

Senate Resolution No. 2961

**BY:** Senator O'MARA

**COMMEMORATING** the 20th Anniversary of the Finger Lakes Wine Country Tourism Marketing Association on March 26, 2020

**WHEREAS,** It is the practice of this Legislative Body to recognize and support organizations and events of significance which contribute to the entertainment and vitality of the communities they serve and which exemplify the history and development of the State of New York; and

**WHEREAS,** Attendant to such concern and in full accord with its long-standing traditions, this Legislative Body is justly proud to commemorate the 20th Anniversary of the Finger Lakes Wine Country Tourism Marketing Association to be recognized with a Rebranding Celebration on Thursday, March 26, 2020, in Elmira, New York; and

**WHEREAS,** Finger Lakes Wine Country Tourism Marketing Association (FLWC) is the regional branding organization for the 3,000 square mile area which includes Chemung, Schuyler, Steuben, Tioga, and Yates Counties, as well as the Cayuga, Seneca, and Keuka Lake Wine Trails; and

**WHEREAS,** As the branding organization for this special area within the larger Finger Lakes territory, this vital organization is responsible for positioning its region as the top-of-mind brand by showcasing the various attributes and experiences within its communities; and

**WHEREAS,** Finger Lakes Wine Country organized as an entity in 2000 with the sole purpose to promote economic development in the Finger Lakes region of the State of New York; two years later, Yates County joined Finger Lakes Wine Country and Tioga County joined forces in 2017; and

**WHEREAS,** A county-first organization, Finger Lakes Wine Country was founded to attract people to experience the beauty and unique activities of the region; and

**WHEREAS,** Finger Lakes Wine Country it 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 due to its immersive, hands-on recreational and cultural experiences, from wine tasting to glass blowing to sailing; and

**WHEREAS,** Since its inception, Finger Lakes Wine Country has seen increased growth, increased tourism, and increased awareness from travelers; and

**WHEREAS,** Over its distinguished 20-year history, Finger Lakes Wine Country has demonstrated continuous service to the residents and communities which it serves; and

**WHEREAS,** The success of Finger Lakes Wine Country is in direct correlation to the efforts of its dedicated board of directors and staff, whose involvement is, and always has been, characterized by an impressive commitment, an unbridled enthusiasm, and an uncompromising standard of excellence in all endeavors on behalf of the organization and the community it serves; and

**WHEREAS,** This auspicious occasion presents an opportunity for this Legislative Body to recognize and pay tribute to Finger Lakes Wine Country; and

**WHEREAS,** It is the sense of this Legislative Body that when organizations of such noble aims and accomplishments are brought to our attention, they should be celebrated and recognized by all the citizens of this great Empire State; now, therefore, be it

**RESOLVED,** That this Legislative Body pause in its deliberations to commemorate the 20th Anniversary of the Finger Lakes Wine Country Tourism Marketing Association; and be it further

**RESOLVED,** That a copy of this Resolution, suitably engrossed, be transmitted to Finger Lakes Wine Country Tourism Marketing Association, Corning, New York.