



Tourism Advisory Council Meeting

Wednesday, February 26, 2020

633 3rd Ave

37th Floor Boardroom

New York, NY

11:00 a.m. – 12:30 p.m.

Webcast address: <https://iframe.dacast.com/b/119897/c/489781>

AGENDA

- | | | |
|------|--|-------------------------------------|
| I. | Approval of Minutes | Cristyne Nicholas |
| II. | Chair's Report | Cristyne Nicholas |
| III. | I LOVE NY Report | Ross Levi |
| | A. Free Snowmobiling Weekend | |
| | B. ADK Promotional Efforts | |
| | C. Trade Shows | |
| | D. Research and Industry Education | |
| | E. Interagency Taskforce | |
| IV. | Guest Speakers: 100 th Anniversary of 19 th Amendment
Susan B. Anthony's 200 th Birthday | Nicole Mahoney
Deborah L. Hughes |
| V. | New Business | |

Next meeting: Tuesday, May 5
633 3rd Ave, New York, NY
11:00 AM- 12:30 PM



Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Tuesday, January 21, 2020

Location: ESD Offices, 633 3rd Ave, New York, NY

Attendance:

TAC Members

Thomas Mulroy, Elinor Tatum

Phone: Dan Fuller, Katherine Nicholls, Alexandra Stanton, Alana Petrocelli, Barbaralee Diamonstein-Spielvogel

ESD / NYS Staff

Ross Levi, Executive Director of Tourism; Kelly Garofalo-Wilkins, Senior Project Manager Tourism Projects; Anna Pakman, VP Digital Marketing; Markly Wilson, Director of International Operations; Lisa Soto, Director of Public Relations & Licensing; Shenique Coston, Vice President, Experiential Marketing; Sara Emmert, Director of Special Tourism Initiatives; Heather McElhiney, Director of Tourism Programs & Operations; Richard Gagliano, SVP of Marketing; Danae Jones, Public Information Specialist I

TAC Guests

Laura DiBetta, Department of Environmental Conservation; Christopher Guidone, Big Picture Tourism; Imran Ansari, Discover Long Island; Randy Bourscheidt, New York Public Library; Anthony Jahanbaks, United Airlines; Ralph Tragale, Port Authority of New York/New Jersey; Roni Weiss, Travel Unity; Phil Ballman, Queens Borough Partnership
Phone: Tom Martinelli, New York by Rail; Heather Bagshaw, Discover Greene County; Mark Dorr, New York State Hospitality and Tourism Association; Bob Provost, New York State Tourism Industry Alliance; Mary Kay Vrba, Dutchess County Tourism; Dawn Borchert, Orleans County Tourism; Natasha Caputo, Visit Westchester; Valerie Knoblauch, Visit Finger Lakes

Meeting called to order: 11:03 AM

I. Approval of minutes – Elinor Tatum

- Motion to approve by Tom Mulroy
- Minutes approved with a second by Katherine Nicholls

II. Chair's Report – Ross Levi

- ESD's new President and CEO, Eric Gertler, was hoping to kick off our meeting today, but was called to some budget business with the governor. He plans to come to an upcoming meeting to have the opportunity to meet all of you.
- We are pleased to hear from a guest speaker, Laura DiBetta from the New York State Department of Environmental Conservation, who will tell us about the various DEC programs involving tourism. We haven't had guest speakers for the last few meetings, but after hearing the 2020 State of the State announcements, it has become more apparent than ever how much the work of I LOVE NY's sister agencies touches tourism. We thought it would be helpful for the TAC to hear from DEC first-hand on what they are working on, specifically in the area of outdoor recreation.

A. Member Updates

- At the end of last year, Spike Herzig submitted his letter of resignation from the TAC board. As a tourism professional and owner of his own travel company since 1966, Spike was a great resource for the state's tourism industry. We are extremely grateful to Spike for his contributions and I would like to personally thank him for his service to New York State.
- We have been in touch with the Appointments Office, and efforts are ongoing to fill vacant TAC seats. We will share news as we receive it.

B. 2020 State of the State

- Governor Cuomo's 2020 State of the State was on Wednesday, January 8th.
- This is when the Governor looks back on the accomplishments of the past year and outlines his 2020 agenda. Included in the 2020 agenda were a number of proposals that involve tourism. Those include:
 - Making New York the Top State for Recreational Fishing by investing in the state's world-class fisheries
 - Protecting High Traffic Public Lands for Future Generations by:
 - Making trails more durable to increased use
 - Managing visitor traffic and hikers to provide a more enjoyable, less congested user experience
 - And launching education programs to enlist the public in protecting public lands
 - Investing in a Round 10 of the REDCs, which empowers communities and businesses in each region to develop strategic plans tailored to their unique strengths.
 - Investing \$100 million in Round 5 of the Downtown Revitalization Initiative, which works to strengthen

- downtown neighborhoods into vibrant, livable spaces that attract new residents and visitors.
- Investing \$300 million into the Reimagine the Erie Canal Program
 - The reimaged canal will serve as a destination that integrates the Empire State Trail and Erie Canal in a new program to stimulate tourism and economic development.
 - A first phase of funding will start this year with a \$100 million economic development fund that will support projects that adaptively reuse canal infrastructure to enhance water recreation, tie the Canal's new recreational improvements to the Governor's Empire State Trail, celebrate historic canal structures, and develop unique canalside attractions and activities.
 - The remaining \$135 million of the plan's funding will subsequently be allocated to research recommended by the Reimagine Task Force, as well as to solutions related to flood mitigation, invasive species prevention and ecosystem restoration.
- Growing New York State's World-Class Park System with New, Expanded & Upgraded State Parks. The initiative will include two new parks:
 - A 508 acre State Park in Kingston that will reimagine the formerly industrial Hudson River waterfront.
 - A new Hudson River Recreation Area that will create the first linear, water-based boat launches into the Hudson Eagles State Recreation Area.
 - State Parks will continue to implement its capital plan by acquiring 4,000 acres of land in the Hudson Valley through a \$20.6 million state investment as well as renovating and reopening the pool at the FDR State Park in Westchester.
- Rebuilding the Recently Destroyed Mid-Station Lodge at Whiteface Mountain
- Investing in the MTA's Capital Plan to Provide More Reliable & Accessible Public Transportation Downstate, with an additional \$3 billion to be matched by New York City to fund the MTA's 2020-2024 program that prioritizes the essential needs of the system, including in the subway, LIRR and MetroNorth Railroad, and bus service.
- Investing in a Second Round of Funding for Upstate Airports
- Reimagining the Buffalo Skyway and Improve Access to Buffalo's Waterfront
- Developing an Innovative Strategy to Build a High-Speed Rail in New York
- Ensuring Cellular Coverage Across New York State
- Towards the end of the address, the governor gave a recap of all that has been done to strengthen New York State. We were excited to see how much of that work was related to tourism, its importance to the state's economy and the returns the state is seeing from investment in the industry. It was quite powerful, and I'd like to show you a clip showing a section of that recap.
- [Video played.](#)

III. I LOVE NY Report – Ross Levi & Team

- A. New Staff Announcements
 - Have several new staff members who have joined us since the last meeting
 - Jessica David, Manager of Tourism Programs & Operations, has worked in a variety of roles for the Downtown Albany BID, the NYS Assembly and most recently the Executive Chamber. In her role she will be supporting Heather in our industry relations work, working on tourism programs like Path Through History as well as tourism operations like the I LOVE NY call center.
 - Alyssa Fox, Economic Development Program Specialist, comes to us from SUNY System Administration where she supported the Assistant Vice Chancellor with various projects, budgeting and special events. In her role, Alyssa will be supporting the Tourism Grants team for the Tourism Promotion Matching Funds program, including the day to day approvals and program support.
 - Natasha Polsinello, Administrative Assistant, comes to us from the Office of Addiction Services and Supports. In her role as Administrative Assistant, Natasha will be facilitating our billing, invoice and payment processes, as well as assisting with daily office procedures and needs.
 - First time since I've been ED that we are fully staffed.
- B. Winter Marketing
 - Winter commercials went on air around the holidays
 - Feature mix of indoor and outdoor activities available during the winter months in NY
 - Per usual, on air in our 5-hour driving radius target market until March.
 - Also being promoted on our social platforms.
 - [Video played.](#)
- C. Digital Build Your Own Bucket List Campaign
 - Ran December 2 – 20
 - Partnered with JetBlue and TPAs for prizes
 - Visitors could pick three attractions for their personal bucket lists
 - Extra entries allowed for social sharing & personalized email sent for deeper exploration
 - Number one page on iloveny.com for campaign duration
 - 94% of post-survey participants got new ideas about things to do and places to go in New York State

