



Western New York Region

*Erie, Niagara, Cattaraugus,
Chautauqua and Allegany Counties*

A strategy for
heritage tourism
in Western New York

Vision Plan

WNY Tourism
Work Group

May
2013



State-wide concept



Increase New York's heritage tourism, tell NY's story, leverage existing efforts, create dynamic visitor experiences through:

- PTH Work Groups
- 12 Themes
- Interstate Signs
- Website/ App
- Marketing
- Events



Timeline

Gov. Cuomo announces Path Through History
August 2012

Work Group convenes, develops vision statement, criteria for heritage sites
September-
November 2012

Work Group develops robust themes, identifies sites, plan framework; funding from Baird and Community Foundations
December 2012 –
February 2013

Work Group holds 3 public meetings
March 2013

Consult with I Love NY, Finalize plan
April 2013

Submit Plan/ Projects by May 10



PTH Heritage Tourism Grants



- Year 1: \$1 Million to support Heritage Tourism marketing \$100K for each PTH/REDC Region (plus I Love NY statewide effort)
- **Vision Plan & Implementation** projects developed by regional PTH Work Groups
- Informed by public input

- Endorsed by REDC





Goals

1. **Increase heritage tourism in the Western New York Region.**
2. **Increase the number and quality of visitor ready sites in the region.**
3. **Increase visitors' length of stay in the region.**
4. **Increase coordination and collaboration throughout the region.**
5. **Measure quantitative and qualitative impact of heritage tourism marketing and promotion activities on growth of the economy and quality of life.**

State-wide PTH Themes



- *Arts and Culture*
- *Canals and Transportation*
- *Civil Rights*
- *Colonial History*
- *Innovation and Commerce*
- *Native Americans*
- *Natural History*
- *The Revolution*
- *Sports History*
- *U.S. Presidents*
- *War of 1812*
- *Women's Rights*

Public Participation



Three Public Forums



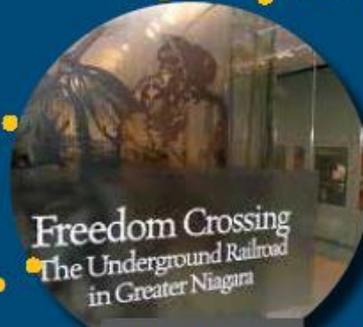
Western New York Themes



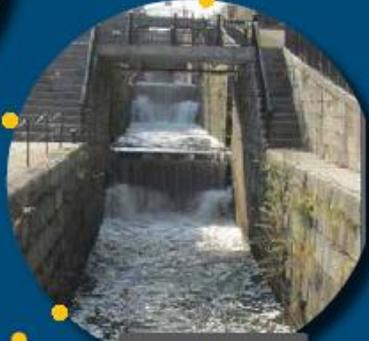
Scenic Wonders



War and Peace



Underground Railroad



Eric Canal



Industrial & Commercial Pioneering



Arts for Everyone



Architectural Museum

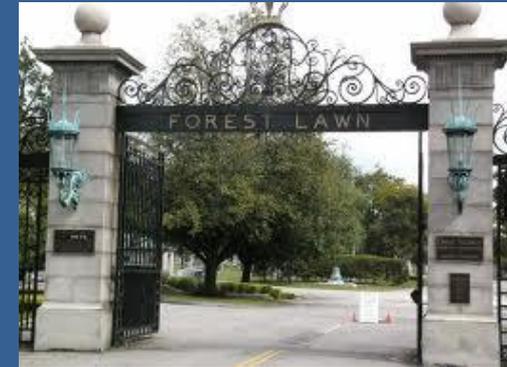


Cultural Distinctiveness

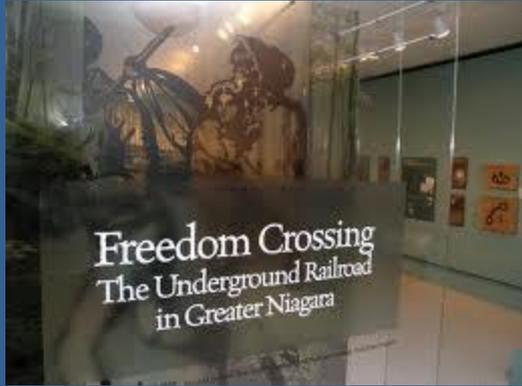
Scenic Wonders— Water, Rocks and Landscapes



