

Lake Erie



# CONCORD GRAPE BELT

## Heritage Area Management Plan



peter j. smith & company, inc.

"This document was prepared for the New York State Department of State Division of Coastal Resources with funds provided under Title 11 of the Environmental Protection Fund."



# Acknowledgements

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**Town of Westfield and Participating Communities**  
**Chautauqua County**

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Summary of Public Input
Funding Opportunities
Excerpts from "Concept Design of Interpretative Exhibits"



\*Image Provided by the Fenton History Center

# The Lake Erie Concord Grape Belt

Located in Chautauqua  
County, New York and  
Erie County, Pennsylvania,

the Lake Erie Concord Grape Belt covers  
30,000 vineyard acres and is the largest  
and oldest Concord grape growing region in  
the world.

The Heritage Area is the New York portion  
of the Concord Grape Belt.

## Concord Grape Belt Heritage Area Association

As the management entity of the Heritage Area, the Concord Grape Belt Heritage Area Association's mission statement articulates the purpose and principles of the Association and focuses all efforts to work in concert with this Statement. The Mission Statement is as follows:

*The Mission of the Concord Grape Belt Heritage Area Association is to preserve, revitalize, support and promote the area's unique grape production, products and related industries encouraging sustainability and economic vitality based on the agricultural, cultural, and natural heritage of the area to enhance quality of life for all residents.*

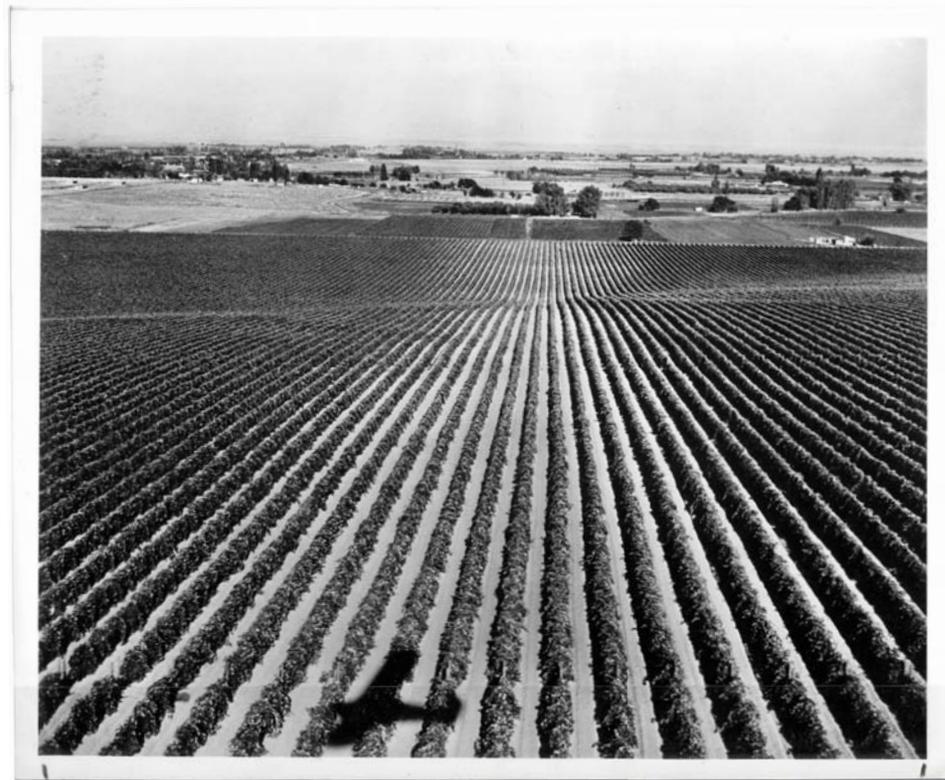
This Heritage Area Management Plan for the Lake Erie Concord Grape Belt Heritage Area follows the direction of the Mission Statement.



# Introduction

This Plan embraces the unique characteristics of the Concord Grape Belt Heritage Area to create a memorable Grape Belt experience along Lake Erie and the Allegheny Plateau Escarpment.

Just as this region became famous for grape growing and processing by drawing on its distinct conditions, these same favorable conditions can help establish a grape-themed destination. As Everett Rockmore stated in his 1950s film on grape processing, "Here then is a happy combination, ideal fruit growing conditions, experienced growers and quick access to the major markets." Once again, the area can use this combination of assets for heritage preservation and economic development; the Heritage Area Management Plan is a tool to accomplish this goal.



\*Image Provided by the Fenton History Center

# Project Background

The New York State (NYS) Heritage Area Program has its roots in the Urban Cultural Park Program which was initiated in 1982. The program name was changed by the NYS Legislature from Urban Cultural Park Program to Heritage Area Program in 1994 to embrace regions and rural areas. The mission of the program, then, as now, is preservation and interpretation of areas with unique heritage for their use for recreation and economic development. The momentum for heritage area designation comes from the communities and regions who seek this designation in order to preserve and interpret their way of life and culture, share it with others and use it to generate economic vitality. The Lake Erie Concord Grape Belt is one of 20 designated heritage areas across New York. It is unique because it is the first agriculturally based heritage area designation.

In 2006 the Lake Erie Concord Grape Belt Heritage Area was designated as a New York State Heritage Area under Parks, Recreation and Historic Preservation law. The Heritage Area System is defined by the OPRHP as a state-local partnership established to preserve and develop areas that have special significance to New York State. The purpose of the system is to develop, preserve and promote the state's cultural and natural resources as an expression of our state's heritage.<sup>1</sup> As part of the Heritage Area designation, the Concord Grape Belt is required to develop a comprehensive management plan; this Plan fulfills this requirement to establish the permanent designation of the area.

The management entity for the Heritage Area is the Concord Grape Belt Heritage Area Association. Incorporated in 2005, the Association has been a driving force behind the initiative to preserve the grape growing tradition and bring economic development to the region. While working to preserve and promote the area, the Association has engaged in a variety of marketing, education and development efforts including the development of a Concord Grape Belt Discovery Center and the completion and publication of the "Economic Impact of the Grape Juice and Winery Sectors of the Lake Erie Concord Grape Belt" study.

Together the Concord Grape Belt Heritage Area, participating municipalities and Chautauqua County are working to complete the Heritage Area Management Plan. This partnership forms the steering committee for the project, representing the residents and the various involved entities of the Heritage Area. With the completion of the Management Plan, the Heritage Area continues to move forward in the development, preservation and promotion of the Concord Grape Belt.

<sup>1</sup> Office of Parks, Recreation and Historic Preservation, Heritage Development Resource Guide, November 2007, p. 11.

## Purpose of the Management Plan

The Concord Grape Belt is the first agriculturally inspired Heritage Area in the state. For more than 150 years, producing and processing grapes has long been a way of life in the region. Recognizing the need to secure the future of the industry, and the communities which depend on it, the Concord Grape Belt Heritage Area Association initiated the designation of the Heritage Area and the preparation of the Management Plan.

Offering visitors a diverse and unique interpretive experience, the soon-to-be-constructed Grape Discovery Center in Westfield, NY, is a catalyst for realizing the long term vision for the Heritage Area and is a vital first step towards securing the future.

For detailed information regarding the Grape Discovery Center, please refer to “Conceptual Design of Interpretative Exhibits, The Grape Discovery Center - Draft May 30, 2010” by Heritage Strategies, LLC. A summary of the document is provided in the Appendix.

The purpose of the Plan is to develop a strategy that preserves, interprets and celebrates the region’s unique grape heritage, culture and natural resources. Opportunities to stimulate economic development by creating compatible recreation, tourism attractions and amenities are core to the Plan. Through recommending strategies to promote the viability of the grape industry and encourage sustainable community development, the Management Plan presents a common and regionally shared vision of the future.

## Planning Context

The following local planning initiatives are incorporated into the Heritage Area Management Plan by reference. A summary of each of these plans is located in the Appendix.

- ☛ Chautauqua County Farmland Protection Plan(2000)
- ☛ Linking Community Revitalization and Environmental Restoration in the Great Lakes Region (2001)
- ☛ Agriculture and Farmland Protection Programs – Local Stakeholder Views New York State Department of Agriculture & Markets (2003)
- ☛ Westfield Connections – The Westfield Community Planning and Design Initiative (2003)
- ☛ Town of Westfield and Town of Ripley Waterfront Opportunity Plan (2008)
- ☛ Chautauqua County Branding, Development, & Marketing Action Plan (2009)
- ☛ Visualizing the Options: Choosing Among our Alternative Futures, Chautauqua County Design Principles Guidebook (2009)

# Public Input

Community members and stakeholders were engaged through a public input program process. Throughout the planning process four types of input sessions were conducted including a vision session, focus group sessions, interviews and a public workshop to ensure all interested parties had ample opportunity to participate in the development of the Management Plan. The following outline highlights the key input received during the sessions.

## Vision Session

The format for the session included participants responding to a series of specific questions targeted at defining a long term vision for the Concord Grape Belt Heritage Area. Focused on identifying the key issues to be addressed and the potentials to be explored during the preparation of the Management Plan, questions addressed character, heritage, culture and tourism assets (local and regional), preservation of resources, and the long term viability of the grape industry. While the input received was diverse, common themes included:

- preserve/enhance the unique landscape features of the area
- improve access to natural features including Lake Erie, major creek corridors, the Escarpment
- preserve/enhance the "small town" character of the communities of the Concord Grape Belt
- enhance/develop recreation opportunities as a means to encourage tourism
- diversify the experience of visiting the Heritage Area



### Concord Grape Belt Heritage Area Management Plan Chautauqua County, NY

**PUBLIC MEETING ANNOUNCEMENT**  
Help plan the future of the  
Concord Grape Belt by participating  
in an interactive public forum.

**WHERE:** Cornell Lake Erie  
Research Extension Library  
6592 West Main Road  
(Route 20)  
Portland, New York 14769

**WHEN:** January 14, 2010  
@ 6:00 PM

*If you have any questions, please contact  
Don McCord at (716)661-8910.*

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**PLANNING**  
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United States, New York - Canada, France, Canada



## Focus Groups

Based upon individual expertise and interest in the study, participants were invited to attend three different focus group sessions. The key input received at each session is summarized below:

Agriculture and Heritage – celebrate agricultural history; capitalize on agri-tourism opportunities; link tourism and agriculture; diversify agriculture products to promote sustainability; preserve agricultural land; increase public awareness of industry

Economic Development and Tourism – enhance the experience; coordinate/promote festival and events; create hands-on experiences; enhance recreation; improve linkages/connections; challenges – lack of capital/funding, cooperation/coordination; opportunities – expand market, improve quality of visitor amenities

Open Space, Recreation and Environment – unique/distinct geography; preserve natural resources/enhance existing park spaces and recreation areas; develop trail system; improve marketing; improve linkages and connections; diversify recreation opportunities



Focus Group at the Cornell Lake Erie  
Research & Extension Laboratory

## Public Meeting #1

The first public meeting was held at the Cornell Lake Erie Research and Extension Laboratory on January 14, 2010. The workshop-type session focused on identifying key issues and opportunities. Participants worked in groups marking up plans and maps of the area. Common themes that emerged from the session included:

- preserve the natural features, scenic beauty, agricultural/rural character, and small town charm of the Heritage Area
- enhance education/interpretation/information opportunities, improve wayfinding and signage
- improve circulation, visitor amenities and services, existing heritage and cultural resources
- theme the Heritage area to celebrate grape history and culture

Complete summaries of the public input sessions are included in the document Appendix.

Interactive Public Workshop at the Cornell Lake Erie Research & Extension Laboratory



## Our Resources

The Concord Grape Belt is an area rich in heritage, cultural and natural resources. The table lands contained within shoreline of Lake Erie and the escarpment face of the Allegheny Plateau are some of the most productive grape growing lands east of the Rocky Mountains. Waterfront parks, green spaces, forested areas

and natural creek corridors provide an abundance of recreational opportunities. The traditional town and village centers of the Grape Belt are charm-filled and welcome visitors with a sense of small-town hospitality. Among the historic places listed on the National Register in Chautauqua County, approximately 70% are found within the boundaries of the Concord Grape Belt.

**Intrinsic Resource:  
Barcelona Harbor**



**Scenic Overlook**



During the early stages of management planning for the Concord Grape Belt, a comprehensive inventory of both intrinsic resources and scenic resources was completed. Intrinsic resources are defined as unique features, assets and attractions that define the essence, quality and character of the area. Intrinsic resources were classified and evaluated under the primary categories of Culture and History, Natural Resources, Recreation, Tourism, Circulation, Water Access, Potential. Scenic resources are defined as noteworthy and impressive views of significant appeal that capture attention. Scenic resources were classified and evaluated under the primary categories of Distant View, Enclosed, Overlook, Panorama and Tunnel Effect. A total of 209 Intrinsic resources, and 66 Scenic resources, were identified and catalogued during the inventory phase of work. Collectively, these resources help create and define the identity of the Concord Grape Belt.

### Summary of Intrinsic Resources

This section presents a summary of the intrinsic resources in the Concord Grape Belt. The intrinsic resources were categorized by the type of resource. A node was categorized as a single intrinsic resource even though it represents a combination of many establishments. The following table presents the distribution of intrinsic resources by type of resource. Some Resources were categorized as having two or more types of resources. For example, a hotel that was architecturally significant was categorized as a tourism resource and a cultural resource. As a result, the number of resources presented in the table is greater than the 209 inventoried resources.

**Table 1: Intrinsic Resource Category**

		Culture/ History	Natural Resource	Recreation	Tourism	Circulation	Water Access	Potentials	Nodes	Total
<b>Town/City</b>	<b>Arkwright</b>	1								1
	<b>Dunkirk</b>	12	1	5	9	1	5	1	2	36
	<b>Hanover</b>	9	4	9	21	1	5	4	2	55
	<b>Pomfret</b>	7		3	9				2	21
	<b>Portland</b>	4	1	4	10	2	1	1	1	24
	<b>Ripley</b>	5		2	15		1	2	1	26
	<b>Sheridan</b>	5	1		23	1	2	5		37
	<b>Westfield</b>	12	3	6	28		4	7	1	61
	<b>Total</b>	<b>55</b>	<b>10</b>	<b>29</b>	<b>115</b>	<b>5</b>	<b>18</b>	<b>20</b>	<b>9</b>	<b>261</b>

Source: peter j. smith & company, inc.



		1 (low)	2	3	4	5 (high)	Total
Town/City	Arkwright		1				1
	Dunkirk	1	5	8	6	7	27
	Hanover	2	9	12	11	7	41
	Pomfret		4	6	6	4	20
	Portland	1	6	4	5	2	18
	Ripley		3	16	2	2	23
	Sheridan	1	14	7	8		30
	Westfield	3	3	20	11	12	49
	<b>Total</b>	<b>8</b>	<b>45</b>	<b>73</b>	<b>49</b>	<b>34</b>	<b>209</b>

Source: peter j. smith & company, inc.

Each resource was assigned a quality rating from 1 (low) to 5 (high). To assign the rating, consideration was given to: design character/quality of the resource, potential appeal to tourists, and visual contribution to the travel experience. The following table shows the distribution of intrinsic resource by their quality rating.

The entire resource database which lists each individual intrinsic resource along information on type and quality has been provided to the Chautauqua County Planning Department.

### Summary of Scenic Resources

This section summarizes the Scenic Resources identified in the Concord Grape Belt. Only scenic resources of significant quality across the Heritage Area were inventoried. All scenic resources were assigned a quality rating of 1 (noteworthy) to 5 (distinctive). This rating was based on a comparative analysis of all resources identified in the field and reflect the evaluators impressions and assessment of each. The matrix provides a summary of the scenic resources identified by Town and Quality.

Town	1	2	3	4	5	Total
Arkwright	0	0	0	0	1	1
Dunkirk	0	0	0	1	3	4
Hanover	0	1	2	6	1	10
Pomfret	0	1	1	3	1	6
Portland	0	0	1	3	1	5
Ripley	0	0	4	3	2	9
Sheridan	0	1	3	2	1	7
Westfield	0	3	7	12	2	24
<b>Total</b>	<b>0</b>	<b>6</b>	<b>18</b>	<b>30</b>	<b>12</b>	<b>66</b>

With such a concentration of scenic, cultural, and heritage resources in such a small geographic area, it is clear that a very solid foundation exists upon which to build the future of the Concord Grape Belt. The key to success lies in developing an integrated strategy that preserves and enhances these resources in a manner that unites sustainability, viability and economic development. Maps showing the locations of Intrinsic Resources and Scenic Resources are included in the Appendix.



Autumn Views of  
Barcelona Harbor



## Regional Context

There are many regional assets that enhance the potential of the Concord Grape Belt Heritage Area to become a significant visitor destination. The area is very accessible from a number of different locations via an excellent roadway system that includes the New York State Thruway and a number of secondary highways including NY Route 5 and US Route 20. Several broader-based regional attractions are proximate to the Heritage Area including Letchworth State Park, Allegany State Park, Allegheny National Forest, Niagara Falls, Holiday Valley Resort and Presque Isle State Park. In addition, the Heritage Area is strategically located to take advantage of its proximity to several major urban markets including Buffalo, Rochester, Cleveland, Pittsburgh, and Toronto. There is a population of more than 16 million people living within a three-hour drive of the Heritage Area. This means there is tremendous potential to capture a portion of this market to achieve the revitalization and economic development goals. Furthermore, the Heritage Area has the potential to draw from and build upon the success of other regional grape growing and wine producing areas – the Finger Lakes region in New York, and the Niagara region in New York and Ontario.

Supporting the tourism potential of the Heritage Area on a more local level, there are a number of attractions that complement the Heritage Area. These include the Chautauqua Institution, Chautauqua Lake, Long Point State Park, Findley Lake, Peek 'n Peak Resort, Audubon Nature Center, and in Jamestown and the surrounding area including the Lucille Ball & Desi Arnaz Center, Roger Tory Peterson Museum, Robert H. Jackson Center, Fenton History Center and the Martz Observatory.

### The Concord Grape Belt in Pennsylvania

The Lake Erie Concord Grape belt extends into the northeastern corner of Pennsylvania in the towns of Harborcreek and North East. The Pennsylvania grape region's seven wineries are all located in North East and include Presque Isle Wine Cellars, which has been supplying winemakers with grapes and juice since 1964, and Mazza Vineyards, which has a sister winery in Mayville, NY. Other resources in the Pennsylvania Grape Belt include the North East Marina and the charming downtown of the Village of North East, home to the annual Wine Country Harvest Festival held in September.





## Character Areas

Stretching over 60 miles along the Lake Erie plain, its slender depth contained within the rising slopes of the Allegheny Plateau, the Concord Grape Belt Area is rich in character. Carved during different glacial periods, the climatic influence of the lake and the Plateau, along with soil deposits left behind by retreating ice, create conditions ideal for growing grapes. So ideal are these conditions that the Lake Erie Concord Grape Belt, "America's Grape Country" is the largest Concord grape growing region in the world.

With more than 30,000 acres currently under vine in New York and Pennsylvania, the growing and processing of grapes has sustained the Grape Belt communities for more than a century. With agricultural roots that run deep, the history, stories and cultural treasures of the Concord Grape Belt Heritage Area are found within its communities. These qualities make the Heritage Area a remarkably unique place with distinct and identifiable character areas. As illustrated on the Character Areas Plan, the Heritage Area is comprised of six different character areas. Their identification draws from the natural and cultural resources of the area and the two physiographic features that comprise its landform - the Erie-Ontario Plain and the Allegheny Plateau.

The Character Areas of the Heritage Area are described below.

## The Living Lake

From almost any location in the Heritage Area, Lake Erie commands attention. As a life sustaining resource, it invites interaction and supports a variety of recreational uses. This however has not always been the case. During the two previous centuries, intense urban growth and industrial development, combined with a general disregard for the environment, led to a dramatic decline in water quality and bio-productivity. By the 1960s, Lake Erie was considered dead. When the Cuyahoga River in Cleveland, OH, which drains into Lake Erie, caught on fire in 1969, international attention focused on the Lake and the practices that caused it to become so polluted. Responding to public concern and pressure, this watershed event led to the United States and Canada signing the Great Lakes Water Quality Agreement in 1972. Renewed in 1978, and again in 1987, the GLWQA progressively restricts the discharge of pollutants into the Lake.

As a result of the GLWQA, and subsequent supporting legislation passed in Canada and the US, Lake Erie has made a remarkable comeback. Today, it is considered the most biologically diverse and one of the healthiest of the Great Lakes. Lake Erie has been resurrected to become the Living Lake.



### Shoreline of the Eastern Basin

Lake Erie is the fourth largest of the Great Lakes in surface area and the smallest in water volume. As the southernmost Great Lake and the shallowest, its waters are the warmest. The Lake is comprised of three distinct basins. The eastern basin, which extends from Buffalo, NY to Erie, PA, is the deepest, averaging about 80 feet. The lake bed is comprised of a soft black-grey shale material susceptible to erosion from water currents and wave action. As a defining natural feature of the Heritage Area, the shale is often exposed in dramatic fashion along the cliffs of the shoreline and through the valleys of the area.

### Grapes of the Lower Lake Plain

The Erie-Ontario Plain is one of two physiographic features that comprise Chautauqua County and define the Heritage Area. The Plain is a lowland belt that ranges in elevation from approximately 570 feet at the Lake Erie shoreline, to approximately 850 feet at the base of the Escarpment. The grade change between the Lake and the Escarpment base is bisected by Route 20, itself a distinct character area. The gradually sloping lands north of Route 20 are identified as the Grapes of the Lower Lake Plain character area.

### Grapes of the Upper Lake Plain

The lands south of Route 20, extending to the Escarpment base, are identified as Grapes of the Upper Lake Plain character area. These agricultural lands provide a defined grape growing foreground to the Escarpment face and ridgeline of the Allegheny Plateau.

### Grapes of the Allegheny Ridge

From the base of the Escarpment, to approximately an elevation of 1300 feet, grapes are grown on the north facing slope of the Escarpment. The landscape character of this area is diverse and includes vineyards, forested areas, fallow lands, and rolling to steep topography. Panoramic and distant views to the Lake are abundant. In reference to the Allegheny Plateau, this character area is identified as Grapes of the Allegheny Ridge.

### The Heritage Byway

Route 20 is the “main street” of most communities within the Heritage Area. As such, it is the physical and cultural spine that links the Heritage Area together. Exhibiting a traditional turn of the 20th century character, many heritage buildings, historic monuments, town squares, public parks/gardens are found along Route 20. Places like the Fredonia Opera House, the Brocton Arches, Welch’s former head office building, the McClurg Museum, Silver Creek Village Park and the Kelly Hotel, are all historic landmarks representative of the cultural evolution of the Heritage Area. Recognizing this, Route 20 is a designated character area and identified as the Heritage Byway.

#### Sources

Great Lakes Information Network (GLIN) various website pages/links  
 Soil Survey of Chautauqua, NY, United States Department of Agriculture, Soil Conservation Service  
 Ohio Department of Natural Resources (ODNR) various website pages/links  
 Lake Erie Concord Grape Belt Heritage Area Association (LECGBHA) various website pages/links

# Character Areas

## The Living Lake

- Shoreline of the Eastern Basin
- Grapes of the Lower Plain
- Heritage Byway
- Grapes of the Upper Plain
- Grapes of the Allegheny Ridge

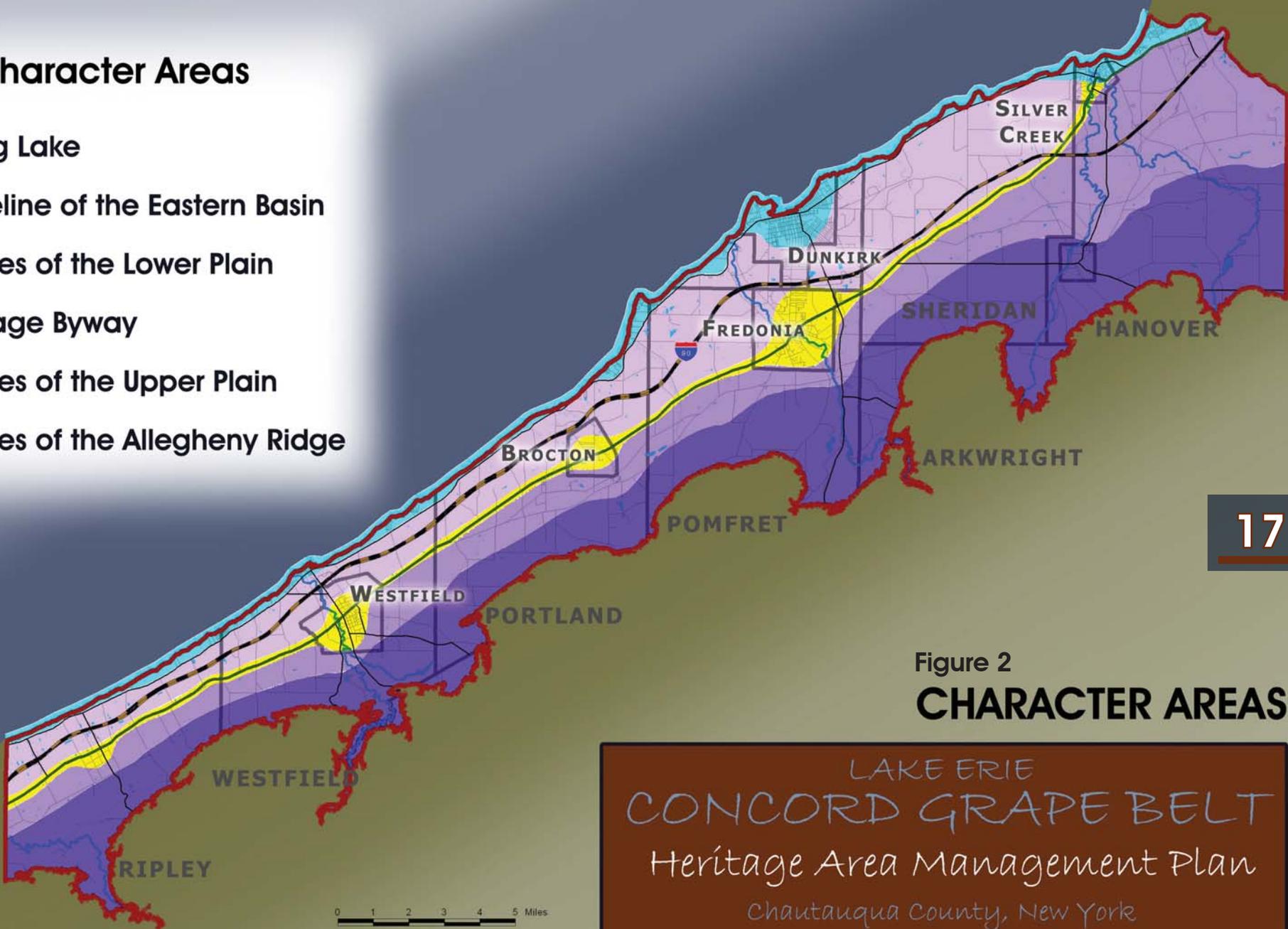


Figure 2  
**CHARACTER AREAS**

LAKE ERIE  
CONCORD GRAPE BELT  
Heritage Area Management Plan  
Chautauqua County, New York



## Vision of the Future

The vision, goals and objectives paint the picture of the future of the Heritage Area. The vision statement guides and defines the future of the Heritage Area. Goals are broad, declarative umbrella statements. Objectives are more specific and designed to implement the goals. Objectives are strategic; directly related to their respective goals, they should guide evaluation of the implementation of the Management Plan. The vision, goals and objectives are based on the public input process, direction from the steering committee and the investigative inventory of the Heritage Area. The vision, goals and objectives follow.



