

**Goal #1. Grow a year round destination**

Develop Slower Visitation Periods such as Winter	Increase occupancy from November – April by 3% month over month as measured by Smith Travel Research reporting set	Results ... January, February and March decreased. June also decreased. Year over year numbers have increased, however, by about 1%.	F
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**Goal #2. Leadership and Destination Management**

Bring Communities together in cooperative programs	Increase number of co-sponsored events and promotions across Ontario County communities related to tourism and marketing. Increase “major activities” to 5 and board member participation in “non-home community” by 8.	We recorded seven “non-home community board events” in 2015. Many of these were associated with MTWA activities and also some holiday events.	A
Participation in Marketing/Research activity of FLVC	Each board member will participate in at least one marketing endeavor, drawing that member close to the consumers and relaying that information back to the appropriate committee for consideration as programs develop	Board members were quite active – particularly in the strategic plan development and data collection for some. All members participated in either the Strategic Plan workshop, or the literature exchange, or MTWA.	A

**Goal #5 New Vision**

Develop a vision for the Destination-Strategic Plan Update	New Products List developed, published and promoted	This is in progress through the strategic plan. It would be out of sequence to do this before that plan, but new product list is developed and monitored by the board at meetings	B
	Destination 2020 Vision completed within one year	This is planned for January or February so we are on target for this.	A

**Goal #6 Tourism is Economic Development**

Provide information and better educate elected officials to carry our economic and development travel benefits forward.	Each board member meets with, participates in one government relations activity at the local level and one at the county/state/national level.	Have not had full reporting on this. But we have seen activity related to the Finger Lakes Regional Economic Development, the Governor’s Tourism Summit, and local elections.	?
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