

AGENDA –January 18th, 2012

Strategic Tourism Planning Board Tompkins County

3:00 pm – 5:00 pm, CVB

Agenda

- Chair's Report – 5 minutes
- Minutes - November 30th, 2011 – 2 minutes
- 2012 Tourism Coordinator Draft Work Plan – Tom Knipe – 10 minutes
- Nominating Committee
 - STPB member nomination - agriculture representative – Beverly Baker
 - STPB term limits – Beverly
 - 2012-2014 re-appointment nominations – Beverly
 - Nomination and election of 2012 STPB officers – Beverly
- 2012 ACOD Grant recommendations – Brett Bossard – 20 minutes
- Strategic Tourism Plan – 15 minutes
 - Report and comments on outcomes of workshop, next steps – Tom
 - *Policies* update – results of presentation to PDEQ
- CVB report - 10 minutes

Attached (agenda packet)

1. November 30th, 2011 Minutes
2. 2012 ACOD grant recommendations
3. Calendar of upcoming Tourism Program-funded events
4. CVB Report

Announcements

- 1/24 grant workshop, 3-5 pm at the CVB – STPB members invited to attend
- Applications due 2/29 for spring grant round. Updated applications released 1/20
Upcoming Tourism Program funded events
- Turkey Shoot and NCUR Executive Committee, Ithaca College to receive
Tourism Partner Awards at Legislature meeting on 2/7



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)
DRAFT Meeting Minutes – November 2011**

Date: November 30, 2011
Time: 3:00-5:00pm
Location: Convention and Visitor's Bureau

Attendees:

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Stuart Stein	exc	At-Large
Anthony Hopson	exc	Ithaca College, Vice-Chair	Sue Perlgut	✓	Arts-Culture
Beverly Baker	✓	At-Large	Sue Stafford	✓	TC3
David Sparrow	✓	At-Large, Chair	Susie Monagan	✓	Arts-Culture
Ethan Ash	exc	Arts-Culture	Tim Joseph	✓	At-Large
Gary Stewart	✓	Cornell	Todd Miner	✓	At-Large
Jean McPheeters	exc	Chamber	Brett Bossard	✓	CAP, Non-Voting
Jon Reis	✓	Arts-Culture	Carol Chock	✓	Legislature, Non-Voting
Ken Jupiter	✓	At-Large	Fred Bonn	✓	CVB, Non-Voting
Paul Tatar	exc	Recreation	Gary Ferguson		DIA, Non-Voting
Rick Adie	✓	Lodging	Martha Armstrong	✓	TCAD, Non-Voting
Scott Wiggins	✓	Lodging	Tom Knipe	✓	Staff

Also in attendance: Jordan Lalley (TC3 student), Kathy Wilsea (Tompkins County Planning Dept.)

Agenda

- Chair's Report
- Tourism Partner Award
- Fall 2011 Tourism Grant Recommendations
- Nominating Committee Report
- Tompkins County Strategic Tourism Plan Update
- Gas Drilling SGEIS Comment Letter from STPB
- Finger Lakes Wine Center Q&A
- CVB 2012 Marketing and Advertising Strategy

Discussion

The meeting was called to order at 3:07 by David Sparrow, Chair.

1. **Chair's Report** – No report.
2. **Tourism Partner Award** – Rick Adie had provided information with the agenda. Alpha Phi Alpha received this award three years ago from the County Legislature. Three recommendations were discussed since then at STPB, but not sent to the Legislature. The award includes a paving stone on the Cayuga Lake Waterfront Trail near the Chamber of Commerce, and recognition in the press. There is currently no budget for the program; the committee intends to recommend a budget in the spring. In the meantime, awards can still be conferred by the County Legislature. The committee decided to nominate two new efforts and revisit some of the previous recommendations. The two new projects are National Collegiate Undergraduate Research (NCUR) and TurkeyShoot Lacrosse Tournament. The committee recommends giving the award to both nominees. With Susie Monagan abstaining, the recommendation received unanimous voice vote by other members. It will be forwarded to the County Legislature.
3. **Fall 2011 Tourism Grant Recommendations**
Tourism Project – Jon Reis reviewed the committee's recommendations, which passed by unanimous voice vote.

