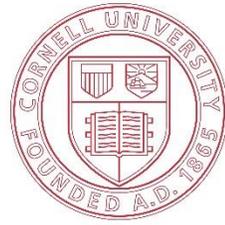
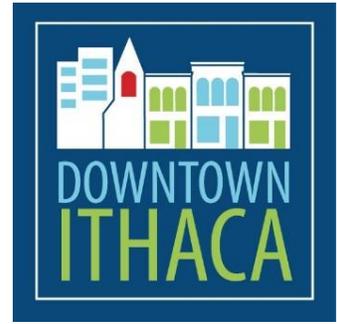




TOMPKINS COUNTY
CHAMBER
OF COMMERCE



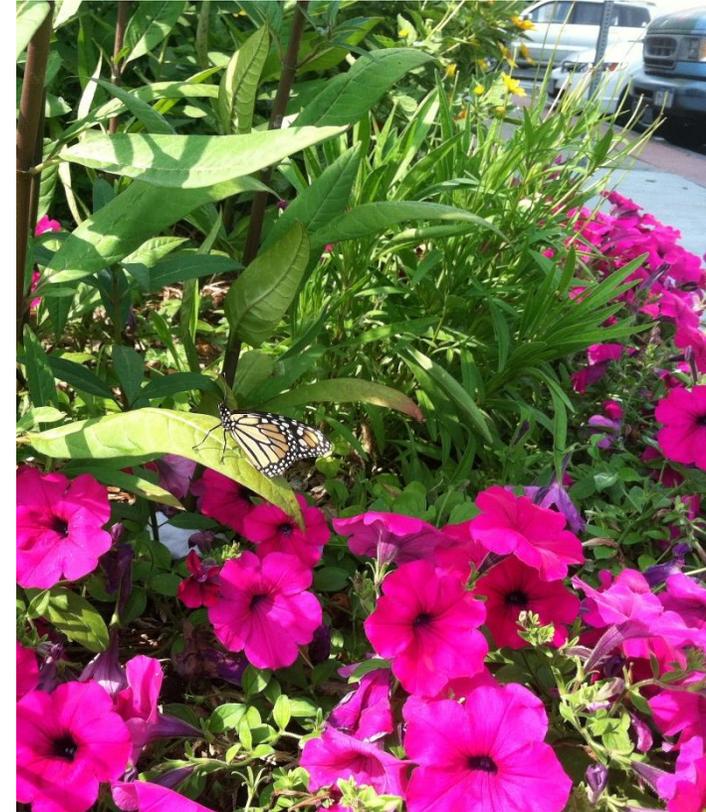
**Cooperative
Extension**
Tompkins County



Beautification, Signage, & Public Art Program

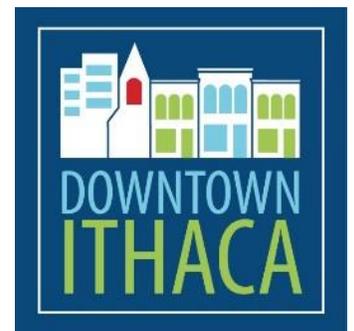
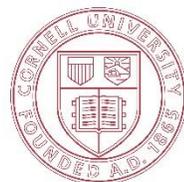
Annual Report

2014



2014-2015 Annual Report

- Program Partners
- Summary of Beautification Program Activities
 - Cornell Cooperative Extension Beautification Brigade
 - Downtown Ithaca Alliance Ambassadors Program
 - Community Grants
- Wayfinding Signage Plan Development & Implementation
- Beautification, Signage, & Public Art Strategic Planning Work



Beautification Committee Members

- City of Ithaca: JoAnn Cornish, Tim Logue, Jeanne Grace, Susan Blumenthal
- Business: Ken Jupiter*, David Sparrow*
- Cornell University: John Gutenburger*
- CCE: Chrys Gardener, Martha Gioumousis, Monika Roth, Don Schlather
- Town of Dryden: Mary Kirkwylands
- Stewart Park/Waterfront Trail: Rick Manning
- Downtown: Gary Ferguson*
- Chamber: Jennifer Tavares*
- Tourism/County: Tom Knipe

* Denotes STPB members

We continue to diversify & seek new members!

