

# Tompkins County Strategic Tourism Planning Board

Wednesday October 19th, 2016; 3:00pm – 4:30 pm

**Tompkins County Chamber of Commerce/CVB, 904 East Shore Drive, Ithaca**

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve September Meeting Minutes	
2. Privilege of the Floor	
• Limit of 3 minutes per person for members of the public to address the board	
3. Fall 2016 Grant Recommendations	3:05
• ACTION – Recommend Fall 2016 Community Celebrations Grants – Carol Kammen	
4. Tourism Capital Grants multi-year recommendations – Martha Armstrong	3:15
• ACTION – Recommend multi-year Tourism Capital Grant	
5. Fall 2016 Tourism Grant Recommendations	3:25
• ACTION – Recommend Fall 2016 Tourism Project Grant, New Tourism Initiative Grants and Tourism Marketing & Advertising Grants – Michael Mellor	
• ACTION – Recommend use of grant funds for Apricot/UW grant management platform	
6. Chair’s REPORT – Anne Gossen	3:40
7. Staff REPORT – Tom Knipe	3:45
8. STPB Nominating Committee	3:50
• ACTION – Vote to appoint a nominating committee to recommend 2017 STPB Officers	
9. STPB Membership & Bylaws Committee Report – Lynnette Scofield	3:55
10. CVB Monthly Report – Peggy Coleman	4:00
11. Wayfinding and Interpretive Signage Plan Implementation Update – Jennifer Tavares	4:10
12. Announcements (time-permitting)	

END by 4:30

## Agenda Packet

1. September 2016 draft STPB meeting minutes
2. Memo - Fall 2016 Tourism and Community Celebrations Grant Recommendations
3. Memo – Tourism Capital Grant multi-year grant payment recommendations
4. CVB Monthly Report
5. The Tompkins County Wayfinding and Interpretive Signage Plan is available online here:  
<http://www.tompkinschamber.org/whats-new/wayfinding/>



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.

**Tompkins County Strategic Tourism Planning Board (STPB)  
Meeting Minutes – September 2016**

1 **Date:** September 21, 2016  
 2 **Time:** 3:00-5:00pm  
 3 **Location:** CVB, 904 East Shore Drive, Ithaca  
 4  
 5

**Attendees:**

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Sue Perlgut	✓	Arts-Culture
Ian Golden	✓	Recreation	Josh Friedman	✓	Arts-Culture
Ethan Ash	✓	Arts-Culture	Cara Nichols	✓	Ithaca College
John Gutenberger	E	Cornell	John Spence	✓	CAP, Non-Voting
Lynnette Scofield	✓	Lodging	Dwight Mengel	A	Transportation, Non-Voting
Kelli Cartmill	✓	Lodging	Gary Ferguson	✓	DIA, Non-Voting
Vacant		Agriculture	Peggy Coleman	✓	Chamber, Non-Voting
David Blake	✓	At-Large	Jennifer Tavares	✓	Chamber, Non-Voting
Andy Zepp	✓	At-Large	Martha Armstrong	✓	TCAD, Non-Voting
Stephen Nunley	✓	At-Large	Dan Klein	✓	TC Legislature, Non-Voting
Steve Hugo	✓	At-Large	Jim Brophy	✓	Associate Member
Ken Jupiter	✓	At-Large	Carol Kammen	A	Associate Member
Mike Mellor	✓	At-Large	Jon Reis	A	Associate Member
Anne Gossen	✓	Arts-Culture	Tom Knipe	✓	Staff
Sue Stafford	E	TC3	VACANT		Staff

7

8 **Also in attendance:** no guests were in attendance  
 9

10 **The meeting was called to order** at 3:02 PM by Chair **Anne Gossen**.  
 11

12 **Meeting Agenda**

13 **Opener**

14 Sue Perlgut led the board in an opener in which small groups identified three distinctive things in common  
 15 between them and shared those out to the larger group.  
 16

17 **STPB Meeting Minutes**

18 Michael Mellor motioned to approve the June Meeting Minutes and July Meeting Minutes, seconded by  
 19 David Blake. Approved by unanimous voice vote.  
 20

21 **Privilege of the Floor – No Speakers**  
 22

23 **Chair’s REPORT – Anne Gossen**

24 Anne reviewed a summary of the STPB goals which was also in the July meeting minutes. The board is  
 25 mostly on track with its goals and has plans to move forward on its goals that haven’t yet been fully  
 26 addressed.  
 27