*Vision Statement: The Lake Erie Concord Grape Belt will be a destination for residents and visitors to enjoy the unique identity, experience and culture of grape growing, harvesting, and juice and wine production. The region will be an interconnected, well defined “place” and a setting for unique heritage and recreation experiences. It will sustain and enhance the grape industry, offering local products and authentic attractions.*

## Goals & Objectives

**GOAL #1 – To promote and protect the economic viability of the grape industry and agriculture in the grape belt**

### OBJECTIVES

- a. Preserve agriculture
- b. Promote the grape juice industry
- c. Strengthen the local wine industry
- d. Promote regional brand based upon 'America's Grape Country'
- e. Attract agriculture based tourism
- f. Support the collaborative efforts of local producers & processors

**GOAL #2 – To preserve cultural heritage and natural resources**

### OBJECTIVES

- a. Preserve, protect and enhance the natural environment
- b. Preserve and protect views to/from the escarpment, Lake Erie shoreline, and the creeks
- c. Interpret the history and culture of the region
- d. Preserve and enhance the architecture
- e. Preserve, enhance and revitalize our unique communities



**GOAL #3 – To enhance, support and develop recreation and tourism opportunities**

OBJECTIVES

- a. Enhance and promote sustainable heritage resources, new and existing
- b. Promote a common theme or identity for the region
- c. Improve and promote access to all recreation and heritage resources
- d. Inform the public on the importance and potentials of recreation and heritage resources
- e. Promote interconnectivity of all recreation and heritage resources
- f. Offer unique activities to engage residents and visitors
- g. Encourage tourism and heritage resource development

**GOAL #4 – To educate the public on the value of the Grape Belt**

OBJECTIVES

- a. Promote the grape belt to enhance public awareness of its importance and benefit
- b. Encourage and support educational courses, classes, lessons and programs
- c. Support the efforts and activities of the Cornell Lake Erie Research and Extension Laboratory
- d. Develop interpretive programming to enhance knowledge of the grape belt
- e. Link interpretive programming with educational information offered at the Discovery Center
- f. Integrate with Chautauqua County's "The World's Learning Center" tourism strategy



## Economic Analysis

The Concord Grape Belt Heritage area is home to a diverse and unique collection of potential tourism assets. These include its natural beauty, historic resources, pleasant small-town and rural atmosphere, Lake Erie access and status as the third-largest grape-producing region in the nation and largest Concord grape producing region in the world. To build a successful tourism industry, the Concord Grape Belt Heritage Area will have to expand upon these resources and identify additional developments and strategies to attract first-time and repeat visitors. This section of the Management Plan explores potential user groups, additional amenities and tactics to help the region reach its tourism potential.

### The Grape Economy

New York State is the third largest grape producing state behind California and Washington. The Lake Erie Concord Grape Belt produces 68 percent of all grapes produced in New York State. As a result, the grape industry has a tremendous influence on the economy of the study area. The table below summarizes the economic impact of the grape industry on Chautauqua County.

**Table 4: Selected Grape Industry Statistics,  
Chautauqua County 2005**

Jobs Supported	659
Total Economic Impact	\$141 Million
Wages Paid	\$25 Million
Number of Producers	584
Bearing Acres	19,347
Retail Value of Juice Sales	\$92 Million
Retail Value of Wine Sales	\$10.5 Million
Wine Related Tourist Visits	24,500

Source: MKF Research LLC, "Economic Impacts of New York Grapes, Grape Juice and Wine", 2005

A more recent statewide study of New York shows revenues from the sale of grape juice products increased by 21 percent from \$27 million in 2004 to \$32.7 million in 2008.<sup>1</sup> While providing a significant amount of jobs and money to the local economy, the grape industry of the Grape Belt faces challenges. Grapes grown in the Concord Grape Belt are primarily native grapes used for making grape juice and grape juice products. The overall demand for juice grapes has declined in recent years. It is estimated that there is approximately a 60,000-ton surplus of Concord Grapes, which has depressed prices.<sup>2</sup>

<sup>1</sup> Stonebridge Research, "Economic Impact of Grapes, Grape Juice and Wine in New York 2008"

<sup>2</sup> The Economic Impact of the Grape Juice and Winery Sectors of the Lake Erie Concord Grape Belt, 2007 (Kay, Hilchey, Shields)



By capitalizing on its wealth of agricultural heritage assets and connecting to the region's outstanding heritage, culture and recreation amenities, the Lake Erie Concord Grape Belt Heritage Area can preserve and celebrate its grape-growing heritage and contribute to economic development and wealth creation in the region. Cultural and heritage tourism is a particularly good niche for tourist development because these visitors are known to be more affluent, better educated and more interested in travel and educational experiences than other sectors of the tourism economy. In addition, heritage tourism is the fastest-growing tourism segment in the world with visitors seeking authentic and one-of-a-kind experiences including educational and other experiential programs including participatory activities. Combined with recreational amenities in Lake Erie – including boating and sport fishing – and the region's scenic resources, the Lake Erie Concord Grape Belt Heritage Area is uniquely positioned to take advantage of existing cultural and heritage tourism assets while developing its own set of attractions and experiences.<sup>3</sup>



*Festival Event in the Grape Belt*

<sup>3</sup> The Economic Impact of the Grape Juice and Winery Sectors of the Lake Erie Concord Grape Belt, 2007 (Kay, Hilchey, Shields)

## Tourism Potential

The primary market area for the Lake Erie Concord Grape Belt tourism development is a 150-mile radius of Chautauqua County. This “short-haul” market, defined by Destination Development in a 2007 tourism study prepared for Chautauqua County, includes 11 million people in the US and another 5 million in Canada.<sup>4</sup> This market area is consistent with the Ontario Ministry of Tourism<sup>5</sup> and Recreation's American and Canadian travel habits surveys. Its May 2009 report found that travelers are more likely to stay close to home, with 67 percent of Americans reporting to the Ministry that

they intended to travel within the following 12 months and 39 percent of those intend to stay in their own states; 49 percent intend to remain in the United States for their travel experience. The Ministry's surveys also found that despite the hard economic recession, people are not putting off their travel plans.

A secondary market for tourism is assumed to be travelers who are in the region for other reasons and are attracted to Grape Belt activities and amenities and who decide to

<sup>4</sup> Destination Development, Inc. Tourism Assessment, 2007, accessed online at [www.TourChautauqua.com](http://www.TourChautauqua.com)

<sup>5</sup> Ontario Ministry of Tourism and Recreation, Travel Activities and Motivation Survey Reports, various, especially US Travellers Culture and Entertainment Reports, accessed online at [www.tourism.gov.on.ca](http://www.tourism.gov.on.ca)

extend or repeat their visits. These could include visitors to area amenities such as the Chautauqua Institution; Great Lakes Seaway Trail National Scenic Byway; Great Lakes Circle Route; various historic sites including those associated with the American Revolution, French & Indian War (marking its 250<sup>th</sup> anniversary in 2010) and War of 1812 (with an upcoming 200<sup>th</sup> year in 2012); Presque Isle State Park in Erie, PA; Niagara Falls US and Canada; and area colleges and universities, such as Penn State Behrend, Gannon University, Mercyhurst College, SUNY Fredonia, Buffalo State College, University at Buffalo, Canisius College and others.

A study conducted by the Chautauqua County Visitor's Bureau found that the average visitor to Chautauqua County spent just over \$188 per day.<sup>6</sup> In the following sections, the potential revenue from tourism is calculated for every one percent of the potential nearby market (within 150 miles) annually if each visitor stays for an average of one full day.

## Market Profiles

Three potential tourism segments offer outstanding potential for the Lake Erie Concord Grape Belt: Heritage enthusiasts, culture enthusiasts and the narrower but no less important wine and culinary enthusiasts. These travelers have the affluence, mobility and motivation to visit the Grape Belt's tourism amenities and potential to support the broadest spectrum of these amenities to meet the goals and objectives of the Heritage Area. The table below summarizes the activities these affluent travelers seek.

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<sup>6</sup> Chautauqua County Visitors' Bureau Tourism Conversion and Marketing Study 2005



Table 5: Traveler Activities

	Heritage	Cultural	Wine & Culinary
General History Museums	81%	85%	61%
Farmer's Markets	68%	53%	51%
Local Festivals, Fairs	67%	54%	53%
Science & Tech Museums	64%	69%	48%
Historic Sites	63%	53%	47%
Wildlife Viewing	58%	57%	52%
Theater	57%	56%	59%
Flora Viewing	53%	49%	46%

Source: Canadian Tourist Commission and Ontario Ministry of Tourism and Recreation

## Heritage and Culture Tourism Highlights

An October 2009 report sponsored by Heritage Travel, Inc., commissioned by the U.S. Cultural & Heritage Tourism Marketing Council in conjunction with the U.S. Department of Commerce and conducted by Mandela Research<sup>7</sup>, found the following significant statistics regarding heritage and culture tourism habits among Americans. These findings support the development of the Lake Erie Concord Grape Belt as a major New York and world-class heritage tourism destination.

- 78 percent of U.S. leisure travelers are culture and heritage participants, and 40 percent actively engage in culture and heritage-related travel; 24 percent of travelers would take a culture and heritage related trip in the following 12 months.
- Culture and heritage travelers take more trips (five vs. four) than the traveling public at large and spend almost 40 percent more (\$994 vs \$611) on their culture and heritage trips

<sup>7</sup> Newsrelease: "New Study Reveals Popularity of U.S. Cultural and Heritage Travel," Oct. 21, 2009, accessed online at [blog.gozaic.com](http://blog.gozaic.com)

- More than half of these travelers visited museums and galleries and two-thirds visited historic sites; these tourists spend more on heritage and culture-related activities than on other activities.

Below are profiles participants in the three market segments identified as the audience for the Grape Belt: Heritage Enthusiasts, Culture Enthusiasts and Wine and Culinary Enthusiasts.<sup>8</sup>

### Profile – Heritage Enthusiasts

Seventeen percent (17 percent) of the population characterizes themselves as heritage enthusiasts. Within a three hour drive, there is a potential market of 2.7 million people who potentially identify with heritage tourism. One percent of the potential market could generate more than \$5.1 million of revenue into the local economy, assuming a one-day visit with an average expenditure of \$188. Heritage tourists are older, more likely to be empty-nesters, live in all-adult households and travel without children. Heritage enthusiasts like to pamper themselves and spend half of the travel budget on shopping, dining and activities. Their average age is 48.9; their average incomes are \$71,000 per year.

### Profile– Culture Enthusiasts

People who identify themselves as a museum and cultural experience enthusiasts make up 21 percent of the population over the age of 18. There are potentially 3.4 million people within a three hour drive to the Concord Grape Belt. One percent of the potential market could generate more than \$6.4 million of revenue into the local economy. Culture enthusiasts are evenly represented by all age groups, mimicking the proportion of the overall population. Culture enthusiasts are somewhat more likely

<sup>8</sup> The information in these profiles is from the Ontario Ministry of Tourism and Recreation's surveys of American and Canadian travel habits and published on the Ministry's website ([www.tourism.gov.on.ca](http://www.tourism.gov.on.ca)) in the section titled Travel Activities and Motivation Survey Reports.

than heritage enthusiasts to travel with children and to seek direct educational experiences as evidenced by their tendency to favor history and science and tech museums over farmer’s markets and fairs – activities for which children may not have much patience. Like heritage travelers, half of this segment’s travel expenditures are on shopping, dining and activities. Cultural enthusiasts are just a little younger and less affluent than heritage enthusiasts and evenly represent all income groups, with an average income of \$70,900.

### Market Profile – Wine & Culinary Enthusiasts

Wine and culinary enthusiasts represent 11 percent of the population creating a potential market size of 1.8 million people within a three-hour drive of the Concord Grape Belt. These are most affluent and discerning travelers. The average income of wine and culinary enthusiast is \$76,000. Even one percent of nearby wine enthusiasts (18,000) could generate \$3.9 million in revenue for the economy. The region currently attracts 24,400 wine tourists annually, bringing in nearly \$4.9 million in expenditures. The number of visitors and potential revenue could be increased with more wineries. While 49 percent of heritage tourists are interested in wineries, 85 percent of this segment will visit a winery for one visit and 74 percent will take in a region’s wineries.

While wineries are an important and emerging segment for the Heritage Area, its designation as the state’s first agriculturally inspired heritage area makes it an agritourism destination with broad appeal for all market segments. As summarized in the table below, wineries are by far most popular with all travelers, with 15.5 percent reporting they visited a winery for a tasting. But the Heritage Area is rich with other potential agritourism attractions such as farms with so-called “u-pick” opportunities. It also holds potential for unique food processing plant tours. Food processing plants are surprisingly close in popularity to u-pick operations for travelers.

Table 6: Agritourism Travel

	Percent of all travelers	Percent of travelers for whom this activity motivated some trips
Went To Wineries For Day Visits And Tasting	15.5%	3.2%
Went To Pick Fruit At Farms Or Open Fields	5.8%	1.3%
Visited Food Processing Plants Such As Cheese Factories	5.4%	0.9%

Source: Ontario Ministry of Tourism and Recreation



## Increasing Tourism Revenue

The numbers presented only represent one percent of the potential market visiting annually for one full day. Ultimately, it is hoped that the Concord Grape Belt Heritage Area attracts more of the potential market and that visitors spend more than one day in the area. Creating a variety of activities increases the amount of time that visitors will stay. The average visitor to Chautauqua County stays for an average of 2.34 days.<sup>9</sup> Increasing the length of a visitor's trip will dramatically increase the revenue gained through tourism. Having a wide variety of activities will also increase the percentage of the potential market that the Grape Belt will attract. The previous charts present the various types of additional activities that each type of tourists is interested in. These charts should be used as a guide for developing new activities or enhancing existing ones.

In addition to the direct spending by visitors, money spent by tourists also produces secondary economic impacts. Secondary economic impacts are generated by income created by tourism activity that is spent within the area's economy. Increased tourism activity will increase the incomes of front-line service workers – food service, hotel and accommodations personnel, etc. – which will increase their expenditures in their communities which in turn increases the incomes of workers in those “downstream,” industries. The increased spending within the community can lead to the creation of more jobs and more income that is spent within the community. Economic analysis models estimate that secondary revenues generated are between 30% and 50% of the direct revenue. For every \$100 spent by tourists, an additional \$30 to \$50 dollars of revenue is generated into the economy.<sup>10</sup>

<sup>9</sup> Chautauqua County Visitors' Bureau Tourism Conversion and Marketing Study 2005

<sup>10</sup> Impact of Visitor Expenditures on Local Revenues, <http://www.uaf.edu/ces/publications/>

## Marketing

Since its founding, the Lake Erie Concord Grape Belt Heritage Area Association has focused much of its energy on marketing the Heritage Area. It has already established excellent strategies for getting the word out about the tourism and recreation assets of the Heritage Area. These strategies include:

- Establishment of a Promotion and Tourism subcommittee
- Promoting the health benefits of the Concord grape and distributing grape-based recipes through the efforts of the Culinary Bounty subcommittee
- Establishment of a website [www.concordgrapebelt.org](http://www.concordgrapebelt.org) with information about the Grape Belt and links to tourism websites
- Development of a grape theme logo
- Development of a DVD: “Savor the Flavor: Romancing America's Grape” produced by the Association's Promotion and Tourism subcommittee intended for exhibition at tourist rest stops, information centers, local festivals, wineries and other tourist destinations. The video can be viewed at <http://www.concordgrapebelt.org/tourism/> and can be purchased at <http://www.concordgrapebelt.org/cgb-gift-shop/>
- Gifts – A gift basket and Concord Grape Belt hats, coffee mugs and shirts are offered for sale at <http://www.concordgrapebelt.org/cgb-gift-shop/>
- Grape Discovery Center – In 2009, the Association kicked off development of the Grape Discovery Center with areas for interactive and interpretive displays, wine tasting, gift shop, concessions and other activities.
- Promotions – Collaboration with tourism and food providers on numerous events and promotions including Concord Grape Night at an area racetrack, displays at the Chautauqua County fair and culinary demonstrations.

[freepubs/WREP-145.html](http://freepubs/WREP-145.html) (Goldman, Nakazawa, Taylor)

Through these and other efforts, the Association has successfully focused on the main brand identity which is and always should be the Concord grapes. Marketing for the heritage area should focus on this brand identity, but should also be expanded to include the following elements:

• Interpretation of the heritage, culture and natural resources of the heritage area in partnership with existing organizations such as historic societies and museums, and at sites throughout the heritage area. This strategy includes the development of concepts such as the Chatauqua County Visitors Bureau's leisure learning destination. Chapter 5, the Opportunities Plan explores how existing and proposed destinations in the grape belt can be connected. Chapter 6, Implementation, further explores the potential for interpretive strategies and developments. These could include:

- Culinary center offering cooking demonstrations and classes, dining experiences and a central restaurant information location;
- Heritage center focusing on the unique history and culture of life and grape-growing on the escarpment;
- Viticulture and enology center attracting top researchers and grape product and farming technology developers from around the world.

• Development of Tourism "infrastructure" including visitor accommodations, visitor services and increasing the number and range of restaurants from fine dining to more family-oriented food outlets. American travelers of all tourism segments most enjoy dining at restaurants that offer local fare and recipes and shopping while on their overnight trips, but dining is the main motivation for the trip for 12 percent of travelers and shopping drives destination decisions for 13 percent of travelers, according to the Ontario Ministry of Tourism and Recreation. Nearly half of visitors to Chautauqua County stay in hotels and inns as compared with 10 percent who camp and 17 percent who stay with family and friends on their visits. This is a high proportion of hotel/inn users and is almost certainly skewed by the Chautauqua Institution, but it is evidence of an existing, upscale market willing to pay for accommodations that can and should be converted to heritage area visitors.



- Arts and artisans – Continued partnerships to encourage development of destinations consistent with attractions that appeal to the affluent heritage, culture and wine/culinary tourism segments. These visitors are willing to pay for experiences that are unique and of the highest quality. They want to meet local artists and artisans in their workshops and will purchase goods and participate in activities that will bring them in contact with locals. Among culture and heritage travelers, 58 percent are interested in local arts, culture, environment and history, according to the Cultural and Heritage Traveler Research Study. Among visitors to Chautauqua County in 2004, 7.5 percent visited art galleries, 22.6 percent visited historical sites and 23.5 percent participated in local festivals.
- Agritourism – Farms, farms and processing center tours, u-pick and farmer’s markets. Agritourism needs to be on the region’s tourism “radar” with a complementary website – 67 percent of culture and heritage tourists use the search engine Google, according to the Heritage Travel Study, and 42 percent use the social networking site Facebook.
- Wayfinding – The sheer size of the Heritage Area means that many visitors will be discovering the region on their own in their automobiles or, potentially, cycling. It should be easy for visitors to see the Grape Belt logo on directional signage, and to find information, particularly maps and guides. Scenic byway visitors cite lack of information (18 percent) and a perception of a lack of attractions or not enough to see or do (11 percent) as their reasons for not taking a scenic byway trip. Some ready-made itineraries and maps are available, notably from the Great Lakes Seaway Trail ([www.seawaytrail.com](http://www.seawaytrail.com)); the Chautauqua Lake Erie Art Trail which has three Mapquest links on its website linking galleries together; and the Chautauqua Wine Trail which has a nice map on its site. Chautauqua County Tourism publishes a comprehensive regional tourism guide as well and distributes it by mail on request. These resources have to be readily available in the heritage area to help visitors discover the area’s many resources.

Complementing the Concord Grape Belt Heritage Area Association’s programs are other efforts aimed at building tourism and increasing the identity of the tourism assets in the region. Cross promotion, cooperative marketing and collaboration on distribution of marketing materials will benefit all involved organizations:

- Wineries – The Chautauqua Wine Trail promotes wineries in New York and Pennsylvania. Its website: [www.chautauquawinetrail.org](http://www.chautauquawinetrail.org) does a nice job of promoting the region’s 22 wineries; they already attract more than a quarter of Chautauqua County visitors
- Arts and arts events – Chautauqua-Lake Erie Arts Trail. Located online at <http://www.chautauquaarttrail.com/> the Trail features artists, arts-related businesses, galleries and festivals. The Art Trail is host to the wine and art weekend in March, two annual Open Studio Tour weekends and has a presence at the Westfield Farmers Market. Wine and art weekends and open studios are examples of the kind of one-of-a-kind high-end experience the target market relishes. Among visitors to Chautauqua County in 2004, 7.5 percent visited art galleries, and 23.5 percent participated in local festivals.
- Historical Societies and museums including the McClurg Museum and Chautauqua County Historical Society, Dunkirk Lighthouse and others; almost 23 percent of Chautauqua County visitors are already visiting the county’s historic sites.
- Outdoor recreation including golf, cycling, parks and trails, but also highlighting Lake Erie and area creeks and streams including sportfishing, boating, picnicking and beach access; these sites are already popular with more than 45 percent of Chautauqua County visitors saying they use local lakes on their visits and almost a quarter going to the beach. Cycling is one of the fastest growing sports in the United States with 45 million riders in 2008, an increase of 18 percent over the previous year, according to the National Sporting Goods Association. The Grape Belt is established as a good cycling territory on less traveled roads. Route 5 is a New York State-designated bike route, but its heavy truck traffic make it inhospitable for cyclists; Route 394 (Portage Road) running south from Lake Erie through Westfield is another designated route and is much more cyclist friendly.

Scenic drives including the potential for designation of additional scenic byways. Scenic byway research shows that travelers need assurance that high quality experiences, ease of wayfinding and adequate visitor amenities and services exist off expressways such as the NYS Thruway. Scenic byway designation, such as that already held by Route 5 as the Great Lakes Seaway Trail, help to reinforce positive perceptions and increase marketing strength. Heritage tourists in particular are flexible travelers and can be persuaded to change their plans and extend their stays if they find a hidden gem on an already scheduled trip. An NSRE (National Survey on Recreation and the Environment) finding in its 2000 survey was that 56 percent of the American public visits byways. Byway visitors enjoy activities such as swimming, fishing, visiting historic sites, viewing local flora and fauna and boating, according to the survey. Among existing Chautauqua County visitors, 30 percent say they take scenic drives on their visits.

## Marketing Conclusion

The Concord Grape Belt Heritage Area has a set of spectacular existing amenities with which to build its brand identity and prepare to take its place among world class tourism destinations. As an agriculturally inspired heritage area, it should always keep the Concord grape as the focus of its branding and tourism strategies. These assets will combine with existing attractions and new developments into a Grape belt Heritage Area theme all aimed at the lucrative customer profiles discussed in this chapter: heritage and culture tourists and wine and culinary tourists, and building the smaller agritourism market.

Chapter 5, the Opportunities Plan explores the locations for potential grape belt destinations and linkages that will tie together the grape belt's interpretation and recreation assets and help improve wayfinding for the region.

Chapter 6, Implementation, develops a strategy for implementation of heritage area projects and presents a series of matrices with phasing, responsible parties and costs. Potential funding sources are cited in an appendix.



## Brand Experience

The Concord Grape Belt Heritage Area should develop destinations consistent with attractions that appeal to the affluent heritage, culture and wine/culinary tourism segments. These visitors are willing to pay for experiences that are unique and of the highest quality. They want to meet local artists and artisans in their workshops and will purchase goods and participate in activities that will bring them in contact with locals. Among culture and heritage travelers, 58 percent are interested in local arts, culture, environment and history, according to the Cultural and Heritage Traveler Research Study.<sup>11</sup> Among visitors to Chautauqua County in 2004, 7.5 percent visited art galleries, 22.6 percent visited historical sites and 23.5 percent participated in local festivals.<sup>12</sup>

Adding to the cachet and integrated experience of the Concord Grape Belt could include development of amenities directly related to grape heritage and culture such as:

- Culinary center offering cooking demonstrations and classes, dining experiences and a central restaurant information location;
- Grape innovation center demonstrating the evolution of the grape harvest and offering a 'how it works' type attraction;

- Environment center portraying the unique circumstances that enable grape growing.

In support of these developments, existing amenities that should be coordinated and directly promoted as part of the grape experience brand are:

- Wineries – The Chautauqua Lake Erie Wine Trail promotes wineries in New York and Pennsylvania. Its website: [www.chautauquawinetrail.org](http://www.chautauquawinetrail.org) does a nice job of promoting the region's 22 wineries; they already attract more than a quarter of Chautauqua County visitors
- Agritourism – Farms, farm and processing center tours, u-pick and farmer's markets; agritourism needs to be on the region's tourism "radar" with a complementary website – 67 percent of culture and heritage tourists use the search engine Google, according to the Heritage Travel Study, and 42 percent use the social networking site Facebook.
- Arts, artisans and arts events – Chautauqua-Lake Erie Arts Trail. Located online at <http://www.chautauquaarttrail.com/> the Trail features artists, arts-related businesses, galleries and festivals. The Art Trail is host to the wine and art weekend in March, two annual Open Studio Tour weekends and has a presence at the Westfield Farmers Market. Wine and art weekends and open studios are examples of the kind of one-of-a-kind high-end experience the target market relishes. Among visitors to Chautauqua County in 2004, 7.5 percent visited art galleries, and 23.5 percent participated in local festivals.

