

Tompkins County Strategic Tourism Planning Board

March 20th, 2013 Meeting
3:00 pm – 5:00 pm

Ithaca Tompkins County Convention and Visitors Bureau

Meeting Agenda

- 1) January STPB Meeting Minutes (3 minutes)
 - ACTION – Approve Meeting Minutes
- 2) Chair’s REPORT – Rick Adie (10 minutes)
- 3) TCAD PRESENTATION and Q&A- Heather Filiberto and Martha Armstrong (25 minutes)
- 4) Arts & Culture Organizational Development (ACOD) Grant Review (20 minutes)
 - ACTION – Recommend ACOD Grants
- 5) Spring 2013 Tourism Grant Review (55 minutes)
 - ACTION – Recommend Community Celebrations Grants (Report: Carol Kammen)
 - ACTION – Recommend Marketing & Advertising Grants (Report: Christy Agnese)
 - ACTION – Recommend Tourism Project Grants and New Tourism Initiative Grants (Report: Steve Hugo)
- 6) CVB Monthly REPORT - Fred Bonn (5 minutes)
- 7) Announcements – All - (time permitting)

Agenda packet

1. February 2013 STPB meeting minutes
2. REVISED 2013 STPB Committee Assignments
3. 2014 Tourism Program Budget Schedule
4. ACOD Grant Summary and Panel Recommendations. Read full applications here:
<https://www.dropbox.com/sh/t3xnf008m2qbi19/SG1MaYst1S?m>
5. Spring 2013 Tourism Grant Summaries. Read full applications here (Committee recommendations will be sent as an agenda packet supplement):
<http://www.tompkins-co.org/planning/2013SpringTourismGrantApplications.htm>
 - a. Community Celebrations
 - b. Tourism Marketing and Advertising, New Tourism Initiatives, Tourism Project Grants
6. March 2013 CVB Report

Next meetings

Wednesday, April 17th
Wednesday, May 15th



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 – February 2013**

1 **Date:** February 20, 2013
 2 **Time:** 3:00-5:00pm
 3 **Location:** Convention and Visitor's Bureau
 4
 5

Attendees:

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Stuart Stein	✓	At-Large
Anthony Hopson	E	Ithaca College	Sue Perlgut	✓	Arts-Culture
Christy Agnese	✓	At-Large	Sue Stafford	✓	TC3
Ethan Ash	✓	Arts-Culture	Susie Monagan	✓	Arts-Culture
Gary Stewart		Cornell	Tim Joseph	✓	At-Large
Jon Reis	✓	Arts-Culture	Brett Bossard	✓	CAP, Non-Voting
Miriam Musco	✓	At-Large	Fred Bonn	✓	CVB, Non-Voting
Paul Tatar	E	Recreation	Gary Ferguson	✓	DIA, Non-Voting
Rick Adie	✓	Lodging	Jean McPheeters	✓	Chamber, Non-Voting
Rita Rosenberg	E	Agriculture	Martha Armstrong	E	TCAD, Non-Voting
Scott Wiggins	E	Lodging	Will Burbank	✓	TC Legislature, Non-Voting
Stephen Nunley	✓	At-Large	VACANT		Transportation, Non-Voting
Steve Hugo		At-Large	Tom Knipe	✓	Staff

7

8 **Also in attendance:** Carol Kammen (County Historian, Community Celebrations Chair), Jodi LaPierre
 9 (CVB), Jennifer Miller (local business owner, Tourism instructor at IC), Kristy Mitchell (CVB), Mary Rachun
 10 (CVB), Ronda Roaring (ilovethefingerlakes.com), Michael Schaff (guest of Sue Perlgut), Kathy Wilsea
 11 (Tompkins County Planning Dept.)
 12

13 **Agenda**

- 14 Opener
- 15 Approval of January Minutes
- 16 CVB Annual Marketing Plan
- 17 STPB Committee Assignments
- 18 Tourism Grant Program Guidelines
- 19 STPB Appointments
- 20 STPB Letter of Support – STEP grant
- 21 Announcements
- 22

23 **Discussion**

24 **The meeting was called to order at 3:07 PM.** New member Miriam Musco was welcomed and visitor
 25 introductions were made.
 26

27 **Opener --** An interactive exercise was conducted to help members get to know one another.
 28

29 **January 2013 minutes** were approved unanimously with Christy Agnese marked as excused.
 30

31 **Chair's Report --** Rick Adie reported the Strategic Plan Implementation grants, as recommended by STPB
 32 last month, were approved by the Legislature's Economic Development Committee on 2/7 and by the
 33 Legislature last night on the consent agenda. Rick, Ken Jupiter and Tom Knipe attended the first Economic
 34 Development Committee meeting, where they heard the legislators were impressed with the quality of the
 35 applications for grants and said they also see many other items that need to receive support. On March 12,
 36 Beverly Baker will receive the Laura Holmberg award from the Tompkins County Community Foundation.
 37 STPB received thank you letters from the Cayuga Lake Waterfront Trail for the paving stones dedicated to
 38 retiring members. The Downtown Ithaca Alliance presented an award to STPB for the Strategic Tourism
 39 Plan. Brett Bossard, Tom Knipe, Sue Perlgut and Rick met for a follow up discussion on the Ticket Center,
 40 based on last month's STPB meeting item. Brett will be organizing the discussion group of Ticket Center
 41 users, tourism professionals, and STPB members who volunteered last month. Five STPB associate
 42 members are being appointed: Beverly Baker, Ken Jupiter, Ann Gossen, Mike Mellor, and Tiffany

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43 Gallagher. An orientation session will be held for these associates and one new at-large member on March
44 19th at 3pm, with other STPB members welcome to attend. A retreat for STPB members will be held on
45 Saturday, 4/20, at the Statler Hotel from 9:30am to 12:30pm. Members will discuss ways to advance the
46 Strategic Plan.
47

