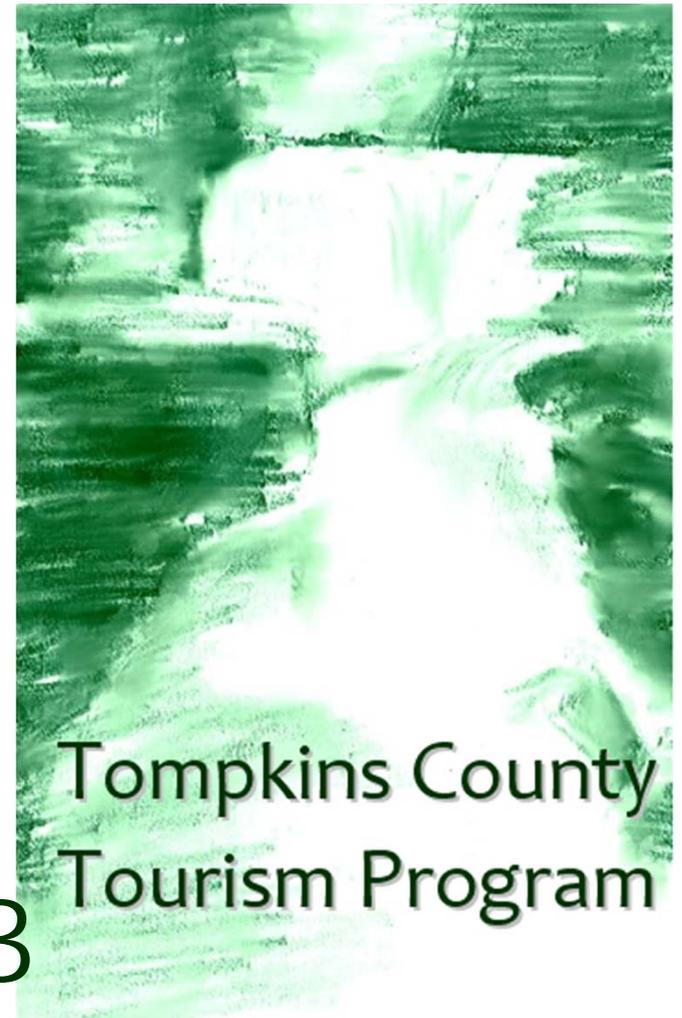


Fall 2013
Tourism
Grant
Workshop

September 4, 2013



Grant applications, guidelines and forms:

