



For Immediate Release: Monday, December 7, 2015

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EMPIRE STATE DEVELOPMENT UNVEILS NEW VIDEOS TO PROMOTE CRAFT BEVERAGE INDUSTRY AND TOURISM IN THOUSAND ISLANDS

\$182,000 GRANT SUPPORTS PROMOTION OF LOCAL CRAFT BEVERAGE BUSINESSES

Empire State Development today announced the launch of new videos to support the craft beverage industry and promote tourism in the Thousand Islands – Seaway Region. The videos were completed by Clayton Local Development Corporation and Thousand Islands International Tourism Council working together to promote the growing industries. The videos build on the craft beverage industry’s momentum of a \$27 billion economic impact in 2014.

“In 2014, visitors spent more than \$490 million in the beautiful Thousand Islands – Seaway Region,” **said ESD President, CEO & Commissioner Howard Zemsky.** “We applaud our local partners in the Thousand Islands Region for producing these videos and building on the current momentum by promoting craft beverage businesses as tourism destinations to continue to increase visitors to the region.”

To help promote the craft beverage industry in the Thousand Island’s, Empire State Development (ESD) provided a grant of \$182,000 to the Clayton Local Development Corporation through its Craft Beverage Industry Tourism Promotion Grant Program. The program, launched last year as a result of the Gov_ernor’s second Wine, Beer, Spirits and Cider Summit, to promote special destinations specifically related to the craft beverage industry in coordination with the I LOVE NEW YORK campaign.

Craft beverage video promotion by Clayton Local Development Corporation and the Thousand Islands International Tourism Council include:

- [Thousand island Winery](#)
- [Grindstone Island Winery](#)
- [Dark Island Spirits Distillery](#)
- [Coyote Moon Vineyards](#)

- [Clayton Distillery](#)

The Clayton Local Development Corporation and the Thousand Islands International Tourism Council worked with Le JIT Productions to complete the promotional videos. Videos include the five local business videos, five shortened videos (15 seconds) for Instagram and social media, and one 30-second general promotion video.

“The craft beverage industry is becoming an integral part of the Thousand Islands region,” **said Clayton Local Development Corporation Executive Director Kristi Dippel.** “The Clayton Local Development Corporation is eager to work with the Tourism Council and local craft beverage producers to promote the quality products and experiences they offer.”

“Craft beverage operations are growing significantly in the Thousand Islands Region and the Tourism Council is excited to work with local partners to market the industry,” **said Thousand Islands Tourism Council Executive Director Garry DeYoung.** “The effort is a perfect fit with the region’s goal of diversifying tourism activities and offering more experiences that can be enjoyed outside of the core summer season.”

Since Governor Cuomo took office, the number of farm wineries in New York has increased 60 percent from 195 in 2011, to 312 today. The number of microbreweries has increased 218 percent from 40 in 2011 to 127 today. Since its introduction in January 2013, the farm brewery law has generated 106 new licensees. In addition, 16 farm cideries have opened as a result of the January 2014 farm cidery law. The number of distilling licensees has also increased, from 29 in 2011 to 124 today, a 327 percent increase.

Today, New York State is home to more than 800 wineries, breweries, distilleries and cideries. The State ranks third in the nation in wine and grape production, second in apple production, third in the number of distilleries, and is home to three of the 20 top-producing craft breweries in the United States.

About Empire State Development

Empire State Development (ESD) is New York’s chief economic development agency (www.esd.ny.gov). The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing Governor Cuomo’s Regional Economic Development Councils and the marketing of “I Love NY,” the State’s iconic tourism brand. For more information on Regional Councils and Empire State Development, visit www.nyworks.ny.gov and www.esd.ny.gov.

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