48 **CVB Annual Marketing Plan** – Fred Bonn provided attendees with copies of the Travel Guide update,
49 acknowledging Kristy Mitchell as the lead staff member for the update. Fred presented a slide show on
50 tourism benefits, local growth, alignment of CVB goals with the STPB Strategic Tourism Plan, regional
51 marketing and its target groups (by Kristy Mitchell), group sales (by Mary Rachun), visitor services (by Jodi
52 LaPierre), NYS programs, and available data. He recommended to STPB members that they interact with
53 tourists to turn them into travelers.
54

55 In the discussion period, Susie Monagan said it is season announcement time for theatres, and that means
56 it's time for CVB to interact with them. She asked how the CVB interacts with hotels on sales tactics -- if
57 hotels are seeing unexpected activity, can they tell us why? Fred said hotels consider their data proprietary
58 information, but the new grant-funded Farm to Table program will include tracking systems. Ethan Ash said
59 the best way to track is to generate a lead. Share some info with hotels if they will share results. Ask
60 website visitors about their specific interests. Kristy said they are doing some of this segmentation now.
61 Anne Kellerman asked if there are any specific goals to help fill rooms of the new hotels. Nothing specific
62 was reported.
63

64 **Membership** – Sue Perlgut said the committee members who conducted interviews in the fall have
65 conferred about filling the vacancy that will be caused by Tim Joseph's resignation. The committee
66 recommends appointment of Angela LaPadula, who is willing to take the seat. The committee also
67 recommends appointing Dwight Mengel to the vacant non-voting Transportation seat. With the report
68 constituting a recommendation, STPB members voted unanimously to support the recommendations. The
69 voting member appointment recommendation will move on to the Economic Development Committee and
70 the County Legislature.
71

72 **Committee Assignments** – A chart was provided with the agenda. Rick reviewed committees and chairs,
73 and asked the chairs to briefly describe the work of each committee. Most is carryover of previous activities.
74 Planning & Evaluation will bring implementation of Strategic Tourism Plan goals and action items into their
75 work. Stu Stein would like the festivals committee to consider establishing a grant program for festivals. The
76 Beautification Program will coordinate the Strategic Tourism Plan implementation grant for the Wayfinding
77 project.
78

79 **Tourism Grant Program Guidelines** – Tom Knipe provided Evaluation Criteria in a handout and reviewed
80 the recommendations for change, noting some will need board action at a future date. He recently
81 conducted a workshop for grant applicants, with about 50 participants. Tom met with Jon Reis and Ken
82 Jupiter about the criteria, too. They tried to bring the Strategic Tourism Plan into the guidelines and ask if
83 applicants are addressing an action item from the Plan. The electronic application has been welcomed by
84 applicants, and will have space to invite more comments and have applicants provide a marketing plan
85 where applicable. Applicants can apply for multiple programs simultaneously now. Tom will work with the
86 STPB officers on some policy questions.
87

88 Jean McPheeters asked if the questions on the Implementation Grant application about alignment with the
89 Strategic Tourism Plan were useful to reviewers. She spent a lot of time reviewing action items for inclusion
90 in the Wayfinding application. Anne asked if, when Jean was putting together the application, she felt the
91 Plan was well written? Jean said she was so close to the process she couldn't tell. Tim reported the review
92 committee had mixed reactions, and he distilled it to the applicant shouldn't spend so much time on
93 answering the question about Strategic Tourism Plan Implementation, not that the question shouldn't be
94 asked. Going through the process made him think the Plan had far-from-equal goals, and we could use
95 some focus on the top five. Tom said the review teams will have to work on this and be clear on how they
96 are interpreting this criterion when bringing forward their recommendations. Rick pointed out the Plan has
97 short-, medium- and long-range goals. More discussion will occur after the grant round.
98

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99 **Letter of Support – STEP Grant** – Tom distributed a draft letter of support for the City concerning NYS
100 Department of Transportation STEP funding for development of Phase Two of the Black Diamond Trail. He
101 considered the project similar to our support of the Cayuga Lake Waterfront Trail and this connection will
102 help bring about trail links. The consensus was to have Rick provide his signature.

103
104 **Announcements** – Ethan Ash: Cinemapolis is having their annual gala fundraiser on Sunday, when
105 participants can watch the Oscars on the big screen at the theatre.
106 Brett Bossard: Lynn Johnson, a National Geographic photographer, will present her work tomorrow evening
107 at Ithaca College.
108 Fred Bonn: He will be making the same marketing & advertising presentation on Tuesday to tourism
109 partners.
110 Gary Ferguson: More than 15,000 people were downtown on Saturday for the Chili Cookoff.
111 Stephen Nunley: On March 23 the Kitchen Theatre will hold their Dance the Night Away anniversary event.
112 Jean McPheeters: On March 4 the Kitchen Theater will host a fundraiser for the Food Bank of the Southern
113 Tier with New York Times food writer Mark Bittman.

114
115 With no further business, the meeting adjourned at 4:58pm.

116
117 Respectfully Submitted,
118 Kathy Wilsea, Secretary
119 Tompkins County Planning Department

120
121 Approved by STPB on _____, 2013

122
123 **Next Meetings Scheduled**

124 Wednesday, March 20 – 3pm

125 Wednesday, April 17 – 3pm

Tompkins County Tourism Program

Schedule for 2014 Room Tax Budget Development

Updated 3/8/13 by TK

STPB Budget Committee meetings are highlighted in salmon.

