

Tompkins County Strategic Tourism Planning Board

Wednesday November 16, 2016; 3:00pm – 4:15 pm

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

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve October Meeting Minutes	
2. Privilege of the Floor	
• Limit of 3 minutes per person for members of the public to address the board	
3. Heritage Education Center / Heritage Tourism Implementation Update – Rod Howe	3:05
4. Chair’s REPORT – Anne Gossen	3:25
5. Staff REPORT – Tom Knipe	3:30
6. Planning & Evaluation Committee Report – Ken Jupiter	3:35
7. Outdoor Recreation Tourism Plan Update – Ian Golden, Andy Zepp	3:50
8. STPB Nominating Committee Report – 2017 Slate of Officers	3:55
9. CVB Monthly Report - Peggy Coleman	4:00
10. Announcements (time-permitting)	
	END by 4:15

Agenda Packet

- A. October 2016 draft STPB meeting minutes
- B. Strategic Tourism Implementation Grants - Letters of Interest
- C. Proposal - Communications & Branding
- D. CVB Monthly Report



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 – October 2016**

1 **Date:** October 19, 2016
 2 **Time:** 3:00-4:30 pm
 3 **Location:** CVB, 904 East Shore Drive, Ithaca
 4
 5

Attendees:

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

7

8 **Also in attendance:** Ronda Roaring, ilovethefingerlakes.com
 9

10 **The meeting was called to order at 3:05 PM by Chair Anne Gossen.**
 11

12 **Meeting Agenda**

13
 14 **Opener**

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 16 Anne G. introduced new board member Mary Kate Wheeler and new administrative assistant Kristin
 17 McCarthy to the group and asked them to say a few words about what brought them to the STPB.
 18 The rest of the board members then went around the table introducing themselves as well to the
 19 newcomers.
 20

21 **STPB Meeting Minutes**

22 David Blake **motioned** to approve the September meeting minutes, **seconded** by Josh Friedman. With the
 23 exception of one minor change marking Jennifer Tavares “excused,” the minutes were approved
 24 unanimously by voice vote.
 25

26 **Privilege of the Floor**

27 Ronda Roaring, owner and publisher of Ilovethefingerlakes.com, talked about the unofficial opening of Black
 28 Diamond Trail and Mackenzie-Childs open house on Columbus Day. In regards to the latter, she
 29 commented on not seeing any Tompkins County tourism information on their display rack and encouraged
 30 members to distribute brochures when out on their own excursions.
 31

32 **Fall 2016 Grant Recommendations**

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 34 **ACTION: Recommend Fall 2016 Community Celebration Grants – Carol Kammen**
 35

**Tompkins County Strategic Tourism Planning Board (STPB)
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36 Carol requested that the board recommend the Fall 2016 Community Celebration Grants. There were
37 seven grant requests, of which six were approved. The committee declined to approve an application by
38 the Tompkins County Public Library Foundation because the budget was incomplete. \$3,215 remains in
39 the 2016 budget; Carol asked that the surplus be carried over to the 2017 budget, given that 2017 may be
40 a grant-heavy year. In particular, she cited significant historical events such as the bicentennial of the
41 founding of Tompkins County and the centennial of the signing of the Women’s Suffrage Amendment in
42 New York State.

43
44 Carol **motioned**, by way of her report, to recommend the Fall 2016 Community Celebration Grants. Ken
45 Jupiter **seconded**. The group voted unanimously to forward the committee’s recommendation to the
46 Legislature.

47
48 **ACTION: Recommend Multi-Year Tourism Capital Grant – Martha Armstrong**

49
50 Martha addressed the group to request they recommend the multi-year capital grants currently under
51 consideration. (Capital grants slated solely for use in 2016 have already been approved.) In all cases, this is
52 the last piece of the recipients’ awards, which end in 2016. The Tourism Program will encumber their funds
53 and release them when the grantees are ready to use them. The committee recommended the following
54 multi-year grant requests be put before the Legislature: Stewart Park; Cayuga Nature Center – Lake Exhibit,
55 which is awaiting matching funds from the state; Science Center Mini Golf (finished); Lake Street Park
56 (finished); and the Museum of the Earth – Smithsonian Exhibit, which is still undergoing design and
57 installation and will need funding moving forward; and the Carl Sagan Walk.

