



Providing the **Inspiration** for **Visitation!**

FLVC Marketing Day - September 14, 2016



Mission *Possible*

Inspire potential and returning visitors with..

- Authentic storytelling
- Multiple platforms and formats
- The next best thing to word of mouth

Listings

Cheerful Valley Campground

1412 Route 14
Phelps, NY 14532

Phone: 1-315-781-1222

Email: cheerfulvalley@gmail.com

VISIT WEBSITE

DIRECTIONS



DETAILS

Peaceful river valley with over 125 large grass covered campsites, electric, water, some sewer hookups, modern restrooms with hot showers, fishing in the Canandaigua Outlet, swimming pool and a wide range of activities. Open April 15 - Oct. 15. Stay in a real log cabin that can sleep up to 5 and includes a double bed, bunk bed and loft bed. 130 sites, 130 electric, 20 sewage. Accepts MC, Visa.



Ranked #1 of 1 Specialty lodging in Phelps

TripAdvisor Traveler Rating



based on 12 reviews

[Read all reviews at TripAdvisor.com](#) | [Write a Review](#)

Latest Reviews

Insider Diary Blogs

Eastview Mall

This is a great place for hunting a treasure and, apparently, great for hunting Pokémon too. Eastview Mall is home to six different Pokéstops and also contains two Gyms. With a square shape, diverse food court, and its very own charging station, you may never have to leave the mall (Until they close for the evening that is!) You can get all your shopping done while the kids are distracted or, if you're living the single life, see if anything nice catches your eye while you're catching those Pokémon (#Treatyoself!)



Top 10 Lists

Top 10 Romantic Ways to Propose in the Finger Lakes

You have picked the perfect place to propose- the Finger Lakes! Beautiful sights here are abundant. Create a romantic moment to remember at one of these ten places we have picked for you.

Top 10 Places for the "Sweet Tooth" in Ontario County

We have plenty of places in Ontario County to satisfy your sweet tooth. We have picked ten for you that you definitely don't want to miss.

Top 10 Fun Winter Things to Do in the Finger Lakes

If you're looking for some of the many ways to have fun in the Finger Lakes this winter, we have a list of the top 10 best activities to make sure you enjoy the weather. Whether you're outside, or in!

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Video



Visit Finger Lakes

August 22 at 3:41pm · 🌐

"The process of making pottery, clay on the wheel, just fascinated me." Wizard of Clay Pottery's Jim Kozlowski reflects back and looks forward on his family's business.



3 people reached

[Boost Post](#)