Action	Budget Committee	Administrators	Tourism Coordinator	Activities	Meeting Length	Timing Last Year	Proposed Timing This Year
Meeting - 2012 year-end	x		x	2012 reconciliation, roll forward considerations, budget process	30 minutes	April 9th	March 19, 1:30pm
Meeting - 2014 Horizon	x	x	x	Big picture dialogue - trends, projections, programmatic considerations.	60 minutes	April 9 - 12:30-2:00pm	March 19th 2:00pm
STR and reserve calculations available			x	Compile info		April week 3	April week 3 for STR Q1
Meeting - Projections	x		x	Develop <i>initial</i> revenue projections, finalize budget request form	90 minutes	April 27 - 9:30-11:00am	April 12, 3:00pm
Release Request Form			x	Tom emails final 2013 budget request form to administrators		by April 23rd	by April 12th
Requests Due		x		Administrators submit budget requests via email to Tom		May 21st	by May 10th
Meeting - Presentations	x	x	x	Administrators present their budget requests to the budget committee. Committee develops initial recommendations.	3 hours	May 31 - 12:00-3:30pm	Monday, May 20th; 10am - 1pm
Compile Initial Recommendations			x	Tom works up the numbers		June - week 1	by June week 1
Meeting - Finalize Recommendations	x		x	Budget Committee finalizes revenue projections and recommendations	90 minutes	June 12 - 8:30-10:00am	June 11th
STPB Meeting	x	x	x	STPB receives initial budget committee recommendations		June 20th	June 19th
EDC Meeting			x	EDC - <i>optional</i> presentation of draft budget		July - week 1	July - week 1
STPB Meeting	x	x	x	STPB formally approves 2013 budget recommendations		July 18th	July 17th
EDC Meeting			x	EDC formally approves 2013 budget recommendations		August 1st	August 1st
Legislature			x	Full Legislature adopts 2014 budget		Fall	November

**The Arts & Culture Organizational Development Grants
Of The Tompkins County Tourism Program
Panel Review for 2013**

INTENT OF GRANT 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 relies upon on the strength of our major arts and culture organizations.

Since its inception in 2003, this program has sought to secure the financial and operational stability of the county's major arts and culture organizations. Through the funding of strategic planning and subsequent implementation of organizational development 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 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 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. Initial single year grant for planning, strategy development, or implementation
2. Multi-year grant support for continuing organizational stabilization, planning, or development

The Tompkins County hotel room occupancy tax is the source of funding for these grants, and they are awarded by the Tompkins County Legislature.

PROGRAM ELIGIBILITY

Since current and future recipients of the program have diverse organizational needs and indicators of success, the following matrix can be used to categorize institutions and allow for more specific guidelines and eligibility requirements.

As the program continues to evolve, eligibility criteria will be examined and changed as appropriate to the program goals.

*The following requirements apply to ALL applicants, both **Performing Arts** and **Non-Performance** organizations.*

1. 501(c) 3 arts 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
 - a. Paid, full- or part-time professional executive/managing staff
 - b. Sound governance, administrative and financial practices
 - c. Long-range program planning or intent.
 - d. 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

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 exclusively through Ticket Center Ithaca, a program supported with funds from the Tompkins County Tourism Program

EVALUATION/DETERMINATION OF ORGANIZATIONAL STABILITY

In addition to 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.
-

REVIEW PANEL

At a panel meeting on Wednesday, March 13, the following panelists discussed the year-end report of the State Theatre of Ithaca, as well as new multi-year grant applications from the Cayuga Chamber Orchestra, the Hangar Theatre, the History Center in Tompkins County, the Kitchen Theater, the Museum of the Earth/Cayuga Nature Center, and the Sciencenter:

- Brett Bossard, Executive Director, Community Arts Partnership, Panel Facilitator
- Leslie Ackerman, Director, Business CENTS Program, Alternatives FCU
- Susie Monagan, Manager Audience Develop & Special Projects, Ithaca College Department of Theatre Arts, STPB Member
- Sue Perlmut, Filmmaker, STPB Member
- Jon Reis, Photographer, STPB Member

Panelists were provided with worksheets to help guide discussion, allowing them to evaluate the applications in a number of categories: Evidence of Long-Term Planning, Contribution of Requested Funds Toward Long-Term Goals, Demonstrated Successful Historical Use of ACOD funds for Recommended Strategies, Demonstrated Financial Need, Value of Program/Organization to Tourism Industry (i.e. Return on Investment/Value of Investment), Value of Program/Organization to Community, and Clarity of Program/Organizational Mission.

PANEL RECOMMENDATIONS

Summaries of new grant requests and one previously contracted grant amount are indicated in the table below. Panel recommendations are included in the right column.

In the process of reviewing the six multi-year grant applications, panelists were impressed with much of the planning indicated by the narratives. While opinions varied on individual strengths of respective applications and objectives, there was an overall agreement that all of the institutions provide significant value to the tourism sector.

The application from the Cayuga Chamber Orchestra received high marks from panelists for addressing issues raised in the previous on-site review prepared by John E. Little. The focus on establishing better governance roles and improved fundraising processes indicated staff and board agreement on long-term stabilization of the organization. The addition of intern support for the small staff was also seen as a strong element of the Application, so much so that the panel recommended a slightly larger award than the initial request.

The panel found the application from the Hangar Theatre to be exceptionally well-written with strong indicators for evaluation of progress toward stated objectives. Because of the recent turn-over in leadership at the organization, the panel expressed a desire for clearer long-term goals in the application. However, the request to support and bolster the development department through additional staff and improved software was seen as a vital need for the organization. Based on available funds and the previous awards to the Hangar, the panel recommended a 15% increase over their previous ACOD grant.

The well-structured narrative and clear outcomes indicated by History Center in Tompkins County's application impressed the panel. The growth of professional staff and focus on future planning for relocation of the center also received praise, as did plans to collaborate with other history-focused organizations in the community. Based on available funds and the previous awards to the History Center, the panel recommended a 20% increase over their previous ACOD grant.

With a focus on succession planning, the application from the Kitchen Theatre Company garnered high marks from the panel. In addition to the structure of the resident professional internship program, the panel also noted the sheer volume of performances presented by the company as key strengths. Based on available funds and the previous awards to the History Center, the panel recommended a 22% increase over their previous ACOD grant.