At this point, David asked Sue Stafford to introduce our guest. She welcomed Jordan Lalley, who is completing a Hospitality internship at TC3.

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Tourism Marketing & Advertising – Ken Jupiter reviewed the committee recommendations. He noted the reductions in recommended award amounts are based on disallowed portions of requests. There was discussion at the committee about grant funds being available only to match spending on out-of-county marketing (not local marketing) and making parameters clear to applicants. The committee's recommendations passed by unanimous voice vote.

Community Celebrations – Will be addressed later in the meeting due to Carol Kammen's anticipated late arrival.

Feedback on grant management – Tom Knipe asks that members step back and look at the overall grant process. Are there ways to improve service and accountability? Tom has several proposed goals. He will send a request for input to members in the next few days and incorporate responses into recommendations that he will bring at an upcoming STPB meeting. Gary Stewart asked for Tom's comments on how the job is going. Tom said he is lucky, as smart, engaged and talented people are working on tourism. Tweaks are being done to accounting, grant tracking, budgeting and other administrative processes. He looks forward to completing the strategic tourism plan and working on implementation. He is excited to work more on product development and new initiatives. He wants to solidify reporting and evaluations for the grant process. A reporting format exists, and he has been following up to try to receive the reports, but more can be done to clarify project goals, performance-based outcomes and ROI. There was agreement that we need to start informing grant recipients that they will not get future funding if their reports are not returned complete and on time.

4. Nominating Committee Report Recommendations – Beverly Baker reported that the Nominating Committee discussed STPB Term Limits, a topic that has been discussed numerous times in the past. The committee will bring formal recommendations to STPB at a future meeting. Officers will be elected at the January STPB meeting. Currently David Sparrow is a nominee for Chair and Anthony Hopson is a nominee for Vice Chair. The committee invites current members to contact Beverly if they are willing/interested to serve next year or at a future date. Tom Knipe organized a draft description of officer duties, and that was distributed. Tom and Sue Perlgut are developing committee descriptions and updating the training and intake process for new STPB members. Carol Chock asked if STPB had ever considered having associate members. She feels this would allow opportunities on STPB for members to cycle on/off and meet term limits. Scott Wiggins said we have some non-STPB members serving on committee, but it is informal.

5. Tompkins County Strategic Tourism Plan Update – Tom Knipe reported he met with the Planning and Evaluation Committee to plan a workshop. Date is Tuesday 1/10/2012, time is 4 to 6 PM, location not determined yet. They will be seeking input on outreach and format for the workshop.

6. Gas Drilling SGEIS Comment Letter from STPB – David asked for comments on a letter that Tom had drafted with input from David and Fred Bonn. Anne Kellerman thought the letter was well written, and mentions our concerns as seen through our "lens". Carol Chock said it is excellent that the letter is specific, and not an "I like it" or "I don't like it" statement. Scott Wiggins moved to submit the comments as drafted, which passed by unanimous voice vote. Carol Chock provided a flyer on how to submit comments, and asked that the STPB final comments be shared with the Clerk of the County Legislature and Tompkins County Council of Governments. She stated the Legislature's PDEQ committee just held a special meeting and passed three resolutions on gas drilling. Those resolutions will go to the full Legislature's next meeting. TCCOG is sponsoring a public hearing 12/1 at the State Theatre from 7 to 11 PM. STPB members agreed by consensus to also submit the comments at the TCCOG meeting. *Tom Knipe attended and submitted STPB's comments.*

7. Finger Lakes Wine Center Q&A – Fred Bonn said STPB is extremely proud of this project, which opened on 10/31/10. Although that was a "lousy" date, according to Fred, it met the complicated licensing requirements, sunset date of the State's special legislation, and Certificate of Occupancy exemption. He said their cash flow is still challenged, and the board of directors realized they needed to make changes. At the recommendation of Gary Ferguson, they opened up to ideas and recommendations of outside experts by expanding the board, and took the recommendations to heart and are now implementing them. Their most difficult decisions concerned the cost of staffing the center, and they did not keep the Director due to funding. Now some volunteers are bridging the gap. The board is renegotiating the lease and some