- 76% said they are “likely” or “extremely likely” to plan a New York State getaway as a result
- D. NYC+ International Campaign
- Launched January 14
 - Developed through I LOVE NY's UK office in expanded push to welcome British travelers
 - Available through partnership with British tour operator Funway Holidays
 - Series of four itineraries focused on combining New York City with short visits to other areas of the state (Long Island, Hudson Valley, Finger Lakes, Greater Niagara)
 - Complements longer fly-drive itinerary programs offering more extensive New York State-based vacations, such as Wine, Water & Wonders and Beyond the Big Apple
- E. Industry Events and Activations
- American Bus Association Annual Marketplace
 - January 11-14 in Omaha, NE
 - ILNY & NYSDMOs association hosted a breakfast for the over 300 tour operators attending the show
 - Provided overview of recent and upcoming developments across New York State's 11 vacation regions available to bus market, and entertainment from a comedian provided by the National Comedy Center
 - Co-sponsored & worked the New York State booth on the show floor for meetings with tour operators
 - Participated in a 'Dine Around' evening event for more one-on-one time with operators
 - NYSTIA Strategic Planning Meeting
 - December 4 at TWA Hotel in NYC
 - Meeting of the board and key stakeholders
 - Created new committees to develop strategies on Advocacy, Membership, Collaboration/Marketing and Education/Professional Development
 - New York Times Travel Show
 - January 24-26 at the Javits Center
 - Show offers the opportunity to connect with thousands of consumers and industry professionals throughout the 3-day event
 - ILNY official bronze level sponsor and will have a branded aisle featuring 19 of our industry partners
 - Sponsorship includes several opportunities for elevated ILNY branded exposure including:
 - Logo inclusion on the seminar stage, registration, directional signage, and the official show bags
 - A full-page color ad in the New York Times Magazine, a quarter page co-branded ad in the New York Times newspaper, and a banner ad and logo placement on the show website.
 - Ross conducting interviews with a number of travel journalists
 - ILNY is sponsoring the LGBT Travel Pavilion and Ross will have the opportunity to present to consumers on Saturday a “You Think You Know New York” quiz, complete with prizes, for a fun and engaging way to let LGBT travelers know about all that awaits them on a NYS getaway.
- F. Tourism Funding Programs Update
- The Regional Economic Development Councils (REDCs) were established in 2011 by Governor Cuomo as a new mechanism of doing economic development focused on bottom up instead of top down economic development planning.
 - This year's awards were announced December 19, 2019 and, collectively, \$761 million in state resources were made available to support the economic development priorities across the state.
 - Of the \$15M allocated for Market New York funding:
 - \$7M went to marketing projects
 - \$8M went to capital projects
 - There were 180 total applicants, of which, only 60 projects could be awarded
 - 40 were marketing projects
 - 20 were capital projects
 - Award letters issued, working with grantees on incentive proposals
 - New, fully staffed team has allowed for real-time communication
 - Examples of some of the projects awarded include:
 - Buffalo Olmstead Parks Conservancy: New augmented reality site on mobile app
 - National Susan B. Anthony Museum & House: VoterCade 2020
 - Schuyler County Partnership for Economic Development: Festival of Lights in the Glen
 - National Baseball Hall of Fame & Museum: Diamonds of the HOF Collection Video Series
 - The Wild Center: Get Outside - Four Season Destination Tourism Marketing
 - St. Lawrence County Chamber of Commerce: Bassmaster & Family Fishing Events Series
 - Erie Canalway Heritage Fund: Erie Canal Accessibility Tourism Marketing Project
 - Sleepy Hollow Village: Washington Irving Legend of Sleepy Hollow Bicentennial Celebration
 - Historic Hudson Valley: Expansion of the Great Jack O'Lantern Blaze to Long Island
 - The Italian Cultural Foundation: Casa Belvedere Historical Restoration

IV. Guest Speaker: Department of Environmental Conservation – Laura DiBetta

- May not seem like it on the surface, but many ways in which I LOVE NY and DEC interact and DEC does play a large role in tourism, in particular the outdoors.
- DEC is the largest land holder, public or private, in New York State—much of it in the Adirondacks & Catskills.
- In many cases, DEC owns land & other resources that visitors to New York State are coming to enjoy. Nearly 5 million acres of land in our portfolio are open to the public to enjoy, so we are responsible for making sure those lands are an asset to the communities in which they are located. DEC lands include:
 - 5,000 miles of trails
 - 1,000s of lakes and ponds
 - 1,700 primitive campsites
 - 400 boating & fishing facilities
 - 357 trailheads
 - 55+ campgrounds & day-use areas
 - 30+ Bird Conservation Areas
 - 20+ fire towers
- These assets provide low cost opportunities to explore the great outdoors and to connect with nature.
- The future of our protected lands is dependent on a public that has a connection to those lands and sees the value in continued stewardship and protection.
- DEC estimates that it accommodates nearly 75 million visitors per year between hikers, hunters, anglers, etc.
- Outdoor recreation economy is important to New York State accounting for 313,000 direct jobs, \$41.8 billion in consumer spending, \$14 billion in wages and salaries, and \$3.6 billion in state and local tax revenue.
- DEC, particularly our commissioner, understands that our lands are a gateway to large recreation areas and the reason people are coming to certain areas—like the Adirondacks and the Catskills.
- Managing 5 million acres of land comes with a unique set of challenges including:
 - Aging infrastructure
 - Increased visitation to popular areas and unprecedented levels of use—like the Adirondack mountains. With that use comes challenges around public safety, protecting the natural resources that are the reason people are coming to visit those lands, and preserving the visitor experience.
 - Broader societal changes like connecting a mainly urban population the outdoors and preparing them for different outdoor experiences, an aging population, and a diverse population. It's our charge to ensure that our lands and resources are relevant and accessible to a diverse population.
- Recognizing all the various challenges DEC is facing, the Governor announced the Adventure NY in 2017 to improve access to DEC lands and resources, a multi-year outdoor recreation campaign to connect more New York families & visitors to the outdoors
 - Four Strategic Priorities include:
 - Expanding access to healthy, active outdoor recreation
 - Connecting people with nature and the outdoors
 - Protecting New York's natural resources
 - Boosting local economies
 - DEC is implementing Adventure NY through:
 - Infrastructure improvements through an initial \$50 million investment to bring facilities up to modern expectations and standards (updating comfort stations, building new trails, improving accessibility, and creating Recreation Hubs etc.)
 - Inclusive programming like the First Time Camper program, I Bird NY, Outdoors Day, See the Catskills Like Never Before etc. that reduce the barriers to participation and provide guided, introductory, quality experiences on our lands.
 - Marketing and promotions like press events & releases, enhanced digital promotions (newsletter, social media, video content, etc.), user-friendly inclusive communications and coordination with partners

V. New Business – Elinor Tatum

- Chris Guidone: Wine, Water & Wonders is finalizing partnership with Delta Airlines
- Dan Fuller: Bristol Mountain is hosting U.S. Freestyle Nationals January 24-26.