For the first time, the program accepted a request in the Organizational Mergers / Shared Services category. This application, submitted by the Paleontological Research Institution, focused on the consolidation of the Cayuga Nature Center into the organization's programming, which also includes the Museum of the Earth. Both organizations were previous applicants to the ACOD program. The panelists agreed that value of these two resources to the tourism sector is exceptionally high, and that the merger has the potential to preserve and build upon the previous successes of the both the Museum of the Earth and Nature Center. The panel saw promise in the long-term plan currently in draft stage, but showed some concern that the community representation present in the former board of the Nature Center was lacking in the current board at PRI. Based on available funds and the previous awards to both the Museum of the Earth and the Nature Center, the panel recommended essentially flat funding over the combined previous ACOD grants.

Lastly, the panel identified the abundant planning and significant financial stability as strengths in the application from the Sciencenter. The demonstrated success of the organization as a tourism resource was noted by all members. However, this same success made some panelists question the extent of the financial need indicated by the narrative. Based on available funds and the previous awards to the Sciencenter, the panel recommended a 2% increase over their previous ACOD grant.

**Tompkins County Tourism Program
2013 Arts/Culture Organizational Development Grants**

STRATEGIC PLAN / STRATEGY IMPLEMENTATION CATEGORIES

Applicant	Request Summary	Request \$\$	Recommend
Cayuga Chamber Orchestra	Continued operational support including strategy implementation, enhancement of program quality, audience/board development and marketing support. Also seeking support for development software and database input, as well as support for a part-time intern.	2013-\$26,880 2014-\$26,880 2015-\$26,880	\$27,000
Hangar Theatre	Support of their plans to improve fundraising capabilities; the expansion into nonsummer months of mainstage programming; and education programs including Project 4, Next Generation Theatre School, School Tours, and our Lab Company training program.	2013-\$30,000 2014-\$30,000 2015-\$30,000	\$27,000
The History Center in Tompkins County	Support for organizational growth and stability, in line with current strategic plan. Leveraging collaborative relationships with other organizations as well as developing a pathway for a potential relocation that would allow for improved visibility, access, and program development.	2013-\$30,000 2014-\$30,000 2015-\$30,000	\$27,000
Kitchen Theatre	1) Expansion of the Resident Professional Intern Program; 2) Succession planning; and 3) Staff Development, including conference attendance and professional education.	2013-\$30,000 2014-\$30,000 2015-\$30,000	\$27,000
Museum of the Earth/Cayuga Nature Center	Support PRI's marketing and development efforts to execute vital capacity building activities associated with the consolidation of the Cayuga Nature Center into PRI. Staff is investing considerable energy into defining and cultivating a new audience while scrambling to implement existing systems and processes at the same time, all without any staff increase.	2013-\$60,000 2014-\$60,000 2015-\$60,000	\$40,000
Sciencenter	Funding to carry out a fundraising campaign to raise \$7 million over the next 3-4 years. A successful campaign will allow us to implement our new strategic educational initiatives and fill funding gaps caused by decreased funding for science museums by corporations and foundations.	2013-\$30,000 2014-\$30,000 2015-\$30,000	\$17,000
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.	<i>Contracted</i> 2013-\$23,773	\$23,773
TOTAL REQUEST		\$230,653	\$188,773
TOTAL AVAILABLE		\$188,773	\$188,773
DIFFERENCE		(41,880)	0

Spring 2013 Community Celebrations SUMMARY OF GRANT APPLICATIONS

Applicant	Celebration	Projected Attendance	Dates	Description	Request	Award
City of Ithaca	2013 Bike to Work Day	600	5/16/2013	Celebrates the culture of active transportation in Tompkins County and encourages County residents to embrace active transportation as a mobility option. "Stations" around the City of Ithaca provide a simple breakfast, give-a-ways and safety information to residents to celebrate commuting to work via bike. Organized by Cooperative Extension. 600 participants. USE: signs, promotion, volunteer support items.	\$1,050	
City of Ithaca	2013 Boricua Afro Americano Festival	1000	7/27/2013	3rd annual artistic and cultural event celebrating Latino and Puerto Rican history and culture. Vendors, music, children's activities. USE: performers, kids activity supplies, event rentals.	\$2,000	
City of Ithaca	2013 Celebrate Cayuga Lake	500-600	7/25/2013	Family friendly, community event celebrating Cayuga Lake organized by the Finger Lakes Land Trust at the Ithaca Farmer's Market. Opportunities to experience kayaking, paddle boarding and canoeing first hand, learn about the lake and its ecology through interactive displays and programs, enjoy music and family friendly entertainment. Second year event. 500-600 attendees. USE: local musicians, educational presentation, radio promotion.	\$1,500	
City of Ithaca	2013 First Peoples' Festival	2000	09/28 or 10/05	4th Annual celebration of indigenous culture with traditional music, crafts, displays, storytelling, dancing, hands-on-displays and foods. Located in downtown Ithaca in partnership with the Apple Harvest Festival. Significant match. USE: dancers, singers, storytellers.	\$2,000	
City of Ithaca	2013 Food Justice Summit	1500	Fall 2013	Third annual multicultural celebration and educational event to showcase local agriculture and the unique culinary and cultural identity of local land and people. Music, performers, food demonstrations, art, speakers and workshops. 1,500 attendees. Many partnerships, significant match. USE: performers, food, educational materials.	\$2,000	
City of Ithaca	2013 Groundswell's Local Food & Farming Festival	150	11/10/2013	Celebration of local foods and local farmers with educational & historical displays; brief presentations by beginning farmers; slide shows about Groundswell's new farmer training programs; a recognition ceremony; musical entertainment; and delicious local food. 150 Attendees. USE: Music, food, banner, sound, ads, promo materials.	\$2,000	
City of Ithaca	2013 Heart of the Finger Lakes: Tasting & Tapas Showcase	2000	5/30/2013	Local food and beverage show to broaden the scope of the Ithaca Festival to engage local food producers, artists and musicians, community residents, and out of town guests in celebrating the region's unique agricultural features. Music, food demos, vendors, tabling. USE: promotional materials, sound, event logistics.	\$2,000	

