

AGENDA –February 15, 2012

Strategic Tourism Planning Board Tompkins County

Wednesday, February 15th, 2012
3:00 pm, CVB

Agenda

- January Minutes - 2 minutes
- Chair's Report – David Sparrow 5 minutes
- 2012 STPB meeting schedule and committee assignments – David Sparrow - 5 minutes
- Annual conflict of interest disclosure – Tom Knipe - 3 minutes
- 2012 Tourism Capital Grant recommendations - Martha Armstrong - 30 minutes
- Proposed STPB Bylaws changes - Beverly Baker - 20 minutes
- Grant Evaluation Criteria - pre-review input – Tom Knipe - 10 minutes
 - o New Tourism Initiatives & Tourism Projects, Tourism Marketing & Advertising
 - o Community Celebrations
- CVB report – Fred Bonn – 5 minutes
- Strategic Tourism Plan Update – 5 minutes

Attached (agenda packet):

1. January, 2012 draft STPB meeting minutes (2 pages)
2. Tourism Capital Grants recommendations (15 pages)
3. STPB member list (1 page)
4. STPB bylaws with proposed changes (7 pages)
5. Grant evaluation criteria summary (1 page)
6. February CVB Report (9 pages)
7. Strategic Tourism Plan Schedule – revised (1 page)



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.



Business expansion, retention and attraction

MEMORANDUM

To: Strategic Tourism Planning Board
From: Martha Armstrong <marthaa@lightlink.com>
Date: February 10, 2012
Re: Eight applications for Tourism Capital Grants -- Recommendations

At the February 15 meeting, the STP will review the tourism capital grant applications and the Review Committee's recommendations. The STP will act by deciding what to recommend to the PDEQ and the legislature. Total funds available for Tourism Capital Grants in 2012 is **\$54,000**.

Over the nine-year history of the Tourism Capital Grants program, there have been an average of 3 awards per year with a total value of \$145,600. This has been achieved by providing multi-year distribution of the awards. The result of the pattern of multi-year distribution is that in 2012 there are very limited funds available for new applicants. Because the program has become better known and the tourism industry is growing, we had a program-high number of applicants – eight.

Therefore, this year the Tourism Capital Grants program is highly competitive. The review process required tough decisions. Ultimately, only one applicant was recommended to be fully funded, and three applicants were not recommended for funding.

The Review Committee worked to lessen the dependence on future distributions – so that there will be more funds available in future years for new applicants.

Review Materials

The applications and recommendations are summarized in this packet. Materials included in this packet:

- Recommendation Summary table indicating the project value, applicant's request, and the Committee's recommendation.
- A synopsis of each application and the Review Committee's comments
- Multi-year spreadsheet showing past awards and this year's recommendations

Complete applications and supporting materials provided by the applicants are available online at Tompkins County's website – please go to the following url:

http://www.tcad.org/?page_id=1477

Other Information

What is on the horizon?

I do not expect to have any funds remaining after this round for a July 1, 2012 cycle. Since we have been unable to fund a second round in recent years, the program may officially change to a single round annually.

I expect there will continue to be strong applicant interest for the next several years. Most of the feasibility studies we have funded over the past several years are likely to generate eligible capital projects in the next several years.

Scoring Grid

This year we piloted the use of a scoring grid. This was developed after last year's review session, at the request of the committee. The grid is intended as a discussion guide, not a point system to determine the awards. It was helpful and needs some tweaks. Here are the grid factors:

- Organizational capacity to carry out the project
- Likelihood of the project to increase or improve tourism over five years
- Project/organization role in the TC tourism industry
- Benefits/Cost -- Return on Investment
- Value of Project to Community
- Clarity of Project/Organizational Mission
- "Gut" reaction to application

TCAD Tourism Capital Grants Review Committee members

For February 9, 2012:

- Howard Hartnett (TCAD)
- Tim Joseph (STP)
- Ken Jupiter (STP)
- Pam Mackesey (TC Leg)
- Steve Snyder (TCAD)

Note: Mary Kane (TCAD) and Andy Sciarabba (TCAD) missed the February 9 meeting.

Recommendation Summary

Application	App* Type	Project Value	Requested Grant	Rec Grant	Distrib 2012	Distrib 2013	Distrib 2014
Cayuga Waterfront Trail: interpretive panels and Crew Cove Overlook	C	76,500	25,500	20,000	10,000	10,000	
CSMA: Market analysis of multi-use space	FS	10,000	5,000	0			
Finger Lakes Land Trust: Emerald Necklace access enhancement	C	76,550	22,334	20,000	15,000	5,000	
History Center: Tourism potential of Eight Square Schoolhouse site	FS	9,480	7,500	0			
Ithaca Children's Garden: Re-envisioning through a sustainability lens	FS	13,770	11,770	0			
Sciencenter: Expansion and renovation of Live Animal Gallery	C	120,000	40,000	30,000	15,000	10,000	5,000
State Theatre bathroom expansion and improvements	FS	3,780	3,780	3,780	3,780		
Stewart Park Landscape Rehab Study	FS	17,000	12,000	10,000	10,000		
Totals				83,780	53,780	25,000	5,000

* C is capital grant, FS is Feasibility Study

**Synopsis of Chamber of Commerce Foundation's
Cayuga Waterfront Trail (CWT) Interpretive Panels and Crew Cove Overlook
Capital Grant**

Phase 1 (Cass Park) and Phase 3 (Farmers Market to Chamber) of the CWT is now built. Phase 2 will connect Phase 1 to Phase 3 in 2013. CWT currently wishes to enhance the trail for visitors by adding:

- Five interpretive panels along the trail (research, design, construct, install) -- \$25,500
- Interpretive panels for three buildings in Stewart Park (Wharton Studio, Large Pavillion, Boathouse) -- \$8,000
- Birding Kiosk for Stewart Park (one has been installed at Cass Park already) -- \$ 13,000
- Crew Cove Overlook (interpretive panels, benches, landscape, and terrace for views of the Inlet and racing) -- \$30,000

The CWT serves visitors to Cass Park, the Treman State Marina, Newman Golf Course, and Stewart Park. When the Phase 2 is complete the trail will link the entire City waterfront including the Farmers Market, Inlet Island, and the CU and IC boathouses. Since 2001, the CWTI has worked closely with the City of Ithaca to raise funds, design, construct, and maintain the Trail.

CWTI has not had a consistent program to measure and analyze trail use. In 2007, CWTI estimated 30,000 people used the trail.

The work in this proposal is to be completed in 2012 and 2013.

This application was submitted without the appendices due to staff shortage at the Chamber. I will post any late arriving appendices to the website and alert you to them.

Recent awards from the Tourism program include funding of the 2008 Stewart Park Rehabilitation Action Plan study and the 2010 Stewart Park Building Rehabilitation Study. The Tourism Capital Grants program awarded CWTI a small grant toward Trailhead construction in 2005.

Review Committee Comments

The CWT is of real value to tourism, and completion of Phase 2 will increase that significantly by providing access and linkage to the entire waterfront from Cass to Stewart Park. The interpretive panels and other elements along the trail are not an attraction in and of themselves, but will add to the visitor experience. The organization has demonstrated capacity to carry forward the project. The trail is also of high value to the community as well as to the tourism industry.

Recommended funding

2012: 10,000

2013: 10,000

**Synopsis of Community School of Music and Arts (CSMA)'s
Market Analysis of Multi-use Space
Feasibility Study**

CSMA's primary focus is arts education. CSMA also hosts gallery nights and public performances. Overall attendance is about 10,500 annually. CSMA's 1920's building houses the historic Fraternal Order of Eagles ballroom. This performance venue can seat an audience of 350, and has an intermittent history of hosting popular national acts as well as local performances. It was known as the Unicorn Club in the 1970's. CSMA proposes a marketing study to understand if this space can once again become a regional performance space as well as a conference space (seats 175 at tables).

The study proposes to identify the market for this 2,700 square foot space. Part One will look at the competitive position in the regional market. Part Two will research the interest in the space for both presenting and meeting purposes. Part Two will also identify physical changes needed to support the audience markets, events producers, and other stakeholders.

