

FINGER LAKES
Wine Country
• NEW YORK STATE •

2018-2023 REPORT



To Our Stakeholders

Since 2000, Finger Lakes Wine Country (FLWC) has proudly shared the stories of a region rich in history, innovation, culture, agriculture, and remarkable geology. We have introduced this beautiful region to millions of visitors, many of whom return year after year to experience what we are fortunate to have in our very own backyards.

Overview

FLWC is the principal branding organization responsible for positioning the region as top of mind by showcasing the area's various attributes and experiences. This is accomplished through an integrated marketing communications program.

Recent Results

In lieu of a traditional annual report, this document reviews the tactics of brand marketing and analyzes Finger Lakes Wine Country's organizational impact from 2018 to 2023, centering around FLWC's influence on visitation to the region and how brand positioning positively affects the entire five county, three wine trail area we call Finger Lakes Wine Country.

Recruitment Advantages

FLWC's reputation as a world-class destination attracts top talent eager to experience the unique blend of natural beauty, cultural richness, and the entrepreneurial, groundbreaking spirit that defines the region.

“ We continue to invest and work with FLWC to attract visitors, enhancing the quality of life in all our communities. ”

Hilda Lando, Steuben County Legislator

Quality of Life

Investing in FLWC has a profound impact on our community. By promoting visitation to the region and supporting local businesses, residents have access to a variety of recreational activities, cultural events, and dining experiences not otherwise available without a tourism economy. This not only contributes to their overall satisfaction but also improves morale and fosters a sense of community among neighbors.

Investing in Your Regional Brand

By supporting local businesses and promoting sustainable tourism, Finger Lakes Wine Country has helped to create jobs, stimulate economic development, and preserve the natural beauty and cultural heritage of the area. Visitors to FLWC boost the local economy and enrich the community by fostering a greater sense of pride and appreciation for the region's unique assets.

Thank You!

Your dedication to FLWC fosters economic growth, supports local business, enhances the region's reputation as a premier destination, and nurtures a sense of community pride. Thank you for your continued support of the regional brand, helping to create a brighter and more prosperous future for all who call Finger Lakes Wine Country home.

With sincere gratitude,



RICK PIROZZOLO
ARNOT ART MUSEUM
CHAIR, FLWC BOARD OF DIRECTORS



LAURY ELLEN WARD
PRESIDENT
FINGER LAKES WINE COUNTRY

History of FLWC

In 1998, Corning Incorporated and community leaders in Chemung, Schuyler, and Steuben Counties assembled to establish a cohesive identity to collectively promote the region's multitude of assets to entice travelers to visit and settle in this area of New York State.

In 2000, in response to destination market research, Finger Lakes Wine Country Tourism Marketing Association (FLWC) was established with generous support from the three county legislatures and Corning Incorporated—who contributed a dollar-for-dollar match of county funding which continues to this day—and corporate and small business sponsorship.

In 2002, Yates County and the three wine trails surrounding Cayuga, Keuka, and Seneca Lakes came on board in support of the new regional brand.

By the 2010s, the regional brand became synonymous with excellence, sustainability, and innovation, reflecting the passion and dedication of the businesses and entrepreneurs who call FLWC home.

In 2017, the Tioga County Legislature understood the importance of investing in a strong regional brand, which allowed their county to be fully integrated into the regional messaging.

Twenty-five years ago, and still today, a strong tourism industry, bolstered through collaboration, innovation, and passion, adds depth to a community, making it more desirable in which to live, work, and play. With the continued support of Corning Incorporated, our counties, and private investors, our beloved destination will continue to thrive and prosper.

Commitment to Diversity

At Finger Lakes Wine Country we strive every day, as individuals and as an organization, to create a community that is as diverse and as inclusive as the many wonderful groups and businesses we represent.

FLWC Guiding Tenets

MISSION

Establish Finger Lakes Wine Country as the top-of-mind-brand.

VISION

The potential visitor will have a clear image of Finger Lakes Wine Country, what it offers, and how to participate in its experiences.

VALUE PROPOSITION

The Finger Lakes Wine Country regional brand serves our community by interweaving the stories of the various attributes and experiences through a singular, unified voice.

Building strong regional brand awareness results in motivating people to work, live, visit, and spend leisure time in Finger Lakes Wine Country. Success means growth of the region and universal awareness of Finger Lakes Wine Country.

MEASURING BRAND SUCCESS

Success of the brand is measured by the following:

Brand Awareness - Growth from Insight Strategy Group's 2019 baseline metrics

Brand Engagement - Analytics of the brand communication channels

Brand Impact - Indirect results as measured by sales tax, room tax revenues, second home sales, and new business growth

The Importance of Regional Branding

Regional branding, also referred to as placemaking, encapsulates the spirit of an entire region and conveys its unique offerings to the world.