58
59 A **motion** to recommend the grants was made by Lynnette Scofield and **seconded** by Stephen Nunley. The
60 motion was approved by unanimous vote.

61
62 **ACTION: Recommend Fall 2016 Tourism Project Grant, New Tourism Initiative Grants & Tourism**
63 **Marketing & Advertising Grants – Michael Mellor**

64
65 Michael reported they had 10 applications for a total of \$86,000 requested but only had \$56,000 in funding
66 available. However, because of how the three different categories are defined, \$10,000 can carry over
67 from this year to the next. Tom Knipe explained the request to carry over those monies would go to the
68 Budget Committee, which would vote on whether to recommend there be a budget reallocation.

69
70 Michael touched on some of the key points regarding the grantees as laid out in Tom’s summary, which
71 was distributed in advance of the meeting. The discussion covered grantees such as Hangar Theater,
72 Cayuga Wine Trail, Skate Jam, the Ithaca Fringe Festival, Savage Club, and Ithaca Children’s Garden.

73
74 Steve Nunley **motioned** to recommend the grants. Ian Golden **seconded**. With the exception of Josh
75 Friedman, who abstained, the members voted unanimously to forward the recommendations to the
76 Legislature.

77
78 **ACTION: Recommend Use of Grant Funds for the Apricot/UW Grant Mgmt Platform – Tom Knipe**

79 Tom asked the board to consider recommending grant funds be allocated for the Apricot grant
80 management platform. He added that he’d like it to be moved to the administrative budget at some point.

81
82 Tom **motioned** to recommend funds be used to support Apricot. Anne Kellerman **seconded**. The board was
83 unanimous in forwarding this request to the Legislature for approval.

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

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Chair’s REPORT – Anne Gossen

Anne G. asked the board members to take the Diversity Survey, reiterating its importance and helpfulness as a tool for information gathering. In closing, she thanked Sue Perlgut, who was not in attendance, for her assistance with the survey.

Staff REPORT – Tom Knipe

Tom gave a staff report, a copy of which he distributed among the members. An electronic version is attached as part of these minutes. Among other topics, Tom updated the board on the following:

- Recognition Committee and Beautification Program;
- Growth in room tax; numbers are ahead of Smith Travel Research projections, in part thanks to the county’s new agreement with AirBnB;
- NYS Tourism Summit, which he attended with Peggy Coleman and Jennifer Tavares; highlights include a budget increase of 10% for the I LOVE NY program to \$55 million;
- Developments at Ithaca Tompkins Regional Airport, including three airlines’ commitment to maintaining operations there;
- First round of Letters of Interest for Strategic Tourism Implementation, which were due October 27. The STPB Planning and Evaluation Committee will review the letters at their November 2 meeting;
- And upcoming grant-funded events, including Wizarding Weekend, Ithaca Festival’s Art in Glow project, and the Ithaca Fantastik Film Fest.

In closing, Tom added he would keep the group updated on the possible relocation of DOT facilities to the airport area.

STPB Nominating Committee

ACTION: Vote to Appoint Nominating Committee to Recommend 2017 STPB Officers

Anne G. asked for volunteers to join the Nominating Committee. In addition, she reminded everyone that the turnaround time for recommending a slate of officers for 2017 needs to be quick (November). Cara Nichols, Ian Golden, and David Blake volunteered to join the committee.

Lynnette **motioned** to appoint Cara, Ian, and David to the Nominating Committee and was **seconded** by Sue Stafford. The three were unanimously approved.