<sup>11</sup> [blog.gozaic.com](http://blog.gozaic.com)

<sup>12</sup> Chautauqua County Conversion and Marketing Study



Local Crafts

- Historical Societies and museums including the McClurg Museum and Chautauqua County Historical Society, Dunkirk Lighthouse and others; almost 23 percent of Chautauqua County visitors are already visiting the county's historic sites.
- Outdoor recreation including golf, cycling, parks and trails but also, highlighting Lake Erie and area creeks and streams including sportfishing, boating, picnicking and beach access; these sites are already popular with more than 45 percent of Chautauqua County visitors saying they use local lakes on their visits and almost a quarter going to the beach. Cycling is one of the fastest growing sports in the United States with 45 million riders in 2008, an increase of 18 percent over the previous year, according to the National Sporting Goods Association.<sup>13</sup> The Grape Belt is established as a good cycling territory on less traveled roads. Route 5 is a New York State-designated bike route, but its heavy truck traffic make it inhospitable for cyclists; Route 394 (Portage Road) running south from Lake Erie through Westfield is another designated route and is much more cyclist friendly.
- Scenic drives including the potential for designation of NYS scenic byways. Scenic byway research shows that travelers need assurance that high quality experiences, ease of wayfinding and adequate visitor amenities and services exist off expressways such as the NYS Thruway. Scenic byway designation, such as that already held by Route 5 as the Great Lakes Seaway Trail, help to reinforce positive perceptions and increase marketing strength. Heritage tourists in particular are flexible travelers and can be persuaded to change their plans and extend their stays if they find a hidden gem on an already scheduled trip. A National Survey on Recreation and the Environment (NSRE) finding in its 2000 survey was that 56 percent of the American public visits byways.<sup>14</sup> Byway visitors enjoy activities such as swimming, fishing, visiting historic sites, viewing local flora and fauna and boating, according to the survey. Among existing Chautauqua County visitors, 30 percent say they take scenic drives on their visits.



Local Wineries



<sup>13</sup> Numerous statistical reports about the recreation habits of Americans accessed online at [nsga.com](http://nsga.com)

<sup>14</sup> Summaries of the surveys can be found online at [www.srs.fs.usda.gov/trends/Nsre/nsre2.html](http://www.srs.fs.usda.gov/trends/Nsre/nsre2.html)

## Tourism Infrastructure

### Wayfinding and local information

Visitors centers, wayfinding programs and interpretive areas are all important pieces of the tourism infrastructure for the Heritage Area. The sheer size of the Heritage Area means that many visitors will be discovering the region on their own in their automobiles or, potentially, cycling. It should be easy for visitors to see the Grape Belt logo on directional signage, and to find information, particularly maps and guides. Scenic byway visitors cite lack of information (18 percent) and a perception of a lack of attractions or not enough to see or do (11 percent) as their reasons for not taking a scenic byway trip. Some ready-made itineraries and maps are available, notably from the Great Lakes Seaway Trail ([www.seawaytrail.com](http://www.seawaytrail.com)); the Chautauqua Lake Erie Art Trail which has three Mapquest links on its website linking galleries together; and the Chautauqua Wine Trail which has a nice map on its site. Chautauqua County Tourism publishes a comprehensive regional tourism guide as well and distributes it by mail on request. These resources have to be available on the ground and readily available in the heritage area to help capture travelers' imaginations, convert en route drivers into visitors and extend existing visits.

### Dining and Accommodations

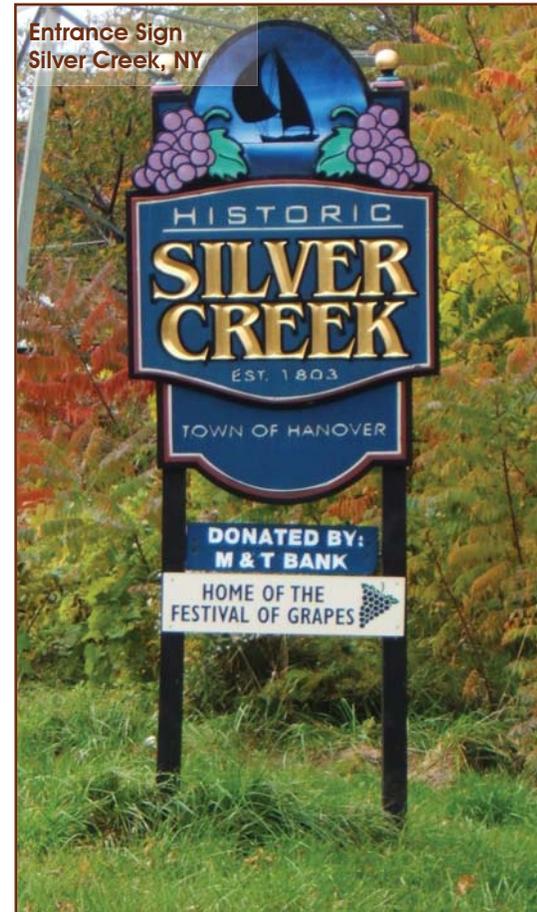
The inventory phase of this project has noted a gap in the supply of dining and accommodations in the heritage area. A range of these services is critical to the long-term success of the heritage area. Country inns are popular destinations, but the development of visitor services in the Grape Belt can be an important part of downtown revitalization in the region with accommodations, dining and a pleasant and safe walking atmosphere all part of the brand experience. Nearly half of visitors to Chautauqua County stay in hotels and inns as compared with 10 percent who camp and 17 percent who stay with family and friends on their visits. This is a high proportion of hotel and inn users in the country. However, it is evident that there exists an upscale market that is already willing to pay for accommodations. In addition, Chautauqua Institution visitors are prime heritage areas visitors, too.

Food outlets throughout the Grape Belt should get in on the Concord Grape branding effort, from ice cream stands to fine dining outlets, from "purple cow" milkshakes, to wines and grape-inspired cocktails, the grapes should be present and promoted everywhere. This will appeal to travelers as a unique aspect of their trips – and more than half of travelers who are interested in local fare and seek these unique dining experiences.

## Conclusion

The Concord Grape Belt Heritage Area has a set of spectacular existing amenities with which to build its brand identity and prepare to take its place among world class tourism destinations. As the first agriculturally inspired heritage area, it should always keep the Concord grape as the focus of its branding and tourism strategies. These assets will combine with existing attractions and new developments into a Grape Belt Heritage Area theme all aimed at the lucrative customer profiles discussed in this chapter: heritage and culture tourists and wine and culinary tourists, and building the smaller agritourism market.

The projects that implement the vision for heritage tourism are explored in Chapter 5, Opportunities. Specific recommendations for projects along with implementing organizations, costs and phasing are addressed for destinations, and for recreation, education and tourism developments development of attractions are explored in Chapter 6, Implementation. Also in Chapter 6, recommendations for management of the Heritage Area and strategies for marketing the area to investors and tourists alike are discussed.



Entrance Sign  
Silver Creek, NY



# 5 Opportunities

## Introduction

A number of physical development/enhancement opportunities have been identified to achieve the long term vision for the Lake Erie Concord Grape Belt. Collectively, these opportunities create a “blueprint” for the future. Building upon the area’s natural and cultural resources, the opportunities identified draw from the economic and tourism analysis to create a recognizable destination that offers a diversity of authentic attractions, activities, and experiences. Illustrated through a series of schematic plans, the opportunities demonstrate the potential to create an identifiable “place” that is unique, physically organized, and well defined. Interpretation is woven throughout the Management Plan and the opportunities discussed in this section. Targeting heritage enthusiasts, culture enthusiasts, and wine and culinary enthusiasts, interpretation is intended to strongly reinforce the region’s greatest asset and most marketable commodity – the Concord grape.

The physical development/enhancement opportunities have been organized and discussed under four primary initiatives : Destinations, Recreation, Interpretation and Education, Circulation.

# Concord Grape Belt Opportunities Plan

Each of the Opportunities Plan elements explores and enhances the region's existing amenities and resources identifying new ways to link them together thematically. Each of the four elements considers the appeal of the Grape Belt to the discerning target visitors and these visitors' tastes. The central element of the existing resources and amenities is, of course, the Concord grape. The local grape economy has expanded to include cultivation of wine grapes and wine production. The wine industry is an increasingly important aspect of local agriculture, with 21 wineries operating and more in the planning stages. The wine element is also an important link to the grape belt in Pennsylvania with its seven wineries.

## **DESTINATIONS**

The communities of the Concord Grape Belt Heritage Area are envisioned to become the primary destinations and central activity hubs of the area. Collectively, they provide a diversity of unique experiences and are the foundation for realizing the economic development goals of the Management Plan. Community enhancement and improvement initiatives, combined with private sector investment opportunities, provide the impetus for the revitalization of Heritage Area communities. Our discussion of Destinations in this section is organized under the primary headings of Community Improvement Initiatives, Waterfront Centers, Wineries, and Future Satellite Centers.

### **Community Improvement Initiatives**

Enhancing, improving and revitalizing the communities of the Concord Grape Belt Heritage Area are cornerstones of the Management Plan and central to ensuring the long term viability of the grape industry. Focused on preserving existing character, there are a number of opportunities to improve the physical condition and appeal of the town/village centers of the Heritage Area and directly integrate them into a broader tourism experience.



Local Downtowns

Visitor Service Centers - The communities of the Heritage Area are envisioned to be the “visitor service centers” that provide tourists with the desired amenities and services sought in a travel experience. Based upon the inventory of intrinsic resources completed in the early stages of the project, there is an overall gap in the supply of types of uses across the Heritage Area: finer restaurants, bed and breakfast accommodations, country inns, boutique retail shops, antique stores, arts/craft shops, wine/grape product outlets, bakeries, etc.. Developing and concentrating these uses in the village/town centers provides the opportunity for private sector investment and helps support the community revitalization goals of the Management Plan. Furthermore, it promotes a sustainable approach to development by capitalizing on existing infrastructure and encouraging infill development and adaptive reuse of existing buildings.

Main Street Redevelopment - In support of developing communities as Visitor Service Centers, and as a means to stimulate investment the main streets of communities across the Heritage Area should be improved. Streetscape improvement projects provide the opportunity to enhance the pedestrian experience, improve aesthetic quality, preserve town/village character, improve municipal infrastructure and create the environment and design framework for successful retailing. In addition, communities should consider implementation of façade improvement programs to support main street redevelopment initiatives and encourage property owners to reinvest in their buildings.

Streetscape enhancement opportunities include developing gateway features to announce arrival to the village/town center, installing specialty pedestrian paving materials along sidewalks and at intersections, better integrating on-street parking, creating useable/programmable space(s) along the street (for cafes, retail displays, sidewalk sales, etc), integrating interpretive displays, burying overhead utilities, and planting trees to “green” the street. Themed and coordinated design elements, furnishings and fixtures relevant to the community and the Concord Grape Belt should be integrated into streetscape improvements.

## Waterfront Centers

Dunkirk Harbor – Dunkirk Harbor has tremendous potential to be further developed into a major attraction of the Concord Grape Belt Heritage Area. Recent retail development at the Pier provides the foundation for further development of a waterfront village with retail and entertainment uses. Reducing the dominance of vehicles at the Pier, a pedestrian promenade could be developed to enhance access to the waterfront and provide a destination. Capitalizing on the number of ship wrecks in the waters of Lake Erie, the dive center could be expanded and further promoted as a significant attraction of the region. Continuing across the waterfront to the west, the promenade concept could continue along the harbor edge through Memorial Park, and ultimately extend pedestrian connections to Gratiot Park, Veterans Park Museum and the Dunkirk Lighthouse, East of the Pier, the potential exists to develop a pedestrian connection to Wright Park Beach, where a street side promenade with gathering spaces, overlooks and beach access platforms could be developed.

Barcelona Harbor – Barcelona Harbor is a jewel of the Lake Erie shoreline and offers great potential to be developed as a significant destination. As outlined in the Westfield-Ripley Waterfront Opportunity Plan, there is potential to enhance the pier as a pedestrian space, improve boating/fishing facilities, improve beach access and provide park amenities for passive recreation uses such as picnicking. The Opportunity Plan further identifies the potential to develop 1st Street as a retail village that maintains an appropriate waterfront design scale and character. Consideration should be given to enhancing the public fish market in the creation of the retail village. Dredging of the harbor basin is recommended in the Waterfront Opportunity Plan.



Sunset Bay Park – Sunset Bay is a popular waterfront destination that attracts many visitors to Lake Erie during the summertime. Located adjacent to where Cattaraugus Creek meets Lake Erie, the sandy beaches and warm waters of the Bay provide excellent water-based recreation opportunities swimmers, sailboarders, water skiers and beach goers.. Two restaurants/night clubs provide entertainment and dining for visitors. The existing NYSDEC boat launch located on Cattaraugus Creek supports recreational boating and fishing. There is significant opportunity to enhance Sunset Bay/Hanover Beach Park as a Waterfront Center and an easterly anchor to the Concord grape Belt along the shoreline. The intersection of Route 5 and Allegany Road has the potential to expand as a mixed use commercial node that offer visitors a diversity of retail, dining and entertainment uses. Streetscape improvements (themed lighting, sidewalks, tree planting) to Allegany Road would strengthen the link to the beach and improve aesthetic quality. Passive park features and picnicking facilities at Hanover Beach Park combined with roadway, sidewalk, and parking lot improvements, would improve circulation functions at the beach and enhance it as a destination.

### Grape Discovery Center

Located on U.S. Route 20 in Westfield, NY, the center is at the hub of a Concord Grape Belt experience and will become a major destination for visitors to the Heritage Area. Weaving together the grape industry, heritage, culture and tourism, the Grape Discovery Center is a partnership between grape producers and processors, the State, local governments, educators, and tourism and industrial development agencies. The Center is modeled after the successful Wisconsin Cranberry Discovery Center in Warrens, WI, which draws tens of thousands of visitors every year.

With construction set to begin in 2010, the Grape Discovery Center will feature a wealth of educational and interpretive experiences including a grape learning center with multiple exhibits and displays highlighting the history and culture of grape growing in the region, a media room with educational videos, wine and juice sampling, a gift shop and snack bar offering local foods and products. Outdoor exhibit and display features of the Center include pavilions, a themed open grape trellis, a production shed and vineyard. Tours of the Concord Grape Belt will be available to visitors from the Center. As developed by Heritage Strategies Inc. and the Concord Grape Belt Heritage Area Association, interpretive programming of the Grape Discovery Center is projected to concentrate on four key themes: natural history of the region, historical development of the area, vineyard agriculture, and grape processing and products. These themes support the tourism strategy developed for the Heritage Area and the interests of our target market - heritage enthusiasts, culture enthusiasts, and wine and culinary enthusiasts.

#### Local Grape Festivals



## Wineries

With more than 20 wineries, the Lake Erie Concord Grape Belt is becoming a well recognized destination for wine and culinary enthusiast. With award winning wines including vinifera, ice wines, fruit wines and specialty wines including brandies and ports, the wines of the Concord Grape Belt are distinct have developed an enthusiastic following that continues to grow. In addition to crafting wines from some of the more traditional European hybrids, wine makers in the Heritage Area have created such unique wines as Barcelona Blush and Ripley Red. Fruit wines made from cherry, cranberry and blueberry are available from many local wineries. Some of the experiences offered by wineries of the Heritage Area include wine tasting and sampling, tours, retail and gift sales, and dining. As the industry matures and expertise evolves, new grape varieties and products from the Concord Grape Belt will enhance its attraction and appeal. Encouraging and supporting growth in the wine industry across the Heritage area should be a priority of the local municipalities and Chautauqua County.

## Festivals and Events

Many opportunities exist throughout the year to enjoy special events and festivals across the Grape Belt. The Fredonia Opera House is frequently programmed for music festivals, and in Dunkirk, there is a summer long series called "Music on the Pier". The Strawberry Festival in June and the Apple Festival in September, draw many people each year to Forestville. The Westfield Farmers Market, which operates from late spring through to the fall, offers locally grown food products, hand crafted gifts and Amish goods. Specific to the growing wine industry in the area, there is a Wine and Chocolate Weekend and a Wine, Cheese and Herb Weekend along the Lake Erie Wine Trail in February and May respectively. The Festival of Grapes has been a long standing tradition in Silver Creek for more than three decades, and America's Grape Country Wine Festival, held at the Chautauqua County Fair Grounds in Dunkirk, offers visitors wine sampling and sales, art and craft shows, educational wine seminars and live music.



The opportunity exists to develop a festival event that is regional in nature and collectively integrates all the communities of the Concord Grape Belt. With events programmed in each community over the course of the festival, cross travel throughout the area would be promoted as visitors would be offered a diversity of activities and attractions in different places and settings. Under a common theme (i.e. The Grape Harvest Festival, The Grape Escape), a well coordinated and promoted regional festival has the potential to significantly enhance tourism and draw visitors from the larger market area discussed in the previous chapter.

### **Future Satellite Centers**

The Grape Discovery Center in Westfield will provide a significant destination, interpretation and orientation experience for visitors to the Heritage Area. The Center will provide visitors with the opportunity to see all aspects of the grape industry and will assist tourists as they seek other adventures and travel out into the grape belt to experience firsthand the grape aspects and unique resources each community has to offer.

Satellite Centers, located in communities in the Concord Grape Belt in the future, would support and complement the function of the Discovery Center by further promoting the region's local treasures that serve as attractions and are integrated under the grape belt theme to enhance the destination experience.

In order to encourage and promote the widest possible audience for tourism and use of the area's amenities, including the Discovery Center, the series of "Satellite Centers" interconnecting the Grape Belt communities is recommended and envisioned as a long-term initiative.

With the Discovery Center at its hub, the Satellite Center system is intended to reinforce the primary goal of the Management Plan: economic development and the revitalization of Concord Grape Belt Heritage Area communities. The Satellite Centers, when developed, would diversify the travel experience, extend visitation and encourage spending by creating additional interpretive and educational attractions that appeal to our target audiences – heritage enthusiasts, cultural enthusiasts and wine and culinary enthusiasts. The Satellite Centers can intercept visitors as they enter the Grape Belt through its various gateways and channel them through the area to the Discovery Center.

Programming of the Satellite Centers should collectively support the grape identity and branding of the Heritage Area. However, on an individual and more local basis, each community could focus on expressing and telling its own unique stories through the Satellite Centers. Local relevance and significance to grape history and culture, agricultural innovations and technologies, or grapes and the natural environment, are a few of the potential interpretive themes or storylines that could be developed.

# Destinations

## Town / Village Center

- Enhance as Visitor Service Nodes
- Develop Themed Main Streets

## Winery

- Expand Tours, Tasting, & Culinary Opportunities

## Grape Discovery Center

## Future Satellite Center

- Themed Interpretive Experiences (Potential Themes)
- Grape Heritage Center
- Viticulture Center
- Grape Innovation Center
- Environmental Center
- Culinary Center

## Waterfront Centers

- Dunkirk Harbor
- Barcelona Harbor
- Sunset Bay

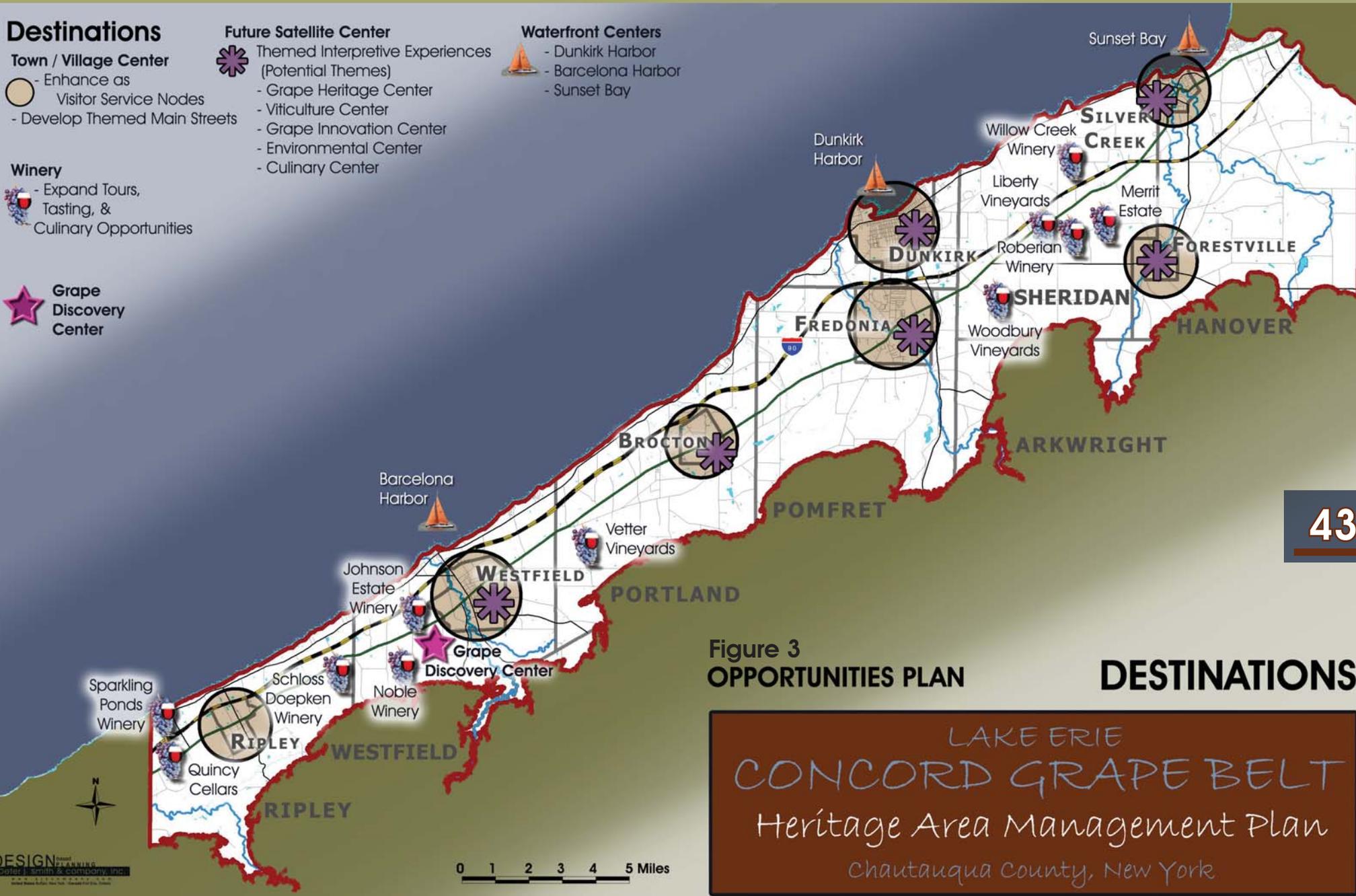


Figure 3  
OPPORTUNITIES PLAN

# DESTINATIONS

LAKE ERIE  
CONCORD GRAPE BELT  
Heritage Area Management Plan  
Chautauqua County, New York

## **RECREATION**

The Concord Grape Belt Heritage Area is rich in natural resources that provide a strong foundation for enhancing recreation opportunities across the area. Lake Erie provides numerous opportunities for recreation including recreational boating, sailing, sport fishing, and scuba diving. Many sandy beaches along the shoreline allow visitors to sun bathe and enjoy the warm waters of the Lake. The creeks which drain into the Lake are frequented by fisherman, bird watchers, and naturalists. Opportunities to improve access to the shoreline, increase recreational use of the water, provide nature based experiences and diversify parkland, are available throughout the area and are discussed.

### **Trails**

The opportunity exists to expand greatly on the current recreational trail network throughout the area. Creek corridors, rail corridors and road allowances provide the basis for developing an all season, multi-functional trail system (comprised of hiking trails, multi-use trails/bicycle lanes, foot paths) that connects and integrates the destinations, attractions and wineries of the Concord Grape Belt Heritage Area. In addition the opportunity exists to develop trails through the major creek corridors and valley lands to enhance connections, link to the shoreline, and diversify recreational experiences.

Of particular significance is the potential to greatly enhance cycling opportunities across the Grape Belt. Integrated and connected cycling systems developed in other areas have proven to offer tremendous social, cultural and economic benefit. In addition to providing a recreational resource that supports active living and healthy lifestyles, cycling provides an alternative to the automobile for both visitors and local residents. Typically hard surfaced, comprehensive cycling systems are often comprised of both on and off-road segments, the result of alignment decisions influenced by issues related to property ownership, landform, right-of-way width, access, public safety/liability, and emergency access. The Chautauqua Rails to Trails initiative currently extends more than 28 miles and includes the Alison Wells Ney Trail and the Brocton Area Recreational Trail in the Grape Belt. Building on this resource and further developing connected cycling routes through the Grape Belt is a priority of the Management Plan.

The Recreation Opportunity Plan schematically illustrates the potential to create a trail system, and as such, is not intended to depict specific trail types or a proposed alignment. In identifying this potential, it is recognized that localized site constraints, regulatory restrictions, property ownership, and other considerations, will influence the ultimate development of a trail system.



## Creek Access

The four major creeks that traverse the Concord Grape Belt Heritage Area are significant landscape resources with great potential to become an integral part of the experience. Canadaway Creek, Cattaraugus Creek, Chautauqua Creek and Silver Creek, intersect with Routes 5 and 20 and provide a window to the geological characteristics of the area. There is potential to develop a series of “pullover” at these crossings to enhance access to this natural environment and provide staging areas to the trail system. Naturalized viewing areas and interpretive stations could be integrated into these features to enhance their function.

## Waterfront Park

The potential exists to enhance a number of primary waterfront parks along the Lake Erie shoreline. Capitalizing on their waterfront location and building upon existing land uses, the opportunities include:

- Hideaway Bay / George Borrello Park (Silver Creek) – develop passive park facilities (picnicking, seating areas, sun shelter), improve parking, re-open restaurant, improve directional signage to beach area, connect east/west beach areas across Creek
- Sheridan Bay Town Park – improve camping facilities, develop/enhance recreation facilities, improve access to shoreline/beach area, improve park entrance (signage, landscaping)
- Wright Park (Dunkirk) – Develop promenade along beachfront, develop streetscape with improved vehicular circulation/parking, improve passive park facilities in Wright Park, strengthen link to Dunkirk Pier
- Memorial Park (Dunkirk) – develop outdoor events/festival space, strengthen link to Point Gratiot Park and the Veterans Park Museum and Dunkirk Lighthouse
- Ottaway Park (Westfield) – potential improvements identified in the Westfield-Ripley Waterfront Opportunity Plan include enhanced access to the shoreline, improved passive park facilities, trails, facilities for special programmed events (ie. live music)
- Ripley Beach Park – (Ripley) - potential improvements identified in the Westfield-Ripley Waterfront Opportunity Plan include enhanced access to the shoreline, passive park facilities, parking, nature center, trails
- Lake Erie State Park – (Portland) – Lake Erie State park is identified on the Recreation Opportunities Plan as a major tourism asset and park resource. While no specific enhancements are proposed for the State Park, the park provides camping facilities (campsites and cabins), sand beach, picnic areas, playgrounds, trails and other passive recreation amenities.

