
Concord Grape Belt Heritage Association Newsletter



Lake Erie
Concord
Grape Belt

Edited by Wendy S. Dunst
Spring 2007 Edition

Welcome to New Members

The Concord Grape Belt Heritage Association is pleased to welcome the following new members:

Contented Acres – Ted Esterline, North East, PA
Chautauqua Co. Visitors Bureau – Andrew Nixon, Exec Dir.
Northeast Farm Credit Ag Enhancement – Springfield, MA
Chautauqua County IDA – William Daly, CEO
Johnson Estate Winery LLC – Westfield, NY
Mr. Frank Pagano – Village of Fredonia, NY
Supervisor Peter J. Ryan – Town of Ripley, NY
Lisa & Rich Gensheimer – Main Street Media, Inc.,
North East, PA

“A Grape Way to Stay Healthy” Campaign Boosts Concord Grapes

Many people probably view grape juice as a healthy beverage. But do they realize that Concord Grape Juice packs twice the natural antioxidant power of orange juice? Are they aware of distinct flavor, nutrition and health advantages of Concord Grape Juice? Creating awareness, educating, advertising and promoting the advantages of Concord Grape Juice is the aim of a new marketing campaign funded by New York State and developed by the New York Wine & Grape Foundation (NYW&GF).

“There’s a great story to tell about Concord Grape Juice,” says NYW&GF President Jim Tresize. “The natural sweetness and powerful antioxidant benefits are just part of the story. It was time to bring these key messages to consumers, influencers and retailers.”

The program’s initial “blitz” was launched in February 2007. The intended audience is health-conscious women – the primary purchasers for families and a companion website featuring recipes, news, events and consumer information about health benefits was unveiled at www.healthyconcordgrapes.com.

Geographically targeted advertising can be seen online at websites women regularly frequent, such as AOL, *Health & Wellness* and *Diet & Fitness*.

From the Association President

The Concord Grape Heritage Association has been very busy since you received your last newsletter. Our Executive Director, Andy Dufresne, has been doing a fantastic amount of work. He and other Association members have attended workshops and gathered valuable information to help us achieve our goals. Since our designation as a Heritage Area, a major goal, we have begun to formulate a management plan, which must be completed over the next 3_ years. We ask you, the members of this organization in both New York State and Pennsylvania, to sign up more members for this year. We will need to strengthen our numbers in order to make this Heritage Area a destination and to promote that delicious grape--CONCORD!!!!

Helen Baran, Chair

Association Attends Tourism Trade Show



William Daly, Director of Chautauqua County IDA, and Andy Dufresne staff table at Trade Show in Niagara Falls, Ontario.

The Concord Grape Belt Heritage Association participated in the Bi-National Tourism Alliance Conference from March 4-6 to highlight tourism opportunities in the Lake Erie Concord Grape Belt. Neighboring exhibits from the Chautauqua County

Visitors Bureau, Food is Good, and Brick Village Gourmet helped create a commanding regional presence at the trade show.

The theme of the conference was “Capitalizing on Cross-Border Connections,” and attracted about 300 U.S. and Canadian industry professionals.

New York State’s Heritage Areas Welcome the Concord Grape Belt

The New York Heritage Area Association (the non-profit association of state Heritage Areas and Corridors), the NYS Office of Parks, Recreation and Historic Preservation (which provides statewide oversight for the Heritage Areas), and the NYS Heritage Areas Advisory Council (an appointed body that advises OPRHP) extend a warm welcome to the Lake Erie Concord Grape Belt, designated under state legislation as New York State’s nineteenth Heritage Area. It is the first Heritage Area with a primary theme of Agriculture and the first where a non-profit sponsor rather than a government agency is directed to prepare the Management Plan.

Like all the Heritage Areas, the Concord Grape Belt depends on grass-roots support, public-private collaborations, and commitment to balancing four goals--preservation, recreation, education and economic revitalization. Those who are ‘veterans’ in the Heritage Areas program are happy to share their experience on these issues as you move forward with planning. Likewise, we look forward to learning from the Concord Grape Belt Association about your achievements with programs like the “Savor the Flavor” DVD, storefront museums, and culinary initiatives.

You join the program at an exciting time, as we

celebrate the 30th anniversary of RiverSpark (the state’s first Heritage Area) and the 25th anniversary of the legislation which established the statewide program. Numerous celebratory events are planned, including a reception at the Legislative Office Building in Albany on May 7, multiple sessions at the American Planning Association Upstate Chapter conference September 19-21 in Binghamton, and a Heritage Development Forum, November 13-14, in the RiverSpark area. Heritage tourism will be boosted by an “I Love NY Celebrates NYS Heritage Areas” campaign, which will provide a poster, pages in the summer and fall travel guides, and a calendar of events. Articles are also running in the Upstate New York Tourism Association’s “Touring New York” newsletter and in various professional publications.

The Concord Grape Belt already appears on OPRHP’s website

www.nysparks.state.ny.us/heritage/herit_area.asp and will be included in the new edition of the “New York State Heritage Areas” brochure to be published this spring. We’re delighted that we now can say “From the lush vineyards of the Concord Grape Belt on Lake Erie to the golden beaches of Long Island Sound, New York State’s Heritage Areas invite residents and visitors to explore special places and stories that honor history and celebrate the Empire State experience.”

Heritage Management Plan Committee Members Needed

The goals of a Heritage Area, as set forth by the New York Heritage Area Association are four-fold: historic preservation and conservation, interpretation and education, recreation, and economic development.

How these items will be addressed are part of the required Management Plan which must be completed within four years and submitted to the New York State Office of Parks, Recreation, and Historical Preservation.

