

Tompkins County Strategic Tourism Planning Board

Wednesday October 15th, 2014; 3:00 pm – 5:00 pm
Ithaca Tompkins County Convention and Visitors Bureau
904 East Shore Drive, Ithaca

AGENDA	Start Time
1) Special Presentation Gavin Landry, Executive Director of Tourism, NYS Division of Tourism - "I Love NY"	3:00
2) Special Presentation Finger Lakes Region Association of TPAs	3:30
3) July STPB Meeting Minutes • ACTION – Approve Meeting Minutes	4:00
4) Privilege of the Floor (limit of 3 minutes per person for members of the public to address the board)	4:02
5) Fall 2014 Tourism Grant Recommendations: • ACTION – Recommend Fall 2014 Community Celebrations Grant awards – Carol Kammen • ACTION – Recommend 2014 Budget Adjustment from Marketing and Advertising Grants to New Tourism Initiative Grants in the amount of \$12,000 – Tom Knipe • ACTION – Recommend Fall 2014 Tourism Marketing and Advertising Grant awards – Ethan Ash • ACTION – Recommend Fall 2014 New Tourism Initiative Grant awards – Ann Gossen • REPORT – Update on Grant Program Review	4:05
6) Chair's REPORT – Rick Adie	4:40
7) Staff Report – Tom Knipe	4:45
8) CVB Report - Bruce Stoff	4:50
ADJOURN	5:00

Agenda Packet

1. Gavin Landry Speaker Bio
2. September 2014 draft STPB meeting minutes
3. Fall 2014 Grant Recommendations
4. CVB Report
5. Room Tax Report for 3rd Quarter 2014

Next Meeting

Wednesday, November 19
No December meeting



MISSION:

The Strategic Tourism Planning Board is charged by the Tompkins County Legislature with providing oversight and strategic direction for tourism initiatives that *promote economic development* and *enhance the quality of life* in Tompkins County.

Gavin Landry
Executive Director of Tourism
New York State Division of Tourism - ["I Love New York"](#)

Gavin Landry joined Empire State Development (ESD) as the Executive Director of Tourism in March of 2013. Mr. Landry's appointment came at a time of continued tourism growth across New York State and amidst the launch of a series of new tourism initiatives by Governor Andrew M. Cuomo.

As Executive Director, Mr. Landry leads the iconic I LOVE NEW YORK marketing campaign and develops and implements new initiatives to further the State's positive tourism growth. Tourism is the third fastest growing job sector in NYS. Visitation to NYS in 2013 has increased by 8.8 million, a 4.2% increase from the previous year, resulting in 218.8 million visitors. In 2013 the tourism industry generated \$7.7 Billion in state and local taxes. Since taking office, Governor Cuomo has put in place a series of initiatives to bolster statewide tourism, including announcing 60 million dollars tourism funding at the first-ever NYS Tourism Summit on May 8, 2013. To build on these successes and continue to boost tourism and create jobs, Governor Cuomo announced several new initiatives to spotlight the State's natural beauty and recreational opportunities, to attract visitors to Upstate New York and to promote "Made in New York" products through Market NY and Taste NY.

Mr. Landry also works closely with Governor Cuomo's Tourism Advisory Council (TAC), which provides input and advice regarding the state's tourism efforts.

Before joining Empire State Development, Mr. Landry ran Landry Hospitality Consulting Services, where he provided full-service hospitality consulting to numerous hotel developers and owners. Mr. Landry ran commercial hotels for a professional management company in markets such as Detroit, MI; Columbus, OH; Charlotte, NC and Somerset, NJ. He has also served as president of the Saratoga Convention and Tourism Bureau, a post he held for 12 years. During that time, he served as the President of the NYS Association of CVB's (2000-02) and was nominated for Tourism Executive of the Year by the members of NYSHTA in 2007. A graduate of Cornell University, Mr. Landry is currently an adjunct professor at New York University's (NYU) Tisch Center for Hospitality, Tourism and Sports Management where he teaches graduate courses in various disciplines of the tourism industry. In February of 2013, Mr. Landry was the recipient of an award for teaching excellence from NYU, one of 20 given out across nine disciplines. Mr. Landry is a member of the Cornell Society of Hotelmen.

**Tompkins County Strategic Tourism Planning Board (STPB)
Meeting Minutes Draft – September 2014**

1 **Date:** September 17, 2014
 2 **Time:** 3:00-5:00pm
 3 **Location:** Cayuga Nature Center
 4
 5

Attendees:

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Sue Perlgut	✓	Arts-Culture
Ian Golden	✓	Recreation	Susie Monagan	✓	Arts-Culture
Ethan Ash	✓	Arts-Culture	John Spence	✓	CAP, Non-Voting
John Gutenberger	✓	Cornell	Bruce Stoff	✓	CVB, Non-Voting
Lynette Scofield	✓	Lodging	Dwight Mengel	A	Transportation, Non-Voting
Rick Adie	✓	Lodging	Gary Ferguson	✓	DIA, Non-Voting
Rita Rosenberg	✓	Agriculture	Jennifer Tavares	✓	Chamber, Non-Voting
Andy Zepp	E	At-Large	Martha Armstrong	✓	TCAD, Non-Voting
Stephen Nunley	✓	At-Large	Will Burbank	✓	TC Legislature, Non-Voting
Steve Hugo	E	At-Large	Beverly Baker	A	Associate Member
Ken Jupiter	✓	At-Large	Carol Kammen	A	Associate Member
Mike Mellor	✓	At-Large	Jon Reis	A	Associate Member
Anne Gossen	✓	At-Large	Tom Knipe	✓	Staff
Sue Stafford	✓	TC3	Jennifer Turner	✓	Staff
Christy Agnese	E	At-Large			

7
8

9
10 **Also in attendance:** Ronda Roaring, De Murphy – Noble House, Bed and Breakfast of Greater Ithaca
 11

12 **Meeting Agenda**

- 13 Welcome to the Cayuga Nature Center – Robb Ross
 14 Privilege of the Floor
 15 July STPB Meeting Minutes
 16 Downtown Ithaca Project Updates Presentation – Gary Ferguson
 17 Chair's Report
 18 Staff Report
 19 CVB Report
 20 Annual TPA Designation
 21 Nominating Committee
 22 Membership and Bylaws Committee Report
 23 Task Force Reports
 24 Tour of Cayuga Nature Center
 25

26 **The meeting was called to order** at 3:03 PM.
 27

28 **July 2014 STPB meeting minutes** were approved with no changes.
 29

30 **Welcome to the Cayuga Nature Center** – Rob Ross, Associate Director for Outreach at the
 31 Paleontological Research Institution and Museum of Earth introduced himself and expressed gratitude to
 32 the Strategic Tourism Planning Board for their continued support. He went on to provide background on the
 33 collaboration of staff within the Cayuga Nature Center and the Museum of the Earth and related programs.
 34 Transitions at the center were noted; additional upgrades to the Cayuga Nature Center are ongoing. Earth
 35 Systems and Environmental Education were noted as local highlights with resources that include Cornell
 36 University, Ithaca College, The Sciencenter, The Children's Garden, and the Lab of Ornithology. The broad
 37 vision for the Cayuga Nature and the Museum for the Earth is to provide visitor attractions that are unusual
 38 and unique by providing an experience with high quality cutting edge technology and beautiful exhibits.
 39

40 **Privilege of the Floor** – Ronda Roaring of www.ilovethefingerlakes.com made suggestions to the STPB in
 41 to promote Ithaca as a destination to accommodate visitors for the upcoming International Lacrosse

