

C. TOURISM [TOU]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
TOU-1 Expand opportunities to attract new visitors to the city.	TOU-1a Identify groups, regions, or population segments underrepresented in tourism figures and develop marketing strategies to encourage them to visit the city and establish Rochester as a long distance destination.	Visit Rochester, FLRTC, NYS, City
	TOU-1b Pursue funds through the Market New York Grant to help promote tourist destinations, attractions, and special events, or capital improvement projects for tourist facilities.	Visit Rochester, FLRTC, City
	TOU-1c Promote Rochester and tourism through the use of multiple platforms and networks, including: <ul style="list-style-type: none"> – Social media platforms – Email lists – Newsletters and websites – Educational, special interest, and faith-based meetings/events – Other networking opportunities 	City, Celebrate City Living Coalition, Visit Rochester, FLRTC, City, Museums, Business Community, Faith Leaders, Entertainment Venues
	TOU-1d Ensure new investments and developments through the ROC the Riverway project are included in tourism marketing strategies.	City, Visit Rochester, FLRTC
	TOU-1e Develop a robust outreach strategy for potential visitors coming to Rochester by boat through the Port of Rochester or from the Erie Canal.	Visit Rochester, FLRTC, NYS, City

Notes:

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
TOU-1 Expand opportunities to attract new visitors to the city.	<p>TOU-1f Develop events and activities during the wintertime, and promote existing wintertime activities, to encourage tourism during cold weather.</p> <hr/> <p>TOU-1g Promote the Genesee River’s status as a Coastal Fish and Wildlife Habitat of State-Wide Significance to encourage fishing activity.</p>	<p>Visit Rochester, FLRTC, City, Museums, Business Community, Entertainment Venues</p> <hr/> <p>Visit Rochester, FLRTC, NYS, City</p>
TOU-2 Enhance the visitor experience.	<p>TOU-2a Establish a visitor center in downtown Rochester that offers services to visitors, such as tourist information, event ticket sales, walking/biking tours, a “Made in Rochester” retail outlet, etc.</p> <hr/> <p>TOU-2b Install “Welcome to Rochester” kiosks at Brooks Landing, Corn Hill Landing, Erie Harbor Landing, and at the Port of Rochester to greet visiting boaters and direct them to local shopping, eateries, and cultural amenities.</p> <hr/> <p>TOU-2c Increase the number of bike share station locations near hotels to encourage visitor use of Pace Bikes.</p>	<p>Visit Rochester, FLRTC, Business Community, Event Sponsors, RDDC, City, Monroe County, Downtown/ Riverfront Management Entity</p> <hr/> <p>City, Chamber of Commerce, Event Sponsors, Business Community</p> <hr/> <p>City, Bike Share Partners</p>

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TOU-2 Enhance the visitor experience.	TOU-2d Establish a relationship with short-term rental companies (e.g., Airbnb, VRBO, HomeAway, etc.) and partner with hosts to promote tourist opportunities to guests.	City , Visit Rochester, Short-term rental companies
	TOU-2e Add signage along the Erie Canal that directs boaters to downtown Rochester.	NYS , City
TOU-3 Increase tourism dollars spent within the city.	TOU-3a Work with local businesses to help them capture the patronage of the people visiting the many attractions and festivals within the City of Rochester.	City , Chamber of Commerce, Visit Rochester, FLRTC, Business Community
	TOU-3b Develop a “convention district” that is centered on the Riverside Convention Center but also includes the conference rooms and amenities of nearby hotels as well as a more robust experience outside these buildings through ROC the Riverway investments.	City , Riverside Convention Center, Hotels

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