



**TOM KNIPE**  
**TOMPKINS COUNTY PLANNING DEPARTMENT**  
**TOMPKINS COUNTY TOURISM PROGRAM**

# **Tompkins County Tourism Program**

## **Fall 2016 Tourism Grant Workshop**

## Outline

Welcome and Introductions

Our Local Tourism Industry

Tompkins County approach:  
Community Based Tourism  
Development

Where Does the Room Tax Go?

Programs in Tompkins County

Grant Programs

Other Programs

Apricot – Online Grant System

Q&A

*“Tourism is about visiting places that are different, unusual, and unique. If everyplace was just like everyplace else, there would be no reason to go anyplace.”*

*- Ed McMahon, Urban Land Institute*



## Tompkins County Tourism Industry

+/- 900,000 visitors

\$190million in visitor  
spending

## Traveler Spending Year-Over-Year Comparison

| Traveler Spend '000s | 2012                | 2013                | 2014                | 2014 / 2013 % |
|----------------------|---------------------|---------------------|---------------------|---------------|
| Cayuga               | \$ 91,703           | \$ 94,977           | \$ 100,952          | 6.3%          |
| Chemung              | \$ 107,490          | \$ 96,128           | \$ 97,693           | 1.6%          |
| Cortland             | \$ 65,876           | \$ 69,889           | \$ 70,218           | 0.5%          |
| Livingston           | \$ 46,901           | \$ 46,209           | \$ 47,796           | 3.4%          |
| Monroe               | \$ 960,907          | \$ 991,193          | \$ 1,001,985        | 1.1%          |
| Onondaga             | \$ 791,142          | \$ 808,297          | \$ 863,244          | 6.8%          |
| Ontario              | \$ 191,659          | \$ 194,233          | \$ 203,082          | 4.6%          |
| Schuyler             | \$ 32,060           | \$ 34,489           | \$ 33,784           | -2.0%         |
| Seneca               | \$ 45,649           | \$ 48,030           | \$ 48,768           | 1.5%          |
| Steuben              | \$ 128,501          | \$ 120,520          | \$ 130,149          | 8.0%          |
| Tioga                | \$ 36,541           | \$ 31,988           | \$ 30,059           | -6.0%         |
| Tompkins             | \$ 173,913          | \$ 177,432          | \$ 190,921          | 7.6%          |
| Wayne                | \$ 35,677           | \$ 35,741           | \$ 37,917           | 6.1%          |
| Yates                | \$ 59,930           | \$ 61,177           | \$ 62,523           | 2.2%          |
| <b>TOTAL</b>         | <b>\$ 2,767,948</b> | <b>\$ 2,810,302</b> | <b>\$ 2,919,091</b> | <b>3.9%</b>   |

**7.6%** Tompkins increase in visitor spending

## Tourism Impact

Tompkins:

\$14.1 Million in Local Taxes in 2014

\$97.5 Million in Labor income

4.2% of Local Income (2.5% direct)

3,500 jobs (2445 direct)

7.2% of jobs (5.0% direct)