11 Views

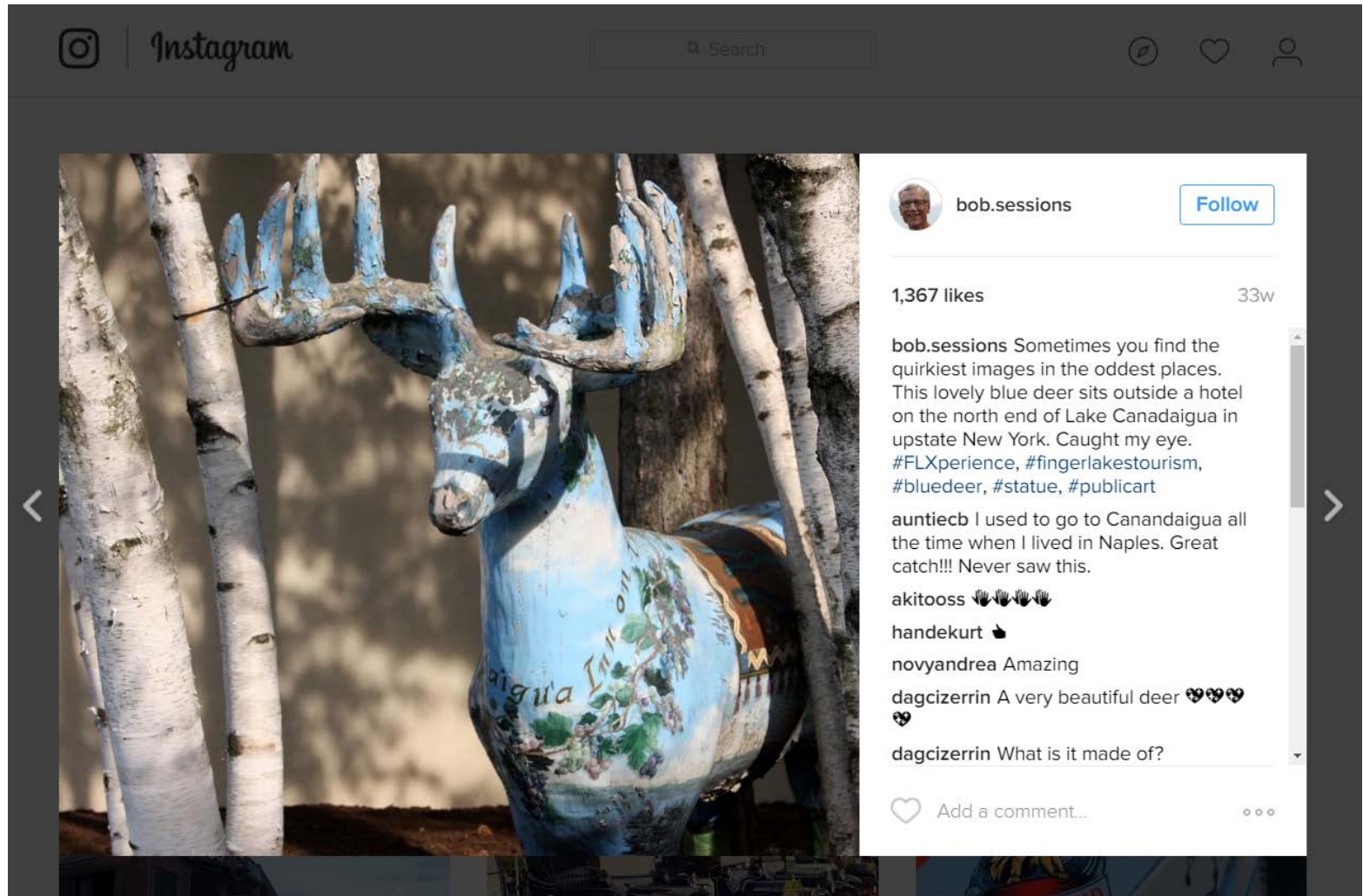
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Visitors Guide



E-Newsletter (upcoming)

MAPS & TRIP PLANNING

- Visitors Guide
- E-Newsletter**
- FAQS
- Finger Lakes on TripAdvisor
- Maps
- Trip Ideas & Trails
- Finger Lakes Top Things to Do
- Deals & Packages
- Weather & Webcams
- Getting Here & Getting Around

What's Happening in the Finger Lakes?

Why be the last to hear about great things happening in the Finger Lakes? We're happy to send you the updates and connect you to all the events and the news that you want to hear. Are you a foodie and want to know about wine tastings? Sign up below and we'll send you "foodie info." Or, perhaps you're more about adventure in the Finger Lakes and want to know when the bike race is or what the hours are for the zipline. We can let you know!

Sign up for FLXConnect, Finger Lakes Visitors Connection's e-Newsletter, for timely insider tips and information on special events, attractions, restaurants, wineries, breweries, hotel deals, and more.

We'll also include lots of pretty pictures. Promise.

Join Our Mailing List

Sign up everyone!!!

First Name:

Last Name:

Earned media



Menu Set Weather Classifieds Sign In Search

mouth-watering savings on meat

And now, from Phelps, N.Y., it's ... Sauerkraut Beer



Craft Ales & Lagers is a small, or nano, brewery in Phelps, a village in Ontario County, NY. Owner/brewer Mike Darling brewed a Sauerkraut Beer for Phelps annual Sauerkraut Weekend. (Courtesy Crafty Ales & Lagers)

By [Phy Carolyn Lofgren@thrusource.com](#)
Email the author Follow on Twitter
on July 30, 2015 at 2:46 PM, updated July 30, 2015 at 4:20 PM

Print Email

PHELPS, NY -- If you think the idea of a Sauerkraut Beer sounds, well, a little odd, then Mike Darling would agree with you. And he's the guy who made it.

"I wasn't terribly interested in trying to make a Sauerkraut Beer, to be honest," said Darling, owner and brewer at Crafty Ales and Lagers, a [tiny \(nano\) brewery](#) in Phelps, just north of Geneva in Ontario County.

The thing is, Phelps is the self-proclaimed [Sauerkraut Capital of the World](#). This weekend, it hosts its annual summer festival called [Phelps Sauerkraut Weekend](#), a three-day celebration of all things fermented cabbage. Slogan: "Join us for the Magic of Kraut."