Meeting adjourned: 12:12pm

Next meeting: Wednesday, February 26, 2020 at 11:00 AM in New York, NY

Tourism Advisory Council Meeting

February 26, 2020

I ❤️ NY[®]

A Division of Empire State Development



Empire State Development

CHAIR'S REPORT

FY 2020-2021 EXECUTIVE BUDGET OVERVIEW

- \$57.5M for New York State tourism campaign proposed
 - Similar amount proposed in FY 2019-2020 Executive Budget
 - \$15M for Market New York
 - \$3.815M for Matching Funds
- Approval of proposed \$300M funding for Reimagine the Canals Initiative
- Renewal of record-high \$300M funding for the Environmental Protection Fund to address high use of recreational assets in the Adirondacks and Catskills, trail development and improvements for recreational fishing



TOURISM INDUSTRY ADVOCACY

- Opportunity for industry to advocate with legislature and lobby for funding & other policy needs
- Statewide groups organized a more targeted approach this year and planned separate advocacy days to meet with legislators
- Some issues the tourism industry is advocating for include:
 - Support for I LOVE NY funding
 - Support for Matching Grants funding
 - ADA website lawsuit assistance
 - Tourism Improvement Districts
 - Short-term rental regulations

I LOVE NY REPORT

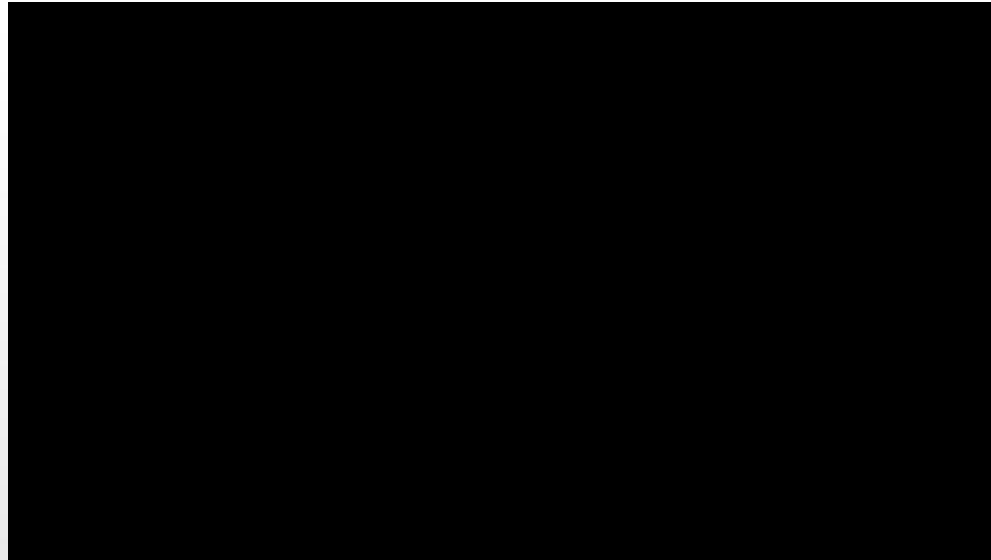
FREE SNOWMOBILING WEEKEND

- February 16 in Saranac Lake at Hotel Saranac
- Governor announced March 14-15 will be a free snowmobiling weekend for all out-of-state and Canadian snowmobilers
- Registration Fees will be waived for out-of-state snowmobilers for the weekend
- I LOVE NY launched digital and social media campaign to attract snowmobile enthusiasts
- State awarded \$4.2 Million to local governments for trail maintenance and grooming statewide





FREE SNOWMOBILING WEEKEND



ADIRONDACKS PROMOTIONAL EFFORTS

Empire State Winter Games: January 30 – February 2

- Multi-day sporting event with 2,100 athletes, including 15 states and 3 countries
- I LOVE NY activated at Olympic Conference Center during athlete registration with bobsled GIF selfies and consumer engagement
- Collected 335 emails



Adirondacks Winter Press FAM: February 6 – 9

- Travel writers from Trip Savvy, InsideHook and Family Vacation Critic spent a winter weekend exploring Lake Placid
- Stayed at Whiteface Lodge, rode the new gondola, and the bobsleds at the Olympic Jumping Complex
- Article published on InsideHook on February 20



TRADE SHOWS

NYTimes Travel Show: January 24-26, Javits Center

- I LOVE NY was an official Bronze Sponsor
- 25 contiguous booths anchored by I LOVE NY branding
- 34,000+ consumers, travel trade professionals and media attended the show
- Conducted interviews with several travel journalists
- Partnered with the LGBTQ Pavilion and collected over 3,000 emails

Holiday World: January 24-26, Dublin, Ireland

- 1,200 trade, 77,850 trade and public
- Dutchess and Orange counties also attended



RESEARCH AND INDUSTRY EDUCATION

Visitor Profile

- The Division of Tourism is updating the visitor profile and working with a vendor to research information on travelers to New York State
- The profile will include demographic data on domestic visitors to the state, broken down by the 11 vacation regions
- Profile will assist with marketing & sales efforts for I LOVE NY team and TPA partners

Industry Education

- Stepping up efforts to bring knowledge and skills building opportunities to the tourism industry
- Bi-monthly schedule of opportunities led by I LOVE NY team
- Information provided through webinars, workshops etc.

INTERAGENCY TASKFORCE

- February 6 in Albany
- 17 state agencies and rep from Senator Jose Serrano's office in attendance
- Recapped recent I LOVE NY marketing and promotions since last meeting
- Reviewed 2020 tourism related State of the State announcements with input from involved agencies on additional program details
- Discussed how to work together on upcoming tourism related anniversaries & events, tourism funding opportunities, and overuse challenges