## Destinations

### Town / Village Center

- Enhance as Visitor Service Nodes
- Develop Themed Main Streets

### Future Satellite Center

- \* Themed Interpretive Experiences (Potential Themes)
  - Grape Heritage Center
  - Viticulture Center
  - Grape Innovation Center
  - Environmental Center
  - Culinary Center

### Waterfront Centers

- Dunkirk Harbor
- Barcelona Harbor
- Sunset Bay

## Recreation

Waterfront Park

Creek Access

Boat Launch

Existing Rail to Trail

Existing Snowmobile Trail

Potential Creek Valley Trail

Potential Rail to Trail

Potential Utility Cooidor Trail



Figure 4  
OPPORTUNITIES PLAN

## RECREATION

LAKE ERIE  
CONCORD GRAPE BELT  
Heritage Area Management Plan  
Chautauqua County, New York

## INTERPRETATION & EDUCATION

Interpretation of its unique heritage, culture and natural resources is a core mission of the heritage area. An interpretation plan for the Concord Grape Belt Heritage Area should integrate existing efforts of the Heritage Association and other organizations, including: Chautauqua County's leisure learning tourism strategy and the development of the Association's Grape Discovery Center in Westfield. In support of the Discovery Center and its function, additional educational and interpretive stations and displays should be developed throughout the region in village/town centers, in parks and along trails, and at gateways, orientation centers, and pullovers. The interpretive element of implementation of the heritage area opportunities plan should be integrated with the wayfinding program incorporating easy to identify logos and interpretive signage. An interpretive strategy can provide focus for existing developments including:

- Cornell Lake Erie Research and Extension Laboratory – The CLEREL conducts research aimed at increasing the profitability of grape growers throughout the region while maintaining sustainable agricultural techniques. Access to the resources offered at the Research Station could be enhanced by offering outreach programs, courses, and classes to the public interested in better understanding grape growing or other agricultural practices/processes.
- Processing Plants – The opportunity exists to further enhance knowledge and interest in grape growing and processing by encouraging public tours of the Grower's Cooperative Grape Juice Company and the National Grape Cooperative Association processing plants in Westfield and Cliffstar in Dunkirk. Encouraging public tours supports our targeted visitor's desire to participate in authentic, first hand experiences. Outdoor displays, interpretive stations and a small retail component could be integrated to enhance their appeal and function
- Landmarks – A total of 28 properties/structures in the heritage area are listed on the National Register of Historic Places (source: [www.nationalregisterofhistoricplaces.com](http://www.nationalregisterofhistoricplaces.com)) and additional structures, properties and districts should be investigated for listing. These assets

are defining cultural elements of the Heritage Area and should be preserved and promoted as unique, authentic attractions. As shown on the Circulation Opportunities Plan, most of these assets are located in village/town centers and have been integrated into the circulation system developed for the area.

- Grape Discovery Center and satellites – Under development concurrently with this management plan, the Grape Discovery Center in Westfield will be a hub of interpretation and education for the Grape Belt Heritage Area. Interpretive programming of the Discovery Center will concentrate on four themes: natural history, historical development, vineyard agriculture and grape processing and products. It will offer space for the interpretation of the region's farming heritage and its unique culture on the escarpment in Chautauqua County. In the future, thematically unique satellite centers can be developed that will each fill a role of interpreting an aspect of the heritage area. These destinations would explore viticulture, grape innovation, the environment and regional cuisine.

Interpretation in the heritage area should also incorporate the efforts of these other existing museums and historic societies including the Chautauqua County Historical Society and McClurg Museum, Dunkirk Lighthouse, Westfield Library, Sheridan Historical Society, Bemus Point Historical Society, Hanover Historical Room and Silver Creek Historical Center and others including historic cemeteries, genealogical societies and historic waterfront areas and parks. These assets can become hubs for heritage interpretation, bringing the story of the Concord Grape Belt Heritage Area alive and serving as distribution points for maps, brochures and other information visitors will use to discover the heritage area for themselves.

Successful interpretive programming will deliver information about the qualities that make the heritage area unique in an interesting and engaging fashion. The interpretive experiences should be authentic to the region and its destinations to appeal to the upscale individuals and families who comprise the target market.

## Destinations

### Town / Village Center

- Enhance as Visitor Service Nodes
- Develop Themed Main Streets

### Future Satellite Center

- Themed Interpretive Experiences (Potential Themes)
  - Grape Heritage Center
  - Viticulture Center
  - Grape Innovation Center
  - Environmental Center
  - Culinary Center

### Waterfront Centers

- Dunkirk Harbor
- Barcelona Harbor
- Sunset Bay

## Interpretation & Education

### Grape Discovery Center

Cornell Lake Erie Research & Extension Laboratory

Grape Process Centers & Potential Tourism Manufacturing Facilities

Location of One of More Nationally Registered Historic Places

## Circulation

CGB "Circle Route"

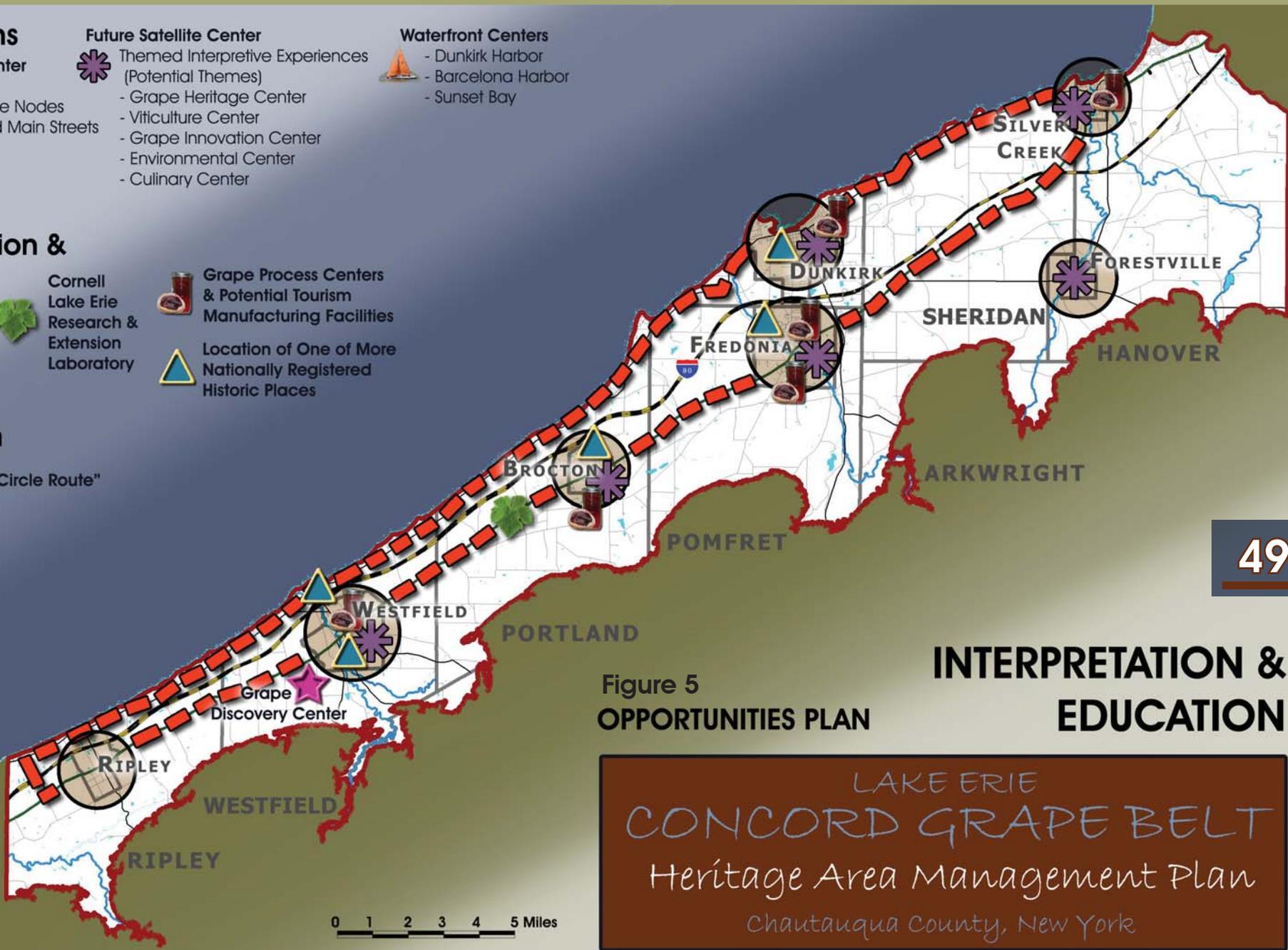


Figure 5  
OPPORTUNITIES PLAN

# INTERPRETATION & EDUCATION

LAKE ERIE  
CONCORD GRAPE BELT  
Heritage Area Management Plan  
Chautauqua County, New York

## **CIRCULATION**

A comprehensive circulation system is recommended to integrate and unite the features and destinations of the Concord Grape Belt Heritage Area. Opportunities to enhance the travel experience, increase visitation, strengthen connections, and improve aesthetics, are all objectives of developing an integrated circulation system. The potential to better accommodate and improve travel by car, bike, boat, or on foot, is significant and is a fundamental aspect of enhancing the Heritage Area as a visitor destination.

### **Concord Grape Belt Circle Route**

Routes 5 and 20 are envisioned to become the Concord Grape Belt Circle Route that physically and visually links the area together. In this regard, they form the “spine” of a circulation system that enhances access to all features and destinations of the Heritage Area. A consistent design character should be established along the Circle Route to promote a strong sense of place and identify. Developing contiguous multi-use trails/cycle lanes along the length of the Circle Route and that are integrated into the trail system discussed earlier should be considered.

The Circle Route includes portions of the Great Lakes Seaway Trail National Scenic Byway, The Chautauqua - Lake Erie Wine Trail, and the Chautauqua Art Trail.

### **Escarpment Scenic Drive**

Extending out from the Circle Route, a series of designated “loop” roads should be integrated and identified as an Escarpment Scenic Drive. Schematically illustrated on the Circulation Plan, the Scenic Drive would be developed utilizing using the existing road network to link Heritage Area attractions located on the Escarpment face (i.e. wineries, Amish furniture outlets), offer panoramic views of Lake Erie, and create pleasurable driving and bicycling experiences.

### **Harbor Shuttle**

There is potential to link Dunkirk, Barcelona Harbor, and Sunset Bay/ Hanover Beach Park with a water shuttle/taxi that would transport visitors between the two destinations and offer an alternative to travelling by car. The shuttle further provides the opportunity for users to experience portions of the Lake Erie shoreline from the water.



Tree Lined Road  
Concord Grape Belt Heritage Area

## Wayfinding

To ensure visitors easily find their ways through the Concord Grape Belt Heritage Area, an integrated and comprehensive wayfinding system should be developed. More than a collection of directional signs, a wayfinding system should provide sufficient information to provide visitors the ability to understand their surroundings, to navigate their way through the area and know what attractions/amenities are available. The wayfinding system also gives visitors reassurance that there are ample and appropriate visitor services and amenities along the route. The wayfinding system for the Heritage Area accomplishes this based on three key functions: Arrival, Orientation, Identification. They are described below.

Arrival– It is critical that travelers recognize when they have entered the Lake Erie Concord Grape Belt Heritage Area and arrived at their destination. To serve this need and provide visitors with important information about the Heritage Area, gateways are located at the two primary points of arrival on the New York State Thruway. These gateways provide a welcoming and “front door” function and should be developed as major arrival features. The westerly gateway would also function as a New York State Welcome Center and as such, would be a more significant architectural feature than the easterly gateway. The easterly gateway could be developed as an outdoor facility, which would not be staffed, but would include a pavilion structure, restrooms, interactive interpretive kiosks, and travel information.

Orientation – A series of Orientation Pullovers are located at secondary points of entry to the Concord Grape Belt Heritage Area, primarily on approach from the south. Located on the escarpment face along Route 39, Route 60, Route 380, and Route 394, these centers would be situated to provide overlook views and could include an outdoor shelter/gazebo with seating areas, interpretive displays and travel information.

Identification – A recognizable symbol or marker should be developed for the Heritage Area to highlight attractions and provide direction to travelers. The marker would be located along the Circle Route and Escarpment Scenic Drive at regular intervals to enhance identity of the area and provide direction to travelers.

## Destinations

### Town / Village Center

- Enhance as Visitor Service Nodes
- Develop Themed Main Streets

### Future Satellite Center

- Themed Interpretive Experiences (Potential Themes)
- Grape Heritage Center
- Viticulture Center
- Grape Innovation Center
- Environmental Center
- Culinary Center

### Waterfront Centers

- Dunkirk Harbor
- Barcelona Harbor
- Sunset Bay

## Recreation

- Waterfront Park
- Creek Access

## Interpretation & Education

- Grape Discovery Center
- Cornell Lake Erie Research & Extension Laboratory

## Circulation

- Gateway
- Orientation Pullover
- CGB "Circle Route"
- Escarpment Scenic Drive
- Wine Route
- Chautauqua-Lake Erie Art Trail
- Water Shuttle

DESIGN Peter J. Smith & Company, Inc.

20 Mile Creek

0 1 2 3 4 5 Miles

Figure 6  
OPPORTUNITIES PLAN

## CIRCULATION

LAKE ERIE  
CONCORD GRAPE BELT  
Heritage Area Management Plan  
Chautauqua County, New York



# Implementation

## Management Plan

### Administration

The purpose of this discussion of management for the Lake Erie Concord Grape Belt Heritage Area is:

- ☛ To help ensure that the Concord Grape Belt fulfills the requirements of the NYS Heritage Area Law - Concord Grape Belt Section
- ☛ To provide a framework for leadership to coordinate and implement projects consistent with Concord Grape Belt goals and objectives
- ☛ To assure the Concord Grape Belt is ready to build the capacity it will need to implement the Management Plan

Additionally, the NYS Heritage Area Law requires that the Management Plan: 'must demonstrate that the capability exists at the local level to implement and manage the heritage area including, but not limited to, the ability to:

- (a) Accept and disburse funds;
- (b) Acquire, improve, and dispose of property;
- (c) Manage, operate, and maintain appropriate heritage area facilities identified as being of local responsibility without state financial assistance; and
- (d) Promulgate and enforce land use and preservation criteria and standards as required to protect the resources within each heritage area.'

## Managing and Implementation of the Heritage Area

The Concord Grape Belt Heritage Area Association, with headquarters in Westfield, was established in 2004 as a 501-c (3) not-for-profit. The Association is a bi-state organization, reflecting the Grape Belt's expanse. As a small non-profit with no paid staff and a limited budget, the Association should consider options for meeting its capacity needs to fulfill its mandate to implement the management plan. The Association is a bi-state organization and New York recognizes the significance of the relationship between the corridor in New York and Pennsylvania. The Heritage Area legislation authorizes collaboration and cooperation between Chautauqua County and governmental agencies in Pennsylvania for purposes including, but not limited to, joint planning and grant funding.

While the Association has no paid employees, it is able to rely on a small but effective group of volunteers who have worked together on establishing the heritage area for years. They have had technical assistance from Chautauqua County which has been particularly active and supportive of the Heritage Area, attending Association meetings and coordinating Management Plan activities.

As the management entity for the heritage area and implementer of the management plan, the Association will need to coordinate with each of the communities in the heritage area, as well as continue to work closely with Chautauqua County. Growing the organization and giving it a permanent home should be a priority of the Association whatever choices it ultimately makes in management structure or strategy.

The Association is the lead organization for the heritage area, it provided the original inspiration and motivation to get the heritage area designation. The Association's members are experts with experience and insight that are keys to fulfilling the heritage area's mission as a grassroots organization and will be crucial to their efforts to secure funding and identify additional partners in implementation.

While it is a grassroots organization, it is now important that the Association's stance become focused on the long-term implementation of the plan and its own stance as authority and implementer in the Grape Belt. The Heritage Area Association should be maintained as an independent entity, but it has options for management as discussed below. None of these options are mutually exclusive, but offer a range of opportunities to the Association to position itself for long-term viability and implementation of the management plan.

## Options

A number of options for management are available to entities such as the Heritage Area. Three of them are discussed below. These options are not necessarily mutually exclusive and could be used in combination. They are:

- a. Independent Non-Profit Organization – Already established
- b. Expansion of an Existing entity
- c. Intermunicipal Agreement

## Recommended Management Actions

The Association should direct its management focus towards growing and professionalizing its 501(c)3 organization and building its future capacity. The Association has the benefit of a motivated core group of activist volunteers; now it needs to start setting the stage for the next steps:

- Permanent home in one of its developments
- Professional, permanent staff
- Funding stream
- Revised by-laws

In the interim, the Association should focus in the near term on communication with all New York municipalities within its jurisdiction to ensure the plan is adopted, that all municipalities buy in to implementation and to set the stage for future inter-municipal agreements to facilitate implementation, grant applications and administration and potential property acquisition.

**Table 7: Management Plan Options**

Description	Pros	Cons
<p><b>Non profit</b></p> <p>The Association has organized itself as a 501(c)3. It currently has no staff or permanent home of its own. Growing this organization should be a priority but could take time.</p>	<ul style="list-style-type: none"> <li>▶ Board is representative of the bi-state grape-growing area</li> <li>▶ The 501 is already up and running</li> <li>▶ Existing group of volunteers with capacity and ownership in place</li> </ul>	<ul style="list-style-type: none"> <li>▶ Need for funding, office location and staff</li> <li>▶ 501 (c)3's are barred from lobbying</li> <li>▶ Heavy reliance on volunteer effort without succession plans</li> <li>▶ By-laws are vague and boilerplate; for example they do not require geographically representative board of directors</li> </ul>
<p><b>Existing Entity</b></p> <p>Another, stronger, existing entity, with a similar mission to the Heritage Area could host the Association under a contractual agreement. Examples of appropriate hosts include chambers of commerce or convention and visitors bureau</p>	<ul style="list-style-type: none"> <li>▶ Ease and speed in organization by simply increasing the mandate of an existing entity</li> <li>▶ The entity would already possess knowledge and insight in the Heritage Area</li> <li>▶ Staff and office location</li> <li>▶ Bi-state organizations may exist that can take on this responsibility</li> </ul>	<ul style="list-style-type: none"> <li>▶ It could be difficult for the small organization to establish priority for its mandate inside a larger entity; particularly without additional funding</li> <li>▶ There is a need to keep the two organizations at arm's length from one another in regards to co-mingling of funds, liabilities for property that either may hold, etc.</li> </ul>
<p><b>Inter-municipal Agreement</b></p> <p>Under New York General Municipal Law, municipalities may band together to perform any service or function they all independently possess the power to accomplish. They can also agree to allow one municipality to perform this function for the group.</p>	<ul style="list-style-type: none"> <li>▶ Representative of the stakeholding communities</li> <li>▶ Municipalities have the knowledge and insight necessary to do the job</li> <li>▶ Municipalities, as eligible grant recipients, could share the grant administration and application responsibilities</li> <li>▶ Could result in a negotiated funding structure that ensures a fair, pro rata contribution by each community in support of the Heritage Area or other enduring funding source</li> </ul>	<ul style="list-style-type: none"> <li>▶ Excludes the Pennsylvania partners</li> <li>▶ Potential lack of capacity in some municipalities may make it difficult for all to share in responsibilities shifting responsibility to already overburdened local governments</li> </ul>



## Key Actions & Recommendations

The overall goal of the Lake Erie Concord Grape Belt Heritage Area Management Plan is to provide a blueprint for the creation of jobs and revitalization of communities by expanding the region's tourism cache to add duration to existing visitors' itineraries and to attract new visitors through celebration of the region's signature Concord grape identity. In order to be successful, the Grape Belt must provide unique, high quality experiences that visitors will want to enjoy again and again and share with others.

The Lake Erie Concord Grape Belt Heritage Area has the potential to take its place among world-class tourism destinations in the northeast United States and southern Ontario with its outstanding heritage, cultural and natural resources. Public and private initiatives will be needed to help the region reach its tourism potential. With the development of the Grape Discovery Center underway in 2010, the region has the opportunity to jumpstart heritage development and realization of its potential. The Grape Discovery Center is at the core of the Concord Grape Belt experience and is integral to the future success of the Heritage Area; its implementation should be a priority of the highest order.

The primary focus of the Heritage Area is on the history, culture and economy of the Concord grape and agriculture in the Heritage Area. The Grape Belt's destinations will reinforce the brand identity of the Concord grape through developments that interpret and celebrate the heritage of the grape. The Grape Belt also defines a transportation and circulation network providing a pleasurable and safe experience for motorists and cyclists as well as a system

for access to the educational, heritage, cultural and recreation resources of the region.

Private entrepreneurial initiatives will be key elements in ensuring the success of the Grape Belt Heritage Area. Adequate and appropriate accommodations, dining leisure, entertainment and recreation amenities must be available to support the anticipated heritage, culture and wine and food enthusiasts who represent the core audience for the Grape Belt Heritage Area. Local amenities must appeal to these tourists taste for high-quality and authentic experiences.

Many of the recommendations of the Lake Erie Concord Grape Belt Heritage Area Management Plan are meant to be implemented over the long-term – over the 10- to 20-year planning horizon. An example would be the recommended system of satellites centers interconnected to the Grape Discovery Center. Each of these centers should highlight a special aspect of the Grape Belt and refer visitors to the Discovery Center at the hub of the Heritage Area experience. These centers will develop as the volume of visitors and need for additional capacity dictate.

While recommendations like the satellite centers will take years to come to fruition, the Management Plan implementation should start immediately to lay the groundwork for the long term implementation, to begin attraction strategies for the target audiences and to build immediate excitement and buy-in for the vision of the future.

These are recommendations for which implementation can and should begin immediately:

### **APPROVAL AND SUBMISSION TO STATE PARKS**

The Lake Erie Concord Grape Heritage Association should endorse the Management Plan and begin gathering the approval of local governments immediately. Only after the local governments within the designated Heritage Area boundary, including Chautauqua County, have approved the plan can it be submitted to New York State Office of Parks, Recreation and Historic Preservation for approval.

The boundary of the Heritage Area can be expanded to include additional municipalities. The process is outlined below..

### **Guidelines for Heritage Area Management Plan Amendments**

The following steps outline the basic process for amending the Concord Grape Belt Management Plan, including but not limited to the addition of a municipality to the Concord Grape Belt Heritage Area boundary. For a complete description of the requirements of the management plan amendment process, refer to PRHP law, Article 35.

1. Municipality consults with Concord Grape Belt management entity and New York State Office of Parks, Recreation and Historic Preservation staff to develop justification for management plan and boundary amendment.
2. Municipality passes a resolution to approve the Concord Grape Belt Management Plan, requests that the Concord Grape Belt Management Plan be amended to include said municipality, and submits official copy of such resolution to the Concord Grape Belt management entity.



3. Upon receipt of municipal resolution and other materials described in Item #2, the Concord Grape Belt management entity votes on the requested amendment to the Concord Grape Belt Management Plan.

4. The Concord Grape Belt management entity submits written description of management plan and boundary amendment, and official copy of resolutions, as described in Items #2 and #3, to:

NYS Office of Parks, Recreation and Historic Preservation  
Attn. New York State Heritage Areas Program  
Empire State Plaza Agency Building #1  
Albany, NY 12238

5. NYS ORPHP submits boundary amendment for review and approval by the NYS Heritage Areas Advisory Council; and publishes amendment in State Register in accordance with PRHP Law Section 35.03 (2).

6. NYS OPRHP notifies the Concord Grape Belt management entity of approval, changes, or denial of approval in accordance with PRHP Law Section 35.05 (7).

7. Concord Grape Belt management entity files approved boundary amendment in the Office of the County Clerk of the appropriate county.

### **ESTABLISH IMPLEMENTATION TEAM**

Even before the necessary approvals are gathered, implementation can begin. The Concord Grape Belt Heritage Area Association, either as a whole or through its committee structure, should coordinate with the towns, villages and city to implement the plan's recommendations. The implementation team could take on the role of central point of contact for potential investors, building partnerships and seeking funding.

### **BECOME AN ACTIVE STAKEHOLDER IN LOCAL DEVELOPMENT**

The Concord Grape Belt Heritage Area Association will have a mandate to protect the heritage area's resources. As such, it should participate in important local decision-making. The Association can also take on a role in moving local planning efforts such as the Westfield-Ripley Waterfront Opportunities Plan, forward.

### **DEVELOP INVESTMENT MARKETING STRATEGY**

The Concord Grape Belt Heritage Area Association should develop a strategy to promote the Concord Grape Belt Heritage Area recommendations. The Association will need to collaborate with Grape Belt stakeholders (communities, economic development agencies, county and local governments, funding agencies, etc.) to promote investment opportunities, attract investors and implement related existing strategies such as the Chautauqua County leisure-learning strategy. Development of the strategy should include promotional products including, for example, PowerPoint presentations, brochures, media kits, the Association's DVD, news releases, cooperative and trade magazine advertising. An investor's guide presenting the region's tourism strength and summarizing the management plan should also be developed.

## DEVELOP CIRCULATION & PROMOTION INITIATIVES

Implementation of two key aspects of the circulation/transportation network recommendations can be initiated in the short-term: Development of a detailed wayfinding and signage program and discussions with the NYS Canal Corp., NYS DOT and Chautauqua County on development of gateways from the NYS Thruway to the Grape Belt.

Concurrent with discussions on the circulation and wayfinding program, the development, promotional materials development and coordination should also be initiated. An immediate step would be to incorporate standard graphics and logos on all existing maps, develop a promotional brochure highlighting the areas existing attractions and assets, and update tourism related websites. Existing resources should be evaluated for gaps and new materials developed to ensure that all aspects of the heritage area are incorporated in these materials. Equally important is a distribution strategy for publicity and promotional items. Ensuring the sufficient numbers of brochures and maps are available and that they are widely available at such places as Thruway service areas, chambers of commerce, restaurants, hotels and inns and at tourism attractions in order to cross promote the area's attractions.