Beautification Program Investments – 2014

Money
invested
through the
work of:

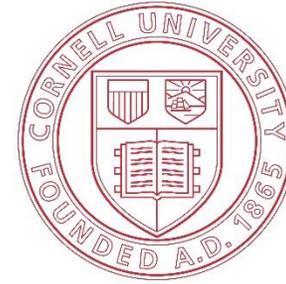
Cornell
Cooperative
Extension

Downtown
Ithaca
Alliance

The Chamber

	Impact Area	In-Kind Match
Plantings/Gardens/Maint.	96,111	13,984
Ambassadors/ Hospitality	29,633	29,230
Community Grants	9,334	9,334
Public Art & Signage	3,100*	
Strategic Planning	10,000 <i>res.</i>	
Admin	8,492	
TOTAL:	\$146,670 + 10,000 <i>res.</i>	\$52,548
% of program	75%	25%

* Funding held for potential Wayfinding project match



**Cooperative
Extension**
Tompkins County



Cornell Cooperative Extension

Beautification Brigade



Beautification Brigade Plantings

A partnership between the Tourism Program, CCE, Chamber, and many volunteers!

Bulbs planted last fall, in bloom this spring



Planting outside the TC Public Library



Beautification Brigade Plantings

Happy volunteers, without whom this program wouldn't be possible!



Volunteers adding yellow and blue flowers to the Aurora St. Triangle prior to 2014's Ithaca College graduation

Partnerships with Businesses

A business planter



Volunteers on business planting day



Municipal planting examples

Butterfly on Butterfly Weed
at City Hall in summer



Fall color at City Hall



Downtown & Commons Plantings



Commons planters in full bloom

Winter
decorations
on Commons



Rural Beautification Grant Program

Dryden

Village of Dryden sign & plantings



Dryden monarch butterfly garden



Rural Beautification Grant Program

Enfield

Town of Enfield sign



Groton

Flower planting on Groton's Main Street



Rural Beautification Grant Program

Newfield

Mill Park sign, mulched & planted park



Planting at Newfield School



Rural Beautification Grant Program

Trumansburg

Downtown planters



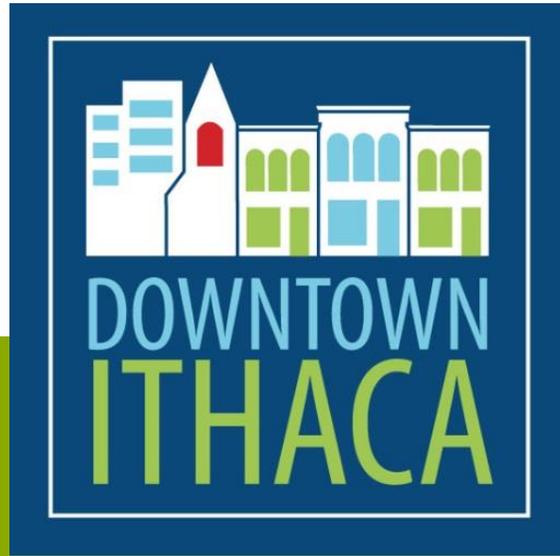
Large perennial planting in downtown T-burg



New flower van dedication – May 18, 2015

- Purchased in 2014 with program funds
- Repairs made
- Van painted by artist Kelly Cox
- Remaining flower van funding to be set aside for maintenance/future vehicle needs





THE DOWNTOWN ITHACA AMBASSADOR PROGRAM



Downtown Ithaca Alliance Ambassadors & Hospitality Program

WHO ARE THE AMBASSADORS?

- Paid Staff – Living Wage
- Cleaning & Hospitality
- 2 PT Hospitality
- 4 PT Ambassadors
- 1 FT Ambassador
- 1 Seasonal YES workers



IMPROVING THE VISITOR EXPERIENCE

- *CHUMURA STUDY CITED DOWNTOWN AS REGION'S LEADING VISITOR DESTINATION*
- *AMBASSADORS MAKE THIS DESTINATION MORE ATTRACTIVE AND APPEALING*

Hospitality Responsibilities

- Red Kiosk Fulfillment
- Concierge
- Answer Visitor Questions
- Direct to Visitors Center
- 5,000 inquiries per season
- Brochure Distribution