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42 Championship in September of 2015. The Iroquois Confederacy will be hosting the event in Nedrow, New
43 York at the Onondaga Nation Arena. Also noted were the Finger Lakes Finns as a possible host to visitors
44 from Finland. There will be a number of games and 40 teams traveling from all over the country. More
45 information on the event: www.Iroquoisnationals.org
46

47 De Murphy of addressed the board on behalf of the Bed and Breakfast of Greater Ithaca. She shared the
48 group's concerns about illegal lodging vendors using AirBnB and other online sites to market properties.
49 She noted that between their association's 12 members, \$46,878 in room taxes were collected. She also
50 noted the Visitors Bureau's previously reported estimate of a loss of between \$37,000-45,000 each year in
51 uncollected room tax due to unregistered AirBnB hosts. She offered the services of the association to
52 provide education and outreach about the legal and regulatory requirements of providing lodging services in
53 Tompkins County.
54

55 Rick Adie noted the complexity of the issue on a national scale. The Economic Development Committee of
56 the Legislature has been made aware of the issue. Compliance with zoning and building codes are
57 enforced by surrounding municipalities, not Tompkins County, which makes it difficult for local government
58 to provide a coordinated response. A presentation will be brought to the Tompkins County Council of
59 Governments on October 23rd.
60

61 **July 2014 STPB meeting minutes** were approved with no changes.
62

63 **Downtown Ithaca Project Updates** - Gary Ferguson opened his presentation with an update on the
64 projects underway in downtown Ithaca. There are a total of 13 projects that are completed, underway, or
65 scheduled to be underway. Breckenridge Place, Argos Inn, Seneca Place, and Press Bay Alley are among
66 some of the completed projects. Re-construction of the Ithaca Commons is moving along as concrete is
67 being poured to start the process of the surface which will follow with pavers. The end of November is the
68 target goal for the completed base surface of the Ithaca Commons. Full completion of the Ithaca Commons
69 is projected for late spring of 2015. Other noted projects set for construction or in some stage of
70 development were noted as The Shalimar Building, Marriott Hotel, Harold's Square, Hotel Ithaca, Cayuga
71 Green II, Coltivare, Hampton Inn, and the new Business Incubator in the Carey Building. Members
72 questioned the parking accessibility downtown with all the new construction. A Transportation Demand
73 Management Program has been created with the goal of moving 400 people out of the parking system to
74 reduce the footprint of cars. The City of Ithaca and TCAT are constantly working on parking management.
75 For more information on downtown Ithaca contact: gary@downtownithaca.com
76

77 **Chair's Report** – Rick Adie reported that the Economic Development Committee's approved the 2015
78 tourism program budget to be forwarded to the full legislature for adoption in November. Christy Agnese's
79 efforts with the Wine Center deconstruction were noted as well underway as she continues the debriefing of
80 25 people involved with the project. A presentation will follow in October or November. The October
81 meeting will focus on review of the fall review of grants. Gavin Landry of the I Love New York Program will
82 give a presentation at the October Strategic Tourism Planning Board meeting.
83

84 **Staff Report** – Tom Knipe reported that the Priority Trails Strategy was presented to the Legislature on
85 August 5th and the resolution accepting the document passed unanimously. Grant applications are due
86 Friday. Tompkins County has created a fact sheet and registration form on their website in effort to educate
87 and pursue the collection of the room tax. This required coordination with Tompkins County Assessment,
88 Finance, County Attorney, the CVB and the Planning Department. Special thanks went to Joseph
89 Rodriguez for creating a tool to assist in identifying street addresses of AirBnB hosts. A letter will go out
90 soon to AirBnB hosts in order to educate them on the county room tax law.
91

92 **CVB Monthly Report** – Bruce Stoff reported that the STR report for the month of July was record breaking
93 with numbers exceeding the previous record back in July of 2008. Occupancy rate is struggling due to the
94 supply of properties growing faster than demand. The chat button that was configured onto the webpage
95 was successful. Chats surpassed the phone calls and most chats were used for information regarding
96 booking rooms. 150 room nights were generated in one week for rooms that may have been booked
97 outside the county. VisitIthaca mobile sites were noted as overtaking the desktop websites in unique

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98 visitors. With the \$50,000 investment in a website planned for the near future, those numbers will be
99 revisited. The mid-week ad campaign is hoping to bring 300 room nights weekly.

100
101 **Annual TPA Designation** – A motion for the STPB to support the designation of the Tourism Promotion
102 Agency for the state between Tompkins County and the Tompkins County Chamber of Commerce was
103 moved by Tom Knipe, seconded by Anne Kellerman and approved unanimously by voice vote.

104
105 **Nominating Committee** – Rick Adie, Anne Kellerman and Ken Jupiter agreed to have their names put
106 forward to serve on the 2014 Nominating Committee. Mike Mellor made the motion to appoint the
107 Nominating Committee, seconded by Stephen Nunley and approved unanimously by voice vote.

108
109 **Membership and Bylaws Committee Report** – Lynnette Scofield noted the need find a replacement for
110 Rick Adie in the lodging seat as well as Susie Monagan’s Arts & Culture seat, as Susie will replace Anthony
111 Hopson to represent Ithaca College. A press release has gone out and applications are due October 20th.

112
113 **Ag & Culinary tourism Task Force Report** - Rita Rosenberg reported that their Task Force met in July and
114 September. Preparations are being made for the Tompkins County Agri-Culinary Community Workshop that
115 will take place on November 10th from 6:00-8:30 at The Place at Greenstar. The main goal will be to focus on
116 turning Ithaca Tompkins County into a regional hub of culinary and agri-tourism. Questions will be focused
117 on potential strategies and actions that will go into the Implementation Plan which is being developed. Ethan
118 Ash touched on the outline of what the agri-tourism plan will look like and the feedback that will be required
119 to make sure that key elements are included. The restaurant industry was mentioned as a key component in
120 engagement for the plan’s development. Suggestions were made to members of the STPB to reach out for
121 participation in the workshop from community members, particularly with people in the restaurant industry.
122 The group has come up with a definition for local agri-culinary tourism represented by a Venn Diagram with
123 elements of farm-based, food-based, and beverage-based experiences. Crossovers between the different
124 elements were mentioned as a way to create unique experiences as all the elements tie together cohesively.
125 Lodging will be a key component in directing people to these experiences.

126
127 **Heritage Tourism Task Force** – Anne Gossen, Chair of the Heritage Tourism Task Force, reported that
128 their Committee met 3 times over the summer. She noted that original membership started with Stu Stein as
129 Chair and John Spence of CAP, Ian Golden of STPB, Tom Knipe of the Tompkins County Planning
130 Department, Alphonse Pieper of Historic Ithaca, Carol Kammen, Sherene Baugher, Jeff Chusid of Cornell,
131 and Baruch Whitehead of Ithaca College. The Task Force is at the brainstorming stage and will focus on
132 strengths, opportunities, challenges and research on best practices and national models. In the fall the
133 Heritage Taskforce will focus on creating an outline for a strategy document. By next year the Heritage
134 Tourism Taskforce will have a strategy document and recommended action steps.