“Imagine crafting a distinct personality for a geographical area, whether it’s a bustling business hub, a sprawling metropolitan zone, or a serene countryside locale. As the world’s premier cities become increasingly out of reach—financially speaking—for many talents, the smaller towns and regions around them are emerging as appealing alternatives. These regions are no longer just the backdrop; they’re becoming the main stage for businesses, investors, tourists, and skilled individuals seeking affordability without compromising on quality of life.”

–The Place Brand Observer

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.

4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.



3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.



Through brand management, destination stewardship and investment, and programs for promotion and sales, this chart shows that community vitality can’t happen without regional branding.

Successful regional branding, or placemaking, is a catalyst for community vitality, driving what is needed for a region to become a destination where people want to visit, live, work, and play.

The Marketing Funnel

The focus of Finger Lakes Wine Country’s marketing efforts is the top of the Marketing Funnel. Our task is to cast a wide net, leveraging research to identify and cultivate promising prospects.



“ Investing in Finger Lakes Wine Country isn’t just about supporting a brand; it’s about investing in the vitality of our region and the prosperity of our own ventures. It serves as a beacon of growth and opportunity, drawing in visitors and businesses alike, enriching our community and economy in turn. FLWC is more than a destination; it’s a testament to the power of collaboration and shared vision in moving our region forward. ”

Lisa Gill, Interim Executive Director, Director of Finance and Operations, The Rockwell Museum

AWARENESS is the introduction of the region to the potential visitor. This is done through ads, articles, and stories, or even seeing a friend post about their recent visit to FLWC on social media.

INTEREST is when potential customers begin engaging with the brand. This is when they click on an ad, follow FLWC on social media, visit our website, or sign up for our email list.

CONSIDERATION is evaluating if FLWC is the right travel destination for them. In this step, the potential customer is doing more research on the region toward planning their potential trip.

ACTION is fully engaging with the brand. Plans are in place, accommodations are booked, and they’re on their way to FLWC.

ADVOCACY is the visitor who is already planning their return trip to the region before they’ve even left. Advocacy marks the pinnacle of the funnel, with visitors sharing their experiences, becoming repeat travelers, and potentially relocating to the region.



Current FLWC Board of Directors

Name	Business/Organization	Position	Representing
Jessica Bacher	Yates County Chamber of Commerce	Secretary	Yates County
Dawn Burlew	Watkins Glen International		Schuyler County
Beth Duane	Corning Museum of Glass		Corning, Inc.
Lisa Gill	The Rockwell Museum	Treasurer	Corning, Inc.
Nigar Hale	Watkins Glen Area Chamber of Commerce	Vice Chair	Schuyler County
Jordan Harris	Heron Hill Winery		Steuben County
Susan Hayes	Miles Wine Cellars		Yates County
Jennifer Herrick-McGonigal	Chemung County Chamber of Commerce		Chemung County
James Johnson	Steuben County Industrial Development Agency		Steuben County
Michael Lipari	Finger Lakes Economic Development Center		Yates County
Rebecca Maffei	Tioga County Tourism		Tioga County
Kevin Peterson	Steuben County Confrence & Visitors Bureau		Steuben County
Rick Pirozzolo	Arnot Art Museum	Chair	Chemung County
Shawn Rosno	Schuyler County Administration		Schuyler County
Millicent Ruffin	Corning Community Impact & Investment		Corning, Inc.
Elaine Smith	Tanglewood Nature Center & Museum		Chemung County
Tom Tranter	Corning Enterprises, <i>retired</i>	Past Chair	Corning, Inc.
Brittany Woodburn	Tioga County Administration		Tioga County
Brie Woods	Belva Lockwood Inn		Tioga County

“As a globally recognized tourism brand, Finger Lakes Wine Country provides a unique opportunity for investment in our region. The tourism industry imports wealth into the community, creating and retaining assets that make our collective quality of life much brighter. It also generates taxes to fund infrastructure improvements and attractions that residents can enjoy year-round. Those quality-of-life assets make all the difference in retaining and recruiting individuals and businesses to our region. We’re proud of our partnership with Finger Lakes Wine Country and know that the success of this brand can only enhance and complement our efforts at Three Rivers Development.”

Kamala Keeley,
President
Three Rivers Development Corporation

“The efforts undertaken by Finger Lakes Wine Country are vitally important to our tourism economy around the Finger Lakes region; but as importantly, the efforts to brand the region’s quality of life have become key in talent attraction efforts. The work done by FLWC to create the regional brand is now being used throughout the region to not only attract visitors, but to position the area as a great place to live, work, and play, which is vitally important to the region’s ability to attract new investment.”

Jamie Johnson,
Executive Director
Steuben County IDA

Brand Position

Finger Lakes Wine Country is home to picturesque small towns, spectacular natural landscapes, and the most welcoming, down-to-earth people you could hope to meet.

It attracts adventurous, inquisitive explorers because it offers immersive, hands-on recreational and cultural experiences, from wine tasting to glass blowing to sailing.