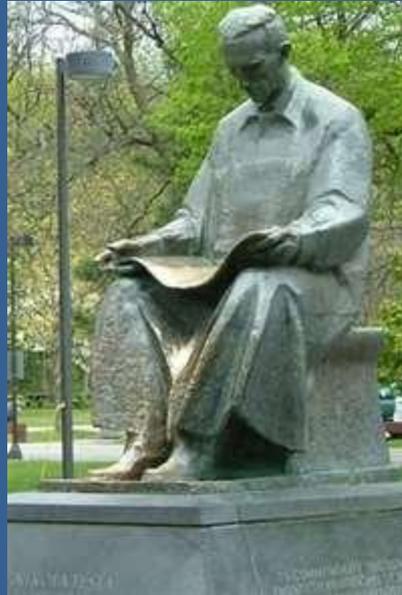
War and Peace: Military Sites and Stories



Western New York's Underground Railroad: Gateway to Freedom



Industrial and Commercial Pioneering



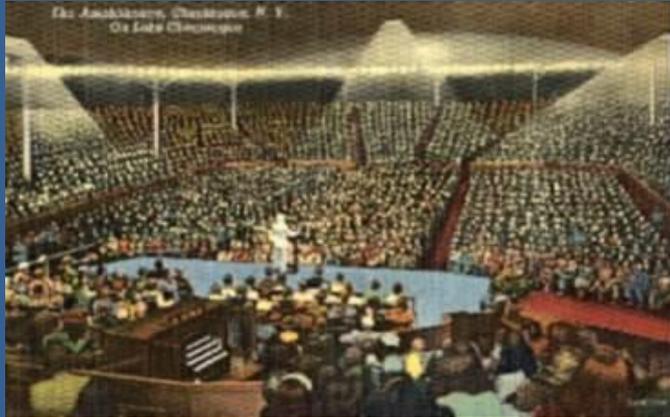
A Vast Architectural Museum



Arts for Everyone— A Western New York Legacy



A Region of Cultural Distinctiveness— Authentic Americana



WNY Heritage Hubs



Niagara Falls



Buffalo



Lockport



Dunkirk



East Aurora



Springville



Chautauqua Lake



Jamestown



Olean

Stories



Native American



U. S. Presidents



Agriculture



African American



Women



Crossborder



Immigrant Settlers



Firefighting



People



1792
Red Jacket



1800
Joseph Ellicott



1812
Peter B. Porter



1818
James McClurg



1825
Coit, Wilkeson,
Townsend, Clinton



1850
Reuben Fenton



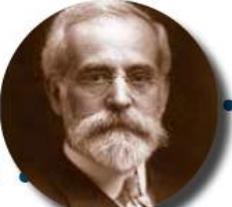
1868
Frederick Law
Olmsted



1900
Mary Talbert



1895
Elbert Hubbard



1892
John D. Larkin



1891
Rev. Edward Nash



1890
Seymour Knox



1881
Louise B. Bethune



1880
Belva Lockwood



1901
Annie E. Taylor



1902
Darwin Martin



1905
Frank Lloyd Wright



1920
Alice Mae Jemison



1923
Katharine Cornell



1934
Roger Tory Peterson



1941
Robert Jackson

Implementation Projects



Project 1:

Develop geo-targeted digital marketing campaign for all five counties in the region:

- Lead generating ads (thematic newsletters)
- Follow up emails
- Delivered by EBrains, an experienced digital marketing group

Adaptation of a similar 2012 Visit Buffalo Niagara campaign in Erie County that demonstrated a net increase of \$3,996,553 in spending by visitors who came to Buffalo Niagara because of the coordinated, sustained advertising message.

The impact study was conducted by Texas A&M University

Implementation Projects



Pack your walking shoes for a museum covering 52 sq. mi. We're all used to experiencing history when it's behind glass. And while Buffalo's museums make for profound experiences, our history is the kind of thing you live and breathe. Our heritage as a waterfront boomtown, home to presidents and a playground for legendary architects means you'll come face to face with a glorious past, wherever you turn.