135
136 **ACOD** – John Spence reported on a set of meetings of the special committee to review the Arts & Culture
137 Organizational Development (ACOD) Program. The funding was initiated 12 years ago to make the large
138 established tourism and audience generating arts organizations strong and healthy. He noted the application
139 received last year by Friends of Stewart Park raised questions to the panel as to the definition of culture and
140 eligibility for funding. The group is working to answer this question and also to tune the eligibility
141 requirements and the review process. The special committee has also discussed making the application
142 process clearer to applicants by having an applicant submit a letter of interest to establish eligibility before
143 submitting a full application. The group will continue meeting this fall and come forward with
144 recommendations soon. In 2016 there may be different application and review processes

145
146 **Announcements** – Sue Perlgut noted the Benefit for Planned Parenthood and the documentary she had
147 been working on regarding Constance Cook that will be featured at Cinnemapolis on November 19th at
148 7:30pm. Bruce Stoff noted the Annual Celebration of Tourism on November 12th from 6:00-8:00 pm at the
149 Americana Vineyards hosted by the B&B Association.

150
151 With no further business, the meeting adjourned at 4:24pm. A tour of the Cayuga Nature Center followed.

152
153 Respectfully Submitted,
154 Jennifer Turner, Administrative Assistant

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155 Tompkins County Planning Department
156
157 **Next Meeting Scheduled**
158 Wednesday October 15, 2014

DRAFT

**Fall 2014 Community Celebrations
SUMMARY OF GRANT APPLICATIONS and AWARD RECOMMENDATIONS**

Municipality	Organizers	Celebration	Projected Attendance	Description	Dates	Request	Recommendation	Committee Comments
City of Ithaca	International Youth Arts & Culture (IYAC) Festival	2015 International Youth Arts & Culture (IYAC) Festival	300	Third annual student-organized celebration of international music and dance with performances, art displays, cultural cuisine, arts and crafts, a children's activity zone, booths and a talent show contest featuring students at local schools.	5/16/2015	\$1,000	\$1,000	<i>Youth organized-event. Solid history.</i>
City of Ithaca	Ithaca Children's Garden	2014 Fire & Ice Festival	400-600	Third annual celebration of winter outdoor fun, art and creativity at Ithaca Children's Garden featuring igloo-building, snowfort-making, kid ice sculpture and environmental snow/ice art combined with with bonfires, fire-juggling and fire sculpture.	2/7/2015	\$1,800	\$1,600	<i>Strong attendance. Good history. Good time of year.</i>
City of Ithaca	CU Department of Music Faculty	2014 Cornell Americana Project	350	A new project organized by Prof. Ariana Kim celebrating the rich history of folk music. Guest artist residency featuring renowned composer and mandolinist Jennifer Curtis. Includes a master class, open jam, work with CU composition students and performance at the Carriage House.	November 20-23, 2014	\$1,500	\$0	<i>This event appears to primarily benefit faculty and graduate students. Evidence of community connection was found lacking.</i>
City of Ithaca	Sustainable Tompkins	Earth Day Ithaca 2015	500-750	Combined Earth Day event and 10th anniversary of "Signs of Sustainability" award program to celebrate our community's collective sustainability-related achievements.	4/19/2015	\$2,000	\$1,000	<i>Consistent with sustainability focus area in the Strategic Tourism Plan. Good community support.</i>
Town of Dryden	Tompkins County Civil War Commemoration Commission	Civil War Nurse Monument	100 at dedication	A request for support to erect a memorial to the four Civil War nurses associated with Tompkins County at TC3. The memorial will provide an ongoing celebration of the contribution of these early nurses and their link to the modern profession of nursing.		\$2,000	\$500	<i>A commemoration of history of nursing in Tompkins County. Local monuments focused on women are lacking. The committee encourages promoting a public unveiling event to generate awareness.</i>
Town of Lansing	Town of Lansing Parks and Recreation	2015 East Shore Festival of the Arts	1950	6th annual juried art and music festival showcasing local talent and local history in the Town of Lansing.	5/1/2015	\$1,467	\$1,467	<i>Has shown significant growth, uses local history, and engages many volunteers. Supports the development of a cultural center in Lansing.</i>

**Fall 2014 Community Celebrations
SUMMARY OF GRANT APPLICATIONS and AWARD RECOMMENDATIONS**

Municipality	Organizers	Celebration	Projected Attendance	Description	Dates	Request	Recommendation	Committee Comments
Village of Cayuga Heights	Village of Cayuga Heights Historian	Village of Cayuga Heights Centennial Celebration Speakers Series	200+	A four-part speakers' series commemorating the centennial of the founding of the Village of Cayuga Heights. Talks are to focus on the village's architectural history, environmental history, history of the local government and schools, and memories of the living.	February 1 and 26, March 19 and April 19, 2015	\$750	\$750	<i>Clear history focus. Important centennial celebration in Tompkins County history.</i>
Village of Groton	Village of Groton	2015 Groton Winterfest	400-500	12th annual Village celebration of winter with sledding, games (including a recycled Toboggan contest), demonstrations, booths, and dog-sledding.	2/7/2015	\$975	\$975	<i>Traditional community celebration. Winter activities are encouraged.</i>
Village of Trumansburg	Dorothy Cotton Jubilee Singers	2015 Dorothy Cotton Jubilee Singers Presents: Africa to America: The History of the Negro Spiritual	250	A celebration tracing the evolution of the Negro Spiritual from Africa to America with a choral concert featuring two guest soloists in either Trumansburg or Enfield.	05/02/2015 - 05/03/2015	\$950	\$649	<i>Second year of Community Celebrations grant support. First year showed success. Strong historical focus. A municipality needs to be identified.</i>
Village of Trumansburg	Robyn Wishna Photography	Manual Labor - A Celebration of Workers in Tompkins County	400+	A collection of 25 portraits and interviews by photographer Robyn Wishna celebrating the diverse community of people in Tompkins County who work with their hands. For display at the Trumansburg Conservatory, TC3, other locations, and online gallery with audio interviews.	February/March 2015	\$1,400	\$750	<i>Clear historical element. Multiple locations and web archive component are encouraged. Funding contingent on finding a home for the framed photos which allows ongoing viewing by the public. \$750 supports 15 photos. The committee encourages additional fundraising.</i>
Total Requests/Awards						\$13,842	\$8,691	
Total Available						\$8,691	\$8,691	
Difference						(\$5,151)	\$0	

FALL 2014 LIST OF GRANT APPLICATIONS and AWARD RECOMMENDATIONS

Tourism Marketing Advertising (TMA) and New Tourism Initiative (NTI) Grants

Applicant	Project Title	Requests			Recommendations		
		TMA Request	NTI Request	TOTAL Request	TMA Award	NTI Award	TOTAL Award
Ithaca Youth Bureau	2015 Ithaca Bike Rental	\$2,000	\$23,000	25,000	\$2,000	\$8,000	\$10,000
Community School of Music and Arts	2015 Ithaca Fringe Festival	\$1,000	\$9,810	10,810	\$1,000	\$9,000	\$10,000
City of Ithaca	2015 Ithaca Skate Jam	\$5,000	\$4,000	9,000	\$5,000	\$4,000	\$9,000
Cooperative Extension Association of Tompkins County	2015 Finger Lakes Beer & Cider Festival	n/a	\$13,081	13,081	n/a	\$13,000	\$13,000
Ithaca Shakespeare Company Inc	2015 Richard II at the Hangar Theatre	n/a	\$15,585	15,585	n/a	\$14,500	\$14,500

	Requests	
	TMA	NTI
Total Requested / Recommended	8,000	65,476
Total Fall 2014 Funds Available	20,000	36,500
Recommended Budget Adujstment		
Total Funds Available with Adjustment		
Difference*	12,000	(28,976)

Recommendations	
TMA	NTI
8,000	48,500
20,000	36,500
(12,000)	12,000
8,000	48,500
0	0

Fall 2014 Tompkins County Tourism Grant Request Summary and Review Committee Comments
Tourism Marketing and Advertising (TMA), New Tourism Initiative (NTI) Grants