People love Finger Lakes Wine Country because they can dive deeper into the place, its nature, and its people, have real conversations, and make genuine connections, learn more than they ever expected, and surface inspired, enlightened, and refreshed.

Thirst for life!

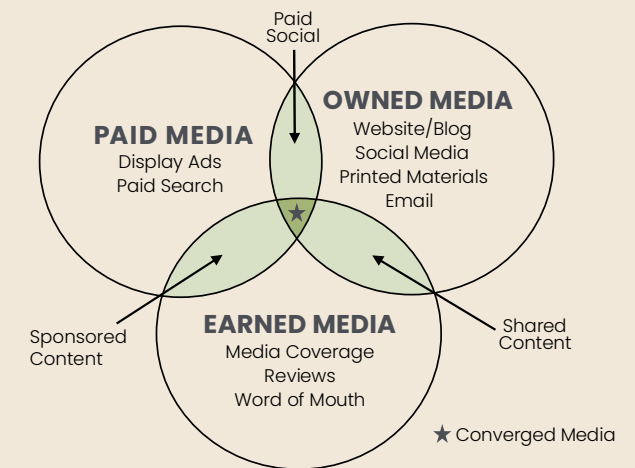
Integrated Marketing Communications Program

OUR ROLE

Finger Lakes Wine Country is the regional branding organization and unified voice for Chemung, Schuyler, Steuben, Tioga, and Yates counties, as well as the Cayuga, Keuka, and Seneca Lake wine trails.

OUR GOAL

To drive increased brand awareness for the region by showcasing the various attributes and experiences of the area.



OUR STRATEGY

Finger Lakes Wine Country manages an annual research-based integrated marketing communications program.

The program is a strategic combination of paid, earned, and owned media with an emphasis on storytelling across all platforms.

All strategies are focused on increasing brand awareness, FLWC’s key mission. The marketing communications program is continually measured and regularly optimized for best performance.

FOCUS AREAS

- to drive awareness of the regional brand
- to showcase the region’s unique culture and its variety of experiences
- to positively influence visitation and relocation
- to increase engagement with our target audiences
- to build local ownership and pride of the regional brand

KEY MESSAGES

- breathtaking scenic beauty
- small town charm
- locally-crafted products
- innovation

TARGET AUDIENCES

- young adventure seekers
- older affluent travelers
- parents with older children
- young professionals

