DOWNTOWN ITHACA

UPDATING A MAJOR VISITOR DESTINATION

DOWNTOWN ITHACA

Building it, Growing it, Loving it!

WHERE YESTERDAY, TODAY & TOMMORROW MEET

Walkability Ratings

- Downtown: 95
- Collegtown: 77
- Cayuga Heights: 35
- Lansing: 14

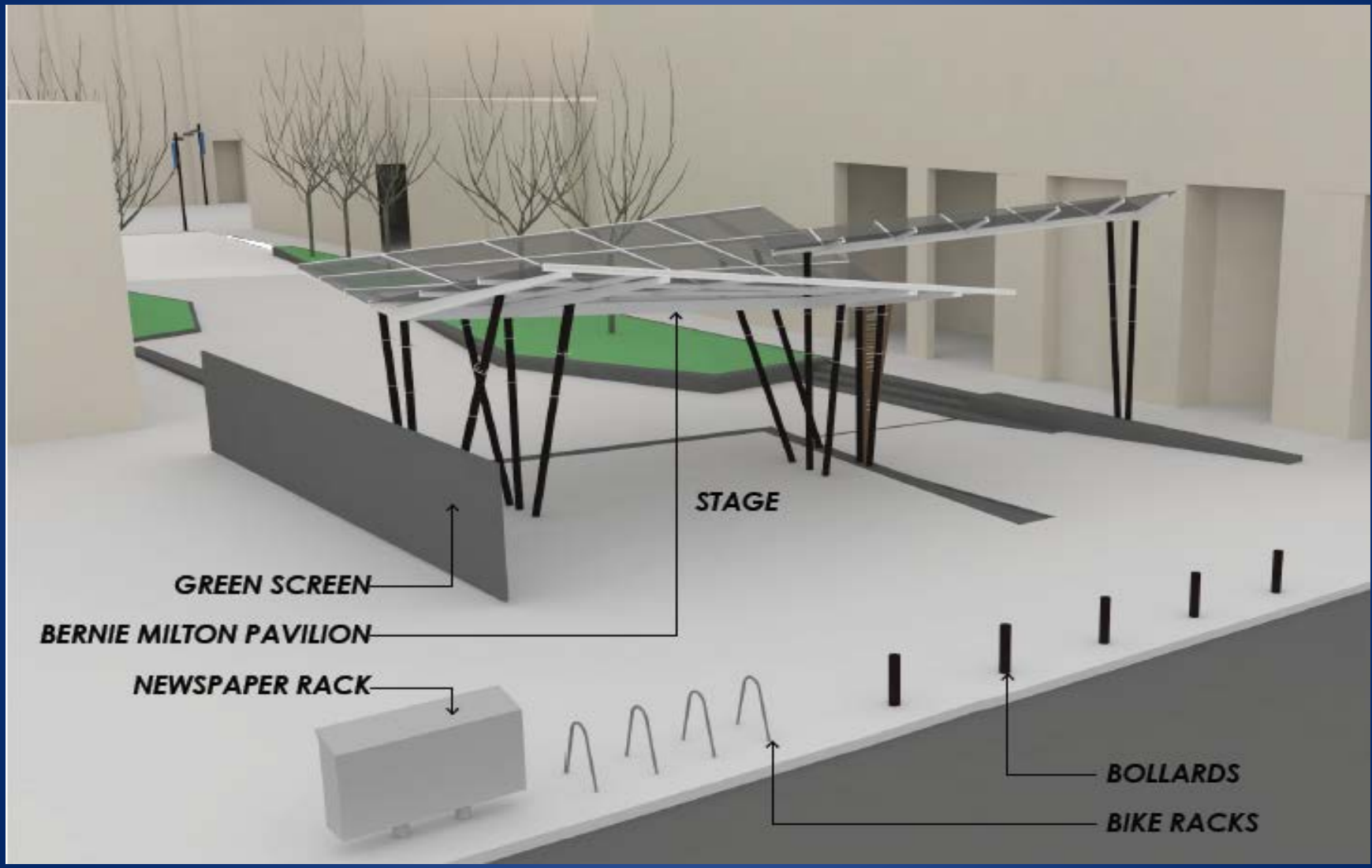
New Businesses

- 2008-2009: 12
- 2009-2010: 15
- 2010-2011: 16
- 2011-2012: 19
- 2012-2013: 14
- 2013-2014: 21

Experiential Retailing

Our New Commons

ITHACA COMMON
ITHACA COMMON
Center Ithaca


STAGE
GREEN SCREEN
BERNIE MILTON PAVILION
NEWSPAPER RACK
BOLLARDS
BIKE RACKS

New Lodging

The Marriott

THE HOTEL MAIN ENTRANCE AND DROP-OFF LAN

The Argos Inn

Hotel Ithaca - Phase 1

- Hart Hotels
- Renovation of 80 tower and balcony rooms
- Renovations done- May 2014