Membership & Bylaws Committee Report – Lynnette Scofield

Lynnette Scofield informed the members that Mike Mellor, Ken Jupiter, Anne Gossen, and David Blake have all re-applied to be appointed to new three-year terms on the STPB. Ethan Ash (term-limited), Sue Perlgut, and John Gutenberger do not plan to renew; new members must be recruited for these open positions. STPB would need to recommend new candidates to the vacant seats at the November meeting in order to have new members start in January.

Convention and Visitors Bureau (CVB) Monthly Report – Peggy Coleman

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

132 Peggy Coleman spotlighted some of the CVB's most recent news and activities. More details are available
133 in the report distributed to members. Here are some highlights from Peggy's presentation:
134

- 135 • Ithaca Events page, which is being updated, will be migrating to the CVB website. Per Tom Knipe's
136 request, Peggy passed around a paper screenshot of the page to give members an idea of what it
137 looks like;
- 138 • Star Report. Details included a 68.7% occupancy rate by the end of September and an average
139 nightly hotel rate of \$167.18. Increased revenues stemming from the AirBnB agreement, however,
140 were not in the report, as it is based on hotel surveys;
- 141 • Wizarding Weekend was picked up by the Huffington Post as well as international media outlets;
- 142 • CVB Instagram account continues to grow and attract followers;
- 143 • Visitors Guide is in production, with emphasis on more connectivity and images, and less text.

144
145 Peggy also updated the group on the Touchpoint program, agri-culinary tourism initiatives, and the Parents
146 Weekend campaign. In addition, there was discussion, introduced by Anne K., on how to most effectively
147 reach and connect culturally with international travelers.
148

149 Wayfinding & Interpretive Signage Plan Update – Jennifer Tavares

150
151 Jennifer Tavares updated the group on the status of the Wayfinding project and talked specifically about
152 beautification and public art as key features of the program. Strategic plan implementation continues to be
153 worked on, and the end-of-the-year awards ceremony for residential, business, and place-making
154 beautification is scheduled for Thursday, November 10, at 6 pm at La Tourelle.
155

156 Jennifer continues to converse with community partners, such as the City of Ithaca, and other potential
157 funders regarding the Wayfinding project, and she submitted an Upstate Revitalization Grant request in
158 July. In addition, she continues to keep an eye out for Wayfinding projects when traveling outside the area
159 and was particularly impressed by the city of Cleveland's efforts in this regard. She asked fellow members
160 to take pictures of any Wayfinding installations they come across in other communities as well as email her
161 their feedback.
162

163 Announcements

164
165 Stephen Nunley mentioned a show opening at the Kitchen Theater. Sue Stafford and some other
166 colleagues will be attending a Workforce Development conference to present on Hospitality Star. Lynnette
167 said the Tesla charger at her inn is going gangbusters, with lots of people stopping by to use it.
168

169 Adjournment

170
171 David Blake **motioned** to adjourn the meeting. Josh Friedman **seconded**. With no further business, Anne G.
172 ended the meeting at 4:30 p.m.
173

174 Next Meeting: November 16, 2016



October 28, 2016

Strategic Tourism Planning Board, STI Committee
c/o Tom Knipe, Principal Planner & Tourism Program Director
Tompkins County Planning Department
121 Court Street
Ithaca, NY 14850

RE: Category B STI Funding for CVB Agriculinary Tourism Plan Implementation - \$25,000 request

Dear Tom and STI Committee:

The CVB requests funding under Strategic Tourism Implementation Category B to support implementation of numerous actions detailed in the Agriculinary Tourism Strategic Plan. These actions and project priorities, which are detailed below, were primarily attributed to the CVB as the lead organization for implementation.

2016-2017 CVB Implementation Targets and Work Scope, Summarized

The following items are indicated as priorities of the Strategic Tourism Planning Board in the recently adopted Agriculinary Tourism Implementation Plan. These items were identified as being led by or supported by the CVB's annual program of work, which alone cannot accommodate the necessary investment in staff time and resources to move this important tourism opportunity forward.

