

TOM KNIPE
TOMPKINS COUNTY PLANNING DEPARTMENT
TOMPKINS COUNTY TOURISM PROGRAM

Tompkins County Tourism Program

Spring 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%
TOTAL	\$ 2,767,948	\$ 2,810,302	\$ 2,919,091	3.9%

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
TOTAL	\$2,919,091	\$1,412,174	59,238	\$212,093	\$159,348

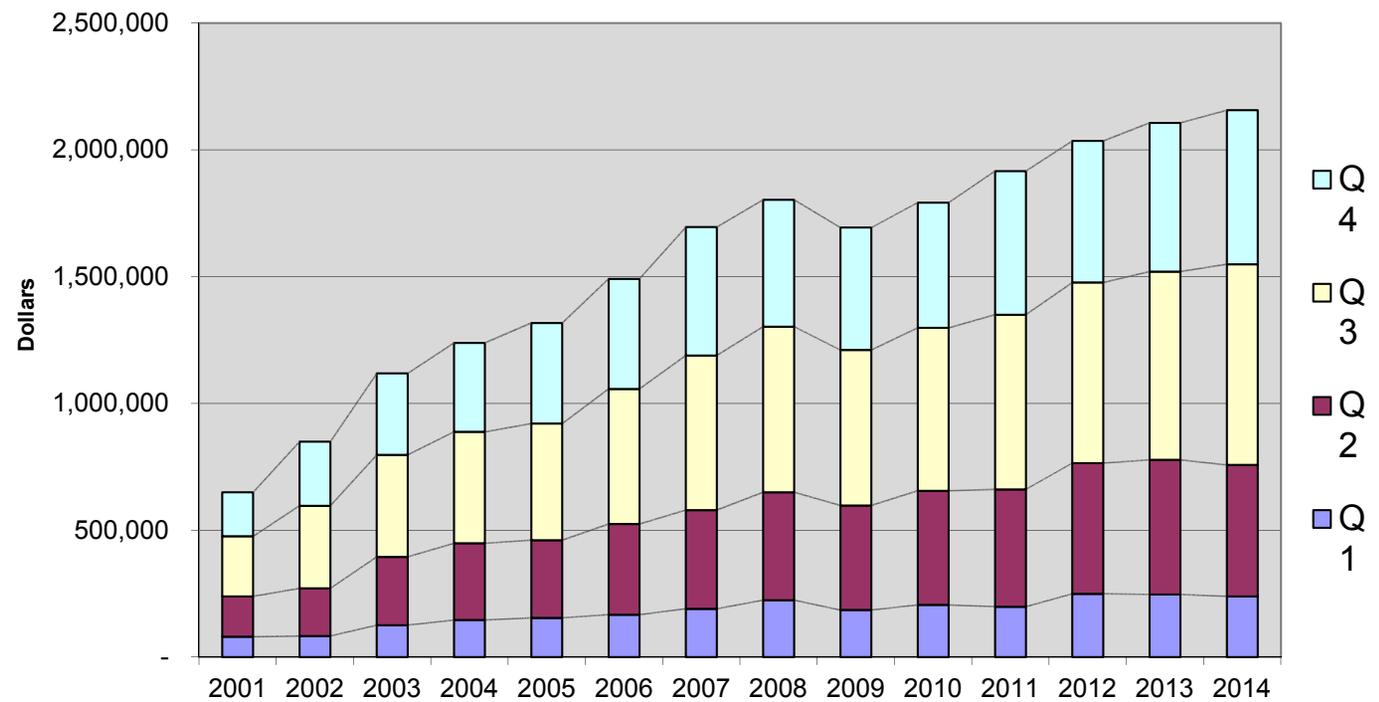
\$637 per household tax benefit

Room Tax History Tompkins County

STPB – oversight and strategic direction

Revenues projected to top \$2.5 Million in 2016.

