

## Executive Summary

*Edible Finger Lakes* is a publication that aims to celebrate and promote food in the region. There is a focus on the farms, vineyards, culinary artisans, chefs and home cooks, farmer's markets, food shops, country inns, restaurants, cafes and more. The magazine covers 14 counties in Central New York that surround the Finger Lakes. This includes Monroe, Chemung, Ontario, Tompkins, Schuyler, Wayne, Tioga, Onondaga, Seneca, Yates, Livingston, Cayuga, Cortland and Steuben. The geographic region covers 9,000 square miles, including 2 million acres of farmland and over 100 vineyards. The Finger Lakes region also rivals New York City in terms of restaurants per capita. This magazine provides useful resources on local foods, wines, events and dining experiences for local residents who have lived here for years, as well as for tourists who want to savor the local foods and wines as well as find great local eateries.

The mission statement of *Edible Finger Lakes* is to promote local foods and festivities. Our group's goal also wanted to show people living in the region and visitors that fresh, local food products are the most delicious, healthy and exciting options. We aim to keep consumers buying locally, which also benefits the local businesses and essentially the community at large.

In order to achieve this goal, *Edible Finger Lakes*, needs to increase its subscriptions. We aim to increase the number of subscriptions by several thousand, aiming to ultimately hit 10,000 new subscribers. We hope to do this through several public relations and marketing executions.

One of the primary marketing initiatives that we are executing is a membership card, which will come with all subscriptions, as well as be the focus point of a recommended future event. This card will allow the subscriber to get deals at local businesses, restaurants, wineries, stores and other local outlets. We believe that this initiative will increase subscriptions because there will be an incentive beyond just the magazine. People will be excited to know that they can read about all these great local businesses, and then use their membership card to get deals at them.

In addition, we want to generate stories in local media outlets. Michael has a unique story and *Edible Finger Lakes* magazine also serves as a useful resource on food-related news and experiences in the region. We want to highlight his story in order to spread the word about Michael's expertise and the magazine's value to both residents and visitors in the Finger Lakes. As a result, subscribers will know that not only are they getting a magazine highlighting local food, but also a magazine that is run by someone who is an incredibly talented chef, and is also very familiar with the area and the amazing food and wines within.

We have several future suggestions such as partnering with a case club and making a YouTube series to increase awareness as well as give customers another opportunity to get deals on local foods. With the case club, we aim to contact local vineyards to see if they would help promote the magazine by offering it at a lower price when purchasing a case club. In return, *Edible Finger Lakes* would promote the participating vineyards.

As previously mentioned, our ultimate goal is to increase subscriptions by 7,500 to 10,000 and increase overall awareness and interest into the wonderful world of the Finger Lakes agriculture and food.

We would also like to thank Michael Welch for being a client in our PR Lab course. We have enjoyed learning about being a locavore and the economic benefits of buying local products.