28 **Staff REPORT – Tom Knipe**

29 Tom gave a staff report. A written summary of the report is included as part of these minutes.  
 30

31 **Membership & Bylaws Committee Report – Lynnette Scofield**

32 The committee recommends Mary Kate Wheeler for appointment to a voting member position as the  
 33 Agriculture rep. David Blake moved. Sue Perlgut seconded. Recommendation approved and forwarded  
 34 to the Legislature for action, by unanimous voice vote.  
 35

**Tompkins County Strategic Tourism Planning Board (STPB)  
Meeting Minutes – September 2016**

36 **CVB Monthly Report – Peggy Coleman**

37 Peggy gave the CVB report, which was also included as a written summary in the agenda packet. She  
38 discussed the airport and recent efforts related to the China Market (hosted travel buyers from China  
39 recently). Board members asked about display and desk space at Taughannock Falls SP Visitors Center.  
40 The CVB is working on this. Dan Klein asked about the Visitor Profile Study project and expressed  
41 interest in having the STPB have an opportunity to give input in survey instrument design. Board  
42 members asked about the typical visitor interaction at the Taughannock Visitors Center. It has  
43 consisted of giving recommendations and managing disappointment from the drought, among other  
44 things – a human interaction to encourage further exploration of the area. The CVB is responding to  
45 challenges related to the high volume of visitors, such as running out of the State Parks fliers, Internet  
46 connectivity, staffing and infrastructure.

47  
48 **Agriculinary Tourism Implementation Plan – Ethan Ash**

49 Ethan gave a brief presentation on the Agriculinary Tourism Implementation Plan. He described the  
50 process that was followed to finalize the plan. Ongoing groups will consist of: 1) a core group  
51 responsible for ensuring ongoing implementation, 2) a larger stakeholder group – engagement in  
52 individual projects, feedback on deliverables, and 3) a networking group to bring together 2x/year to  
53 connect with each other. Before the end of the year the group will plan an event – celebration and  
54 networking.

55  
56 A motion to adopt the Tompkins County Agriculinary Tourism Implementation Plan was made by Steve  
57 Nunley, seconded by Anne Kellerman. The plan was adopted by unanimous voice vote.

58  
59 **Strategic Tourism Implementation Funding Process – Ken Jupiter**

60 Ken described categories of funding in the draft guidelines, which were included in the agenda packet.  
61 There was a discussion regarding the process to follow for Category C funding (for projects proposed  
62 by staff). Sue Perlgut proposed an amendment to have Letters of Interest in Category C (staff led  
63 projects that fall outside of categories 1 and 2) also be reviewed by the full STPB prior to invitation to  
64 the proposal stage. A motion to approve the Strategic Tourism Implementation Funding Guidelines,  
65 with the proposed changes, was made by Josh Friedman and seconded by Andy Zepp. The revised  
66 guidelines were approved by unanimous voice vote.

67  
68 **CAP - Market the Arts/General Operating Support Annual Report – John Spence**

69 John Spence gave the annual report to the board on CAP activities supported by the Tourism Program.

70  
71 **Festivals Program Annual Report – Gary Ferguson, DIA Staff**

72 Gary Ferguson, Allison Graffin and Tatiana Sy gave a powerpoint presentation on the activities of the  
73 Tompkins Festivals Program, which is supported by the Tourism Program.

74  
75 With no further business, Anne Gossen adjourned the meeting at 5:00 p.m.

76  
77 **Next Meeting:** October 19, 2016



**Tompkins County**  
**DEPARTMENT OF PLANNING**

121 East Court Street  
Ithaca, New York 14850

Edward C. Marx, AICP  
Commissioner of Planning  
and Community Sustainability

Telephone (607) 274-5560  
Fax (607) 274-5578

**TO:** Strategic Tourism Planning Board (STPB)  
**FROM:** Tom Knipe, Principal Planner / Tourism Program Director  
**CC:** Carol Kammen, Community Celebrations Grant Review Committee Chair  
**DATE:** October 13, 2016  
**RE:** **Award of Fall 2016 Tourism Grants and Community Celebrations Grants**

#### **Action Requested**

Vote to recommend awards for fall 2016 grant awards in the following categories:

- Community Celebrations Grants - \$8,435
- Tourism Marketing & Advertising (TMA) Grants - \$10,648
- New Tourism Initiatives (NTI) Grants - \$30,475
- Tourism Projects Grants (TPG) - \$5,000

In addition, vote to recommend an expenditure of \$2,350 for the *Apricot* grant management platform/software provided by the United Way of Tompkins County.

#### **Background**

The purpose of this memo is to describe the process that the Tompkins County Tourism Program and the STPB followed to develop recommendations for fall 2016 tourism grant awards.