Tompkins County Hotel Room Occupancy Tax By Quarter 2001-2014



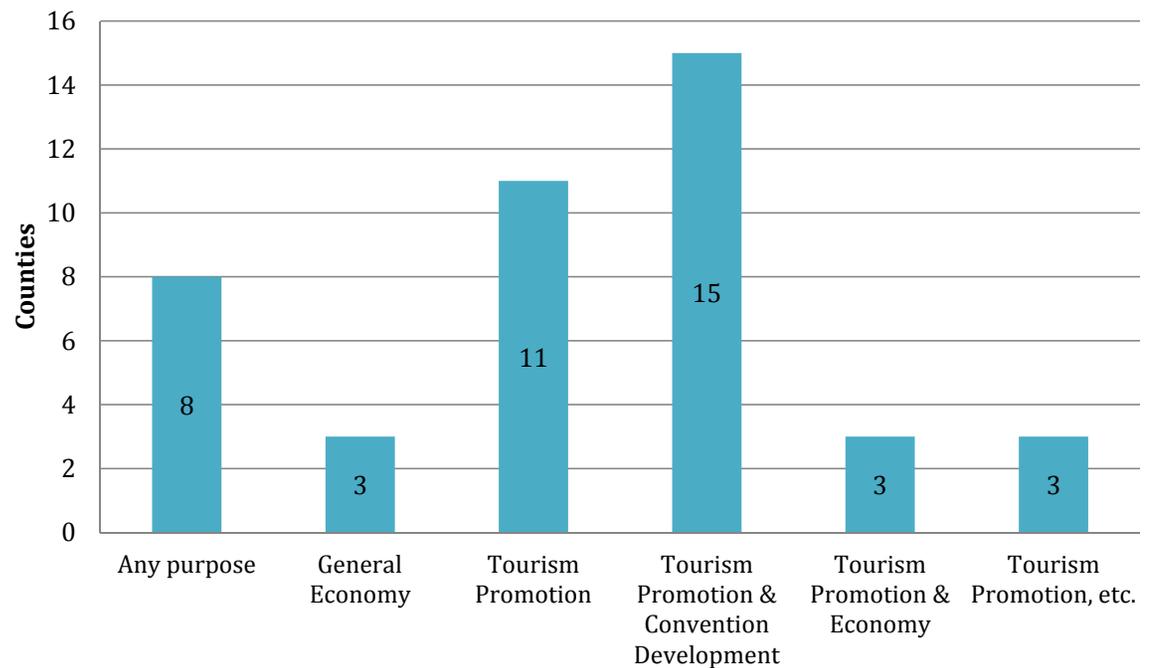
Use of Room Tax \$ in NYS

“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.