Hotel Ithaca - Phase 2

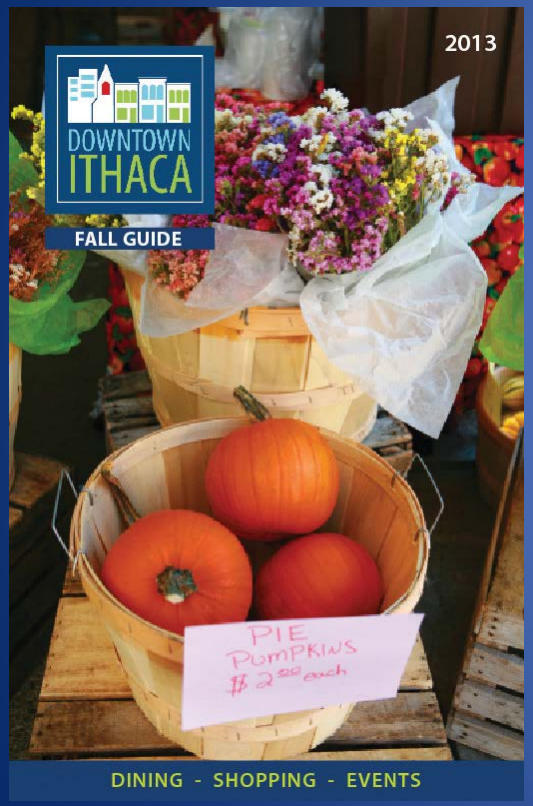
Coltivare

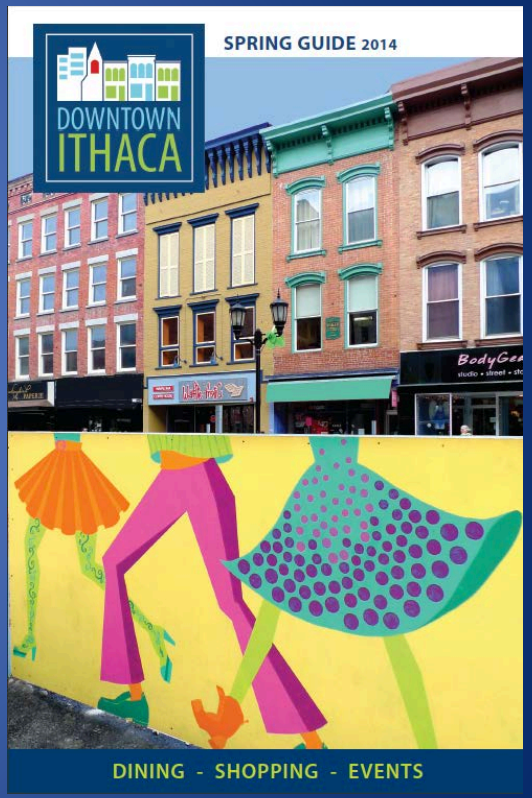
- Project of TC3
- Major CFA grant
- Classes start Aug. 2014
- Restaurant opens Oct. 2014

Launching a holiday lighting program

- New Commons opportunity
- Effort to raise $50,000
- Lighting event for 2014

Quarterly Visitor Guides



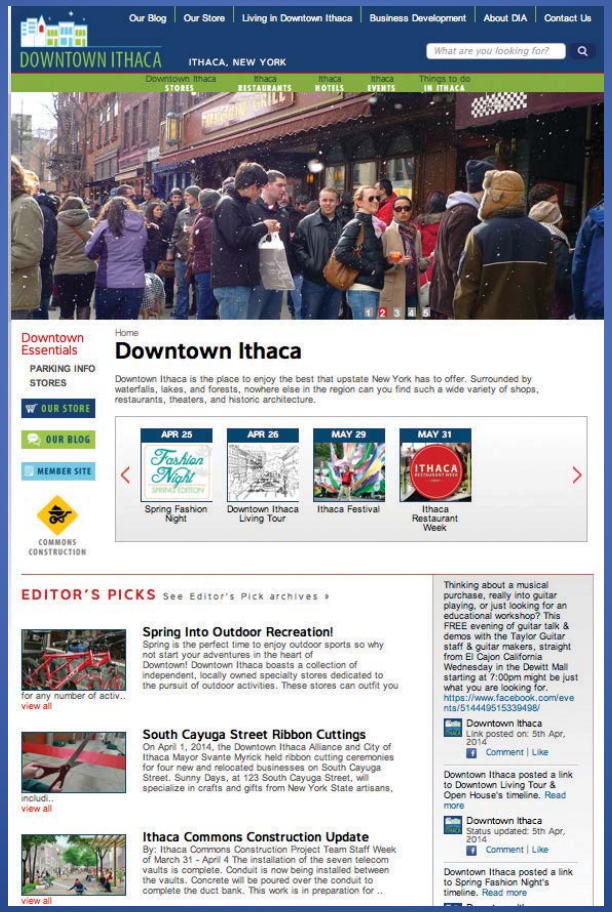


Visitor guides printed in 2013: 45,000

Revamped Visitor Center

Ongoing Marketing Campaigns

Downtownithaca.com



Social media

Facebook followers: 2012: 4K 2013: 6K 2014: 8K

DIA Sponsored Events

Number of Events in 2012: **13**

Number of Events in 2013: **15**

Top Events of 2013

- 1. Apple Harvest(consistent)
- 2. Winter Fest (consistent)
- 3. Chili Fest (consistent)
- 4. Summer Concert (consistent)
- 5. Chowder Fest (down)
- 6. Gallery Night (up)

Summer Concerts

Apple Harvest Festival

Ice Wars

ice wars

Ice Carving Competition
Ithaca, New York

Chowder Fest

Chowder cook-off

Adding Value

Building a Stronger Downtown

The Downtown Ithaca Alliance