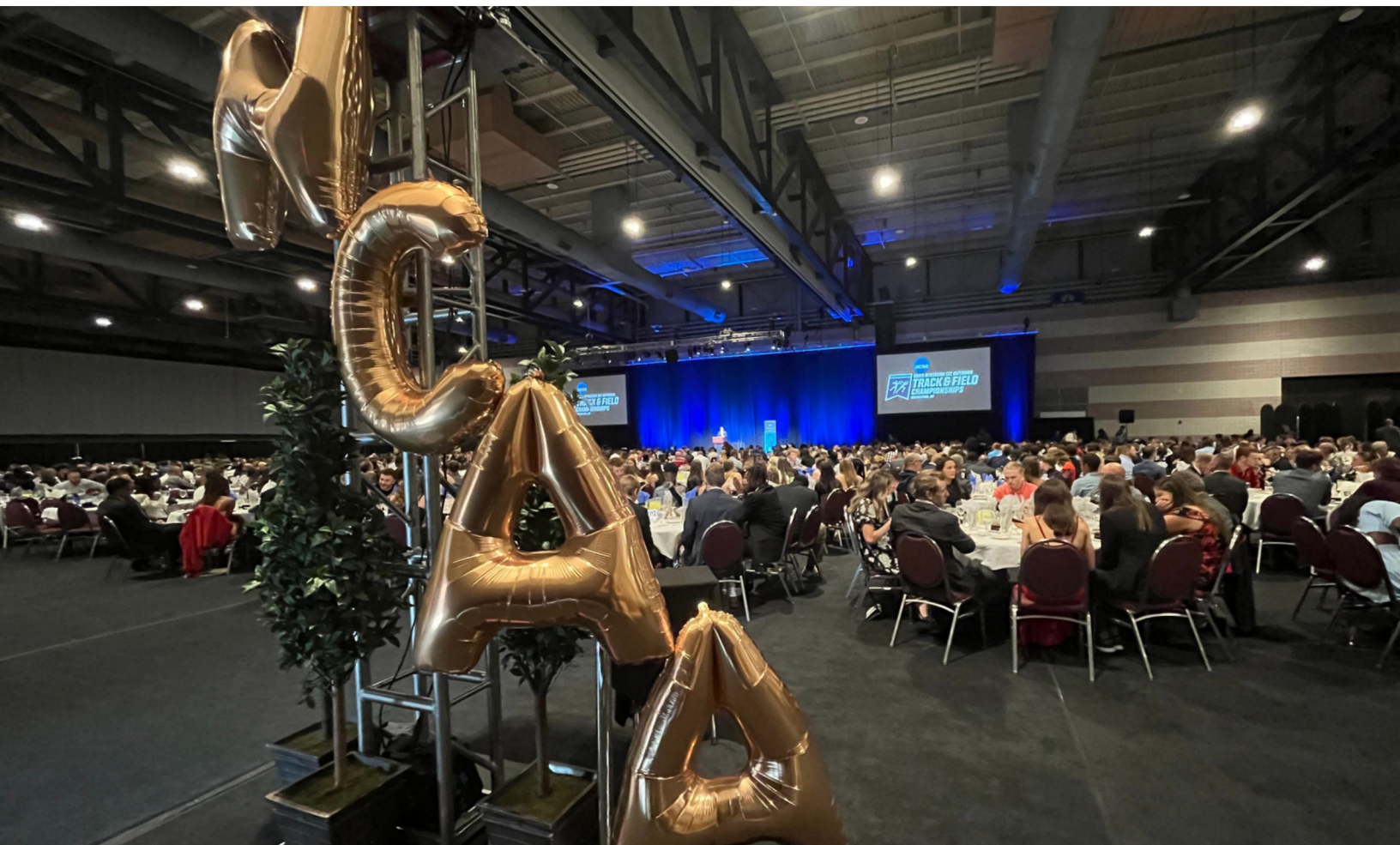
For example, when **Pilot International** hosted its annual conference in Rochester in May 2022, Visit Rochester spearheaded a community giveback program with Golisano Children's Hospital creating over 1500 caregiver thank you gifts and over 500 children's "thinking of you" bags for patients.

