

## 2021-J599

Senate Resolution No. 599

BY: Senator O'MARA

SUPPORTING the designation of the Finger Lakes  
Region of New York State as a National Heritage Area

WHEREAS, It is the sense of this Legislative Body that the continuing welfare of the citizens of this great Empire State is greatly enriched and reliably served by the good works and purposeful endeavors of those municipal facilities which remain committed to the educational and recreational needs of its citizens and visitors to 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 support the designation of the Finger Lakes Region of New York State as a National Heritage Area, to support the Finger Lakes Tourism Alliance as the coordinating entity; and

WHEREAS, The Finger Lakes Tourism Alliance (FLTA) was founded on April 25, 1919, when a group of people came together in Auburn, New York, to organize a cooperative to promote tourism in the region; and

WHEREAS, The longest-standing regional destination marketing organization in the United States, the Finger Lakes Tourism Alliance has been steadfastly committed to growing tourism in the region for over a century, administering grants, overseeing regranting when applicable,

and developing organizations to protect its assets, such as FLOWPA with its mission to protect the waters of the Finger Lakes; and

WHEREAS, The Finger Lakes Region extends east and west from Rochester to Syracuse, and north and south from the Lake Ontario border to the Pennsylvania border; it is home to more than 400 registered historic sites and landmarks, 135 museums, 80 art galleries, 14 professional theatre companies, 100 wineries, 300 bed and breakfasts, 1,063 waterfalls and gorges, 26 state parks, 2,000 miles of hiking/biking trails, and 650 miles of shoreline; and

WHEREAS, Furthermore, the Finger Lakes Tourism Alliance has grown to a three-billion-dollar industry, supporting over 58,000 jobs in the region, with the numbers growing year over year; and

WHEREAS, As the oldest regional destination marketing organization in the country, the Finger Lakes Tourism Alliance works with its partners and market research firms to determine the best investments in marketing to attract visitors to the region ensuring partner growth and success; and

WHEREAS, These Alliance partners include private-sector attractions, tourism-related businesses and participating county tourism offices in all 14 counties of the state-designated tourism region which include Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne, and Yates Counties; and

WHEREAS, The Finger Lakes Tourism Alliance has the unique nexus of bringing together public and private support, which is paramount in moving forward with its designation as a National Heritage Area (NHA); and

WHEREAS, Over its distinguished history, the Finger Lakes Tourism Alliance has demonstrated continuous service to the residents and communities which it serves; and

WHEREAS, Throughout the seasons, the Finger Lakes Region is a destination much appreciated by the residents of New York State and visitors who seek the historical, cultural, and recreational resources of the area; it is a source of pride and community heritage to all the people of this great Empire State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to support the designation of the Finger Lakes Region of New York State as a National Heritage Area; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to the Finger Lakes Tourism Alliance.