



[Hikers at Lick Brook. Photograph by Kelly Makosch]

# TOMPKINS COUNTY OUTDOOR RECREATION TOURISM IMPLEMENTATION PLAN 2018

Adopted by the Tompkins County Strategic Tourism Planning Board on April 18, 2018

# LETTER

## FROM THE OUTDOOR RECREATION TOURISM TASK FORCE

Natural beauty. Accessible hiking and biking. Outstanding parks and natural areas. Cayuga Lake. Waterfalls and gorges. We're known for these. Indeed, the "Ithaca is Gorges" slogan, and our community at large, have received many outdoor recreation accolades because of our natural features. As a Tourism Board, a County Tourism Program, and a set of partner organizations, we have been working collectively over the past several years to build upon this strength to enhance outdoor recreation experiences by supporting initiatives such as the Cayuga Lake Blueway Trail, the Tompkins Priority Trails Strategy, the Cayuga Waterfront Trail, the Stewart Park Revitalization Plan, and several other trail and natural area enhancements.



[Two Cyclists. Photograph by Kristian Reynolds for Ithaca/Tompkins County Convention & Visitors Bureau]

Yet, we can do more to fully live up to the image of Tompkins County as an outstanding destination for experiencing outdoor recreation by identifying and then investing strategically in key priorities. By doing so, we stand to reap significant economic return through more visitation, longer stays, higher spending, and above all more inspiring experiences of the natural world right out the back door of elite global institutions of higher education and a vibrant downtown.

One of the unique challenges related to supporting outdoor recreation tourism compared to other local tourism sectors is that there is no partner organization or set of established groups that have the capacity to independently push forward an outdoor recreation tourism agenda. Contrast this with other tourism focus areas like the arts or downtown Ithaca, which do have these actors in place, partly thanks to long-standing investments by the Tourism Program. In addition, unlike a performance, event or gated attraction, all of which have straightforward methods for gaining a picture of return on investment, investment in outdoor recreation tourism requires an understanding that improving our outdoor recreation assets is a long-term strategy in the overall attraction of the community as a destination. A third unique aspect is that



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## FROM THE OUTDOOR RECREATION TOURISM TASK FORCE (CONT.)

owned parks, trails, and roads or a patchwork of public, quasi-public, or privately owned areas like the Finger Lakes Trail. This adds a challenge to advancing outdoor recreation tourism as a tailored approach that takes commitment over time, coordination, planning, and investment from a wide variety of sources is required to develop and improve these public assets as high-quality visitor-ready attractions.

In light of the above, a targeted approach for developing outdoor recreation is needed. In addition to identifying six key actions in the five activity areas prioritized by the plan—Water-Based Recreation, Hiking & Running, Bicycling, Kids in Nature, and Niche & Adventure—this plan proposes the establishment of new funding mechanisms specifically in support of outdoor recreation tourism by the Tompkins County Tourism Program. First, investing strategically in growing the organizational capacity of partners who can push forward the outdoor recreation tourism agenda is critical. Second, targeted investment in key physical outdoor recreation infrastructure will improve the experience and expand the overall draw to our area.

We are pleased to present this vision for outdoor recreation tourism to the community. Thank you to all the partners who contributed to the development of this plan, and we look forward to working with you on implementing it.

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Andrew Zepp, Chair, STPB Outdoor Recreation Tourism Task Force  
Thomas Knipe, Principal Planner & Tourism Program Director



[Hiker on Finger Lakes Trail through Shindagin Hollow State Forest. Photograph by Edie Jodz]

# EXECUTIVE SUMMARY

## GOAL:

The goal of this plan is to leverage our outstanding assets and address existing challenges to expand outdoor recreation and other tourism related activities to our outstanding natural amenities: Cayuga Lake, gorges and waterfalls, trails, parks, and natural areas.

## VISION:

We have the potential to become recognized as one of the truly premier outdoor recreation towns of the Eastern U.S., a place that is widely known as the #1 Outdoor Recreation Community in Central New York and the Finger Lakes.