Teddy. Set. Go.
You can see his face on Mount Rushmore. Or you can stand in the spot where he was sworn into office after the assassination of Pres. William McKinley. No museum captures the rise of Teddy Roosevelt quite like the [TR Inaugural National Historic Site](#).



Our History Channel.
Founded by Millard Fillmore and headquartered in the only permanent building erected for the 1901 Pan-American Exposition, [The History Museum of Buffalo](#) shares the stories of Buffalo's ethnicities, industries, innovations and Native American heritage.



Waterslide back in time.
In Buffalo, history and nature collide in unexpected ways, like at [Canalside](#), where you'll learn about the Western Terminus of the Erie Canal and tour WWII-era ships like the U.S.S. Little Rock – all in a stunning waterfront setting.



That's so 200 years ago.
In the War of 1812, Western New York saw heavy conflict between U.S. and British troops. Commemorative bicentennial events are happening throughout the year, including [Navy Week](#) along Buffalo's waterfront (Sept. 11-17) and reenactments at original battleground locations like [Old Fort Niagara](#).

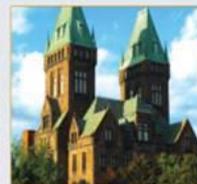


Where bravery and creativity intersect.
From the [Michigan Street Baptist Church](#), a meeting place for Civil Rights leaders like Frederick Douglass, to the [Colored Musicians Club](#), a regular stop for Dizzy and Billie back in the day, few city blocks are as steeped in African-American history as Buffalo's [Michigan Street Corridor](#).

The amount of architectural wonders in Buffalo is staggering. From a bevy of Frank Lloyd Wright-designed buildings to the manicured parkways of the Olmsted Park System, you could basically throw a rock and hit a National Historic Landmark (please don't actually do that). Take a [sneak peek](#) for yourself, and see just how much Buffalo kicks buttress.



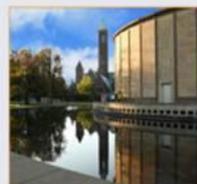
Wright Around the Corner
No matter where you are in Buffalo, you're not far from a Frank Lloyd Wright masterpiece. [The Darwin Martin House Complex](#), [Graycliff Estate](#), [Fontana Boathouse](#) and [Blue Sky Mausoleum](#) are just a few that our neighborhoods have to offer.



A Towering Achievement
Be awestruck by the imposing towers of the [Richardson-Olmsted Complex](#), the crown jewels of a structure designed by H.H. Richardson in the late 19th century to house the Buffalo Psychiatric Center. A hauntingly beautiful architectural tour if there ever was one.



Guaranty-ed to Amaze You
Designed by Louis Sullivan, Wright's old boss and the "father of the skyscraper," the [Guaranty Building](#) is an ornate, streamlined triumph of an office building, complete with intricate plant-like flourishes, molded in terra cotta.



Standing Ovation
Buffalo takes the arts as seriously as we do our architecture, and at a pair of classically gorgeous, technically superb venues – [Kleinbans Music Hall](#) and [Shea's Performing Arts Center](#) – the two disciplines collide in profoundly entertaining ways.



Take a Tour
The one thing about having so much awesome architecture – you can't see it all in a day. Buffalo Tours has you covered. Choose from 50+ tours, including free tours of City Hall weekdays.

Implementation Projects



Project 2:

A. Develop Western New York *Path Through History* :

- Content for themes and paths for digital marketing
- Regional and local apps and web pages
- Compilation of existing video and photos showcasing all four seasons
- Coordination with digital marketing campaign vendor
- Coordination with I Love NY, individual attractions and regional Tourism Planning Agencies to establish links and consistent *Path Through History* branding.

B. Administration and Outreach

Implementation Projects



Years 2-5

Multiple projects, to be prioritized

- **Marketing**
- **Heritage tourism destination and path development**
- **Interpretive content**
- **Data gathering**
- **Education and capacity building**



Comments?
Questions?