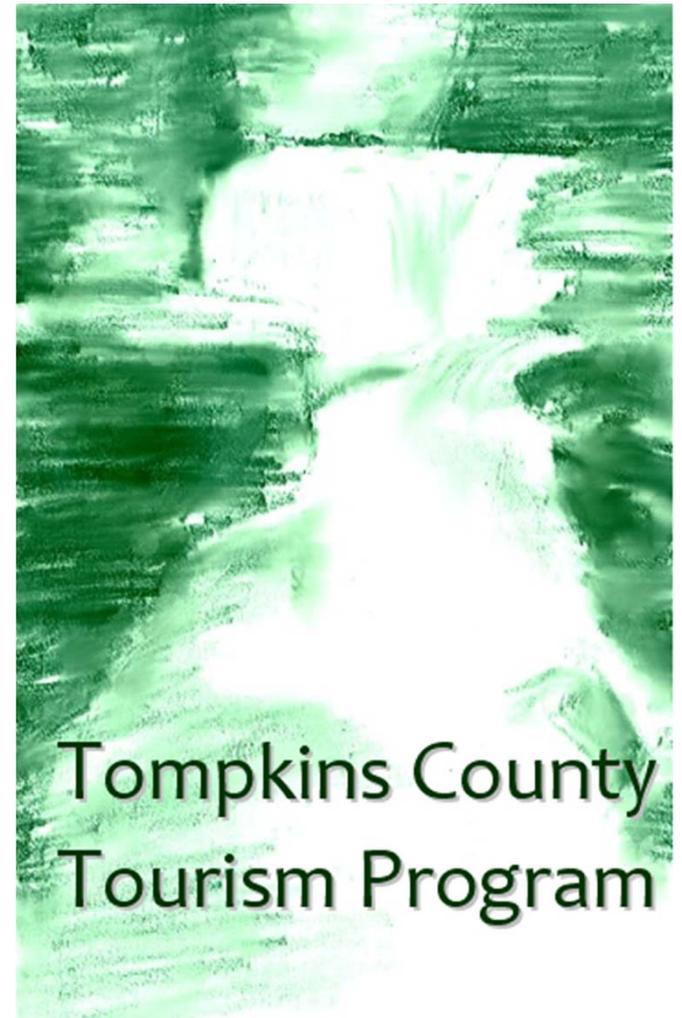


# Fall 2014 Tourism Grant Workshop

August 19, 2014



Grant applications, guidelines and forms:

[www.tompkinscountyny.gov/tourism](http://www.tompkinscountyny.gov/tourism)

Contact: Tom Knipe, [tknipe@tompkins-co.org](mailto:tknipe@tompkins-co.org)