## Finger Lakes, total tourism impact

| Total Tourism Impact, 2014 | Traveler Spend '000 | Labor Income, '000 | Employment    | Local Taxes '000 | State Taxes '000 |
|----------------------------|---------------------|--------------------|---------------|------------------|------------------|
| Cayuga                     | \$100,952           | \$46,155           | 1,847         | \$6,840          | \$5,511          |
| Chemung                    | \$97,693            | \$49,245           | 2,080         | \$6,415          | \$5,333          |
| Cortland                   | \$70,218            | \$32,800           | 2,053         | \$4,435          | \$3,833          |
| Livingston                 | \$47,796            | \$24,053           | 1,193         | \$2,973          | \$2,609          |
| Monroe                     | \$1,001,985         | \$521,210          | 19,731        | \$75,225         | \$54,697         |
| Onondaga                   | \$863,244           | \$392,098          | 17,472        | \$64,381         | \$47,123         |
| Ontario                    | \$203,082           | \$100,256          | 4,892         | \$13,980         | \$11,086         |
| Schuyler                   | \$33,784            | \$12,839           | 546           | \$2,576          | \$1,844          |
| Seneca                     | \$48,768            | \$23,439           | 982           | \$3,230          | \$2,662          |
| Steuben                    | \$130,149           | \$57,159           | 2,248         | \$9,068          | \$7,105          |
| Tioga                      | \$30,059            | \$13,534           | 826           | \$2,101          | \$1,641          |
| Tompkins                   | \$190,921           | \$97,541           | 3,501         | \$14,103         | \$10,422         |
| Wayne                      | \$37,917            | \$16,644           | 968           | \$2,265          | \$2,070          |
| Yates                      | \$62,523            | \$25,201           | 897           | \$4,501          | \$3,413          |
| <b>TOTAL</b>               | <b>\$2,919,091</b>  | <b>\$1,412,174</b> | <b>59,238</b> | <b>\$212,093</b> | <b>\$159,348</b> |