www.tompkins-co.org/tourism

Contact: Tom Knipe, tknipe@tompkins-co.org



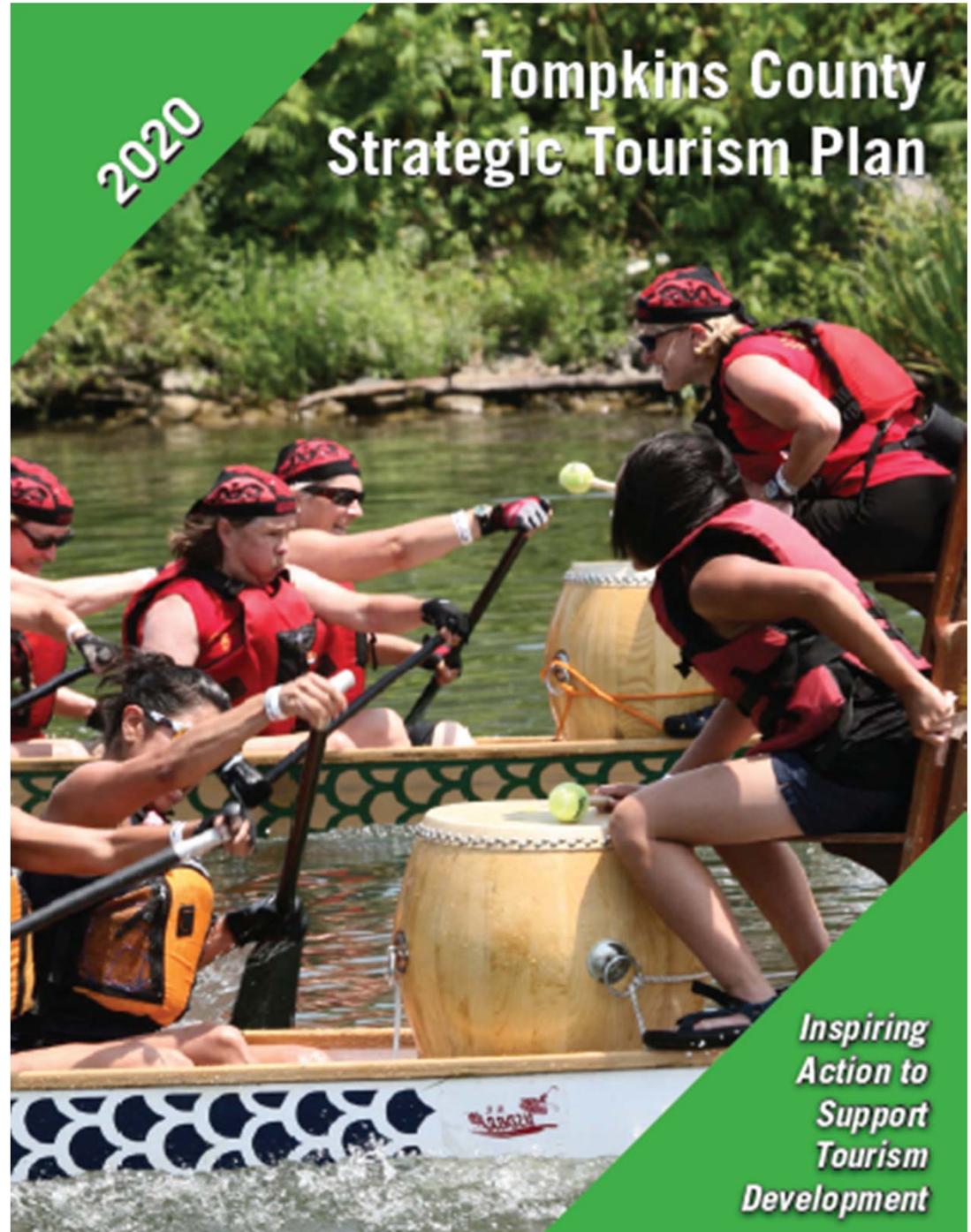
Workshop Agenda

1. Overview of Tourism Program (Tom)
2. Overview of Tourism Industry (Tom)
3. Description of Tourism Grant Programs
Capital (Martha), ACOD (Brett), Marketing & Advertising (Tom), New Tourism Initiatives (Tom), Tourism Projects (Tom), Beautification Grants (Tom), and Community Celebrations (Carol)
4. Festivals Program (Vicki)
5. Small Group Q&A – 4:00
6. Conclude – 4:30

Tompkins County Tourism Program Overview

- Room Occupancy Tax, STPB, County Legislature
- Economic Development and Quality of Life
- 60/40 Marketing and Product Development
- 2020 Strategic Tourism Plan
 - Align your project/grant application with Tompkins County's Strategic Tourism Plan
 - Aims, Policies, Goals, and Actions

- Stewardship
- Engagement
- Strategy
- Measurement



Tompkins County Strategic Tourism Plan

2020

*Inspiring
Action to
Support
Tourism
Development*

Provide memorable experiences and legendary service that will educate, delight and relax visitors, compel them to tell others, and motivate repeat visits.

Create demand through excellent marketing of appropriate tourism sites and services, and cultural and recreational assets in Tompkins County.

Present this unique place by building on the special characteristics of its people, culture, history, geography, environment, economic activity, and institutions.

Improve and never harm the quality of life for local residents, businesses, and institutions. Tourism programs should enrich the lives of all who live here.

Improve economic climate through a vibrant tourism program that builds jobs, raises tax revenues, and helps make our county a great place to live, work, and invest.

Encourage development of strong programs and facilities to serve as the tourism "infrastructure" upon which future projects can be developed.

Tompkins County Tourism Aims

Community-Based Tourism = *Placemaking as Economic Development*

“The plan creates a basis for future action and investment on a community-based model of tourism development in which our attraction as a destination is the combination of unique experiences and offerings that also makes Tompkins County a great place to live, work, go to school, retire and grow a business.”