## TOURISM PROGRAM INVESTMENT

This plan proposes two new structural changes to the Tompkins County Tourism Program investments, along with six other key actions which the Program will work to advance or support partners in advancing, as well as additional supportive actions categorized by five specific areas of opportunity: Water-Based Recreation, Hiking & Running, Bicycling, Kids in Nature, and Niche & Adventure Outdoor Recreation.



### ACTION FRAMEWORK:

2 New Structural Changes  
6 Key Actions  
26 Supportive Actions

Key Actions and Supportive Actions are listed under 5 thematic areas of opportunity:

- Water-Based
- Hiking & Running
- Bicycling
- Kids in Nature
- Niche & Adventure

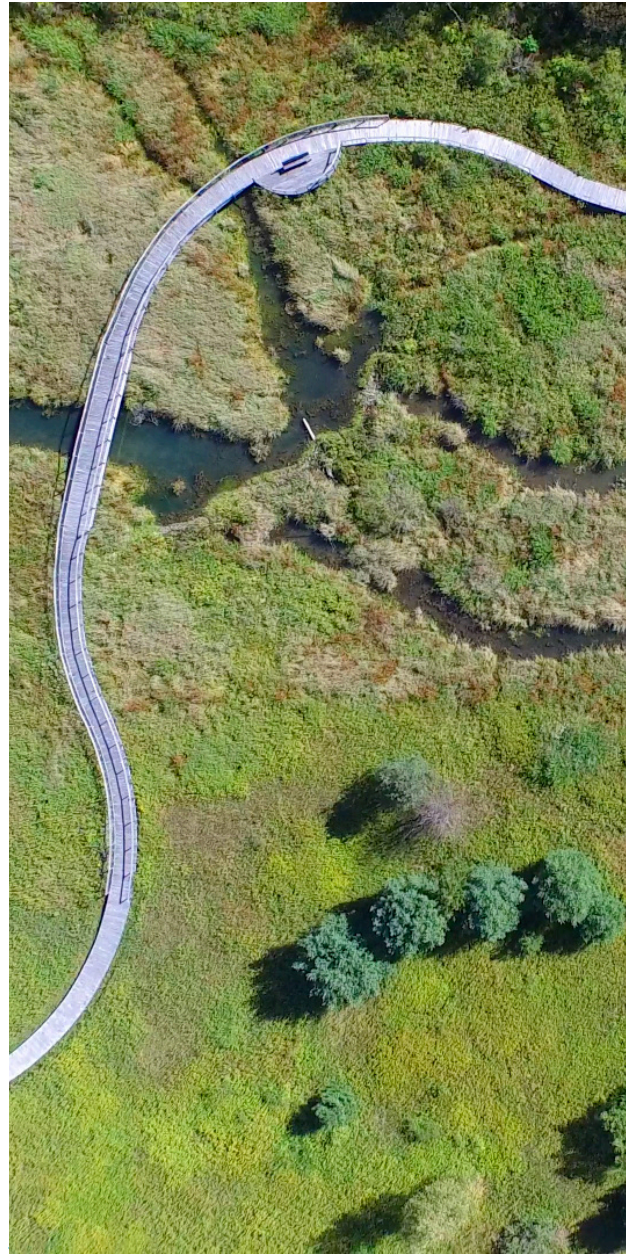
## TWO NEW STRUCTURAL CHANGES

### Outdoor Recreation Tourism Capacity Building Grants -

Establish a new grant fund using room tax dollars to grow the capacity of local organizations to advance outdoor recreation tourism development at key physical areas and critical outdoor recreation tourism infrastructure opportunity sites. Capacity support could include funding for staff resources to move outdoor recreation projects forward that are sorely lacking at this time.

### Outdoor Recreation Tourism Capital Reserve Fund -

Use room tax to either A) create a new County capital reserve fund for outdoor recreation tourism, B) expand the funding sources and eligibility criteria of the existing Capital Reserve Fund for Natural, Scenic, and Recreational Resource Protection to support outdoor recreation tourism infrastructure improvements, or C) increase support for the existing Tourism Capital Grant (TCG) program while modifying TCG grant guidelines to encourage more of these types of projects to come forward under that grant. Infrastructure support could include trail easement acquisitions, parking improvements, trailhead signage, and other such projects to develop and improve our outdoor recreation amenities. Further discussion by the Strategic Tourism Planning Board will help determine which of the options for increasing investment in physical outdoor recreation tourism infrastructure is the best fit.