- a. **Agriculinary Tourism Backbone:** Continue building backbone program support at CVB. Staff will prioritize and lead efforts to implement agriculinary tourism branding, marketing and product development, as well as coordinate work of outside contractors.
- b. **Assessment for Agriculinary Businesses:** CVB will collaborate with CCE to conduct the "visitor ready" and "group ready" portion of surveys for farms and businesses wishing to host visitors. CVB will work with partners to educate businesses and farmers about hosting visitors, provide hospitality training tips.
- c. **Asset inventory:** CVB will lead the effort to facilitate regular updates to our asset inventory, with particular attention paid to assets which have marketable tourism product potential.
- d. **B2B Networking and educational events:** Work with program partners and the agriculinary tourism committee to plan and execute events on a quarterly basis. Contribute staff expertise, administer invitations and marketing for events, manage registration, and facilitate event venue and food/beverage details as needed.
- e. **Marketing & Social Media:** CVB will lead efforts to implement an annual marketing & social media program for the agriculinary tourism product, packages, and experiences available in Tompkins County. CVB will provide some technical assistance to agriculinary tourism assets as needed, and align marketing efforts with their efforts as practical.
- f. **Branding Guidelines for Partners:** Create and implement a branding strategy and marketing/communications plan which aligns with Visit Ithaca brand, and identifies priority messages, audiences, partnerships, social media, SEO, active-engagement marketing techniques, and PR with content creation and pitches across a variety of media.
- g. **Online Destination/Website:** Continue to update and enhance IthacaFork.com or integrate into the CVB's Visit Ithaca website, with increased user engagement to promote food, farm, and beverage experiences and packages. Make necessary investments in website infrastructure to ensure the tool is effective for CVB marketing team and tourism partners.



CVB Proposed Method of Achieving Agriculinary Tourism Program Objectives

CVB intends to support existing program and accomplish new work plan objectives detailed above through a combination of existing staff resources and leveraging outside contractor support. CVB will entertain notion of part time in-house staff support if funder desires, but the goal for the first year of this program is to continue supporting implementation without allocating full time, permanent staffing resources until it is determined to be sustainable. We propose to evaluate sustainability with input from the County Tourism Program Director, the STPB, and the Agriculinary Tourism Committee mid-2017.

Agriculinary Tourism Program Coordinator: CVB will work with an outside contractor who has the expertise to pursue new agriculinary tourism program opportunities, identify marketable resources, coordinate storytelling and promotion, facilitate package development, collaborate with outside program partners and CVB staff, and create relevant content for our marketing team to utilize. This individual will coordinate and execute quarterly networking/educational programs, in conjunction with tourism program partners and other CVB staff members.

The individual will provide product development and technical assistance support to program partners and new tourism assets as appropriate, and as described above and indicated in the Agriculinary Tourism Implementation Plan. CVB proposes to request proposals for a specific scope of work from local contractors known to excel in the following skill areas:

- Basic understanding of business, business plans, agriculture, farms, and tourism product.
- Demonstrated understanding of social media, marketing, and advertising program of CVB.
- Some experience with website content or design/updating
- Basic photography and videography skills
- Skilled communicator/diligent follow-up and follow-through
- Collaborative project management experience/style
- Event planning/coordination experience
- Committee leadership, facilitation, and coordination

Leverage of Existing Funding/Program Resources

Existing staff support: All three CVB departments will contribute some existing resources towards agriculinary program development, enhancement, marketing, technical assistance, and selling. CVB will contribute management and oversight of the contracted individual and provide support to the committee.