#### Outreach

A press release announcing the fall 2016 grant funding opportunity in each of the four grant categories listed above was distributed in early August. Past grant recipients, attendees of previous workshops conducted by the Tompkins County Tourism Program or the Tompkins Festivals Program, and members of local email lists were informed via email of the opportunity to apply. Approximately a dozen people attended a grant workshop, and prior to the application deadline the Planning Department provided pre-application guidance to potential applicants upon their request.

#### Grant Guidelines

Grant guidelines for each of the programs are available to review through these pages on the Tourism Program's website:

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

No major changes have been made to the grant guidelines since spring 2013. Tourism Marketing and Advertising, New Tourism Initiative and Tourism Project Grant applicants use a single unified application form, and eligible applicants for a Tourism Marketing and Advertising grant were again permitted to simultaneously apply for this and one of the other two tourism grant programs. "Implementation of the Tompkins County 2020 Strategic Tourism Plan" was once again a key evaluation factor for review committees and a question on the application.

Brief summaries of the grant requests and award recommendations are attached to this memo. Full grant applications and more detailed summaries are available to review upon request. For information on how to access the full grant applications and summary reports available through the online *Apricot* grant management system please email [tknipe@tompkins-co.org](mailto:tknipe@tompkins-co.org) or call 607-274-5560.

### Applications

17 grant applications were received in this round – seven for Community Celebrations grants and 10 for tourism grants. Of the 10 tourism grant applications, three were dual applications, applying simultaneously for Tourism Marketing and Advertising Grant support AND Tourism Project or New Tourism Initiative Grant support.

Of the seven Community Celebrations grant applications, four are for new or one-time celebrations, and three are from returning applicants. All but one Community Celebrations grant application are recommended for some level of funding. The application not recommended for funding is for “Putting ‘Her’ Back in History” for which the Tompkins County Public Library Foundation is serving as a fiscal sponsor; the committee determined that there was a potential conflict of interest with this application.

Of the 10 tourism grant applications, nine are recommended for funding at some level, with one applicant being encouraged to resubmit in the spring 2017 grant round after an event date and details for the project are more firmly in place (Savor the Finger Lakes of Cornell Cooperative Extension of Tompkins County).

### Grant Review

Grant review committee members are appointed by the chair of the STPB. The following committee members took part in the fall 2016 review process.

<b>Celebrations</b>	<b>TMA/NTI/TPG</b>
Carol Kammen	Kelli Cartmill*
Sue Perlgut*	Michael Mellor*
David Blake*	Anne Kellerman*
Carole Schiffman	
Nagiane Lacka	
Michael Lane	

\*denotes voting member of the STPB.

Review teams were provided scoring rubrics which were valuable guides in the development of grant recommendations. The evaluation criteria for the Tourism Project, New Tourism Initiative and Tourism Marketing and Advertising grants are:

1. Cohesiveness of Proposal
2. Organizational Capacity
3. Project Benefits
4. Project Outcome and Cost
5. Alignment with Strategic Tourism Plan
6. Marketing Plan
7. Other Considerations

The evaluation criteria for Community Celebrations grants are:

1. Cultural and Historic Value
2. Community Value
3. Clarity of Application
4. Ability to Deliver
5. Diversity
6. Sustainability

#### Grant recommendations

Specific award recommendations along with committee comments are provided in the attached documents.

#### Apricot

The application and review process was hosted online for the third year through a partnership with the United Way of Tompkins County. The name of the browser-based software that we use is “Apricot”. This service saves dozens of hours of staff time in data entry; processing; and collating, distributing and evaluating grant applications, and the United Way has been an excellent, responsive partner. In addition, grant reviewers and applicants have indicated that they appreciate the service. The Tourism Capital Grant program also began using Apricot this year, which similarly served to reduce the administrative burden on TCAD for managing that program. In all, the cost in 2016 for Apricot is \$2,350. Funds are proposed to be drawn from a combination of sources this year to support this service: \$750 from the Tourism Capital Grant program, \$800 from the Tourism Project Grant program, and \$800 from the New Tourism Initiative Grant program.

#### **Budget Implications**

All Tourism Program grants are funded by hotel room occupancy tax, and funds for these awards and the Apricot grant management system are available in the 2016 Tourism Program budget.