2018 Program Impact Summary

WEBSITE

Total Web Visits
462,726

Top States

1. New York
2. Pennsylvania
3. New Jersey
4. Ohio
5. Massachusetts

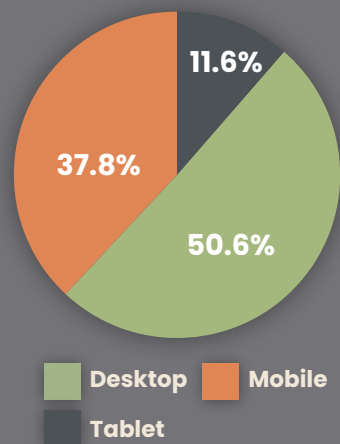
Top Content

1. Wine Trails
2. Things to Do
3. Free Travel Magazine
4. Events
5. Wineries

Blog Visits

11,032
Up 90.6% YoY **<WOW!>**

Sessions by Device Type



PAID ADVERTISING

Total Impressions
18,074,668

Average CTR
0.24%

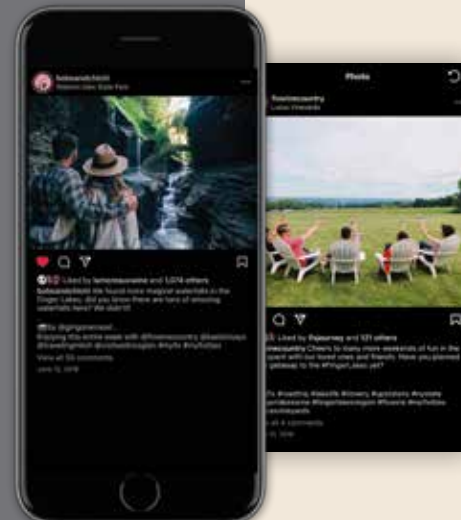


SOCIAL MEDIA

Instagram
8.1k Followers
Up 21.6% YoY

Facebook
73k Likes
Up 1.2% YoY

Twitter
10.6k Followers
Up 6.5% YoY



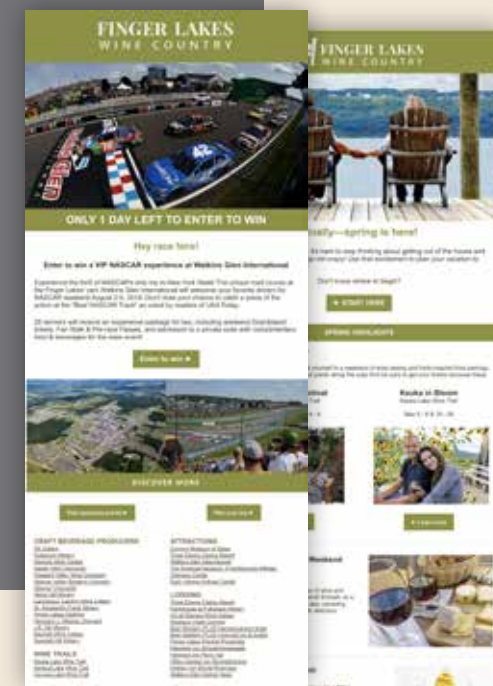
EMAIL MARKETING

Opt-in Consumer Leads Collected
9,391

Total Email Subscribers
53,441

Average Open Rate
20.7%
Industry Average is 20.2%

Average CTR
13.2%
Industry Average is 1.4%



2019 Program Impact Summary

WEBSITE

Total Web Visits
487,609 **<WOW!>**

Top States

1. New York
2. Pennsylvania
3. New Jersey
4. Ohio
5. Massachusetts

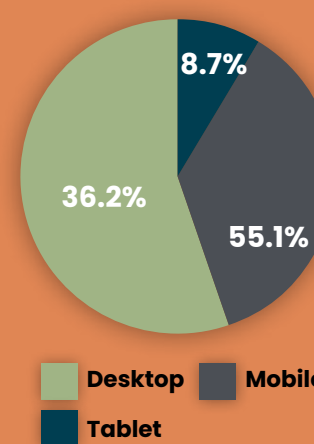
Top Content

1. Wine Trails
2. Wine
3. Packages
4. Discover
5. Wine & Food

Blog Visits

19,704
Up 78.7% YoY

Sessions by Device Type



PAID ADVERTISING

Total Impressions
2,979,812

Average CTR
9.82%



SOCIAL MEDIA

Instagram
9.8k Followers
Up 21.2% YoY

Facebook
74.6k Likes
Up 2.2% YoY

Twitter
10.9k Followers
Up 3.5% YoY



EMAIL MARKETING

Opt-in Consumer Leads Collected
11,877

Total Email Subscribers
51,512

Average Open Rate
21.3%
Industry Average is 20.2%

Average CTR
15.5%
Industry Average is 1.4%



2020 Program Impact Summary

WEBSITE

Total Web Visits
377,196

Top States

1. New York
2. Pennsylvania
3. New Jersey
4. Ohio
5. Virginia

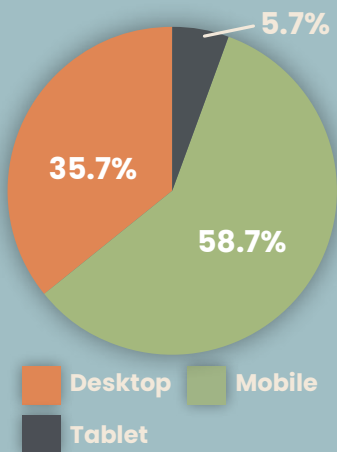
Top Content

1. Plan Your Visit
2. Wine Trails
3. Wineries
4. Packages
5. Seneca Lake Wine Trail

Blog Visits

54,804
Up 178.1% YoY **<WOW!>**

Sessions by Device Type



PAID ADVERTISING

Total Impressions
20,380,409
Up 40.7% YoY **<WOW!>**

Average CTR
0.40%



SOCIAL MEDIA

Instagram
12.9k Followers
Up 30% YoY **<WOW!>**

Facebook
75.9k Likes
Up 1.8% YoY

Twitter
10.9k Followers
Up 1% YoY



EMAIL MARKETING

Opt-in Consumer Leads Collected
848

Total Email Subscribers
55,692

Average Open Rate
22%
Industry Average is 20.2%

Average CTR
11%
Industry Average is 1.4%



2021 Program Impact Summary

WEBSITE

Total Web Visits
388,242

Top Metro Areas

1. Philadelphia
2. New York City
3. Buffalo
4. Rochester
5. Washington, DC

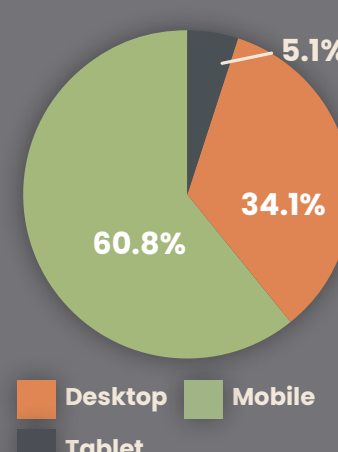
Top Content

1. Plan Your Trip
2. Wine Trails
3. Places To Stay
4. Wineries
5. Seneca Lake Wine Trail

Blog Visits

62,458
Up 13% YoY

Sessions by Device Type



PAID ADVERTISING

Total Impressions
25,533,906
Up 25% YoY

Average CTR
0.38%



SOCIAL MEDIA

Instagram
15.5k Followers
Up 20% YoY

Facebook
77k Likes