[Roy H. Park Preserve. Photograph by Bill Hecht]



## SIX KEY ACTIONS

### Blueprint for Better Bicycling -

Improve street bicycle infrastructure in Ithaca's urban core to create safe, comfortable on-street connections between the downtown and waterfront, between multi-use trails, and between visitor attractions.

### Priority Trails Strategy<sup>1</sup> -

Support the expansion and enhancement of the Tompkins County network of multi-use trails.

### Cayuga Lake Blueway Trail<sup>2</sup> -

Actively develop and implement the water trail.

### Planning and Development for Enhanced Access to Public Lands and Waters -

Create clear plans for outdoor recreation-enhancing physical improvements in key underinvested areas, such as the Six Mile Creek Natural Area and Hammond Hill State Forest, among others. For important trail access points, identify a clear set of priority capital improvements involving trail enhancement and expansion, trailhead signage, mapping, interpretation, and parking.

### Kids in Nature Attractions & Organizations -

Partner and invest in attractions and organizations supporting kids in nature, such as Ithaca Children's Garden, Cayuga Nature Center, and others. Create synergies among participating stakeholders and support events that bring visitors to the County.

### Cayuga Lake Birding Trail -

Develop a Cayuga Lake Birding Trail with a dozen or more sites in proximity to Cayuga Lake with anchor sites at the Cornell Lab of Ornithology and Montezuma National Wildlife Refuge. Investments would include marketing and signage as well as an interactive website.

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**TOTAL NEW INVESTMENT = THE TWO NEW STRUCTURAL CHANGES RECOMMENDED IN THIS PLAN COULD BE FUNDED BY AN ALLOCATION OF \$100,000 TO \$150,000 FROM ROOM TAX MONIES. OTHER KEY ACTIONS COULD BE SUPPORTED BY EXISTING ROOM TAX-FUNDED TOURISM GRANT PROGRAMS, OUTSIDE GRANT FUNDS, AND PARTNERS.**



[Paddlers. Photograph by Kristian Reynolds for Ithaca/Tompkins County Convention & Visitors Bureau]

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<sup>1</sup> The Tompkins Priority Trails Strategy is accessible online at: <http://www.tompkinscountyny.gov/tourism/tourism/plan>

<sup>2</sup> The Cayuga Lake Blueway Trail Plan is available online at: <http://cayugablueway.weebly.com/>

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# OUTDOOR RECREATION ACCOLADES:



**BRONZE-LEVEL BICYCLE FRIENDLY COMMUNITY**  
- LEAGUE OF AMERICAN BICYCLISTS

**BEST SWIMMING SPOT IN NEW YORK STATE (ROBERT H. TREMAN STATE PARK)**  
- WEATHER.COM

**AMERICA'S FIVE BEST MOUNTAIN BIKING TOWNS**  
- BIKE MAGAZINE

**HEALTHIEST CITY IN NEW YORK STATE**  
- WALL STREET JOURNAL

**BEST RIVER TOWN - AMERICA (TOP 25)**  
- OUTSIDE MAGAZINE 2012

**#5 BEST PLACE TO LIVE**  
- OUTSIDE MAGAZINE READER POLL 2014

**ROAD RUNNERS CLUB OF AMERICA**  
- RUNNER FRIENDLY COMMUNITY 2017



**HEALTHIEST CITY IN  
NEW YORK STATE**  
- WALL STREET JOURNAL

[Trail running. Image by Genna Hartung for VisitIthaca on Instagram]

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# INTRODUCTION

The purpose of this plan is to identify steps we can take collectively as a community in the next several years to develop and promote Ithaca and Tompkins County as a premier regional destination for outdoor recreation.

The Strategic Tourism Planning Board (STPB) is charged by the Tompkins County Legislature with providing oversight and strategic direction for use of the County’s hotel room occupancy tax funds. In performance of its policy-making role for tourism, the STPB established a 2020 Strategic Plan for Tourism in 2012. Outdoor Recreation Tourism was highlighted as a focus area, and in early 2016 the STPB established the Outdoor Recreation Tourism Task Force and charged this group with coming up with a fine-grained set of strategies. Core Task Force members were Andrew Zepp, Ian Golden, Peggy Coleman, and Tom Knipe.