#### **Contact Information**

Tom Knipe, Tompkins County Planning Department, 607.274.5560, [tknipe@tompkins-co.org](mailto:tknipe@tompkins-co.org)  
Carol Kammen, Community Celebrations Committee Chair, 607.273-5298, [ckk6@cornell.edu](mailto:ckk6@cornell.edu)  
Tompkins County Tourism Program website: [www.tompkinscountyny.gov/tourism](http://www.tompkinscountyny.gov/tourism)

Attached:

- 2016 Fall Tourism Grant Applications – SUMMARY
- 2016 Fall Community Celebrations Applications - SUMMARY

**Fall 2016 Requests and Recommendations**  
**New Tourism Initiative, Tourism Project, and Tourism Marketing Advertising Grants**

		Requests				Award Recommendations				
Applicant Organization	Project Title	Tourism Initiative Grant Request	Tourism Project Grant Request	Marketing and Advertising Grant	Total Funds Requested	Tourism Initiative Grant Award Recommend	Tourism Project Grant Award Recommend	Marketing and Advertising Grant Award	Total Award Recommend	Committee Comments
Ithaca Shakespeare Company Inc	2017 RICHARD III at the Hangar Theatre	\$0	\$6,627	\$1,000	\$7,627	\$0	\$5,000	\$1,000	\$6,000	Funds are requested for an Equity Actor to enhance the draw. The reduced request from last year is applauded. Further sponsorship sales and continued reduction of need for grant funds are encouraged.
Cayuga Wine Trail, Inc.	2017 Mardi Gras (15th Annual) on the Cayuga Lake Wine Trail	\$0	\$0	\$5,000	\$5,000	\$0	\$0	\$3,848	\$3,848	Good dates. Regional partnership. History of past successful use of funds. Marketing to NE PA and sale of overnight packages in Ithaca hotels are encouraged.
City of Ithaca	2017 Ithaca Skate Jam	\$0	\$0	\$5,000	\$5,000	\$0	\$0	\$3,800	\$3,800	Strong history of attracting a large out of county audience. Reduced need of grant funds due to growth and success is highly applauded.
Center for the Arts at Ithaca	2017 Hangar Theatre's A CHRISTMAS CAROL	\$25,000	\$0	\$5,000	\$30,000	\$7,500	\$0	\$0	\$7,500	The committee understands and applauds the Hangar's efforts to develop a permanent annual production around the holidays. The time of year is good. This is a very large request for an as-yet unproven concept.
Ithaca Youth Bureau	2017 Ithaca Bike Rental	\$5,000	\$0	\$2,000	\$7,000	\$5,000	\$0	\$2,000	\$7,000	Ithaca Bike Rental is a valuable visitor experience. The organizers are strongly encouraged to use technical marketing assistance. Marketing funds are targeted to a robust hotel rack card program.
Cooperative Extension Association of Tompkins County	[2017][Savor the Finger Lakes]	\$4,788	\$0	\$0	\$4,788	\$0	\$0	\$0	\$0	Still new, being reformatted, venue not yet finalized. It is still too early to fully evaluate this application. An updated application would be considered in the spring '17 grant round.
Fractured Atlas, Inc.	2017 Ithaca Fringe Festival	\$3,975	\$0	\$0	\$3,975	\$3,975	\$0	\$0	\$3,975	Several days long, good time of year, annual event showing some growth. Collaboration with the CVB to enhance marketing is strongly encouraged.
Ithaca Children's Garden	2017 ICG's Orientation Signage Project: Taking care of Visitors once they find ICG	\$15,309	\$0	\$0	\$15,309	\$7,000	\$0	\$0	\$7,000	A professional entrance sign on Rte 89 for the ICG would help enhance this attraction. Support is targeted to this component of the project at this time.
Ithaca Downtown Business Improvement District, Inc. d/b/a Downtown Ithaca Alliance	Downtown Ithaca Web Responsive Website	\$5,000	\$0	\$0	\$5,000	\$5,000	\$0	\$0	\$5,000	Important tourism infrastructure investment. SEO investments are seen as less important than site redesign, given current position in search. Important for guests be able to navigate downtown easily; design of site should point to major events and attractions.
The Savage Club of Ithaca	2016 Political Theater Series	\$3,000	\$0	\$0	\$3,000	\$2,000	\$0	\$0	\$2,000	One night event, and one-time non-recurring event. Small venue, small audience numbers. No marketing budget evident. Likely a high-quality production, but minor tourism potential. But a small request, and organizer is encouraged to consider opportunities to grow audience numbers and marketing.
<b>Requests</b>		<b>\$62,072</b>	<b>\$6,627</b>	<b>\$18,000</b>		<b>\$30,475</b>	<b>\$5,000</b>	<b>\$10,648</b>	\$46,123	
<b>Available</b>		<b>\$35,946</b>	<b>\$10,000</b>	<b>\$10,648</b>		<b>\$35,946</b>	<b>\$10,000</b>	<b>\$10,648</b>	\$56,594	
<b>Difference</b>		<b>(\$26,126)</b>	<b>\$3,373</b>	<b>(\$7,352)</b>		<b>\$5,471</b>	<b>\$5,000</b>	<b>\$0</b>	\$10,471	