Up 1.4% YoY

Twitter
10.8k Followers



EMAIL MARKETING

Opt-in Consumer Leads Collected
895

Total Email Subscribers
50,587

Average Open Rate
21%
Industry Average is 20.2%

Average CTR
12%
Industry Average is 1.4%



2022 Program Impact Summary

WEBSITE

Total Web Visits
391,552

Top Metro Areas

1. Philadelphia
2. New York City
3. Buffalo
4. Rochester
5. Washington, DC

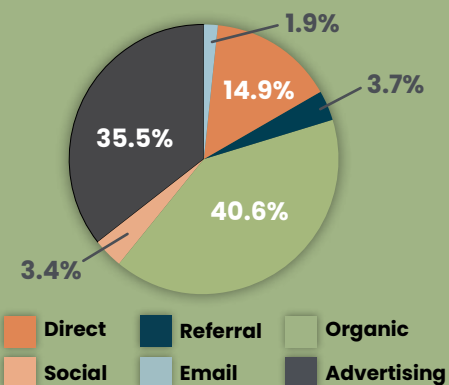
Top Content

1. Plan Your Trip
2. Wine Trails
3. Places To Stay
4. Wine & Food
5. Seneca Lake Wine Trail

Blog Visits

69,150
Up 10.7% YoY

Traffic Sources



PAID ADVERTISING

Total Impressions
35,680,496
Up 39.7% YoY **<WOW!>**

Total Engagement
923,617



SOCIAL MEDIA

Instagram
16.7k Followers
Up 8% YoY

Facebook
78.8k Likes
Up 2.5% YoY

TikTok
5.1k Views **<WOW!>**
NEW in October 2022



EMAIL MARKETING

Opt-in Consumer Leads Collected
4,726

Total Email Subscribers
52,543

Average Open Rate
35.7%
Industry Average is 20.2%

Average CTR
10.3%
Industry Average is 1.4%



2023 Program Impact Summary

WEBSITE

Total Web Visits
352,655

Top Metro Areas

1. New York City
2. Philadelphia
3. Ashburn
4. Buffalo
5. Syracuse

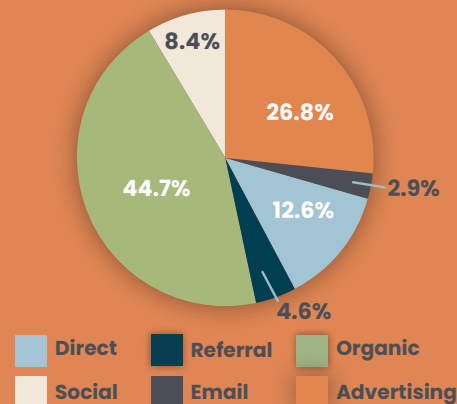
Top Content

1. Plan Your Trip
2. Events
3. Wine Trails
4. Seneca Lake Wine Trail
5. Places to stay

Blog Visits

50,814

Traffic Sources



PAID ADVERTISING

Total Impressions
19,580,786

Total Engagement
155,735



SOCIAL MEDIA

Instagram
19.3k Followers
Up 15.6% YoY

Facebook
79.4k Likes
Up 1% YoY

TikTok
16.7k Views **<WOW!>**
Up 227% YoY



EMAIL MARKETING

Opt-in Consumer Leads Collected
659

Total Email Subscribers
51,590

Average Open Rate
37.2%
Industry Average is 20.2%

Average CTR
3.2%
Industry Average is 1.4%



Success Stories: Collaborations & Special Programs



BEST WINE REGION

Following a media visit from *USA Today*, FLWC was named a contender for Best Wine Region in *USA Today's* 10Best, taking top spot in 2018 and 2019. "...a visit to Finger Lakes Wine Country is a must..." -*USA Today*, July 2019

"Finger Lakes Wine Country brings an awareness and curiosity about our region. The Clemens Center and our fellow arts organizations benefit from the exposure to new audiences that we couldn't otherwise afford ourselves." -Karen Cromer, Executive Director, Clemens Center for the Performing Arts



TBEX FLWC hosted the 2018 North American TBEX (Travel Bloggers Exchange). TBEX is an annual conference of travel bloggers, influencers, and content creators who come together to learn, network, and discover new destinations.

627 attendees from 26 countries
15,550 media mentions
14,639,548 total reach
152,620,854 total impressions



FACES OF FINGER LAKES WINE COUNTRY Launched in 2022, the campaign tells the stories of the people who live and work in the region.

