



MEMORANDUM IN SUPPORT

S. 8052 (Marchione) / A.10609 (Woerner)

AN ACT to amend the highway law, in relation to the "Upper Hudson Wine Trail"

The Capital Region Chamber, representing 2,600 businesses and organizations from throughout the Capital Region that employ more than 150,000 area residents, supports S.8052/A.10609 which would designate the "Upper Hudson Wine Trail" within the "Upper Hudson American Viticultural Area" in order to promote regional agriculture.

Wine trails throughout the state are becoming popular destinations that boost interest in our state's wineries, support tourism and improve our local economies. As the bill sponsors point out, it is important to note that the Upper Hudson region is an area of growth and opportunity for both established and emerging vineyards and wineries, and the unique agricultural characteristics of the region allow for a federal American Viticultural Area (AVA) designation. This designation enhance the legitimacy of the grapes grown in the Upper Hudson AVA.

By enacting this legislation, the state can shine a spotlight on our region's unique agri-tourism, vineyards and wineries. The Chamber has long supported the growth of the tourism sector in order to expand our region's economic opportunities. This bill will help to achieve this goal.

For these stated reasons, the Capital Region Chamber recommends the passage of this legislation.

At the Center of New York's Tech Valley
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