**Fall 2016 Community Celebrations Grant Requests and Award Recommendations**

<b>Celebration Name</b>	<b>Group Name</b>	<b>Municipality</b>	<b>Expected Attendance</b>	<b>Start Date</b>	<b>Event End Date</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>	<b>Review Committee Comments</b>
“Putting ‘Her’ Back in History”	Tompkins County Public Library Foundation	City of Ithaca	400	3/1/2016	3/31/2016	\$500	\$0	The committee liked the project; however; there is a potential conflict of interest with this application. In a future grant round, the committee would consider a revised application that removes the conflict of interest.
Darwin Days 2017 and You Are Here: Exploring Human Evolution exhibition	Paleontological Research Institution	City of Ithaca	2500	12/28/2016	2/28/2017	\$2,000	\$2,000	The one free day at PRI and large number of collaborations are commended. The organizers are encourage to emphasize the emphasize aspects of local history/heritage in the exhibit.
Groton Cabin Fever Festival (Winter Festival)	Groton Recreation	Village of Groton	500	3/4/2017	3/4/2017	\$900	\$900	Important annual winter celebration to the Groton Community.
Harriet Tubman Celebration	Dorothy Cotton Jubilee Singers, Inc (DCJS)	City of Ithaca	150	3/1/2017	4/30/2017	\$1,135	\$1,135	A unique celebration with a diverse choir and appropriate setting in the AME Zion Church. Organizers are encouraged to publicize through UGRR museum and Harriet Tubman house in Auburn.
Homestead Heritage Fair Day September 2017	Dryden Town Historical Society	Town of Dryden	400	9/16/2017	9/16/2017	\$2,000	\$2,000	Strong historical focus at this celebration at the Southworth House in Dryden.
Ithaca Explores Human Origins	Tompkins County Public Library Foundation	City of Ithaca	7000	11/29/2016	12/4/2016	\$900	\$900	Kudos to the library for securing this Smithsonian exhibit. Strong use of local collaborators.
Tompkins County Veterans Day Parade & Ceremony	Tompkins County Veterans Day Committee	City of Ithaca	1250	11/6/2016	11/11/2016	\$1,500	\$1,500	An important celebration of our veterans. The applicants are encouraged to take advantage of local technical assistance and to contact the County Historian for ideas for incorporating local history into the celebrations.
					<b>Requests / Awards</b>	<b>\$8,935</b>	<b>\$8,435</b>	
					<b>Available</b>	<b>\$11,650</b>	<b>\$11,650</b>	
					<b>Difference</b>	<b>\$2,715</b>	<b>\$3,215</b>	



*Business expansion, retention and attraction*

## MEMORANDUM

To: STP Tourism Board  
From: Martha Armstrong <marthaa@tcad.org>  
Date: October 11, 2016  
Re: Tourism Capital Grant multi-year grant payments

The Tourism Capital Grants program has six contracts scheduled for payments in October 2016. TCAD has met with the four awardees to review their projects' progress. Two of the projects are complete and ready to receive their funds – Sciencenter's Mini-Golf; City's Lake Street Park. One project is nearing completion: Stewart Park Phase 1. The other three are in process of planning, bidding, and/or raising matching funds for their projects. For those three it is recommended that the funds be approved and encumbered until the project is ready for implementation. These are final payments for all six of the awards. The Award Summary table summarizes the projects and TCAD's recommendations.

### Award Summary of 2016 Multi-Year Contract recommendations

Applicant	Award Year	Project Value	AWARD	Distribution Years	2016 recommend
Stewart Park Buildings Rehab Phase 1	2013	415,100	<b>70,500</b>	2013-2016	10,000
Cayuga Nature Ctr Cayuga Lake Exhibit	2014	241,180	<b>40,000</b>	2014-2016	10,000*
Sciencenter Mini-Golf Construction	2014	307,400	<b>25,000</b>	2015-2016	15,000
City of Ithaca: Lake Street Public Park	2015	240,000	<b>20,000</b>	2015-2016	10,000
Mus. of the Earth: Smithsonian Exhibits	2015	392,445	<b>50,000</b>	2015-2016	27,000*
Sciencenter: Sagan Walk Expansion	2015	110,000	<b>25,000</b>	2015-2016	5,000*

\* Recommendation is to approve and encumber these funds until the applicant is ready to implement the next part of their project.