Spring 2013 Community Celebrations SUMMARY OF GRANT APPLICATIONS

Applicant	Celebration	Projected Attendance	Dates	Description	Request	Award
City of Ithaca	2013 International Mud Day	400	6/29/2013	Family-fun celebration of play, art, community, and getting muddy. Children and families join in a variety of mud-related fun activities at the Hands-on-Nature "Anarchy Zone" at the Ithaca Children's Garden. Brings together food families, art, nature and spontaneous creativity, construction, collaboration and community. Several aspects of local culture featured. 400 children and adults. USE: local teaching artists and performers, musicians, materials.	\$1,700	
City of Ithaca	2013 Juneteenth	1000	06/14-06/16	Southside Community Center celebration commemorating freedom from slavery and African American heritage. Exansions in 2013 to include Friday Comedy Night, Saturday festival and dance party and Sunday breakfast. Significant match and partnerships. USE: local performers, sound system.	\$2,000	
City of Ithaca	2013 Kwanzaa	400	12/28/2013	Celebration of African-American heritage and the seven principles of Kwanzaa at the Southside Community Center featuring music, performances, lectures, food demonstrations, storytelling and art. USE: local talent, lecture honorarium, food demonstration, sound.	\$1,695	
City of Ithaca	2013 Latino Heritage Month Celebration	500-750	09/15-10/15	Month long series of cultural events organized by the Latino Civic Association of Tompkins County centered around Latino art, music, dance, theare, book readings, food demonstrations at various venues in the City of Ithaca, reaching 500-750 people. USE: local musicians and performers, educational materials.	\$2,000	
City of Ithaca	2013 Light & Lake Water Parade	300	7/12/2013	First human powered watercraft parade with floats on the Cayuga Inlet, followed by floating and flying paper lanterns, and traditional Chinese music modeled on popular Asian tradition of Water Lantern Festivals. To take place the evening before, and to be marketed in conjunction with the Dragonboat Festival. 300 Attendees. USE: lanterns, safety personnel.	\$1,700	
City of Ithaca	2013 State Theatre of Ithaca's 85th Birthday Celebration	1600	12/7/2013	Free family-friendly old time "Variety Show" celebrating the 85th birthday and history of of the State Theatre of Ithaca, possible screening of an historic Ithaca-produced silent film, 1928 themed attire and concession pricing. Attendees: up to 1,600. USE: four local artists.	\$2,000	
City of Ithaca	2013 Streets Alive! Ithaca	2500	05/05 and 09/2013 DTBD	Free community-wide celebration of city streets as livable community spaces. A loop of city streets is closed to traffic and open to people of all stripes for biking, walking, rolling and performances. Based on Ciclovía/Open Streets model event. Two events (May and September) planned for this second year. Celebrates cultural diversity, sustainability, and history of street life. Significant partnerships and match. USE: four bands for live music and contradancing.	\$2,000	
City of Ithaca	2013 The GIAC Festival	500-800	6/8/2013	Annual GIAC street festival with neighborhood vendors, games, performances, helmet give-away and community agencies. Celebrates GIACs multiculturalism. USE: performers, flyers, dance floor, sound, dunk tank.	\$1,275	

Spring 2013 Community Celebrations SUMMARY OF GRANT APPLICATIONS

Applicant	Celebration	Projected Attendance	Dates	Description	Request	Award
City of Ithaca	2013 Tompkins County Veteran's Day Parade and Ceremony	600-1000	Parade 11/03 Ceremony 11/11	94th Annual Veteran's Day Parade celebrating United States veterans of all wars. USE: Bands	\$2,000	
Town of Caroline	2013 Gad!Zukes! Zucchini Festival	50	41503	2nd annual celebration of the community's agricultural heritage, culinary styles, and community support of those in need. Zucchini growing contest and zucchini recipe contest. Left over zucchinis are donated to the food pantry. USE: posters, reuseable banners, zucchini recipe books.	\$500	
Town of Danby	2013 Danby Fun Day	1000	7/13/2013	Annual event with firehouse games, prizes, live music, history exhibit, food and a parade. USE: bands, newspaper ads, posters, exhibits.	\$1,605	
Town of Dryden	2013 Dryden Lake Festival	5000	7/27/2013	4th annual festival with agriculture and history exhibits, music, local artist exhibits, bird viewing, family activities and a triathlon. Commemoration of 150th anniversary of Battle of Gettysburg with reenactment component. USE: bands and kids entertainment. Significant match.	\$2,000	
Town of Enfield	2013 Enfield Harvest Festival	550	10/5/2013	38th annual celebration with music, food, presentations, exhibits, vendors, games, community quilt making, ping-pong ball drop, book fair. 2012 features "Button Up Enfield", highlighting energy-saving options. USE: musicians, food, ball-drop pilot.	\$1,950	
Town of Groton	2013 Happenin in the Hamlet	500	05/09-05/11	BBQ, fire dep't activities, local crafts, hay wagon ride, presentations about historic buildings and landmarks including the local cemetery, and educational games. USE: marketing support, event logistics.	\$850	
Town of Groton	2013 Verne Morton Memorial Photography Show & Contest	300	08/16-08/17	Takes place during Groton Old Home Days. 5th Annual photography show and contest highlighting the historic and artistic photos and photographic style of Verne Morton. USE: advertising, promo materials, outdoor movie.	\$720	
Town of Lansing	2013 "Music and a Movie" at Myers	100-400	07/25, 08/01, 08/08	3 movie events partnering with Myers Park Concert Series. At the conclusion of the music at three selected concerts, a movie in the center section of Myers Park next to the bandstand will be shown on a 33' movie screen with a sound system. Local history component. USE: Funflicks movies	\$1,500	

