

Tourism in the

FINGER LAKES

The title 'FINGER LAKES' is rendered in large, bold, 3D block letters. Each letter is filled with a different green-tinted photograph: 'F' shows fireworks; 'I' shows a woman with a surprised expression; 'N' shows a woman on a boat; 'G' shows a glass of beer; 'E' shows a beach scene; 'R' shows a couple embracing; 'L' shows a glass of water with a straw; 'A' shows a plate of food; 'K' shows a scenic lake view; 'E' shows a woman in a boat; 'S' shows a woman in a boat. The letters have a black drop shadow and are set against a background of a lake and trees.

an update from

**ASSEMBLY MINORITY LEADER
BRIAN M. KOLB**

The Finger Lakes ... Wine Country and More!

TOURISM MAKES THE FINGER LAKES A BETTER PLACE TO LIVE FOR ALL OF US

Our region's tourism economy creates jobs, improves infrastructure and lowers taxes.

That's why Brian has fought to strengthen our tourism industry:

- ✓ Secured a **33% funding increase for tourism in the Finger Lakes Region**, plus **\$3.8 million** in matching grants to create year-round, full-time jobs.
- ✓ Expanded heritage tourism by restoring and developing sites like the **Quaker Meetinghouse, Sonnenberg Gardens, the Erie Canal, the Granger Homestead** and the **National Women's Hall of Fame**.
- ✓ Fought to **reduce red tape** for local microbreweries and wineries to increase profits and expand job opportunities.
- ✓ Delivered **\$5 million for the "Market NY" program** to expand our regional tourism.
- ✓ Bolstered local outdoor recreation, hunting and fishing industries with the **"I Love NY Outdoors"** program.

For more information about Finger Lakes Tourism, visit:

Finger Lakes Visitors Connection: www.visitfingerlakes.com

Finger Lakes Tourism Alliance: www.fingerlakes.org

I Love NY: www.iloveny.com/places-to-go/finger-lakes



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