The following pages provide a synopsis and status report for each project with 2016 multi-year payments scheduled.

**Synopsis of Friends of Stewart Park  
Capital Grant: Stewart Park Rehabilitation – Phase 1 Building Improvements**

The Phase 1 Building Improvement project builds on two past feasibility studies: the 2009 Stewart Park Rehabilitation Action Plan and the 2011 Stewart Park Building Rehabilitation Study. (Both studies were funded by the Tourism Capital Grant program.)

The historic buildings in the park have suffered from years of deferred maintenance. As the first of 4 phases of building restoration, the Phase 1 Building Improvements will restore parts or all of three buildings: the Boathouse, the Small Pavilion, and the Large Pavilion. The City has invested \$125,000 in the complete reconstruction of the Small Pavilion. The Friends of Stewart Park (FSP) and the City successfully applied for \$75,000 in State funds to add a set of stairs to the Boathouse to allow use of the second floor. This TCG Award is targeted to the restoration of the Large Pavilion including the roof, columns, window-door units, lighting and signs, and painting.

**Current status and recommendation:** FSP will continue the repair/replacement of the Pavilion's historic windows and doors this fall. In 2015, FSP was awarded a Tourism Capital Grant to create a detailed priority action list for building projects in Stewart Park. The results of that study indicate that the roof of the Pavilion will last a few more years. Therefore they are choosing to focus remaining funds on the deteriorated windows and doors. FSP are collaborating with the City of Ithaca's Department of Public Works on all work in Stewart Park. TCAD has been on-site to review the progress and the work is high quality with attention to the historic appearance of the exterior.

TCAD recommends releasing the \$10,000 installment of the award since FSP are proceeding with the completion of this work in October and November of 2016.

**Cayuga Nature Center (CNC)  
2014 Cayuga Lake Past and Present Exhibit**

This exhibit will tell the story of Cayuga Lake at two different time periods: pre-colonial and the present. Two large freshwater aquaria are at the core of this exhibit, each holding approximately 1,000 gallons. One aquarium will represent the biota of Cayuga Lake today, and the other the biota around 300 years ago, before the major impacts of Europeans. A diorama background will include a mural view into the distance, and taxidermied specimens of native animals will be nestled among tree roots or suspended in flight. Themes are: natural history of the Cayuga Lake basin, and natural history in your backyard. PRI originally planned to complete this exhibit by summer 2015. Original budget for the project was \$241,180.

**Current status and recommendation:** TCAD recommends releasing the 2016 \$10,000 installment of the award, to be encumbered until CNC is ready to proceed with the exhibit. PRI was awarded matching funds for this project as part of a grant from DASNY (Dormitory Authority). However, it has been over a year in the state's contracting process. It is unknown when the funds will be released to PRI.

**Sciencenter  
2014 Capital Grant: Science Mini-Golf**

The Sciencenter has completely renovated, expanded and professionalized the course based on lessons learned from operating the original 2003 course, as well as responding to guest comments. A previously funded feasibility study guided the renovation: enhanced aesthetics, accessibility, weather dependency, weatherization, design flaws and functionality, and developed prototype science-themed challenges for each hole. The Sciencenter worked with a consultant, Harris Miniature Golf Courses Inc., to provide course design services and the physical course framework. The requested capital support paid for the first phase landscaping, fencing and course amenities such as pathways, benches and shading were built in 2014. It also supported the second phase of construction including the 18 interactive science-themed challenges and course lighting. The completed course is fully ADA compliant. As the reputation of the course builds, the Sciencenter hopes the course will attract about 8,000 golfers annually. The first full season is still underway; attendance is tracking for about 4,500 to 5,000 golfers.

**Award:** \$25,000 toward total investment of \$307,400. Considering \$15,000 in 2016.

**Current status and recommendation:** The course is complete. Grand opening of the new course was celebrated September 2015. TCAD Recommends: approve \$15,000.

**City of Ithaca  
2015 Capital Grant: Lake Street Public Park**

As part of the City's replacement of the bridge over Fall Creek on Lake Street, they made improvements to the sidewalk, cross walk, and the overlook park that increase safety and access to viewing the Ithaca Falls and also provide seating, bike racks, and landscaping. A new metal guard rail with a gate is a major element of the project. The stairs down to the creek were also rebuilt. The viewing area is ADA accessible.