Experiencing the Harvest



## **MAIN STREET REVITALIZATION**

The charming small-town atmosphere of the Grape Belt's downtowns is a crucial part of the Grape Belt's appeal. The villages should initiate downtown preservation and revitalization plans including Main Street design strategies. These plans will help enhance the image of the villages and the Grape Belt as a whole, assist in efforts to target downtown storefront occupancy and identify economic incentives for potential Main Street entrepreneurs.

## **COORDINATE AND ENHANCE LOCAL FESTIVALS**

Local festivals are a centerpiece in building tourism and visitation. Festivals are the most popular activity among Chautauqua County visitors after dining, shopping and driving (festivals are tied with visiting the beach). The Grape Belt already has a number of festivals including the America's Grape Country Wine Festival, Harvest Wine Weekends and Chautauqua Bon Vivant, as well as numerous festivals in towns and villages throughout the Grape Belt. These festivals should be centrally coordinated to ensure that gaps are filled and that duplication and conflicts are resolved. The potential for the Heritage Area to promote its resources through a regional festival with appeal directly to its core audiences should also be explored.

## **INTEGRATE CGBHA TOURISM INITIATIVES INTO LEISURE LEARNING STRATEGY**

The Lake Erie Concord Grape Belt Heritage Area Association should work with Chautauqua County, the Cornell Lake Erie Research & Extension Laboratory, Chautauqua Institution, State University of New York at Fredonia and other partners to integrate the Concord Grape and its "brand" into education initiatives consistent with the county's leisure learning destination strategy. In addition to the establishment of interpretive and thematic destinations, leisure learning can be integrated into the public realm developments such as the Grape Heritage Discovery Center and satellite centers as well as all levels of private sector entertainment and leisure activities from agritourism and wine tastings to crafts studio open houses and other history and heritage-related activities.

## **PARTICIPATE IN THE NEW YORK STATE CERTIFIED LOCAL GOVERNMENT PROGRAM**

The Certified Local Government (CLG) Program is available to any town, village or city that meets certain state and federal standards including having preservation legislation and a preservation review commission in place. After governments are approved by the New York State Office of Parks, Recreation and Historic Preservation's State Historic Preservation Office (SHPO), their applications are forwarded to the National Park Service for approval. CLGs receive support from the SHPO and are eligible for technical and legal assistance, assistance in identifying and listing properties on state and federal registers of historic places, training in historic preservation and preservation planning and eligibility for grants available only to CLGs. More information: <http://nysparks.state.ny.us/shpo/certified-local-governments/>

# Implementation of Key Actions & Recommendations

For each Key Action and Recommendation, the goal and objective to be satisfied is identified. In addition, responsibility/partners, estimated cost (if applicable), time frame, and additional notes are outlined. It is anticipated that the strategy will be reviewed and updated regularly to reflect progress and achievements.

Key Actions & Recommendations	Goal (s) / Objective (s)	Time Frame	Responsibility / Partners	Estimated Cost	Notes
Adoption, Approval and Submission to State Parks	All	Immediate	CGBHA, Municipalities	NA	
Establish Implementation Team	All	Immediate	CGBHA, Municipalities	NA	On-going
Become an Active Stakeholder in Local Development	All	Immediate	CGBHA	NA	On-going
Develop Investment Marketing Strategy		Short term	CGBHA	\$30 - \$40,000	Review / Update Regularly
Develop Circuation & Promotion Intifives	3 / a - f	Immediate - Short term	CGBHA, NYSDOT, County	TBD	Develop Brochure & Tourism Related Website Immediately
Main Street Revitalization	----- Refer to Destination Implementation Matrix -----				
Coordinate and Enhance Local Festivals	1 / a - f 3 / a, b, f, g 4 / a	Short term - Medium term		TBD	
Integrate CGBHA Tourism Initiatives into Leisure Learning Strategy	1 / e 3 / b, g 4 / a - f	Short term		TBD	Coordinate w/County Promotional Activities
Participate in the New York State Certified Local Government Program	1 / a - f 2 / a - e	Short term	Municipalities	NA	

## Time Frame Notes

Immediate: first 12 months  
 Short term: year 2 - 3  
 Medium term: year 3 - 4

## Abbreviations

CGBHA: Concord Grape Belt Heritage Area  
 NYSDOT: New York State Department of Transportation  
 TBD: To be determined  
 NA: Not applicable



# Implementation Matrices

After the Lake Erie Concord Grape Belt Heritage Area Association adopts this management plan as a guiding document for the future, the most important phase begins: implementation. It is essential to develop strategies to ensure that implementation occurs and the vision is ultimately realized. The implementation matrices for the Management Plan guide the physical improvements in the public realm that will provide the excitement and incentives to entrepreneurs who will develop private realm initiatives. Each matrix outlines a strategy to implement the key initiatives identified in the Opportunities Plan for each of the four primary categories: Destinations, Recreation, Education, Circulation.

For each initiative, the goal (s) and objective (s) being satisfied, responsibility/potential partners, estimated cost (if applicable), time frame, and additional notes are outlined. The estimated costs provided for both capital improvement projects and future consulting studies are “order of magnitude” costs intended for preliminary budgeting purposes only. All costs provided would be refined when a more detailed scope of work is determined for each item. Regarding time frame as indicated in the matrices, short term is considered to be 1- 3 years following adoption of the Management Plan, medium term is 4– 9 years, and long term is 10+ years. It is anticipated that the implementation strategy will be reviewed and updated regularly to reflect progress, funding availability, economic climate, current planning/development context, and other influencing factors that might impact implementation of the Management Plan.



Signage Along Route 5

### Abbreviations

CGBHA:	Concord Grape Belt Heritage Area
COCs:	Chambers of Commerce
CCVB:	Chautauqua County Visitors Bureau
DBAs:	Downtown Business Associations
NYSDOS:	New York State Department of State
NYSDOT:	New York State Department of Transportation
OPRHP:	New York State Office of Parks, Recreation & Historic Preservation
W/R WOP:	Westfield/Ripley Waterfront Opportunity Plan
TBD:	To be determined
NA:	Not applicable

## DESTINATIONS

DESTINATIONS	Goal (s) / Objective (s)	Time Frame	Responsibility / Partners	Estimated Cost	Notes
<b>Main Street Redevelopment</b>					
Initiate Concept Design/Engineering Study	2 / d, e 3 / b, f, g	Short term	Municipalities, COCs, DBAs	\$60-75,000	
Initial Physical Enhancements gateways, furnishings, landscaping interpretive panels, signage		Short term	Municipalities, COCs, DBAs	\$50 - \$75,000	
Primary Main Street Improvements services & utilities, roadway curb alignment, pedestrian paving, street lighting, street trees		Medium term	Municipalities, NYSDOT, COCs, DBAs	\$-750K/block typical Varies based on road profile - detailed costs provided by Concept Studies	Phased per Concept Study
<b>Barcelona Harbor Waterfront Center</b>					
Develop dredging plan	2 / e 3 / f, g	Short term	US Army Corp of Engineers	TBD	as per W/R W.O.P.
Initiate infrastructure engineering studies		Short term	Westfield, NYSDEC, OPRHP	\$30-\$50,000	as per W/R W.O.P.
Initiate Integrated Pier / Park Plan		Short term	Westfield, NYSDEC, OPRHP, NYSDOS	\$40 - 60,000	as per W/R W.O.P.
Initial Physical Enhancements entry sign, landscaping, swim facilities		Short term	Westfield	\$25-\$40,000	
Primary Harbor / Park Improvements pier, boating facilities, park improvements		Medium term	Westfield, NYSDEC, OPRHP, NYSDOS	TBD - detailed costs provided by Concept Studies	Phased per Pier/Park Plan
<b>Dunkirk Harbor Waterfront Center</b>					
Initiate Waterfront Master Plan	2 / e 3 / f, g	Short term	Dunkirk, NYSDEC, OPRHP, NYSDOS	\$75 - \$100,000	
Initial Physical Enhancements signage, landscaping, user amenities		Short term	City of Dunkirk	\$50-60,000	
Primary Waterfront Improvements Pier Redevelopment Memorial Park Enhancements Link to Point Gratiot Park Link to Wright Beach / Park		Medium term Medium term Long term Long term	Dunkirk, NYSDEC, OPRHP, NYSDOS	TBD - detailed costs provided by Master Plan	Phased per Master Plan
<b>Sunset Bay Waterfront Center</b>					
Initiate Waterfront Master Plan	2 / e 3 / f, g	Short term	Hanover, NYSDEC, OPRHP, NYSDOS	\$50 - \$60,000	Include Rt. 5 Commercial Node
Initial Physical Enhancements entry sign, landscaping, picnic facilities		Short term	Hanover	\$40-50,000	
Primary Park/Beach Improvements streetscape, boating facilities passive park facilities, circulation improvements		Medium term	Hanover, NYSDEC, OPRHP, NYSDOS	TBD - detailed costs provided by Master Plan	Phased per Master Plan
<b>Future Satellite Centers</b>	2 / c, e 3 / a, b, d, f, g	Long term	Municipalities, CGBHA	NA	
<b>Grape Discovery Center</b>	1 / a - f 2 / c, e 3 / a, b, d, f, g	Phase 1 - Short term Phase 2 - TBD	CGBHA	TBD	Refer to report by Heritage Strategies, LLC



## RECREATION

	Goal (s) / Objective (s)	Time Frame	Responsibility / Partners	Estimated Cost (Varies by type/location)	Notes
<b>Trail Planning and Development</b>				(varies by type/location)	
Prepare CGB Trails Master Plan Study	2 / a, b 3 / c, e, f, g	Short term	CGBHA, County, CCVB	\$60-\$75,000.00	integrate existing routes
Develop Basic Multi-Use Trails/Cycling Routes		Medium term	CGBHA, County, NYSDEC, NYSDOT	\$40-\$75,000/mile	prioritize off-road routes
Develop Nature / Hiking Trails		Long term	CGBHA, County, NYSDEC	\$20- \$40,000/mile	
<b>Creek Access</b>					
Prepare Creek Access Concept Plans	2 / a, b 3 / c, e, f, g	Short term	CGBHA, County, NYSDOT, NYSDEC	\$10 - \$25,000 each	
Develop Route 5 Creek Access Nodes/Trails		Short term	CGBHA, County, NYSDOT, NYSDEC	\$25-\$75,000 each	prioritize link to Lake
Develop Route 20 Creek Access Nodes/Trails		Short term	CGBHA, County, NYSDOT, NYSDEC	\$25-\$75,000 each	prioritize linking Nodes
<b>Waterfront Parks</b>				(varies by site/programming)	
Prepare Waterfront Park Concept Plans	2 / a, b 3 / c, e, f, g	Short term	Municipalities, NYSDOS	\$25 - \$50,000	
Hideaway Bay / George Borrello Pak Passive park facilities, link E/W beaches Open Restaurant		Medium term TBD	Silver Creek, NYSDEC, OPRHP, NYSDOS Public/Private Partnership	\$30-\$50,000/acre NA	
Sheridan Bay Town Park Passive park facilities Improve camping facilities		Medium term	Sheridan, NYSDEC, OPRHP, NYSDOS	\$30-\$50,000/acre	
Ottaway Park Shoreline access, passive park facilities Event facilities, trails		Long term	Westfield, NYSDEC, OPRHP, NYSDOS	\$30-\$50,000/acre	as per W/R W.O.P.
Ripley Beach Park Shoreline access, passive park facilities Nature center, trails, parking		Long term	Ripley, NYSDEC, PRHP, NYSDOS	\$30-\$50,000/acre	as per W/R W.O.P.

## INTERPRETATION & EDUCATION

	Goal (s) / Objective (s)	Time Frame	Responsibility / Partners	Estimated Cost	Notes
<b>Lake Erie Research Station</b>					
Establish curriculum for learning opportunities	1 / a, b, c, e, f 3 / d, f 4 / a, b, c, d, e	Short term	CLEREL, CGBHA	NA	
Promote CLEREL programs/courses		Short term	CLEREL, CGBHA	NA	
Integrate into Investment Marketing Strategy		Short term	CGBHA	NA	
Integrate into County Leisure Learning Strategy		Short Term	County	NA	
<b>Processing Plant Tours</b>					
Initiate discussions with plant operators	1 / a, b, d, f 2 / c 3 / f, g 4 / a, b, d	Short term	CGBHA, plant operators	NA	
Develop tours programming		Short term	CGBHA, plant operators	NA	
Integrate into Investment Marketing Strategy		Short term	CGBHA	NA	
Integrate into County Leisure Learning Strategy		Short Term	County	NA	
<b>Heritage / Culture Resources</b>					
Identify/nominate potential new resources	2 / a, c, d, e 3 / a, c, d, e, g 4 / d	Short term	CGBHA	NA	
Integrate into Wayfinding Plan		Short term	CGBHA, County	NA	
Integrate into Investment Marketing Strategy		Short term	CGBHA	NA	



## CIRCULATION

	Goal (s) / Objective (s)	Time Frame	Responsibility / Partners	Estimated Cost	Notes
<b>CGB Circle Route</b>					
Initiate discussions with NYSDOT, NY Seaway Trail	2 / e 3 / b, c, e, g	Short term	CGBHA, County, NYSDOT	NA	
Develop Circle Route design guidelines		Short term	CGBHA, County	\$25-\$40,000	create design continuity
Link concept with Trails Master Plan		Medium term	CGBHA, County	NA	integrate cycle lanes
Integrate into Wayfinding System		Medium term	CGBHA, County	NA	
Nominate Route 20 as State/National Byway		Medium term	CGBHA, County	NA	
<b>Escarpment Scenic Drive</b>					
Conduct route selection study	2 / b 3 / c, e, g	Long term	CGBHA, County, municipalities	\$20-\$35,000	based on existing roads
Link concept with Trails Master Plan		Long term	CGBHA, County	NA	integrate cycle lanes
Integrate into Wayfinding System		Long term	CGBHA, County	NA	
<b>Wayfinding</b>					
<b>Arrival Gateways</b> Initiate discussions with NYSDOT/Canal Corp Identify potential partnerships	2 / e 3 / b, c, e, g 4 / d, e	Short term	CGBHA, County, NYSDOT	TBD	retail uses west gateway
		Short term	CGBHA, County	NA	
<b>Orientation Pullovers</b> Initiate discussions with NYSDOT Conduct site selection study Develop concept plans for pullovers Phased implementation		Short term	CGBHA, County, NYSDOT	NA	consider views design to support theme based on concept studies
		Short term	CGBHA, County	\$25-\$40,000	
	Short term	CGBHA, County	\$40-60,000		
<b>Identification/Directional Signage</b> Develop Signage Program Implement signage program		Short term	CGBHA, County	\$25-40,000	types, locations, graphics
		Short term	CGBHA, County	TBD	

# Appendices

**Summary of Background Documents /  
Planning Context**

**Maps of Intrinsic Resources and Scenic  
Resources**

**Summary of Public Input**

**Funding Opportunities**

**Excerpts from “Concept Design of  
Interpretative Exhibits”**



# Appendices

## **Summary of Background Documents / Planning Context**

## **Summary of Reviewed Documents**

### ***Concord Grape Belt Heritage Area Management Plan***

#### **Chautauqua County Farmland Protection Plan (2000)**

The Chautauqua County Farmland Protection Plan recognizes the importance of the grape industry to the economy of the County. Grape farms support the grape processing and marketing industries located in the County. The Chautauqua County Farmland Protection Plan focuses on strengthening of the farming economy over the preservation of agricultural land. Key strategies presented in the plan include the following:

- Providing adequate financial resources for the farming community
- Providing tax relief to farmers
- Promoting and marketing agribusiness and agritourism
- Supporting Right to Farm laws
- Designating an Agriculture Development Specialist
- Getting more land into Agricultural Districts
- Raising community awareness of the importance of the agriculture industry
- Linking farms to emerging markets
- Providing educational opportunities for agricultural businesses.
- Strengthening tourism opportunities

**Linking Community Revitalization and Environmental  
Restoration in the Great Lakes Region (2001)**

The 2001 report links urban revitalization with open space protection to achieve more efficient and sustainable land use and expenditure of public resources. This roundtable builds upon existing efforts within NYS towards that end.

The goal of the round table was to plan and conduct a forum to showcase past successes; discuss present challenges and identify a range of opportunities linking land conservation, development and redevelopment in order to improve the health and vitality of the Great Lakes region. The meeting had the following objectives:

- Brief roundtable participants on the variety of existing and recommended programs, resources and strategies related to land conservation and development and redevelopment, including but not limited to coastal management, brownfields, open space, rural preservation, transportation management, greenways and canal ways, and related “smart growth” initiatives.
- Provide a forum for representatives of pertinent stakeholder organizations and government to network and discuss their experiences and needs in a collegial atmosphere.
- Improve information-sharing by employing various communication techniques and technologies.
- Identify opportunities to enhance the benefits of regional and statewide programs, resources and strategies (identified in Objective 1), as they may apply within the Great Lakes basin portion of New York state.

This study details existing NYS programs, funding and resources currently available; many of which are relevant to the Lake Erie Concord Grape Belt Heritage Management Plan. Selected strategies adapted from the Great Lakes Commission’s report are included in the study. It study also describes several case studies, one of which is the Lake Erie Concord Grape Belt – The Great Lakes Region’s first agricultural heritage area.

**Agriculture and Farmland Protection Programs – Local Stakeholder Views  
New York State Department of Agriculture & Markets (2003)**

A series of six round table discussions were held throughout New York State. The meetings were held to obtain views from stakeholders on current State farmland protection programs and to discuss ideas for improvement.

**Ag Districts**

- Benefits are often misunderstood
- Certification is complex
- Local governments misunderstanding of regulations

**Taxation**

- Overvaluation
- School taxes are a burden
- Lack of penalty for development

**Farming Economics**

- Farm viability
- Little interest in the next generation continuing farming operations
- Unfair competition
- Farming not targeted by industrial development efforts

**Farmland Protection Programs**

- Farmer resistance to sale of development rights
- Lack of political support for protecting farmland
- Cost of programs

From these discussions, the following strategies were developed to strengthen farmland preservation

- Dedicating economic development programs towards farming activities
- Get town governments more involved in protecting agricultural land
- Expand state resources and incentives

### **Westfield Connections – The Westfield Community Planning and Design Initiative (2003)**

This study is a summary of design alternatives intended to improve the visual landscape of the Town and Village of Westfield in targeted areas. The plan recognizes that the thruway interchange at north portage Road is the gateway not only to Westfield, but also to Chautauqua Lake and the Surrounding Area. The plan highlights improvement at the interchange as well as all along North Portage Street. The plan recommends improved signage, street tree plantings and parking area screening. The plan also addresses the character of the municipal parking area, which is conveniently located behind buildings on Main Street, but has the visual character of an alley. The plan depicts façade and streetscape improvements in the Village Center and landscape improvements for Moore Park. The plan also proposes a greenway connecting the Village to the vineyards and the Chautauqua Gorge.

### **Town of Westfield and Town of Ripley Waterfront Opportunity Plan (2008)**

The Waterfront Opportunity Plan is aimed at enhancing the Lake Erie Waterfront and the two main streams within the towns for the benefit of residents and visitors. Barcelona Harbor is a main focus of the plan. The plan calls for improvements to the harbor itself as well as improved landscaping and infrastructure improvements. Establishing a critical mass of activities around the harbor is another goal of the plan. The plan also targets improvements to Ripley Beach and improved access to Chautauqua Gorge and Twenty Mile Creek. The plan establishes Rt. 5 as the “Main Street” connecting the waterfronts of the two communities. The rural character of the roadway should be preserved. The plan recommends the preservation of agricultural land along the corridor as the principal means of preserving the rural character. In addition to the enhancing the visual character of the area and improving access, the plan stresses the importance of tourism and marketing strategies.

### **Chautauqua County Branding, Development, & Marketing Action Plan (2009)**

The Branding, Development, & Marketing Action Plan creates a strategy for Chautauqua County to build on there already successful tourism industry. The plan recognizes that many of the amenities that make the county a desirable place for visitors can also be found in other areas. In order for Chautauqua County to stand out as a premiere tourist destination, it has to adopt a “brand” or central theme that is unique. The brand that was developed by the plan is to market Chautauqua County as “The World’s Learning Center,” a destination for leisure learning opportunities. The theme builds off the success of the Chautauqua Institute. The plan identifies other activities in the county that would promote this theme, but more activities need to be developed in order for the County to be successful. It is one thing for the County to call itself “The World’s Learning Center,” but the County has

to deliver on the promise. The plan suggests that different areas of the county develop a niche consistent with promoting this theme. The Grape Discovery Center should play a major role in promoting the theme. Individual communities should also create their own niche. Cooking schools, art classes, boating lessons, and scuba-diving schools were suggested as niche activities. The plan does not suggest that the existing activities be abandoned. Wineries and recreational activities will still play a vital role as either a primary draw or a side activity for leisure learning travelers. The plan also suggests that each community will need to improve their image and provide a critical mass of accommodations and restaurants to be successful.

**Visualizing the Options: Choosing Among our Alternative Futures  
Chautauqua County Design Principles Guidebook (2009)**

This study contains numerous design principles and concepts that are being offered to officials, residents, and business people across the County, for consideration. They reflect some of the more progressive and creative approaches to managing growth and the change it brings to small towns in rural areas. Images of existing places are used to illustrate design practices – good and bad – that may be helpful to guide Chautauqua County to a better future.

As part of the planning effort that went into the production of this guidelines booklet, an Image Preference Survey was conducted at a public meeting in October 2008, in association with the County Comprehensive Plan update. The following commentary describes some of the distinguishing characteristics of the images, those aspects that differentiate them for better or worse, as rated and scored by survey respondents. Generally, the images in the Commercial/Industrial category which were rated highest exhibited the following characteristics: visual impact of parking minimized from the road through rear locations, plantings, stone walls, fences, etc.; non-generic buildings with traditional architecture; parking lots with many trees; shops arranged around “village green” open space; two-story “Main Street” building design with sidewalks and shade trees; signs made of wood rather than plastic, and low (“monument”) signs. Rated lowest in the Commercial/Industrial category were roadside views dominated by large expanses of asphalt in parking visible from the street, sparse landscaping, few or no shade trees, boxy, flat-roofed buildings, cluttered signage, and tall pole-mounted signs. In the Residential category, images rated highest were those showing homes fronting onto greens or backing onto open space, trails, streets lined with shade trees, modest front setbacks, cul-de-sac islands with trees, and streets of modest to moderate width. Rated lowest were images of neighborhoods without green spaces, streets without trees, streets that are very wide, and homes with visually prominent garage doors.

