

Finger Lakes Wine Center

BACKGROUND:

Active community partners formed a Board of Directors in 2007 to create a Finger Lakes Wine Center. The FLWC is a not-for profit operation. The primary focus of the FLWC is to create a vibrant educational venue on wine and wine-making; provide a gateway of information for area residents and tourists of local wineries and wine trails; and feature exhibits highlighting wine and wine-related items. In 2009, the Board hired Suzanne Bangs Lonergan as the Executive Director to secure funding for the FLWC, create programming, gather ideas for membership, and facilitate the opening of The Center. Sue Lonergan contacted Leadership Tompkins for assistance in gathering data on curriculum and membership.

PROJECT OBJECTIVE:

Our team's focus was to:

- Increase tourism in our Region by helping to create a unique destination
- Increase the economic vitality of our community and our region, by marketing and promoting local food and beverage products
- Educate, enrich, and entertain residents and visitors, in relation to the regional wine industry
- Create programming that will support sustainability of the FLWC, and continue to contribute to our community, as above.

COMMUNITY PARTNERS:

Suzanne Bangs Lonergan, Executive Director of the Finger Lakes Wine Center
FLWC Board of Directors
FLWC Advisory Board

PROJECT OUTCOMES:

After extensive research and benchmarking of other programs in the US, we delivered to the Executive Director of the FLWC the following information, in order to help with the successful launch of this program:

- A detailed calendar of area events and potential programs for the next six months.
- A curriculum of proposed classes and lectures; as well as recommendations for cost and frequency.
- Examples and recommendations of membership programs.