- [Tompkins County 2020 Strategic Tourism Plan](#)

Tompkins County Tourism Industry

- +/- 900,000 visitors
- \$174 million in visitor spending
- \$13 million local taxes generated
- \$537 per household tax benefit
- 3,431 direct & indirect jobs

- \$2+ million – Room Occupancy Tax

Categories Open for New Grants in Fall 2013

Click the links for grant guidelines

Tourism Marketing & Advertising - \$13,000

<http://www.tompkins-co.org/tourism/docs/2013/Fall-2013-TMA-Grant-Guidelines-Application-UNIFIED2.pdf>

New Tourism Initiatives - \$10,000

<http://www.tompkins-co.org/tourism/docs/2013/Fall-2013-NTI-TPG-Grant-Guidelines-Application-UNIFIED2.pdf>

Community Celebrations - \$5,000

http://www.tompkins-co.org/tourism/documents/fall_13applicCELEBR-GUIDELINES_application2.pdf

Tourism Projects - \$0

<http://www.tompkins-co.org/tourism/docs/2013/Fall-2013-NTI-TPG-Grant-Guidelines-Application-UNIFIED2.pdf>

Application Timeline

- Fall 2013 Schedule
 - Applications due 11am **Friday, September 20th**
 - Review by grant committee, STPB, EDC
 - Formal decision by Legislature in April
- ACOD and Tourism Capital Grant programs have different timelines
- Applications online: www.tompkins-co.org/tourism/

Submit one .pdf via email

Tourism Capital Grants

- Administrator:
Martha Armstrong, TCAD, marthaa@lightlink.com
- For major visitor-generating projects.
 - Feasibility studies of potential capital projects
 - Seed money or one-time investments in unique capital projects
 - Ongoing debt funding of building projects
- Projects must facilitate expanded tourism for at least five years

Arts and Culture Organizational Development Grants (ACOD)

Administrator:

John Spence, CAP, director@artspartner.org

- To ensure the vitality of our arts and cultural assets as important players in the county's successful tourism industry and local economy
- Multi-year commitment for strategic planning, strategy implementation, evaluation, capacity building
- Typically \$15,000-\$25,000 per year.
- For established local Arts organizations

Tourism Marketing & Advertising Grants

Technical support:

Bruce Stoff, I/TCCVB, bruce@visitithaca.com

Administrator:

Tom Knipe, Tompkins County Tourism Program

- Marketing and advertising support to generate out of County visits and overnight stays
- Message and delivery consistent with CVB strategy
- \$1,000 - \$5,000, 50/50 cash match
- Winter and mid-week activities encouraged

Tourism Project Grants and New Tourism Initiative Grants

Administrator:

Tom Knipe, Tompkins County Tourism Program

- Events / projects which generate out of town visits and overnight stays.
- Examples include public art acquisition, temporary or permanent exhibits or salary of notable talent.
- **Can be, but doesn't have to be, for an event.**
- \$1,000 - \$25,000, 2/3 match required
- 3 or fewer years old = New Tourism Initiative
More than 3 years old = Tourism Project
- Winter and mid-week activities encouraged

Tourism Projects (TPG), New Tourism Initiatives (NTI), Tourism Marketing & Advertising (TMA) Grants

- Events, exhibits, and tourism amenities with lasting value
- Strategic Tourism Plan Implementation
- 18x typical ROI
- Average 2012 Awards:
 - TMA: \$3,365 (1:1 match)
 - NTI: \$6,925 (2:1)
 - TPG: 7,900 (2:1)

ROI for Typical Tourism Grants

Grant	Tourism Grant Award	Attendees	Non-resident Attendees	Grant Expense per Attendee	Grant Expense per Non-resident Attendee*	Non-resident Per Trip Spending Multiplier	Spending by Non-residents	ROI: Visitor spending generated per grant dollar
Example Event A	\$2,250	780	234	\$2.88	\$9.62	\$185	\$43,290	\$19.24
Example Event B	\$5,750	1800	540	\$3.19	\$10.65	\$185	\$99,900	\$17.37
Example Festival A	\$13,000	4,000	1240	\$3.25	\$10.48	\$185	\$229,400	\$17.65
Example Festival B	\$12,000	4000	1200	\$3.00	\$10.00	\$185	\$222,000	\$18.50