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contracts. They are still struggling, but seeing some new energy, and Fred expects efforts to be successful. In discussion period, he said the bigger board is expected to work better, and they needed the outside perspective and expect additional financial resources. The new wine and cheese CSA should be significant – they seek 80 subscriptions. Use of the space will become proactive and target selling wine by the bottle. A re-launch may be a component of the capital campaign. They are developing a strategy to get more participation from the wine industry in the region. The board realized the Center would not have developed without Sue Lonergan, and laying her off was absolutely their last choice. Signage will continue to improve, and hours have been expanded. Scott Wiggins asked how we can help individually, and Fred suggested making it part of the tour you give to friends and family. Changes have occurred in the space even since STPB met there in September. They are considering hosting a reception for managers, and having a New Year's Eve package with the Holiday Inn. Anne asked what produces income for the center, and Fred said they aim to sell more bottled wine and book the function space for parties. Rick suggested organizing 3-bottle gift sets that can be shipped.

8. CVB 2012 Marketing and Advertising Strategy – Fred Bonn said the Convention & Visitor Bureau work is customer-based, so they always want to know “How do we keep people visiting Ithaca?” Right now they want to market Ithaca as an antidote to all the anxieties of everyday life. There is much opportunity for expansion of mid-week business, especially when the Holiday Inn expansion for business conferences is complete. Fred reviewed their budget and weakening potential for state funds. A copy of the presentation will be provided to STPB members.

3. Fall 2011 Tourism Grant Recommendations (continued)

Community Celebrations Grants – Carol Kammen reviewed the six applications received by the committee. One was put off to the Spring round without prejudice. If the other five recommendations are funded, it will bring the number of grants this year to 21, with 8 in the City and Town of Ithaca. Although the Ulysses Library already held their anniversary celebration, the recommended grant is to publish a history of the library. The Asian Festival had an incomplete application, and Tom Knipe will work with them on grant writing and budget clarification to try to improve future applications. The board voted unanimously to support the committee recommendations.

Arts & Culture Development – David asked Brett Bossard for a report. Brett said they received no new applications; all grantees are now continuing on multi-year grants. He expects annual reports soon from all the current recipients.

9. Announcements – Todd Miner announced Cornell Outdoor Education's annual Outdoor Gear Sale will take place Saturday, 12/3 from 9 to noon. Brett announced the annual Holiday Art Market will take place 12/10 at the Women's Community Building.

With no further business, the meeting adjourned at 4:59pm.

Respectfully submitted,
Kathy Wilsea, Secretary
Tompkins County Planning Dept.

Next Meetings Scheduled

January 18, 2012

**The Arts & Culture Organizational Development Grants
Of The Tompkins County Tourism Program
Panel Review for 2012**

INTENT OF PROGRAM

Tompkins County's vibrant arts and cultural community makes it stand out as special place in Upstate New York. Its reputation as a tourist destination in the Finger Lakes region is partially contingent on the continued success and growth of that community.

Since its inception in 2003, this program has sought to secure the financial and operational stability of the county's major arts and cultural organizations. Through the funding of strategic planning and subsequent implementation of said strategies, the program intends to ensure the vitality and viability of our arts and cultural assets as important players in the county's successful tourism industry, as well as our local economy. This recognizes the growing importance of tourism as a generator of jobs, taxes and income, while enriching the quality of life for Tompkins County residents.

As these institutions approach organizational stability—a term defined for the purposes of this program through an organization's performance in on-site financial and fiscal progress reviews conducted by an outside accounting consultant—the program will continue to provide funding to encourage capacity building, be it in terms of audience development, enhanced programmatic quality, or any other method of increasing either earned or unearned income. As the County's tourism industry and room capacity grows, so too must the capabilities and level of quality of our arts and cultural organizations.