CVB contribution to this project will include:

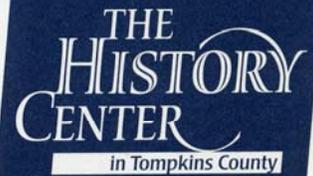
- Dedicated marketing funds for agriculinary tourism promotion, in addition to USDA grant marketing funds earmarked for 2017.
- Existing staffing support from all three departments at the CVB to include:
 - Marketing expertise, social media posts, proactive media pitching and hosting
 - Administrative support for further grant implementation and administration of this program
 - Website upgrades and integration with Visit Ithaca brand/web platforms

Project Budget

We approximate \$22,000 for outside contractor work (approximately 15-20 hours per week, year round), and hope to reserve \$3,000 for CVB related technical assistance, project management, educational workshop hosting expenses, equipment or software upgrades, and more.

401 East State / MLK Jr. Street
Suite 100
Ithaca, New York 14850
Phone: 607 273-8284

www.TheHistoryCenter.net



from generation to generation

October 27, 2016

Tom Knipe
Principal Planner / Tourism Program Director
121 E. Court Street
Ithaca, New York

Dear Tom,

I am sending this Letter of Interest to be shared with the Strategic Tourism Board. One of the identified critical actions is the creation of a heritage education center to be located in the heart of Tompkins County.

The History Center in Tompkins County has a long tenure in the community (going back to 1863 when Ezra Cornell helped initiate the first Ithaca historical society). We are at an exciting time in our own history as we embark on a physical move and a new location to be shared with collaborating local organizations. Our lease ends December 2018 and the trustees have decided that to be a premier local history education and research center for residents and visitors, we will be better served in a different location and setting. Conversations about a potential new center started in 2015.

Within the next month some exciting news will become public having to do with the Tompkins Trust Company building. It is still early in the process but this is an exciting development. There will be a 60 day "option to purchase" period that will allow for an architectural and engineering analysis to make sure there are no major issues or impediments to moving forward. Assuming there is a green light, a planning timeline will kick in that will involve more detailed architectural drawings, partnership agreements, branding and naming, and operational guidelines. From The History Center's perspective there is also prepping for a move that will need to start during 2017.

The plan is that Tompkins County will purchase the building but that renovation costs will come from a capital campaign and other funds (for example there is discussion about this being part of a submission for Upstate Revitalization Initiative funding). There seems to be general agreement that this heritage education center should be "spectacular"; a place that county residents feel proud of and visit frequently and a venue that creates a buzz with visitors. Given that this will be a major endeavor that aligns with the Tompkins County Strategic Tourism Plan, our hope is for tourism dollar funds to make this a reality.

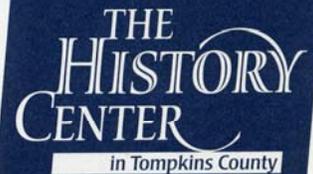
You will find attached a two page overview of the proposed heritage education center. Please do not hesitate to contact me if there are any questions.

Sincerely,

Rod Howe
Executive Director

401 East State / MLK Jr. Street
Suite 100
Ithaca, New York 14850
Phone: 607 273-8284

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Overview

The History Center in Tompkins County is leading a project to bring several complementary non-profits together to become a new heritage education center for Ithaca and Tompkins County. This new collaborative entity will serve as a community hub that celebrates our rich history, heritage and culture in an exciting, synergistic way.

The heritage center will be located on the Ithaca Commons, in the heart of Tompkins County, welcoming visitors as a gateway to the area's many cultural destinations and serving as a gathering place for community members. The center will include staff to greet residents and visitors and to orient them to the center which will incorporate exhibits, library and archival resources, scheduled programs, short videos about the history of the City and County, and a specialized retail space.

Key partners involved in the development of a heritage education center include The History Center in Tompkins County, the Tompkins County Convention & Visitors Bureau, Historic Ithaca, Dorothy Cotton Institute, Ithaca Aviation Heritage Foundation and the Wharton Studio Museum. Three main goals are to 1) build community by offering opportunities to deepen connections among County residents through sharing of narratives and place based initiatives; 2) engage the public in a vibrant exploration of our unique community through history, heritage and cultural lenses; and 3) orient visitors to local tourism opportunities.