Spring 2013 Community Celebrations SUMMARY OF GRANT APPLICATIONS

Applicant	Celebration	Projected Attendance	Dates	Description	Request	Award
Town of Lansing	2013 East Shore Festival of the Arts	1450	05/03-06/22	3rd annual celebration of the arts in Lansing. 4 events between May 21 and July 25: opening & closing nights, an art show and an artists market. 36 artists, 500 people at opening, 2,500 people to view art show. USE: local talent/entertainment, newspaper.	\$1,060	
Town of Lansing	2013 Lansing Harbor Festival	3,000-5,000	8/10/2013	7th annual festival organized by the Lansing Community Council drawing 3,000 to 5,000 attendees to Myers park in mid-August. Free, demonstrations and vendors, highlights North Log Cabin project and volunteerism. USE: Local bands.	\$2,000	
Town of Newfield	2013 Finishing Touches Craft Fair	200-300	11/16-11/17	Celebration of Finnish-American material culture with a craft fair on and a lecture by Yvonne Lockwood, the Finlandia Foundation Lecturer of the Year. Sponsored by the Finger Lakes Finns. Puppeteers, music, traditional Finnish craft demos. USE: honorarium, ads.	\$569	
Town of Newfield	2013 Newfield Old Home Days	1500-2000	09/06-09/07	Newfield's largest event of the year. Parade, live bands, carnival, craft booths. Local historical theme adopted each year; collectible booklet distributed. USE: live bands, parade costs.	\$2,000	
Village of Groton	2013 Apples, Arts and Antiques	1500	9/14/2013	Revitalized celebration of local apple and other fall crop harvests, ag demonstrations, petting zoo, antique display and market, tours by the historical society, and old-fashioned barn dance. Organized by the Groton Business Association. USE: print advertising, promo materials, performers, event rentals.	\$1,155	
Village of Lansing	2013 Migration Celebration	1000-1400	5/11/2013	Spring celebration of the return of migratory birds and local green spaces. Cornell Lab of Ornithology-based free public festival with guided bird walks, wild bird banding demonstrations, up-close raptors and learning games. USE: raptor demonstration, volunteer support, rentals.	\$2,000	
Village of Trumansburg	2013 Tru-Ulysses Winter Festival	1100	12/7/2013	Holiday festival small town style in Trumansburg. Horse & carriage rides, entertainers, music, historic home tours, holiday activities, old-fashioned fireworks. 800-900 attendees. USE: performers, promotional materials.	\$2,000	

Total Requests/Awards	\$48,829	\$0
2013 Available Funding (for Spring and Fall Rounds)	\$31,600	\$31,600
Possible Amount to Retain for Fall Round	\$2,800	
Difference	(\$20,029)	

Spring 2013 LIST OF GRANT APPLICATIONS for Tourism Marketing Advertising, Project and New Tourism Initiatives

Applicant	Project Title	TMA Request	NTI Request	TPG Request
Cayuga Lake Triathlon	<i>2014 Cayuga Lake Triathlon</i>	\$3,395		
Cayuga Lake Wine Trail	<i>2013 Holiday Shopping Spree</i>	\$5,000		
Cayuga Lake Wine Trail	<i>2014 Say Cheeese</i>	\$5,000		
Downtown Ithaca Alliance for State of the Art Gallery	<i>2013 Gorgeous Art near Ithaca's Gorges</i>	\$2,000		
Dryden Lake Festival	<i>2013 Dryden Lake Festival Triathlon</i>	\$2,000		
Social Ventures	<i>2013 SewGreen Regional Marketing</i>	\$2,400		
Cayuga Lake Watershed Network	<i>2013 CanYou Canoe Cayuga?</i>	\$1,000	\$3,220	
Cornell Cooperative Extension of Tompkins County	<i>2013 The Gardener's Trail</i>	\$1,750	\$2,250	
Downtown Ithaca Alliance	<i>2013 Restaurant Week in Tompkins County</i>	\$5,000	\$7,000	
Ithaca Children's Garden	<i>Fresh Air for Families: Compost to Cuisine</i>	\$2,200	\$15,000	
State Theatre of Ithaca	<i>Winter Village Music Festival and Camps</i>	\$2,000	\$15,000	
The 7th Art Corporation of Ithaca (Cinemopolis)	<i>2013 Ithaca International Fantastic Film Festival</i>	\$2,600	\$18,600	
The History Center in Tompkins County	<i>2014 Cayuga Trails 50</i>	\$2,650	\$12,050	
The History Center in Tompkins County	<i>Behind the Camera: Tompkins County During the Wharton Studio Era</i>	\$900	\$10,025	
Community Arts Partnership	<i>Spring Writes: The 2013 Finger Lakes Literary Festival</i>	\$3,250		\$5,800
Downtown Ithaca Alliance	<i>2013 Downtown Ithaca Winter Festival & Ice Rink</i>	\$3,000		\$20,000
Museum of the Earth	<i>10th Anniversary Celebration of the Museum of the Earth</i>	\$5,000		\$10,000
Social Ventures	<i>2013 Finger Lakes International Dragon Boat Festival</i>	\$1,500		\$21,990
The History Center in Tompkins County	<i>Ithaca Scottish Games & Celtic Festival</i>	\$1,925		\$18,805
Museum of the Earth	<i>Raising the Dead: The Art and Science of John Gurche</i>			\$10,310
Sciencenter	<i>Mars Rover Exhibit</i>			\$25,000
Ithaca Shakespeare Company	<i>Summer 2013 Shakespeare Festival</i>			\$17,120
		TMA	NTI	TPG
Total Requests		\$52,570	\$83,145	\$129,025
Total 2013 Funds Available		\$52,220	\$73,090	\$76,013
Difference		(\$350)	(\$10,055)	(\$53,012)



Ithaca/Tompkins County Convention & Visitors Bureau (CVB)

Report to:

Strategic Tourism Planning Board

March 20, 2013

Submitted by: Fred Bonn, Director

MARKET UPDATE:

Black Diamond Trail Phase II – The City of Ithaca has submitted an application to NYS DOT for a STEP Grant requesting \$12 million to assist with the completion of Phase II of the Black Diamond Trail. When complete, this would link all three of the State Parks to each other. I was asked to submit a letter of support and made a point of referencing this project during my legislative appointments last week.