Applicant	Project Title	TOTAL Request	TOTAL Award	Grant Program	TMA Committee Comments	NTI Committee Comments
Ithaca Youth Bureau	2015 Ithaca Bike Rental	25,000	\$10,000	TMA & NTI	Project would facilitate new opportunities to package with other experiences and attractions and provide a new tourism product. Some nuts and bolts questions and support around marketing and logistics to be worked out through contracting process. Website, distribution plan for brochures, ad/content trades, partnerships with tour operators, social media marketing plan, email marketing campaign. Panel encourages working with county staff for additional technical assistance.	Primarily a tourism "infrastructure" investment in which the benefits will accrue over time. Good added value, mutually supportive of other attractions - Farmer's Market, CWT, Stewart Park. Seasonal, weather-dependent. The grant panel encourages investment in social media marketing and additional packaging. Recommended funding will support equipment request.
Community School of Music and Arts	2015 Ithaca Fringe Festival	10,810	\$10,000	TMA & NTI	Reasonable marketing investments. Please show specific results/conversion for magazine ads, ad trades, and social media campaign.	Good evidence of collaboration. Good time of year and location. Good evidence of advance work on marketing. Small numbers in year one, but plan for growth and awareness of Fringe is growing.
City of Ithaca	2015 Ithaca Skate Jam	9,000	\$9,000	TMA & NTI	Big growth at great time of year. Clear tourism draw. Strong, new, fresh event. Wildly strong social media presence. Would like to see results of paid social media investments in reports. Marketing grant is for airfare for top names to attend, which presumably draws young skaters to come and participate. So, the panel would like to see more evidence of this connection. How these names are promoted through the event marketing as a means of enhancing the draw?	Strong appeal and awareness-building for young demographic. Good record of tourism draw, strong earned media, and safety. Proposed collaboration with GIAC and IYB is a great way to engage local youth.
Cooperative Extension Association of Tompkins County	2015 Finger Lakes Beer & Cider Festival	13,081	\$13,000	NTI	n/a	Leveraging of Farmer's Market is great. Intergenerational appeal. Good timing; ag & culinary tourism are important emerging markets to support. The panel applauds the concept of mid-week but has questions about whether this will work in practice. Stronger evidence that timing, proposed pricing, and marketing will work is needed. Need to choose final date and think through marketing more to ensure success.
Ithaca Shakespeare Company Inc	2015 Richard II at the Hangar Theatre	15,585	\$14,500	NTI	n/a	Quality production, good time of year; strong record of data collection and reporting. Also supports the Hangar Theatre indirectly. Applicant needs to explore the impact of the loss of Teacher's Winter Recess and adjust. The panel has concerns to address about financial/organizational sustainability.

Tompkins County Tourism Summary Report

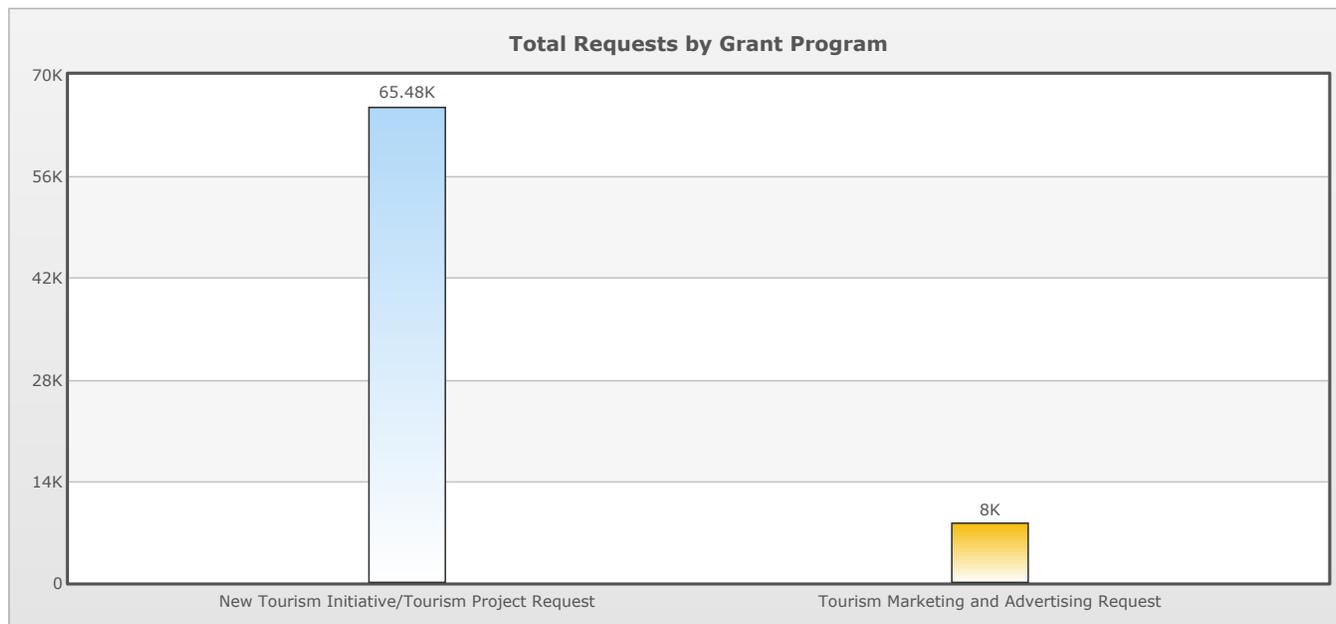
Request Summary

Forms

Tompkins County Tourism Application

Filters

Submission Date Is After 09/01/2014



Grant Program	Applicant Organization	Project Title	New Tourism Initiative/Tourism Project Request	Tourism Marketing and Advertising Request	Total Funds Requested	Submission Date
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Youth Bureau	2015 Ithaca Bike Rental	\$23,000.00	\$2,000.00	\$25,000.00	09/19/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Community School of Music and Arts	2015 Ithaca Fringe Festival	\$9,810.00	\$1,000.00	\$10,810.00	09/19/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	City of Ithaca	2015 Ithaca Skate Jam	\$4,000.00	\$5,000.00	\$9,000.00	09/18/2014
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2015][Finger Lakes Beer & Cider Festival]	\$13,081.00	\$0.00	\$13,081.00	09/19/2014
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2015 RICHARD II AT THE HANGAR THEATRE	\$15,585.00	\$0.00	\$15,585.00	09/19/2014
			Total New Tourism Initiative/Tourism Project Request	Total Tourism Marketing and Advertising Request	Total Total Funds Requested	
			\$65,476.00	\$8,000.00	\$73,476.00	