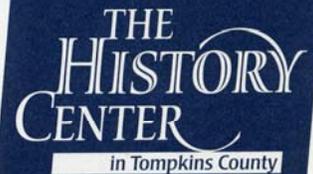
We envision a center that celebrates our cultural heritage by offering exhibits and curated learning experiences that inspire and motivate residents and visitors to experience sites throughout the County that personally interest them. The center will also provide a place for educational programs and gathering opportunities to share narratives and personal histories. We believe that an understanding of the past allows us to examine the present and plan for the future in a positive, inclusive way.

Rationale

Cities rich in arts and culture attract people because of their quality of life, character, and opportunities for participation and investment. The initial partners collectively bring strong resources and experience in exhibit and program development. A dedicated heritage education center will serve as a dynamic "generation to generation" education and research center to promote discovering, knowing and connecting. The center will provide a space where *all* County residents see aspects of their history collected, archived, and interpreted; this opportunity is not currently offered by any other organization, and can best be accomplished collaboratively.

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By co-locating and working together, the center will be able to attract new funding sources earmarked for collaborative projects. Together, we will also be able to offer new approaches to programming and exhibits, resulting in a broader offering to feature and serve new, diverse audiences. Themes that might be explored together include the history of innovation and engineering, involvement in social movements, housing and the built environment, the experiences of racial and ethnic groups, and how weather and climate has changed here. Exhibits related to the rich history of Cornell, Ithaca College, and Tompkins Cortland Community College and their economic and social impact on the County could be offered. These new exhibits and programs will enhance appeal to residents, visitors and tourists alike.

A heritage education center will serve as a gateway to residents and tourists, allowing visitors of all ages to gain new perspectives about what being part of our community entails. It will provide an orientation to this unique place. Ithaca and Tompkins County have “place capital,” supported by rich history and diverse narratives. We are in the process of developing branding language to mark Ithaca and Tompkins County as a heritage tourism destination. The tag line for that initiative is “we make history every day.”

Audience

The heritage education center partners bring complementary perspectives that will result in new programming opportunities to reach a wider audience, including local residents and visitors. A heritage education center will serve three audiences in new ways:

- 1) Visitors now come to unrelated entities and need to put the pieces together for themselves; a heritage education center will provide more in-depth initial experiences, which provide visitors with a clearer overall orientation to Ithaca and Tompkins County.
- 2) Residents will have enhanced opportunities to come together in new ways. A heritage education center will serve all citizens by providing a local history research library as well as programmatic series on timely issues.
- 3) Staff of the co-located organizations will be able to work together in new ways. Consistent interaction creates opportunities for joint exhibits and programs.

Making an Investment

Investments in a heritage education center will continue to revitalize downtown, give Ithaca and Tompkins County a place that welcomes visitors and gives them an initial sense of what is special about this place. This dynamic center will bring our community together, instilling a pride in our community, while giving visitors a base from which to launch their personal adventures in Ithaca and Tompkins County leading to staying longer, supporting the economy, and sharing their experience to promote the area more widely.

Branding the Tompkins County Tourism Program

Project Summary

The Branding & Communications Committee of the STPB has developed a draft brand statement with target markets and core brand attributes for the Tompkins County Tourism Program, the purpose of which is to create allies and advocates for the Tompkins County Tourism Program.

In order to achieve this, four initial objectives have been identified:

1. **Create a logo** for the Tompkins County Tourism Program. We will hire and work with a designer to create an easy to identify logo which reflects our Brand Statement.
2. **Publish an annual report** for the community to highlight the work accomplished.
3. **Create branding guidelines for partners** similar to the "I Love NY" campaign which will give room tax funding recipients clear direction and appropriate and identifiable recognition which builds pride for the investments being made by the County.
4. **Create and share an annual calendar of program communications,** opportunities and activities. (e.g. grant awards press release, tourism partner award announcements, etc).