Recipients of funding through this program will follow a path that includes:

1. Organizational Assessment and Strategic Planning
 2. Strategy Implementation
 3. Evaluation of Organizational Stability
 4. Capacity Building
-

PROGRAM ELIGIBILITY

*ALL applicants, both **Performing Arts** and **Non-Performance** organizations, must:*

1. Be 501(c) 3 organizations, the primary mission of which is to present arts and cultural programs to the general public.
2. Maintain professional standards of operation and management including paid, full- or part-time professional executive/managing staff.
 - a. Demonstrate sound governance, administrative and financial practices
 - b. Show long-range program planning or intent.
 - c. Show a commitment to collaborative cultural tourism efforts and initiatives.
3. Operate, own or rent a designated facility (to include an office) accessible and used by the general public.

The following requirement applies to Performing Arts Organizations ONLY

4. Because of the beneficial economies of scale provided by the use of a shared box office service, all performing arts organizations must sell their tickets using the services of Ticket Center Ithaca.

EVALUATION/DETERMINATION OF ORGANIZATIONAL STABILITY

In addition to semi-annual program assessment meetings with the Executive Director of the Community Arts Partnership (CAP), within each 3-year grant cycle, recipient organizations will be required to undergo at least one on-site financial and fiscal progress review to be conducted by an outside accounting consultant retained by CAP. Using the Pew Charitable Trusts' "Index of Organizational Health" as a model, these interviews will not only determine financial stability, but also investigate the institution's fiscal practices to help determine the potential for long-term operational stability.

The results of these reviews will allow the grant panel to determine whether an organization

- a) will require an additional review during the current grant cycle;
 - b) may apply for another 3-year stabilization grant cycle;
 - c) will shift to the capacity building cycle of the grant program; or
 - d) be required to re-apply for acceptance into the program.
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REVIEW PANEL

At a panel meeting on Tuesday, December 19, the following panelists discussed the year-end reports of those grant recipients currently receiving multi-year support from the Arts & Culture Organizational Development program:

- Leslie Ackerman, Director, Business CENTS Program, Alternatives FCU
- Brett Bossard, Executive Director, Community Arts Partnership
- Susie Monagan, Manager Audience Develop & Special Projects, Ithaca College Department of Theatre Arts, STPB Member
- Sue Perlgut, Filmmaker, STPB Member
- Jon Reis, Photographer, STPB Member
- Tom Knipe, Senior Planner / Tourism Coordinator, Tompkins County

REPORT REVIEW

All 8 recipients submitted end of year reports indicating progress toward the multi-year goals represented in their most recent applications to this program. The previously approved multi-year contracts included a conservative estimate of 2% growth in available funding and increased recommended funding for 2012 based on that percentage.

End of year reports indicated progress toward stated goals for all multi-year grant recipients. Planned uses for 2012 funding were in line with initial requests to the program.

In addition to the grantee reports, the panel also reviewed reports based on two on-site financial and fiscal reviews conducted by John E. Little, CPA: one for the Cayuga Chamber Orchestra, and one for the History Center. Using a series of indicators in the categories of Financial Operations, Organizational Planning, and Organizational Leadership, both organizations received scores that recommended them to apply for an additional three-year grant cycle upon the completion of the current cycle. In the case of the Cayuga Chamber Orchestra, it was recommended that additional monitoring take place and that another on-site review be conducted prior to the end of the current grant cycle.

The group also discussed offering scholarships to key personnel at ACOD recipient organizations to attend an upcoming non-profit leadership seminar. This intensive, six-day program titled "Leading with Impact: Your Ripple Effect" is being offered by the Human Services Coalition of Tompkins County and will be conducted by Roxi Bahar Hewertson of Highland Consulting Group. The program is being subsidized with support from The Park Foundation, Triad Foundation, Tompkins Charitable Gift Fund, and the Community Foundation of Tompkins County. Since the panel meeting, two ACOD recipients applied to take part in the program: Doug Levine from the State Theatre and Lisa Bushlow of the Hangar Theatre. The panel recommends providing ACOD funds to allow them both to attend. The cost would be a total of \$3,500.

The previously contracted grant amounts are indicated in the table below.