A committee will begin work on the Management Plan. If you would like to volunteer to work on this effort please contact Andy Dufresne.



New York State Designated Heritage Areas

Chautauqua Lake Erie Wine Trail Wine and Cheese Weekend

The Chautauqua Lake Erie Wine Trail will be presenting a Wine and Cheese Weekend May 5th and 6th. Each guest will receive a souvenir glass and recipe packet and each winery will have a special cheese dish to be sampled. The cost is \$21.00 per person. For ticket information, please visit the Chautauqua Lake Erie Wine Trail website at <http://tinyurl.com/394ggy>.

Pennsylvania State Grape Queen Cookbook Available

Divine Recipes Fit for a Pennsylvania Grape Queen, a beautiful cookbook of more than 300 grape recipes, also offers a peek at past Pennsylvania grape queens, starting with the Queen of 1929. The cookbook has been recognized by the Quail Ridge Press and will appear in the *Best of the Best State Cookbooks* series. The book makes a great gift and can be purchased for \$10.00 at the Northeast Chamber of Commerce or the Northwest Savings Bank in North East.

Festival Volunteers Needed

The Learning Center/Museum Committee is offering a fun volunteer opportunity to represent the Concord Grape Belt Heritage Association at area festivals this summer and fall. An updated display, featuring the CGBHA logo silk-screened on the display tent flap, will give visitors the chance to view historic pictures, watch the CGBHA DVD, and swap stories about grape growing and winemaking.

Volunteers who grow grapes and could share their knowledge of Concord grapes with tourists visiting our booth would be especially helpful. The committee asks that volunteers commit to a two-hour allotment and be prepared to tell the CGBHA story and listen to guests tell their growing or winemaking tales. Festivals are usually held on weekends.

If you are interested in volunteering, please contact Kurt Lindstrom at 934-2186 for a list of festivals. Volunteer opportunities are available from July through October. A complete list of summer festivals will be published in the summer edition of the CGBHA newsletter.

CGBHA Website Evolution

A redesign is now underway at www.concordgrapebelt.org. Planned as a user-friendly upgrade for the out-of-town visitor, the redesign will feature a calendar of events, online gift gallery, and a photo gallery. This work will take place over the next several months and be ready for the summer and fall tourist seasons. Check it out and feel free to make suggestions!

National Rural Learning Gathering Explores Regional Identity Ideas

What do Lake Erie New York grape producers, artisans in Ohio, Main Streets in the Arkansas Delta, and small tourism-related businesses in Colorado have in common? All hold promise as regional economic engines and models for rural economic development.

In late February, eighteen rural leaders, including Andrew Dufresne, Robert Green, and Duncan Hilchey from the Concord Grape Belt Heritage Association, met in Asheville, North Carolina to participate in a national initiative focused on rural economic and microenterprise development. Hosted by the Association for Enterprise Opportunity (AEO), the Regional Flavor Learning Cluster included representatives from Ohio, Minnesota, New York, Nebraska, Colorado, and Arkansas. The initiative is funded by the W. K. Kellogg Foundation and managed by AEO.

Focusing on AEO's emerging 'Regional Flavor' approach to rural economic and microenterprise development, the gathering explored how networks can tie together geographic, cultural, historic, agricultural, and human assets, while defining and building a regional brand or identity. Cluster participants had an opportunity to share their regional efforts thus far and to deepen their understanding of how Regional Flavor approaches can strengthen efforts to uplift rural communities in their regions.

Over the course of the project, participants will visit each other's regions and have the opportunity to see the various Regional Flavor projects in action. Cluster members will receive training and technical assistance on a variety of rural market development and tourism topics.

AEO is the national association for community-based organizations providing entrepreneurial education, access to capital, and support to aspiring and active low-income entrepreneurs. To learn more about AEO or microenterprise, visit www.microentrepriseworks.org.

The W.K. Kellogg Foundation was established in 1930 to "help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations." Its programming activities center around the common vision of a world in which each person has a sense of worth; accepts responsibility for self, family, community, and societal well-being; and has the capacity to be productive, and to help create nurturing families, responsive institutions, and healthy communities.

DON'T MISS A THING!

If you have not renewed your membership for 2007, this will be your last newsletter.

I Love My Concord Grape Belt Heritage Area Photo Contest Coming

2007 marks the 25th Anniversary of the New York State Heritage Area Program in New York State. The NYS Department of Tourism will feature "I Love NY Celebrates New York State Heritage Areas" and will help promote events in each heritage area. The Concord Grape Belt Heritage Area will join in celebrating this occasion with a collection of photos from throughout the grape belt communities to help show pride and identify this unique region.

The project will culminate with a photo show August 24 and 25 concurrent with the Fredonia Farm Festival. Details of the project are to be finalized and announced. They are expected to include a number of photo categories: Vineyard Vistas; Grape Production and Harvest; Grape Foods and Products; Nature and Ecology in the area; Architecture (churches, schools, old houses, barns, etc.); Life in the heritage area today (people, people, people); Historical (old photos, postcards, etc.).

There may be a "Best of Town/Village" so that each community can have its best photos and 'Pride in Community' displayed. This event should help to solidify a sense of grape belt regional identity to the general public.

All photo entries (paper and digital) will become the property of the Association and may be used in the future for promotions, calendars, displays, or other means of telling the story of the Lake Erie Concord Grape Belt Heritage Area.

So it is not too early to get that camera into action and capture some great images. You have the advantage of being very close to grape farming activities every day. And pull out the old family photo albums for some historical scenes from the past. Details will be forthcoming soon.

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