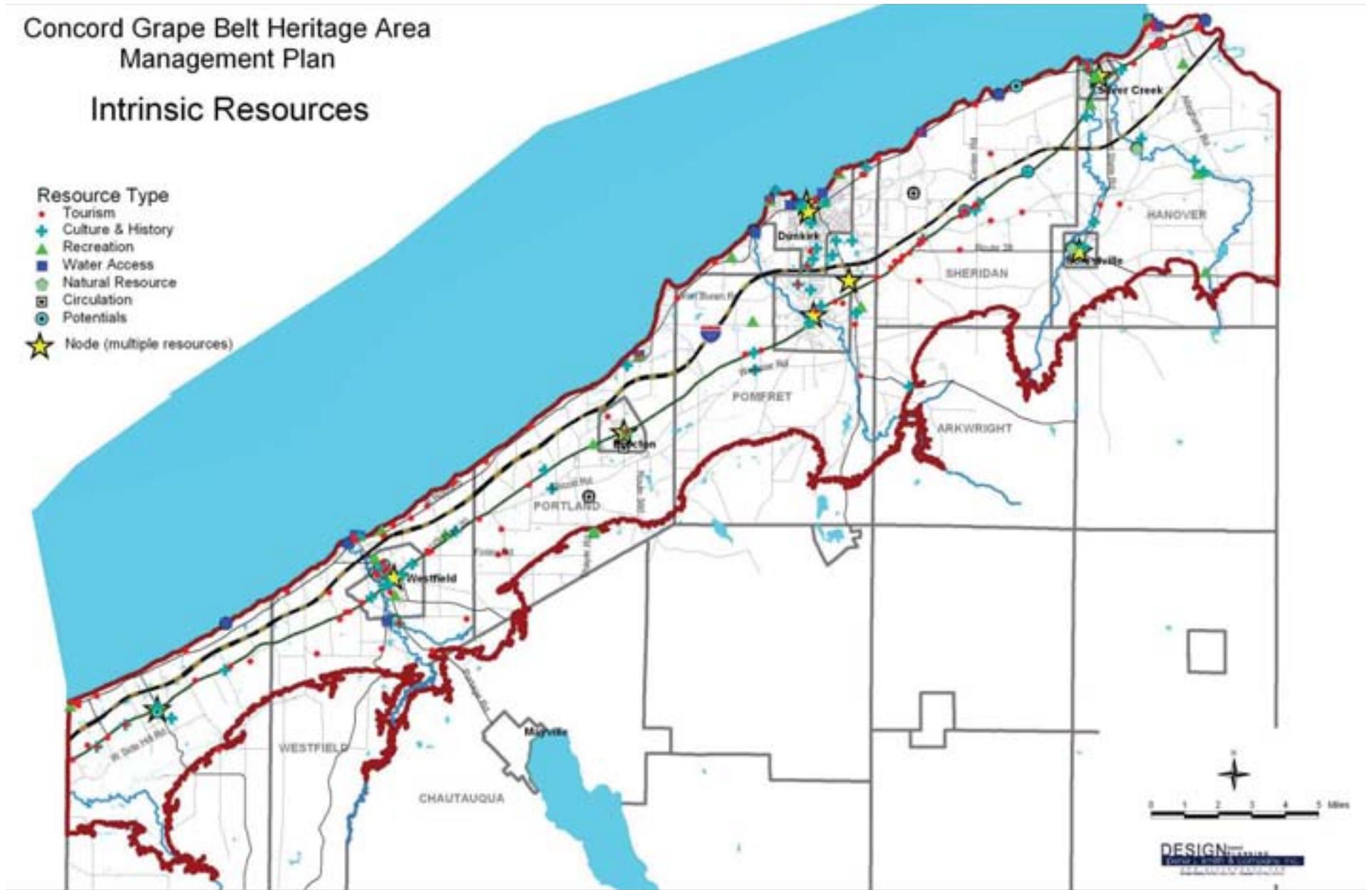
# Appendices

## Maps of Intrinsic Resources and Scenic Resources

# Concord Grape Belt Heritage Area Management Plan

## Intrinsic Resources

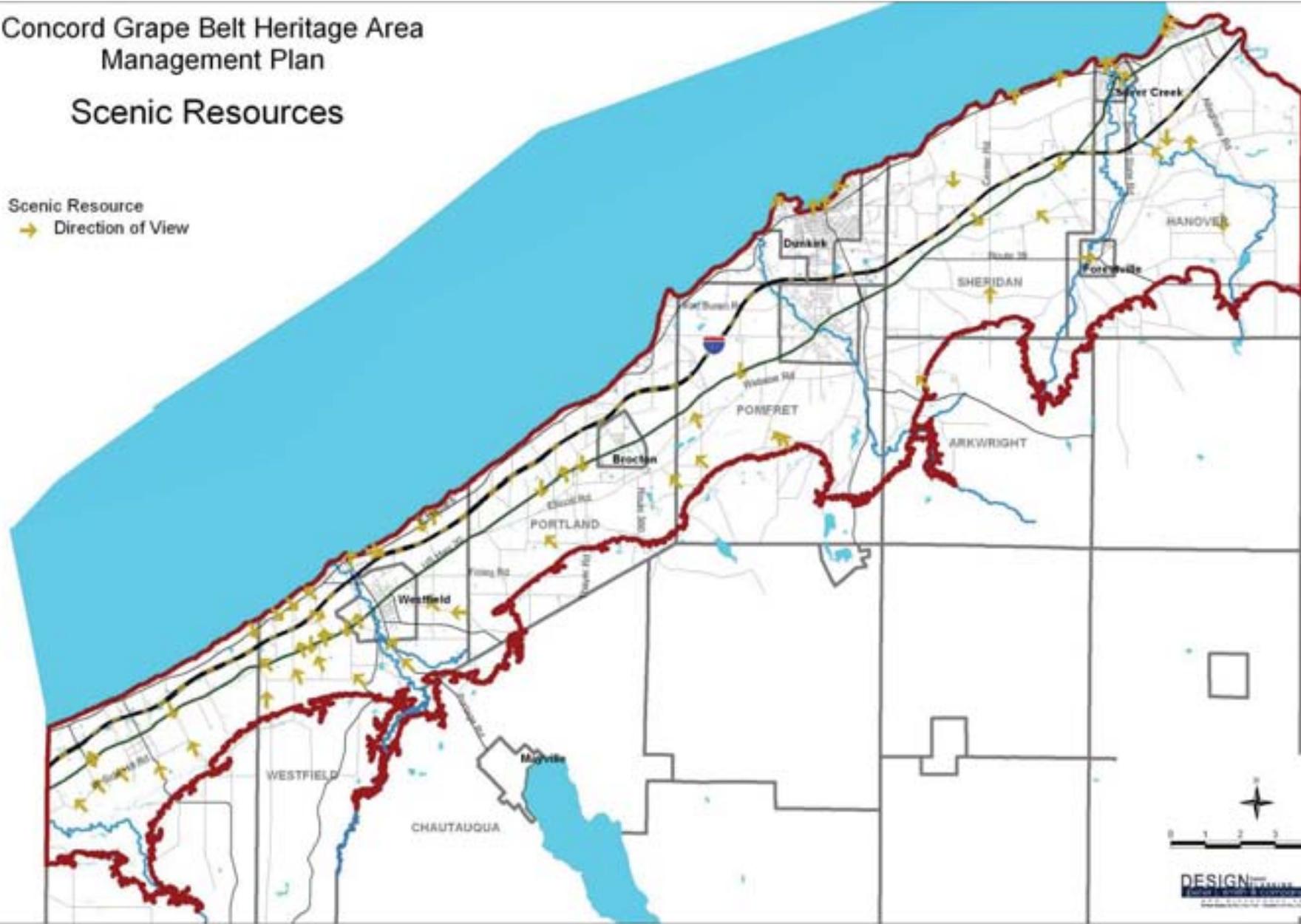
- Resource Type**
- Tourism
  - + Culture & History
  - ▲ Recreation
  - Water Access
  - Natural Resource
  - ⊠ Circulation
  - ⊙ Potentials
  - ★ Node (multiple resources)



# Concord Grape Belt Heritage Area Management Plan

## Scenic Resources

Scenic Resource  
→ Direction of View



0 1 2 3 4 5 Miles  
DESIGN WITH PURPOSE  
CONCORD AREA ECONOMIC DEVELOPMENT  
CONCORD, VERMONT



# Appendices

## Summary of Public Input

# Economic Development & Tourism Focus Group Workbook Results

## Concord Grape Belt Heritage Area Management Plan

**What makes The Lake Erie Concord Grape Belt unique? In a phrase or a sentence, describe the character of the region – e.g. “The Grape Belt is ....”**

- Duncan Hilchey from Cornell put it best: “There is no other place in the world like the Concord Grape Belt”
- Next to Lake Erie, vineyards, producing health concord grape products, recognized not only North America but Europe and Asia
- Unique region for growing and producing a world class product
- Unique because it is the largest contiguous grouping of grapes east of California, still being actively cultivated for both commercial and tourism purposes
- (2) Oldest and largest concord grape growing region in the world
- Over 150 year heritage of successful grape growing in the region
- This growing area is the best for growing concord grapes (weather)
- Climate-fruit growing, grapes and wine, concord, German wines
- Geography that creates an ideal climate for growing Concord grapes and other grapes
- Dramatic changes in climate within a small geographic region
- This industry is made possible through a unique micro-climate
- An agricultural micro-climate that can only be found here in this part of the County
- Unique climate suited to growing concord and other grapes; unique and deserve protection and marketing, small family farm based – no corporate farms, long history of multi-generational farms, strong support for research and extension
- (2) The Grape Belt is scenic...filled with multi-generational family farms where growing grapes is as much of a profession as it is a lifestyle - multigenerational based small farms – strong sense of commitment towards wanting to keep agriculture viable
- The distinct, delicious flavor of the concord grape! Not just any grape juice – it’s the flavor your grandma served you when you were a kid
- The flavor of the purple grape juice (although not unique, just establishing)
- “nostalgia”
- “Americana”
- Architectural heritage and villages
- Natural beauty
- The combined visceral impact of vineyards as far as the eye can see, with the spectacular Lake Erie shoreline
- Unique – geological/geographic area (Lake Erie, Allegheny Plateau, Erie Lake Plain) with unique natural resources-migration flyway (water birds, passerines, raptors), scenic vistas, water-based recreation opportunities

- Bird migration flyway
- Much more opportunity for birding, much has not yet been documented
- Wildlife
- Fishing
- Best fishing in the world for Walleye, Steelhead – has significant economic impact and can make a “package” of imagery for people to latch on to
- Naturally recognizable product
- Home to a large agricultural industry, which is a primary foundation of the local economy
- Recognized as producing a very healthy product
- Lake Erie Brand
- Economic development from major processors and now wineries
- Growing wine grape in region - unique way to market these things - growers coop, Mogen David, Cliffstar, Welch’s , Carriage House, Constellation - when one sector is down there are alternatives in other sectors
- As an industry we have to keep up with technology, face a lot of climatic conditions and need to enable producers to be efficient and competitive
- Competitive in a world market
- “unspoiled” but untapped potential
- Unspoiled location is ideal, untapped, underdeveloped, lacks critical mass of support businesses

**Heritage tourists want authentic experiences like B&B’s with cooking classes, festivals and interactive exhibits. What local experiences could be developed here?**

- Harvest season offers excitement during October for visitors
- Table Grape marketing, currently very little on-farm agri-tourism
- (2) Farm tours/visits, direct agriculture experiences – agritourism
- Farmers market in Westfield
- Ride a grape harvester
- Hands-on learning at grape farms/vineyards
- Grape farm tours
- Festivals are established local events, perhaps a unified marketing plan would broaden their appeal
- Grape Festival, currently in Silver Creek, expand to a county level
- Festivals abound – grape focused – Am Grape County Brand Wine Festival, Silver Creek Grape Festival, Northeast Wine festival – communities struggling to hold on to these – 50<sup>th</sup> year of Grape Queen
- Film Festivals
- No real coordination between festival committees – get people into the room together and plan their events

- It's very hard for each of the little towns to keep their festivals going – they need to cooperate to grow and sustain their festivals - have to regionalize
- Ghost story tours – we have one or two already in FR, Lake Erie? Shipwreck tours? Beach Barcelona Lighthouse
- Plant tours
- Backroad adventures - a summer morning/afternoon bus trip which highlights different geographic, agricultural elements of the area – stopping to see vistas, visiting farms, you-pick, wineries, etc.
- Amish tours
- Amish Commercialism
- Architectural tours – Fredonia, Westfield, Chautauqua Institute, eg.
- Classic architecture, underground railroad sites, tourism/historic/point of interest
- Wineries
- (2) Winemaking for personal use
- Wine and juice tour and tasting (like the Jameson distillery in Dublin)
- Signage - Watkins Glen – has excellent signage, good cooperation between 40 wineries
- Tasteful signage laws would improve the look of the place
- Rails to Trails could connect to wineries, should have more that connect to wineries
- The local people need to be educated! Restaurants, convenience store associates, etc.
- How do you eat a slip skin grape? People are used to grocery store (spit seeds? Eat seeds? Eat skin? Spit? Chew? Swallow whole?) reds and whites and don't know how to eat a concord
- Naples, NY is known for their grape pie weekend, we need a signature concord dish
- (3) Grape Discovery Center - Grape Learning Center – interactive experience attraction for area – already in progress
- Discovery Center could be the focal point for a lot of experiences in region - what about a cooking school using local products?
- GDC will be opportunity for interactive exhibits – could incorporate cooking
- Promote farm to chef programs in all forms
- Cooking with local foods
- More access, parking signage for stream fishing informational materials
- Area-wide fishing – many guides (some Orvis fly fishing) that take people to fish
- Steelhead fishing
- Commercial fishing
- Fishing/accommodation/dining packages
- Bird watching “guides” or group tours
- Birding weekend
- Birding opportunities, especially March through June – opportunities here in the heritage belt but also in nearby Presque Isle and in southern Chautauqua County (eg. Roger Tory Peterson Institute, Jamestown Audubon)

- Snowmobiling, riding, bike, area wide fishing, not just Lake Erie
- Snowmobiling
- Snowmobiling has gained much popularity; already have a snowmobile map - should be done digitally soon
- Snow shoeing guided tours
- Cross-country skiing and downhill skiing
- Horseback riding map should also be done soon – one of the fastest growing industries
- Hiking and biking trails
- Guided diving Lake Erie
- Shipwreck diving
- Have to regionalize or won't maintain anything
- (2) Need for coordination - coordinate efforts with agencies
- Sustainable production
- Administer groups through hotels or agency
- Cultural opportunities at Chautauqua and the State University of New York at Fredonia
- Escape to Chautauqua Bus and Self Tour
- Beauty spa utilizing grape seed products
- Develop the ones already in place – don't recreate the wheel by re-creating things in place
- Connect groups with existing clientele
- Improve scenery – VT vs. NY, rural and towns, clean-up abandoned vineyards, zoning/setbacks, etc. towns – help restore old buildings
- Northern part of county needs to spend more to encourage tourism

**What are the three biggest challenges facing economic development and tourism in the Grape Belt?**

- (2) Inadequate and/or failing infrastructure (eg. Westfield Memorial Hospital)
- Critical mass of infrastructure
- NYS infrastructure – taxes and regulations
- (2) Taxes
- Crushing tax burden in NYS (including workers comp, health ins., etc.)
- (3) Money
- Raising capital
- Funding availability for moving priority projects forward
- Money, Resistance/Lodging, Dining, and Shopping (need all three to get people to stay here as a destination)
- Money – education of the community to understand our resources for tourism
- “good” tourism – more \$ - real local preservation/development – authentic attraction

- Insufficient value locally placed on scenic beauty of area and on its natural resources
- Water, education, the need to continue some type of “Empire Zones”
- The already established and entrenched focus on industry
- Population age/age of business owners – too old to actively seek build something for the future
- Public view “why would you want to come here?”
- Perception
- Marketing and perception of the region
- Resistance
- Educating the natives that summer traffic jams are signs of money flowing into the community
- Uniting communities for common cause
- Uniting special interest groups
- Shortage of professionals – labor shortages, insufficient work ethic
- Local pride (lack of it)
- Regulation
- Cooperation and coordination among potential stakeholders is ...any project
- Coordination
- Lack of cooperation among entities
- People unwilling to invest in tourism efforts because it is not a coordinated effort (currently)
- “the attraction” we have 50,000 attractions here – what is the brand?
- Provincialism
- Regionalism – this area, not village/town is the focus
- No adoption of regionalism
- The region includes PA
- Three major cities (Buffalo, Cleveland, Pittsburgh) are in economic decline and population loss/change
- Lack of economic vitality due to people/businesses moving out
- Hard to accomplish much with shrinking core
- Western gateway Ripley is devoid of attraction

**What are the three biggest opportunities for economic development and tourism in the Grape Belt?**

- Protect and promote natural resources and scenic beauty
- Seasons (great opportunities for promoting the four seasons unique items associated with each)
- Authentic product in visual environment
- Create interpretive opportunities
- (2) Relatively inexpensive destination

- General, wide-spread interest in wine
- Wine trail development
- (2) Agritourism – the food industry is very diverse, not just grape based and can tie in much more varied interests
- Culinary assets are very much underutilized - The Grape Belt – really a fruit belt, has all kinds of produce which are and can be successfully grown here – should really be a showcase for good, local food
- Food, industry
- Local produced food
- New food – processing companies and technology
- Tourism development
- Changes in tourist market, the heritage or eco-tourist market
- People staying close to home
- Buy local
- Historical significance
- Build for our heritage (sustainability – local food, concord grapes)
- (3) Amish - engage the Amish more
- Second homes
- (2) Residential growth with home-based businesses - selling these people on the living environment
- Coordination between communities
- Synergy = \$
- Businesses and agencies coordinating efforts
- Attractions: grapes, wine trail, Lake Erie – lodging, dining, shopping
- Lodging, dining, shopping – demanded by the tourist
- Lodging
- Restaurants
- Shopping
- Regional approach
- Regional population base
- Buffalo, Cleveland, Pittsburgh all within 2 ½ hours – huge potential customer base
- Lots of people go by US 190 and I86
- Bring travelers to experiential product – niche
- Take advantage of federal funding to improve infrastructure
- Attract professionals
- Undeveloped waterfront
- Ripley Gateway

**What are the ways that the Lake Erie Concord Grape Belt Heritage Area Management Plan can be most useful to you in meeting your organization's goals?**

- The plan needs to clearly articulate the importance of the region's scenic beauty, its unspoiled rural characteristics and its unique natural resources – the lake, the creek gorges, the wildlife resources (migratory corridor, nesting American Bald Eagles, migrating warblers, migrating raptors)
- Exposure to our region
- Further improve the regions scenic, tourist and cultural surroundings
- Provide varied, high quality day, weekend, seasonal activities
- Show the public what a concord area looks like - the fact that US produce the best family farms
- Sustainable agriculture, and a healthier economic outlook assuming the plan and center is very captivating
- Preservation of agricultural farmland and heritage
- Promoting the health, nutrition and value of locally grown foods, mainly concord and Niagara grape juices is instrumental in growing Welch's and the future of our grower-owners and their family farms. Creating a learning experience and a coordinated effort for real hands on consumer experiences has great potential for expanding our business.
- Engender local pride
- Heritage center could highlight the products produced in the area including wine, grape juice, grape seed oil
- Increase demand for Concord Grape products
- Make the Grape Discovery Center the focus, the hub
- Tourism and resulting economic development ( small business startups, expansion)
- It all boils down to JOBS for Chautauqua County
- Would help identify potential market and business opportunities for new residents and/or corporations
- Can show prospective businesses as evidence of progressive thinking in area
- Develop and core group of committed individuals and organizations that will continue to work towards improving the economic and social well-being of Chautauqua County and its citizens
- As part of the Chamber of Commerce it would be a great resource to show our communities the importance of coordination and communicating the events and resources at our communities
- Coordination of activities audience and events would be most useful focus for county tourism efforts
- Focus for local municipalities and NGO's
- Cultivate media contacts; provide articles about tourism, regionalism, infrastructure needs, etc. they are always looking for local topics
- Will provide a channel to a funding source for continued grape promotions
- Helpful if it outlines specific project actions, attraction opportunities that are fertile for development in the region. Also need estimates on achieving success – funding, resources, partnerships
- Achieve final heritage Area Designation

## **Agriculture & Heritage Focus Group Workbook Results**

### ***Concord Grape Belt Heritage Area Management Plan***

**What makes The Lake Erie Concord Grape Belt unique? In a phrase or a sentence, describe the character of the region – e.g. “The Grape Belt is ....”**

- (3) Unique – the history 1859-2010 – 150 years of wine production – (1) much more history than Cayuga Wine Trail and others
- Historically shebbed table grapes before Welch
- Changing seasons – activities that go with that
- Geography and climate conditions
- Unique growing area – cool spring, warm fall
- The Grape Belt is an agricultural area not found in many places in USA – grape vineyards seen in large areas and the smell of the concords in the fall are unique – the growing and harvesting are not like other crops
- (2) The Lake Erie Concord Grape Belt is the largest region with the best environment/climate for concord grape growing in the world - only place where the finest concord are and can be grown
- Lake Plain region between Lake Erie and Alleghany Plateau which has become primarily a grape growing region
- (4) People – friendliness
- (5) Family farmers/farms – (1) unique stubborn family farmer – (1) dedicated farmers who aren’t making a lot of money – (1) not thousands of acres under one company
- Farmers coop
- It makes for a very interesting landscape
- Escarpment
- The way the grape fields pop-up out of nowhere and are tucked in all along the corridor as well as the proximity to the Lake Erie shoreline
- (2) The Lake (Lake Erie) and other waterways
- Place – agriculture, natural resources, history, small village, transportation
- (4) Natural beauty - beautiful countryside – it is amazing around here – (1) the gorge
- (3) Aroma - smell of concord grapes in the fall
- Amish – should be capitalized upon
- (2) All the vineyards
- It brings up a number of questions about grape growing

**How can advancements in agricultural technology fit with preservation of the Grape Belt's unique heritage with the goal of maintaining jobs and prosperity?**

- Heritage is a great way to promote hands on workshops to experience the feel, smell and sights of grape growing/harvesting
- Heritage zoning – can't sell for development – would help preserve and protect
- Preservation of heritage facilities (exteriors) – architecture
- Greater promotion
- Family farms - story preservation
- Do farmers work in groups to share information?
- Show that we still have a dynamic industry – I am constantly surprised by some of the high technology and sciences used today – robotic cow milker, revolution pruning grape vines, GPS to tell which areas need fertilizer
- Many of the advancements were and are made by growers and processors here - advancements keep the process competitive
- Mechanical farmers
- Electronic controlled speech with GPS
- Video, GPS, active high tech
- It is the only way to keep-up
- Have no idea – unfamiliar with these advancements
- Establish a wine coop – promote and sell product  
(wine producer organization)
- Promote and sell nationally
- Wine thing may not last into the future
- Certified local government
- Organic farming could be successful if the product could be sold elsewhere – more local food rather than organic

**How can the unique qualities of the Grape Belt and its core agricultural industries be sustained to assure its prosperity in the future? Will sustainable and organic practices fit into Grape Belt's future? How?**

- (2) Promote local foods
- Create visitor experiences and connections that bring them back
- Sustain grape industry – diversify – organic, brambles, berries, fruits, vegetables, meats, baked goods
- Farmer's markets
- Year-round indoor market - there are some buildings in \_\_\_\_ that could be a good venue
- Mom and pop atmosphere

**What are the three biggest challenges facing agriculture and heritage preservation in the Grape Belt? The three biggest opportunities?**

- Challenge: Lack of caring about historical preservation (zoning regulations with “teeth”)
- No money for heritage preservation
- Wine is “hot” now – may not be in 50 years
- Challenge – tourism marketers
- Smaller farmers to stay in business
- Farm profitability, so that next generation will continue farming – smaller farmer to stay in business
- Concentration of a few grape processors with uncertain futures
- Challenge: local buy in by residents and their education
- Challenge: NYS business climate and practices
- Keeping the concord growing profitable – some concord juice is imported
- Preserving things that are no longer in use too costly – who has the money?
- Challenge – lack of knowledge about what we have and what could be
- Challenge: Economics and over regulation of businesses
- Challenge: creating coordination, organization, marketing focus
- Opportunity: Education
- Chautauqua County Extension brochure on location of Farm Stands
- Seasonable fruit stands
- Raising local interest – education and buy-in of residents– raise public awareness – promote what we have
- Opportunity: Historic Preservation zoning law
- Promote the history
- Opportunities: lots of wineries, heritage – cultural institute, tourism
- Make the wine tours more attractive
- Opportunity: Tourism – hands on workshops with strong positive learning experiences
- Promote the area – talk to people who come and spend their summers here – so many opportunities, just a matter of coordinating them – kayaking, fishing, hunting, skiing, snowboarding, petting farms
- Visitors Bureau is excellent – they are always looking for things to do
- (2) Opportunity: need collaboration - more collaboration among different groups
- Opportunities: Co-operative programs to sell products and asset attractions that can grow other businesses that support the local economy
- Opportunity: marketing focus can produce outstanding results

**What are the ways that the Lake Erie Concord Grape Belt Heritage Area Management Plan can be most useful to you in meeting your organization's goals?**

- Increase our attendance and income
- Promote the area's history and historic preservation
- Support for historian projects and preservation
- The South County area should hold programming (grape industry) sessions to educate and interest that area on the Heritage area
- Sustain our way of life, preserve and protect our heritage, the environment along the Lake Erie Plain
- NE Historical society would welcome and support an increase in visitors to allow us to tell our stories
- Anyway I can get more visitors to come to the area and the come to Jamestown to see the "big city" of the County is a success
- Promote regional collaboration among many different interest groups
- Support for products and events at Parkview Ice Cream Parlor
- My organization almost just closed down – the best way you could help is to bring in money to this area to save what we have before it is lost
- Promote newly ventures like farmers markets organic farers
- Provide new thought ideas to develop
- Provide a foundation for future efforts
- Put into words many of the things that have been described

## **Open Space Focus Group Workbook Results**

### ***Concord Grape Belt Heritage Area Management Plan***

**What makes The Lake Erie Concord Grape Belt unique? In a phrase or a sentence, describe the character of the region – e.g. “The Grape Belt is ....”**

- Its combination of scenic agricultural, rural landscapes, the beauty of Lake Erie and its gorges, idyllic villages, farmstands and homegrown wineries make it a pleasant place to live and experience for families and adults of all ages
- Geology, scenic vistas
- A geological region that has become a major grape production region because of soil, climate, transportation and farming advantages and is the largest area of Concord grape variety.
- Relative to the Finger Lakes Grape Belt? I don't know it is unique.
- Largest grape growing region east of the Rockies
- Wine trail
- Agricultural heritage including farm markets and stands, wineries, etc.
- Is part of southwest NY state, northern part of Chautauqua County – doesn't look like any other place in the state
- Accessible from Thruway, but seems like a remote area, not really close to a “big city”.
- Place for outdoor and water recreation (4 seasons)
- Winter sports – snowmobiling, skiing
- Fishing
- Unique opportunities for tourism in Region
- Unique cultural opportunities - unique cultural aspects – “grape pie”, Amish, harvester
- Historical value to sites, buildings, etc.
- Architecture of homes/buildings
- An area full of unique small owns – small town character/values
- Cultural opportunities (especially SUNY Fredonia, proximity to Chautauqua Institution)

**How can the need to protect and sustain the Grape Belt’s unique environmental and recreation assets – including waterfronts – be balanced with public access for recreation to these areas?**

- Undeveloped Lake Erie waterfronts should be inventoried and prioritized for preservation with consideration to conserve such sites for public access and some sites with access limited. Stream corridors and creek mouths should be inventoried and conserved with conservation easements and purchase where more intensive public use is desirable. Support organizations to have the resources to conserve and sustain the protection and maintenance of such sites
- Shoreline regulations need to be maintained
- Barcelona – public uses the walking area by the stream – now the Town has purchased the land to legitimize use - look at ownership along the streams and develop access and protection
- Make what public access we have more known so supported by public
- Seems that there already are a number of parks, etc. providing public access to these areas - separate from areas that may be developed
- Gorges are great fishing opportunities, but limited number of access to the creeks
- Lots of places are no longer accessible - Ripley Beach, Ottaway Park in Westfield always closed - develop access to them
- Beach areas need to be purchased - the beaches are very unique because they are shale, great geological history
- Hard to launch boats on Lake Erie unless you’re in a harbor – couple of launches near Northeast
- Delineate recreational assets
- Agricultural areas are almost completely off limits
- Vermont – Open Farm System. You can pick up the phone and take a tour of someone’s farm
- Inventory and acquire assets thru purchase/conservation easements
- Determine what lands should be acquired, then work on partnerships
- Make sure they’ll be available in future years, then make everything else off limits as of today
- Develop assets – parking rest areas, etc. – more future public use of existing assets
- Identify scenic view sites on area roads
- Develop bike routes, expand trail system
- Rails to Trails has great places to take a hike
- Signage
- Map of “where I can walk” on Lake Erie
- Consider creating a visitor guide and link resources from one place to another

- Good infrastructure in place
- Grape farming must be profitable for lands to remain in production.
- Maybe through partnerships interconnections to resources could be made
- Train from oil city that carried grapes south – should build upon it.
- Recreate site of gallows for last public hanging in New York State