The study is scheduled to take about 6 months during 2012. CSMA has discussed the project with two consultants but did not include a written proposal in the application. The budget identifies \$5,000 for a consultant, and \$5,000 of in-kind contributions including 20 hours donated by board member Andrew Dixon.

CSMA has invested in the performance space since purchasing the building in 2002. Investments include: new heating and cooling, renovated bathrooms, replacement of the dance floor. Additional improvements will be needed to elevate its profile as a regional venue.

CSMA received an award from the County Tourism's Celebrations Grant program in 2010. However, they were unable to use it due to City restrictions on banners.

Review Committee Comments

The organization does not demonstrate a strong role the tourism industry. The application did not present a preliminary case for this project being a contributor to the tourism industry. The feasibility study seemed to be looking for a tourism purpose, rather than testing and strengthening the organization's tourism concept. Overall, the Committee questioned the viability of the performance space as a tourism venue.

The Committee did see some possibility for this venue, especially if it could contribute to things for tourists to do downtown in the evening.

Recommended funding

No funding

Synopsis of Finger Lakes Land Trust's Emerald Necklace Access Enhancement Capital Grant

Since 1989, the FLLT has worked to conserve over 13,000 acres of lands that define the character of the Finger Lakes region. FLLT recently acquired the Berntsson/Millier (B/M) tract in the Town of Dryden. B/M creates the first link in the Emerald Necklace, connecting Hammond Hill State Forest, Yellow Barn State Forest, FLLT's Roy H. Park Preserve, and a Cornell Plantations natural area. The B/M tract includes forests, 20 acres of wetlands, and 6,000 feet of frontage on Six Mile Creek.

The proposed improvements include a parking lot located along Irish Settlement Road, a kiosk with interpretive panels, a short gravel trail, and a 530-foot long bridge/boardwalk over the wetlands to link to 20 miles of trails in Hammond Hill. (These trails are currently accessed from a dead-end dirt road.) NYS DEC will contribute a short trail extension inside the Hammond Hill State Forest. The requested funds will be used primarily toward the bridge/boardwalk that is estimated to cost between \$59,000 and \$84,000 (premium materials cost). The parking lot is not part of this funding request.

Tetra Tech created the engineered drawings and cost estimate for the project. FLLT has initiated 3 required permit processes. Construction is scheduled for summer/fall 2012.

In 2009, FLLT created the study: *The Finger Lakes Trail In the Emerald Necklace: A Plan for Corridor Protection and Enhancement*. This Finger Lakes trail corridor plan provides the context for the current proposal. The plan is intended "to help protect and enhance a 78-mile section of the trail that passes through the 'Emerald Necklace', a crescent of forest lands that stretch in an arc around the City of Ithaca through Schuyler, Seneca, Tompkins, and Tioga Counties from the Finger Lakes National Forest in the west to Hammond Hill State Forest in the east." It demonstrates FLLT's commitment to creating and elevating access to the trails system, and is the basis for the idea of the Emerald Necklace as a tourism attraction. The current proposal is a first step in the vision of a revitalized trail system with well-defined access points.

The 2009 Chmura baseline tourism study identifies outdoor recreation as the second greatest attraction in Tompkins County, following the colleges. Marketing will be through FLLT's outreach channels, and the CVB's travel guide and other marketing materials.

The B/M site currently sees 600 visitors annually and FLLT estimates an increase to 1,500 following installation of the access point. The Emerald Necklace currently hosts about 9,000 visitors in Tompkins County. With access point improvements, the Emerald Necklace can be better marketed to visitors. The tourism vision is compared to a trail system in Pennsylvania, the 62-mile Pine Creek Trail, established in the 1970's. Pine Creek Trail hosts about 125,000 unique visitors annually according to a 2006 study by the PA Department of Conservation and Natural Resources.

Review Committee Comments

There was some question as to whether this project would be considered “building a trail.” However, the Committee agreed that the boardwalk above the wetlands could be considered an attraction, offering unique visitor experience of wetlands ecology and wildlife, as well as part of a trail. The organizational capacity was highly rated as able to carry out the project. While the trail currently has low usage, the possibility of greatly increasing usage seems real, especially in the context of the Emerald Necklace. One of the goals of the Tourism board is to increase outdoor recreation and this project clearly does that. That the boardwalk will be accessible is a plus. The project is valuable to the community as well as the tourism industry. The Committee would encourage the Tourism administrators to work with FLLT on their user study.

Recommended funding

2012: 15,000

2013: 5,000

**Synopsis of The History Center's
Tourism potential of Eight Square Schoolhouse Site
Feasibility Study**

The History Center (THC) is the owner of the historic 1827 Eight Square Schoolhouse, New York's oldest brick octagonal schoolhouse. THC is currently completing about \$200,000 of restoration construction work on the schoolhouse. This work is expected to stabilize the structure for generations to come.

The schoolhouse is currently used for educational programs for about 1,000 fourth graders. THC would like to expand its programming to an eight-month season – continuing with its school groups in the spring and fall, and adding family-oriented living history programs on weekends as well as weekdays during the summer. The purpose of the proposed study is to examine programs likely to generate interest among visitors from outside Tompkins County. Cents of Place Consultants proposes to “recommend interpretive programs and preferred market strategies and direction”. The study will also provide a basis for THC to consider the scope of capital investments (from bathrooms to exhibit space) and operating plans for the envisioned living history program at the schoolhouse site.

This work will mesh with THC's current strategic planning process due to be complete this spring. It also coincides with an opportunity to purchase a contiguous lot that would afford more space to accommodate expanded programming at the site.

THC has received three recent Tourism Program awards in 2009 and 2010 to support the Rhiner Festival and the exhibit *Dear Friend Amelia*. They also received a Tourism Capital Grant award in 2006 to undertake a structural analysis of the Schoolhouse.

THC is a member of the Discovery Trail. About 1,000 students visit the schoolhouse annually. About 7,000 people visit the History Center's museum space annually.

Review Committee Comments

The History Center has had inconsistent organizational capacity over the years and the Committee was not convinced THC will be able to turn the idea of “living history” into a viable, consistent tourism product. The application did not demonstrate a strong role in the tourism industry. The Eight Square Schoolhouse has very limited visitation now, primarily local school children. THC seems to be shopping for an idea rather than testing the feasibility of a developed concept.

The Committee did see some possibility for this venue, especially since the Ithaca area is strong on education.

Recommended funding

No funding

**Synopsis of Ithaca Children's Garden
Re-Envisioning ICG through a Sustainability Lens
Feasibility Study**

The Ithaca Children's Garden (ICG) was founded in 1999. Since 2004, it has had a 25-year lease from the City of Ithaca for 3 acres in Cass Park. ICG offers both a public garden and educational programs. ICG had 14,700 visitors in 2010. An estimated 12%, or 1,750, came from greater than 75 miles away.

ICG hired a new Executive Director and elected 7 new board members in 2011. Leadership had a retreat to revise their mission and vision in October. They are now determined to complete the development of their master plan with a renewed focus on targeting programming and facilities to the regional visitor market. The proposal is two part:

- engage a consulting firm, Cents of Place Strategies, to investigate the children oriented environs of the region, recommend interpretive programming, and recommend preferred marketing strategies
- engage a landscape architect to develop a complete master site plan.

The previously created architectural concept for an education building on the site will be revisited as part of this process. The building will add capacity for winter programs at the garden, and for greater revenue-generating programming.

To date about 40% of the garden is installed including the landmark Gaia turtle sculpture. Several other project are underway leaving about 50% of the site design to be evolved during this master planning effort. The recommendations of the consulting firm will serve to guide design decisions as well as the operational model, including a desire to create more fee-for-service programs.

ICG's target audience is families with children ages 2 to 15. The ICG is located along the Cayuga Waterfront Trail.

The study will be performed over 6 months in 2012. The ICG received a \$14,800 Tourism Capital Grant in 2009 for site improvements and amenities.

Review Committee Comments

The organization has had inconsistent organizational capacity over the years. The Committee was not convinced ICG will be able to make the major change from what they are doing now -- being a place where kids and families drop by to visit the garden -- to an organization with a lot of tourism programming. While there are documented out-of-county visitors, the organization does not demonstrate a track record of tourism marketing or programming. The Committee does see possibility for this venue. It is well located along the Cayuga Waterfront Trail. A children's venue has potential synergy with the Sciencenter. Liked the idea of featuring sustainability. Liked the idea of developing fee for service programming to help support the organization.