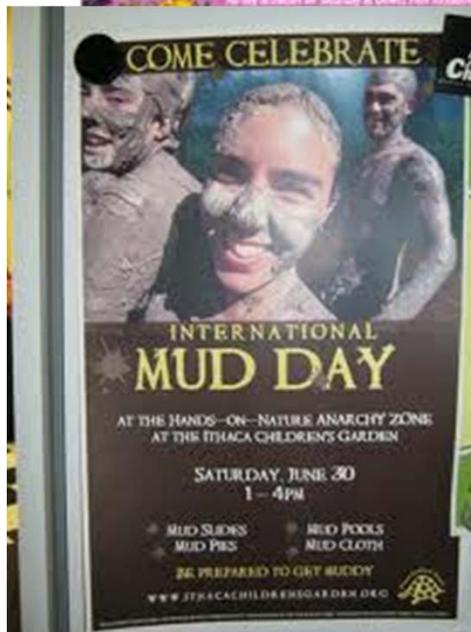
Source: Tom Knipe, drawn from 2012 grant reports

Soft ROI

Tourism Grant Investments Also Help Build Social Capital

- Local Leadership Capacity
- Vibrant Community & Sense of Place
- Strong Institutions
- Skills and Relationships to build the next great community-based tourism product

Community Celebrations



- Funded by property tax prior to 2002
- 31 Celebrations funded in 2012
- No explicit requirement to generate overnight stays
- Requests up to \$2,000, \$858 average award
- Dispersed through host municipality
- Administrator: Tom Knipe, TCPD/Tompkins County Tourism Program
- Technical Assistance: Carol Kammen, ckk6@cornell.edu

Match Requirements

50% cash match for Tourism Marketing and Advertising Grant

50% total budget (cash and in-kind) for Community Celebrations Celebrations

67% total budget for NTI/TPG (cash and in-kind).

In-kind = professional services, retail value of donated goods, not general volunteers

Beautification Grants

Administrator:

Dan Klein, Beautification Program/CCETC,
dek22@cornell.edu

- Public beautification projects in Tompkins County (outside of the City of Ithaca), by or with a municipality
- Gardens, plantings, signage, landscaping
- Typically \$2,000 or less, 50/50 match, rolling grant cycle

TOMPKINS FESTIVALS

A Resource for
Tompkins County
Event Planners



<http://tompkinsfestivals.com/>

“The Tompkins Festivals program is designed to assist tourism generating events in Tompkins County, New York, by providing technical assistance, equipment, and access to common information, so that events can thrive in the community.”

Festivals Program

Technical support:

Vicki Taylor, Downtown Ithaca Alliance,
vickit@downtownithaca.com

www.tompkinsfestivals.com

1. Tompkins County Event Planning Guide
2. Technical assistance for your event
3. Shared equipment
4. Event Planning Workshops – next one is Tuesday February 5th on grant writing.



Thank You Tourism Partners!

Fall 2013 application guidelines and forms available online:

www.tompkins-co.org/tourism/

Photo: 2012 Tourism Partner Award Recipients

Contacts

Tom Knipe, Tompkins County Planning Department/Tourism Program, tknipe@tompkins-co.org, 607-274-5560

Bruce Stoff, Ithaca/Tompkins County Convention and Visitors Bureau fred@visitithaca.com, 607-272-1313

Martha Armstrong, Tompkins County Area Development marthaa@lightlink.com, 607-273-0005

John Spence, Community Arts Partnership director@artspartner.org, 607-273-5072 x19

Carol Kammen, Tompkins County Historian ckk6@cornell.edu, 607-273-5298

Dan Klein, Beautification Program/Cornell Cooperative Extension dek22@cornell.edu, 607-272-2292 x123

Vicki Taylor, Festivals Program/Downtown Ithaca Alliance vickit@downtownithaca.com, 607-277-8679