Cleaning Responsibilities

- Litter Pick-Up
- Cigarette Butt Cleaning
- Flower Watering
- Weeding
- Small Graffiti Removal
- Painting
- Misc. Assignments



Cleaning Program Frequency/Location

TWICE DAILY

PRIMARY COMMONS LITTER
100 N. & S. AURORA LITTER
100 N. & S. CAYUGA LITTER
100 W. STATE LITTER
TCAT STOPS

WEEKLY

BUFFALO STREET LITTER
SENECA STREET LITTER
ALBANY STREET LITTER
GENEVA STREET LITTER
WEEDING- PLANTING BEDS &
SIDEWALKS
SMALL GRAFITTI REMOVAL
SUMMER CONCERT ASSISTANCE

DAILY

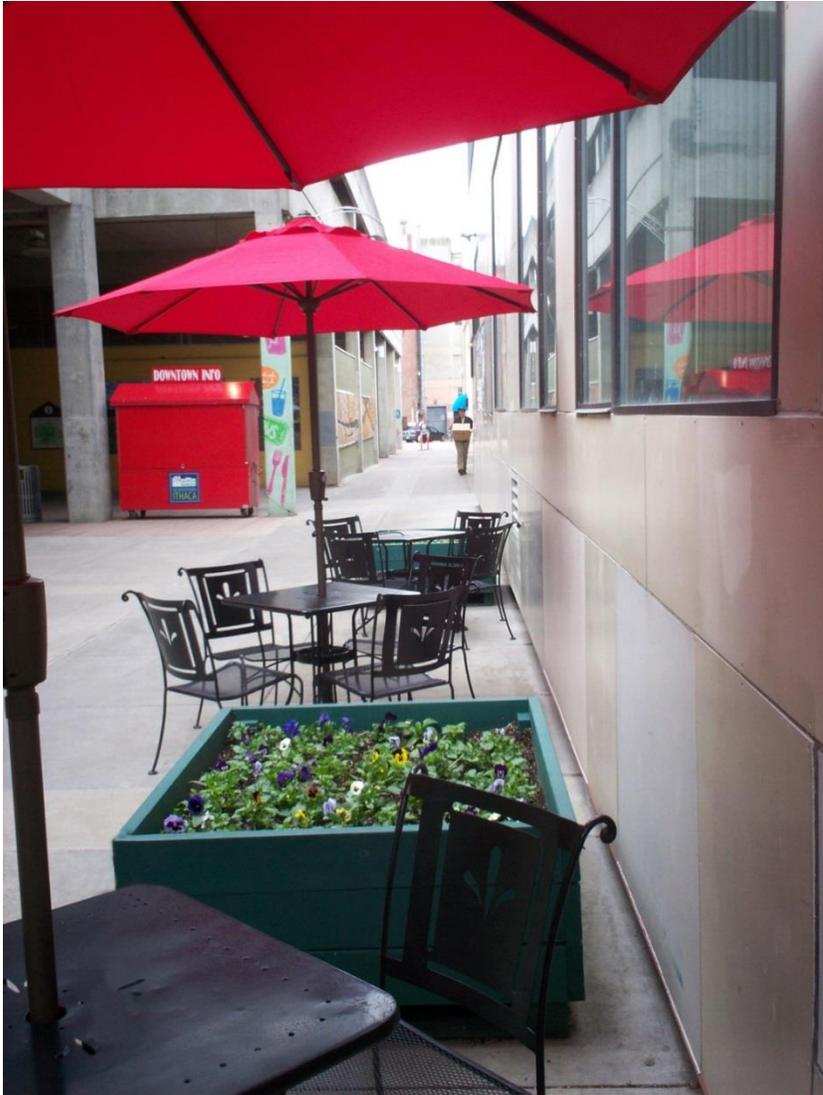
MORNING WATERING ON COMMONS,
100 N. & S. CAYUGA
100 W. STATE (AS NEEDED)
HOME DAIRY ALLEY LITTER
CORE GREEN STREET LITTER
CORE SENECA STREET LITTER
BROCHURE RESTOCKING

3X PER WEEK

DEWITT MALL BLOCK LITTER
200 N. TIOGA STREET LITTER
CREEK WALK LITTER
200 S. CAYUGA STREET LITTER
200 W. STATE STREET LITTER