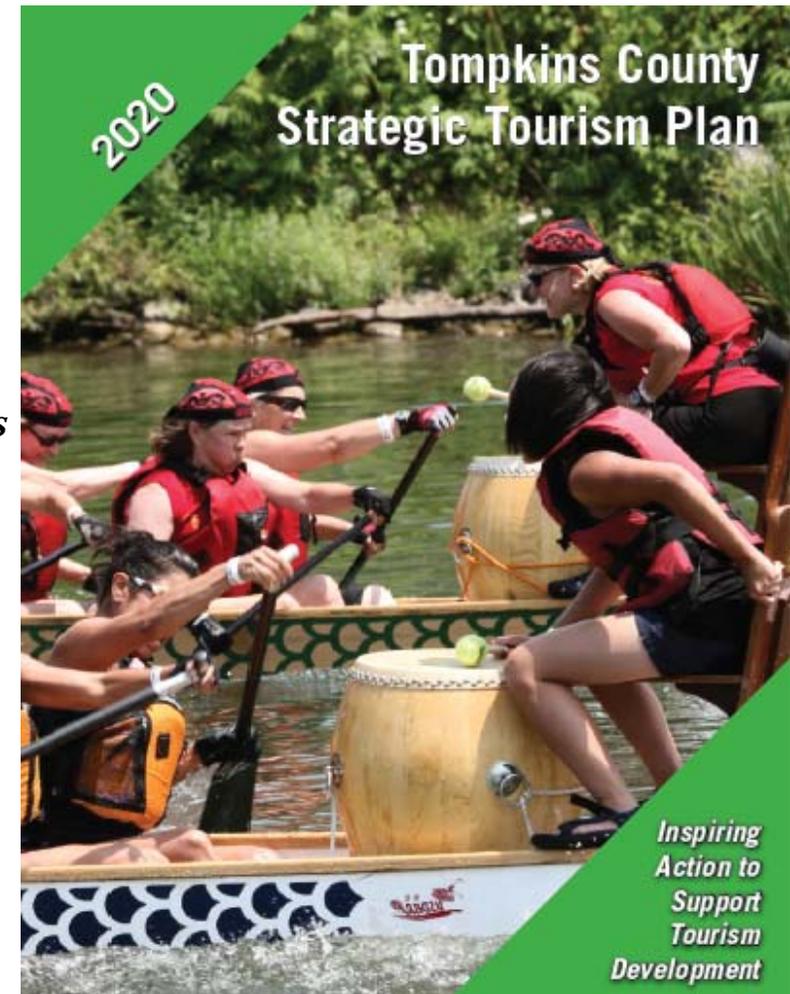
Encourage development of strong programs and facilities to serve as the tourism "infrastructure" upon which future projects can be developed.

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.”