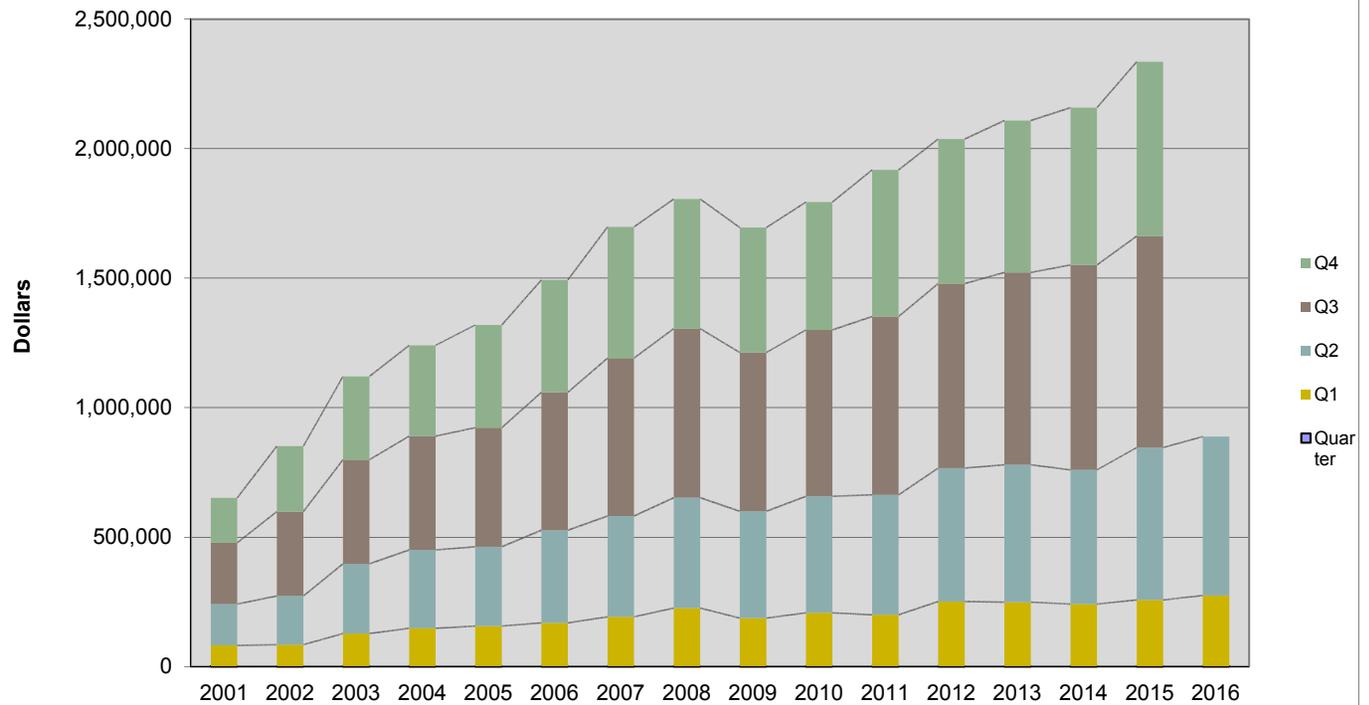
**\$637** per household tax benefit

## Room Tax History Tompkins County

STPB – oversight and strategic  
direction

Revenues projected close to  
\$2.5 Million in 2016

### Tompkins County Hotel Room Occupancy Tax Revenues By Quarter 2001-2016



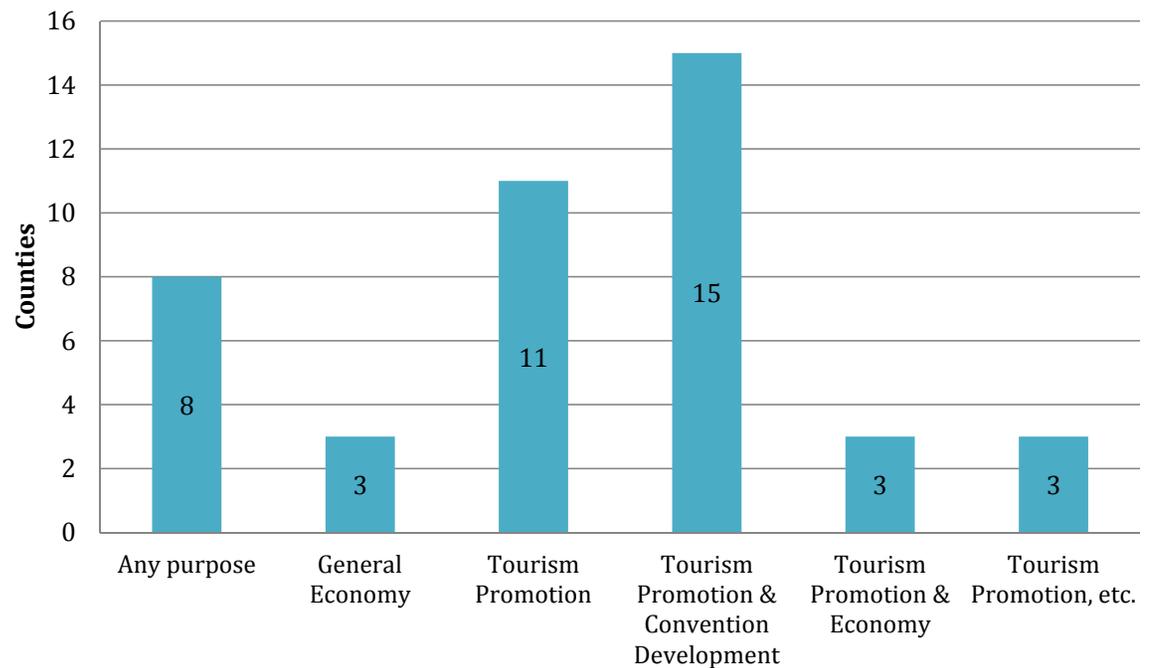
## Use of Room Tax \$ in NYS

### “Tourism Promotion”: Room for Interpretation?

“Counties are adapting and moving beyond conventional marketing and branding concepts to integrative and collaborative strategies that improve place”

A. Ellingson, 2012

## Use Restrictions on Occupancy Tax Revenue New York State CLS Tax §1202 (2012)



*Source:* Ellingson, Amy, Innovations In Hotel Occupancy Tax Use In New York State: Connecting Tourism and Community Development. Thesis (M.R.P.), Cornell University.