Department of
Environmental
Conservation



OLYMPIC REGIONAL
NEW YORK
DEVELOPMENT AUTHORITY



Parks, Recreation
and Historic Preservation



Empire State
Development

I♥NY®

FIND WHAT YOU LOVE

I♥NY®



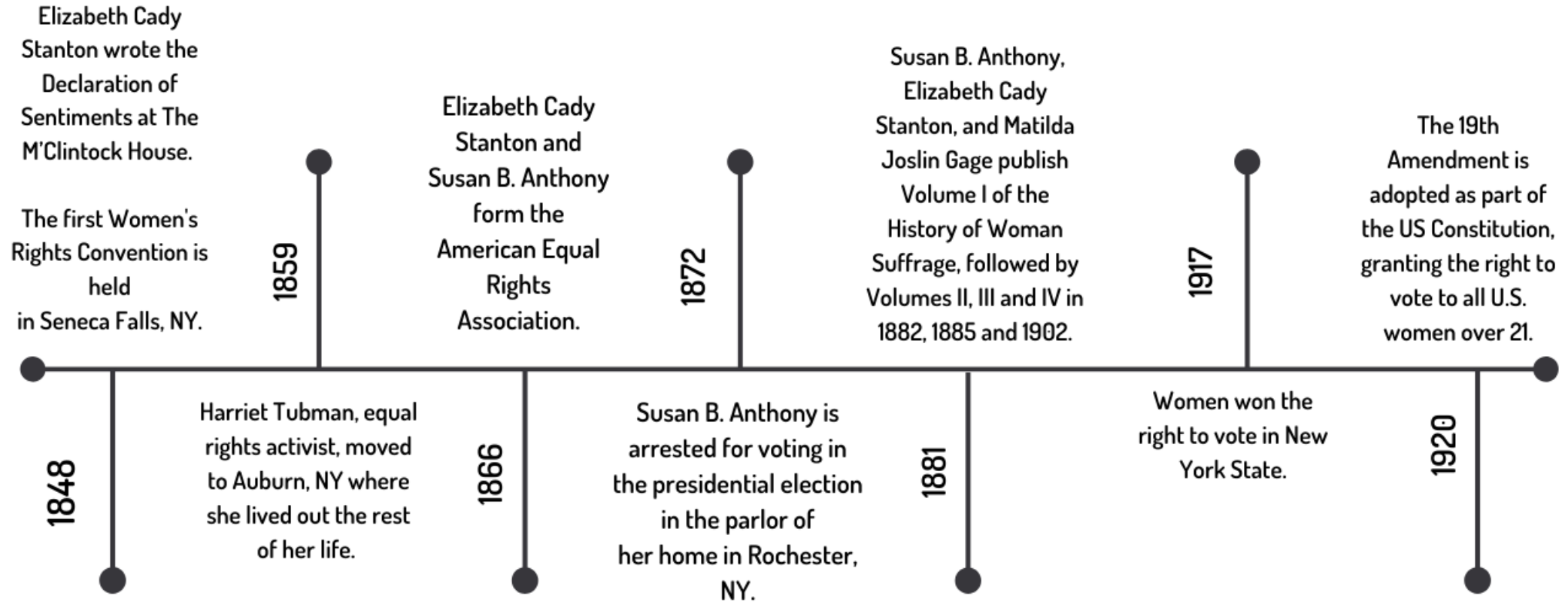
Empire State
Development



CELEBRATE 100 IN THE BIRTHPLACE OF WOMAN'S SUFFRAGE



REGIONAL HISTORY



WORK IN ANTICIPATION OF 2020



- January 2019: Ramp-up for 100th Anniversary of Women’s Suffrage
 - Develop past, present and future campaign: region’s commitment to equal rights
 - Brainstorm empowered women across 14-county vacation region
- May 2019: Kick-off pitching to long lead outlets
 - “Woman Created, Woman Focused, Woman Empowered”

“100 WAYS TO CELEBRATE WOMEN EMPOWERMENT”



- Unites the region under one mission to empower female leaders past and present.
- Addressing the trends of meaningful, transformative travel and curated experiences, the list educates tourists on their foremothers and the Finger Lakes region's current-day abundance of woman-run enterprises.
- Themes:
 - Historical Stops
 - Women-Led Workshops
 - Female Foodies
 - Empowered Overnights
 - Women and Craft Beverages
 - Artfully Focused (art, music, culture)
 - Women in Education
 - Adventurous & Entrepreneurs

CAMPAIGN LOGO – CREATED BY LOCAL FEMALE GRAPHIC DESIGNER





SEE MORE: SEE & DO

CELEBRATE 100

100 Ways to Celebrate Women Empowerment in the Finger Lakes

As the epicenter of the Women's Rights movement 100 years ago, the Finger Lakes celebrates women both past and present in 2020. This monumental year marks the centennial anniversary of the 19th amendment which gave women the right to vote. Applauding those that set the stage for women in America such as pioneering residents Susan B. Anthony, Elizabeth Cady Stanton and Matilda Joselyn Gage while acknowledging those that still break barriers today, our list educates on the past while providing the tools and skills for female empowerment in the future. We hope you enjoy these stellar women and women-focused events as much as we enjoyed compiling them. #Celebrate100FLX

WEBSITE
LANDING
PAGE

Empowered Overnights



45. Book a stay at the Belva Lockwood Inn, a refurbished B&B that served as former home of Belva Lockwood, the first women to run for president in 1884 and argue a case before the U.S. Supreme Court. belvalockwoodinn.com

46. Spend a night at The Laurentide Inn, celebrating 200 years as a property and previous home of Lucy Fox -- an active member and philanthropist within the community who supported a variety of organizations including Soldiers and Sailors Memorial Hospital, Keuka College and Elmira College. thelaurentideinn.com

47. Stop at Grist Iron Brewing for both beer and a bed at this dual purposed property run by Owner and Innkeeper Darlene Barber. gristironbrewing.com

48. Stay at the Inns of Aurora, a luxury property filled with female-connected history such as the former



female prep school dormitory, Wallcourt Hall and Rowland House named in honor of the Inns owner Pleasant Rowland. innsofaurora.com

49. Catch some rest at Belhurst Castle, a 19th century estate commissioned by Carrie Collins, who took four years to build out the four-story mansion that now welcomes hotel guests. belhurst.com

WEBSITE LANDING PAGE



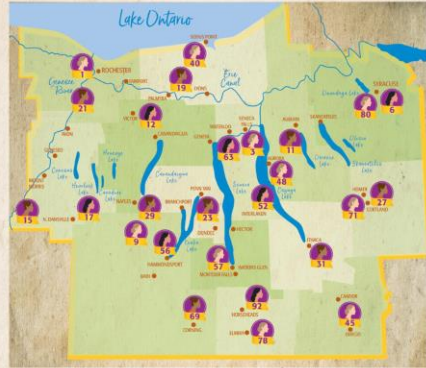
DIGITAL WOMEN'S
HISTORY TRAIL TO
ENCOURAGE
EXPLORATION ACROSS
ENTIRE REGION



NY TIMES TRAVEL SHOW BOOTH



As the epicenter of the Women's Rights movement 100 years ago, the Finger Lakes celebrates women both past and present. Visit FingerLakesTravelNY.com for details.



Explore and experience these popular topics:
 Historical Stops | Women-Led Workshops | Female Foodies
 Empowered Overnights | Women and Craft Beverages
 Artfully Focused | Women in Education
 Adventurous & Entrepreneurs



This monumental year marks the centennial anniversary of the 19th amendment which gave women the right to vote. Applauding those that set the stage for women in America such as pioneering residents Susan B. Anthony, Elizabeth Cady Stanton and Matilda Joselyn Gage while acknowledging those that still break barriers today, our list educates on the past while providing the tools and skills for female empowerment in the future. We hope you enjoy these stellar women and women-focused events as much as we enjoyed compiling them. [#Celebrate100FLX](https://twitter.com/Celebrate100FLX)

Finger Lakes Regional Tourism Council
FingerLakesTravelNY.com



PUBLIC RELATIONS



- PR agency pitched angles across variety of interests:
 - Where to Celebrate Women's History Month
 - Solo Travel for the Empowered Woman
 - Women Blazing Trails in Food and Wine
 - Must-Book Girlfriends' Getaways
- Region attended deskside appointments with
 - Travel + Leisure
 - Fodor's Travel
 - Condé Nast Traveler

PUBLIC RELATIONS RESULTS TO DATE

TRAVEL+
LEISURE

The Finger Lakes Region Is the Underrated Women's History Destination You Need to Visit

BY STACEY LEASCA | FEBRUARY 06, 2020



PHOTO: GETTY IMAGES

Top media placements:

- **New York Times:** “Where to Celebrate Women’s Rights This Year”
- **Bloomberg:** “Where to go in 2020”
- **Lonely Planet:** “Where to celebrate the centennial of women’s suffrage in the US”
- **Travel + Leisure:** “The Finger Lakes Region Is the Underrated Women’s History Destination You Need to Visit”
- **The Boston Globe:** “Tourism industry is (finally) shining a light on the women of the world”
- **AFAR:** “Where to go in 2020”

Total campaign impressions to date:

53,893,570

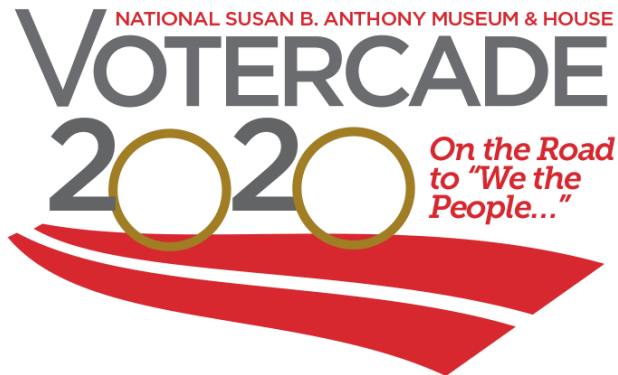
REGIONAL
COLLABORATIONS
& EVENTS





- **Target Audience:** Women 25-45 living in the metro areas (Boston, Philadelphia, NYC) within a five-hour drive to the Finger Lakes Region.
- **Microsite:** www.bravewomenflx.com
- Funnel **visitors** through microsite to explore the stories and historic landmarks throughout the Finger Lakes Region of NYS, search for participating hotels and businesses, and plan a trip to the region.
- **Social Media Hashtags:** #bravewomenflx [#wherebravewomenwinter](https://www.instagram.com/wherebravewomenwinter)
- **Collaborative effort:** Cayuga, Ontario, Seneca, Monroe and Onondaga Counties

