

Finger Lakes Visitors Connection

Ontario County's Visitors Connection (FLVC) is embarking on the development of an entirely new way to experience history, a Virtual Museum! Around Ontario County, you have probably noticed historical markers. They are often blue signs, plaques, or statues, that commemorate the countless local historical events or figures. We will bring this history to new life with the incredible technology of Augmented Reality (AR). Through the creation of a web-based program and an app, when people visit the historical markers, a story will be told through a narrator or a 3-d animation or another unique approach. The story will provide a teaser to a more in-depth story of what happened at that location and how the viewer can find out more. In addition to promoting travel by linking the signs in special interest categories, it will also be an innovative, fun, and engaging way to share it with others and bring the personalities of these individuals to life once again. This project is the result of a grant to Ontario County tourism in cooperation with Ontario County and a Market NY CFA. FLVC is just awarding a creative contract with a Rochester Based creative agency called STQRY. They will work closely with the FLVC team and the professors and students at the Magic Studios at RIT and the historical community of Ontario County. FLVC will be announcing an open house to share the top 70 or so sites whose stories will be told through the AR process. The goal of the grant is to have the signs up and "storytelling" by December of this year. If you see a sign and want to share, contact projects@VisitFingerLakes.com to submit your idea. More details are being added as plans solidify on this website. www.VisitFingerLakes.com/virtual-museum

The Visit Finger Lakes Team volunteered at Granger Homestead's annual Loaf and Ladle on February 7th. While some were getting back to their roots by serving soup, others helped behind the scenes preparing the bowls and dishes. "It felt great to get out in the community and support one of our attractions" said Theresa, Visit Finger Lakes' Content Media Specialist. "Supporting businesses and partners in Ontario County is central to the mission of Visit Finger Lakes." The Loaf and Ladle event was a success, and nearly every table was full of friends and family. It also provided an opportunity to make many new connections and friends, for both the FLVC team and those in attendance. Many of our tourism industry – especially our not-for-profits are always looking for volunteers. If you want to get engaged and enjoy the fun, let us know and we'll connect you with someone who will be thrilled to have your help! Contact info@visitfingerlakes.com