Recommended funding No funding

**Synopsis of Sciencenter's
Live Animal Gallery: Renovation and Expansion
Capital Grant**

The proposed project will expand, upgrade and completely renovate the Sciencenter's popular Live Animal Gallery. Most of the exhibits will be enlarged and improved. New fish aquariums will be created as well as new habitats for reptiles and amphibians in the existing Animal Gallery. A new room will be added, featuring New York State reptiles, fish, and amphibians. An additional space will be created for behind-the-scenes feeding, preparation, and quarantine of exhibit animals.

The Sciencenter is one of the County's most-visited attractions with nearly 98,000 visitors in 2011. According to their most recent visitor report, 56% are from outside Tompkins County and 39% from greater than 75 miles away. The Sciencenter markets in a 2-hour radius. Out-of-county visitors are estimated to have an annual economic impact of nearly \$1 million in the County.

The Sciencenter expects the exhibit to attract an additional 3,000 visitors to the museum each year. With the expansion of the Live Animal Gallery will come a new full-time position: Live Exhibits Coordinator.

The Sciencenter is a founding member of the Discovery Trail. They participate in the annual Upstate regional brochure distribution exchange. Sciencenter visitorship is still in an increasing trend where other science museums have faced declines over the past decade.

Recent Tourism Program Grants include ACOD grants in 2010 and 2011, as well as the 2011 Tourism Capital Grant award for the exhibit on Marcellus Gas Drilling, which is currently in production and will be completed in 2012. (There will be a few months of overlap with the Animal Gallery improvements.)

Review Committee Comments

The Sciencenter is a real tourism attraction in Tompkins County. It is also of value to the community. The Animal Room is definitely a draw, and improving and expanding that facility will attract additional tourists as well as create a new job. The application had top ratings on all review criteria. Rewarding success and innovation will help the Sciencenter stay nationally present.

Recommended funding

2012: 15,000

2013: 10,000

2014: 5,000

Synopsis of State Theatre's Bathroom Expansion and Renovation Feasibility Study

The State Theatre proposes a small but important feasibility study. The State has a 1,600-seat capacity. Adding more bathroom fixtures is critical to improving the audience experience at State Theatre events. Outdated restrooms is the most common complaint from patrons.

The State will hire an architect to develop the preliminary schematic design and budget for an expansion of the second floor bathrooms. The design must be in keeping with the historic aesthetic of the theatre and be reviewed by the NYS Historic Preservation Office. This work will be accomplished in the spring of 2012.

The schematic design will determine fundraising targets and the drawings will also help with fundraising and development work. Construction will likely occur during the summer of 2013 prior to the 2013-14 season. (sooner if possible)

An architect's budget was submitted with the application.

Since the State Theatre of Ithaca Inc. purchased the historic theatre in 2009, it has invested over \$200,000 in improvements to the auditorium, box office, and backstage facilities.

The State Theatre is on track to have over 45,000 visitors during the 2011-2012 season of over 65 events. Zip code analysis indicates about 30% out-of-County sales and 11% from greater than 75 miles away. Target markets include Buffalo, Rochester, Syracuse, Binghamton, Sayre, Scranton, and Philadelphia. The State's ticket seller, Tickets.com, also markets the State's shows to customers based on their past purchases.

Recent Tourism Program grants include ACOD stabilization funds in 2010 and 2011. The State, under former ownership of Historic Ithaca, received a \$125,000 Tourism Capital Grants award in 2003.

Review Committee Comments

All members of the Review Committee concurred the State bathrooms need improvement and that will improve the visitor experience. The applicant received second highest marks, The State Theatre provides a tourism experience and is likely to increase tourism sales over the next five years. It is also of value to the community.

Recommended funding

2012: 3,780

Synopsis of Chamber of Commerce Foundation's Stewart Park Landscape Rehabilitation Feasibility Study

This study builds on two past feasibility studies:

The 2008 Stewart Park Rehabilitation Action Plan Feasibility Study

The 2010 Stewart Park Building Rehabilitation Feasibility Study

These projects, led by the Chamber's Cayuga Waterfront Trail Initiative have resulted in:

- a vision for revitalizing the park's recreational and cultural assets as well as waterfront access
- several major volunteer efforts to clean up and preserve current assets of the park
- creation of the Friends of Stewart Park as a mechanism to raise funds, engage volunteers, and maintain the park facilities, thereby enhancing the City of Ithaca' maintenance resources

The current study will develop design and budget concepts for:

- Park vegetation
- Lake and waterway edges
- Parking and vehicular circulation
- Pathways and accessibility
- emergency access and evaluation
- food and concessions, bathrooms, and utilities

Rick Manning, Landscape Architect, will lead the study. The project will have a 12-month schedule. Participants will be stakeholders of the park, and the process will include opportunities for public input.

CWTI can document over 35,000 users of the park attending major events, camp, and rentals of the facilities. There are thousands of undocumented visitors as well. Specific tourism-related projects in the park include: the pavilions for concerts and events such as Brewfest; the historic Wharton Studio (Ithaca Motion Picture Project hope to create a film museum here); Fuertes Woods and other birding/naturalist opportunities.

Both the 2008 and 2010 studies were funded by Tourism Capital Grants.

Review Committee Comments

Stewart Park provides the main public access to Cayuga Lake for residents of the County and for visitors to the Ithaca area. Linkage to the Cayuga Waterfront Trail strengthens the tourism value. The organization has demonstrated ability to carry forward projects. The Committee would have liked to see a contribution of 10% to 15% matching funds from the City.

Recommended funding

2012: 10,000

**Tourism Capital Grants
Multi-Year Grants Worksheet**

			2011	2012	2013	2014	2015	2016
Total budget			172,729	195,320	177,911	180,580	183,288	186,038
Admin adjustment				-8,320	-12,000	-12,000	-12,000	-12,000
Awards budget				187,000	165,911	168,580	171,288	174,038
	Year	award						
Cay Nat Ctr	2009	100,000	25,000	0	0	25,000		
Hangar capital	2009	100,000	25,000	25,000	25,000			
Kitchen capital	2009	100,000	25,000	25,000	25,000			
MOTE climate exh	2010	50,000	30,000					
Cay Ntr Ctr	2011	100,000	13,000	25,000	25,000	25,000	12,000	
Scienctr Marcellus	2011	50,000	25,000	25,000				
Ithaca Skatepark	2011	60,000	27,000	33,000				
Committed			170,000	133,000	75,000	50,000	12,000	0
Available for new grants			0	54,000	90,911	118,580	159,288	174,038
		Proj Cost	Request	Recommend 2012	2013	2014	2015	2016
CWTI -- Cap	2012	76,500	25,500	10,000	10,000			
CSMA -- FS	2012	10,000	5,000	0				
FL Land Trust - Cap	2012	76,550	22,334	15,000	5,000			
History Ctr -- FS	2012	9,480	7,500	0				
Ith Ch Garden -- FS	2012	13,770	11,770	0				
Sciencenter -- Cap	2012	120,000	40,000	15,000	10,000	5,000		
State Th -- FS	2012	3,780	3,780	3,780				
Stewart Park -- FS	2012	17,000	12,000	10,000				
SUB TOTAL				53,780	25,000	5,000		
GRAND SUMMARY				220	65,911	113,580		
NOTES								
2012 budget includes a one-time \$20,000 increase from 2011 reserves								
Program budgets 2013 to 2016 are estimated with 1.5% growth.								

A reminder...the Criteria for the Grant...from the application guide:

These grants will focus on major visitor-generating projects such as a new meeting center, the State Theater, and museums. Development of outdoor recreation attractions is a priority of the Tourism program. The funds can be used for:

- feasibility studies of potential capital projects
- seed money or one-time investments in unique capital projects
- ongoing debt funding of building projects

It is intended that funds for all three types of uses will be available each year. The fund cannot be used to refinance existing debt.

Eligibility

Applicant Eligibility: large, tourist/visitor generating not-for-profit or public-purpose projects. Examples of projects include the Finger Lakes Wine Center, the Hangar Theatre renovation, and museum exhibits at the Museum of the Earth and the Sciencenter. The grants are to fund investments in capital projects that will facilitate tourism for a minimum of five years.

