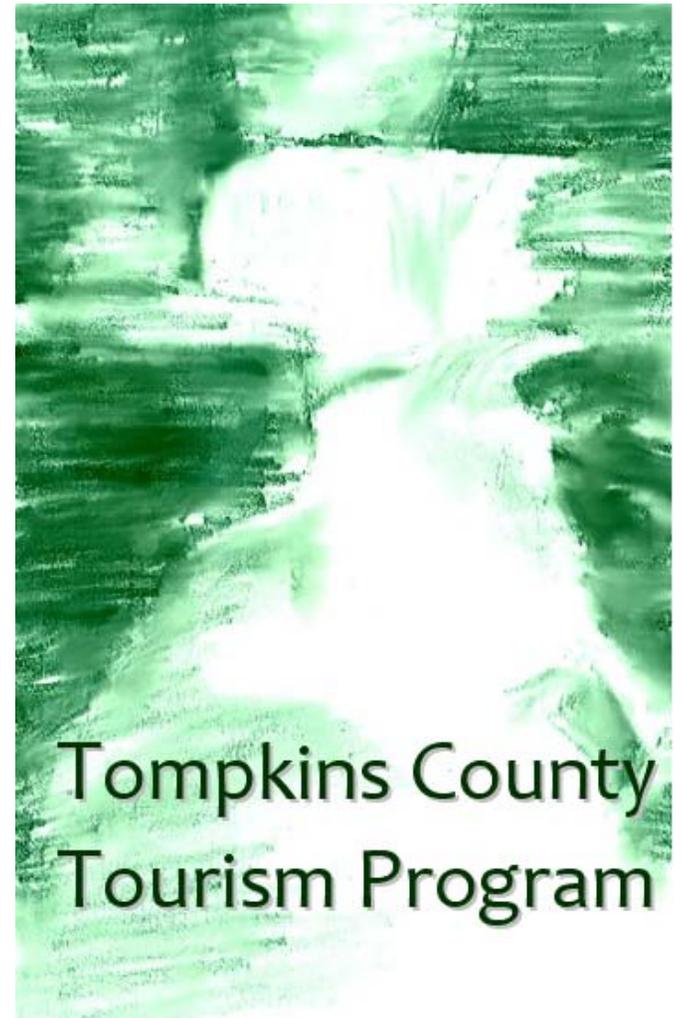


Spring 2012 Tourism Grant Workshop

January 24



Grant applications, guidelines and forms:

www.tompkins-co.org/ctyadmin/tourism/

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

Agenda

1. Overview of Tourism Program (Tom) - 3:10 start
2. Overview of Tourism Industry (Fred) - 3:15
3. Description of Tourism Grant Programs – 3:25
Capital (Martha), ACOD (Brett), Marketing & Advertising (Tom), New Tourism Initiatives (Tom), Tourism Projects (Tom), Beautification Grants (Tom), and Community Celebrations (Tom)
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
- ★ Tompkins County Strategic Tourism Plan
 - Align your project/grant application with Tompkins County's Strategic Tourism Plan
 - www.tompkins-co.org/ctyadmin/tourism/docs/plan.pdf

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.

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.

Tompkins County Tourism Aims

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

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

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.

Tompkins County Tourism Numbers

- ★ \$1.9 million – Room Occupancy Tax
- ★ +/- 900,000 visitors
- ★ \$157 million in visitor spending
- ★ \$20.6 million local & state taxes generated
- ★ \$537 per household benefit
- ★ 3,375 direct & indirect jobs

Categories Open for New Grants in 2012

Click the links for guidelines and applications

- ★ **Tourism Marketing & Advertising - \$50,700**

<http://www.tompkins-co.org/ctyadmin/tourism/docs/2012/12MarketingAdvApp-spring.doc>

- ★ **New Tourism Initiatives - \$62,000**

<http://www.tompkins-co.org/ctyadmin/tourism/docs/2012/2012%20Spring-NewInitiativesApplication.doc>

- ★ **Tourism Projects - \$62,000**

<http://www.tompkins-co.org/ctyadmin/tourism/docs/2012/2012%20SPRING%20projectgrantapp.doc>

- ★ **Community Celebrations - \$26,600**

<http://www.tompkins-co.org/ctyadmin/tourism/docs/2012/spring12applicCELEBR.doc>

- ★ **Tourism Capital Grants \$54,000**

<http://www.tompkins-co.org/ctyadmin/tourism/docs/TourismCapitalGrants.doc>

Application Timeline

- ★ Spring 2012
 - Applications due 4pm **Wednesday, 2/29/12**
 - Review by grant committee, STPB, PDEQ
 - Ideally, formal decision by Legislature in April
- ★ ACOD and Tourism Capital Grant programs have different timelines
- ★ Applications online: www.tompkins-co.org/ctyadmin/tourism/

.PDF submission strongly encouraged!