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

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

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

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

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

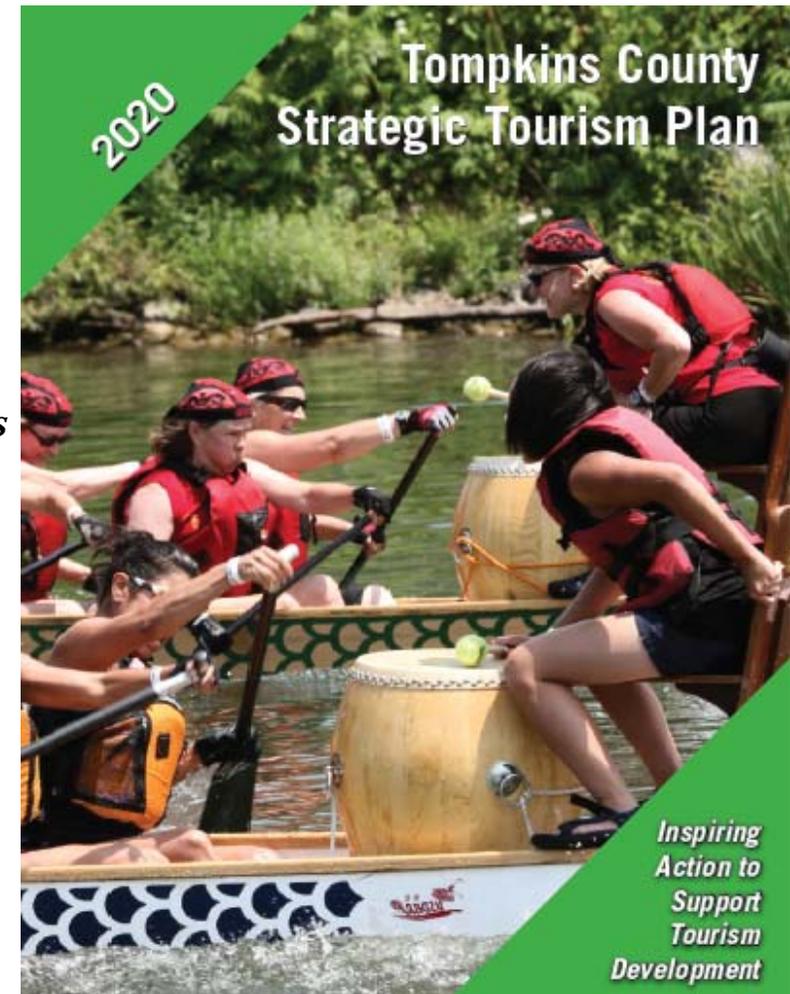
**Encourage development of strong programs and facilities to serve as the tourism "infrastructure" upon which future projects can be developed.**

## **Tompkins County Tourism Aims**

## Community-Based Tourism Development

Tompkins County 2020  
Strategic Tourism Plan:

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

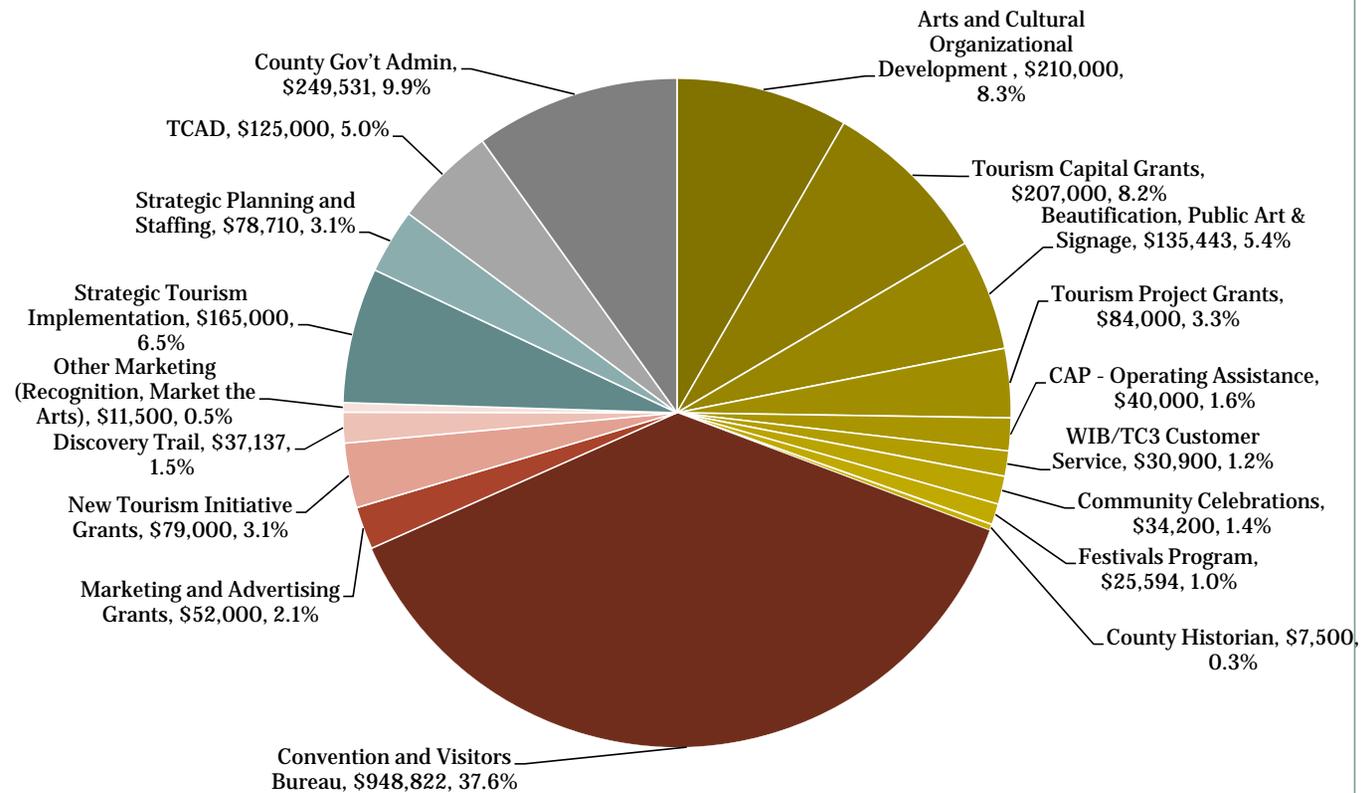


# Tompkins County Tourism Program Budget

60/40 marketing vs. product  
development split

Strategic Planning and  
Staffing

## 2016 Tompkins County Hotel Room Occupancy Tax Adopted Budget \$2,521,337 in Expenses (\$2,495,315 Revenues + \$26,022 Reserves)



# CVB

Visitor Services

Marketing

Group Sales



A screenshot of a web browser displaying the 'ITHACA ATTRACTIONS' website. The browser's address bar shows 'www.visitithaca.com/attractions.html'. The website has a green header with the 'visit ITHACA' logo and navigation links for 'EXPLORE', 'STAY', 'DINE', 'EVENTS', 'GROUPS', and 'BLOG'. Below the header is a large green banner with the text 'ITHACA ATTRACTIONS'. The main content area is a grid of images: a large waterfall cascading over a rocky cliff; a vineyard with rows of grapevines; a scenic view of a lake; a modern hotel interior; a person playing a trumpet; a person in a colorful costume on a green structure; a climbing wall; and a glass of beer. The Windows taskbar at the bottom shows icons for various applications and the system clock indicating 5:43 PM on 8/11/2016.



## Arts & Culture Organizational Development

Strengthening and growing capacity of established museums and performing arts organizations

Partnership between tourism and the arts

Average annual award is about \$25,000 a year.