Tompkins County Tourism Program 2012 Arts & Culture Organizational Development Grants		
Applicant	Request Summary	Contracted Amount
Cayuga Chamber Orchestra	2012 request for continued sustainability and strategy implementation to include audience development, enhance program quality, and increase in earned income.	2012-\$22,236
Cayuga Nature Center	Continued organizational development for the Cayuga Nature Center; staffing to assist E.D for strategic planning, organizational structure and improved volunteer development	2012-\$25,000
Hangar Theatre	To support its development and marketing functions as the organization expands programming and outreach for its renovated year-round facility	2012-\$23,513
The History Center in Tompkins County	Support for THC producers to develop, produce, and promote integrated programming, interweaving topics, exhibits, presentations, and Living History activities that are interesting, educational, and fun.	2012-\$22,325
Kitchen Theatre	Continued support for the hiring of an Audience Services Coordinator	2012-\$22,123
Paleontological Research Institution/Museum of the Earth	PRI is requesting support for the continued implementation of our regional, multi-tiered marketing strategy.	2012-\$15,606
Sciencenter	Support for fundraising consultant to conduct and organizational assessment and help plan a comprehensive 3-year campaign to support innovation in programming, facilities upgrades, and financial stability.	2012-\$16,646
State Theatre of Ithaca, Inc.	Continued support for Marketing and Volunteer Coordinator to increase out of area attendance and advance long-term marketing plan for historic theater.	2012-\$23,307
Scholarships for "Leading with Impact: Your Ripple Effect" 6 day leadership seminar		\$3,500
TOTAL CONTRACTED		\$174,256
TOTAL AVAILABLE		\$180,695
DIFFERENCE		\$6,439

NOTE: Remaining available funds are proposed to be used to support on-site fiscal review process and potential new applicants to the program in the coming year.

Event Dates for Fall 2011 Tourism Grant Recipients

<i>Dates</i>	<i>Event?</i>	<i>Project Name</i>	<i>Grant Type</i>	<i>Organizer</i>
February 14-26	Yes	Ithaca Shakespeare Spring 2012 Season	Project Grants	Ithaca Shakespeare Company
February 14-26	Yes	Ithaca Shakespeare 2012 Season	Marketing & Advertising	Ithaca Shakespeare Company
10/15/2011	Yes	2011 Bicentennial Birthday Jubilee of the Ulysses Philomathic Library	Community Celebrations	The Ulysses Philomathic Library
12/28/2011	Yes	2011 Kwanzaa at Southside Community Center	Community Celebrations	Southside Community Center
1/16/2012	Yes	2012 MLK Jr. Day of Celebration	Community Celebrations	Multicultural Resource Center
1/27/2012	Yes	2nd Winter Village Bluegrass Festival	Marketing & Advertising	Hangar Theatre
2/4/2012	Yes	2012 Asian Lunar New Year Celebration	Community Celebrations	Ithaca Asian American Association
3/25/2012	Yes	MapleFestival 2012	Marketing & Advertising	Cayuga Nature Center
5/5/2012	Yes	2012-25th Anniversary Celebration of Habitat for Humanity of Tompkins & Cortland Counties (HTCHFH)	Community Celebrations	Tompkins Cortland Habitat for Humanity
February -July 2012	No	2012-CNC Great Room - Permanent Exhibition	Project Grants	Cayuga Nature Center
January 23 - June 4	No	2012 - WHALES: From the Depths of the National Geographic Archives	Marketing & Advertising	Paleontological Research Institution



Ithaca/Tompkins County Convention & Visitors Bureau (CVB)

Report to:

Strategic Tourism Planning Board

January 18, 2012

Submitted by: Fred Bonn, Director

MARKET UPDATE

Year End – By core measures, it looks like 2011 will be a record-setting year for tourism in Tompkins County. Through November, STR reports that Revenue is up 9.2%, Room Demand is up 1.7%, and Average Daily Rate is up 7.3%. Traffic to our website, despite a very slow start to the year in Q1 finished with an increase of 3.2% in the number of unique visitors.

MARKETING AND PROMOTION

2012 Travel Guide – Suzi Munoz is in the final phase of proofing our Travel Guide for this year. Vanguard is expecting to have it on press in the next few weeks with copies delivered by the first week of February. Our office is very excited about the direction that the guide has taken and has enjoyed working with Art and Anthropology on the new design/format.