When the **Choroideremia Research Foundation (CRF)**, representing a group of individuals who have diversifying vision, was planning its 2022 International Conference in Rochester, Visit Rochester partnered with the organization on a number of initiatives to enhance the accessibility of the community. Visit Rochester engaged tourism and hospitality partners in inclusivity training, and provided a number of elements to assist in welcoming the group such as large floor number signs on each hotel floor, additional lighting along walkways near evening event activities and contrast tape placement along dimly lit hallways.

The Event Services division supports sports groups hosting tournaments and other events in town. In 2022, Rochester hosted: **VolleyFX, USA Gymnastics, International Gay Bowling Organization, USA Track & Field Masters Mile** in conjunction with the Twilight Criterium and a number of large hockey tournaments. When these events arrive in Rochester, attendees are greeted with welcome signage and other marketing tactics to welcome the groups. Visit Rochester also hosted a handful of 'welcome celebrations' with food trucks and music to enhance the athlete's experiences.

This was the final year of a three-year deal of hosting the **Little League State Championship** in partnership with Penfield Little League. This event brought 8 teams to compete for a seat at the Little League World Series. Visit Rochester was able to enhance this event with Visit Rochester member vendors, assistance in developing the opening parade and ceremonies, and signage.

December brought the first of a three-year agreement for the **USHL America Cup** in partnership with Wegmans; the Rochester NY Sports Commission had a seat on the planning committee. Visit Rochester engaged the local athletic training community to help staff the weekend event, along with the promotion of the USHL games to the community as a whole.



## 2022 INDUSTRY RELATIONS

### VISIT ROCHESTER RENEWS DMAP ACCREDITATION FROM DESTINATIONS INTERNATIONAL

This past year Visit Rochester renewed its industry accreditation with Destinations International. The Destination Marketing Accreditation Program (DMAP) seal is awarded in recognition of the organization's commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world.

The accreditation program requires a destination organization to successfully comply with a multitude of mandatory and voluntary standards that span a variety of performance areas to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of destination organizations including governance, finance, human resources, sales, communications, destination development and research. Visit Rochester is among over 200 destination organizations that have obtained DMAP recognition. Visit Rochester was first accredited in 2007.

### WE'RE STRONGER TOGETHER WITH MEMBER PARTNERSHIPS

Visit Rochester prides itself on being one of just a few Destination Marketing Organizations in New York State with a membership program. In 2022, membership levels with Visit Rochester continued to reach new highs.

458

TOTAL MEMBERS

74

NEW MEMBERS

120

AVERAGE ATTENDANCE AT  
MONTHLY VISITOR INDUSTRY  
COUNCIL MEETINGS

5

MEMBERSHIP ENGAGEMENT EVENTS  
REACHING AN ADDITIONAL 225  
REPRESENTATIVES OF THE  
REGIONAL TOURISM AND  
HOSPITALITY INDUSTRY



Visit Rochester is also pleased to partner with the Rochester Hotel Association and Visitor Industry Council in hosting an annual golf tournament to benefit the Rochester Hotel Association Scholarship Fund. In 2022, 78 players participated, raising \$5,000 for the scholarship fund.

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“Being a part of Visit Rochester has brought The Salvation Army so many valuable relationships. We met our event photographer and caterer at the monthly membership meetings, plus countless volunteers and donors! The networking and opportunities to share with, and learn about, other members are invaluable. It's great to meet so many local representatives and learn about the talents they provide. Visit Rochester also gives its members many opportunities to give back to the community. They host fundraisers and collections to support their nonprofit members throughout the year. Being a Visit Rochester member has allowed The Salvation Army to further help people in need.”

- **Maureen Hill, Media and Community Relations, The Salvation Army**

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“One of the best decisions we made as we launched our business? Joining Visit Rochester. A friend's casual suggestion to “check out Visit Rochester,” quickly turned into deeper knowledge of our region, detailed insight on the tourism industry, connections with new people and opportunities, and outstanding friendships. For us, Visit Rochester is all about what you give -- the more you put into it, the more you'll get out of it. They use the tagline ‘limitless’ -- I'd call our membership ‘priceless.’”

- **Ashley Fico, CEO, InnoQuests**

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“Visit Rochester and the Visitor Industry Council over the years has been a wonderful resource for me personally as well as professionally. Joining the VIC Steering Committee and being part of the Albany Sales Blitz has been incredibly rewarding and successful. The connections this group has provided and lifelong relationships have been invaluable!”