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:

Brett Bossard, 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:

Fred Bonn, I/TCCVB, fred@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's strategy
- ★ \$1,500 - \$5,000, 50/50 match
- ★ Winter and mid-week activities encouraged

Tourism Project Grants and New Tourism Initiative Grants

Administrator:

Tom Knipe, TCPD/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
- ★ \$5,000 - \$25,000, significant match required
- ★ Less than 3 years old = New Tourism Initiative
More than 3 years old = Tourism Project
- ★ Winter and mid-week activities encouraged

Community Celebrations

Technical Support: Carol Kammen, Tompkins County
Historian ckk6@cornell.edu

Administrator: Tom Knipe, TCPD/Tompkins County Tourism
Program

- Celebration: *“An event, program, or series of events endorsed by a municipality that is free and open to all, and is planned by community members as a benefit to the community. An observance, commemoration, jubilation, inauguration, presentation, or any other ‘red letter day’ or salute that has meaning for the community.”*
- Up to \$2,000. Funds dispersed through a host municipality.
- No requirement to generate overnight stays.

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

Festivals Program

Technical support:

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

1. Tompkins County Event Planning Guide
www.planittompkins.com
2. Technical assistance for your event
3. Shared equipment

Contacts

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

Fred Bonn, 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

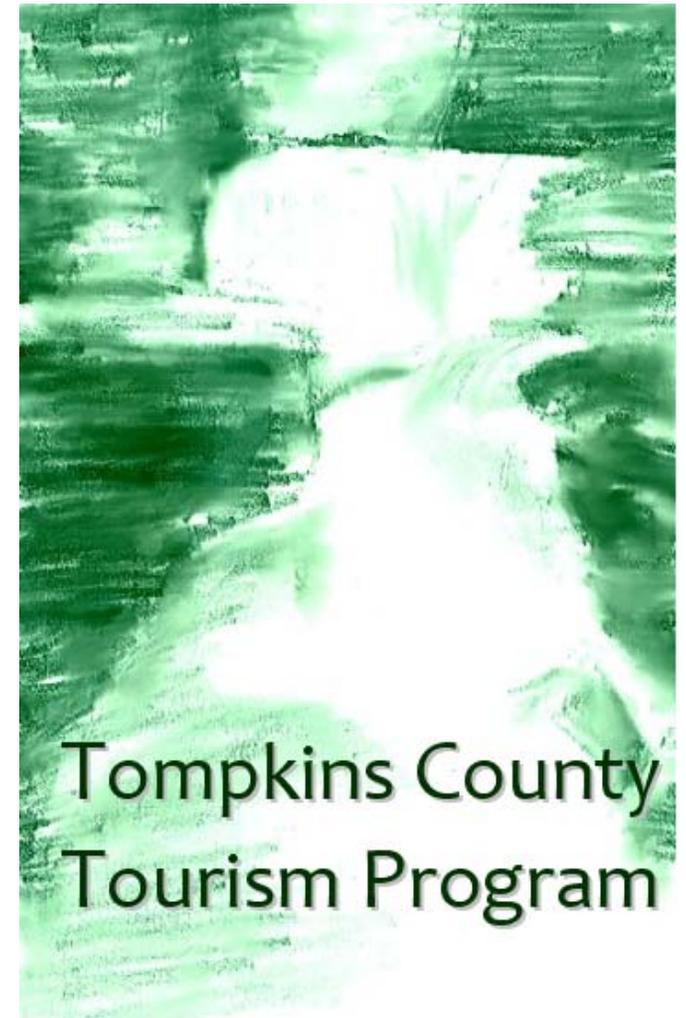
Brett Bossard, Community Arts Partnership director@artspartner.org, 607-273-5072 x19

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

Thanks!



Spring 2012 application guidelines and forms available
online: www.tompkins-co.org/ctyadmin/tourism/