Project Description

Between November 2016 and February 2017, Tom Knipe, Tourism Program Director and Principal Planner for the Tompkins County Planning Department, will direct a project to achieve these objectives on behalf of the STPB with input from the STPB Branding & Communications Committee and program partners. We will hire a graphic design consultant to develop a logo and a 2016 annual report for the Tompkins County Tourism Program. In addition, an annual report template will be established which can be used to develop the annual report internally in subsequent years.

Because the Tourism Program and the CVB are so closely interrelated, and because we do not want to confuse visitors for whom the primary tourism brand should be VisitIthaca, we will collaborate closely with the CVB through the process of developing a logo for the Tourism Program for all of our partners to use in a variety of applications. This is a great opportunity to build on and leverage great communications work that is already happening and we are fortunate to have CVB Staff on the committee.

Design Consultant Final Deliverables:

1. High-resolution logo provided for both web and print formats.
 - a. "Files for print" – JPG logo files exported as +300DPI resolution and set to CMYK. EPS file for large format printing.
 - b. "Files for web" – large transparent PNG logo files along with any specifically sized images for certain applications.
2. Annual Report.
 - a. Summary 2016 annual report formatted as a Brochure.
 - b. Full 2016 annual report formatted for printing and web viewing.
 - c. Annual report templates for the above in Word or InDesign (format TBD)
3. Branding guidelines PDF for both internal and partner use.

Internal Final Deliverables:

4. An internal communications plan/calendar of proposed outreach and communications activities.

Proposed Schedule

- November 16, 2016 – Project funding recommendation to STPB
- November 28, 2016 – Funding recommendation to the Legislature
- By Mid-December – Hire design consultant
- By End of January – Logo options and annual report drafts to STPB Communications & Branding Committee for feedback
- End of January – Project update to Committee of the Tompkins County Legislature
- By End of February – All Deliverables complete
- End of February – Communications and Branding Committee approves final deliverables.
- End of February – Committee of the Tompkins County Legislature approves logo for use

Project Budget

Funds for this project will be requested from the Strategic Tourism Implementation grant program (Category C. Internal Projects Identified as Priorities by the STPB/Tompkins County Tourism Program).

Design Consultant	\$3,000
<u>Brochure and Annual Report Printing</u>	<u>\$500</u>
Total	\$3,500

Branding the Tompkins County Tourism Program

Meeting Notes on Brand Statement (November, 2015)

Revised Brand Goal

To create allies and advocates for the Tompkins County Tourism Program, as evidenced by:

- Room tax revenue continues to be invested in the projects and programs for which it was created - projects that deliver valuable amenities to enhance Tompkins County as an attractive place to visit and to live.
- The investment approach of the TCTP is understood, respected and supported.
- The investments of the TCTP result in economic development measured in revenue and jobs.
- Room tax collectors understand the value that the TCTP adds to their business and feel good about collecting the tax.
- Partners and volunteers are excited to work with the TCTP.
- Target markets connect our work to creating the kind of community that attracts creative people to live and work here, especially in the hi-tech and higher education industries.

Revised Target Markets

1. Industry Stakeholders: room tax collectors, tourism industry stakeholders, elected officials of cities and towns in the county, nonprofit grantees of the Strategic Tourism Planning Board.
2. General Public: citizens/residents of Tompkins County, Tompkins County visitors.
3. Internal: Staff and volunteers associated with the partner organizations of the TCTP, including county legislators and staff.

Brand Attributes Discussion: What Do Target Markets Want/What Benefits Does the Program Deliver Best to Them?