**OUR GOAL: “TO SUSTAINABLY EXPAND OUTDOOR RECREATION AND OTHER TOURISM RELATED TO OUR OUTSTANDING NATURAL AMENITIES: CAYUGA LAKE, GORGES AND WATERFALLS, TRAILS, PARKS, AND NATURAL AREAS.”**

The Task Force conducted several interviews with key stakeholders and extensive research to establish the scope and focus for this work. A focus group was convened in spring 2016 to perform a formal “Strengths Weaknesses Opportunities Threats” (SWOT) analysis exercise, and in January 2017 the Task Force hosted a workshop with more than 60 industry stakeholders at The Space @ Greenstar. The Task Force drew extensively from the collective wisdom coming out of this workshop as well as other research and industry knowledge to develop this plan, which sets the stage to significantly advance investment and action in support of outdoor recreation tourism in the next three to five years.

Notably, the scope of this plan does not include sports tourism, which has its own set of unique challenges, actors, and opportunities and therefore deserves separate treatment. In addition, the Task Force determined early on that while the area hosts excellent fishing, hunting, and camping opportunities, those opportunities would not be the focus of this plan because, simply, these activities, while a valuable part of the mix, do not represent a competitive advantage for our community relative to other nearby communities in Upstate New York and Northeast Pennsylvania.



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# CONTEXT FOR OUTDOOR RECREATION TOURISM IN TOMPKINS COUNTY

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Tourism is an important sector of our local economy, accounting for approximately \$200 million in economic activity and 3,500 jobs. It also greatly enhances our local quality of life by supporting the attractions and amenities that make this a great place to live, work, go to school, grow a business, and retire.

The Strategic Tourism Planning Board has identified outdoor recreation tourism as one of several key focus areas for tourism development between now and 2020. The Tompkins County 2020 Strategic Tourism Plan establishes the goal for this plan and also lists three “critical actions,” which are underway: 1) supporting the completion of priority multi-use trails and the Finger Lakes Trail, 2) implementing the Cayuga Lake Blueway Trail, and 3) supporting the Stewart Park Rehabilitation Action Plan.

The Tompkins County Tourism Program reinvests local hotel room occupancy tax funds in a variety of ways to support both product development and marketing. Annual room tax revenues topped \$2.75 million in 2017. In the past several years, the Program has supported many outdoor recreation tourism projects, including the Cayuga Waterfront Trail, Stewart Park, the Ithaca Children’s Garden, the Cayuga Lake Blueway Trail, IthacaTrails.org and GoFingerLakes.org websites, and a variety of outdoor recreation related events, including the Cayuga Lake SUP Cup and Cayuga Trails 50. A full list of outdoor recreation related investments between 2005 and 2017 totaling \$615,466 can be found in the appendix of this plan.

**OUTDOOR RECREATION TOURISM IS ALREADY THE SINGLE MOST IMPORTANT DRAW FOR VISITORS TO OUR AREA AFTER CORNELL AND ITHACA COLLEGE.**



[Cayuga Lake aerial. Photograph by Nico Johnson for Ithaca/Tompkins County Convention & Visitors Bureau]

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## AUDIENCE

According to the 2010 Tompkins County Visitor Profile Study report, 45% of leisure visitors ranked “Gorges and State Parks” as an important motivator for their trip to Tompkins County. This was by far the top ranked reason given by leisure visitors. In addition, 26% of leisure visitors ranked “Cayuga Lake” as an important reason for their visit. What this means is that outdoor recreation tourism is already the single most important draw for visitors to our area after Cornell and Ithaca College.

In contrast, support from the Tompkins County Tourism Program towards outdoor recreation tourism has not been commensurate with its top ranking as a motivator for visitation. A 2017 study<sup>3</sup> conducted by a graduate student in the Cornell Department of City and Regional Planning, in partnership with the Tourism Program, considered the nature of investments by the Program between 2004 and 2016. It found that among Established and Emerging Tourism Focus Areas (as defined in the 2020 Strategic Tourism Plan), Arts, Culture & Heritage Tourism saw the most investment, followed by Educational Tourism and Downtown Ithaca. All other Focus Areas saw substantially less investment, including Outdoor Recreation. Specifically, around 10% of all flexible investments outside of core tourism infrastructure investments like the Convention and Visitors Bureau were tied to Outdoor Recreation Tourism, while 64% of investments were linked to Arts & Culture, 41% to Downtown Ithaca, and 27% to Edutourism<sup>4</sup>.