Total Rows
5

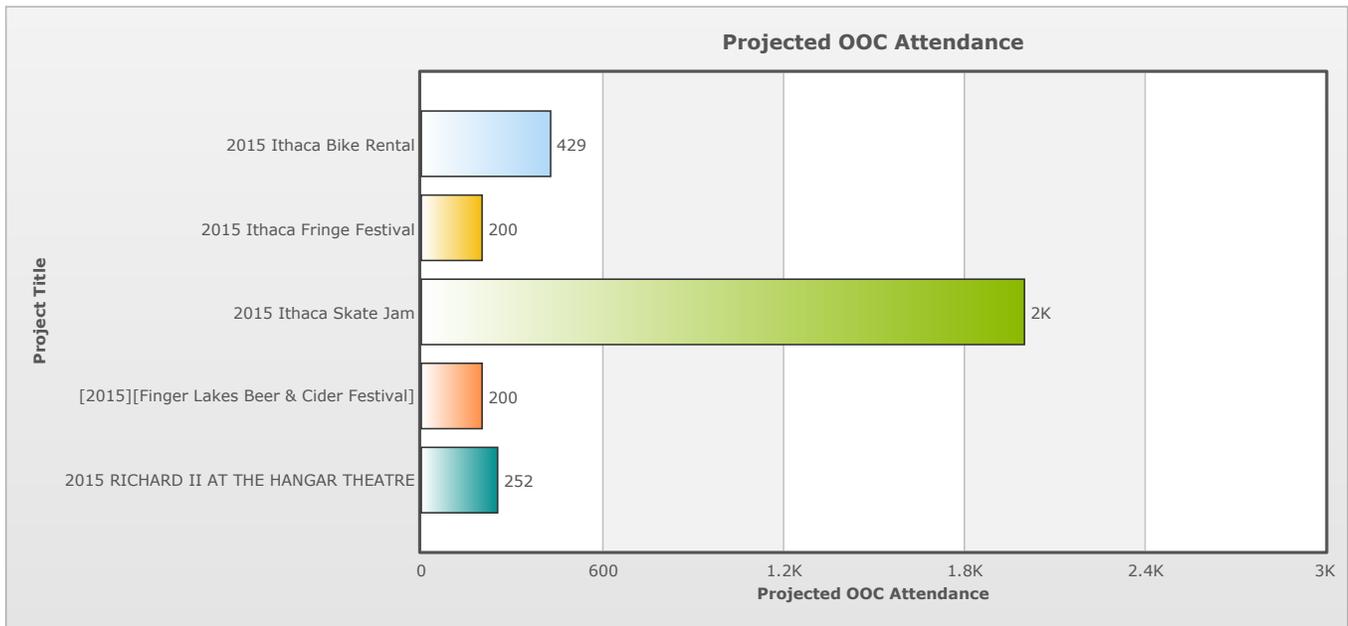
Project Summary

Forms

Tompkins County Tourism Application

Filters

Submission Date Is After 09/01/2014



Grant Program	Applicant Organization	Project Title	Project Organizer First Name	Project Organizer Last Name	Projected Attendance	Projected OOC Attendance	Dates	Executive Project Summary	Total Funds Requested	Submission Date
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Youth Bureau	2015 Ithaca Bike Rental	Marty	Schreiber	1072	429		Ithaca Bike Rental, located at both ends of the Cayuga waterfront Trail, will offer convenient trailhead bike rentals with rest room facilities and plenty of parking. It will be an important recreational asset to encourage tourists and residents to park the car and bike to destinations such as Cass Park, Stewart Park, Farmers Market, Ithaca Children's Garden, the Sciencecenter and downtown Ithaca. Ithaca Bike Rental will enhance waterfront access to Cayuga Lake and increase tourism activity on the Cayuga Waterfront Trail. In the first year we expect to draw over 1,000 people to the trail. This project will attract tourists while at the same time enriching the lives of those who live here, offering a new venue for health and fitness to all.	\$25,000.00	09/19/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Community School of Music and Arts	2015 Ithaca Fringe Festival	George	Sapio	800	200	04/16/15-04/19/15	The Ithaca Fringe Festival is in its second year. Our goal is to host (8) eight performance-based theatrical acts, both local and out-of-town, for four days (April 16-19) for (4) four performances each. Our venues will be donated and so will housing for the out-of-town acts. All ticket sales will go to the performing artists.	\$10,810.00	09/19/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	City of Ithaca	2015 Ithaca Skate Jam	Kadie	Salfi	3000	2000	4/25/2015	The Ithaca Skate Jam taps into a desirable demographic and attracts skateboarders and spectators from across the United States and beyond. Hosted by globally-established, locally-rooted skate brand, Comet Skateboards, the Ithaca Skate Jam has the potential to become the biggest skate event on the East Coast. Reaching that goal requires we build our event capacity and extend marketing beyond Comet's current reach. Our goals are to attract skaters from all over the World and bring participants, families and other tourists to the first of many experiences in the Ithaca area. EVENT - We construct a temporary, safe and intricate downhill park on Gun Hill and offer a means of self-guided, terrain-inspired creativity. It is not a race. There are no referees. There are no coaches. There's no correct way to traverse the event grounds. There are simply thousands of ways to skate and create. This style of event has proven infectious in the global skate community.	\$9,000.00	09/18/2014
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2015][Finger Lakes Beer & Cider Festival]	Liz	Karabinakis	600	200	Mid-week in May or June, 2015; date TBD w/ input from TC Tourism, CU Alumni Affairs & partners	The first Finger Lakes Beer and Cider Festival in Ithaca at Steamboat Landing Farmers Market along Cayuga Lake to showcase the region's emerging craft beer and cider scene. The Festival will combine several synergistic attractors: the novelty of tasting new regional craft beers and cider; live music by a well-known band; local food demos with restaurant chefs; and, for people of all ages, culinary-related educational booths including hands-on cider-pressing. The Festival aims to attract tourists to Tompkins County, give visitors an attraction to extend their stay, and draw locals in celebration of local foods & libations. The Festival will attract people of all ages and walks of life: families, students, VIPs, Baby Boomers, newlyweds, etc. The Festival will provide a new agri-culinary experience that enriches the region's culinary identity, while cross-promoting and supporting existing agri-culinary activities to make Tompkins County a burgeoning regional hub of culinary excellence.	\$13,081.00	09/19/2014
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2015 RICHARD II AT THE HANGAR THEATRE	Stephen	Ponton	1400	252	02/13/2015-02/22/2015	The Ithaca Shakespeare Company will present a production of "Richard II" at the Hangar Theatre in February 2015. This will be the first in a series of 5 productions of Shakespeare's history plays, commemorating the 400th anniversary of his death in 2016. We are requesting funds to hire professional personnel in several key areas, improve costuming, and make this 5-play series as exciting an event as possible.	\$15,585.00	09/19/2014
					Total Projected Attendance	Total Projected OOC Attendance			Total Total Funds Requested	
					6872	3081			\$73,476.00	