Kraut fest organizers tried to get Darling to make a Sauerkraut Beer for the event last year, but the request came just a few weeks ahead of the big weekend. He didn't think he had enough time.

Making a Sauerkraut Beer, after all, is something you need to put some thought into.

"I didn't want it to be awful," Darling said.

This year, with plenty of advance notice, Darling set out to make a not-awful Sauerkraut Beer. It is the 38th different style of beer Darling has brewed since he opened Crafty Ales two years ago. Most are variations on styles you'd be familiar with, like India Pale

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Syracuse's Best Restaurants

It can be hard to figure where to go for a good burger, or the best pizza, or the perfect place to enjoy a celebration. After all, there are lots of great places to eat in CNY. That's why we created our "Syracuse Best Restaurants" series ... [Read more](#)

Most Read

Police ID man killed in [murder-suicide](#) attack on 1/4

dallasnews

Powered by The Dallas Morning News

Monday, June 27, 2016

Travel

Wine and the Finger Lakes go, uh, hand in hand



Kathy Rodeghier/Special Contributor

Relaxed taxes and regulations spurred the growth of vineyards in the Finger Lakes region of Western New York.

By [Katherine Rodeghier](#)

Special Contributor
Published: 27 June 2016 11:00 AM

Native American lore says the Great Spirit laid his hands on the Earth in blessing, creating the long, narrow lakes that spread across Western New York.

That spirit must have had polydactyl extremities because the Finger Lakes region comprises 11 main lakes and a smattering of smaller ones. Or perhaps the teller of the myth had drunk too much of the wine the Finger Lakes is famous for, and miscounted.

Whatever. Wine and the Finger Lakes go, uh, hand in hand. New York ranks as the [third-largest wine-producing state in the country](#), (Texas is No. 5, California overwhelmingly gets No. 1, Washington just

FORK IN THE ROAD



Cindy Tracas, of Phelps, N.Y., has been selling grape pies from her home since 1978. The Concord is the go-to grape for bakers in this region of the western part of the state.

Where grape pies are king

Bakers in N.Y.'s Finger Lakes wine country produce plethora of sweet pastry

By [KATHERINE RODEGHIER](#)

Chicago Tribune

"Good finds" show in 2002. Articles in The New York Times and Better Homes and Gardens followed.

Finger Lakes continues to grow as wine region, with 120 wineries and counting, but its Concord grapes are better for pie. Harvested in September and October, they're made into a filling that can be frozen for baking in any season.

Minica Schick does just that. Schick's Pie on New York Route 21, north of Naples, is the only grape pie bakery in town that's open year-round.

In 1982, when Concord were set of for at local wineries, Schick baked her family's crop pies in her mother's kitchen and sold them from a farm stand right outside the door. People loved them, and business took off.

When her mom decided to sell her home, Schick and her husband bought a four-story barn, turning it into a pie factory and shop, with an agreement for more than 100,000 visitors on the last weekend of September. Venues

next pop-up stores and set up small tables, sometimes with coffee can collecting cash on the lower ground.

Schick makes two dozen kinds of pies, including a quiche and a chicken pot pie, but it's a blackberry and white that made "Pie Day" everything. "Grape pie remains a mainstay — 100,000 a year — and comes either with a crumb crust or Schick's signature floating crust, a drizzle of purple glaze."

"The grape pie is different because we bake the crust separate from the filling and put the pie together after the crust and filling are cooked," says Schick. "This was my mother's idea, because the filling is so sticky when the bakes, though."

"I don't know how many other grape pies there are, but I know there are a few. There's no fence rivalry among the bakers, though."

"I've always been a very different pie," says Tracas, continuing to bake inside her family door. There's no fence rivalry among the bakers, though.

"I want people to come and feel at home," she says, after they're holding a "Pie, Let's Grab 'em" with an appetizer.

Though she's been selling from her home across the street from the high school since 1978, she's

not been tempted to market her pie in a store.

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FLVC Earned media

May 2015-August 2016

- 74 print/online articles
- 28 broadcast/radio segments
- \$10 million-plus ad value (TOTAL)
- 370k-plus social media impressions (TOTAL)

What's priceless?

- Cultivating relationships
- Communication authenticity
- Inspiring sweet vacation dreams



Ontario County is unique!



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Ontario County is delicious!



And of course, our lakes!



\$5 bonus question

Ontario County has 5 of the 11 finger lakes within or touching its borders. That's more than any other county.

What are they???





Jump In!