Winter Recess Teachers Festival 2012 – All is lining up well for Winter Recess 2012. We have 193 businesses participating, 20 hotels and B&B's offering accommodation packages, and over 50 associated events making it our largest offering to date. Our contest to win \$1,000 in classroom supplies and an iPad garnered 1,100 entries (71% being first time visitors) in the first 24 hours making our goal of 5000 attendees and 450 room nights seem feasible. Our only fear is that we will end up getting what haven't had yet. Snow.

Greek Peak Co-Promotion – Speaking of snow, guess it was the wrong year to partner with Greek Peak on their coupon program. This past Fall we signed up to have a display ad on their coupons promoting Ithaca as a dining option for skiers. Over 1 million coupons are distributed at fast food and convenience marts in the New York, New Jersey and Pennsylvania area.

GROUP SALES

2012 ABA Market Place – Mary Rachun just returned from Grapevine, Texas where she had 25 appointments with bus tour companies. There was strong interest from companies in New England, PA & NJ. The concept of Wine and Waterfalls, experiential garden tours and micro-brewing were very popular. Six companies expressed very strong interest and we expect that we will be able to get a shot at providing our properties a chance to bid on business from them.

REGIONAL UPDATE –

Finger Lakes Tourism Alliance – In December I completed my 6 years of service on the FLTA Board of Directors. Beginning in January, Tompkins County is represented by Scott Wiggins from LaTourelle and Tim Joseph, Regional Director of NYS Parks and Recreation.

NEW YORK STATE TOURISM

2012 Matching Funds – Our commitment letter was received and we are in the last phase of our application. We have been told that we will be eligible to receive a grant of \$44,784 to support our marketing and promotion efforts.

Restructuring NYS Tourism Marketing – There have been several state level conference calls and meetings regarding funding levels and the organization structure of the I Love NY program. It is clear that while the Governor is supportive of developing significant tourism assets in the State, the support to let the world know about what there is to do and see in the Empire State is lacking.

ADMINISTRATION

STPB Strategic Plan – The Strategic Tourism Planning Board is continuing to develop their 2020 Strategic Plan for Tourism. On Tuesday, January 10 over 80 members of the community participated in a community forum to give feedback and ideas to STPB to be considered in the plan. It was a well-run program and I think the feedback will be valuable. The plan is scheduled to be completed in early spring later this year.

Institute for Organizational Management– I attended the first year of this program the first week of the year. I was very satisfied with the quality and depth of the coursework and am excited to complete the other stages of the program and receive my certification. Classes focused on Finance, Human Resource Management, Marketing and Communications and Professional Development.

Smith Travel Report for Tompkins County – Nov. 2011

Occupancy (%)	2011
	Nov
This Year	55.7
Last Year	52.9
Percent Change	5.3

Year To Date	
2010	2011
63.0	64.1
58.8	63.0
7.1	1.7

Demand	2011
	Nov
This Year	25,811
Last Year	24,516
Percent Change	5.3

Year To Date	
2010	2011
324,907	330,452
303,344	324,907
7.1	1.7

ADR	2011
	Nov
This Year	128.39
Last Year	116.54
Percent Change	10.2

Year To Date	
2010	2011
125.84	135.17
125.92	125.84
-0.1	7.4

Revenue	2011
	Nov
This Year	3,313,803
Last Year	2,857,145
Percent Change	16.0

Year To Date	
2010	2011
40,887,012	44,665,677
38,197,381	40,887,012
7.0	9.2

Ithaca / Tompkins County CVB Dashboard – September 2011

Visitor Information Services – December 2011

- Requests for info. fulfilled in Dec: 357
- YTD Requests for info. through Dec: 20,208
- East Shore Drive: 164 (15% over 2010)
- Downtown Center: 163 (-.01% over 2010)

VisitIthaca.com Stats - Dec. 2011

December 2011	2011	2010	Difference
Visits	14,382	13,879	3.26%
Pageviews	43,766	45,412	-3.04%
Pages/Visit	3.04	3.27	-7%
Avg. Time on Site	2:47	2:51	-2.38%
Year over Year			
Visits	351,329	347,135	1.20%
Pageviews	1,329,002	1,510,806	-12%
Pages/Visit	3.78	4.35	-13.00%
Avg. Time on Site	3:41	4:12	-12%