Project Eligibility

A. *Capital Investment Projects*: New construction and renovation projects are eligible. The project may provide expansion or renovation to existing facilities, or may be a totally new facility. The fund will usually participate at the \$25,000 level or higher. Funds may contribute up to one third of eligible costs that include:

- acquisition of land
- acquisition, construction, and renovation of buildings
- acquisition of furnishings, equipment, permanent exhibitions, and other capital improvements designed to serve or promote tourism over a minimum of five years.

B. *Feasibility Studies*: Grants may fund up to 100% of a feasibility study.

Evaluation Criteria

A. *Capital Investment Projects*:

The application must demonstrate

- financial feasibility of the project
- organizational capacity to make the project a success
- likelihood of
 - improved visitor experience and/or
 - increased visitors to the facility and/or
 - visitors increasing their length of stay in order to visit the facility

B. *Feasibility Studies*:

The application must demonstrate

- preliminary research that supports proceeding to a full scale feasibility study
- organizational commitment to the project being studied
- possibility of
 - improved visitor experience and/or
 - increased visitors to the facility and/or
 - visitors increasing their length of stay in order to visit the facility

Tourism Capital Grant Review Committee Conflict of Interest Policy

The Tourism Capital Grant Review Committee members (hereafter called members) are encouraged to play active roles in their communities by serving as board members or otherwise being involved with a wide spectrum of organizations. This means that, from time to time, potential conflicts of interest or the appearance of such conflicts will inevitably arise. It is the committee's policy to deal with such conflicts in as open and appropriate a way as possible.

Conflicting involvements include but are not limited to the following: members serving as board members of applicant organizations, immediate family of members serving as board members of organizations affected by the committee's decisions, members or their immediate family being employed by or doing business with such organizations. Serving on an advisory board to an applicant organization should be disclosed, but is generally not considered a conflict of interest that requires recusal. In rare instances, working for an organization that has made a major contribution to an applicant organization may be considered a conflict of interest.

In case of such conflicts or the appearance thereof, such members are expected to disclose the conflict at the earliest practicable time. Such disclosure shall be made a matter of record. Once such a disclosure has been made, the remaining committee members will determine whether or not there is a potential conflict of interest. Should it be so considered, the member involved shall:

- abstain from voting and shall not participate in the discussion other than to answer specific factual questions that may be raised by other members.
- not attempt to exert his or her personal influence with respect to the matter, either at or outside the meeting.
- be prepared to excuse himself or herself from the room while the matter is discussed and voted on if asked to do so by the committee or committee chair.
- If the member involved is a paid staff of an organization with a current application, that member should recuse themselves from all meetings and discussions of applications during that funding cycle of grant awards and at least for six months.

The minutes of such meeting shall reflect that a disclosure was made and that the member having a possible conflict abstained from voting.

All candidates for membership on the committee should be advised of this policy prior to assuming their responsibilities as members.

Name	Phone	Email	Representation	First Start Date	Current Appointment Date	Current Term Start	Term Expires
Rita Rosenberg	345-2579	barber.rita@gmail.com	Agriculture	2/7/2012	2/7/2012	1/1/2012	12/31/2014
Susie Monagan	274-3915	susiemonagan@gmail.com	Arts-Culture	5/19/2009	2/7/2012	1/1/2012	12/31/2014
Rick Adie	254-2545	ra99@cornell.edu	Lodging	4/20/2004	2/7/2012	1/1/2012	12/31/2014
Sue Stafford		StaffordS@tc3.edu	TC3	4/20/2011	2/7/2012	1/1/2012	12/31/2014
Sue Perlgut		scperl@verizon.net	Arts-Culture	1/18/2011	1/18/2011	1/1/2010	12/31/2012
Anne Kellerman		kellerman@prodigy.net	At-Large	1/18/2011	1/18/2011	1/1/2010	12/31/2012
Beverly Baker	272-2537	bb@bakertravel.net	At-Large	1/16/2001	12/15/2009	1/1/2010	12/31/2012
Ken Jupiter	272-4902	15steps@danica.com	At-Large	6/15/2004	12/15/2009	1/1/2010	12/31/2012
David Sparrow	256-7145	sparrowwine@clarityconnect.com	At-Large, Chair	2/19/2002	12/15/2009	1/1/2010	12/31/2012
Gary Stewart	255-4908	gjs28@cornell.edu	Cornell University	8/5/2003	1/18/2011	1/1/2010	12/31/2012
Anthony Hopson	274-3111	ahopson@ithaca.edu	Ithaca College, Vice-Chair	5/18/2010	5/18/2010	1/1/2010	12/31/2012
Ethan Ash	216-1482	ethan.s.ash@gmail.com	Arts-Culture	10/18/2011	10/18/2011	1/1/2011	12/31/2013
Tim Joseph	257-0666 x5232	rballar1@twcny.rr.com	At-Large	1/18/2011	1/18/2011	1/1/2011	12/31/2013
Todd Miner	255-6183	tm49@cornell.edu	At-Large	12/15/2009	1/18/2011	1/1/2011	12/31/2013
Jon Reis	272-1966	jon@jonreis.com	Arts-Culture	12/21/1999	1/18/2011	1/1/2011	12/31/2013
Stuart Stein	273-3500	sws8@cornell.edu	At-Large	12/4/2001	1/18/2011	1/1/2011	12/31/2013
Scott Wiggins	273-5012	cariba@lightlink.com	Lodging	12/21/1999	1/18/2011	1/1/2011	12/31/2013
Paul Tatar	387-5474	Fishnprof@aol.com	Recreation	12/21/1999	1/18/2011	1/1/2011	12/31/2013
Ex-Officio / Non-Voting Members							
Carol Chock	273-6203	carolchock@gmail.com	Legislature, Non-Voting				Annual
Brett Bossard	273-5072 x1	director@artspartner.org	CAP, Non-Voting				Ongoing
Fred Bonn	272-1313	fred@VisitIthaca.com	CVB, Non-Voting				Ongoing
Gary Ferguson	277-8679	gary@downtownithaca.com	DIA, Non-Voting				Ongoing
Jean McPheeters	273-7080	jean@tompkinschamber.org	Chamber, Non-Voting				Ongoing
Martha Armstrong	273-0005	marthaa@lightlink.com	TCAD, Non-Voting				Ongoing
VACANT			Government Transportation				Ongoing
Tom Knipe	274-5560	tknipe@tompkins-co.org	Staff				Ongoing

BYLAWS

of the

Tompkins County Strategic Tourism Planning Board

Proposed Changes Highlighted 2/10/12

Amended by Legislative Resolution Oct. 2008

Amended by Board Resolution No. 29 of 2002

Amended by Board Resolution No. 272 of 2001

Revised and Adopted by the STPB on March 2, 2000

Adopted by Board Resolution No.145 of 2000

Amended by Board Resolution No.231 of 2000

Amended by Board Resolution 338 of 1998

ARTICLE ONE: NAME AND STATUTORY AUTHORITY

- Section 1. Name. The name of this organization shall be the Tompkins County Strategic Tourism Planning Board (STPB).
- Section 2. Organizational Authority. The Tompkins County Strategic Tourism Planning Board is authorized by and operates pursuant to Resolution 339 of 1999 of the Tompkins County Legislature and subsequent resolutions relating to membership and function of the STPB.

ARTICLE TWO: ORGANIZATION AND PURPOSES

- Section 1. Powers and ~~Duties.~~ Duties. -The purposes of the Tompkins County Strategic Tourism Planning Board (hereinafter referred to as the STPB) shall be:
1. To advise the appropriate committee of the Tompkins County Legislature, as well as the full Tompkins County Legislature, on all aspects of tourism development in Tompkins County.
 2. To review and evaluate the activities of all entities receiving funds from the Tompkins County Room Occupancy Tax and to make recommendations to the entities receiving those funds as well as the Tompkins County Legislature in respect to their most appropriate and effective use. This includes the administration of the Development Grants Program in place to assist events and programs of interest to local residents in attracting a broader audience from outside the County.
 3. To develop, with input, a tourism policy for review and adoption by the Tompkins County Legislature which shall address all issues raised by reports and information pertinent to all aspects of tourism development.
 4. To advise the Tompkins County Legislature, pursuant to and flowing from all of the above clauses, on the allocation of proceeds from the Tompkins County Room Occupancy Tax.

