

Mission: To drive increased visitation and economic vitality

by marketing and developing the assets of Ontario County

as a premier leisure and meetings destination.

**2022 Goals – Update with Accomplishments on 9/30/22**

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| **Strategic Plan:** To facilitate the strategic plan items using the committee/task force guidance provided by Young Strategy | Committees in Place, activation started, but then was stalled due to COVID, etc.  |
| **Strategic Plan:** To review our mission and vision and align/update with DestinationNext strategic plan | New Mission adopted, new Vision adopted. (see at bottom) |
| **Marketing/Brand develop**Continue to integrate the brand into the outreach endeavors | Brand guidelines completed, updated, and in fact received award from NYSTIA as a platinum standard program. Another update in progress now.  |
| **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 was put on hold. However, typical programs such as literature exchange and some educational seminars (marketing short shots) are now back in place. Tourism Thursdays back on track too. COVID impacts slowed us, but now picking up. |
| **Organizational:** Values driven initiatives integrated into our organizational structure and relationships. Examples accessibility, diversity & equity, innovation, strategic planning, data driven results, community engagement | DEI Allyship Letter signed and agreed to. Discussion on each committee about our place in DEI initiatives including board memberships, staff, and consumer representation.  |
| **Organizational/Advocacy:** To provide information and stimulate conversation with the county on funding models and local policies that enhance tourism promotion and development  | This was on hold as the county was unable to move legislation forward to change the impact. FLVC acquiring data to support the impact of Shared Lodging and reiterated support of this endeavor to change the local law for an equitable marketplace. Also, FLVC offered to subcontract with the county with extra money to meet common goals, such as a tourism destination marketing plan.  |
| **Organizational:**Human Resources. Update policies, recruit, retain, Put the right resources are in place (including human resources) to advance the plans and marketing endeavors |  Adopted the flex policy and had one year of trial; increased the commitment to family health insurance, discussions around effective hybrid workplace, and also changes in wage structures to reflect increases necessary to be competitive in the market.  |

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.

**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.

**VisitFingerLakes.com/partners/about-us**

**2021-2022- FLVC Successes**

**Additional Endeavors that are both accomplishments of the Staff and credits to the Board and its vision for our tourism products.**

* Successful Audit - 2021
* Successful NYS Audit – Procurement modifications made
* CARES grant with Ontario County – promotion of the availability of the grant and assistance in administration of the Grant – 1 Million Dollars; a second round probably on the way, if we’re able to wrap up the first round.
* Rebuilding the staff and team (Patti, Jessica, Steve Laros and hopefully, a content person by December)
* Highest numbers ever for occupancy collections,
* Two grant proposals out there: the blue sign program and the cooperative Water Destinations across NYS ($700,000 – for a virtual reality concept) and for meetings and incentive market with our partners of Chautauqua, Cooperstown, 1000 Islands, and Watkins Glen. ($800,000)
* Signed the Allyship letter for Destinations International, attended conference, worked on committees (Valerie and Tracey)
* FLVC receives honor for a Platinum Standard Award for our Brand Guidelines from the NYS Tourism Industry Association.
* Several PR wins including CondeNaste Traveler, etc.
* Rewired the FLVC building with Cat. 6 wire. This was initially checked in to because of phone system problems. The solution seems to have worked and we have a new phone system as well. Bringing the network up to speed – for at least the behind the walls - for a number of years.
* New marketing products introduced: Bandwango – Canandaigua Lake Wine Trail (virtual passport)
* Upcoming: Media Room on VisitFingerLakes.com repurposed
* Upcoming: Bandwango – Wellness Guide (gamified and a reflection of Nature’s Health Club)
* Upcoming: FLVC grant proposal for Accessibility to be consolidated by next May.
* Upcoming: Visitor Experience Fund for the Private sector, trial period.
* Upcoming: Legacy Awards are back
* Shared Accommodations Study and Report
* Inquiry and interest expressed in sharing a Electrical Vehicle Station with Ontario County at the back of our lot.
* New Server and backup systems are being discussed, a plan will be devised by next September when our server will run out of serviceability by the end of the year.