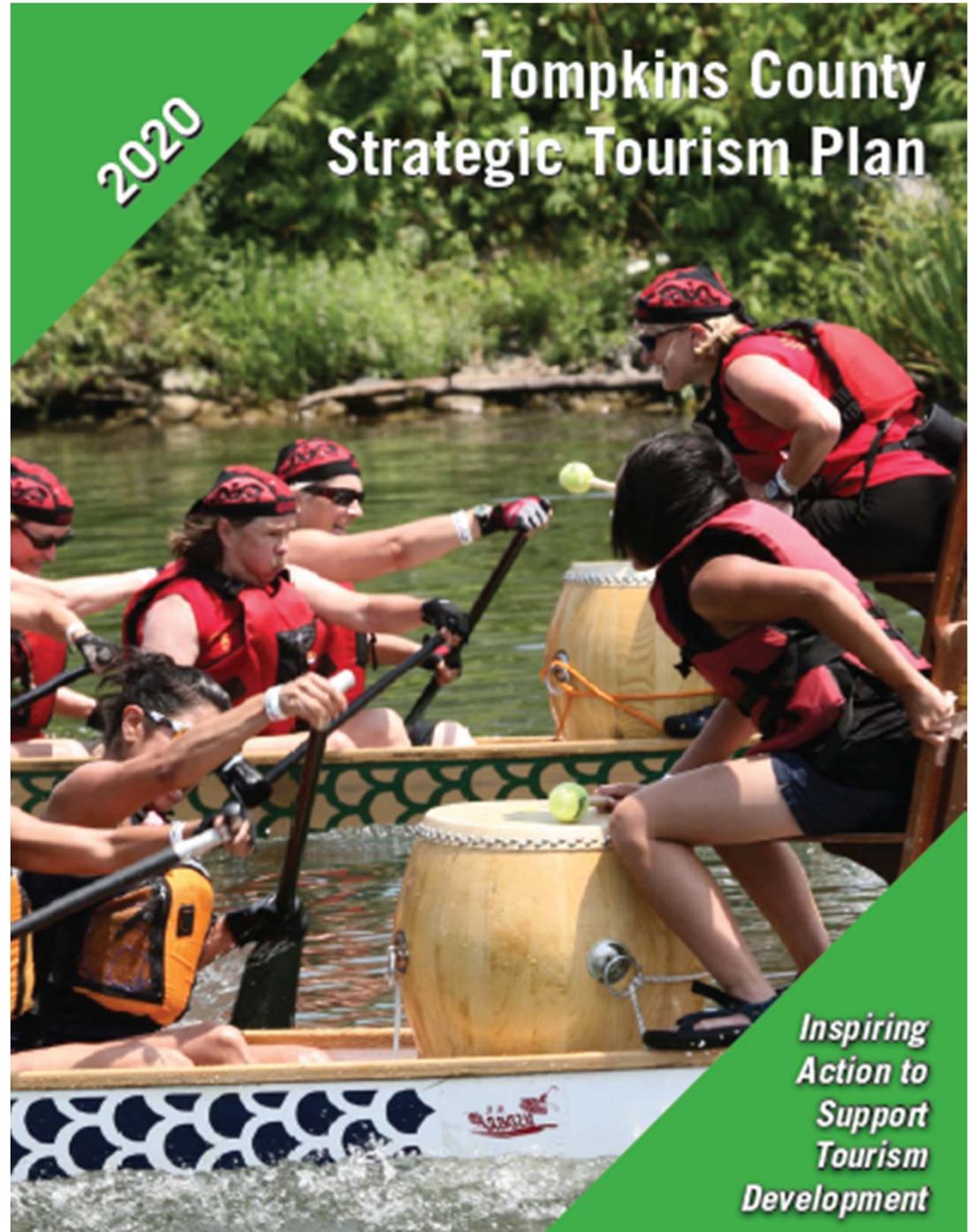
# Workshop Agenda

1. Tourism Program Overview
2. Tourism Industry and Tourism Marketing
3. Description of Tourism Grant Programs
4. Online Application
5. Festivals Program Resources
6. Small Group Q&A – 5:10
7. END – 5:30

# Tompkins County Tourism Program Overview

- Room Occupancy Tax, STPB, County Legislature
- Economic Development and Quality of Life
- 60/40 Marketing and Product Development
- 2020 Strategic Tourism Plan
  - Align your project/grant application with Tompkins County's Strategic Tourism Plan
  - Aims, Policies, Goals, and Actions

- Stewardship
- Engagement
- Strategy
- Measurement



**Provide memorable experiences and legendary service that will educate, delight and relax visitors, compel them to tell others, and motivate repeat visits.**

**Create demand through excellent marketing of appropriate tourism sites and services, and cultural and recreational assets in Tompkins County.**

**Present this unique place by building on the special characteristics of its people, culture, history, geography, environment, economic activity, and institutions.**

**Improve and never harm the quality of life for local residents, businesses, and institutions. Tourism programs should enrich the lives of all who live here.**

**Improve economic climate through a vibrant tourism program that builds jobs, raises tax revenues, and helps make our county a great place to live, work, and invest.**

**Encourage development of strong programs and facilities to serve as the tourism "infrastructure" upon which future projects can be developed.**

## **Tompkins County Tourism Aims**

# Community-Based Tourism = *Placemaking as Economic Development*

*“The plan creates a basis for future action and investment on a community-based model of tourism development in which our attraction as a destination is the combination of unique experiences and offerings that also makes Tompkins County a great place to live, work, go to school, retire and grow a business.”*

- [Tompkins County 2020 Strategic Tourism Plan](#)

# Tompkins County Tourism Industry\*

- +/- 900,000 visitors
- \$174 million in visitor spending
- \$13 million local taxes generated
- \$537 per household tax benefit
- 3,431 jobs
  
- \$2.26 million – Room Occupancy Tax  
(2014 budget)