### PERCENT OF TOURISM GRANT FUNDS INVESTED BY FOCUS AREA 2004-2016<sup>3,4</sup>

**64% - ARTS & CULTURE**

**41% - DOWNTOWN ITHACA**

**27% - EDUTOURISM**

**10% - OUTDOOR RECREATION**

**6% - AGRICULINARY**

Outdoor Recreation is big business and we gain by tapping more aggressively into this established audience and industry. Fifty-two percent of New York State residents engage in outdoor recreation activities every year. According to a recent Outdoor Industry Association (OIA) report, “The outdoor recreation economy in New York State generates 313,000 direct jobs, \$41.8 billion in consumer spending, \$14 billion in wages and salaries and \$3.6 billion in state and local tax revenue. Outdoor recreation is a powerful economic engine that contributes to businesses and healthy communities and is a vital and sustainable sector that relies on investing in and protecting our area’s public lands and waters.”<sup>5</sup> Outdoor Recreation further supports communities in achieving other important goals, especially health and quality of life.

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<sup>3</sup> Tompkins County Room Tax Investments, 2004-2016; a report prepared by Dylan Tuttle, Cornell Department of City and Regional Planning, for the STPB, Winter 2017.

<sup>4</sup> Inclusive of overlapping primarily, secondary and tertiary focus areas, hence the total figure adding to greater than 100%.

<sup>5</sup> OIA report 2017. Access online at: [https://outdoorindustry.org/wp-content/uploads/2017/04/OIA\\_RecEconomy\\_FINAL\\_Single.pdf](https://outdoorindustry.org/wp-content/uploads/2017/04/OIA_RecEconomy_FINAL_Single.pdf)

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## Outdoor Recreation's Many Community Benefits

“Studies demonstrate that, in addition to economic prosperity, outdoor recreation delivers personal and social benefits on which healthy, happy communities thrive. Investment in outdoor recreation may also help ease financial and social burdens.

Investments in outdoor recreation programming and infrastructure have also been shown to reduce crime rates, improve educational outcomes for elementary, secondary and post-secondary students, including attention and test scores, retention and high school graduation rates, lower long-term individual and public health care costs by reducing stress and obesity rates, improving physical fitness and strengthening social bonds with family and friends. Communities across the US recognize that outdoor recreation supports healthy communities, contributes to a high quality of life and—perhaps most importantly— attracts and sustains businesses and families”

- Outdoor Industry Association Report 2017



[Images from Ithaca Children's Garden]



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## AUDIENCE (CONT.)

While Tompkins County holds some limited potential to further develop adventure activities like ice climbing, kite-boarding, advanced whitewater kayaking, and backpacking, these activities have smaller overall market potential than activities like running, hiking, flatwater paddling, and bicycling. Moreover competitive destinations with stronger natural assets to support adventure activities, like Lake Placid, exist within New York State. Our competitive advantage therefore lies in developing outdoor recreation tourism around our existing land, water, and organizational assets to attract more families, visitors with discretionary income, and people coming for the experience of visiting Ithaca as a whole. The strongest strategic approach is to improve and develop new infrastructure that can be enjoyed by a broad audience of people interested in experiencing the outdoors as part of a larger trip. This fits with our overall strength as a destination with a lot of interesting things to do in a comfortable, distinct, attractive setting. To use the example of trails, more miles of trail and better trails will lead to more visitation and increased visitor spending over time.



[Image from Ithaca Children's Garden]

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## CHALLENGES

Set against outstanding assets and advantages to build upon for further developing outdoor recreation tourism are several important challenges.