Cost: \$20,000 is awarded towards an estimated total project cost of \$240,000. Other committed funding sources include IURA, Regional ED Council (ESD), and the City's sidewalk program.

**Current status and recommendation:** The project was completed in September 2016. TCAD recommends: approve \$10,000.

**Museum of the Earth  
2015 Capital Grant: Smithsonian Exhibits**

The Smithsonian Institute's Museum of Natural History selected the Museum of the Earth to receive a number of exhibits that the Smithsonian is replacing during a major renovation of its Fossil Hall. The MoTE will restore, and install these exhibits including: five dioramas, carboniferous plant models, two dinosaur exhibits, and an ice and sediment core exhibit. The process requires storing the exhibits, restoring the exhibits, designing and preparing the installation spaces at the museum, and final installation of each exhibit and element. These contributions will significantly expand the MoTE's permanent exhibits.

**Costs:** The grant request was for \$117,730, 1/3 of the project's total value of \$392,445 (\$151,645 paid for expenses and \$240,000 in-kind contributions from Smithsonian). However, \$50,000 was awarded. The \$50,000 award covers 1/3 of the actual costs for preparation and installation of these exhibits.

**Schedule:** Smithsonian exhibits were shipped during April 2015. Restoration and installation will occur in phases. The Pterodactyl, "Amelia", has been installed. A temporary exhibit of the dioramas appeared this past summer at MoTE. However, the exhibits are now going into storage while remaining matching funds and installation plans are completed.

**Current status and recommendation:** TCAD recommends releasing the 2016 \$27,000 installment of the award, to be encumbered until MoTE is ready to proceed with the permanent installations of the remaining exhibits.

**Sciencenter  
2015 Capital Grant: Sagan Planet Walk**

The Sagan Planet Walk was dedicated in 1997. It is a free outdoor exhibit that provides a scale model of our solar system. The Sagan Planet Walk has been restored in 2016. However significant components of this project have been delayed until 2017. Two new stations will be added at the Sciencenter: (1) a replica of the star station (Alpha Centauri) located in Hawai'i and (2) a replica of a station representing exoplanet Kepler-37d which will be installed on the moon by Astrobotic Technology Inc. (Launch has been delayed until 2017, and timing is not under Sciencenter control.) Improvements will be made to the written and audio Sagan Planet Walk guides. The Sciencenter will conduct a professional visitor study of the Sagan Planet Walk as part of this project.

**Award:** \$25,000 toward total investment of \$110,000. Considering \$5,000 in 2016.

**Current status and recommendation:** TCAD recommends releasing the 2016 \$5,000 installment of the award, to be encumbered until Sciencenter is ready to proceed with the remaining components of the project.



## Third Quarter 2016 CVB Report

### Marketing Team Updates

#### Search Marketing Program:

In partnership with AdWorkshop, our integrated marketing agency, we have developed a comprehensive 3-month digital blitz to attract visitors from our primary driving markets for fall/winter overnight stays with a focus on Sunday through Thursday night visits. Elements include: Organic Search Management, Paid Search Assessment and Management, and Facebook Lead Generation Campaign.

#### Parents Weekend Campaign Update:

The goal of this campaign is to get parents already coming for Parents Weekend to extend their overnight visits. This campaign kicked off August 22, 2016 and will run through early November. **Total unique impressions (thus far): 148,538**

#### 2017 Travel Guide:

The Visitors Guide is a major marketing tool to influence travelers who are considering visiting or, who are already here and looking for information. St. John Design will be leading the design of our 2017 Travel Guide, with an emphasis on clean design, storytelling opportunities, and local insights. We have launched an aggressive Ad Sales Campaign, with 700+ order forms were sent out via mail, and 2,200+ online order forms were shared with tourism partners. Our goal is for advertising to offset the costs for design and printing.

#### Content is King:

1. **Brand USA/In Language video program:** Tompkins, Cayuga, and Seneca Counties collaborated with Miles Partnership to highlight the most attractive tourism assets along the Cayuga Lake Scenic Byway. This fun, travel-show style video showcases our gorges, waterfalls, wineries, and best accommodations. The video and accompanying article will be posted on the Discover America website and social media channels (6,000,000+ reach), and our individual CVB sites. The final video is due for completion in late October.
2. **@VisitIthaca Instagram Update:** Since the launch of the Ithaca is People campaign in June 2016, our Instagram followers have quadrupled (700 vs 2,810). Strategic community partnerships have begun, including Downtown Ithaca taking over the account during Apple Harvest Festival and Life's So Sweet Chocolates taking over during Wizarding Weekend to give followers a true glimpse into the real Ithaca.