## Tourism Capital Grants

Feasibility studies and capital support.

\$1.7 million invested in 13 years, leveraging 10x in additional investments in improving attractions and community assets.



## Other Tourism Grants

Tourism Project Grants

New Tourism Initiative Grants

Tourism Marketing and Advertising Grants

Community Celebrations Grants



# ROI for Typical Tourism Grants



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

Source: Drawn from recent tourism grant reports



## **Soft ROI of Tourism Grant Investments**

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

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

# Community Celebrations



**iCULTURA!**  
Ithaca

**Streets Alive!** ITHACA

**Make your streets come alive.**

**Sunday Sept 20th 1-5pm**

Southside: Plain, Clinton and Wood St. Open to People, Closed to Cars

**TOMPKINS COUNTY VETERANS DAY PARADE**

HELP US SAY  
**"THANK YOU VETERANS"**

**SUNDAY, NOVEMBER 9<sup>TH</sup>**  
Cayuga & West State Street - 2:00pm

Parade runs from corner of North Titus & Cayuga, down Cayuga Street, turning onto W State and ending at VFW.  
**REFRESHMENTS TO FOLLOW AT VFW POST 961.**

**TOMPKINS COUNTY VETERANS DAY CEREMONY**

**TUESDAY, NOVEMBER 11<sup>TH</sup>**  
Dewitt Park - 11:00am

★ ★ ★

Organized by the Tompkins County Veterans Day Committee.  
Event made possible by your donations.  
**THANK YOU!**  
Sponsored in part by the Tompkins County Tourism Program

- 35 Celebrations annually
- \$1,000 average award



## **Tourism Project Grants and New Tourism Initiative Grants**

Fall 2016 Funds Available:

\$10,000 – Tourism Project  
Grants

\$35,946 – New Tourism  
Initiatives

### **Administrator:**

**Tom Knipe, Tompkins County Tourism  
Program**

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



## Tourism Marketing & Advertising Grants

Fall 2016 Funds Available

\$10,648 – Tourism Marketing  
and Advertising

### Technical Marketing Support:

Livia Isaacson, CVB, [livia@visitithaca.com](mailto:livia@visitithaca.com)

### Administrator:

Tom Knipe, Tompkins County Tourism  
Program

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

# TOMPKINS FESTIVALS

A Resource for  
Tompkins County  
Event Planners



<http://tompkinsfestivals.com/>

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

# Application Timeline

- **Fall 2016 Schedule**
  - Applications due 11am **Monday, September 19th**
  - Review by grant committee, STPB, Legislative Committee
  - Formal decision by Legislature in early November
- ACOD and Tourism Capital Grant programs have different timelines
- Applications online: [www.tompkinscountyny.gov/tourism](http://www.tompkinscountyny.gov/tourism)
- **Apricot** application platform in partnership with United Way

## Tips for Navigating Apricot



- Tips with Screen Shots are Available – [www.tompkinscountyny.gov/tourism](http://www.tompkinscountyny.gov/tourism)
- Apricot is not compatible with Internet Explorer; use Chrome, Safari, or Firefox.
- Each agency should only have one Apricot account.
- Save often! Apricot does not automatically save your work.
- Upon logging into Apricot you will be on your “home screen”. You can always get back to this page by selecting “My Apricot” in the top left hand corner of your screen.
- Your username is your email. If you forgot your password, select the “Forgot Your Password” link to receive and email to reset your password.
- Technical Assistance also provided by United Way: Kelsey Rossbach at 607-272-6286 or [krossbach@uwtc.org](mailto:krossbach@uwtc.org)



## Hospitality Workforce Development

51 ServSafe credentials

25 Metrix/Prove It Licenses

263 individuals attended  
workshops

75 graduates from Hospitality  
STAR sessions

52 positions posted  
(recruitment/hires)