WINEGLASS MARATHON COLLABORATION

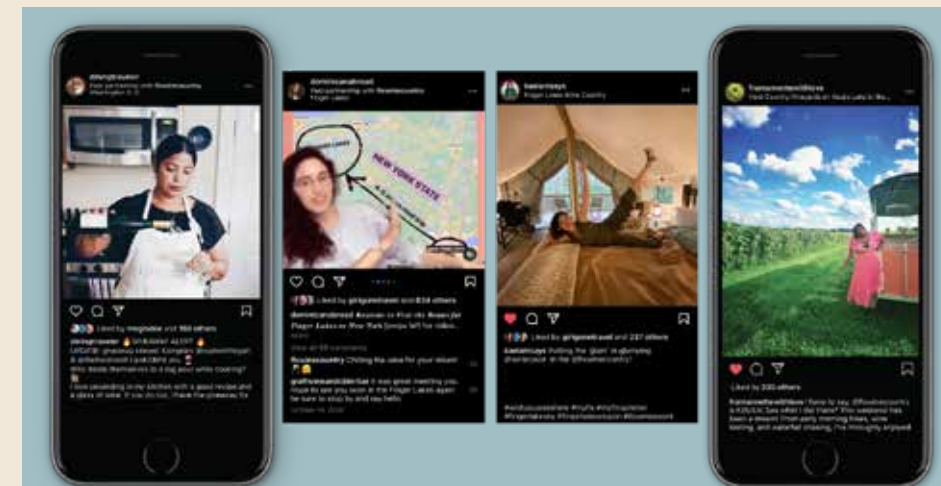
In 2022 & 2023, in partnership with Three Rivers Development and Corning's Gaffer District, FLWC launched a retargeting ad campaign to Wineglass Marathon attendees encouraging return trips to the region.



WGI AD CAMPAIGN In 2018, 2019 & 2022 FLWC and WGI collaborated on a NASCAR sweepstakes campaign. **9,888 leads collected**



#MaskUpFLX & #VaxUpFLX FLWC created campaigns to encourage responsible travel during the Covid-19 pandemic.



BRAND ADVOCATES FLWC has established strong partnerships with journalists, content creators, and influencers who help to propel the FLWC message to their audiences.



COMMUNITY PRIDE

Since 2021, FLWC has led the annual Welcome Race Fans! community pride campaign to drive excitement for NASCAR weekend which brings 100k+ visitors to the region each year, a huge boost for the local economy.

CURRENT INVESTORS

The generous financial support of our investors allows the organization to continue to build brand awareness and achieve our mission.

- Best Western Plus Vineyard Inn & Suites
- Cayuga Lake Wine Trail
- Chemung County
- Corning Incorporated
- Corning Museum of Glass
- Corning's Gaffer District
- Dr. Konstantin Frank Winery
- Finger Lakes Distilling
- Finger Lakes Premier Properties
- Glenora Wine Cellars
- Heron Hill Winery
- J.R. Dill Winery
- Keuka Lake Wine Trail
- Lakewood Vineyards
- Once Finger Lakes
- Quincy on Market
- Rockwell Museum
- Schuyler County
- Seneca Lake Wine Trail
- Steuben County
- Three Rivers Development
- Tioga County
- Wagner Vineyards
- Watkins Glen Harbor Hotel
- Watkins Glen International
- Weis Vineyards
- Yates County

2023-2018 Financial Report Summaries

FINGER LAKES WINE COUNTRY TOURISM MARKETING ASSOCIATION, INC.

STATEMENTS OF FINANCIAL POSITION

ASSETS	12/31/23	12/31/22	12/31/21	12/31/20	12/31/19	12/31/18
CURRENT ASSETS						
Cash	\$236,224	\$387,983	\$300,482	\$311,806	\$225,673	\$130,547
Accounts receivable	5,824	3,587	5,634	1,420	17,170	5,386
Prepaid expenses	6,153	5,784	5,126	6,740	10,395	28,088
Project deposit	9,500	-	-	-	-	-
	<u>\$257,701</u>	<u>\$397,354</u>	<u>\$311,242</u>	<u>\$319,966</u>	<u>\$253,238</u>	<u>\$164,021</u>
LIABILITIES AND NET ASSETS						
CURRENT LIABILITIES						
Deferred revenues	\$1,796	108,670	24,327	20,361	59,400	117
Accounts payable and accrued expenses	12,871	43,916	14,214	13,038	19,417	13,490
	<u>14,667</u>	<u>152,586</u>	<u>38,541</u>	<u>33,399</u>	<u>78,817</u>	<u>13,607</u>
LONG-TERM DEBT						
Paycheck Protection Program Loan	-	-	-	62,500	-	-
TOTAL LIABILITIES	<u>14,667</u>	<u>152,586</u>	<u>38,541</u>	<u>95,899</u>	<u>78,817</u>	<u>13,607</u>
NET ASSETS - w/o donor restrictions	<u>243,034</u>	<u>244,768</u>	<u>272,701</u>	<u>224,067</u>	<u>174,421</u>	<u>150,414</u>
	<u>\$257,701</u>	<u>\$397,354</u>	<u>\$311,242</u>	<u>\$319,966</u>	<u>\$253,238</u>	<u>\$164,021</u>