### Declining water quality

Local water-based outdoor recreation and the overall image of the Finger Lakes as an attractive destination rely on clean water in our gorges and Cayuga Lake. Swimming areas at Taughannock Falls, Buttermilk Falls, and Robert Treman State Parks have all experienced closures due to the presence of e-coli and/or turbidity. In addition, the emergence of blue-green algae in Cayuga Lake as a vital threat to outdoor recreation tourism cannot be overstated.

[“It’s bad and it’s everywhere: Harmful algal blooms plague Owasco, Skaneateles, Cayuga lakes”](#)  
- Sept. 2017 [Auburnpub.com](#) headline

Addressing this threat will require a sustained commitment by a variety of actors over time. Governor Andrew M. Cuomo’s December 2017 announcement of a proposal to implement a \$65 million four-point initiative to aggressively combat harmful algal blooms in Upstate New York, including Cayuga Lake, is an encouraging development that local tourism groups should watch closely and look for opportunities to support.



[Cayuga Waterfront Trail.]

### Slow progress on multi-use trail development

As shown in the Tompkins Priority Trails Strategy, tremendous opportunities exist to expand and connect a multi-use trail network in Tompkins County. However, progress has been slow and has occurred in fits and starts. The Black Diamond Trail was first envisioned in the 1970s, and the 8-mile northern section between Cass Park and Taughannock Falls State Park finally opened in late 2016, more than 40 years later. The Cayuga Waterfront Trail in the City of Ithaca is now complete, more than a decade after work began. Plans to extend the South Hill Recreation Way have moved slowly due to bureaucratic and political complexity. After many years, the pedestrian bridge over Route 13 in southwest Ithaca is expected to connect to a trail in 2018.

Some of this is due to the inherent complexity of trail development, but with increased capacity and sustained effort, progress can advance more quickly, as recent successful efforts of the Dryden Rail Trail Task Force attest. This plan seeks to increase the capacity of local trail expansion and improvement efforts to support faster progress, which in turn will further assist partner agencies, including local governments, to advance these projects.

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### **Loss of Finger Lakes Trail access**

The Emerald Necklace, a 50,000-acre swath of public forest and open space across the southern portion of Tompkins County and adjacent counties—Schuyler, Seneca and Tioga—hosts a 78-mile section of the 563-mile Finger Lakes Trail. Only 40 percent of the trail is on publicly owned land and the remaining 60 percent is hosted by 58 private landowners. Development pressures and other factors have already displaced the trail from private lands onto the sides of roads for several miles in some sections, which degrades the hiking experience. In addition, limited parking and interpretive signs make access more challenging at some key state route crossings. Meanwhile, local and regional trail groups lack adequate capacity to keep up with and address these issues. Increased capacity for Finger Lakes Trail protection and trailhead development could help address these challenges.

### **Improvements Needed for Public Access to Open Space Lands and Waters**

Unlike City and State Parks, many of our local public lands have not benefited from significant investments in public access improvements. Examples include the Six Mile Creek and Ithaca Falls Natural Areas in the City of Ithaca; Hammond Hill State Forest, Shindagin Hollow State Forest, and Salt Point, managed by the New York State Department of Environmental Conservation (NYSDEC); and other municipal parks like Danby Town Park. Tremendous opportunities exist for enhancing outdoor recreation opportunities in these areas, particularly Six Mile Creek with its beautiful natural area and trail network so close to downtown Ithaca. A lack of safe, free swimming areas also constrain outdoor recreational opportunities in Tompkins County. To take advantage of such opportunities would require a renewed approach and increased capacity for planning and implementation.

### **Greater Institutional Capacity Needed to Advance Outdoor Recreation Tourism Initiatives**

Outdoor recreation tourism lacks the same level of clear organizational mission and dedicated staff to support tourism development. These aspects are inherent in other sectors. For example, arts and culture tourism has well established local not-for-profit organizations with missions and staff that include tourism and direct control over bricks-and-mortar physical attractions, like theatres and museums. In the case of outdoor recreation tourism, physical asset owners (such as the state and local governments) are less likely to have outdoor recreation tourism as a core element of their mission

### **Seasonality of Visitation**

Tourism is slower during the winter months in Tompkins County, compared to summer and certain fall and spring weekends. As such, the Tompkins County Tourism Program seeks opportunities to grow visitation in the winter. Many outdoor recreation activities that we seek to build upon through this plan are more likely to occur in warmer months. That said, many of the opportunities outlined in this plan to support hiking and running, such as improved visitor access on Hammond Hill, also support cross country skiing. Winter fat-tire bike riding on our growing network of multi-use trails has tremendous potential, and niche opportunities like ice climbing also provide a targeted means of growing winter outdoor recreation.



