

Concord Grape Belt Heritage Association Newsletter

Summer 2008



Lake Erie
Concord
Grape Belt

The Oldest And Largest Concord Grape Growing Region

Celebrate America's Grape Country Week planned for August 9 to 17, 2008 !

Creating a new regional brand and identity as *America's Grape Country* requires local support and recognition. Thus the first "Celebrate America's Grape Country Week" has been planned for August 9 to 17.

Local partners, the Chautauqua County Visitors Bureau, the Chautauqua-Lake Erie Wine Trail, and the Concord Grape Belt Heritage Association, have joined with the New York Wine and Grape Foundation in the regional branding program. The week will be celebrating special events, attractions, restaurants featuring local foods, wineries and other local features.

Some events already planned for the week fit in well with the theme or are part of the planned celebration:

- * the Chautauqua-Lake Erie Wine Trail will hold a America's Grape Country Wine Festival at the Chautauqua County Fairgrounds on August 9 & 10
 - * the New York Wine and Grape Foundation will hold its Board of Directors meeting in Westfield with an Open Forum/Award Presentation
 - * there will be a Blessing of the Grapes, Westfield Moore Park, 2:30 PM on August 13
 - * the Local Food Hero's Event Cook Off at the Westfield Farmer's Market is Saturday, August 16
 - * all week at Chautauqua Institution is "What's for Dinner: Food and Politics in the 21st Century" lectures.
- If you have a business where a nice 8.5 x 11 inch decal can be posted in the window saying Welcome to America's Grape Country send Andy Dufresne an email to and4833@windstream.net and he will get it to you. JOIN IN THE CELEBRATION! Watch newspapers for more details.

VISIT www.americasgrapecountry.com



New logo promotes our region and can be used to strengthen regional identity for our local foods, products and events.

Natural and Cultural History Map of the Eastern Lake Erie Grape Region



Artist Mark Baldwin displays completed map.

A beautiful hand drawn map of the Eastern Lake Erie Grape Region has just been produced by naturalist/artist Mark Baldwin for the America's Grape Country Regional Branding project. The annotations and drawings on the map highlight the natural and cultural history of this region.

Baldwin previously produced a natural and cultural map of the Chautauqua Lake Watershed Region and was contracted to produce a map for the Lake Erie Grape Region. Baldwin is Director of Education at the Roger Tory Peterson Institute, Jamestown, NY, and is the principal author of the book *Natural History Atlas to the Chautauqua-Allegheny Region*.

The map features a contour map of the Lake Erie Shore land from Harborcreek, PA to Silver Creek, NY, from the Lake Erie shoreline to the Lake Erie Basin Rim (Allegheny Escarpment). The map also shows, in a lighter shade, a portion of the adjacent Chautauqua Lake watershed, including part of Chautauqua Lake's Upper Basin, in order to show the terminus of the Chautauqua Portage Trail. The southern border of the map is the continental divide that separates two of North America's great watersheds: the Allegheny-Ohio-Mississippi and the Great Lakes-St. Lawrence. Continued pg 2 MAP

Heritage Area Management Plan Development to Receive State Grant

Thanks to the support of Town Supervisor Martha R. Bills and the Town of Westfield, the Concord Grape Belt Heritage Area will receive some much needed support. Funding through the Local Waterfront Revitalization Program of the Department of State will provide \$75,000.00 for a Concord Grape Belt Heritage Area Management Plan Project.

The purpose of the Concord Grape Belt Heritage Area Management Plan project is to initiate a community participation program, generate ideas and consensus on community vision for the area, and develop strategies for spurring economic revitalization while incorporating the other NYS Heritage Area Goals of preservation of significant resources, education that interprets lessons from the past, and recreation and leisure activities. The Concord Grape Belt Heritage Area was designated by the NYS legislature in 2006 as the 19th Heritage Area and the first agricultural region to receive such recognition as one of the largest and oldest Concord grape growing regions in the world. The designation requires that the Concord Grape Belt Heritage Association, Inc. (a 501(c)(3) not-for profit) develop a comprehensive management plan that defines the goals and boundaries for the heritage area and means to implement and manage it.