- **Noelle Whitford, Event Sales Manager at Hotel Canandaigua**

## VISITOR SERVICES

**ROC Star 2.0** – Relaunched Visit Rochester’s ROC Star frontline training program as an e-learning program. This one-hour online training is FREE for members of the Greater Rochester hospitality industry and was designed to give frontline staff in all hospitality sectors the knowledge to drive tourism growth.

**IDEA Training Module** – An additional module launched this past year for the ROC Star 2.0 training program, focused on Inclusion, Diversity, Equity and Accessibility (IDEA). The training was made possible thanks to a partnership with Monroe Community College and a grant from the Statler Foundation.

**Collaborations are Key** – Set up and staffed visitor information booths at major local festivals and events, including the **Rochester Lilac Festival** and **Rochester International Jazz Festival**. Both information centers are staffed by member volunteers, and enable Visit Rochester to engage with some of the thousands of visitors that attend these annual events.

Thanks to a partnership with **CampusRoc**, Visit Rochester has a newly expanded presence on local college campuses during peak move-in dates and new student orientations.

- In 2022, **12** separate events on **7** different college campuses, reaching an estimated **10,000** new students and their families.
- This partnership also extends to College Fest, a festival now in its third year designed to reach college students and help them explore downtown Rochester and connect with the community.

**New Visitor Center Coming to ROC Airport** – As part of a multimillion-dollar renovation of the first floor of the Frederick Douglass Greater Rochester International Airport, Visit Rochester will operate out of an all-new visitor information center. Visitor Information Specialists staff the center, engaging and assisting passengers and visitors, seven days a week.



## WELCOMING GROUP TOUR AND TRAVEL TRADE

Visit Rochester continues to play an active role in supporting the group tour and travel trade segment of tourism promotion. In 2022, Visit Rochester redesigned its group tour planning guide and ramped up sales efforts to near pre-pandemic levels. The organization represented its members at several travel shows including:

- American Bus Association Annual Marketplace
- Heartland Travel Showcase
- National Tour Association Annual Travel Exchange
- Ontario Motor Coach Association Annual Marketplace
- Bus Association of New York Annual Meeting

As a result of Visit Rochester’s sales efforts, they welcomed more than **1,400** group tour visitors who had an estimated economic impact of more than **\$22 million**.

## ROCHESTER/FINGER LAKES FILM COMMISSION

The Rochester Film Office serves 14 counties in the Finger Lakes and central regions of New York State. It is dedicated to generating a variety of film production dollars and jobs in the region by drawing film and video productions to the area that otherwise shoot “on location” throughout the country and worldwide. In 2022, the Film Office assisted with **90** projects that included support of filmmakers, commercial and civic productions, NYS promotions and member programs. These projects included several feature-length film productions, documentary productions, reality and scripted television shows and series, commercial video productions, music video productions and more.

The Film Office promoted the region to filmmakers through ongoing communication with producers from major studios and streaming platforms, attendance at major film festivals, engagement with NYC-based industry representatives and a partnership with the New York Production Alliance. The office also hosts filmmakers and producers for in-market site visits and familiarization tours.

Hiring local talent is key to driving the economic impact of film production in the region. To this end, the Film Office regularly provides professional development opportunities for local workers. One such program in 2022 featured an educational workshop held in partnership with Expressway Cinema Rentals and Eastman Kodak Company (Motion Picture Division). Attendees were shown the properties of film vs digital capture, hands-on loading/unloading mags, reports and exposure under various conditions. Other training programs focused on COVID-19 Compliance efforts to meet industry guidelines and the Film Industry Return to Work Agreement.

## 2023 SHAPING UP TO BE A WINNING YEAR FOR ROCHESTER

### A MAJOR MOMENT FOR ROCHESTER - 2023 PGA CHAMPIONSHIP

All eyes were on Rochester in May 2023 when the city hosted the 2023 PGA Championship. Visit Rochester was actively involved in many facets of one of the three major annual golf events. The PGA Championship brought 225,000 spectators to Rochester's prestigious Oak Hill Country Club.