### **What are the three biggest challenges facing open space, recreation and the environment in the Grape Belt?**

- Need for economic development in an economically stagnant area may lead to short term decisions.
- Definitions – How much open space is enough? What kind/how much recreation do we want and how much can we stand?
- Letting the public know what open space and recreation resources exist
- \$
- Identification of funding sources
- High cost of lakeshore property makes it difficult to acquire
- How to make \$ for local farmer / land owner
- Economics - low profits in grape farming – change of land use - land could go out of production - need to keep a viable grape industry going
- Encourage sustainable agriculture practices to make sure the area is preserved and protected
- Marketing – getting the word out, tempting people to come here
- Changing elected officials ideas/attitude towards change
- Demand/Cost of lakeshore property
- Protect the vistas – people building homes on the Bluff
- Private property rights vs. public access - protect the rights of landowners and find ways to cooperate with the farmers and other landowners
- Land owners waiting to exclude public from their land and adjacent public land: Lake Erie lake shore below high water mark
- Protecting the rights of landowners while maximizing environmental resources for tourism, etc. – ways to cooperate with farmers, etc.
- Culture of letting people use/hunt/fish on property has changed – liability issues - snowmobilers do a good job of compromising

- Mindset of many public officials opposed to investing in open space conservation and public access if it “takes property off the tax rolls” despite multiple and positive benefit: cost ration benefits
- Creating and maintaining continuity between resource managers
- Sustainability
- Protect the rural character - try not to change the character irretrievably
- Developing the area in a way that promotes
- Maintaining continuity, identifying a way to keep point people in contact
- Maintenance costs Ripley – received 100K to improve beach and returned money because didn’t want the long term costs
- Find a way to establish a “critical mass” of linkages
- Marketing – getting the word out
- Consistency with our vision

**What are the three biggest opportunities facing open space, recreation and the environment in the Grape Belt?**

- Creating a regional recognition of the environmental assets of the area – ‘place’ - and don’t forget the PA portion of the Grape Belt.
- Untapped recreational opportunities
- Growing wine trail – brings people to the area who may then take advantage of recreational opportunities, etc.
- Great opportunities for cooperation among agriculture, tourism and recreation organizations and businesses to really make this a “destination” – cross-promotion
- Value-added opportunities for farmers and agricultural businesses – grape-growers to wineries adds to tourism opportunities and economic opportunities for farmers
- Way for land owners and farm owners to profit from tourism – ex. Bed & Breakfasts, farm tours, etc. - farmers opportunities for value added products
- Creating and tying hiking, biking, jogging, cross-country skiing, and fishing opportunities together with wineries, bed and breakfasts, farmstands
- Ag, tourism and recreation cooperation
- 
- Promoting cycling/hiking/jogging vacations Erie – Buffalo
- Former CRT - Rail Trail is the biggest opportunity – pave half for bikers, leave half dirt for horses and runners - a paved trail will bring in tons of bikers - much economic opportunity in attracting bikers

- Developing ATV trails
- Developing public access trails along streams and connect to beaches and amenities (historic Portage Trail – Mayville to Barcelona - lead people on excursions)
- Connect trails, Rails to Trails, cycling trails
- If both sides of Barcelona Creek were public, it would be a great recreation area for families
- Developing a sizable holding of public accessible land from the Westside of Chautauqua creek east to the pier/launch and further east at Barcelona with amenities to allow all day use
- Cross country and Lake Erie State Park underused
- Commonality of purpose among regions residents
- We have some good organizations in place to help oversee all of the above - Planning Department, Lake Erie Heritage Area Management Team, Watershed Conservancy, local development corporations - great little groups – B&B association, snowmobile club
- Location of grape belt – proximity to population centers, 3 major travel corridor
- Bring in dollars for developments of some for some proposed projects
- Promote all of the thruways exits as gateways to local subcultures; if you get off at Westfield, it's not just about Westfield – Portland, Institution
- Discovery Center being built is a huge opportunity – grape heritage museum
- Marathon or local races focusing on wineries
- Two more wineries opening next year

**What are the ways that the Lake Erie Concord Grape Belt Heritage Area Management Plan can be most useful to you in meeting your organization's goals?**

- Promoting history of the region and especially the grape industry
- Bringing tourism to the region
- Increased camping and day use from increased tourism
- Take a hike - Rails to Trails - Get people "off their duff" to move
- Inventorying the natural resources – undeveloped shorelines, view vistas, stream corridors, waterfalls, wetlands, etc. that our organization can target for conservation
- Soil mapping and US Fish and Wildlife mapping
- Recommending the conservation of these places and linkages to assist in seeking funds

- Protecting private landowner rights
- Recommend all levels of government and private foundations financially support these projects
- Getting people to work together toward some common goals
- You are the wordsmiths - the plan can help us utilize the ideas that are being discussed - provide the framework to build on

## Public Meeting Results

### Concord Grape Belt Heritage Area Management Plan

#### January 14, 2010 Public Meeting

On January 14, 2010, the residents and stakeholders of the Concord Grape Belt demonstrated their commitment to the quality development of the Heritage Area. During the public meeting for the Concord Grape Belt Heritage Area Management Plan, participants each completed a workbook regarding their opinion of the future of the Grape Belt and worked together in small groups to identify the important assets along the Grape Belt.

#### Workbook Results

The workbooks that were filled out individually during the meeting addressed four issues that are being considered in the development of the Management Plan: Grape Belt Attributes, Access in the Grape Belt, Grape Belt Needs, and Grape Belt Themes. The following discusses the responses gathered on these topics.

##### Grape Belt Attributes

The overwhelming positive response to the questions regarding preservation, promotion and enhancement illustrates the community commitment and concern for the existing resources. The community agreement on enhancing the town centers and villages as small retail and community centers shows the communities understanding of the need to focus development in order to preserve the scenic beauty and agricultural and rural character.

Grape Belt Attributes	Percent of Participants that Agreed
The Grape Belt Heritage Area would benefit from the preservation of the area's <b>scenic beauty</b> .	100%
The <b>agriculture and rural character</b> of the Heritage Area should be preserved and promoted.	100%
The <b>town centers and villages</b> of the Heritage Area should be enhanced as small retail and community centers for the benefit of residents and visitors alike.	100%
The <b>escarpment and lake environment</b> is an important educational attraction that should be enhanced.	97%
The <b>history of the grape industry and culture</b> is of great significance and should be demonstrated throughout the Heritage Area.	94%

### Access in the Grape Belt

The responses to the questions regarding access identify the need to coordinate the access in the Heritage Area through wayfinding techniques, particularly directional signage and visitor centers. Other comments during the meeting brought up concerns of the quality of the signage in the Heritage Area and the need for not just signage, but appropriate Grape Belt signage.

Access in the Grape Belt	
<b>Directional signage</b> is needed to help residents and visitors access the grape related attributes of the Heritage Area.	94%
A <b>visitors center</b> where residents and visitors can access information about the Heritage Area and its grape related attributes is needed.	94%
<b>Informational kiosks</b> along the Grape Belt would improve the Heritage Area experience.	86%
<b>Gateways</b> to the Grape Belt Heritage Area would raise awareness of the area and help the Grape Belt be recognized as a destination.	92%

### Grape Belt Needs

When asked about the existing appropriate resources, clear deficiencies were identified, in particular the need for more shops and boutiques as well as more restaurants and accommodations within the Heritage Area. Also identified was the need for circulation improvement for different modes including bicycles, pedestrians and vehicles.

Grape Belt Needs	
<b>Circulation improvement</b> in the Grape Belt Heritage Area is needed.	72%
The condition of the area's <b>cultural and heritage resources</b> needs improvement.	86%
The Heritage Area has appropriate <b>shops and boutiques</b> to serve as an attraction in the Heritage Area.	25%
There are appropriate <b>restaurants and accommodations</b> within the Heritage Area.	36%
The residents and visitors of the Heritage Area are able to access the <b>natural features</b> of the Grape Belt.	42%
The residents and visitors of the Heritage Area are able to access the <b>park and public features</b> of the Grape Belt.	61%

## Grape Belt Themes

While generally most participants agreed with the potential themes of grape farming, the history of the grape industry and culture, the grape growing environment and open space and recreation, the importance of grape farming arose as the most popular theme. Also what came out of this discussion was that while themes such as history and open space/recreation are important, they are not unique themes and therefore not as critical.

Grape Belt Themes	
<b>Grape farming</b> is an important theme of the Grape Belt Heritage Area.	89%
The <b>history of the grape industry and culture</b> is an important theme of the Grape Belt Heritage Area.	86%
The <b>grape growing environment</b> is an important theme of the Grape Belt Heritage Area.	83%
<b>Open space and recreation</b> is an important theme of the Grape Belt Heritage Area.	86%

## Group Mapping Exercise

During the meeting, participants were asked to break up into small groups and gather around maps of the Heritage Area. Group participants discussed the assets of the Heritage Area and wrote their input on the maps provided. The groups identified potential locations for gateways, kiosks, visitor centers, directional signage and destinations as well as where access improvement was needed. Groups also identified what assets would be included in an environmental theme, a recreational theme or a historical theme. The results of this mapping exercise are detailed in the following synthesis map.

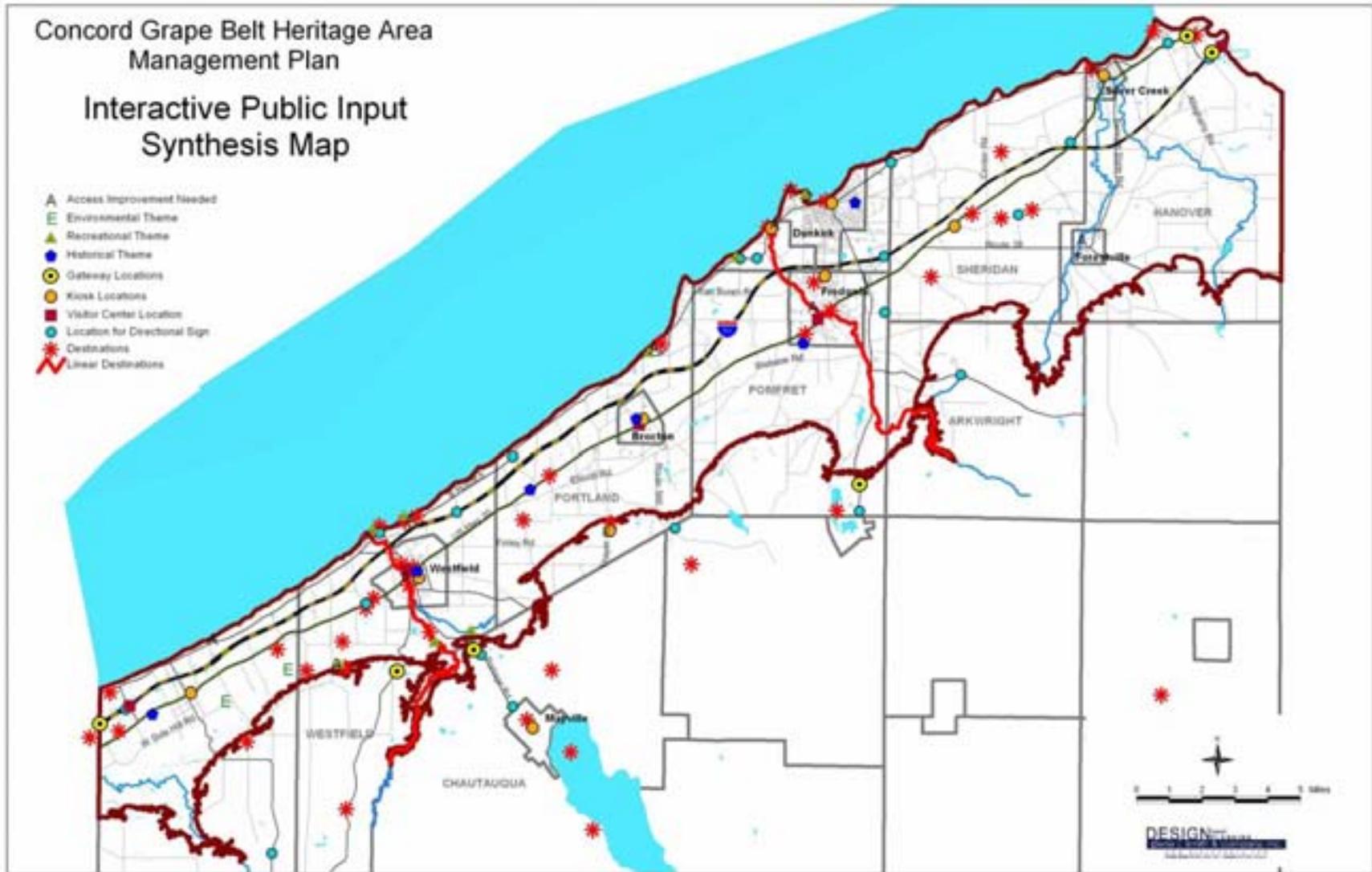
In addition to the comments mapped, there were a number of ideas demonstrated on individual interactive maps that were not practical to map, but make a significant point that needs to be expressed. These include the following:

- Destinations
  - All Fruit Stands
  - Tom Ridge Enviro-Center
  - Authentic Restaurants
  - Open State Land outside of Study Area
  - Grape and other Festivals (no specific location)
  - Views from Escarpment and Sunsets
- Access Improvements Needed throughout Study Area

- Access to Cross County/Snowmobile Trails
- Access to Lake Erie (no specific location)
- Directional Signs all along Rt. 20 and the Entire Wine Route
- Entire Wine Route as a Recreational Theme
- Need Bicycle Routes Designated throughout Study Area
- Recreational Theme throughout Study Area
- Whole Study Area as an Environmental and Farming Theme

As a final portion of the mapping exercise groups were asked to identify the priority attributes of the Heritage Area. The following lists the attributes identified and the number of groups identified each attribute as a priority.

- Wine trail/Wineries (5)
- Discovery Center (4)
- NYS Gateway (3)
- Proximity to Lake Erie (3)
- Scenic Views (3)
- Authentic Victorian Villages (2)
- Escarpment (2)
- Vineyards (2)
- Emphasis on Tourism (wineries, recreation, improve town centers)
- Farms, Fruit Stands, Farm Markets
- Fishing/Sportsmen Tournaments
- Historical Significance of Grapes
- History
- Production Factory Tours
- Recreation
- Whole Area as Destination





# Appendices

## Funding Opportunities

The matrix below offers 36 funding sources to help the CGBHA reach its goals. The matrix is fairly evenly split between state/federal and private funding sources. Every effort has been made to check these sources to ensure the funding cited is actually available. Because of difficult and changing economic circumstances, these sources may or may not continue availability of grants funding. Many private sources (none cited here) have suspended funding but continue to accept applications against a time when they will resume funding. Most sources that originate with or go through New York State are in limbo as of mid-spring 2010. Some of these state programs are pass-throughs for federal money and are funded. Distribution of funding could resume as the state settles on its new fiscal year strategy.

The Chautauqua County Industrial Development Agency offers numerous incentives which are not listed here. An overview and more information are on the agency's page on the county's website: <http://www.co.chautauqua.ny.us/>. County IDA incentives include tax exempt financing, payment-in-lieu-of-taxes (PILOT) agreements, sales tax exemption and other incentives.

Program	Description	Agency Contact	Notes
<b>Federal &amp; State Funding Sources</b>			
USDA NRCS Programs under the 2008 Farm Bill	Numerous programs under the 2008 Farm Bill including programs to encourage organic farming, conservation assistance for organic farmer as well as programs for farmers using traditional methods to implement agricultural management and conservation.	New York Office, US Department of Agriculture (USDA), National Resources Conservation Services State Conservationist (Syracuse) (315) 477-6504 <a href="http://www.ny.nrcs.usda.gov/programs/#financial_assistance">http://www.ny.nrcs.usda.gov/programs/#financial_assistance</a>	Varies
US EPA	Various grants programs for conservation and pollution remediation/prevention including public beach water quality monitoring notification, Great Lakes Restoration Initiative and SAI (Strategic Agricultural Initiative) Grants	EPA Region 2 Headquarters (New York City) (212) 637-3660 <a href="http://www.epa.gov/region2/">http://www.epa.gov/region2/</a>	Funding varies, beach program was funded at \$351,000 for NYS in 2010
Community Development Block Grant (CDBG) State Administered Program	Grants to States to develop viable Program communities (e.g., housing, a suitable living environment, expanded economic opportunities) in non-entitled areas, for low- and moderate-income persons.	Application is made through NYS Division of Housing and Community Renewal (DHCR) <a href="http://www.dhcr.state.ny.us/Funding/">http://www.dhcr.state.ny.us/Funding/</a>	Up to \$40 million available for the 2010 funding round

Concord Grape Belt Heritage Area Management Plan – Funding Opportunities

Program	Description	Agency Contact	Notes
Land and Water Conservation Fund (LWCF)	Funding to States for outdoor recreational development, renovation, land acquisition and planning	Department of Interior (DOI) National Parks Service (NPS); Application is made through NYS DOS and DEC for funded programs, see EPF below	Up to \$500,000 -- 50/50 local match required
Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETA-LU)	Funding from the Highway Trust Fund for enhancements such as acquisition, scenic easements, and conversion of abandoned railways to trails	Federal Highway Administration Highway Trust Fund <a href="http://www.fhwa.dot.gov/safetealu/index.htm">http://www.fhwa.dot.gov/safetealu/index.htm</a>	This 2009 program was extended to December 31, 2010; it restores some funding that was cut as a result of the national economic downturn; it does not include highway projects included in stimulus funding programs
Boating Infrastructure Grant (BIG) Program	Federal Fish & Wildlife Service grants distributed to states for the development and maintenance of facilities for transient non-trailerable recreational vessels open water for vessels	NYS Applicants must apply through the NYS Office of Parks, Recreation and Historic Preservation <a href="http://nysparks.state.ny.us/grants/boating-infrastructure/default.aspx">http://nysparks.state.ny.us/grants/boating-infrastructure/default.aspx</a>	Program funded at \$10 million nationwide for 2010; federal participation can be up to 75% of project cost
Recreational Trails Program (RTP)	Provides and maintains recreational trails for both motorized and non-motorized trail use. (NY Office of Parks, Recreation, and Historic Preservation (OPRHP) administers the program for NY state)	US DOT FHWA in consult with Department of Interior (DOI)-National Parks Service (NPS) Bureau of Land Management and USDA – US Forest Service Apply through the NYSOPRHP <a href="http://nysparks.state.ny.us/grants/recreational-trails/default.aspx">http://nysparks.state.ny.us/grants/recreational-trails/default.aspx</a>	
Bridge Replacement and Rehabilitation	Funding for eligible bridges on any public road.	US DOT Federal Highway Administration FHWA <a href="http://www.fhwa.dot.gov/index.html">http://www.fhwa.dot.gov/index.html</a>	

Concord Grape Belt Heritage Area Management Plan – Funding Opportunities

Program	Description	Agency Contact	Notes
Public Works & Economic Development	Grants assist in the construction of public works and development facilities needed to initiate and support the creation or retention of permanent jobs in the private sector. This program targets geographic areas experiencing substantial economic distress. Funds may be used to support such public facilities as tourism facilities.	U.S. Department of Commerce Economic Development Administration <a href="http://www.eda.gov">www.eda.gov</a>	There is no specific minimum or maximum
National Scenic Byways Program	Provides funds for pedestrian and bicycle facilities along designated National Scenic Byways, for access to recreational facilities, and for the construction of byway facilities such as rest areas, turnouts, overlooks, and interpretive centers.	Federal Highway Administration U.S. Department of Transportation <a href="http://www.byways.org">www.byways.org</a>	Funds administered through this discretionary program are provided to states; requires state nomination, corridor management plan and federal nomination
New York State Scenic Byways	Recognizes routes of any length which are remarkable for their scenic resources and for the "story" they have to tell. Resource inventory, narrative and Corridor Management Plan required. Designation can open doors to funding and to national byway designation	NYS Scenic Byways Program <a href="https://www.nysdot.gov/display/programs/scenic-byways/organizers/nominating">https://www.nysdot.gov/display/programs/scenic-byways/organizers/nominating</a>	State scenic byway coordinator: Mark Woods (518) 457-6277 <a href="mailto:ScenicByways@dot.state.ny.us">ScenicByways@dot.state.ny.us</a>
Cooperative Endangered Species Conservation Fund	Provides Federal financial assistance in the development of programs for the conservation of endangered or threatened species. Funds may be used for surveys, planning, monitoring, land management, land acquisition, fish & wildlife protection, and public education.	U.S. Fish and Wildlife Service U.S. Department of the Interior	Grants range from \$1,000 to \$235,000

Concord Grape Belt Heritage Area Management Plan – Funding Opportunities

Program	Description	Agency Contact	Notes
Environmental Protection Fund (EPF)	Funding administered by NYS Department of State DOS, Department of Environmental Conservation DEC, and Office of Parks Recreation and Historic preservation OPRHP to support many of the State's environmental needs. Results include development and mitigation related planning initiatives and projects such as acquisition projects as identified in Conserving Open Space, the development of Local Waterfront Revitalization Plans, and other Plans.	New York State DOS - <a href="http://www.nyswaterfronts.com/grantopps.asp">www.nyswaterfronts.com/grantopps.asp</a> DEC - <a href="http://www.dec.state.ny.us">www.dec.state.ny.us</a> OPRHP - <a href="http://www.nysparks.com/grants">www.nysparks.com/grants</a>	Up to \$500,000 -- 50/50 local match required; announcement of 2009-2010 recipients was made in December 2009; there is no current solicitation for EPF LWRP funds although one is expected
New York Main Street Program	Administered by the Office of Community Renewal (OCR) under direction of New York State Housing Trust Fund Corporation (HTFC). The NYMS provides funds to stimulate reinvestment in properties located within mixed-use commercial districts located in urban, small town, and rural areas of New York State	Funding administered by NYS Department of Housing and Community Renewal: <a href="http://www.dhcr.state.ny.us/Funding/">http://www.dhcr.state.ny.us/Funding/</a>	Anticipated 2010 funding is \$5 million statewide; matching grant funded projects have included building renovation, façade improvement programs, downtown anchor projects and streetscapes; 2010 application deadline 4/23/2010
Heritage Areas System Grant Programs	Projects to preserve, rehabilitate or restore lands, waters or structures, identified in a management plan approved by the Commissioner in accordance with section 35.05 of the Parks, Recreation and Historic Preservation Law, for use by all segments of the population for park, recreation or conservation purposes	NYS Office of Parks, Recreation and Historic Preservation <a href="http://nysparks.state.ny.us/grants/programs/heritage.asp">http://nysparks.state.ny.us/grants/programs/heritage.asp</a>	

Concord Grape Belt Heritage Area Management Plan – Funding Opportunities

Program	Description	Agency Contact	Notes
NYS Certified Local Government Program	The State Historic Preservation Office (SHPO) determines if communities meet state and federal standards, including enacting appropriate preservation legislation and appointing a qualified preservation review commission. After being approved at the state level, applications are forwarded to the National Park Service for certification.	NYS Certified Local Government Program <a href="http://nysparks.state.ny.us/grants/certified-local-government/default.aspx">http://nysparks.state.ny.us/grants/certified-local-government/default.aspx</a>	CLGs are eligible to receive services including technical support, and legal advice and assistance, assistance with identifying properties for listing in the State and National Registers of Historic Places; training opportunities ; grants for CLGs (\$5,000-\$15,000 is the general range) CLG Coordinator: (518) 237-8643.
The Clean Water/Clean Air Bond Act	Provides significant resources for several open space and recreation programs including, open space conservation projects administered by DEC and OPRHP, farm land protection administered by NYS Dept. of Agriculture and Markets.	Funding is distributed at the state level by New York State DOS, DEC, OPRHP	Up to \$500,000 -- 50/50 match required
Preserve America Grants	<i>Preserve America</i> grants offer planning funding from the Federal Government to support communities that have demonstrated a commitment to preserving, recognizing, designating, and protecting local cultural resources. Grants are available to assist local economies find self-sustaining ways to promote and preserve their cultural and natural resources through heritage tourism.	Advisory Council on Historic Preservation (202) 606-8503 visit <a href="http://www.preserveamerica.gov">www.preserveamerica.gov</a>	\$15,000-\$250,000 awards, 50/50 cash or in-kind match

Concord Grape Belt Heritage Area Management Plan – Funding Opportunities

Program	Description	Agency Contact	Notes
Municipal Agricultural and Farmland Protection Planning Grant	Provides an economic incentive to municipalities to develop local agricultural and farmland protection plans that will maintain the economic viability of the state's agricultural industry and its supporting land base and to protect the environmental and landscape preservation values associated with agriculture	NYS Department of Agriculture and Markets <a href="http://www.agmkt.state.ny.us">www.agmkt.state.ny.us</a>	
<b>Private Funding Sources</b>			
American Conservation Association	Interests include wildlife preservation and protection, the environment, conservation of natural resources, historic preservation, historical societies, public policy, research, and recreation	American Conservation Association, Inc. (202) 624-9367	In the past, grants ranged from \$5,000 to 40,000
Bikes Belong Grant Program	Strives to put more people on bicycles more often by funding important and influential projects that leverage federal funding and build momentum for bicycling in communities across the U.S. These projects include bike paths, lanes, and routes, as well as bike parks, mountain bike trails, BMX facilities, and large-scale bicycle advocacy initiatives.	Bikes Belong Coalition <a href="http://www.bikesbelong.org/grants">http://www.bikesbelong.org/grants</a>	Grants available for a maximum of \$10,000 for facilities and advocacy. Not more than 50% of project should be Bikes Belong funding; grant applications considered quarterly
The Joyce Foundation	Awards grants in six primary areas: including education, employment, the environment with a focus on the Great Lakes, gun violence, money and politics, and culture	The Joyce Foundation (312) 782-2464 <a href="http://www.joycefdn.org">www.joycefdn.org</a>	Grants have ranged from \$3,000 to \$600,000; application process should begin with a letter of inquiry -- specific instructions available on foundation website
Kodak American Greenways Awards Program	Provide small grants to stimulate the planning and design of greenways in communities throughout America	Eastman Kodak Company The Conservation Fund National Geographic Society <a href="http://www.conservationfund.org/node/245">http://www.conservationfund.org/node/245</a>	\$2,500 max.

