



Discover CAYUGA LAKE

A Summary of 2023 Impacts, Accomplishments & Outcomes.



Our mission is supported by community sponsors,
and by eco-tourism, on Cayuga Lake.

Educational Programs

Cayuga Lake Floating Classroom. DCL provides 50 low cost field trips on Cayuga Lake for nearly 1500 students annually. Floating Classroom cruises are STEM focused, but integrate local history, art and current events.

Trout in the Classroom. DCL provides cold water aquarium systems, grade appropriate curriculum and 24/7 support to help 1500 students at 19 regional schools raise and release trout over the course of the school year. This program helps to connect students to their watershed year-round.

Internship Programs. DCL hosted 8 high school-aged “youth crew” and 11 college-aged young adults during 2023, as they gained experience in environmental science, education, ecotourism and other areas.

Community Engagement

Our goal is to put our entire community in touch with Cayuga Lake by working with cultural organizations and community resources to offer a range of free and reduced-cost events, to make the Teal, truly, “A Boat for Everyone.”

Family Eco-Cruises & Lake Explorers Monitoring Cruises. DCL hosted over 450 family members and local individuals during these free, weekly events.

Community Sunset Cruises. DCL has hosted 800+ guests for these free weekly events. We also welcomed 17 guest speakers on these cruises.

Club Cayuga DJ Cruises. DCL welcomed an additional 800 guests for this reduced fare series. We are proud of our amazing DJs, and the increasingly diverse audiences being introduced to the lake through these cruises.

Community Charters. DCL offered sliding scale charters for numerous local organizations, including several elder care communities, Cornell and IC Hillel, Southside Community Center, GIAC, Finger Lakes Land Trust, Ithaca Asian



www.DiscoverCayugaLake.org



Populations Served

Through public ecotourism programming, in combination with community access and educational programming, Discover Cayuga Lake serves a diverse audience.

Public Cruises & Charters We consider it part of the DCL mission to provide interpretive/educational cruise experiences to visitors as well as Finger Lakes residents. Our market is increasingly well-established, and we presently welcome over 10,000 people onto Cayuga Lake via group charters and eco-tours. 38% of these guests are Finger Lakes residents and 62% come from outside the region.

Community Engagement Via our suite of free and reduced cost public cruises, in combination with cruises presented for various community organizations, DCL provides access and informational cruises for roughly 2500 residents annually, with emphasis on inclusive access for underserved and low-income populations.

Educational Programs DCL's Floating Classroom and Trout in the Classroom programs are guided by state education standards and serve over 3000 students each year. With a core service area centering on Cayuga Lake, we work with every school district in the Cayuga Lake Watershed, along with schools throughout the eastern Finger Lakes.

Financial Summary

2022, our fifth season in operation, was our first "typical operating year" since COVID. Notably, we have achieved a 50% growth in tourism revenue (charters and individual fares) over the past three years. Ecotourism revenue now supports nearly 2/3 of our total annual operating budget as intended. That revenue is balanced by grants, donations and payments from educational program clients, who pay on a needs-based sliding scale. Roughly \$25,000 in tourism revenue, was reallocated to underwrite the cost of educational programming during the year.

We expect tourism revenue to increase in the coming years, but are anticipating an upper limit in our current configuration, with only one vessel in service. Thus, DCL is currently evaluating growth targets and will complete a longer term business plan during 2023. Foundation grants and charitable donations, however, will necessarily be a substantial part of our budget, underwriting education, new initiatives and necessary capital investments associated with our primary asset, the Teal.

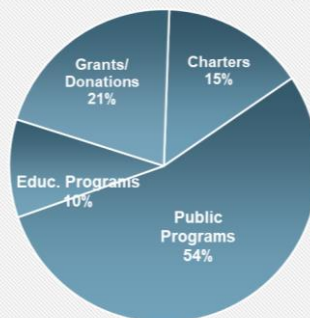
Who Are We?

Discover Cayuga Lake is governed by a volunteer Board of Directors and supports 4 year round staff, 10 seasonal (summer) crew, youth crew & interns. We have a small but growing volunteer community involved in mentoring and monitoring, and community outreach. We are looking for help and would *love* to hear from you!

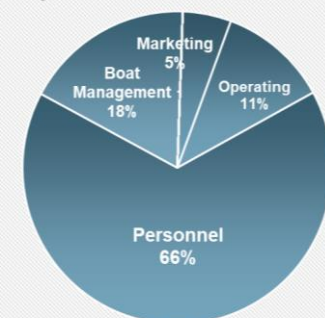
DCL Board of Directors

Stephen Kress, Chair
Paul Flagg, Vice Chair
Laura Winter Falk, Secretary
Ron Van Ormer, Treasurer
Carole Erslev
Auguste Duplan
Thomas Vawter
Michelle Hallock
Brooke Burnette

Revenue 2022, Total = \$414,000



Expenses 2022, Total = \$395,000



discovercayuga@gmail.com | 607-327-5253 | discovercayugalake.org

Discover Cayuga Lake, Inc. is an independent 501(c)(3) not-for-profit organization.