Market Performance – January 2013 saw another drop in occupancy. That being said it is important to understand that Jan. 2012 saw the highest occupancy rate on record and that, when viewed in a historical context, Jan 2013 was a good month. The STR report is included on our Dashboard for this month but here's some context.

- Jan. 2013= 39.1
- Jan. 2012= 42.9
- Jan. 2011=36.5
- Jan. 2010=39.3
- Jan. 2009=33.2
- Jan. 2008=41.9
- Jan. 2007=37.8

MARKETING AND PROMOTION:

Winter Recess – I will be providing everyone with a detailed report specific to Winter Recess at our meeting on 3/20. We are still tallying survey results but our top of line results show that attendance was the second best ever with 5,300 attendees (Teachers plus friends and family). We did an exceptional job of keeping our expenses down this year and expect that we will show a savings of \$3,000+ against a budget of \$22,000.

Toronto Outdoor Adventure Show – We earned over 500 email addresses as a result of the consumer trade show we attended in Toronto on Feb. 21 – 24 and we were successful in highlighting our paddling, hiking and road/mountain biking assets. It was very clear that Canadian consumer confidence is very high.

Ottawa Outdoor Adventure Show – Kristy Mitchell will be attending this consumer show in Ottawa March 15 & 16.

New York City Green Festival – We were able to negotiate a great rate on a booth for the Green Festival at the Javits Center in April 20 & 21. We will be working with the Sustainability Center and Local First Ithaca to showcase Ithaca and Tompkins County as a green travel destination.

Spring Print Adv. Campaign – We have submitted our creative for our spring print advertising campaign. We will, as part of a coop program with other counties in New York State, be featured in Better Homes & Gardens, Ladies Home Journal, Family Circle, Midwest Living, More Magazine and National Geographic Traveler.

Facebook – We are within 111 likes of reaching 12,000 likes on our Facebook page. Our performance continues to be very strong with some of our posts achieving strong viral rates (3.5% or better, some are earning double digit and are earning reaches of 4500+)

Meetings / Conferences, Tour Groups and Athletic Events:

Active America China – Mary Rachun will be attending this appointment based show in Philadelphia at the end of March. It is the second year we'll be attending. She will be meeting with US-based and China based group tour operators.

Albany Sales Mission & Reception For Meeting Planners- On March 27, New York State Destination Marketing Organizations will be holding an event In Albany for association conference planners. Part of the event will focus on how to integrate New York State products (wine, beer, local foods) into events held across the State.

PR & Earned Media:

Summer Media Marketplace – While in NYC for pleasure I will be attending an event hosted by I Love New York that is a reception for NYC Travel Media on Tuesday, March 12, intended to generate earned media interest in Ithaca and Finger Lakes region.

Administration:

Content and Earned Media Specialist – Stephanie Vann accepted our offer and will be starting on April 1. Her position will be focused on writing copy for our internal publications, post and manage content on our existing social media platforms. She will also be developing themed story pitches about Ithaca and Tompkins County and will work with writers who are on assignment.

Tourism Legislative Action Day – On Tuesday, March 5th, Kristy Mitchell and I were joined by Sue Stafford and 5 of her students that are officers in TC3's Hotel and Restaurant Association Club on legislative appointments with Assm. Barbara Lifton, Assm. Gary Finch and NYS Senator Tom O'Mara. Our representatives were impressed with how professional and well spoken the students were and the fact that they were on career paths that included transfer to a four-year school and the fact that all of them were currently working in the Hospitality and Tourism Field. This is the second year that TC3 and our office has collaborated on this event and it works very well for all involved and leaves our elected officials with a better understanding about the variety of careers and the educational requirements for this industry.

Smith Travel Report for Tompkins County – January, 2013

Occupancy (%)	2013	Year To Date			Demand	2013	Year To Date		
	Jan	2011	2012	2013		Jan	2011	2012	2013
This Year	39.1	36.5	42.9	39.1	This Year	18,750	17,476	20,551	18,750
Last Year	42.9	39.3	36.5	42.9	Last Year	20,551	18,807	17,476	20,551
Percent Change	-9.0	-7.1	17.6	-9.0	Percent Change	-8.8	-7.1	17.6	-8.8

ADR	2013	Year To Date			Revenue	2013	Year To Date		
	Jan	2011	2012	2013		Jan	2011	2012	2013
This Year	114.62	104.91	110.41	114.62	This Year	2,149,104	1,833,420	2,269,021	2,149,104
Last Year	110.41	95.37	104.91	110.41	Last Year	2,269,021	1,793,643	1,833,420	2,269,021
Percent Change	3.8	10.0	5.2	3.8	Percent Change	-5.3	2.2	23.8	-5.3

Ithaca / Tompkins County CVB Dashboard – Feb. 2013

Visitor Information Services – Feb. 2012

Requests for information fulfilled in Feb: 1,924 (46% over 2012)

YTD Requests for information through Feb: 2,815 (36% over 2012)

Visitor Center Traffic - Feb. 2013:

- East Shore Drive: 150 (-28% over 2012)
- Downtown Visitor Center: 115 (-48% over 2012)

VisitIthaca.com Stats - Feb. 2013

- Because we started tracking traffic to mobile version of our website mid Sept. 2011, a YTD comparison is not possible for our Mobile site.