The application was submitted through the Town of Westfield because a municipality had to be the applicant for this grant source. The application consist of a detailed work program for completing the Management Plan. The NYS Office of Parks, Recreation and Historical Preservation assisted by provided information for the grant application based on other recent Heritage Area Management Plan development.

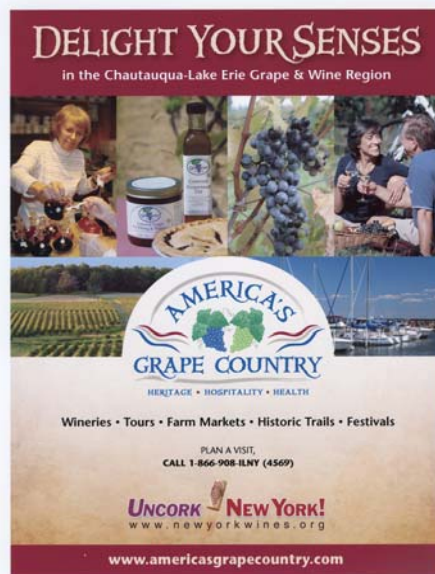
The total budget for the Management Plan Project is \$150,000.00 with a 50%, or \$75,000.00, local share. The Concord Grape Belt Heritage Association has made application to the Chautauqua County 2009 Occupancy/Bed Tax Grant Program for \$30,000.00 in hopes of meeting the required local share match.

In-kind contributions can be used to meet the local-share and it is expected that in-kind services will be provided by the Concord Grape Belt Heritage Association, Chautauqua County Planning and Economic Development, and towns and villages through involvement in the scoping of issues and opportunities, asset and resource inventory, data collection, land use, mapping, photography, and mailings, etc..

While one of the tasks of the Management Plan is to determine the final boundaries of the Heritage Area, being considered now are: Town of Hanover; Village of Silver Creek; Village of Forestville; Town of Villenova; Town of Sheridan; Town of Arkwright; Town of Dunkirk; City of Dunkirk; Town of Pomfret; Village of Fredonia; Town of Stockton; Village of Cassadaga; Town of Chautauqua; Village of Mayville; Town of Portland; Village of Brocton; Town of Westfield; Village of Westfield; and town of Ripley.

While there is a lot of work ahead in the next two years, this is great news for the Concord Grape Belt Heritage Area.

Andy Dufresne



Advertisement Appearing in several national magazines as part of the America's Grape Country Regional Branding Program

Map... continued from page 1

Only eight miles and a 900-foot climb over the Allegheny Escarpment separate navigable waters in each. For hundreds of years the Chautauqua Portage was a choice gateway to America's Interior.

The map shows elevation above sea level in 100-foot increments from 570 feet at the Lake Erie to 2,050 feet at the highest elevation in the watershed area showing a geography of contrast. The map is an introduction to many lessons, natural and cultural, of our past.

Annotations and images describe the natural history of the area beginning with the bedrock formation some 360 million years ago. Lake Erie began to form some 14,000 years ago in an old river valley deepened and widened by a succession of Ice Age glaciers. Lake Erie's ancestors, Lake Whittlesey and Warren, left beaches behind when they drained 13,000 years ago. Human inhabitants adopted some of these beach ridges as footpaths, then wagon roads, and eventually, modern highways. Glacial and pro-glacial lake sediments turned into loamy soils for agriculture.

Other images depict fossils of cephalopods and ancient armored fish, different species of plants and animals, numerous bird species that can be seen in the area. It is noted that southern species of plants and animals, such as pawpaw trees and redheaded woodpeckers, inhabit the lakeshore, while northern species, such as painted trilliums and Canada warblers, dwell in the cool forested uplands. Steelhead fish are part of tributary streams. Waterfalls and creeks are part of the map.

Another image depicts Elijah Fay planting a vineyard, a close-up view of Concord grapes on vine, and annotations on the beginning of the grape industry. Other images depict Native Americans near Lake Erie shore portaging a canoe, the Dunkirk and Barcelona lighthouses, 19th century shipwreck, the War of 1812 engagement, and sunset over Lake Erie.