Facebook – as of 1-11-12

- Lifetime “Likes” – 5,059

Group Sales – Dec. 2011

Leads Distributed	3
Prospects Generated	26
Sales Kits Distributed	26
Prospects converted to Leads	1
Groups Assisted/Service	4
Site Visits Conducted	0

Group Sales Lead Status Report – December 2011

Lead sent date	Event account	Event status	Event start date	Event end date	Total Requested Room Nights	Multiplier	Economic Impact	Source
8/12/2011	String Fever Room Block (State Theatre)	Booked	2/18/2012	2/18/2012	5	260	\$1,300	Local Referral
10/7/2011	Zapner Wedding	Booked	4/20/2012	4/21/2012	120	352	\$42,240	Email Request
11/21/2011	Nonviolent Crisis Intervention Training	Booked	4/30/2012	5/3/2012	40	260	\$10,400	Email Request
5/12/2011	Brett Larson Tour Group	Booked	5/8/2012	5/10/2012	75	353	\$26,475	ABA
10/6/2011	Rochester Chrome Divas	Booked	6/1/2012	6/2/2012	20	260	\$5,200	Call-in
11/29/2011	Wechsler Wedding	Booked	7/13/2012	7/14/2012	100	353	\$35,300	Call-in
10/25/2011	Taggart Wedding Reception/Guest Rooms	Booked	7/21/2012	7/22/2012	200	353	\$70,600	Local Referral
12/6/2011	Klippel Wedding	Booked	8/9/2012	8/10/2012	40	353	\$14,120	Call-in
12/8/2011	September 2012 legal Training	Booked	9/19/2012	9/24/2012	140	260	\$36,400	Repeat Business
11/21/2011	Nonviolent Crisis Intervention Training	Booked	10/8/2012	10/11/2012	40	260	\$10,400	Email Request
2/28/2011	ABA Spring Board Meeting	Awaiting Client Response	4/29/2012	5/1/2012	95	260	\$24,700	ABA
9/7/2010	Executive Board Meeting	Awaiting Client Response	5/2/2012	5/4/2012	140	260	\$36,400	CVB Generated
9/12/2011	National Club Baseball Association	Awaiting Client Response	5/10/2012	5/12/2012	300	260	\$78,000	Connect
8/17/2011	Pharmacists Society of the State of NY	Awaiting Client Response	5/30/2012	6/2/2012	175	260	\$45,500	ESSAE
12/1/2011	Carefree Capers	Awaiting Client Response	10/2/2012	10/5/2012	26	353	\$9,178	ABA
11/2/2009	Conservative Judaism Conference	Awaiting Client Response	11/16/2012	11/18/2012	1050	260	\$273,000	Email Request
10/20/2011	UNYSCSA 2013 Swimming and Diving Championships	Awaiting Client Response	2/19/2013	2/23/2013	1000	260	\$260,000	Ithaca College
10/25/2011	UCMA Spring 2012 Conference	Tentative	6/6/2012	6/7/2012	40	260	\$10,400	Repeat Business
4/18/2011	NYS Collegiate Swimming and Diving Championships	Lost - Rochester	2/21/2012	2/25/2012	1400	260	\$364,000	Local Referral
4/26/2011	Institute for Traffic Safety Management & Research Walk/Bike Conference	Postponed by organizer	5/1/2012	5/2/2012	100	260	\$26,000	ESSAE
10/26/2010	MTA Gathering	Lost - lack of participation	6/18/2012	6/21/2012	240	260	\$62,400	Email Request
7/26/2008	CSEA Retiree Delegates Conference 2012	Lost - lack of meeting space	8/19/2012	8/23/2012	100	260	\$26,000	CVB Generated
8/30/2011	Medical Retreat	Cancelled	9/27/2012	9/28/2012	120	260	\$31,200	Email Request
3/30/2009	NYS Public Employees Federation	Withdrew	10/11/2012	10/17/2012	240	260	\$62,400	CVB Generated