VOTERCADE 2020



- Year-long celebration marking the 200th birthday of Susan B. Anthony and the 100th Anniversary of the 19th Amendment.
- At each location, the Anthony Museum and site partners will collaborate for programming through dramatic presentations, music and art.
 - Joseph A. Floreano Riverside Convention Center (2/12)
 - Ganondagan State Historic Site and Seneca Art & Culture Center (5/16)
 - New York State Equal Rights Heritage Center (6/13)
 - Mount Hope Cemetery (7/25)
 - Rochester Public Market (8/29)
 - Suffragist City Parade (9/12)
 - Finger Lakes Welcome Center, Geneva NY (10/3)

HARRIET TUBMAN
WEEKEND
AUBURN, NY
MARCH 6-8, 2020



City-wide celebration hosted by NYS Equal Rights Heritage Center and throughout Auburn's historic and cultural sites, honoring Tubman's life and legacy.

ROCHESTER CELEBRATES



- Rochester celebrates Susan B. Anthony's 200th birthday and the 100th anniversary of the 19th Amendment to the U.S. Constitution with a variety of events to celebrate:
 - **What is Women's Suffrage:** postcard exhibit at Memorial Art Gallery
 - **History of Photography Exhibition:** relevant pictures, documents & stories at George Eastman Museum
 - **The Change Makers exhibit:** to explore the remarkable women who called Rochester and the Finger Lakes home at Rochester Museum & Science Center

CHEMUNG COUNTY CELEBRATES

- National Soaring Museum will present an exhibit dedicated to American women who have contributed significantly to the sport of soaring
- The Chemung Valley History Museum has opened an exhibit on Chemung County and Women's Suffrage.



ONTARIO COUNTY CELEBRATES

- Ganondagan State Historic Site and Seneca Art & Culture Center to host Hodinöhsö:ni' Women: From the Time of Creation exhibit, showcasing the recorded impact that Hodinöhsö:ni' women and culture had on the minds of the leaders of the Women's Rights movement.



- 1816 Farmington Quaker Meetinghouse – event series of seven programs that focus on the intersection of race and sex in the struggle for suffrage



THE PUBLIC WELL

BEVERAGE AND ASSEMBLY



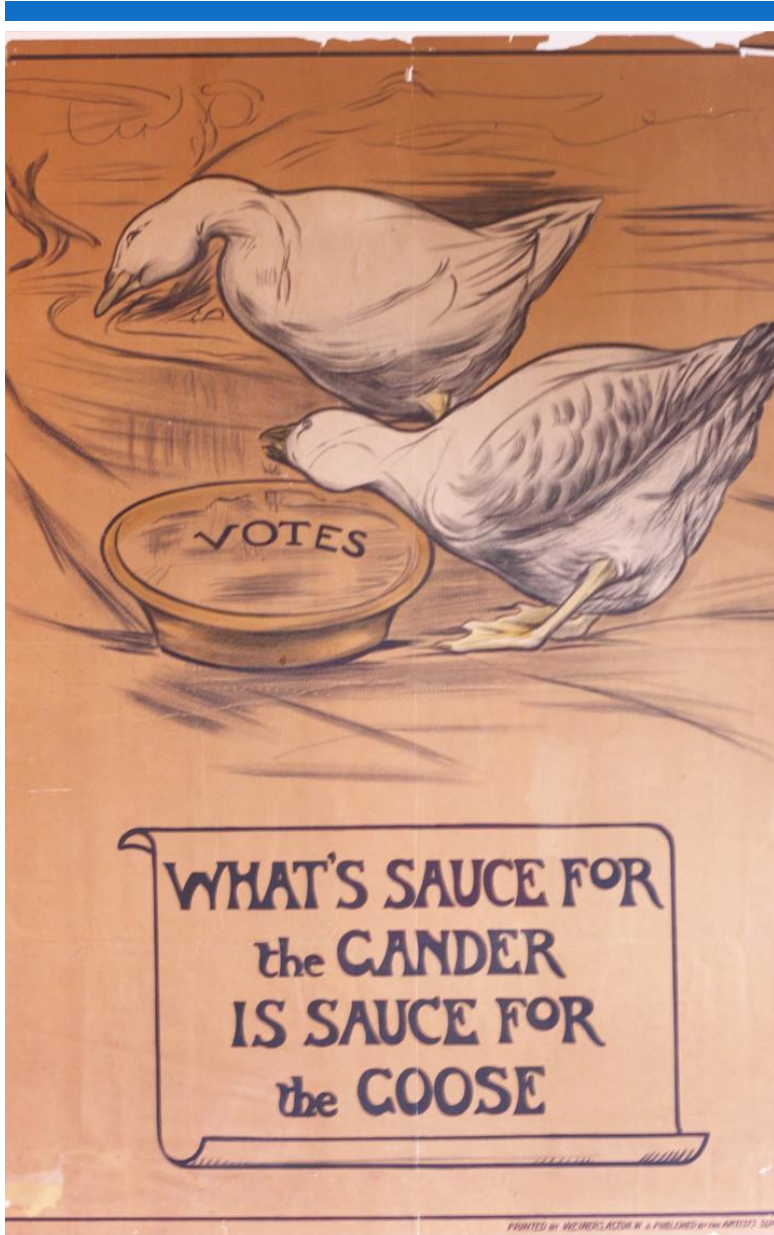
OWEGO, NY

TIOGA COUNTY CELEBRATES

- Tioga County Historical Society to present a series of events throughout the year:
 - “The World Split Open: Artistic Responses to the Women's Rights Movement & Its Legacy” art exhibit
 - County Proclamation
 - Girl Scouts Belva Badge
 - Women’s Suffrage Fashion Show
- Tioga County brew pub will be creating beer that honors Belva Lockwood and charging men more than women to highlight income inequality.

CONTINUED EFFORTS

- Attendance at I Love NY Spring Media Marketplace with interactive display
- Adding new events and exhibits to Celebrate 100 page
- Ongoing PR efforts to bring in travel writers that will highlight the region as a place to Celebrate 100
- Content creation – related blogs and social posts





THANK YOU

Contact:

Lisa Burns

Executive Director

Lisa@Fingerlakestravelny.com

Tourism Advisory Council

February 25, 2020
New York, NY

Deborah L. Hughes
President & CEO
National Susan B. Anthony Museum & House

THE NATIONAL
SUSAN B. ANTHONY
MUSEUM & HOUSE

ROCHESTER, NEW YORK

© 2020



*Leveraging
Susan B. Anthony for
Cultural Tourism and
Inspiration in
2020 and Beyond*

THE NATIONAL
SUSAN B. ANTHONY
MUSEUM & HOUSE

ROCHESTER, NEW YORK

© 2020





19TH AMENDMENT

Centennial

#SusanB200



THE NATIONAL
SUSAN B. ANTHONY
MUSEUM & HOUSE

ROCHESTER, NEW YORK

© 2020



75TH

ANNIVERSARY

THE NATIONAL
SUSAN B. ANTHONY
MUSEUM & HOUSE™



1920



2020

WOMEN'S **VOTE**
CENTENNIAL

the official site commemorating
100 years of women's right to vote



SUSAN B. ANTHONY

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**ROCHESTER, NY
CELEBRATES!**









National Park Service
U.S. Department of the Interior

Women's Rights National Historical Park



The Votes for Women History Trail Route



PROJECT LINKS

[Project Home](#)[Plan Process](#)[Meeting Notices](#)[Links](#)[Document List](#)[Open For Comment \(0\)](#)

Votes for Women History Trail

[Women's Rights National Historical Park » Votes for Women History Trail » Document List](#)

On March 30, 2009, President Obama approved H.R. 146, the Omnibus Public Land Management Act of 2009, as Public Law 111-11. Title VII, Subtitle B, Section 7111 establishes the Votes for Women History Trail Route and authorizes two five-year grant programs related to women's rights history.