ARTICLE THREE: MEMBERSHIP

- Section 1. Appointment Procedure. Members of the STPB shall be appointed by the Tompkins County Legislature on the recommendations of the appropriate committee of that Board, to represent those segments of the community designated by Resolution 339 of 1999 and subsequent amendments.

a. Voting Members

The STPB shall have 18 voting members as follows:

- Two ~~representatives of Lodging~~ representatives
- One ~~from~~ Recreation representatives
- One Agriculture representative ~~from Agriculture~~
- Four Arts/Culture representatives
- One Cornell University representative
- One Ithaca College representative
- One Tompkins Cortland Community College representative
- Seven At-large representatives

b. Non-Voting Members

The STPB shall have ~~7~~ 6 non-voting members from:

- The Tompkins County Legislature
- Tompkins County Chamber of Commerce
- ~~(Ithaca / Tompkins County~~ Convention and Visitors Bureau)
- Governmental Transportation
- Tompkins County Area Development
- ~~Downtown Ithaca Alliance~~ Ithaca Downtown Partnership
- Community Arts Partnership

Section 2. Term.

Appointments to the STPB are for three-year terms expiring on December 31st of the third calendar year, or when a successor is appointed. ~~Starting January 1, 2001, appointments shall be made so that five members are appointed each year achieving staggered terms by January 1, 2003. Every effort will be made to stagger terms.~~

A member may be reappointed to serve no more than two consecutive full terms. A full term will be defined as a period of at least 25 months and no more than 36 months.

If a member is appointed to fill an unexpired vacant term of twenty-four months or less, the member will be eligible to be reappointed to two full three-year terms in addition to the partial term created by the vacancy.

Members who have completed two full terms and subsequently left the board will be eligible to reapply after a minimum of 12 months off of the board.

Designated representatives of Cornell University, Ithaca

College and Tompkins Cortland Community College are appointed by their respect institutions and their length of service shall be determined by the appropriate institution.

Section 3. Vacancies.

Vacancies in the membership of the STPB shall be reported by the STPB to the appropriate committee of the Legislature. Recommendations to fill vacancies shall be solicited by the members of that committee from the general public, organizations, departments or agencies affected. Vacancies on the STPB shall be filled by appointment by the Legislature.

Section 4. Duties.

Members are expected to attend all STPB meetings; to participate actively in the work of the STPB; to share with the STPB such matters of local or general tourism concerns of the organization, community or agency they represent as they deem appropriate; and to convey to their respective groups such matters as may be deemed relevant.

Section 5. Attendance.

Absences caused by illness or by personal matters of importance should be reported in advance and are excusable. Members absent three times during a calendar year without having been excused will be expected to and asked to resign, and a new member will be recommended as appropriate. Three unexplained absences in a row shall constitute a resignation, and the seat shall be filled per Local Law 2 of 2004. The Chair of the STPB shall notify the Chair of the appropriate committee of the Tompkins County Legislature of this action, with a copy of the notification sent to the represented agency or group.

Section 6. Associate Members

In order to provide additional expertise or as a supplement to the efforts exerted by STPB members on issues requiring extensive commitments of time and energy, the STPB may recruit individuals interested in and/or knowledgeable about aspects of tourism marketing and/or product development to apply to the STPB to be associate members. Once accepted/appointed, an associate member may serve on committees. Associate members shall be non-voting and may not speak on behalf of the STPB, but on an STPB committee she/he may vote and serve as committee chair.

ARTICLE FOUR: OFFICERS

Section 1. Officers.

There shall be a Chair and Vice-Chair selected from the membership and elected at the first regular meeting of each year.

Section 2. Duties.

The Chair shall prepare and distribute an agenda in advance and shall preside at all meetings; shall review the draft version of the meeting summaries before circulation; and shall have the usual powers and duties of a Chair. The Vice-Chair shall perform these duties in the absence of a Chair.

Section 3. Election of Officers~~Nominations~~. ~~A majority of the membership of the STPB shall appoint a nominating committee consisting of at least two members at least one month prior to election of officers each year. It shall be the duty of the nominating committee to select at least one candidate for each office to be filled at the~~Election of officers shall be held at the first regular meeting of each year. Additional nominationsThe Nominating Committee (see Article Six, Section 2) shall present a slate of officers by the last meeting of each calendar year and nominations may also be made from the floor.

Section 4. Term of Office.

The term of office shall begin at the close of the meeting at which the new officers are elected. No member shall hold more than one office at a time.

Section 5. Filling of Vacancies.

A vacancy in the office of Chair shall be filled by the elevation of the Vice-Chair. The vacancy in the office of Vice-Chair shall be filled by nomination and election ~~procedures as specified in this Article, Section Three, with the election to be held~~ within two months.

ARTICLE FIVE: MEETINGS AND PROCEDURES

Section 1. Meetings.

The STPB shall have a minimum of six meetings per year. Additional meetings may be scheduled at the request of the STPB Chair and a list of the year's meetings shall be promulgated at the beginning of the calendar year. Special meetings may be called by the Chair or shall be called upon at the request of the appropriate committee of the Legislature or upon written request of at least five (5) members. The purpose of special meetings shall be stated in the call; at least three days notice shall be given. All meetings of the STPB shall be conducted in conformance with the Open Meetings Law of the State of New York.

Section 2. Quorum.

~~An official meeting at which votes may be taken shall require that a quorum of the major of~~ appointed voting members be in attendance.

Section 3. Voting.

Voting shall be by show of hands or voice vote, unless a roll call is requested. A resolution or other business shall be considered adopted if a majority of votes of all duly authorized members of the STPB present at the meeting are cast in the affirmative, but in no case shall a resolution be passed with less than five members voting in the affirmative. Only those present at meetings are allowed to vote. There shall be no proxy votes and no telephone votes.

Section 4. Summary of Meetings.
~~Meetings.~~

A summary of the meeting shall be prepared by the STPB, or by agreement, by a staff person assigned to the STPB by Tompkins County.

Section 5. Special Orders.

Each resolution, recommendation or report that is directed to a particular department, agency, or group shall specify to whom it is directed and to whom written copies are to be forwarded. It shall be the duty of the Chair of the STPB, or, by agreement, a staff person of Tompkins County, to transmit any and all such resolutions, recommendations, or reports.

ARTICLE SIX: COMMITTEES

Section 1. Summary of Committees

~~The standing committees There~~ shall be ~~the~~ Nominating Committee, ~~(see Article IV, Section Three), the Membership & Bylaws Committee and the Budget Committee.~~ Other ~~standing or special~~ committees, composed of at least two voting members of the STPB, may be created by the STPB Chair.

The committees shall perform such duties as may be delegated to them by the establishing motion or by the Chair. ~~The e~~Committees other than standing committees may select such advisors from outside the membership as they may deem necessary to perform their tasks. Committees may only be abolished by the entity that creates them. Committees are permitted to conduct business by phone and email. Committee chairs are appointed by the STPB Chair, except the Nominating Committee chair who is chosen by vote of Nominating Committee members.

Section 2. Committee Descriptions

The Budget Committee will consist of at least four voting members, and will be responsible for reviewing room occupancy tax revenues and projections, evaluating budget proposals, and drafting annual Tourism Program budget recommendations with Tompkins County staff support.

The Nominating Committee shall consist of at least three voting members. It shall be appointed annually by vote of the STPB membership and it shall be responsible for presenting a slate of officers no later than the last regular meeting of the year. A member other than a prospective officer shall serve as chair of the Nominating Committee.

The Membership & Bylaws Committete shall recruit and recommend new STPB members and associate members and pursue board development initiatives as needed and recommend revisions to bylaws as needed.

Tourism grant programs will have grant review committees consisting of at least two voting members and will be responsible for reviewing grant proposals and developing funding recommendations based on established criteria.

ARTICLE SEVEN: CONSULTANT AND STAFF SUPPORT

Tompkins County may provide staff support to the STPB. A consultant or other outside support service may be retained only upon approval of the appropriate committee of the Tompkins County Legislature.

