



NEW YORK STATE SENATOR

Pamela Helming

A Trail That Leads To Prosperity

Senator Helming

January 27, 2017

ISSUE:

- [Transportation](#)

The Finger Lakes region is home to some of the most esteemed craft breweries, distilleries, cideries and wineries in our state. Since 2014, an informal network called the Rochester Craft Beverage Trail has existed to help support and better develop this significant piece of our local economy. Now, this support is on the cusp of becoming state law.

This week, I co-sponsored and helped pass a bill (S.1346) drafted by Senator Rich Funke that would designate the Rochester Craft Beverage Trail in State Highway Law. This designation would provide a boost to the already successful promotional efforts by securing branded signage throughout the region. If passed by the Assembly and signed into law, signs advertising the trail would appear on Interstates 390, 490, 590 and 90, all areas of frequent traffic and use.

The Rochester Craft Beverage Trail is a perfect example of how state legislators can work with the private sector to boost our economy. The trail has already helped promote so many of our local brewers, distillers and vintners. By officially

designating the trail with highway signs, we can better connect tourists and residents to the successful local entrepreneurs right here in our backyard.

When I first ran for Senate, I made helping promote and grow our local economy a top priority. Official designation of the Rochester Craft Beverage Trail is just the first, small step in doing that. Going forward, I plan on doing even more to help not only our craft breweries, distilleries, cideries and wineries, but all our local job creators.

Senator Pam Helming
New York State Senate
54th District

related legislation

[2017-S1346](#)

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- Introduced
 - In Committee Assembly
 - In Committee Senate
 - - On Floor Calendar Assembly
 - On Floor Calendar Senate
 - - Passed Assembly
 - Passed Senate
 - Delivered to Governor
 - Signed By Governor
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[Relates to the creation of the Rochester-Finger Lakes craft beverage trail](#)

January 09, 2017

In Senate Committee [Transportation](#)

Sponsored by [Rich Funke](#)

Do you support this bill?