Total Rows
5

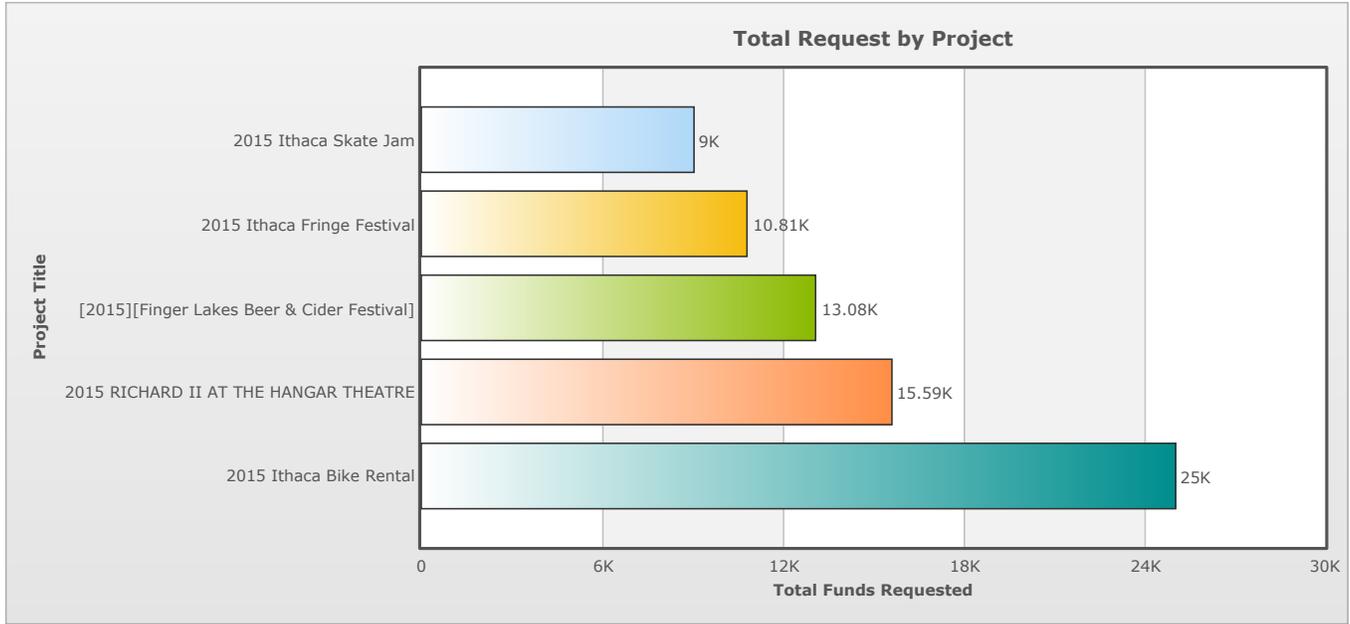
Projected Outcomes and Evaluation

Forms

Tompkins County Tourism Application

Filters

Submission Date Is After 09/01/2014



Grant Program	Applicant Organization	Project Title	Attendance	Local Attendance	OOO Attendance	% Primary Purpose	Room Nights Generated	Average Spending per OOC Participant	Total Associated Visitor Spending	Total Generated Visitor Spending	Total Funds Requested	Grant \$ per Associated Visitor Spending (Associated ROI)	Submission Date
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	City of Ithaca	2015 Ithaca Skate Jam	3000	1500	1700	60%	400	\$185.00	\$314,500.00	\$188,700.00	\$9,000.00	34.944444	09/18/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Community School of Music and Arts	2015 Ithaca Fringe Festival	800	650	200	25%	150	\$265.00	\$53,000.00	\$13,250.00	\$10,810.00	4.902868	09/19/2014
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2015][Finger Lakes Beer & Cider Festival]	600	400	200	50%	200	\$306.00	\$61,200.00	\$30,600.00	\$13,081.00	4.678541	09/19/2014
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2015 RICHARD II AT THE HANGAR THEATRE	1400	1148	252	15%	120	\$265.00	\$66,780.00	\$10,017.00	\$15,585.00	4.284889	09/19/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Youth Bureau	2015 Ithaca Bike Rental	1072	643	429	25%	142	\$185.00	\$79,365.00	\$19,841.25	\$25,000.00	3.174600	09/19/2014
			Total Attendance	Total Local Attendance	Total OOC Attendance	Average (no zeroes) % Primary Purpose	Total Room Nights Generated	Average (no zeroes) Average Spending per OOC Participant	Total Total Associated Visitor Spending	Total Total Generated Visitor Spending	Total Total Funds Requested	Average Grant \$ per Associated Visitor Spending (Associated ROI)	
			6872	4341	2781	35%	1012	\$241.20	\$574,845.00	\$262,408.25	\$73,476.00	10.3970685744	

Total Rows
5

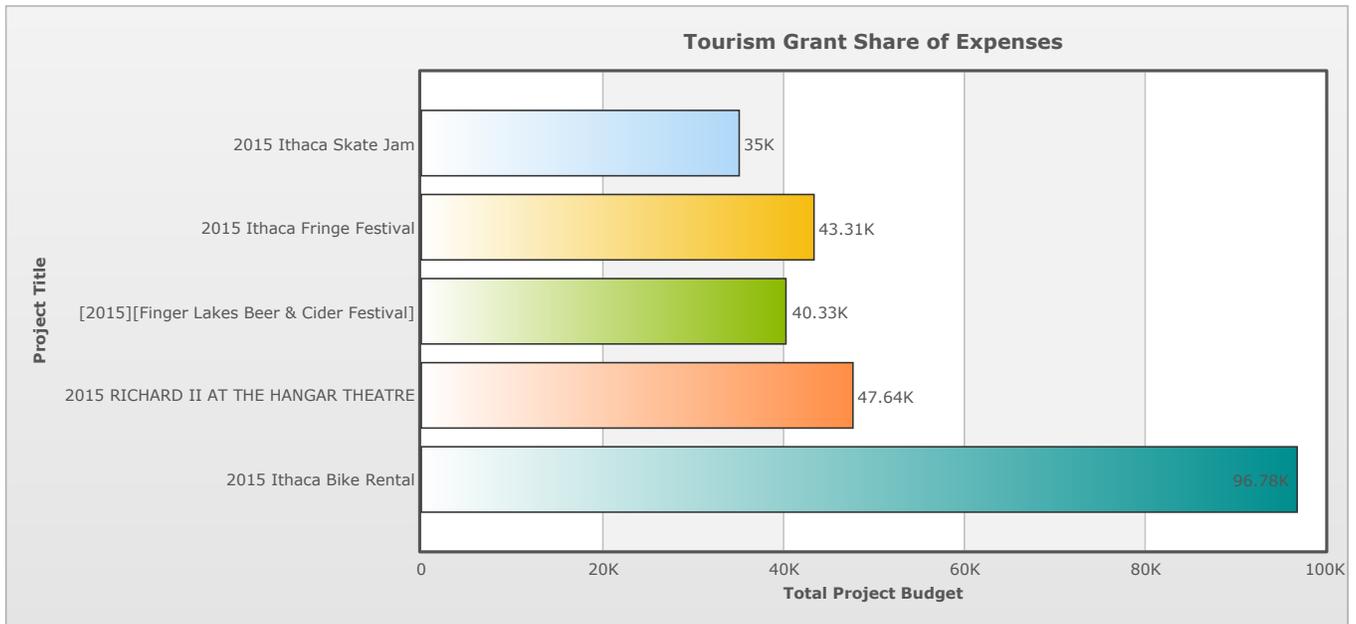
Project Budget

Forms

Tompkins County Tourism Application

Filters

Submission Date Is After 09/01/2014



Grant Program	Applicant Organization	Project Title	Total Funds Requested	Total Project Budget	Tourism Grant(s) Share of Expenses	TOTAL Other Cash Income	TOTAL In-Kind Estimate	Tourism Grant Share of Cash Income	Submission Date
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	City of Ithaca	2015 Ithaca Skate Jam	\$9,000.00	\$35,000.00	0.00	27000.00	9600.00	25%	09/18/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Community School of Music and Arts	2015 Ithaca Fringe Festival	\$10,810.00	\$43,310.00	0.00	20100.00	12400.00	35%	09/19/2014
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2015][Finger Lakes Beer & Cider Festival]	\$13,081.00	\$40,332.00	0.00	30000.00	9998.00	30%	09/19/2014
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2015 RICHARD II AT THE HANGAR THEATRE	\$15,585.00	\$47,635.00	0.00	32200.00	0.00	33%	09/19/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Youth Bureau	2015 Ithaca Bike Rental	\$25,000.00	\$96,779.00	0.00	71779.00	0.00	26%	09/19/2014
			Total Total Funds Requested	Total Total Project Budget	Average Tourism Grant(s) Share of Expenses				
			\$73,476.00	\$263,056.00	0.000000				