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

	12/31/23	12/31/22	12/31/21	12/31/20	12/31/19	12/31/18
Public support and revenue:						
Public funders (County investments)	\$340,000	\$315,511	\$244,300	\$245,300	\$365,000	\$337,500
Private support and revenue:						
Private funders						
(Corning match of county investments)	300,000	292,500	255,300	338,000	338,000	300,000
Private funders						
(Attractions & Accommodations)	149,750	128,000	145,750	183,500	262,250	278,000
Special programs	14,429	11,106	10,642	11,306	14,151	290,279
Regional matching funds	18,415	-	8,325	4,504	8,000	20,775
Cooperative partners for marketing	-	80,810	-	-	-	9,000
Sundry	1,831	1,610	9,553	4,205	12,868	1,606
PPP loans forgiveness	-	-	125,038	-	-	-
Interest income	69	70	113	258	529	207
TOTAL SUPPORT AND REVENUE	<u>824,494</u>	<u>829,607</u>	<u>799,021</u>	<u>787,073</u>	<u>1,000,798</u>	<u>1,237,367</u>
Expenses:						
Program services	714,720	751,238	649,410	633,883	874,857	1,128,775
Supporting Services	111,508	106,302	100,977	103,544	101,934	117,094
TOTAL EXPENSES	<u>826,228</u>	<u>857,540</u>	<u>750,387</u>	<u>737,427</u>	<u>976,791</u>	<u>1,245,869</u>
CHANGE IN NET ASSETS	<u>(1,734)</u>	<u>(27,933)</u>	<u>48,634</u>	<u>49,646</u>	<u>24,007</u>	<u>(8,502)</u>
Net assets at beginning of year	244,768	272,701	224,067	174,421	150,414	158,916
NET ASSETS AT END OF YEAR	<u>\$243,034</u>	<u>244,768</u>	<u>272,701</u>	<u>224,067</u>	<u>174,421</u>	<u>150,414</u>
FUNCTIONAL EXPENSES EXPRESSED AS A PERCENTAGE OF TOTAL SUPPORT & REVENUE	12/31/23	12/31/22	12/31/21	12/31/20	12/31/19	12/31/18
Program services	86.7%	90.6%	81.3%	80.5%	87.4%	91.2%
Supporting services	13.5%	12.8%	12.6%	13.2%	10.2%	9.5%
TOTAL EXPENSES	<u>826,228</u>	<u>857,540</u>	<u>750,387</u>	<u>737,427</u>	<u>976,791</u>	<u>1,245,869</u>
Totals	<u>100.2%</u>	<u>103.4%</u>	<u>93.9%</u>	<u>93.7%</u>	<u>97.6%</u>	<u>100.7%</u>

STATEMENTS OF FUNCTIONAL EXPENSES

	2023			2022			2021			2020			2019			2018		
	Program Services	Supporting Services	Management and	Program Services	Supporting Services	Management and	Program Services	Supporting Services	Management and	Program Services	Supporting Services	Management and	Program Services	Supporting Services	Management and	Program Services	Supporting Services	Management and
	Marketing	General	Total	Marketing	General	Total	Marketing	General	Total	Marketing	General	Total	Marketing	General	Total	Marketing	General	Total
Salaries	\$133,330	\$44,443	\$177,773	\$126,979	\$42,326	\$169,305	\$121,386	\$40,462	\$161,848	\$132,613	\$44,204	\$176,817	\$139,577	\$46,526	\$186,103	\$155,220	\$51,740	\$206,960
Employee Benefits & payroll taxes	44,448	14,816	59,264	42,049	14,016	56,065	39,485	13,161	52,646	40,243	13,414	53,657	44,315	14,772	59,087	45,565	15,188	60,753
Office expense	16,994	5,664	22,658	22,280	7,427	29,707	14,281	4,760	19,041	18,590	6,197	24,787	21,570	7,190	28,760	22,910	7,637	30,547
Travel, meetings & entertainment	6,797	2,267	9,064	4,202	1,402	5,604	3,168	1,057	4,225	2,944	982	3,926	6,134	2,045	8,179	9,335	3,112	12,447
Professional Fees	-	44,318	44,318	-	41,131	41,131	-	41,537	41,357	-	38,747	38,747	-	31,401	31,401	-	39,417	39,417
Media relations	126,357	-	126,357	111,791	-	111,791	107,292	-	107,292	93,980	-	93,980	96,896	-	96,896	130,284	-	130,284
Web & email	59,189	-	59,189	57,275	-	57,275	53,226	-	53,226	56,085	-	56,085	44,753	-	44,753	58,900	-	58,900
Planned Media	280,832	-	280,832	289,967	-	289,967	261,456	-	261,456	235,056	-	235,056	172,340	-	172,340	264,692	-	264,692
Fulfillment	-	-	-	-	-	-	-	-	-	-	-	-	14,033	-	14,033	61,190	-	61,190
Production	28,358	-	28,358	24,013	-	24,013	33,949	-	33,949	41,416	-	41,416	6,492	-	6,492	43,685	-	43,685
Research & marketing analysis	-	-	-	-	-	-	-	-	-	-	-	-	306,081	-	306,081	55,000	-	55,000
Trade shows	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15,631	-	15,631
Regional matching funds	18,415	-	18,415	-	-	-	8,325	-	8,325	4,504	-	4,504	8,000	-	8,000	20,775	-	20,775
Cooperative partners for Marketing Exp.	-	-	-	64,002	-	64,002	-	-	-	-	-	-	-	-	-	-	-	-
TBEX expenses	-	-	-	8,680	-	8,680	6,842	-	6,842	8,452	-	8,452	14,666	-	14,666	245,588	-	245,588
TOTAL EXPENSES	<u>\$714,720</u>	<u>\$111,508</u>	<u>\$826,228</u>	<u>\$751,238</u>	<u>\$106,302</u>	<u>\$857,540</u>	<u>649,410</u>	<u>100,977</u>	<u>750,387</u>	<u>633,883</u>	<u>103,544</u>	<u>737,427</u>	<u>874,857</u>	<u>101,934</u>	<u>976,791</u>	<u>1,128,775</u>	<u>117,094</u>	<u>1,245,869</u>
FUNCTIONAL EXPENSES EXPRESSED AS A PERCENTAGE OF TOTAL SPEND	86.5%	13.5%	100.0%	87.6%	12.4%	100.0%	86.5%	13.5%	100.0%	86.0%	14.0%	100.0%	89.6%	10.4%	100.0%	90.6%	9.4%	100.0%

