

**Fall 2013 Grant Application Summary and Award Recommendations  
Tourism Marketing and Advertising (TMA) and New Tourism Initiative (NTI) Grants**

Grant Program	Applicant	Project Title	TMA Request	NTI Request	Total Request	TMA Recommend	NTI Recommend	Total Recommend	Event Details (assuming recommended funding levels)								
									Event?	Date(s)	Projected Attendance	% Out of County (OOC)	OOC Participants	Grant \$ per participant	Grant \$ per OOC participant	Avg. per trip visitor spending	Ratio of grant \$ per OOC to per trip spending
NTI	Ithaca Shakespeare	2014 The Tempest at the Hangar Theatre	\$0	\$10,000	\$10,000	\$0	\$6,040	\$6,040	Y	02/14-02/23/2014	1,200	15%	180	\$5.03	\$33.56	\$185	5.5
TMA/NTI	City of Ithaca / Comet Skateboards	2014 Ithaca Skate Jam	\$5,000	\$4,000	\$9,000	\$5,000	\$4,000	\$9,000	Y	4/26/2014	5,000	50%	2500	\$1.80	\$3.60	\$185	51.4
TMA	Cayuga Lake Wine Trail	2014 - 22nd Annual Wine & Herb Festival	\$5,000	\$0	\$5,000	\$4,000	\$0	\$4,000	Y	04/25-04/27/2014 and 05/02-05/04/2014	3,400	90%	3060	\$1.18	\$1.31	\$185	141.5
TMA	PRI / Museum of the Earth	2014 Family Fun with Dr. Scott from PBS's Dinosaur Train	\$5,000	\$0	\$5,000	\$4,174	\$0	\$4,174	Y	05/17-05/18/2014	1,000	56%	560	\$4.17	\$7.45	\$185	24.8

	Requests	
	TMA	NTI
Total Requested / Recommended	\$15,000	\$14,000
Retained from Spring Round	\$10,950	\$10,040
Prior Year Allocated /	\$2,224	\$0
Total Fall 2013 Funds Available	\$13,174	\$10,040
Difference*	(\$1,826)	(\$3,960)

	Recommendations	
	TMA	NTI
	\$13,174	\$10,040
	\$10,950	\$10,040
	\$2,224	\$0
	\$13,174	\$10,040
	\$0	\$0

\*Available for Fall 2013 Grant Round

**Fall 2013 Grant Application Summary and Review Committee COMMENTS**  
**Tourism Marketing and Advertising (TMA) and New Tourism Initiative (NTI) Grants**

Grant Program	Applicant	Project Title	NTI COMMITTEE COMMENTS	TMA COMMITTEE COMMENTS
NTI	Ithaca Shakespeare	2014 The Tempest at the Hangar Theatre	Clear, well-written application. Proposal to grow audience in winter. Includes vacation package with local lodging properties. Cost per participant is high, but project shows potential to be a destination event with these shows as the primary reason for visitation. Potential for tie-in with Teacher's Winter Recess. Only Shakespeare offering in the area. Budget shows strong match; administrator to follow up on status of match funding. Long-term, may be some limits to growth potential. Want to encourage activity at the Hangar Theatre. Future idea to enhance draw: bring equity actors? Good Cornell and IC collaboration through use of student actors.	N/A
TMA/NTI	City of Ithaca / Comet Skateboards	2014 Ithaca Skate Jam	Strong ROI and growth potential. Clearly a popular new tourism offering drawing an undertapped demographic. Overnight stay possibilities. City of Ithaca role as fiscal agent demonstrates City support. Time of year is good. "Destination" event. Strong social media presence with 41,000 likes. Aligns with Strategic Tourism Plan around sports tourism and undertapped niche tourism. Strong earned media potential. Some risk management and event logistics concerns to be addressed through contract.	New, exciting potential for viral marketing and organic growth. Sports/adventure tourism and sustainability alignment. Ithaca "feel". Earned media potential for the community. Local business support component. Weather concern...grant administrator will request that a rain date be established. Crowd management...as the event grows, where will spectators be on Buffalo Street hill? More thinking on event logistics would enhance the potential for overall success. Application scores highly on potential ROI. Use of marketing funds to bring in talent to draw additional participants is a concept the committee wishes to pilot with this application.
TMA	Cayuga Lake Wine Trail	2014 - 22nd Annual Wine & Herb Festival	N/A	Project is supportive of agritourism, and important to continue to support the Cayuga wine trail. Some concern about potential for this particular project to attract overnight stays in the County vs. adjacent counties. Event is not currently in a growth phase, may benefit from innovation, new concepts to draw new growth. Funding is contingent on demonstration of formal partnership/package with Tompkins County hotels.
TMA	PRI / Museum of the Earth	2014 Family Fun with Dr. Scott from PBS's Dinosaur Train	N/A	Demonstrated potential to draw day-trippers. Combination of many activities. Aligns with STPB's expressed wish to support merger with CNC and growth of overall draw of the Museum of the Earth and Cayuga Nature Center. Encourage package development with Tompkins County hotels to encourage overnights. Funding contingent on more detailed articulation of marketing budget, to be verified by grant administrator.