

FINGER LAKES

Wine Country

• NEW YORK STATE •

2024 Annual Report





From the President and Board Chair

As we reflect on 2024, we're filled with gratitude and pride. It was a year of meaningful growth—more visitors discovering the magic of our region, stronger partnerships, and a broader marketing reach that truly resonated. Visitor satisfaction remains high, a testament to the heart and soul behind all we do.

Finger Lakes Wine Country is unlike anywhere else. Our breathtaking landscapes, welcoming communities, and authentic experiences make this a place to treasure—and to share. Each of us plays a part in that story. When we speak positively, call this region home, and proudly say, "I'm from Finger Lakes Wine Country," we help build something bigger than ourselves.

Ongoing support is essential to keeping our brand strong and visible. Whether through a donation or investment in FLWC's marketing programs, your organization helps amplify our shared story. To get involved, just reach out—our contact information is in this report.

In 2025, we'll celebrate our 25th anniversary with fresh momentum—enhancing our website,

amplifying our marketing, and launching a strategic planning process to guide the next chapter. With your partnership, we're ready to dream big and build boldly together.

Thank you for being part of this journey.

Here's to all we've accomplished—and all that's ahead.

Warmly,



Laury Ellen Ward
President



Rick Pirozzolo
Board Chair

Brand Positioning

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 more deeply 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.

Integrated Marketing Program

Our Role:

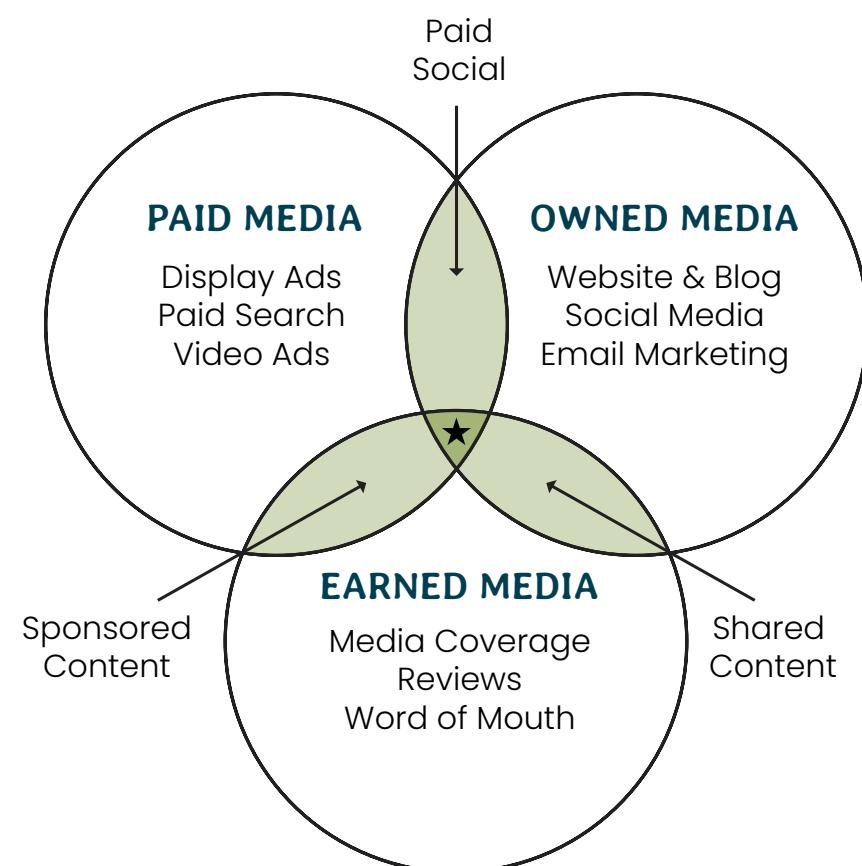
Finger Lakes Wine Country is the regional branding organization and unified voice for Chemung, Schuyler, Steuben, Tioga, and Yates counties, as well as the Cayuga, Keuka, and Seneca Lake wine trails.

Our Goal:

To boost brand awareness by highlighting the region's unique features and experiences.