Investment Impact on Web Performance

- FLWC’s website, FingerLakesWineCountry.com, serves as a versatile tool throughout the marketing funnel.
- Playing a critical role, the website is a direct touchpoint where consumers can engage with the brand on their own terms while also fostering long-term relationships and advocacy.
- Website traffic is one of FLWC’s most important Key Performance Indicators (KPIs).
- The most significant driver of website traffic is FLWC’s annual paid media buy. Every year there is a direct correlation between media buy spend in our target markets and website traffic.
- FLWC’s media buy spend, made possible through annual investments, directly impacts increased website traffic.
- Traffic to the website is a critical step toward enhancing the perception of the region and influencing consumer behavior toward increased visitation, relocation, and beyond.



Looking Ahead

As we reflect on the achievements of the past few years, it is evident that the collaboration between Finger Lakes Wine Country and the investors in the regional brand has been instrumental in shaping the economic and cultural landscape of our region.

With your continued annual support of FLWC, we can further heighten the value and visibility of the Finger Lakes Wine Country brand to key target market groups and stakeholder organizations to effectively promote the experience and sense of place.

Moving forward, it is imperative that we continue to foster partnerships, leveraging our collective strengths. By combining the allure of our world-class destination with the region’s innovative spirit and warm, welcoming community, we can continue to create synergies that not only boost visitation, but also stimulate economic growth, community development, and regional character.

Together, we can cultivate a future where all of us involved in Finger Lakes Wine Country stand as beacons of prosperity and vitality, enriching the lives of all who call this region home.

“As odd as it might sound, the benefits we see most from our relationship with Finger Lakes Wine Country involve things other than wine. It’s the relationships – both with the FLWC team and with other sponsors from various industries in our region – and the tangible results we see from them. FLWC does such a masterful and marvelous job providing an umbrella under which we can operate and collaborate. The umbrella also includes a powerful and welcoming message that shows the world what our region is capable of. From there, FLWC takes a proactive approach to bring writers, photographers, and other influential media to our area, which allows us to do what we do best. Much of the positive sentiment and media coverage we’ve received is a direct result of FLWC’s efforts.”

Alex Jankowski, Vice President, Brand Development Wagner Vineyards

Along with continuing our successful integrated marketing communications campaign, FLWC’s initiatives for the near future are:

- launching a **new website**, highlighting the strengths of our communities and provides our consumers and residents seamless, user-friendly online experiences that encourages diving deeper into what Finger Lakes Wine Country has to offer;
- developing a more **robust email marketing program**, segmenting FLWC’s double opt-in lists to pinpoint our communications to focus on the specific interests of our audiences;
- to expand the “**Faces of Finger Lakes Wine Country**” campaign, sharing the stories of the people and places that weave together the fabric of our communities;
- creating additional “**Small Town Guides,**” positioning our smaller communities as must-see destinations throughout this remarkable region;
- focusing on **pride of place**, encouraging each and every person within Chemung, Schuyler, Steuben, Tioga, and Yates Counties; along with the amazing producers along the wines trails of Cayuga, Keuka, and Seneca Lakes; to proudly embrace—and shout from the rooftops—that Finger Lakes Wine Country is THE BEST PLACE to live, work, and play!

“The FLWC brand serves as a catalyst for economic development in our communities by attracting visitors, boosting local businesses, and creating job opportunities.”

Kevin Peterson, President Explore Steuben



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