#### Public Relations Updates:

1. **Proactive pitching efforts and media visits** from online and print publications such as the LA Times, Bon Appetit Magazine, Rachael Ray Everyday, the Men's Journal, and the Huffington Post, we have seen:
  - 50 media placements this quarter
  - 416,869,315 media reach this quarter
2. **Media Event a Success:** In late September, we took part in a cider-tasting event in NYC where we showcased Trumansburg's Bellwether Ciders and Ithaca's South Hill Ciders. Over 25 member

of the press were in attendance including journalists from The Wall Street Journal, Redbook, Fox News, and USA Today.

3. **Deskside Visits Pay Off:** For two days, we had one-on-one meetings in NYC with writers and editors from over 14 publications including Travel & Leisure, SELF, Martha Stewart Weddings, and Conde Nast Traveler, resulting in upcoming media visits. We have already seen coverage in multiple publications in the US, Germany, and Israel.
  - 115,722,281 Total media reach Since 9/27

### **Agriculinary Tourism Implementation Plan Picking Up Steam:**

The CVB continues to support the efforts of the Agri-Culinary Tourism Taskforce. We have taken a full inventory of our current marketable assets and are creating fresh new content for the Ithaca Fork website encompassing stories, interviews and imagery. The Ithaca Farmers Market, Indian Creek Farm, the Apple Harvest Fest, and Harvest Dinners have been some of the initial assets under development by our marketing team, and we will continue with new additions to this list through 2017.

### **Ithaca Events Near Completion:**

Our web development team has completed the redesign of our new calendar platform, which will be fully integrated and have the same look and feel of VisitIthaca.com for a seamless user experience. The calendar has been fully loaded, and once all images have been added the site will go live!

## **Visitor Services Team Updates**

The biggest news of the third quarter was the opening of the **Taughannock Falls Overlook Visitor Center** to a rousing success. With the completion of the Commons, the **Downtown Visitor Center** walk-in traffic is up 21%.

- ✓ The Top 5 countries that have visited our centers this year (in descending order) are: U.S., Canada, Israel, UK/Great Britain/Northern Ireland, and Germany.
- ✓ We've had visitation from **76 countries and all 50 states**.
- ✓ **49%** of our visitors are from **NYS**.
- ✓ **81%** of our Canadian visitors **were from the Province of Ontario**.
- ✓ 39% of visitors are **baby boomers**, 29% **Gen X**, 21% **retirees**, 15% **Millenials**, and 10% are **Gen Y**.

<b>3Q YTD Totals</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
ESD Walk ins	6694	7106	7460
DVC Walk ins	8607	7093	7053
Taughannock	23514	0	0
Chat Requests	2543	4093	746
TG Requests	5633	9582	13807
Off-Site Touchpoints	11427	7608	0
Phone Calls	1467	1704	2529
<b>Totals</b>	<b>59885</b>	<b>37186</b>	<b>31595</b>

Our **off-site interactions** took us mostly to Cornell University this quarter: **Graduate Student Fair, College of Agriculture & Life Sciences (CALs) booth** both during student return. And, a Welcome to Ithaca talk for the **CALS International Fellows** in late August. In addition, we welcomed students for Downtown Ithaca Alliance's first **Welcome Students event** through extra events at our Downtown Visitor Center. Lastly, we helped organize and facilitate a **Familiarization Tour for the Discovery Trail** and a portion of our CVB team resulting in 22 participants.

## **Sales Team Updates**

23 new leads (2178 projected room nights, \$576,028 projected economic impact)

9 leads booked (362 room nights)

8 lost/withdrew/cancelled (256 room nights)

6 leads remain (1560 room nights)

\$98,520 projected economic impact of booked leads

The CVB also assisted 8 groups with referrals to Tompkins County tourism businesses.

- Nowak Tours booked a student group for two weeknights in August 2016!!!
- We hosted a 37 Group Leaders from AAA East Central in Pittsburgh, PA, who are looking at Ithaca area as a future tour destination for a FAM Tour. A good time was had by all and Ithaca was well received by the group.
- AAA Group out of Liverpool came on a Wednesday in early August 2016 with 250 people on 5 motor coaches as a result of brainstorming ideas for a day trip to Ithaca. We love those quick conversions!
- CVB hosted a FAM Tour for Chinese Tourism Professionals in partnership with I Love NY showcasing the assets of the area that would be most important to Chinese travelers.
- We exhibited at the DONYS Group Travel Show in Syracuse, selling the area to group leaders and tour operators
- Fullington Tours has booked for 2017.