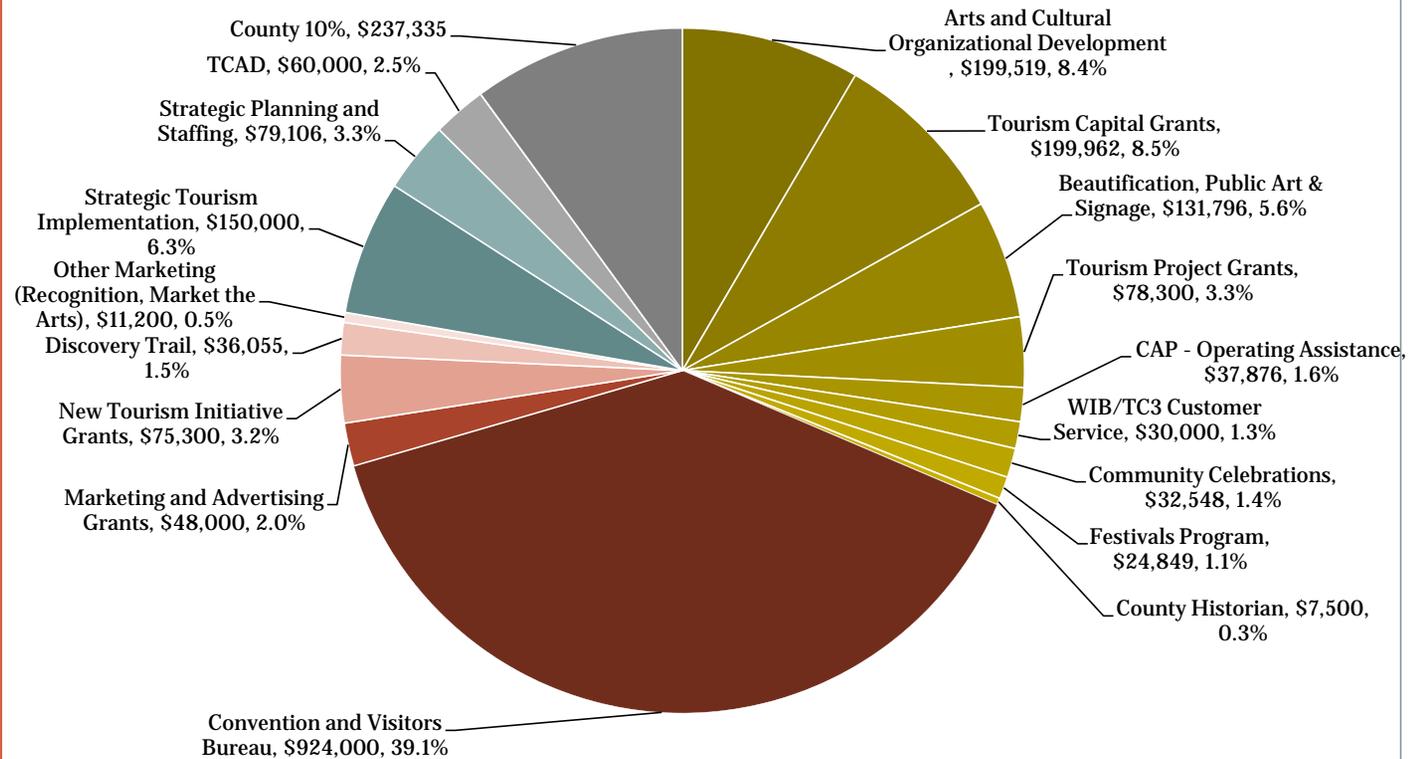


Tompkins County Tourism Program Budget

60/40 marketing vs. product development split

Strategic Planning and Staffing

2015 Tompkins County Room Occupancy Tax Budget \$2,373,352 Projected Revenues



CVB

Visitor Services

Marketing

Group Sales

- ✓ Online chat implementation makes up 17% of 2015 consumer touchpoints
- ✓ Lodging tops visitor inquiries, 541 queries managed by CVB
- ✓ Mobile Technology Initiative receives Market NY CFA, Phase II application submitted
- ✓ Trade show attendance brings 66 appointments with tour operators YTD
- ✓ 39 leads booked YTD brings over \$1,538,373 in revenue, 5,539 room nights
- ✓ Ithaca Motorcoach FAM tour brings booked business
- ✓ Key West brings over 6.5 million impressions, \$3.8m media value
- ✓ Quinn PR agency hired to pitch Ithaca Commons re-launch
- ✓ 12 million+ impressions outside of Key West PR, 728m regional

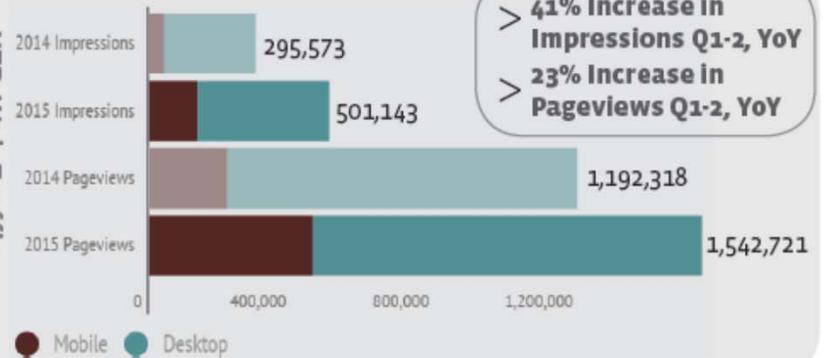
Mobile is the New Desktop

The big news for this year? Q1-Q2, mobile has brought in **36% of all site traffic**, up from 17% in 2014.

Both desktop and mobile traffic is up YoY.

The two have amassed over **1.5 million page views**.