ARTICLE EIGHT: PARLIAMENTARY AUTHORITY

The rules contained in the most recent edition of **Robert's Rules of Order**, Revised, shall govern the STPB in all cases to which they are applicable and when they are not superseded by State or County laws, these Bylaws, or any special rules of order adopted by the STPB.

ARTICLE NINE: ESTABLISHMENT AND AMENDMENT OF BYLAWS

These Bylaws shall be considered established upon approval by the Tompkins County Legislature. Recommendations to amend these ~~bylaws~~**By-Laws** may occur at any regular meeting of the STPB by a two-thirds vote of the whole membership of the filled positions, provided that the need for the amendment has been discussed at a previous meeting and a draft amendment circulated to all STPB members prior to the voting meeting. Recommendations shall be submitted to the appropriate committee of the Tompkins County Legislature for recommendation to the full Legislature for approval.

Tompkins County Tourism Grant Programs

<i>SCORING FACTORS - Tourism Projects, New Tourism Initiatives, Tourism Marketing & Advertising</i>	
Out of County	Project demonstrates ability to draw out-of county visitors especially those living more than 90 miles from Ithaca
Package	Project demonstrates significant partnerships with Tompkins County hotels, other local attractions and/or businesses
Marketing Plan	Clear, well-thought-out, effective marketing plan
Season	Winter, soft weekends, mid-week are stronger than peak season weekends
Audience	Overall number of people and fit with target visitor groups
Synergy w/ CVB	Marketing plan aligns with CVB marketing strategies and/or demonstrates direct coordination with CVB
Ability to Deliver	Organizational capacity, historic success with use of tourism funds
Theme	Fit with one of the main themes of tourism in Tompkins County: Educational Tourism, Cultural Tourism, Recreational Tourism, Natural Attractions and The Arts
ROI	Return on Investment - Dollars requested appropriate to level of potential benefit

<i>SCORING FACTORS - Community Celebrations</i>	
Tradition	Has been in existence for a long time and/or funded in the past by the Tourism Program
Clarity of Application and Use of Funds	Presence of a clear plan and budget, no missing information in application
Cultural Value	Culture is incorporated into the event/project
Historic Value	History is incorporated into the event/project
Community Value	Demonstration of community support
Ability to Deliver	Demonstration of organizational capacity



Ithaca/Tompkins County Convention & Visitors Bureau (CVB)

Report to:

Strategic Tourism Planning Board

February 15, 2012

Submitted by: Fred Bonn, Director

MARKET UPDATE

2011 Year End – According to Smith Travel Research, the year ended on a high note with Occupancy logging in at 61.6%, the 4th highest rate going back to 2001 and a 1.8% over 2010. Revenue hit an all-time high growing 9.3% over 2010, the strongest growth ever outside of years when new hotels opened.

Holiday Inn – I attended a hearing of the City of Ithaca Planning and Development Board where the plans for the Holiday Inn renovations and new construction were presented. There was an opportunity for the public to weigh in on the project and it was clear that the surrounding neighborhood, while having reservations, was supportive of the project.

Fairfield Inn – The project is on schedule to break ground the end of March.

Additional Hotels – Based on several conversations from several different sources I would suspect that there will be another hotel project announced within the next three or four months.

MARKETING AND PROMOTION

Winter Recess 2012 – Advance registration is on pace with last year and we remain hopeful that we will surpass the number of attendees based on our stronger advertising and social media campaigns and some last minute PR we hope to earn based on the Staples Classroom Supplies give away detailed below. The much milder winter doesn't hurt either.

Staples Give Away – Bruce Stoff was successful in getting Staples to donate a truckload of classroom supplies that we will be distributing to teachers during registration next week.

2012 Travel Guide – This year's guide will be introduced to the community during an event on Mon. 2/27 at the Finger Lakes Wine Center. We will also be sharing our 2012 Marketing and Advertising campaign.

GROUP SALES

Heartland Travel Showcase – Mary Rachun will be attending this Bus Tour tradeshow in Knoxville TN at the end of the month. This will be our first time at this tradeshow and, based on our success with the American Bus Association we expect to introduce the "Ithaca Experience" to tour operators from Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, New York, Ohio, Pennsylvania, Tennessee, West Virginia, Wisconsin, and Ontario, Canada.

EARNED MEDIA AND PUBLIC RELATIONS – attached to my report are clippings from recent media stories that our office has had a hand in.

REGIONAL UPDATE –

There has been no significant regional activity to report on this month.

NEW YORK STATE TOURISM

2012 Matching Funds – We have completed all of our paperwork and are now waiting to see if we receive our check.

2011 Economic Impact Report – We were informed that New York State will be issuing the annual tourism economic impact in mid-May. The report details sales volume, direct and indirect jobs and taxes generated from tourism activity for all of New York's 62 counties.

Tourism Action Day – Tuesday, March 6 is Tourism Action Day in Albany. I am in the process of securing appointments with Assmblywoman Lifton and Senators O'Mara, Seward, and Nozzolio and would welcome others to join me. Talking points will be centered around why it is necessary to create a new structure for state-level tourism promotion, challenges relating to conducting business in New York State and continuing to remind our elected officials about the economic benefits of tourism. Anyone interested in carpooling should contact me. If enough people are interested I would be happy to look at renting a van.

Empire State Tourism Conference – The day after Tourism's Action Day, the New York State Travel and Vacation Association is holding their annual daylong conference. I have attached the schedule of speakers and a link to the online registration form.

Smith Travel Report for Tompkins County – Dec. 2011 & 2011 Year End

Occupancy (%)	2011	Year To Date	
	Dec	2010	2011
This Year	35.3	60.5	61.6
Last Year	33.7	56.6	60.5
Percent Change	4.6	6.9	1.8

Demand	2011	Year To Date	
	Dec	2010	2011
This Year	16,888	341,057	347,309
Last Year	16,150	319,148	341,057
Percent Change	4.6	6.9	1.8

ADR	2011	Year To Date	
	Dec	2010	2011
This Year	102.43	124.45	133.59
Last Year	96.53	124.22	124.45
Percent Change	6.1	0.2	7.3

Revenue	2011	Year To Date	
	Dec	2010	2011
This Year	1,729,839	42,445,992	46,396,750
Last Year	1,558,980	39,645,920	42,445,992
Percent Change	11.0	7.1	9.3

Ithaca / Tompkins County CVB Dashboard – January 2012

Visitor Information Services – January 2012

Requests for information fulfilled in Jan: 907
 YTD Requests for information through Jan: 907

Visitor Center Traffic - Jan. 2012:

- East Shore Drive: 116 (0% over 2011)
- Downtown Visitor Center: 39 (129% over 2011)

VisitIthaca.com Stats - Jan. 2012 & 2011 Mobile Device Usage

January 2012	2012	2011	Difference
Visits	18,636	18,496	0.76%
Pageviews	64,220	67,432	-4.76%
Pages/Visit	3.45	3.65	-5.48
Avg. Time on Site	3:31	3:22	4.43%
Mobile Device Usage			
2011 vs. 2010	2011	2010	Difference
Visits	28,656	10,678	168%
Pages/Visit	2.83	2.55	10.88%
Avg. Time on Site	2:49	2:33	9.88%

Facebook – as of 2/8/12

- Lifetime "Likes" – 5,091

Group Sales – Jan. 2012

Leads Distributed	7
Prospects Generated	33
Sales Kits Distributed	24
Prospects converted to Leads	2
Groups Assisted/Service	3
Site Visits Conducted	2

Group Sales Lead Status Report Attached –

Ithaca/Tompkins County CVB Lead Status Report - February 2012

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
1/13/2012	Locust Valley JV Hockey	Booked	3/1/2012	3/4/2012	56	250	\$14,000	Accommodation 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
1/12/2012	Barnes Wedding	Booked	8/17/2012	8/18/2012	200	353	\$70,600	Local Referral
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
2/2/2012	Mary Kay Sales Leaders 32nd Fall Retreat	Lead	10/5/2012	10/6/2012	80	260	\$20,800	Call-in
1/26/2012	Turkey Shoot- Varsity Tournament	Lead	11/2/2012	11/4/2012	200	250	\$50,000	Repeat Business
1/26/2012	Turkey Shoot- JV Tournament	Lead	11/9/2012	11/11/2012	200	250	\$50,000	Repeat Business
1/27/2012	NYSPHSSA Girls Swimming/Diving Championships	Lead	11/15/2012	11/16/2012	300	250	\$75,000	Ithaca College
10/25/2011	UCMA Spring 2012 Conference	Tentative	6/6/2012	6/7/2012	40	260	\$10,400	Repeat Business