Our Strategy:

Finger Lakes Wine Country runs a yearly, research-driven marketing program that combines paid, earned, and owned media with a focus on storytelling. All efforts aim to boost brand awareness and are continuously measured and optimized for performance.



Focus Areas:

- Drive awareness of the regional brand
- Showcase the region's unique culture and variety of experiences
- Positively influence visitation, including mid-week and winter
- Increase engagement with our target audiences

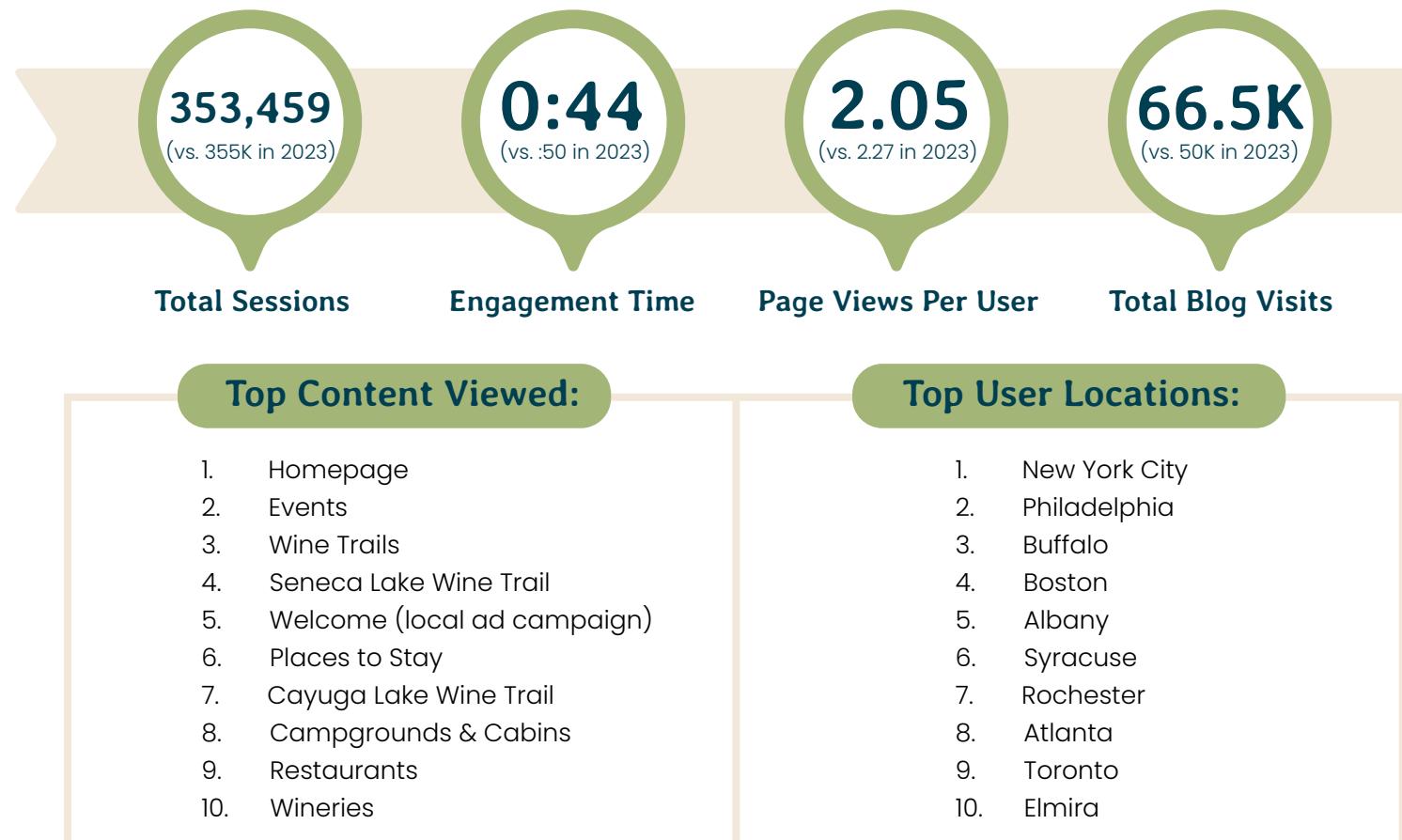
Key Messaging:

- Breathtaking scenic beauty
- Small-town charm
- Locally crafted products
- Outdoor experiences
- World-class wine
- Affordability
- Year-round activities

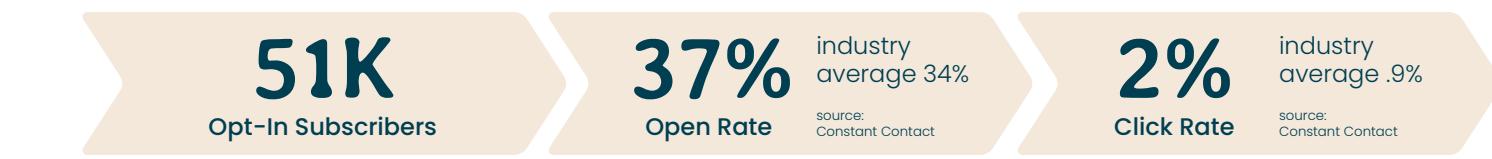
Target Audience:

- Young adventure seekers
- Older affluent travelers
- Parents with older kids
- Wine tourists
- Travelers living within 6-hour drive
- Locals (pride of place)

Website



Email Marketing



Paid Media (Advertising) Flight Dates: 4/1/24-8/31/24

Campaign Goals:

Target Markets:

Top Key Takeaways & Benchmark Comparisons

Impressions:

Clicks:

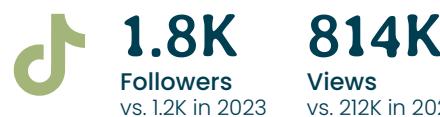
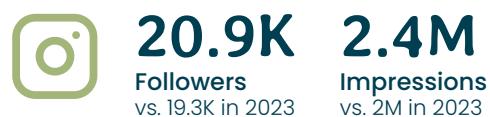


Channel Performance vs. Industry Averages

Channel	2024 Performance	Industry Average	Notes
Google Paid Search	11.45% CTR	3.00%	Top-performing channel
Programmatic Display	0.72% CTR	0.25%	Robust engagement
Programmatic Native	0.25% CTR	0.25%	On par with industry
Connected TV (CTV)	98.57% VCR	81.94%	Exceptional VCR
YouTube Ads	76.85% IR	46.20%	66% above average
Facebook/Instagram	1.99% CTR	0.80%	149% above average
TikTok Ads	1.26% CTR	0.75%	68% above average
Paid Email (Aug)	2.10% CTR	1.65%	27% above average

CTR=Click Thru Rate, VCR=Video Completion Rate, IR=Interaction Rate

Social Media



Media Relations

FLWC hosted four media visits in 2024 resulting in 22.8K impressions for the regional brand. Results from these efforts included three articles, two blogs, one YouTube video, more than 25 Instagram stories, and 8 original podcasts, all reaching over 14K people.

Why Invest In Finger Lakes Wine Country

In marketing and advertising, success hinges on two things: reach and frequency. To build awareness, shape perception, and drive action, campaigns must reach the right audience—and reach them often. **That's where investment makes a powerful difference.** Public and private funding directly fuels Finger Lakes Wine Country's annual marketing campaign, expanding its reach and frequency across key platforms. The more we invest, the more people we reach, the more stories we tell, and the more travelers we inspire.

Your investment isn't just support—it's impact.