Under this legislation, the Secretary, with concurrence of the agency having jurisdiction over the relevant roads, may designate a vehicular tour route, to be known as the "Votes for Women History Trail Route" link properties in the State [NY] that are historically and thematically associated with the struggle for women's suffrage in the United States"

To facilitate establishment of the trail and dissemination of information regarding the Trail, the Secretary shall

- 1) Produce and disseminate appropriate educational materials regarding the Trail, such as handbooks, maps, exhibits, signs, interpretive guides, and electronic information
- 2) Coordinate the management, planning, and standards of the Trail in partnership with participating properties, other Federal Agencies, and State and local governments;
- 3) Create and adopt an official, uniform symbol or device to mark the Trail

NATIONAL SUSAN B. ANTHONY MUSEUM & HOUSE
VOTERCADE

2020

*On the Road
to "We the
People..."*

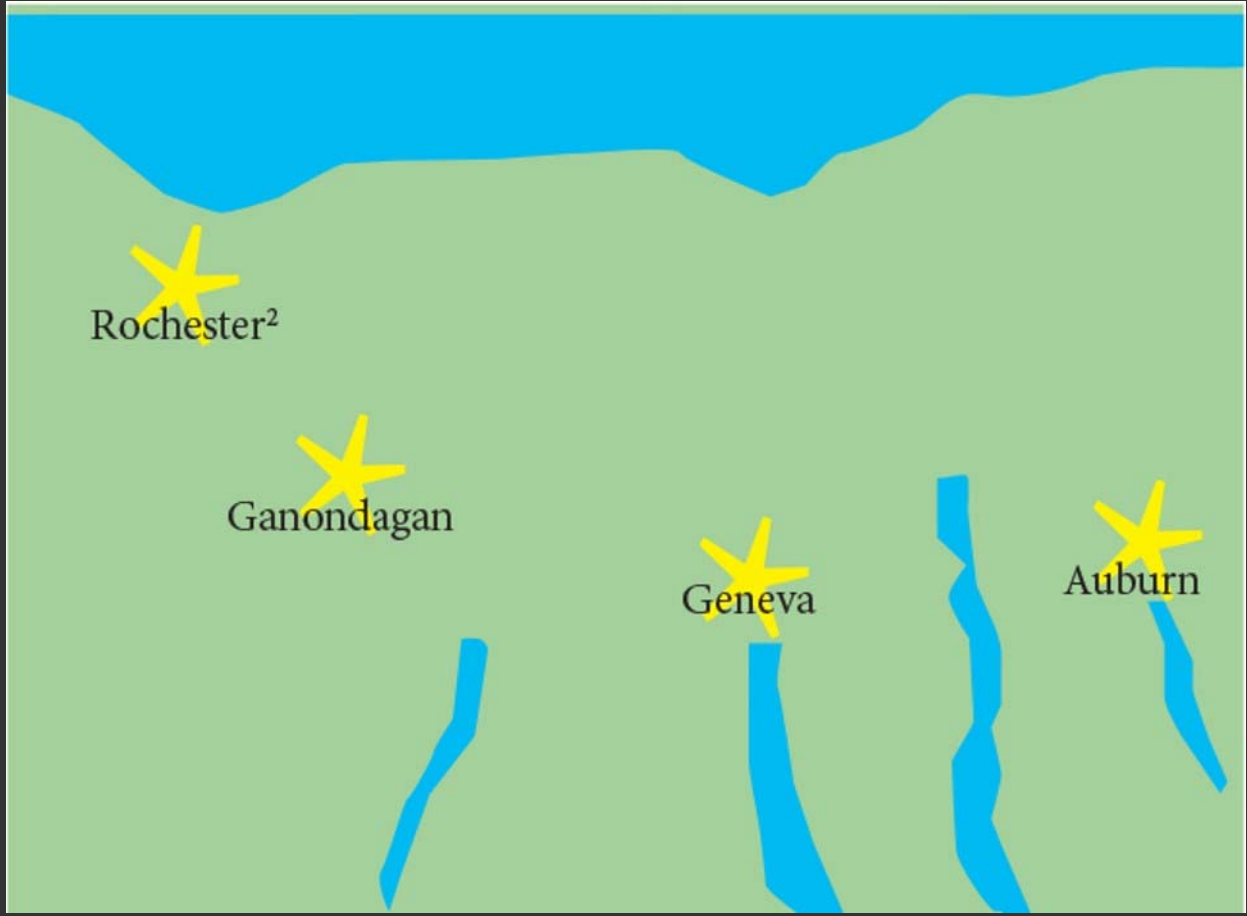




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Votercade 2020 locations and dates

Ganondagan State Historic Site, Victor, NY	May 16, 2020
New York State Equal Rights Heritage Center, in collaboration with the Seward House Museum and the Harriet Tubman National Historical Park, Auburn, NY	June 13, 2020
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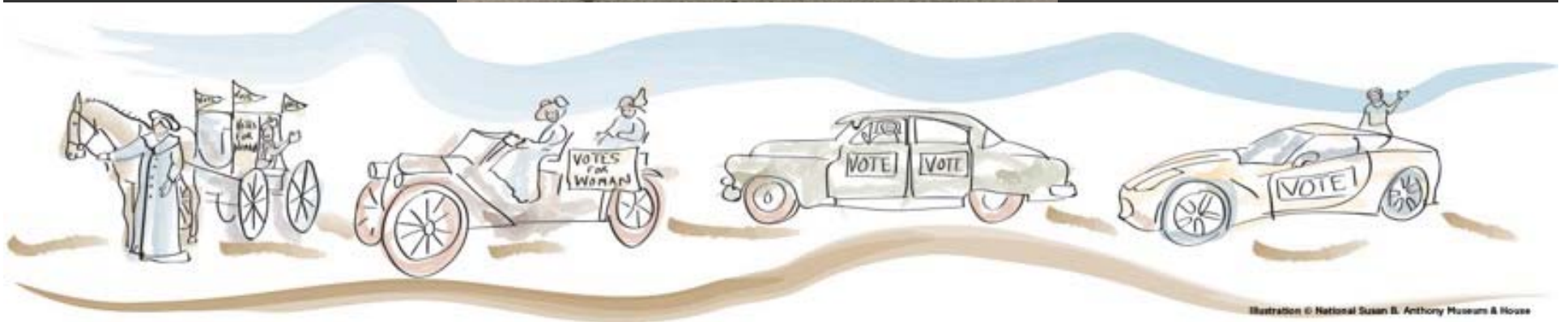