Presentations and Seminars

Empire State Tourism Conference

Wed. March 7, Albany Marriott
Registration Link: <http://www.nystva.org/estc>

Keynote Address: The Power of Destination Marketing

Dr. Bill Siegel, Founder, Longwoods Group of Companies

Washington State has just shut down its tourism office, the first time that has happened since Colorado cut the state's tourism budget to zero in 1993. Bill Siegel documented the disastrous result of Colorado's elimination of the state's marketing funding. Now, in a new study commissioned by the U.S Travel Association, Bill showcases examples that provide dramatic and convincing evidence that destination marketing is a wise investment for taxpayers, even in difficult economic times. Promoting tourism does not compete with entitlement programs, but rather it helps pay for them, putting cash into public coffers, creating jobs, and enhancing the lifestyle of both tourists and residents.

Morning General Session: State of the Tourism Industry

Nan Marchand Beauvois, Senior Director, National Council Relations, U.S. Travel Association

Covering the travel spectrum from the "Lost Decade" to President Obama's Executive Order for a National Travel and Tourism Strategy, U.S. Travel's Nan Marchand-Beauvois will talk about travel's impact on the nation's economy, the importance of business travel and the meetings industry, and the economic opportunities that exist if barriers to travel were eliminated.

Marketing Trends

Sharon Rossi, Vice President, Greater Philadelphia Tourism Marketing Corporation

The marketing mix of who you market to is changing. In what specific way... different demographic by age, nationality, race, geography? Why is it so different and how do you cope with this change. As part of the change, what are some new programs, cutting edge ideas the industry is bringing forward and perhaps things that have been tried that should be avoided? How do marketers side-step pitfalls so they can focus on bringing new dollars into the community.

Emerging Media Marketing - What's right for you?

Debbie Giogundo, Media Marketing Consultant

Social media and mobile marketing are the new way consumers plan and research. Review platforms, what to use and why. What social media tools are right for your business and work them in with your current marketing mix. We will look at Twitter, Facebook, Google+, foursquare, youtube and mobile apps. Do you know what people are saying about you? We will also look at tools so you can see who is talking about you.

Guerilla Research

Gary DeYoung, Director, 1000 Islands International Tourism Conference

Looking for affordable tourism local economic impact dashboard statistics or official information relevant to tourism investors? This session will give you an overview of where to access, interpret and manipulate public statistics related to tourism. While public agencies publish their data with tourism in mind, public reports reveal tourism trends with modest manipulation. Census information, sales tax data, traffic counts, labor data, real property records and other information are readily available on the internet with detail to the county and local level. Gary will discuss where to find the information and how to use it to reveal local trends in tourism.

Partnerships - Green Tourism & Transportation

Caylin Sanders, President, Escapemaker.com

Today's traveler is seeking to lower their carbon footprint – whether it is through their lodging, dining or transportation choices – and even if it costs a little more. Caylin will give insight as to what the local eco-

traveler is looking for as well as marketing tips to attract them. Debbie Sanderson of Amtrak Marketing will share Amtrak's new green marketing initiatives and how your destination can participate. You'll learn inexpensive ways to position your destination as eco-friendly, to partner with like minded organizations, to identify your green assets and to turn your focus to new sustainable initiatives. In addition, you'll discover new ideas on how to complete the transportation link to your destination from train and bus depots.

Stick to the Facts: How to give your Legislative message.

Moderated by Jan Marie Chesterton

Description: New York State Hospitality & Tourism Association President, Jan Marie Chesterton, will moderate a panel that will focus on lobbying tactics that work. A lobbyist from Wilson Elser, the largest legal/lobbying firm in New York State, will join two veteran legislative staffers to discuss the art of lobbying and how to make sure your message is heard.

Afternoon General Session: Two Part Panel Discussion with the New York State Dept. of Economic Development, Division of Tourism.

- Panel Discussion Part 1: Regional Economic Development infrastructure.
- Panel Discussion Part 2: 2012 tourism promotion updates and programming.

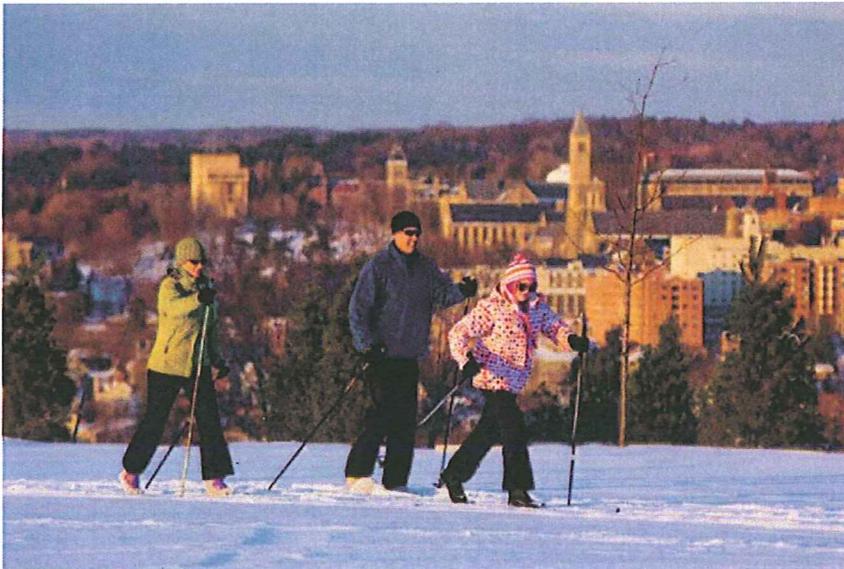
Measuring Your Success

Doug Motel, Marketing Guru, Site Optimized

Marketing Guru Doug Motel will help you:

- Learn what tools to use to recognize whether your strategy is right for you and whether it is worth your investment.
- Understand how to use Facebook Insights, Google analytics and other nifty tools to measure the impact of your Blog, Press Releases, Twitter, Facebook and web traffic to your site.

timesunion.com



Tompkins County, Ithaca ((c) 2010 Kristian S. Reynolds)

A gorges place for winter visit

Scenic Ithaca is easy to warm up to, even during the cold months

By **GILLIAN SCOTT**, Staff writer

Published 10:04 a.m., Friday, January 27, 2012

Ithaca may be best known as the home of both [Cornell University](#) and [Ithaca College](#), but the city offers a cornucopia of attractions for outdoors enthusiasts.

Situated in a valley on the southern tip of Cayuga Lake, about a three-hour drive from Albany, the city's streets slope steeply toward the water. There are more than 100 waterfalls and gorges within 10 miles of Ithaca, leading to the local slogan, "Ithaca is Gorges."

Inveterate hikers, my husband, Herb, and I figured gorges and waterfalls meant lots of hiking. We spent a winter weekend there and found plenty to keep us busy, but none of the crowds the summer months would bring.

When we stopped by Robert H. Treman State Park, our only company was a photographer who had set up his camera to take pictures of the small cascade over the swimming pool.

From June through September, the stream-fed pool at the park is packed with families seeking refuge from the summer heat. Winter is a different story. The dam that raises the water level for the pool was open, and we walked out into the middle of Enfield Creek to admire the view of the nearby poolhouse (built by the Civilian Conservation Corps) and the snow-dusted gorge that rose steeply to either side.

Away from the pool, we had the park's trails to ourselves. The 2.25-mile Gorge Trail along the northern side of the ravine was closed due to icy conditions, but we were able to hike almost to the end of the Rim Trail on the southern side, catching a glimpse of the magnificent Lucifer Falls from the base of the

(closed) Cliff Staircase. We had to go back to the car and drive around to a different park entrance to get a better view of the falls from the top of the staircase.