January					
	2013	2012		2013	2012
	Desktop	Desktop	Change	Mobile	Mobile
Unique visits	17,683	15,352	15.80%	1,636	55
Pageviews	70,721	64,220	10.12%	11,481	6,617
Pages/Visit	3.3	3.45	-4.20%	6.02	5.19
Avg. time on Site	3:09	3:31	%	2:18	2:02

Facebook – as of 3/11/13

- Lifetime “Likes” – 11,890

Group Sales Activity – February 2013

Leads Distributed	7
Prospects Generated	16
Sales Kits Distributed	2
Prospects converted to Leads	0
Groups Assisted/Service	7
Site Visits Conducted	1

Lead Status Report – February 2013

Lead sent date	Event account	Event status	Event start date	Event end date	Request ed Room Nights	Multiplier	Economic Impact	Source
3/20/2012	YMCA State Swimming Championships	Booked	3/14/2013	3/16/2013	375	250	\$93,750	Local Referral
3/23/2012	Saratoga Springs YMCA Stingrays	Booked	3/15/2013	3/17/2013	120	250	\$30,000	Local Referral
8/3/2012	Fry Wedding	Booked	5/9/2013	5/11/2013	60	353	\$21,180	Local Referral
7/23/2012	D'Amato Wedding	Booked	5/17/2013	5/18/2013	80	353	\$28,240	Call-in
6/6/2012	Liu/Jacob Wedding	Booked	5/17/2013	5/18/2013	20	353	\$7,060	Call-in
11/20/2012	Ithaca CVB FAM Room Block	Booked	6/10/2013	6/11/2013	50	238	\$11,900	CVB Generated
2/13/2013	Duffy Wedding	Booked	6/14/2013	6/15/2013	140	353	\$49,420	Call-in
2/13/2013	Weinberger Family Reunion	Booked	6/20/2013	6/22/2013	90	353	\$31,770	Call-in
9/12/2012	Rally New England	Booked	7/22/2013	7/22/2013	80	260	\$20,800	Call-in
11/16/2012	J. Brown Wedding	Booked	8/9/2013	8/10/2013	75	353	\$26,475	Local Referral
10/10/2012	Lane Wedding	Booked	10/4/2013	10/5/2013	30	353	\$10,590	Local Referral
4/20/2012	Engineering Development Forum 2012	Booked	6/15/2014	6/18/2014	67	260	\$17,420	Cornell University
3/6/2013	State Theatre-Golden Dragon Acrobats	Definite	3/16/2013	3/16/2013	15	260	\$3,900	Call-in
1/23/2013	Cruzando Continentes	Definite	5/7/2013	5/7/2013	12	238	\$2,856	Email Request
2/25/2013	Philadelphia Flying Phoenix Dragon Boat Team	Definite	7/12/2013	7/13/2013	30	250	\$7,500	Call-in
1/4/2013	Spies Wedding	Definite	7/26/2013	7/27/2013	60	353	\$21,180	Local Referral
1/11/2013	Conrado Wedding	Definite	8/2/2013	8/3/2013	100	353	\$35,300	Call-in
1/14/2013	Durham Wedding	Definite	8/23/2013	8/24/2013	120	353	\$42,360	Call-in
1/28/2013	IC Alumni Weekend 2013 Room Blocks	Definite	10/11/2013	10/12/2013	400	260	\$104,000	Ithaca College
2/7/2013	Turkey Shoot Varsity Tournament	Definite	11/1/2013	11/2/2013	200	250	\$50,000	Repeat Business
2/7/2013	Turkey Shoot JV Tournament	Definite	11/8/2013	11/9/2013	200	250	\$50,000	Repeat Business
2/6/2012	2013 NYSPHSSA Girls Swimming/Diving Championships	Definite	11/21/2013	11/23/2013	300	250	\$75,000	Ithaca College
1/23/2013	NYSPHSSA Boys State Swimming Championships	Definite	2/27/2014	3/1/2014	455	250	\$113,750	CVB Generated
3/6/2013	Warwick Valley Track	Definite	2/28/2014	2/28/2014	11	250	\$2,750	Accommodation Referral
10/10/2012	Cayuga Bird Blub Conference	Definite	9/19/2014	9/20/2014	150	260	\$39,000	Local Referral
7/17/2012	Ohio Motor Coach Mystery Tour	Awaiting Client Response	6/17/2013	6/20/2013	95	238	\$22,610	CVB Generated
11/28/2012	American Society of Hand Therapists BOD Meeting	Awaiting Client Response	7/18/2013	7/20/2013	29	260	\$7,540	Email Request
1/15/2013	EduStat University	Awaiting Client Response	7/28/2013	7/30/2013	550	260	\$143,000	Call-in
10/16/2012	TT Tours	Awaiting Client Response	9/13/2013	9/14/2013	60	238	\$14,280	ABA
1/2/2013	Intl. Tissue Elasticity Conference	Awaiting Client Response	9/22/2013	9/28/2013	545	260	\$141,700	Email Request
7/26/2012	NYS Snowmobile Association	Lost	4/24/2014	4/26/2014	1400	260	\$364,000	NYMeetings.com
9/4/2012	Masterson-Robinson IC Reunion	Postponed by organizer	8/23/2013	8/24/2013	50	353	\$17,650	Ithaca College
9/26/2011	Sons of Union Veterans of the Civil War	Withdrew	5/9/2013	5/11/2013	120	260	\$31,200	Local Referral
9/24/2012	Eastern Zone Age Group Championships	Cancelled	8/6/2013	8/11/2013	5000	250	\$1,250,000	Ithaca College