Statement of Functional Expenses Year ended December 31	Program Serv.	Supporting Serv.	2024	Program Serv.	Supporting Serv.	2023
	Marketing	Mgmt & Gen	Total	Marketing	Mgmt & Gen	Total
Salaries	\$ 137,330	\$ 45,776	\$ 183,106	\$ 133,330	\$ 44,443	\$ 177,773
Employee benefits and payroll taxes	46,554	15,518	62,072	44,448	14,816	59,264
Planned media	251,824	—	251,824	280,832	—	280,832
Media Relations	110,273	—	110,273	126,357	—	126,357
Production	34,937	—	34,937	28,358	—	28,358
Web and email	60,914	—	60,914	59,189	—	59,189
Office expenses	15,440	5,146	20,586	16,994	5,664	22,658
Travel, meetings and entertainment	3,255	1,086	4,341	6,797	2,267	9,064
Professional fees	—	46,076	46,076	—	44,318	44,318
Regional meeting funds	682	—	682	18,415	—	18,415
Amortization	1,205	—	1,205	—	—	—
TOTAL EXPENSES	\$ 662,414	\$ 113,602	\$ 776,016	\$ 714,720	\$ 111,508	\$ 826,228

Statements of Activities and Changes in Net Assets	Year ended December 31	2024	2023
Public Support and revenue:			
Public funders		\$ 325,000	\$ 340,000
Private funders		448,166	449,750
Special programs		11,954	14,429
Regional matching funds		682	18,415
Sundry		1,478	1,831
Interest income		71	69
Total public support and revenue		787,351	824,494
Expenses:			
Program Services		662,414	714,720
Supporting Services		113,602	111,508
Total expenses		776,016	826,228
Change in net assets		11,335	(1,734)
Net assets at beginning of year		243,034	244,768
Net assets at end of year		\$ 254,369	\$ 243,034

2024 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	Glenora Wine Cellars	Seneca Lake Wine Trail
Cayuga Lake Wine Trail	Heron Hill Winery	Steuben County
Chemung County	J.R. Dill Winery	Three Rivers Development Corporation
Corning Community Impact & Investment	Keuka Lake Wine Trail	Tioga County
Corning Museum of Glass	Lakewood Vineyards	Wagner Vineyards
Corning's Gaffer District	Once Finger Lakes	Watkins Glen Harbor Hotel
Dr. Konstantin Frank Winery	Quincy on Market	Watkins Glen International
Finger Lakes Distilling	Rockwell Museum	Weis Vineyards
Finger Lakes Premier Properties	Schuyler County	Yates County

Join your neighbors in supporting your regional brand! Annual investments have a direct impact on moving the needle toward increased brand awareness and the success of our region. Invest in FLWC today!

Board of Directors

CHAIR Rick Pirozzolo <i>Arnot Art Museum</i>	Dawn Burlew <i>Watkins Glen International</i>	Rebecca Maffei <i>Tioga County Tourism</i>
VICE-CHAIR Nigar Hale <i>Watkins Glen Area Chamber</i>	Beth Duane <i>Corning Museum of Glass</i>	Kevin Peterson <i>Steuben County CVB</i>
TREASURER Lisa Gill <i>The Rockwell Museum</i>	Jordan Harris <i>Heron Hill Winery</i>	Shawn Rosno <i>Schuyler County</i>
SECRETARY Jessica Bacher <i>Yates County Chamber</i>	Susan Hayes <i>Miles Wine Cellars</i>	Millicent Ruffin <i>Corning Community Impact & Investment</i>
PAST CHAIR Tom Tranter <i>Corning Inc., Retired</i>	Jennifer Herrick-McGonigal <i>Chemung County Chamber</i>	Elaine Smith <i>Tanglewood Nature Center & Museum</i>
	Jamie Johnson <i>Steuben County IDA</i>	Brittany Woodburn <i>Tioga County</i>
	Michael Lipari <i>Finger Lakes Economic Development Center</i>	Brie Woods <i>Belva Lockwood Inn</i>
		Meghan Nulty <i>Ex Officio, FLTA</i>

Staff

Laury Ellen Ward, President
laury@fingerlakeswinecountry.com
(717) 307-0244

Christina Oldroyd, VP Brand Development
christina@fingerlakeswinecountry.com
(607) 426-1231

FINGER LAKES

Wine Country

• NEW YORK STATE •



P.O. Box 1020
Corning, New York 14830
info@fingerlakeswinecountry.com
www.fingerlakeswinecountry.com

Call For Investment

Together, we go further. Invest in Finger Lakes Wine Country to grow our reach—and your business. Your support makes a real difference.