Poster and other size reproductions, suitable for framing and personal keepsakes will be available soon. Donations will help support the America's Grape Country Branding project.

Andy Dufresne

President's Message

From Helen Baran

We are in the mist of the growing season for the vineyards and many of us are hopeful for a good harvest which isn't that far away.

The Concord Grape Belt Heritage Association has been busy in these past few months. There have been a series of meetings held over the county that some of our officers have attended to gain more knowledge in networking with other groups whose mission is to promote agricultural tourism and products.

A grant was recently announced that will help us in developing a Management Plan for our Heritage Area—a requirement by the State of New York Heritage Area Program that must be completed within a certain timeframe. This is a huge job and we are thankful to receive some monetary assistance to complete the document.

We have joined with the Chautauqua-Lake Erie Wine Trail and the Chautauqua County Visitors Bureau in a number of project—one of which you will see in another article here.

Our goal of a CONCORD GRAPE DISCOVERY CENTER is still a work in progress and I am hopeful we will have some good news about that soon.

Please invite your neighbors to join the organization. We would like to see more of those attractive Vine Member Level signs throughout the Grape Belt and member decals on windows.

Welcome to New Members

The Concord Grape Belt Heritage Association would like to welcome the following new members who have joined since our last edition of our newsletter:

Cluster Level

Erie County (PA) Horticultural Society

Bud Level

Michael Ceci, Hanover History Center,
and Seneca Trail RC&D

continued: magazines have already produced over 1,000 request for travel information to our grape belt region.

Tom Davenport and Charlene Ryder of National Grape Co-op, Steve Cockram of Growers Co-op, and I traveled to the Canandaigua to meet with Jim Trezise of the New York Wine and Grape Foundation and others to plan for the third year and 3rd \$300,000 of state funding to promote the health benefits of Concord Grapes. Be sure to thank Senator Young for continued support for this program.

And Tom Davenport, Dave Momberger and I reported to the Chautauqua County Legislature's Planning and Economic Development Committee on recent successes of the Concord Grape Belt Heritage Association. We also shared our application to the Occupancy/Bed Tax fund requesting an additional \$30,000.00 in 2009 to match state grant funds for completion of the Concord Grape Belt Heritage Area Management Plan. Let your Legislator know that it is important the Management Plan be completed or we will lose our status as a NYS Heritage Area and opportunity to apply for future funds.

Executive Director's Report

By Andy Dufresne

Meetings, meetings, meetings - there are always plenty of meetings. Actually, now that summer is here there are fewer meetings, but that won't stop me from reporting on some of the recent ones I've been involved with.

Helena, Arkansas, was the site of the Association for Enterprise Opportunity's (AEO) spring gathering of the six Regional Flavor Learning Clusters. Sue Spatch from the North East Area Chamber of Commerce and I flew out of Erie on a delayed flight that messed up our other connections to Memphis, TN, and the rest of the day. But we finally caught up to the group and saw some of the Arkansas Delta. I was particularly interested in their effort to promote the region with a *Soil and Soul* regional branding program. The Arkansas Delta has very rich fertile soil and a long agricultural heritage. It is also steeped in a rich heritage of blues, soul, gospel and other music. The Arkansas Delta's economy has seen a loss of countless jobs and has lost population in recent decades.

Arkansas Delta Made is the branding and promotional program of the Arkansas Delta Rural Heritage Development Initiative, the Regional Flavor cluster that was hosting our visit. You can visit their web site www.arkansasdeltamade.com. I'm not ashamed to "borrow" ideas from others. In fact, it is the goal of the Regional Flavor Cluster to share ideas with one another. Over 60 businesses are now involved in the *Arkansas Delta Made* products within the 15 county region.

I've also learned from these gathering that most of the other Regional Flavor clusters have branding/marketing campaigns see www.grownebraska.org and www.nativeharvest.com.