14 Human Resource  
consultation sessions



Partners: CVB, DIA, TC3, WFNY, Chamber, City of Ithaca HETP Program,  
local hotels, restaurants and tourism businesses



## Beautification Program and Rural Beautification Grants

Downtown Plantings

Rural Beautification Grants

Downtown Ambassadors

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

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

Gardens, plantings, signage, landscaping

Typically \$2,000 or less, 50/50 match, rolling grant cycle



# Signage

## Tompkins County Wayfinding and Interpretive Signage Plan

Back of Sign



Front of Sign



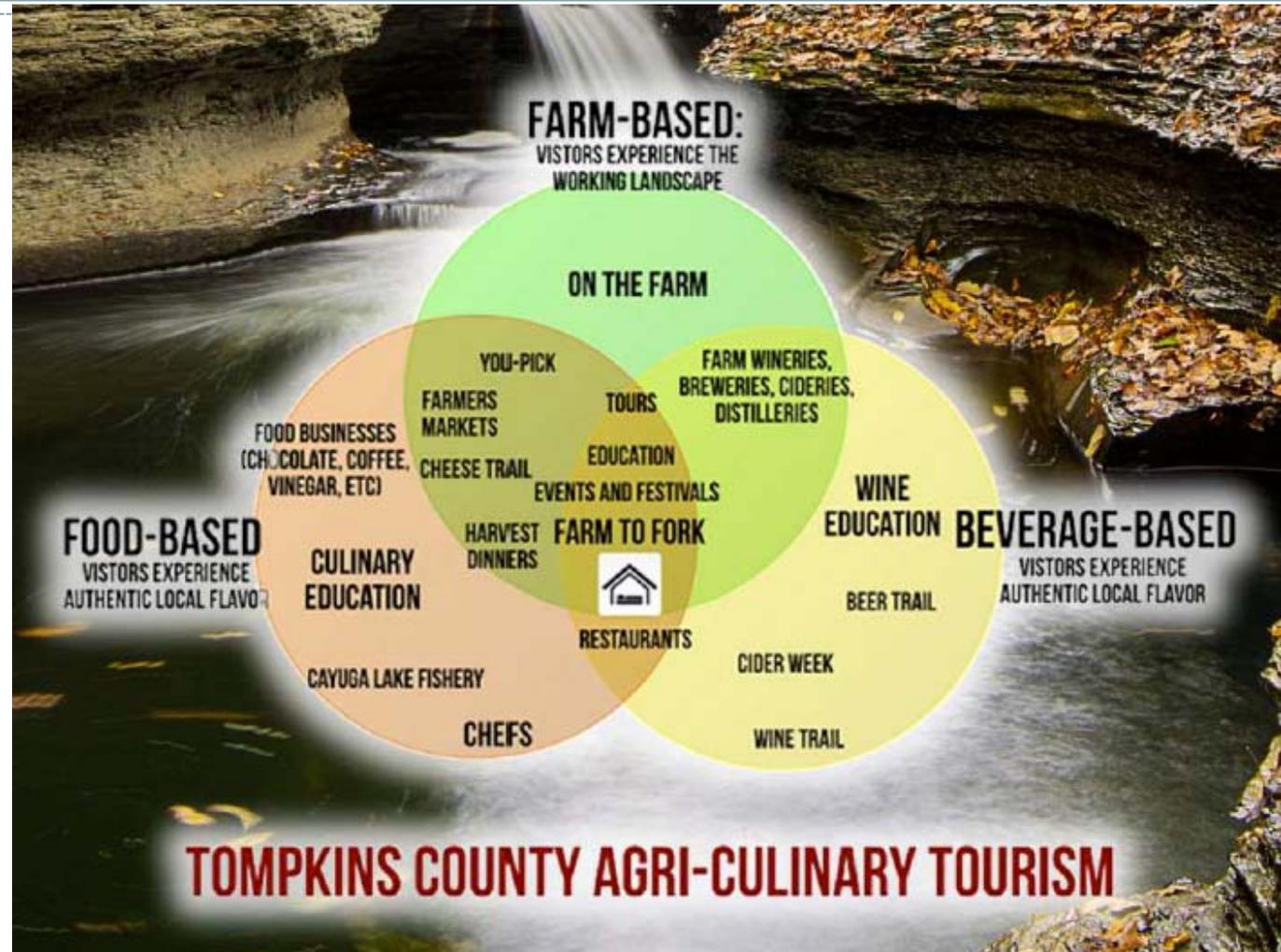
# Strategic Planning

Agriculinary Tourism

Heritage Tourism

Tourism and Higher Education

Outdoor Recreation



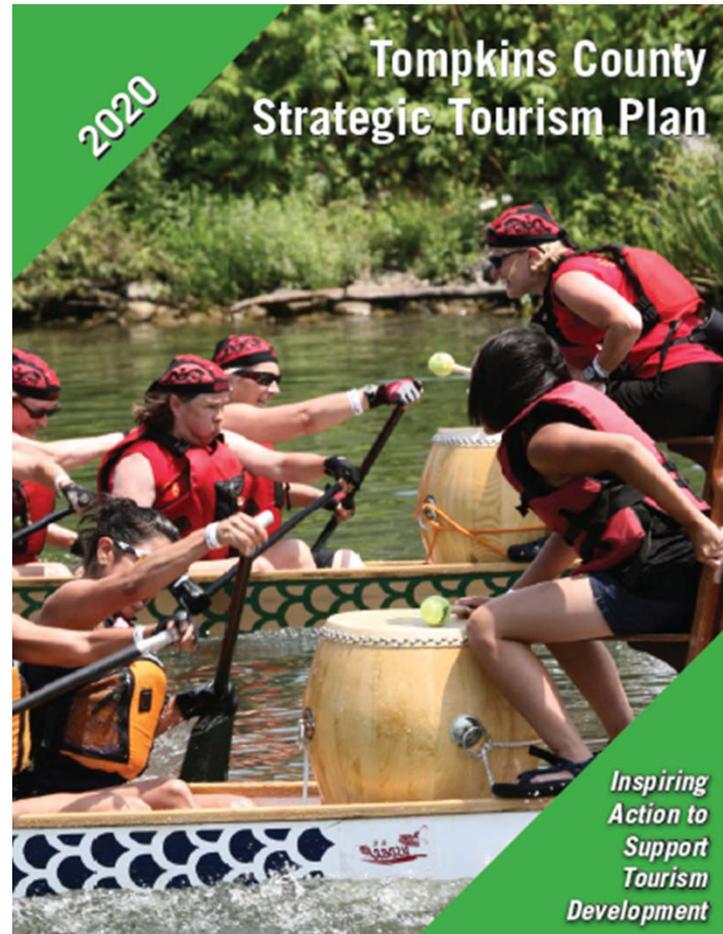


## Strategic Tourism Implementation Funds

Flexible Funding to Implement  
the 2020 Strategic Tourism Plan

\$200,000 in 2016 & 2017

Also seeking outside grant  
funding for strategic initiatives



It is working!

6% average  
annual room tax  
growth for the past  
decade



Project No. 1189 September 15, 2014  
Proposed Hotel  
Waka, NY

PERSPECTIVE VIEW FROM  
SENECA WAY

James B. Sullivan, Inc.  
Architects  
1100 Broadway  
New York, NY 10036  
Tel: 212 692 1000  
Fax: 212 692 1001  
www.jbsullivan.com

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**GRANT GUIDELINES AND APPLICATIONS**  
**[WWW.TOMPKINSCOUNTYNY.GOV/TOURISM](http://WWW.TOMPKINSCOUNTYNY.GOV/TOURISM)**

# **Tompkins County Tourism Program: Spring 2016 Tourism Grant Workshop**

## Contacts



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

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

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

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