Total Rows
5

Strategic Tourism Plan Implementation

Forms

Tompkins County Tourism Application

Filters

Submission Date Is After 09/01/2014

Grant Program	Applicant Organization	Project Title	Goal One:	Goal Two:	Goal Three:	Will Project Implement a Critical Action?	Critical Action Narrative	Submission Date
New Tourism Initiative Grant AND Tourism		2015	- Sports - Increase sports tourism-Cayuga	- Sustainability - Develop Ithaca and Tompkins County as the preeminent	- Festivals and Events - Grow the visitor attraction			

Marketing and Advertising Grant	City of Ithaca	2015 Ithaca Skate Jam	09/18/2014	\$13,500.00	350000.00	\$13,075.00	\$35,000.00	\$0.10
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Community School of Music and Arts	2015 Ithaca Fringe Festival	09/19/2014	\$4,320.00	147400.00	\$2,000.00	\$43,310.00	\$0.29
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2015][Finger Lakes Beer & Cider Festival]	09/19/2014	\$3,663.00	118000.00	\$2,477.80	\$40,332.00	\$0.34
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2015 RICHARD II AT THE HANGAR THEATRE	09/19/2014	\$0.00	0.00	\$0.00	\$47,635.00	
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Youth Bureau	2015 Ithaca Bike Rental	09/19/2014	\$7,448.00	50000.00	\$5,073.50	\$96,779.00	\$1.94
						Total Total Marketing Cost	Total Total \$ Out-of-County	
						\$28,931.00	\$22,626.30	

Total Rows
5

Funding Impact

Forms

Tompkins County Tourism Application

Filters

Submission Date Is After 09/01/2014

Grant Program	Applicant Organization	Project Title	New Tourism Initiative/Tourism Project Request	Tourism Marketing/Advertising Request	Total Funds Requested	Impact of receiving less funds than requested	Submission Date
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	City of Ithaca	2015 Ithaca Skate Jam	\$4,000.00	\$5,000.00	9000.00	In 2014, the grant allowed us to move the event to a larger venue and handle more infrastructure. To grow the event to bring in sponsors, we need the continued support to allow for infrastructure to meet the expectations of new sponsors. Sponsorship will be how the event becomes profitable in the future. The grant keeps us growing the event to be its own stand alone entity outside of the company Comet Skateboards.	09/18/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Community School of Music and Arts	2015 Ithaca Fringe Festival	\$9,810.00	\$1,000.00	10810.00	Certain services would have to be cut back, probably compensation first. After that, we would probably have to sacrifice swag, marketing, venues or possible acts.	09/19/2014
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2015][Finger Lakes Beer & Cider Festival]	\$13,081.00	\$0.00	13081.00	If the difference could not be quickly made up through business sponsorships or other forms of revenue, the event would need to be scaled back or postponed until sufficient funds were attained.	09/19/2014
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2015 RICHARD II AT THE HANGAR THEATRE	\$15,585.00	\$0.00	15585.00	As we make greater efforts to attract visitors from outside the county to our productions, we must be certain that we have a high-quality product to offer them. If we were not to receive this funding from the Tourism program, we would have great difficulty meeting the additional costs associated with Equity contracts and professional personnel to manage the technical capabilities of the Hangar Theatre. All of these elements are crucial for maximizing the quality of the experience we can provide to visitors.	09/19/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Youth Bureau	2015 Ithaca Bike Rental	\$23,000.00	\$2,000.00	25000.00	If we received less funding than requested, we will have less money for staffing and for marketing. We would likely scale back marketing efforts and perhaps shorten our season	09/19/2014

Total Rows
5

Previous Grant Awards

Forms

Tompkins County Tourism Application

Filters

Submission Date Is After 09/01/2014

Grant Program	Applicant Organization	Project Title	Past Tompkins County Tourism Grant Information	Submission Date
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	City of Ithaca	2015 Ithaca Skate Jam	For our 2014 event, we received \$5000 from Tourism Marketing and Advertising Grant Program and we received \$4000 from the New Tourism Initiative Grant Program.	09/18/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Community School of Music and Arts	2015 Ithaca Fringe Festival	Third Floor Performance Space Capital Improvements: Phase 1, 2014, Tourism Capital Grants, \$55,000. Third Floor Feasibility Study, 2013, Tourism Capital Grants, \$8,000. 2014 Ithaca Fringe Festival, 2012, New Tourism Initiatives Grants, \$11,000. CSMA 50th Anniversary Banner, 2010, Community Celebrations Grant, \$1,590.	09/19/2014
			2011 New Tourism Initiative - Wine, Dine, Play & Stay (\$5,000)	

New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2015][Finger Lakes Beer & Cider Festival]	2012 New Tourism Initiative - Wine, Dine, Play & Stay (\$5,500) 2013 New Tourism Initiative – The Gardeners Trail (\$1500) 2013 Marketing & Advertising – for the Gardeners Trail (\$1750) Note that Chrys Gardener was the CCE staff project leader for the two 2013 grants listed above	09/19/2014
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2015 RICHARD II AT THE HANGAR THEATRE	February 2011 Project Grant: \$11,000 for 2011 summer Shakespeare productions October 2011 Project Grant: \$6,380 for February 2011 indoor Shakespeare production October 2011 Marketing Grant: \$1,500 February 2012 Project Grant: \$11,000 for 2012 summer Shakespeare productions February 2013 Project Grant: \$11,500 for 2013 summer Shakespeare productions October 2013 NTI Grant: \$6,040 for 2014 winter production at Hangar Theatre February 2014 Project Grant: \$10,000 for 2014 summer Shakespeare productions	09/19/2014
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Youth Bureau	2015 Ithaca Bike Rental	None	09/19/2014

Total Rows 5

CVB Report October, 2014

Normal Operations

Back to business

In September CVB operations returned to normal following the disruptions this summer. New carpeting was installed Sept.18, office furnishings reinstalled Sept. 22 and 100 percent operations resumed Oct. 1.

Record August

Lodging having a very strong second half of 2014

On the heels of a record July, Tompkins County set another all-time tourism high in August with 41,155 room-nights sold. This topped the 39,663 sold last month, which eclipsed the prior record of 38,462 from July, 2008. Other highlights from the August Smith Travel Research report:

	Ithaca-Tompkins		USA	
OCC Rate	80.2%	+6.8%	71.6%	3.8%
Ave Daily Rate	\$175	10.2%	\$118	5.4%
RevPAR	\$140	17.7%	\$85	9.4%
Supply		0.1%		1.0%
Demand		6.8%		4.8%
Revenue	\$5.8 mil	17.7%		10.4%
YTD Revenue	\$29.8 mil	10.6%		8.9%

Conversations with hoteliers indicate that the torrid pace continued in September, and that October will be near sold out, as usual.

Walk-In Traffic

Foot traffic climbs 25%

With East Shore Drive operating under reduced hours, foot traffic to the Downtown Visitor Center surpassed East Shore for the first time. In August, downtown served 2,116 walk-ins and East Shore served 1,955. YTD, East Shore Drive traffic has grown 2.6% to 6,626 visitors while downtown has grown 63% to 6,022 visitors. Through August, the two centers combined to serve 12,648 visitors compared to 10,141 the year prior.

Sales

Group tour emphasis continues

The group sales department conducted a New Jersey/SE PA motorcoach sales blitz in September, reaching a dozen major tour operators in a key geographic market. The department also handled 7 leads, converting one to a sale (50 room-nights, \$13,000 local impact). Conference sales continued to disappoint due to insufficient meeting space. The community lost a 100 person academic conference proposed for June 2015 because rooms and conference space were unavailable in the same building.