Every single member of the Visit Rochester team worked on the PGA in one way or another. The organization:

- Developed a PGA Community Guide, which was distributed to every hotel in Monroe County accompanying life-sized versions of the Wanamaker Trophy
- Community welcome messaging greeting visitors to Monroe County through billboards and broadcast spots
- Promotion of the community through PGA emails to ticket holders and an editorial on PGA.com promoting things to do in Rochester during the Championship.
- Co-branded advertising with the PGA at ROC Airport to welcome visitors
- Training and deployment of hospitality volunteers at Championship info stations on the grounds of Oak Hill
- Hosted a number of national and regional sales and sports clients in-market for a familiarization tour, including collaborative event with Greater Rochester Enterprise
- Partnered with Greater Rochester Enterprise, Greater Rochester Chamber of Commerce and ROC 2025 to host a craft beverage tasting event for out-of-town members of the media in Rochester for the Championship.

The PGA Championship was a major moment for the Greater Rochester region. It is estimated the Championship generated an estimated economic impact of **\$190 million**. The value of the worldwide press coverage of the PGA in Rochester? Priceless.



All photos credit: PGA of America

## 2023 NCAA DIVISION III TRACK & FIELD CHAMPIONSHIPS

Just days after the thrilling conclusion of the 2023 PGA Championships in Rochester, the city hosted the largest NCAA DIII event in the country. The 2023 Division III Men's and Women's Outdoor Track and Field Championships took place May 25-27 at the Polisseni Track and Field Complex at St. John Fisher University in Rochester, NY.

The NCAA DIII Track & Field event brought more than 1,000 student-athletes, coaches, staff, and parents to the Rochester area. The event was co-hosted by St. John Fisher University and Visit Rochester. Student-athletes traveled to Rochester from around the country to compete in events including hurdles, discus, pole vault, javelin, long jump, shot put, high jump, steeple chase as well as meter and relay races.

The Track & Field event generated an economic impact of more than \$1.6 million for Monroe County (source: Destinations International Economic Impact Calculator).

Visit Rochester was heavily involved in both securing and planning for the event, having a hand in everything from securing hotel rooms, to on-site support for all events (including a banquet for 1,200 student athletes!), recruiting volunteers and enhancing the athlete experience.

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“We are proud to partner with Visit Rochester to provide a true championship environment for these exceptional student-athletes and we are grateful for the opportunity to showcase the Polisseni Track and Field Complex, our campus, and the surrounding Rochester community,” said **Dr. Gerard J. Rooney, president of St. John Fisher University.**

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“The NCAA has been so grateful for the partnership of the Rochester NY Sports Commission, Visit Rochester, and St. John Fisher University,” said **Laura Peterson-Mlynski, Associate Director of Championships, NCAA.** “We have had a great relationship over the last few years and we know the championship is going to be a great experience for the athletes and all who attend. We look forward to hosting more events in the Rochester area in the future.”



## VISIT ROCHESTER STAFF



**DON JEFFRIES**  
PRESIDENT & CEO



**JEANINE BATTERMANN**  
VICE PRESIDENT  
FINANCE, HR &  
ADMINISTRATION



**AMBER BREWER**  
EVENT SERVICES  
SPECIALIST



**LIBBY CRAIG**  
SPORTS SALES  
MANAGER



**ELISA EVERETT**  
VISITOR SERVICES  
SPECIALIST



**MARK FARRELL**  
DISTRIBUTION  
SPECIALIST



**AMANDA FOX, CMP**  
VICE PRESIDENT  
OPERATIONS & EVENTS



**GABBY GARCY**  
DIGITAL  
COMMUNICATIONS  
SPECIALIST



**ALICIA GAZDA**  
CONVENTION SALES  
MANAGER



**TIM JAMES**  
SENIOR SALES  
MANAGER



**DIANA KEATING**  
VICE PRESIDENT  
MARKETING



**ERIN KIVEL**  
ADMINISTRATIVE  
ASSISTANT/SALES &  
SPORTS COORDINATOR



**RACHEL LABER PULVINO**  
VICE PRESIDENT  
COMMUNICATIONS



**GREG LADUCA**  
VICE PRESIDENT  
INDUSTRY RELATIONS &  
VISITOR EXPERIENCE



**RICH MACKEY**  
SPORTS SALES  
MANAGER



**WENDY O'DUFFY**  
VICE PRESIDENT  
SALES



**ELENA OYER**  
PARTNERSHIP MANAGER



**EMMA QUINN**  
TOURISM & EVENTS  
COORDINATOR



**DAVE SAMENTELLO**  
CONVENTION SALES  
MANAGER

## ROCHESTER/FINGER LAKES FILM OFFICE

**NORA BROWN**  
EXECUTIVE DIRECTOR

**TIM BANACH**  
DEPUTY DIRECTOR