Concord Grape Belt Heritage Area Management Plan – Funding Opportunities

Program	Description	Agency Contact	Notes
American Express Foundation	Makes grants in the areas of cultural heritage, leadership and community service.	<a href="http://home3.americanexpress.com/corp/csr.asp">http://home3.americanexpress.com/corp/csr.asp</a>	Grants to non-profits only, funds a wide variety of projects and programs
The Knapp Foundation	Provides support for projects and programs pertaining to wildlife and waterfowl conservation, and to college and university libraries to purchase reading materials and equipment to improve education	The Knapp Foundation (301) 745-5660	Past grants ranged up to \$89,000
The Mars Foundation	Interests of the foundation include the protection and preservation of animals and wildlife, the arts, education, the environment, natural resources, historic preservation, historical societies, and human services	The Mars Foundation (703) 821-4900	Range from \$1,000 to \$50,000
National Fish and Wildlife Program	Federal restoration/acquisition partnerships. Initiatives focus on wetlands, fisheries, wildlife, species of concern, neo-tropical birds Offers grants to achieve measurable outcomes in the conservation of fish, wildlife, plants and the habitats on which they depend	National Fish and Wildlife Program <a href="http://www.nfwf.org">http://www.nfwf.org</a>	Matching grants twice annually up to \$250,000 per award
Cedar Tree Foundation	Makes grants in the areas of environment and sustainable agriculture with an emphasis on social justice and conservation	Cedar Tree Foundation <a href="http://www.cedartreefound.org/">http://www.cedartreefound.org/</a>	Does not make unsolicited gifts, process should start with a letter of inquiry; full details on website
Harry Chapin Foundation	Named in honor of the late singer, the foundation supports programs in community education, arts in education and agriculture and environment; grants only to not for profit organizations	Harry Chapin Foundation <a href="http://www.harrychapinfoundation.org/">http://www.harrychapinfoundation.org/</a>	Grant maximum is \$10,000
Industrial Heritage Preservation Grants Program	Offers Industrial Heritage Preservation Grants for the study, documentation, recordation, and/or preservation of significant historic industrial sites, structures, and objects	Society for Industrial Archeology <a href="http://siahg.org/grants/about.html">http://siahg.org/grants/about.html</a>	From \$1,000 to \$3,000

Concord Grape Belt Heritage Area Management Plan – Funding Opportunities

Program	Description	Agency Contact	Notes
Charles Stewart Mott Foundation	Provides support for projects and programs in areas including philanthropy and volunteerism, pollution prevention, protection of the Great Lakes ecosystem, education, and neighborhood development	Charles Stewart Mott Foundation (810) 238-5651 <a href="http://www.mott.org">www.mott.org</a>	Past grants ranged up to \$25,000
Surdna Foundation	Administers grants in four program areas: environment, community revitalization, building an effective citizenry, and the arts	Surdna Foundation (212) 557-0010 <a href="http://www.surdna.org">www.surdna.org</a>	Past grants ranged up to \$20,000
World Wide Grant Program	Distributes charitable grants to worthy tourism-related non-profit organizations capital ("brick-and-mortar") improvements that serve to protect, restore, or conserve sites of exceptional cultural, historic, or natural significance, or the education of local host communities and the traveling public about conservation and preservation of sites of exceptional cultural, historical, or natural significance	Tourism Cares <a href="http://www.tourismcares.org">http://www.tourismcares.org</a>	Grants between \$7,500 and \$10,000; 2010 deadline is June 1
Kresge Foundation	Awards grants to small, mid-size, and large nonprofit organizations in six fields of: health, the environment, community development, arts and culture, education, and human services.	Kresge Foundation <a href="http://www.kresge.org/">http://www.kresge.org/</a>	Foundation is well-known for its funding of capital facilities; however a period of self-examination has led the foundation to reconsider core values and funding strategies. Guidelines and more information available on website

Concord Grape Belt Heritage Area Management Plan – Funding Opportunities

Program	Description	Agency Contact	Notes
John Ben Snow Memorial Trust	Funds arts and culture, community development, education, environment, historic preservation and journalism projects with a focus on young people and people who are physically or economically disadvantaged	John Ben Snow Foundation <a href="http://www.johnbensnow.com/jbsmt">http://www.johnbensnow.com/jbsmt</a>	Grants generally range from \$10,000-\$25,000; letter of inquiry due by January 1 of the year for which the grant is requested to: The Snow Memorial Trust, c/o Jonathan L. Snow, Trustee, 50 Presidential Plaza Suite 106 Syracuse NY 13202
Ducks Unlimited	Works with a variety of partners to conserve, restore and manage wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people	Ducks Unlimited <a href="http://www.ducks.org">www.ducks.org</a>	

**Sources:** Various Federal and New York State sources, including New York State Departments of State, Transportation, Environmental Conservation, Office of Parks Recreation and Historical Preservation, SCORP and others; various private resources and web research.

# Appendices

Excerpts from  
**“Concept Design of Interpretative Exhibits”,**  
prepared by Heritage Strategies, LLC with Hadley Exhibits, Inc.

## 1.0 INTRODUCTION AND BACKGROUND

The Concord Grape Belt Heritage Association is undertaking the establishment of a Concord Grape Belt Heritage Area within the region under programmatic guidelines established through New York State's Heritage Area Program. A centerpiece of the heritage area will be a Grape Discovery Center that will serve as a visitor center and educational resource, welcoming visitors to the region and directing them to the communities, vineyards, wineries, museums, landscapes, and other visitor attractions within the heritage area.

The Grape Discovery Center is envisioned as the primary visitors center for the heritage area in the program developed for the management plan as well as a future educational resource. Visitors to the Concord Grape Belt Heritage Area will be encouraged to stop at the Grape Discovery Center first. There, they will be introduced to the context and interpretive themes of the heritage area, and they will be encouraged to explore the heritage area's varied trails, byways, communities, and attractions.

The purpose of the Discovery Center exhibits is to provide visitors with information about the Concord Grape Belt Heritage Area in a lively and engaging way. The development of this conceptual design for the exhibits was therefore undertaken in close coordination with the preparation of the management plan for the heritage area.

## 2.0 SITE AND BUILDING CONDITIONS

In preparation for designing exhibits and furnishings for the Grape Discovery Center, existing conditions relevant to the project were reviewed and are outlined below. Throughout the project, close coordination was maintained with peter j. smith & company, inc. with respect to development of the management plan for the heritage area. In addition, the region's landscape was explored and communities, vineyards, wineries, and museums were visited in order to obtain a sense of the character of the attractions that the heritage area would be presenting.

### 2.1 The Concord Grape Belt Heritage Area

With an understanding of the existing conditions and characteristics of the region, the management plan presents a vision for the heritage area and outlines goals for its realization. The management plan envisions establishing the heritage area as a destination for residents and visitors featuring the unique identity, experience, and culture of the region. The region and its resources will be interconnected to create a distinct sense of place, based upon, featuring, and supporting the grape industry for which the region is known.

Goals of the heritage area include:

- Promoting and protecting the grape industry and agriculture;
- Preserving cultural, heritage, and natural resources of the region;
- Developing recreational and tourism resources and infrastructure that support regional economic and community development; and
- Educating the public – both residents and visitors – about the value and significance of the region's resources and identity.

Key to realizing these goals is development of the regional identity and branding to embrace the wide range of resources, attractions, and activities that are available within the Grape Belt. Also essential is the development and linkage of the infrastructure necessary to reinforce and support the regional branding, establishing the high-quality visitor experience for which the Grape Belt should be known.

Three potential visitor audiences have been identified to which the Grape Belt experience and brand will be particularly attractive and which can provide the basis for a regional tourism initiative. These audiences include heritage enthusiasts, cultural enthusiasts, and wine/culinary enthusiasts. While the three audiences have differences, they each tend to be relatively affluent, discerning, and in search of a high quality and holistic visitor experience. The Concord Grape Belt Heritage Area must develop itself as a destination that appeals to the interests and expectations of these audiences.

The implementation program for the heritage area therefore emphasizes developing the resources and attractions that best fulfill the desired visitor experience of the target audiences and the identity of the Concord Grape Belt brand. Wineries, agritourism, arts and artisans, historical attractions, recreational activities, and landscape character have roles in an interconnected visitor experience for the region. Interpretively, the Concord grape identity serves as the region's principal theme. Storylines supporting that theme include:

- Exploring the relationship between the physiographic characteristics of the region and growing grapes;
- The art, science, and technology of grape growing and processing; and
- The history of grapes as it relates to the cultural evolution of the grape belt communities.

The implementation program is comprised of four elements and outlines how they might be linked physically and thematically into a single Grape Belt experience. The four elements through which the heritage area is organized are destinations, recreation, education, and circulation.

Heritage area *destinations* include communities, waterfront centers, wineries, museums, other attractions, and festivals and events. Heritage area communities are viewed as primary destinations and activity hubs for the region. The region's towns and villages are the places where visitor services will be provided. The plan envisions a future set of 'satellite centers,' one in each community, which will be developed as high-quality visitor attractions. Each satellite center will have a unique theme (grape heritage, viticulture, grape innovation, environmental, and culinary) presenting aspects of the region's identity.

The *recreation* element of the plan includes hiking trails, waterfront parks, access to creek valleys, and boat launches that support recreational boating and fishing. The *educational* element envisions interpretive exhibits throughout the heritage area, in communities, parks, and other publicly accessible locations that provide a coordinated self-guided outdoor interpretive experience. Interior educational and interpretive programming will be provided at the Grape Discovery Center, Research Station, processing plants, and historic sites.

Linking these elements together will be a *circulation* system comprised of three key components. A Concord Grape Belt Circle Route will be the primary way of experiencing the heritage area, linking its communities, landscape, sites, and attractions. The Circle Route follows Routes 20 and 5 the length of the heritage area. A re-envisioned Wine Trail will provide a route featuring the heritage area's wineries and related sites. An Escarpment Scenic Drive will offer an appealing scenic landscape experience with spectacular views over the vineyards to Lake Erie. A wayfinding system will coordinate the experiences. Gateways are proposed at the east and west entrances to the heritage area along Interstate 90. Smaller Orientation Pullovers are proposed at entrance points to the south along the escarpment.

## 2.2 Role of the Grape Discovery Center

Within the heritage area program envisioned by the management plan, the Grape Discovery Center currently under construction has three primary roles. First, the Discovery Center must serve as a regional *visitors' center* providing visitor facilities and information. It will provide a place where visitors can relax, have access to rest rooms, and can speak to individuals who can assist them with issues and questions they may have. Information on visitor services that can be found within the heritage area must be provided, including restaurants, lodging, shopping, recreation, and special services.

Second, the Grape Discovery Center must serve and as an *orientation center* providing an interpretive context for the region's identity and visitor experience. At present, there is no place within the heritage area where the Grape Belt concept and experience is presented as a unified vision. In the future, this will be a role for the two proposed Gateways and Orientation Pullovers as well as for the Discovery Center and local communities. As an orientation center, the Discovery Center must present the concept of the heritage area, how the various communities and attractions fit within it, and what kinds of experiences are available for visitors. This will include presentation of the interpretive context and themes of the heritage area as they relate to the region's communities, attractions, and landscapes. The Discovery Center must exemplify the Concord Grape Belt brand, identity, and visitor experience.

These two roles for the Grape Discovery Center, visitor center and orientation center, must be realized immediately, as this is the only place within the heritage area where they can currently be achieved. Over the longer term, however, the Grape Discovery Center is also envisioned to become an *educational attraction* in-and-of itself. The Discovery Center will provide educational programming for residents and visitors coordinating with the proposed satellite centers in heritage area communities, visitor sites to be established at regional processing plants, and programming to be developed for the Lake Erie Cornell Research and Extension Laboratory. The educational component of the heritage area will be created in coordination with and support of Chautauqua County's Leisure Learning Destination Strategy, building upon the renown of the Chautauqua Institute and related facilities. Programming for the Discovery Center's role as an educational attraction has not yet been undertaken, though discussions have explored a variety of creative ideas. Ample undeveloped space remains in the existing building being adapted for use as the Discovery Center to provide for the educational program.

## 2.3 Design and Construction of the Grape Discovery Center

The Grape Discovery Center will be located on the site of a former automobile dealership located on Route 20 southwest of Westfield. The size and layout of the existing building and the site's location near Westfield surrounded by vineyards makes it an ideal place for the Discovery Center. The property was purchased with funding from the Upstate Revitalization Capital Investment Fund through the sponsorship of New York State Senator Catharine Young. The 1.05 million dollars in funding provides enough money for purchase of the property and initial construction. Additional funding will be raised to complete construction, including interior fit-up and exhibits.

## 3.0 CONCEPTUAL EXHIBIT DESIGN

A conceptual design for exhibits at the Grape Discovery Center is presented below. The design includes both interior and exterior exhibits. It also includes built-in furnishings as necessary for the operation of the building and intended by the architects, but not included in the architectural construction documents for the project. A full range of exhibits are proposed for both the site and the portions of the building currently under construction. It is anticipated that these exhibits will

be sufficient to fulfill the **visitor center** and **orientation center** programmatic uses envisioned for the Discovery Center in the early implementation phases of the Grape Belt Heritage Area Management Plan.

Even the exhibits outlined here, however, can be phased in their implementation while still providing the needed programmatic use for the site as a whole. The cost estimates for individual exhibit units presented in the implementation portion of this document are intended to serve as a menu that can be used for phased implementation, understanding, however, that installation of groupings of units will be required for a coherent presentation. The minimum level of initial installation considered necessary to provide sufficient information for operating the Discovery Center as a visitor and orientation center for the heritage area is outlined below and in the implementation portion of this plan.

This conceptual exhibit design was prepared by Heritage Strategies with consultation and support from Hadley Exhibits. Heritage Strategies prepared the program and layout for the plan. Hadley Exhibits provided examples of exhibit units and furnishings to provide a context and understanding of the types of units that are being considered in the conceptual design. These examples are representative of the general appearance, function, fabrication technology, and level of complexity that can be expected for the costs outlined. This information is presented in order to be as accurate as possible and as flexible as possible in the implementation of the project.

### **3.1 Interpretative Context and Themes**

The history of the grape industry within the Concord Grape Belt Heritage Area is one of both local and national significance. It includes the early introduction of grapes to the shores of Lake Erie by Elijah Fay in the early nineteenth century, the development and introduction of Concord grapes in the 1850s, the early growth of the vineyard industry within the region, the impetus to the industry caused by the relocation of The Welch Grape Juice Company to Westfield in 1897 and its rapid growth in the early twentieth century, and expansion of Welch's, the National Grape Co-operative Association, and related businesses to national and international prominence in the mid- and late-twentieth century.

National impacts played a significant role upon the industry and affected the daily lives of people. Examples range from changes in transportation, to experiments in mass advertising, to economic depressions, to changes in public attitudes and habits (such as the introduction of table grapes to the national diet and the impacts of the temperance movement and prohibition).

The context for the story involves the environmental conditions that make the Lake Erie shoreline ideal for viticulture and for Concord grapes in particular. The evolving science and technology of viticulture and the understanding of how grapes grow, especially Concord, are central to how the industry and the agricultural landscape evolved. Products, processing, and markets provide insight into the industry's reach into American culture.

Illuminating the Grape Belt history are the stories of a wide variety of individuals, some quite interesting and colorful. They illustrate the experiences of growers, workers, entrepreneurs, and other community members within the context of the grape industry's development. The cultural landscape created by the industry and the communities and social institutions within it provide tangible fabric for experiencing and understanding the region's unique story.

At present, there is no single written contemporary history of the Grape Belt that presents the region's story in a comprehensive and understandable way. Nor are there any existing museums or attractions that do so. The Grape Belt is home to several fine small museums. Existing museums, however, focus upon non-grape industry subjects. These subjects are of great interest and support the regional story, but they do not set it in context. The region also has a number of excellent

historians. While the regional story is well known by local historians, it is not yet told in a way that visitors can experience. That is a task open to the Concord Grape Belt Heritage Area and a specific need that the Discovery Center must fulfill in the heritage area's initial stage of implementation.

Four areas of concentration appear most relevant for presentation of the Concord Grape Belt Heritage Area story. They include:

1. Natural History: The development of the natural features and systems of the Grape Belt coastline including its geology, landforms, climate, soils, and ecosystems and how the lake-front environment is particularly suitable for grape cultivation.
2. Historical Development: From pre-history to the present, how human occupation of the land has developed. The story includes the pre-settlement history of the region but should concentrate upon the establishment of the grape industry and its development over the past two centuries. The evolution of the region's cultural landscape, communities, and human institutions and experiences related to the grape industry should be interpreted.
3. Vineyard Agriculture: The science and technology of growing grapes has changed over time. The examination of viticulture within the Grape Belt should be examined with a focus upon agricultural life and practices today.
4. Grape Processing and Products: The development and marketing of grape products has directly influenced the viability of growing grapes. The establishment and development of grape processing businesses, the technologies and practices involved, and creating and serving markets is of both historical interest and of consequence today. The relationships between processors and growers has had a strong impact upon the business of growing grapes over the years.

### **Concord Interpretive Themes**

Themes are the central concepts or ideas that are significant to an appreciation of the Grape Belt Heritage Area. Every visitor who sees the heritage area's interpretive presentation should come away with a basic understanding of these themes.

With the preceding context in mind, the following interpretive themes have been developed for presentation of Grape Belt interpretive exhibits at the Discovery Center and throughout the heritage area. Interpretive sites should be selected, stories should be developed, and content should be written with these thematic statements in mind. Each interpretive exhibit should contribute to some aspect of the themes. Exhibits that share a theme should be linked so that the various aspects of a theme are woven into a complete and comprehensive presentation that is clear to the visitor.

#### Primary Theme:

#### **The Concord Grape Belt – America's Grape Country**

The eastern shore of Lake Erie has an environment that is unusually well-suited to the cultivation of grapes. Since the mid-nineteenth century, viticulture has grown and developed within the region, with national and international implications. The introduction of the Concord grape and the evolution of the grape juice industry have been particularly significant. Today, vineyards, wineries, and grape processing enterprises combine to create an agricultural community of distinctive character.

### Secondary Themes:

#### **1. Blessed by Nature**

Lake Erie's shoreline provides a unique blend of natural features and conditions that combine the fertile soils, moderate temperatures, and long growing seasons well-suited to the cultivation of grapes.

#### **2. A Vineyard Community**

The growth and development of vineyard agriculture within the Grape Belt has created a cultural landscape of distinctive character. It is a close-knit community of small towns and people who know and value the land. The region's heritage is uniquely American. It was shaped by regional conditions and personalities but greatly influenced by significant national events.

#### **3. Vineyard Agriculture**

The science and technology of viticulture have evolved dramatically over time, and today we understand more about grapes and how they grow. Successive generations have learned through hard experience and experimentation. Vineyard agricultural practices have been shaped by innovation, and today's practices are adapted to the grape vine's particular characteristics.

#### **4. The Lips that Touch Welchs'...**

From wine, to table grapes, to juice, to a wide variety of other grape-based products, the Concord grape has had a central place in the nation's evolving taste in foods. Marketing and high-volume production have enabled the grape industry to grow from backyard hobby to international corporate enterprise. Recent understanding of the health benefits of Concord grapes has added to its continuing public appeal.

### **3.2 Conceptual Site Plan for Exhibits**

As discussed in section 2.2 above, the roles of the Discovery Center in the initial phases of heritage area implementation are as a regional **visitors center** and an **orientation center** for heritage area interpretation. In its role as a visitors center, the Discovery Center must provide facilities and information for visitors unfamiliar with the region. As an orientation center, the Discovery Center must provide an introduction to and context for interpretation of the heritage area. Primary heritage area themes must be introduced, background must be provided, and an overview of major storylines presented. Visitors must then be enticed and sent out to explore the Grape Belt communities, businesses, and landscape to enjoy more detailed and site-specific interpretive presentations.

Interpretively, the recommended program for the Discovery Center site has three primary elements:

- Attract and receive visitors;
- Provide orientation to the heritage area; and
- Introduce interpretive themes related to vineyard agriculture.

In support of these programmatic needs, the five following conceptual site design elements are recommended:

- Installation of a freestanding Discovery Center sign along Route 20 in front of the building.
- An introductory outdoor orientation exhibit on the Concord Grape Belt Heritage Area consistent with recommendations of the heritage area management plan. This outdoor orientation exhibit will provide information on the heritage area as a whole, its purpose, structure, themes, and visitor opportunities. The exhibit will be available to visitors at times when the Discovery Center is closed and for visitors who do not wish to go inside the building.
- Landscape exhibits on vineyard agricultural themes and content in the southwest portion of the site. Exhibits will include a demonstration vineyard with different grape varieties, vineyard farm equipment, a processing shed, and waysides.
- An open area that can accommodate small events in the southwest portion of the site.
- Landscape artwork themed to the Grape Belt adjacent to the outdoor terrace in the east side of the building. The artwork should continue themes and subjects introduced in the Tasting/Sampling Space.

### 3.2 Conceptual Exhibit Plan for the Discovery Center

Phase 1 construction of the Grape Discovery Center includes three primary spaces, the Gift Shop (Gift/Products Space), Tasting Room, and Display Space. These three spaces will serve the visitor center and orientation center functions required for initial implementation of the heritage area. The Gift Shop and Tasting Room are necessary for the opening and operation of the building. Implementation of the Display Space could be phased in later.

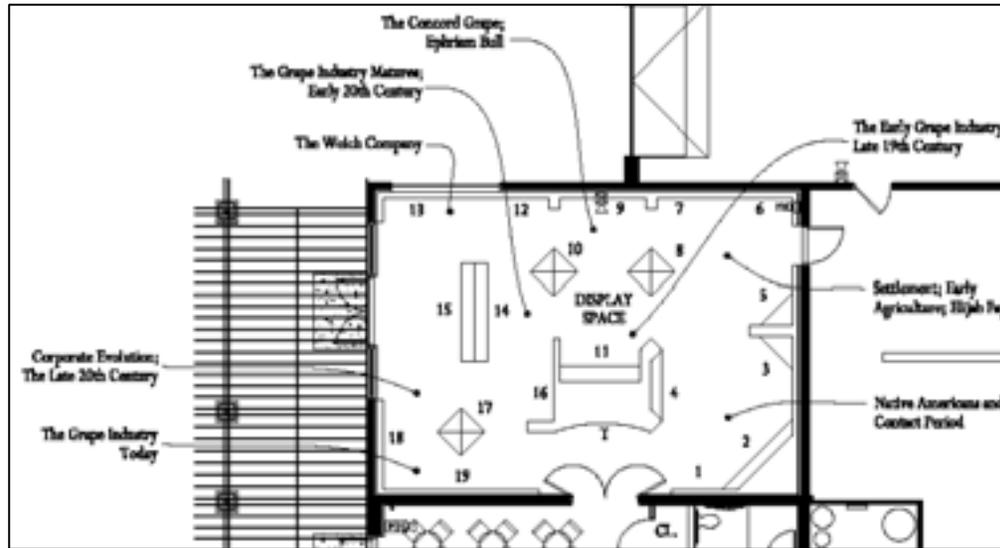
In its current role primarily as a visitor/orientation center, it is expected that visitors will spend a limited amount of time within the Discovery Center, and that the primary role of the building and its exhibits will be to orient visitors and encourage them to go out into the heritage area and visit its wineries, vineyard tours, museums, communities, landscapes, and other attractions. In later phases the Discovery Center will serve as an educational facility and be a destination in-and-of itself. Classrooms, meeting rooms, programmatic spaces such as workshops and kitchens, and more elaborate exhibits will be constructed in remaining space within the building,

- A. **A heritage area orientation exhibit** is located in the southwest corner of the room, to the immediate right of the entrance vestibule. The purpose of this exhibit is to introduce the heritage area to visitors. It will be similar to and complementary with but different from the outdoor orientation exhibit located near the parking area.
- B. **A large heritage area landscape map** is labeled as exhibit 7 on the Conceptual Exhibit Plan and is located on the east wall directly behind the reception counter. The wall area for the map is 9 feet high by 16 feet wide. The landscape map would be approximately 10 feet long and 3 feet wide showing the shoreline and Grape Belt set on a diagonal with north (and Lake Erie) at the top. It is proposed that the landscape map be a detailed color aerial photograph of the region mounted on clear plastic. The map could be interactive through backlighting, highlighting different types of vineyards, heritage area character areas, soil types, and other features. Around the map, the topic of Natural History would be interpreted with graphic diagrams and text.

### 3. Display Space

The Display Space features a permanent exhibit on the history and heritage of the Grape Belt. The exhibit will expand upon historic themes of the heritage area introduced in the orientation exhibits, introduce primary subjects and storylines, and provide a context for exploring interpretation in heritage area communities, historic sites, and historical attractions. Along with historical content, the presentation will describe other places that can be visited, such as the nearby McClung

Museum and Westfield walking tours, and link those places with heritage area-wide themes. Interpretive presentations at other sites and attractions will build upon the presentation offered in the Discovery Center.



Plan of the Display Space

### Exhibit Types

The four types of exhibit panels include:

1. **Title Display:** Described further below, the *title display* is a large graphic display visible from the Gift Shop and Tasting Room intended to drawing visitors into the Display Space.
2. **Upright Exhibit Panel:** The *upright exhibit panel* is a graphic display on a large vertically mounted panel. Each large panel will be of uniform height but vary in width. They will be individually designed with separate interpretive subjects as outlined below. Each will feature photographs, drawings, and other graphics along with text, all set on raised panels of various sizes mounted on the background panels.
3. **Console Exhibit Panel:** The *console exhibit panels* have additional three-dimensional relief and would be most appropriate for the incorporation of interactive components. A simple console exhibit might have a sloped horizontal display panel at waist height with graphic displays above or below. Console exhibit panels are generally installed in corner locations providing space behind for recessed three-dimensional elements or equipment behind. The design and complexity of these exhibits will depend upon the level of funding available for implementation. Early installations could feature displays that are primarily graphic, with the introduction of interactive elements later.

**4. Freestanding Exhibit:** The locations of proposed *freestanding exhibits* are shown on the plan of the Display Space. These units are envisioned approximately 3 feet square in plan with interpretive content on all four faces. Depending upon budget and design, the freestanding exhibits could have three-dimensional elements and/or interactive components.

#### **Interpretive Presentation**

The following subjects are proposed for interpretation as outlined by exhibit panel. These subjects will be further defined during the detail design process for the exhibit. Each exhibit will feature sidebars on individuals associated with the grape industry and related subjects and their personal experiences.

- **Title Display:** The *title display* is located at the entrance to the Display Space and will be visible through its double doors from the Gift Shop and Tasting Room. The purpose of the display is to entice visitors into the Display Space. The quality of the title display must set the tone for quality of the exhibits as a whole.

#### **Native Americans and Contact Period**

##### **Early Settlement**

##### **The Early Grape Industry**

##### **The Grape Industry Matures: The Early Twentieth Century**

##### **Corporate Evolution: The Late Twentieth Century**

##### **The Grape Industry Today**





**DESIGN**<sup>based</sup>  
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