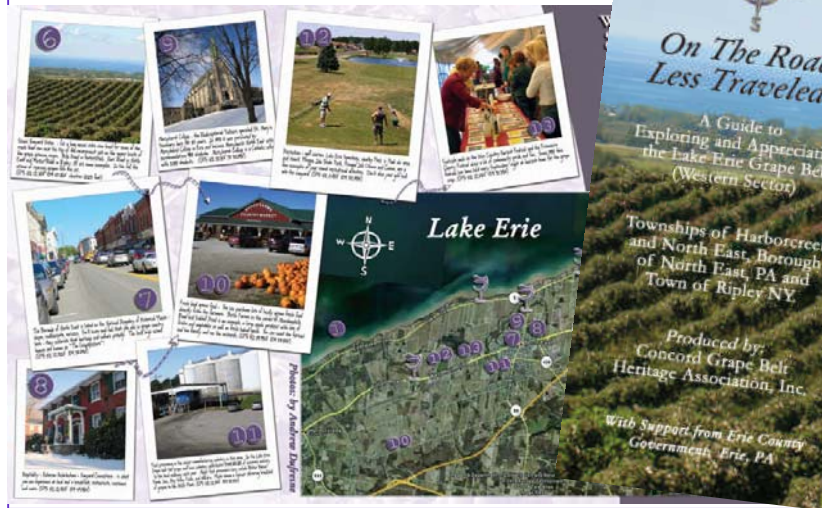
In May, Robert Green, Duncan Hilchey and I participated in the AEO's Rural Summit and National Summit on Entrepreneurship, in Anaheim, California. Bob and I presented in one of the workshops about our Regional Flavors Area and I was a panel member in another workshop. Different workshops discussed issues from local access to credit and health care to global trends and influences including energy and global warming. I attended some a very interesting sessions on 'Buy Local' campaigns and organizations and came away with a sense that this is a movement that is growing on the west coast and spreading to the east.

Oh yes, we've had a bunch of other meetings. The Board of Directors mostly meets monthly. I traveled to the meeting of Heritage Area Directors and attended the Heritage Area Board of Directors meeting at the New York State Office of Parks, Recreation and Historical Preservation Center near Albany. The "Kiosk" committee is still meeting often and coping with the bureaucratic challenges of completing the six community kiosks planned - hats off to the community representatives that keep plugging away at this effort - and hats off to Maclain Berhaupt and Nancy Chrabasz in the Dunkirk Development Office for their work on this project.

The America's Grape Country Regional Branding Committee is accomplishing good things - look for the digital advertisements on the large billboard on Route 90 just east of the junction of Rts 79 and 90 in Erie - ad for America's Grape Country -21 wineries. And the advertisements in national

Association Produces Waypoints Brochure—A Guide to Exploring & Appreciating the Lake Erie Grape Belt (Western Sector)

Waypoints have long existed to guide people as they move about. Traditionally, they have been associated with distinctive features of the world, such as waterways, roads, buildings, mountains, and so on. Modern day waypoint may be the coordinates of a specific location provided by a global positioning system (GPS) and use longitude and latitude coordinates. The Concord Grape Belt Heritage Association has produced a “Waypoints On The Roads Less Traveled” brochure of the western sector of our grape belt that consist of both – some visual sights that a visitor would see as he travels off the I-90 Thruway and the GPS location where the photo was taken. If the traveler has a his bike then he may be able to steer in the right his home computer, he can use Google Earth (free) physical terrain and detailed road map. The the Regional Flavor of this sector of the grape belt.



GPS unit on his dashboard or the handlebars of direction to any of these waypoints. Or from and get a satellite view of the location, the dozen WAYPOINTS selected help describe There are suggested waypoints for scenic vineyard vistas, for public access to Lake Erie and Twenty Mile Creek, to appreciate the agricultural history of the area, cultural heritage with Mercyhurst College, recreation with golf course, local farm fresh produce, food processing as the area’s largest manufacturing industry, bed and breakfast and the Village of North East, listed in the National Registry of Historical Places. The wineries are also located. A grant from Erie County Government helped to pay for the production of the promotional and educational brochure.

The brochure will be posted to our web page www.concordgrapebelt.org
We hope to also produce brochures for the central and eastern sectors of the grape belt.

Westfield, NY 14787
P.O. Box 194
Heritage Association, Inc.
Concord Grape Belt
Concord
Lake Erie