Illustration © National Susan B. Anthony Museum & House

2020 Quilt Project



stitching together women's suffrage



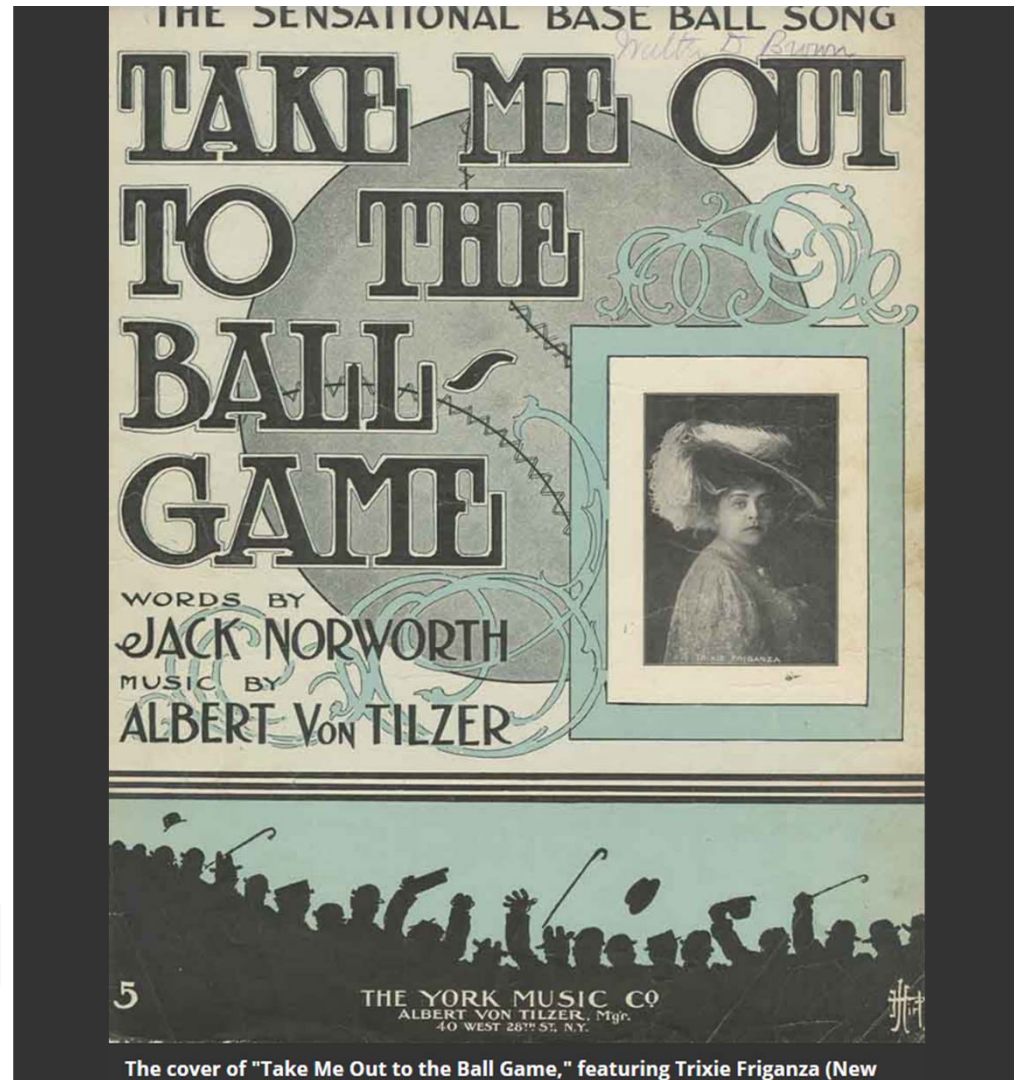
The Feminist History of 'Take Me Out to the Ball Game'

Trixie Friganza, an actress and suffragist, inspired the popular song of the seventh inning stretch



Trixie Friganza, noted feminist, suffragist and inspiration for "Take Me Out to the Ball Game" (Library of Congress)

By Anna Laymon, Women's Suffrage Centennial Commission



The cover of "Take Me Out to the Ball Game," featuring Trixie Friganza (New



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**She and Queen Victoria
were the world's two
most famous women.**



GRAND
HOTEL
HUNGARIA
BUDAPEST
BURGER WOLKE
DIREKTURS

FABRE LINE
Marseille - Naples - New York
PREMIERES
NAPLES NEW-YORK

**In London they
gave her a five
minute standing
ovation.**

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In the #MeToo Era, Museums Celebrate Women

Some cultural institutions are taking substantial steps to address gender inequity and diversity in their programming, their collections and their leadership.



Daguerreotype portrait of Lucy Stone by unidentified artist, circa 1855, part of the National Portrait Gallery's exhibition.
National Portrait Gallery/Smithsonian Institution



MEMORIAL

OF THE

AMERICAN EQUAL RIGHTS ASSOCIATION to the CONGRESS OF THE UNITED STATES.

The undersigned, Officers and Representatives of the American Equal Rights Association, respectfully but earnestly protest against any change in the Constitution of the United States, or legislation by Congress, which shall longer violate the principle of Republican government, by proscriptive distinctions in rights of suffrage and citizenship, on account of color or sex.

Your Memorialists would respectfully represent, that neither the colored man's loyalty, bravery on the battle field and general good conduct, nor woman's heroic devotion to liberty and her country, even in this enlightened and

peace and war, have yet availed to admit them to equal citizenship, even in this enlightened and republican nation.

We believe that humanity is one in all those intellectual, moral and spiritual attributes, out of which grow human responsibilities. The scripture declaration is, "so God created man in his own image: male and female created he them." And all divine legislation throughout the realm of nature recognizes the perfect equality of the two conditions. For male and female are but different conditions.

Neither color nor sex is ever discharged from obedience to law, natural or moral; written or unwritten. The commands, thou shalt not steal, nor kill, nor commit adultery, know nothing of sex in their demands; nothing in their penalty. And hence we believe that all human legislation which is in variance with the divine code, is essentially unrighteous and unjust.

Woman and the colored man are taxed to support many hierarchies and humane institutions, into which they never came, except in the poorly paid capacity of menial servants. Woman has been fined, whipped, branded with red hot irons, imprisoned and hung; but when was woman ever tried by a jury of her peers?

Though the nation declared from the beginning that "all just governments derive their powers from the consent of the governed," the consent of woman was never asked to a single statute, however nearly it affected her dearest womanly interests or happiness. In the despotisms of the old world, of ancient and modern times, woman, profligate, prostitute, weak, cruel, tyrannical, or otherwise, from Samirami and Messalina, to Catharine of Russia and Margaret of Anjou, have swayed, unchallenged, imperial scepters; while in this republic and Christian land in the nineteenth century, woman, intelligent, refined in every sense, and her civil privileges she holds only by sufferance. For the power of her own property, or the disposal and alienation of her own children. Literally she has no rights that gave, can take away, and of that power she is no part. In most of the States, these unjust distinctions apply to woman, and to the colored man alike.

Your Memorialists fully believe that the time has come when such injustice should cease. Woman and the colored man are loyal, patriotic, property-holding, tax-paying, liberty-loving citizens; and we cannot believe that sex or complexion should be any ground for civil or political degradation.

In our Government, one-half the citizens are disfranchised by their sex, and about one eighth by the color of their skin; and this large majority have no voice in enacting or executing the laws whose usurped prerogative it is to rule.

Against such outrages on the very name of republican freedom, your memorialists do and must ever protest. And is not our protest pre-eminently as just against the tyranny of "faction without representation," as was that thundered from Bunker Hill, when our revolutionary fathers fired the shot that shook the world?

And your Memorialists especially remember, at this time that our country is still reeling under the shock of a terrible civil war, the legitimate result and righteous retribution of our nation's vilest slave system ever suffered among men. And in restoring the foundations of our nationality, your memorialists most respectfully and earnestly pray that all discriminations on account of sex or race may be removed, and that our Government may be republican in fact as well as form; a GOVERNMENT BY THE PEOPLE, AND THE WHOLE PEOPLE; FOR THE PEOPLE, AND THE WHOLE PEOPLE.

In behalf of the American Equal Rights Association,
 LUCRETIA MOTT, President.
 THEODORE TILTON,
 FREDERICK DOUGLASS,
 ELIZABETH CADY STANTON, } Vice Presidents.
 SUSAN B. ANTHONY, Secretary.