# Available Grant Funds Fall 2014

Tourism Marketing & Advertising - \$20,000

New Tourism Initiatives - \$36,500

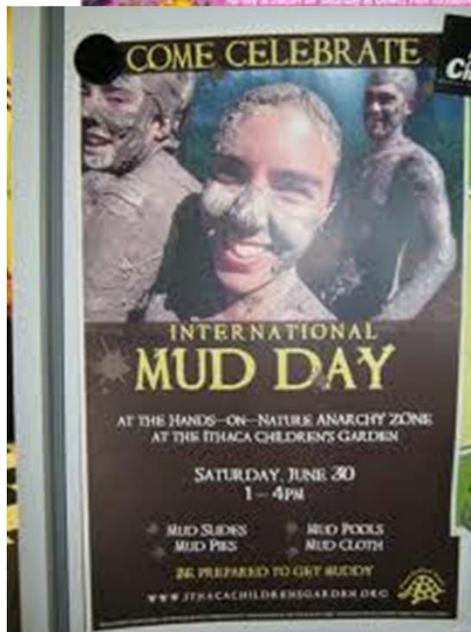
Community Celebrations - \$8,700

Tourism Projects - \$0

# Application Timeline

- Fall 2014 Schedule
  - Applications due 11am **Friday, September 19**
  - Review by grant committee, STPB, EDC
  - Formal decision by Legislature in November
- ACOD and Tourism Capital Grant programs have different timelines
- Applications online:  
[www.tompkinscountyny.gov/tourism](http://www.tompkinscountyny.gov/tourism)
- New grant application platform in partnership with United Way for TMA and NTI Grants.

# Community Celebrations



- Funded by property tax prior to 2002
- 31 Celebrations funded in 2012
- No explicit requirement to generate overnight stays
- Requests up to \$2,000, \$858 average award
- Dispersed through host municipality
- Administrator: Tom Knipe, TCPD/Tompkins County Tourism Program
- Technical Assistance: Carol Kammen, [ckk6@cornell.edu](mailto:ckk6@cornell.edu)

# Tourism Capital Grants

- Administrator:  
Martha Armstrong, TCAD, [marthaa@lightlink.com](mailto:marthaa@lightlink.com)
- For major visitor-generating projects.
  - Feasibility studies of potential capital projects
  - Seed money or one-time investments in unique capital projects
  - Ongoing debt funding of building projects
- Projects must facilitate expanded tourism for at least five years
- Applications due March, 2015

# Arts and Culture Organizational Development Grants (ACOD)

Administrator:

John Spence, CAP, [director@artspartner.org](mailto:director@artspartner.org)

- To ensure the vitality of our arts and cultural assets as important players in the county's successful tourism industry and local economy
- Multi-year commitment for strategic planning, strategy implementation, evaluation, capacity building
- Typically \$15,000-\$25,000 per year.
- For established local Arts organizations

# Tourism Marketing & Advertising Grants

Technical support:

Bruce Stoff, I/TCCVB, [bruce@visitithaca.com](mailto:bruce@visitithaca.com)

Administrator:

Tom Knipe, Tompkins County Tourism Program

- Marketing and advertising support to generate out of County visits and overnight stays
- Message and delivery consistent with CVB strategy
- \$1,000 - \$5,000, 50/50 cash match
- Winter and mid-week activities encouraged

# Tourism Project Grants and New Tourism Initiative Grants

Administrator:

Tom Knipe, Tompkins County Tourism Program

- Events / projects which generate out of town visits and overnight stays.
- Can be, but doesn't have to be, for an event.
- \$1,000 - \$25,000, 2/3 match required
- 3 or fewer years old = New Tourism Initiative  
More than 3 years old = Tourism Project
- Winter and mid-week activities encouraged

# Tourism Projects (TPG), New Tourism Initiatives (NTI), Tourism Marketing & Advertising (TMA) Grants

- Events, exhibits, and tourism amenities with lasting value
- Strategic Tourism Plan Implementation
- 18x typical ROI
- Average Awards:
  - TMA: \$3,365 (1:1 match)
  - NTI: \$6,925 (2:1 match)
  - TPG: 7,900 (2:1 match)