Target Market 1: Industry Stakeholders

- A program they can be proud of
- Attracting more visitors
- Direct benefit to their business or nonprofit
- More and better tourism
- Marketing to visitors
- Great place to live
- Return visitors

- Heads in beds
- The fabulous community that backs up a “premium” rate
- Great place that helps attract top students and faculty (universities)

Target Market 2: General Public

- Per-household tax relief
- Everything we love (amenities) for free
- Great place to live and visit
- Vibrant arts community
- Outdoor recreational opportunities
- Agritourism
- Heritage tourism
- Sustainable community, and sustainable approach to tourism
- Downtown entertainment and shopping district
- Festivals and events
- Emerging tourism opportunities (e.g., skate parks, dragon boating)
- We have a 30,000 population community with the kind of amenities that 1,000,000 visitors support
- But, general public want to avoid excessive traffic, high cost of living -- they fear that too much tourism could degrade quality of life (which is why our approach to tourism is so meaningful)

Target Market 3: Internal Partners

- An efficient program, in terms if economic development payoff and improved quality of life
- No perception of pork projects – they want projects that are genuinely great for the community
- A program they can be proud of funding, endorsing, working on
- Geographic balance in resource distribution
- No controversy and no waste
- A program that is well structured and measured

Common Threads: Core Brand Attributes

- **A great place to live**
- **A program they can feel proud of**
- **Economic benefit**

Draft Brand Statement

Target Audience	For people who love Ithaca and Tompkins County,
Frame of Reference	the Tompkins County Tourism Program
Benefit/Point of Difference <i>(your core brand attributes)</i>	invests more than \$2 million annually of visitor room tax dollars in the amenities we all love: a vibrant arts community, outstanding outdoor recreation, a farm-to-table culture, exciting downtown entertainment district, and fun festivals and events.
Reason to Believe <i>(strongest evidence that you deliver on your brand promise)</i>	This community-based approach to building tourism is strategic and sustainable, generating \$68 in economic benefit for each dollar we invest, while creating a beautiful place loved by residents and visitors alike.



October 2016 CVB Report

Marketing Team Updates

IthacaEvents.com has been completed and is now live and in beta! A workshop to educate event organizers about additional features to optimize their presence is being planned for late November/early December.

Wizarding Weekend Goes Global! With the help of our pitching efforts, Wizarding Weekend was covered in over 60 publications and broadcasts including the Huffington Post, Fodor's Travel, InStyle, and Country Living Magazine. It also reached news sources in Canada, UK, Germany, United Arab Emirates, Israel, the Philippines, and New Zealand, with **62 media placements reaching 38,777,713!**

We continue to see coverage of **our local cideries** as a result of our hard cider tasting event and deskside media pitches in NYC. Bellwether and South Hill Ciders have been featured in **10 media placements** including Food & Wine Magazine, Real Simple, and Bloomberg, **reaching 25,956,146.**

Paid Social campaign is paying dividends! Our fall paid Social Campaign is wrapping up quite successfully! Since September 24, we have garnered a total of 2,264 likes and 557 leads, all from our target markets. To put this in perspective, **in five weeks we received more likes than previous bi-annual totals.**

2017 Travel Guide scheduled to go to print in December. New content includes: 8-page dining guide with Chef's Spotlight by Emma Frisch; Itineraries for Lakeside Activities, Girlfriend Getaways, LGBT Travel, Family Fun, and Nightlife; sections specifically for hiking, biking, and running; and larger gorgeous photos of Ithaca & Tompkins County!

Visitor Experience Team Update

The Visitor Experience Department spoke with just over 400 family members at our booth at **First Year Family Weekend at Cornell University** as well as presented "Ithaca 101" in two sessions to about 100 family members.

The **Downtown Visitor Center** transformed itself in to the **Chamber of Secrets** to participate in the second ever Wizarding Weekend.

The **Taughannock Visitor Center** closed its season with **10,199 travel parties and 25,687 visitors.** We are working with NYS Parks to build out the infrastructure for the 2017 season.

Group Sales Team Update

We went to **China** as part of an ILNY Sales Mission, visiting **three major cities and educated roughly 300 travel industry professionals** about the vacation assets and opportunities in Tompkins County and NYS. We have already had interest from a travel company for 2017 visit.

In October, eight leads were distributed resulting in four bookings with an economic impact of **\$168,000 and 583 room nights.** **YTD group sales has produced over \$1.3 million in new room revenue** to Tompkins County.