New Hotel

Hampton boutique Seneca Place grows, seeks approvals

Local hotelier Neil Patel (Hampton Inn, Elmira Rd.) has expanded plans for the new downtown Hampton, bringing the project to seven stories and 123 rooms. The project still needs land sale approval from Common Council and final design approval from the city planning board. CVB is actively supporting the city with stats and market forecasts to help their decision making. Council is scheduled to vote on the project Nov. 5.

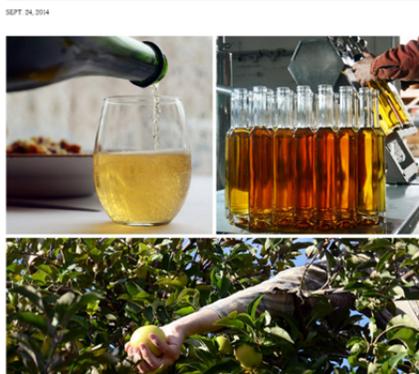


Along with facade changes, Neil Patel's proposed downtown Hampton boutique grew from six stories to seven and from 120 rooms to 123. The project is budgeted at \$11.5 million with construction running spring 2015 to spring 2016.

Marketing & PR

NYT takes an Ithaca cider spree, TV loves Simeon's mural

5 HOME SEARCH The New York Times
TRAVEL
Sips From a Cider Spree in New York State



<http://www.nytimes.com/2014/09/28/travel/sips-from-a-cider-spree-in-new-york-state.html>.

<http://www.localsyr.com/story/d/story/mural-being-painted-at-site-of-deadly-crash-at-sim/60713/TV965UoUlk2bF9U60JXPLq>

We can't claim exclusive credit for the NYT story on cider in the Finger Lakes, but we were thrilled nonetheless to read it. Our favorite quote was about Hazelnut Kitchen in Trumansburg where the meal was "by itself worth the four-hour drive from Manhattan." And in regional PR, CVB was pleased to help fund a new mural at the former Simeon's site on the commons. TV crews from Syracuse and Binghamton reported on the mural, which brightens the corner following this summer's horrific truck crash into the building.



Tompkins County Hotel Room Occupancy Tax Revenues 2001-2014

Quarter	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Q1	80,227	82,981	125,579	146,117	154,478	166,984	190,237	224,245	185,733	205,629	198,559	249,508	246,795	239,394
Q2	159,057	188,101	269,348	302,502	306,373	357,732	389,309	425,802	411,982	450,117	462,564	515,379	530,995	518,257
Q3	237,120	325,523	402,308	439,543	459,899	532,705	609,916	652,904	613,173	642,496	688,976	712,305	742,300	791,531
Q4	173,243	252,605	321,522	350,683	396,604	434,023	506,389	500,553	482,818	493,815	566,231	558,170	586,547	
TOTAL	649,646	849,209	1,118,757	1,238,845	1,317,354	1,491,443	1,695,852	1,803,504	1,693,706	1,792,057	1,916,329	2,035,361	2,106,637	
ADDITIONAL TAX COLLECTED DURING QUARTER (i.e. NOT FOR CURRENT QUARTER)	12,651	1,268	18,028	1,107	28,210	32,791	42,400	-8,616	(22,625)	-8,759	5,102	45,069	42,079	91,614

COLLECTED DURING QUARTER (i.e. NOT FOR CURRENT QUARTER)

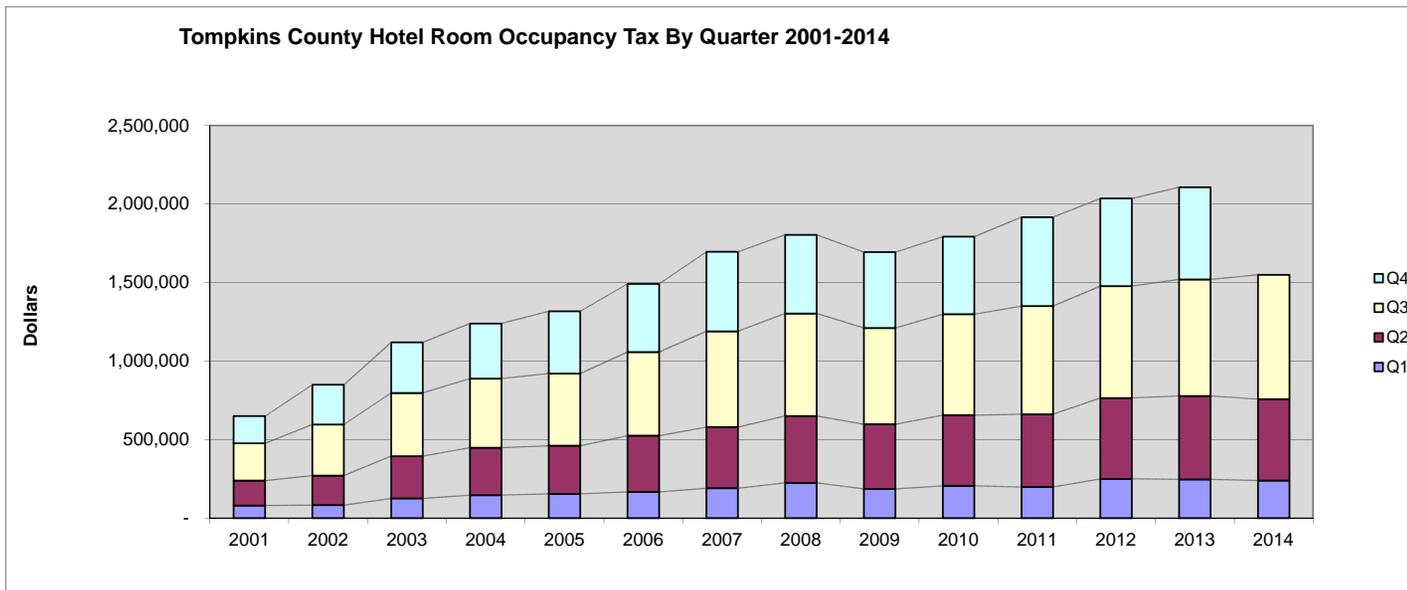
TOTAL Revenue	662,297	850,477	1,136,784	1,239,952	1,345,564	1,524,234	1,738,251	1,794,887	1,671,081	1,783,299	1,921,431	2,080,430	2,148,716	
Budgeted Revenue	617,850	683,300	1,115,530	1,220,000	1,349,200	1,328,865	1,461,752	1,773,138	1,552,161	1,700,000	1,859,659	2,036,716	2,138,552	2,260,335
Revenue Growth		28.4%	33.7%	9.1%	8.5%	13.3%	14.0%	3.3%	-6.9%	6.7%	7.7%	8.3%	3.3%	
														Modified '13 2,152,700

INTO RESERVES (Actual revenue less budgeted revenue; does not include expenditure side)

44,447	167,177	21,254	19,952	(3,636)	195,369	276,499	21,749	118,920	83,299	61,772	43,714	(3,984)
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Reserve Balance (Reserve balances from County CFO)

12/31/2001	12/31/2002	12/31/2003	12/31/2004	12/31/2005	12/31/2006	12/31/2007	12/31/2008	12/31/2009	12/31/2010	8/3/2011	4/27/2012	1/1/2013	4/1/2014
97,973	275,409	408,360	239,978	389,484	332,253	643,291	434,692	384,202	252,411	186,228	165,892	156,000	45,162



TK to STPB - There is a large gap between lodging revenue growth reported by Smith Travel Research (STR) and room tax revenue growth during the third room tax quarter (June, July, August) of 2014. Room tax only saw 6.6% growth compared to more than 14% growth over the same three-month period reported by STR. We are looking into possible causes for this gap.