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**She's still changing
the world.**





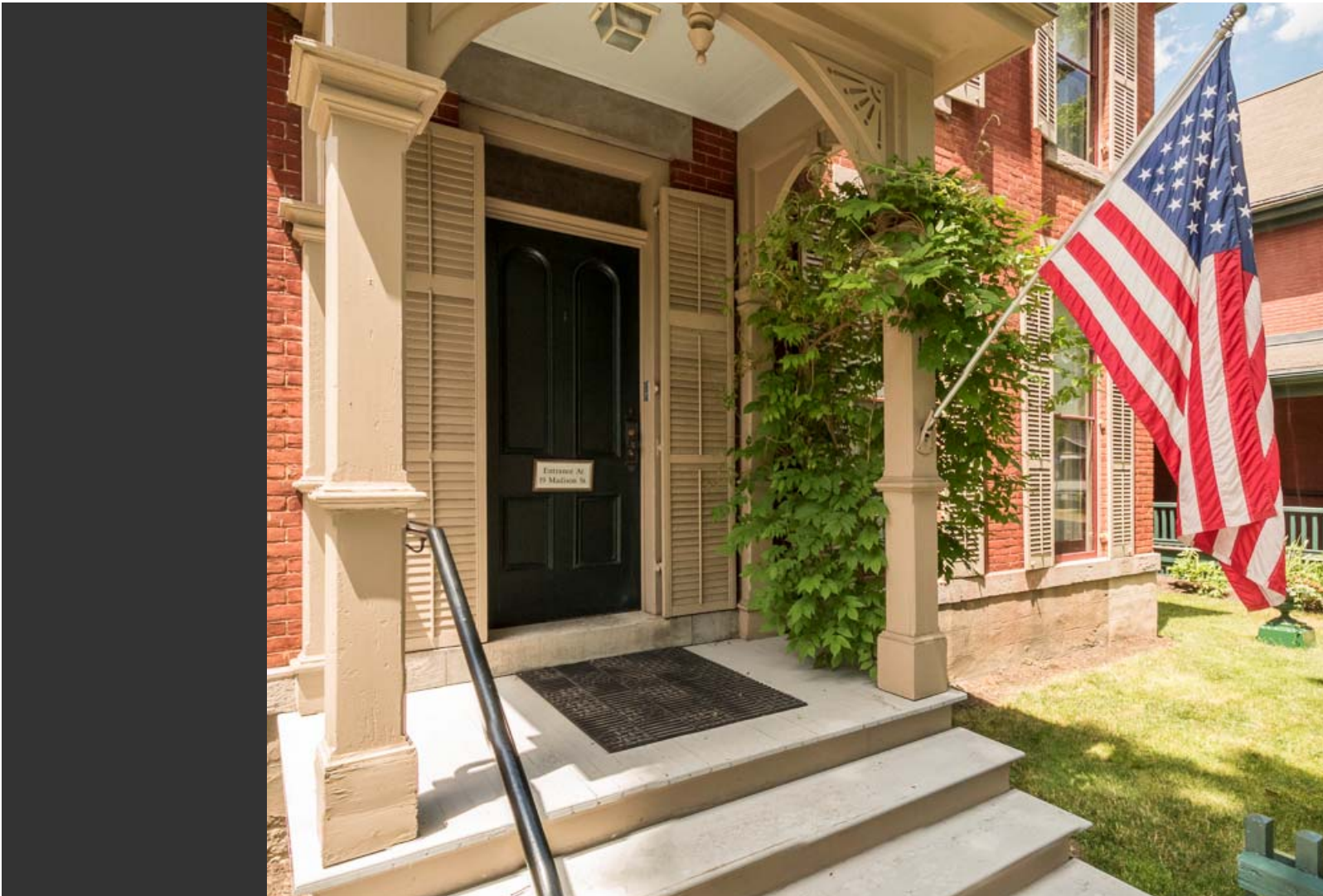
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SUSAN B.
INSPIRES
ME.

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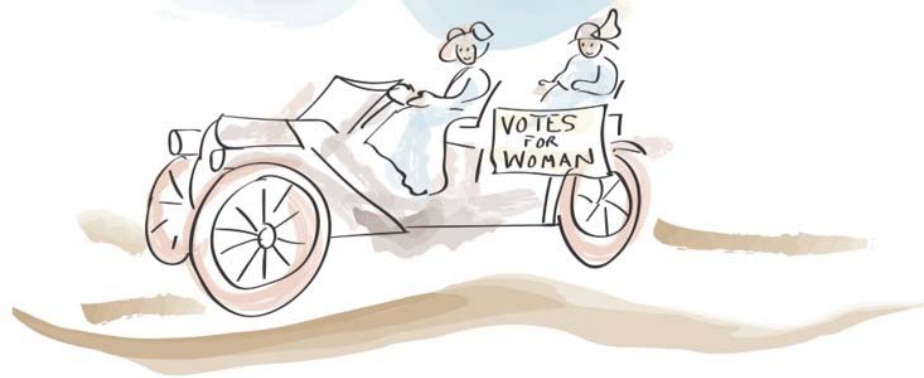


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Celebrate 2020!



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Courage • Tenacity • Compassion

With these traits, Susan B. Anthony's leadership earned the respect of even her critics and opponents. Visit the home where she lived and worked. Stand in the front parlor where she was arrested for voting. Be inspired by this champion of human rights for all.

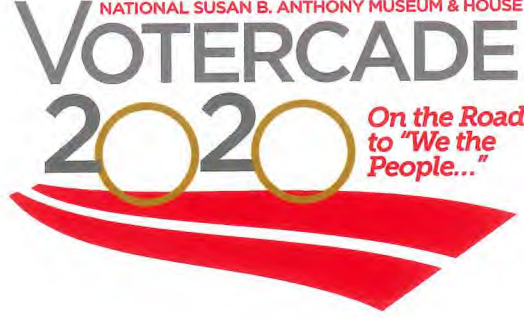
"The National Susan B. Anthony Museum & House is more than history—this wonderfully preserved site, where Anthony and her colleagues planned and created and fought over the movement that won women—us—our rights, is also an inspiration for the future—a symbol of what the truly committed can accomplish, in any era and any country...And it all happened right here."

—Lynn Sherr, award-winning journalist & author

SUSAN B.
INSPIRES
ME
susanb.org



NATIONAL SUSAN B. ANTHONY MUSEUM & HOUSE



Join us in the Finger Lakes Region of New York State for a series of afternoon events celebrating the 19th Amendment Centennial and Susan B. Anthony's 200th birthday. VoterCade 2020 will feature:

- Entertaining motorcade of vintage and contemporary cars
- Thought-provoking programming
- Audience engagement
- Site-specific music and art
- Displays and interactive activities
- Free, and for all ages

See dates and locations on the back!

INSPIRING • EXPERIENTIAL • ENTERTAINING

SAVE THE DATE!
THE SUFFRAGIST CITY PARADE
CELEBRATING HOPE, COURAGE, & CHANGE
SEPTEMBER 12, 2020

Come Visit Us!

- Hours/Days**
Open Tuesdays-Sundays
11:00 am-5:00 pm
*Closed Mondays, major holidays,
and the day of our annual Birthday
Celebration (mid-February)*
- Tour Length**
Tours are docent-led.
Please allow 60-90 minutes for
your visit.
- Admission**
\$15 per adult
\$10 per senior, 62 & over,
and active military
\$5 per student/child
- Location**
Conveniently located off the I-490
Expressway (from the east, Exit 14;
from the west, Exit 13)
- Group
& Bus Tours**
Groups of more than 12 by
appointment. Call 585.235.6124



Check out our web site for upcoming events.

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Visitor Center 585.235.6124
19 Madison Street
Rochester, NY 14608

2020 — the year to march!

2020 is the 19th Amendment Centennial,
Susan B. Anthony's 200th birthday,
the Anthony Museum's 75th anniversary,
and a big election year.

Experience the Suffragist City Parade
this year! Celebrate the progress we've
made for gender equity and
human rights *and* get energized
to continue the work!

To receive Parade news, contact
parade@susanb.org.

susanb.org

Suffragist City Parade is a project of

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585.279.7490

Votercade 2020 locations and dates

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New York State Equal Rights Heritage Center, in collaboration with the Seward House Museum and the Harriet Tubman National Historical Park, Auburn, NY	June 13, 2020
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Suffragist City Parade, Rochester, NY	September 12, 2020
Finger Lakes Welcome Center, Geneva, NY	October 3, 2020

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