In addition to Treman, there are three other state parks in close proximity that offer options for outdoor recreation in different seasons, from hiking to swimming to cross-country skiing. There are also wildlife management areas, state forests and preserves. Highlights include:

Taughannock Falls State Park, which boasts hiking trails and a waterfall three stories higher than Niagara Falls (although the width and volume of water is much smaller).

Buttermilk Falls State Park's features include a waterfall, a small lake and a campground. It's also home to the gray petaltail dragonfly, a species that has existed since prehistoric times.

Cornell Plantations includes botanical gardens, an arboretum, and trails in the heart of the Cornell University campus.

The 560-mile Finger Lakes Trail, a long-distance hiking trail, cuts through several of the region's natural areas on its way from the Pennsylvania border to the Catskills.

The family-friendly [Cayuga Nature Center](#) offers education programs and exhibits on the region's natural resources. There are miles of nature trails, a six-story treehouse and a seasonal [Butterfly House](#).

Don't forget Cayuga Lake, the longest of the Finger Lakes. In warmer months, visitors can swim or rent kayaks to ply the waters.

As many ways as there are to burn calories in Ithaca, there are ways to add them on. We ate dinner two nights in a row at the renowned Moosewood Restaurant. The vegetarian eatery is famous not only because of its interesting culinary creations and focus on local, organic ingredients, but also for the more than a dozen cookbooks it has published. The cozy restaurant is right in downtown Ithaca, with several small, linked dining rooms and efficient service.

Just a block from the Moosewood is Ithaca Commons, a pedestrian mall packed with shops and eateries. We (naturally) liked [The Outdoors Store](#), which sells hiking and cycling equipment, but also drooled over the merchandise at the [Finger Lakes Running and Triathlon Co.](#) One morning, we also drooled over breakfast waffles at Waffle Frolic, a waffle bar and coffee house on the mall.

On our way out of town, we stopped by the [Cornell Lab of Ornithology](#). Enthusiastic but amateur birders, we quickly regretted not having left ourselves more time to explore. Instead of the small public area we were expecting, we found a visitor's center packed with information, exhibits and activities. A friendly volunteer greeted us as we walked in, provided a quick tour and offered to loan us binoculars.

The lab sits among the 230-acre sanctuary of Sapsucker Woods, which includes forest, ponds and swamps, a nice variety of habitat where more than 200 different species of birds have been spotted. There are more than 4 miles of well-groomed trails through the sanctuary, but shorter loops mean even reluctant walkers should be able to find an acceptable option.

Inside the visitors center are interactive exhibits, including a surround-sound theater offering short movies on birds and birding. The 10-seat theater operates with a user-activated menu so you can pick which movie to watch and when to start it. There are also several touch-screen kiosks with information on bird sounds and identification, and a sound analysis studio, where you can see a visual representation of what different birds sound like and make your own recordings. For the less technologically inclined, the center also features a viewing area over the lake and a feeding station, permanent and rotating art exhibits and a gift shop.

If you go:
Robert Treman State Park

105 Enfield Falls Road, Ithaca
(607) 273-3440; <http://nysparks.com/parks/135>
Open year-round; park hours are subject to change.

Cornell Lab of Ornithology
159 Sapsucker Woods Road, Ithaca
Hours: Monday-Thursday, 8 a.m.-5 p.m.; Friday, 8 a.m.-4 p.m.; Saturday, 9:30-4 p.m.; Sunday, 11 a.m. to 4 p.m.
Admission is free.
<http://www.birds.cornell.edu>

Moosewood Restaurant
215 N. Cayuga Street, Ithaca
Hours: Lunch from 11:30 a.m.-3 p.m. Monday-Saturday; dinner from 5:30-8:30 p.m. Sunday-Thursday, 5:30-9 p.m. Friday and Saturday.
The Moosewood does not accept reservations and the menu changes daily.
<http://www.moosewoodrestaurant.com/>

Waffle Frolic
146 East State, Ithaca
Hours: Monday-Thursday, 9 a.m.-8 p.m.; Friday-Saturday, 9 a.m.-10 p.m.; Sunday, 10 a.m.-6 p.m.
<http://www.wafflefrolicking.com/>

Teachers Week
From Feb. 17-26, Ithaca hosts Winter Recess Teachers Week, which celebrates public school teachers and school employees with entertainment, activities, family fun and discounts throughout the community. Outdoors events during the week include:

"Taughannock Falls, Miracle of Ice," on Saturday, Feb. 25 at 11 a.m. A free 90-minute guided tour of the Taughannock gorge along a flat 1.5-mile trail. Dress for winter weather. Snowshoes or cross-country skis are welcome. Free.

Learn to climb on Saturdays, Feb. 18 and 25, from 1-3 p.m.; and Wednesday, Feb. 22 from 7-9 p.m. Try out rock climbing at Cornell University's Bartels Hall rock-climbing wall. \$25.

Guided bird walks at Cornell Lab of Ornithology, Saturday and Sunday, Feb. 25-26 at 9 a.m. Beginner bird walks last about an hour. Free.

For more information, go to <http://www.ithacalovesteachers.com/>

Reach [Gillian Scott](mailto:gscott@timesunion.com) at 454-5532 or gscott@timesunion.com. She co-writes the [Times Union](http://blog.timesunion.com/outdoors) outdoors blog at <http://blog.timesunion.com/outdoors>.

Read more: <http://www.timesunion.com/living/article/A-gorges-place-for-winter-visit-2751638.php#ixzz1kx1LqqYVW>

Tompkins County Strategic Tourism Plan 2012-2020

Schedule of Activities / Planning Process

KEY:

Full STPB = Bold Font

PDEQ = Yellow Background

Community/Stakeholders = Blue Background

Action	Complete
Determine plan format and elements	X
Formalize plan document outline	X
Stakeholder group interviews by <i>areas of focus</i>	X
Convert <i>areas of focus</i> to potential <i>goals, measurable objectives and actions</i> .	X
Review <i>actions</i> for 2005-2010 plan for possible inclusion in Tourism 2020	X
Update current grant programs list and develop record of expenditures 2005-2010	X
STPB reviews schedule of activities and planning process	X
Compile and edit comprehensive list of new <i>goals, measurable objectives and actions</i>	X
Update <i>recent accomplishments</i> - 2005-2010	X
Develop new tourism development <i>policies</i>	X
PDEQ reviews schedule of activities and planning process	X
Complete draft of <i>Baseline</i> section of plan	X
P&E meets to review all elements of a rough draft (to date)	X
Stakeholder group meetings by <i>areas of focus</i>	X
STPB reviews draft <i>policies</i> and plan framework	X
Update intro, acknowledgments, table of contents and tourism partners	X
Determine <i>evaluation factors</i> for prioritizing new <i>goals and actions</i>	X
Compile all sections completed to date into a rough draft outline	X
PDEQ reviews draft <i>policies, outline and plan framework</i>	X
P&E reviews presentation for community workshop	X
Community and stakeholder workshop	X
Collate and merge outcomes of workshop into list of goals, objectives & actions	21-Feb
Complete draft of online survey and solicit feedback from P&E and TCPD	27-Feb
Distribute online survey to stakeholders and community members - two week response	29-Feb
Prioritize <i>goals and actions</i> based on results of scoring process	21-Mar
Complete a draft of the plan	4-Apr
TCPD internal review and edit	9-Apr
P & E review and edit	13-Apr
Full STPB comment on draft	18-Apr
Post first draft of plan to website and open 20-day public comment period	20-Apr
OPTIONAL - Special 1 hour agenda item in PDEQ meeting devoted to plan feedback	2-May
Close public comment period	11-May
Acquire digital photos, layout elements	11-May
P&E evaluates and incorporates partner, community and STPB feedback received during comment period.	16-May
Final draft compiled	16-May
STPB reviews final draft	16-May
TCPD internal review	23-May
Layout / graphic design of main plan document complete	30-May
TCPD internal review - graphic design	6-Jun
PDEQ reviews final draft	6-Jun
Legislature reviews final draft	19-Jun
Request joint letter from Chair of STPB and Chair of Legislature introducing the plan to the community	19-Jun
PHASE II - Publish	
Publish the plan - 1) web, 2) print	3-Jul
Distribute the plan	3-Jul
PHASE III - Monitor and Evaluate	Ongoing