SEASONALLY

GARBAGE CANS MOVED AND CLEANED
ART PIECES CHECKED AND SECURED
HOLIDAY DECORATIONS
POWER WASHING



“Placemaking” component

The DIA Ambassadors program manages space behind Center Ithaca, including:

- Red market umbrellas
- Tables & chairs
- Flower planters

DIA Commitment to Program

- Annual line item funding
- Approved program
- Half-time supervisor position for liaison & coordination
- Volunteer coordination

Numerous funding partners:

- DIA Business Improvement District Funds
- County Tourism Program
- City DPW
- Tompkins County Area Transit

New for 2015

Commons maintenance plan (DPW & DIA)

DIA – 2nd shift plus other special functions

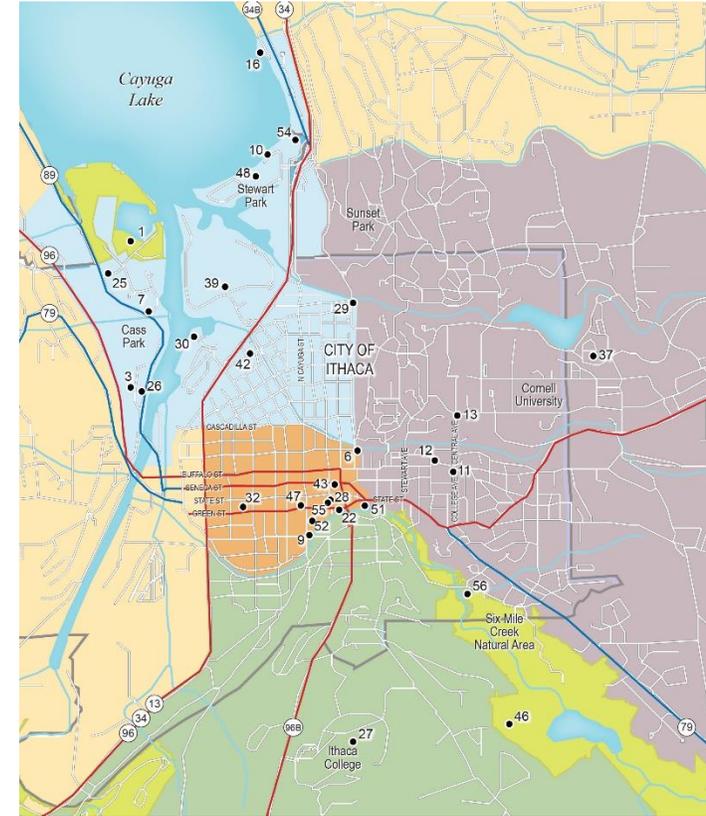
Commons opening in phases

Tables & Chairs – moved in and out daily

Newspaper boxes



Signage & Public Art Strategic Planning



Wayfinding Project

Community Wayfinding Signage



Stakeholder Engagement & Investment

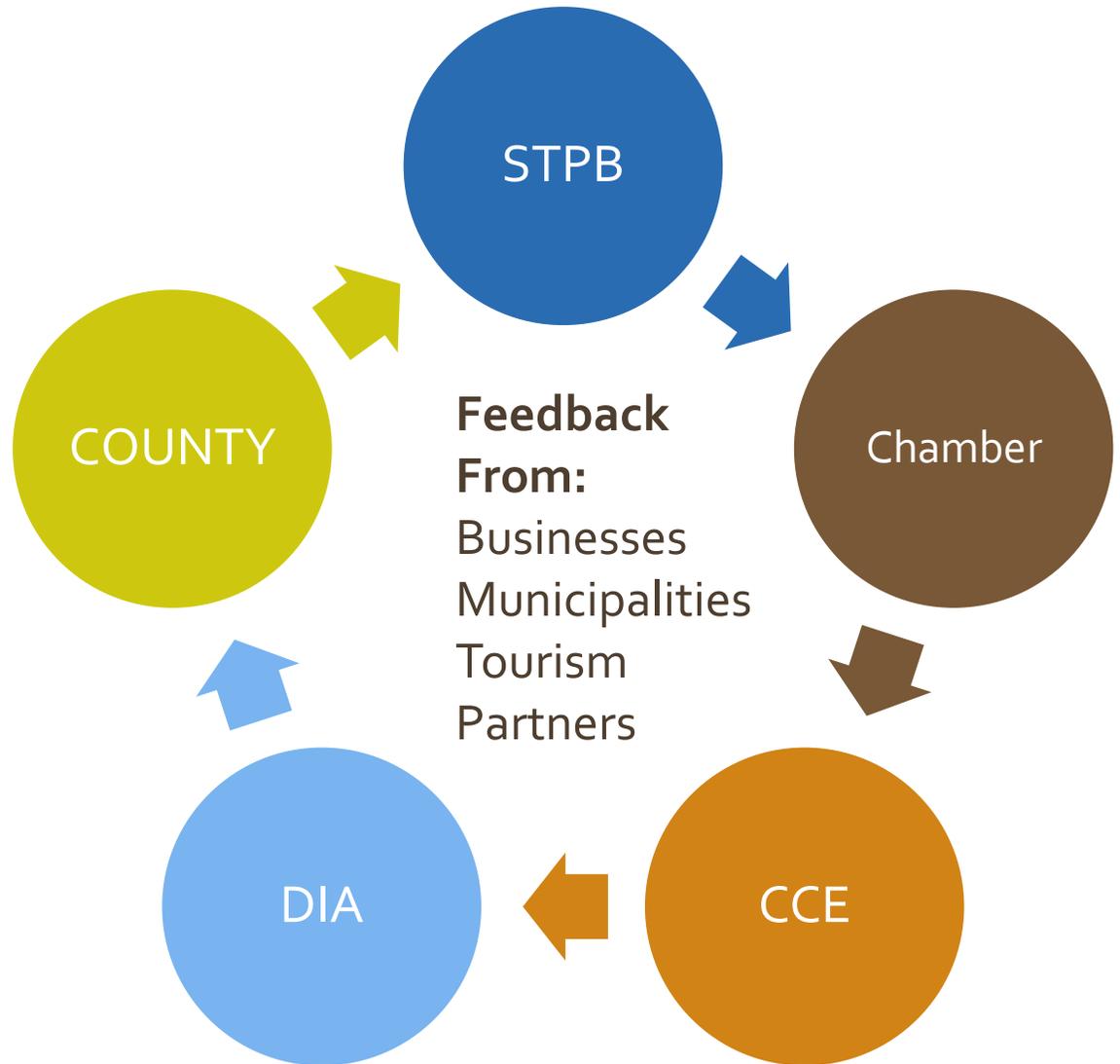
Key Stakeholders:

- Municipalities
- Cornell
- Ithaca College
- TC₃
- Tourism properties
- NYS DOT
- NYS Parks
- Local donors/foundations

- 2014 WISP completed
- 2014-2015 Determining scope & feasibility
- 2015 Consolidated Funding Application (July 31)
- Entire project, or just Phase I & II yet to be determined
- Your support critical!

Strategic Plan Partners

- Planning process began with Tom, Jennifer, and Chrys from CCE
- Efforts to engage stakeholder groups with surveys:
 - Businesses & Downtown (39)
 - Tourism Partners (16)
 - Municipal Leaders (9)
- Primary areas of input:
 - “Traditional beautification” aka plantings
 - Signage program/Wayfinding
 - Public art



Beautification, Signage & Public Art Strategic Plan

Main Activities in 2014

- Beautification Committee discussion & visioning
- Survey process
- Plan foundation/objectives identified
- Draft plan completed
 - With appendices including planting guidance for municipalities/volunteers

Work to be Completed in 2015

- More research/drafting regarding signage and public art
- Vision/Mission of program
- Goals, objectives, and action items established in each of the three key categories:
 - Beautification
 - Signage
 - Public Art

Six Key Goals Identified

(Draft: Requires further review from committee)

- 1) Attractive, welcoming entrances and primary travel corridors
- 2) Easy-to-navigate communities
- 3) Public art, including murals, sculpture, and banners are a vital part of the visitor experience, and enhance the overall visual appeal & interest of the area
- 4) Attractive, colorful and neat public spaces and amenities in community centers and destinations
- 5) Increased appreciation, awareness, and participation in community beautification activities
- 6) Attractive built environment



Thank you!

Questions?

Flowers planted at Purity Point