# ROI for Typical Tourism Grants

Grant	Tourism Grant Award	Attendees	Non-resident Attendees	Grant Expense per Attendee	Grant Expense per Non-resident Attendee*	Non-resident Per Trip Spending Multiplier	Spending by Non-residents	ROI: Visitor spending generated per grant dollar
Example Event A	\$2,250	780	234	\$2.88	\$9.62	\$185	\$43,290	\$19.24
Example Event B	\$5,750	1800	540	\$3.19	\$10.65	\$185	\$99,900	\$17.37
Example Festival A	\$13,000	4,000	1240	\$3.25	\$10.48	\$185	\$229,400	\$17.65
Example Festival B	\$12,000	4000	1200	\$3.00	\$10.00	\$185	\$222,000	\$18.50

Source: Tom Knipe, drawn from recent grant reports

# Soft ROI

## **Tourism Grant Investments Also Help Build Social Capital**

- Local Leadership Capacity
- Vibrant Community & Sense of Place
- Strong Institutions
- Skills and Relationships to build the next great community-based tourism product

# Match Requirements

50% cash match for Tourism Marketing and Advertising Grant

50% total budget (cash and in-kind) for Community Celebrations Celebrations

67% total budget for NTI/TPG (cash and in-kind).

In-kind = professional services, retail value of donated goods, not general volunteers

# Beautification Grants

Administrator:

Chrys Gardener, Beautification  
Program/CCETC, [cab69@cornell.edu](mailto:cab69@cornell.edu)

Public beautification projects in Tompkins County  
(outside of the City of Ithaca), by or with a  
municipality

- Gardens, plantings, signage, landscaping
- Typically \$2,000 or less, 50/50 match, rolling grant cycle

# TOMPKINS FESTIVALS

A Resource for  
Tompkins County  
Event Planners



<http://tompkinsfestivals.com/>

*“The Tompkins Festivals program is designed to assist tourism generating events in Tompkins County, New York, by providing technical assistance, equipment, and access to common information, so that events can thrive in the community.”*

# Festivals Program

Technical support:

Patty Clark, Downtown Ithaca Alliance,  
[patty@downtownithaca.com](mailto:patty@downtownithaca.com)

[www.tompkinsfestivals.com](http://www.tompkinsfestivals.com)

1. Tompkins County Event Planning Guide
2. Technical assistance for your event
3. Shared equipment
4. Event planning workshops

# Calendar

Planning a new event? Check this planning calendar before you pick your date!

<http://tompkinsfestivals.com/planning-calendar/>

Several known “black-out dates” to avoid in Spring 2015:

## February

18-23 Big East Swim Championship, IC

26-28 NYSPHAA Boys Swimming & Diving Championships, IC

## March

7 NY HS Boys & Girls Indoor Track & Field Championships

13-15 New York Wrestling Association for Youth

18-22 USA Swimming Speedo Swim Championships, IC

## April

24-27 Cornell Charter Day Weekend Celebration

## May

15-17 Ithaca College Commencement

22-24 Cornell Commencement

## June

5/31-6/3 Highway Superintendents School



# Thank You Tourism Partners!

Fall 2014 application guidelines and forms available online:

[www.tompkinscountyny.gov/tourism](http://www.tompkinscountyny.gov/tourism)

Photo: 2012 Tourism Partner Award Recipients

# Contacts

**Tom Knipe**, Tompkins County Planning Department/Tourism Program, [tknipe@tompkins-co.org](mailto:tknipe@tompkins-co.org), 607-274-5560

**Bruce Stoff**, Ithaca/Tompkins County Convention and Visitors Bureau [bruce@visitithaca.com](mailto:bruce@visitithaca.com) , 607-272-1313

**Martha Armstrong**, Tompkins County Area Development [marthaa@lightlink.com](mailto:marthaa@lightlink.com), 607-273-0005

**John Spence**, Community Arts Partnership [director@artspartner.org](mailto:director@artspartner.org), 607-273-5072 x19

**Carol Kammen**, Tompkins County Historian [ckk6@cornell.edu](mailto:ckk6@cornell.edu), 607-273-5298

**Chrys Gardener**, Beautification Program/Cornell Cooperative Extension [cab69@cornell.edu](mailto:cab69@cornell.edu) , 607-272-2292 x123

**Patty Clark**, Festivals Program/Downtown Ithaca Alliance [patty@downtownithaca.com](mailto:patty@downtownithaca.com), 607-277-8679