YTD Web Traffic





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	\$19.24
Example Event B	\$5,750	1800	540	\$3.19	\$10.65	\$185	\$99,900	\$17.37
Example Festival A	\$13,000	4,000	1240	\$3.25	\$10.48	\$185	\$229,400	\$17.65
Example Festival B	\$12,000	4000	1200	\$3.00	\$10.00	\$185	\$222,000	\$18.50

Source: 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 9TH
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 11TH
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

2016 Funds Available:

\$84,000 – Tourism Project
Grants

\$79,000 – 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

2016 Funds Available

\$52,000 – Tourism Marketing
and Advertising

Technical support:

Kristy Mitchell, I/TCCVB,
kristy@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

- Spring 2016 Schedule
 - Applications due 11am **Monday, February 22**
 - Review by grant committee, STPB, Legislative Committee
 - Formal decision by Legislature in November
- ACOD and Tourism Capital Grant programs have different timelines
- Applications online: 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
- 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 o 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 kstafford@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

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





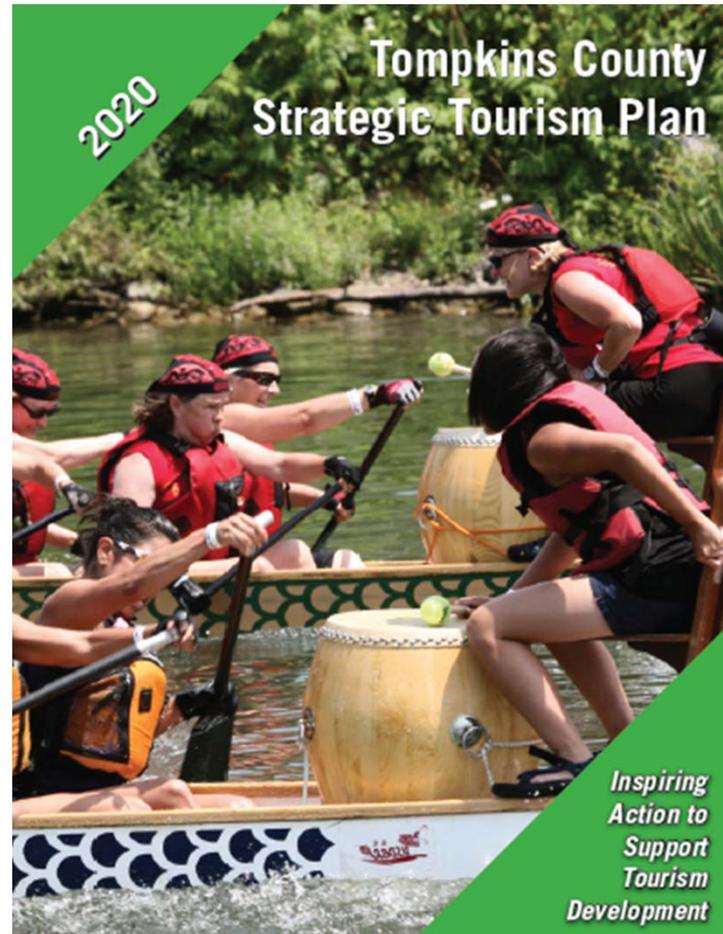
Strategic Tourism Implementation Funds

Flexible Funding to Implement
the 2020 Strategic Tourism Plan

\$165 ,000 in 2016

Also seeking outside grant
funding for strategic initiatives

A note about the CFA and URI



It is working!

6% average
annual room tax
growth for the past
decade



Project No. 1183 September 15, 2014
Proposed Hotel
Utica, NY

PERSPECTIVE VIEW FROM
SENECA WAY

Group One Partners, Inc. 311
1111 Seneca Way
Utica, NY 13501
Tel: 315.261.1111
Fax: 315.261.1112

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GRANT GUIDELINES AND APPLICATIONS
WWW.TOMPKINSCOUNTYNY.GOV/TOURISM

Tompkins County Tourism Program: Spring 2016 Tourism Grant Workshop

Contacts



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kristy@visitithaca.com , 607-272-1313

Martha Armstrong, Tompkins County Area Development, marthaa@lightlink.com,
607-273-0005

John Spence, Community Arts Partnership , director@artspartner.org, 607-273-
5072 x19

Carol Kammen, Tompkins County Historian , ckk6@cornell.edu, 607-273-5298

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allison@downtownithaca.com , 607-277-8679