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## VISION

Our vision for the future development of outdoor recreation tourism is to expand and grow the quality of our existing natural assets in a way that fits with our community's overall mix of attractions, while also aspiring to become recognized as a premier outdoor recreation town of the Eastern U.S., a place that is widely known as the #1 "Outdoor Recreation Town" in Central NY and the Finger Lakes.

**WE HAVE THE POTENTIAL TO BECOME RECOGNIZED AS A PREMIER OUTDOOR RECREATION TOWN OF THE EASTERN U.S., A PLACE THAT IS WIDELY KNOWN AS THE #1 OUTDOOR RECREATION COMMUNITY IN CENTRAL NY AND THE FINGER LAKES.**

## ACTIONS

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This plan recommends that the Tompkins County Tourism Program and its partners commit resources and energy to advance two structural changes and six key actions to achieve our vision for outdoor recreation tourism. In addition, several "supportive actions" are identified which can be advanced as timing, willing partners, capacity, and opportunities allow.

The actions are listed under one key "Structural Support" category, along with five topical categories that were identified as priorities by the STPB Outdoor Recreation Tourism Task Force and stakeholders: Bicycling, Water-Based Recreation, Hiking & Running, Kids in Nature, and Niche & Adventure Outdoor Recreation.



[Cayuga Waterfront Trail. Photograph by Kristian Reynolds for Ithaca/Tompkins County Convention & Visitors Bureau]

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## STRUCTURAL SUPPORT FOR OUTDOOR RECREATION TOURISM

As the successful Tourism Program's Arts & Culture Organizational Development (ACOD) Grant program has done for increasing the capacity of local arts organizations to advance tourism goals, this plan recommends two significant new structural changes to the Tompkins County Tourism Program and several other possible supportive actions to increase the level of structural support to advance outdoor recreation tourism.

### TWO NEW STRUCTURAL CHANGES

The creation of two new targeted funding sources for outdoor recreation tourism will significantly increase our capacity to improve our County's natural outdoor recreation assets.

#### Outdoor Recreation Tourism Capacity Building Grants

Establish a new grant fund using room tax dollars to grow the capacity of local organizations to advance outdoor recreation tourism development at key physical areas and critical outdoor recreation tourism infrastructure opportunity sites.

Critical areas for investment as identified by this plan include Stewart Park and Cass Park, lands bordering Six Mile Creek, multi-use trails that are part of the Tompkins Priority Trails Strategy, the Finger Lakes Trail, the Ithaca Falls area, Cascadilla Gorge, State Forests, and public lake access sites.

This fund is proposed to be structured much like the existing ACOD Grant program – that is, as an organizational development and capacity-building fund which will serve to advance planning activities and provide other types of structural support, including staffing, to significantly push forward the development of key assets.

Initial pilot funding in 2018 to set up a program could be established through the Tourism Program's Strategic Tourism Implementation Fund, and in 2019 and beyond through the STPB's annual budgeting process. The STPB and Legislature would then respond to proposals from applicants to possibly include "friends" groups like the Friends of Stewart Park and Cayuga Trails Club, local governments like the City of Ithaca or Dryden Rail Trail Task Force, and not-for profit groups like the Finger Lakes Land Trust and Finger Lakes Trail Conference.

Initial proposed room tax investment: \$75,000 - \$100,000

#### Outdoor Recreation Tourism Capital Reserve Fund.

Use room tax to either

- A) create a new County capital reserve fund for outdoor recreation, or
- B) expand the funding sources and eligibility criteria of the existing Capital Reserve Fund for Natural, Scenic, and Recreational Resource Protection to support outdoor recreation tourism infrastructure improvements, or
- C) increase support for the existing Tourism Capital Grant (TCG) program while modifying TCG grant guidelines to encourage more of these types of projects to come forward under that grant.

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## STRUCTURAL CHANGES (CONT.)

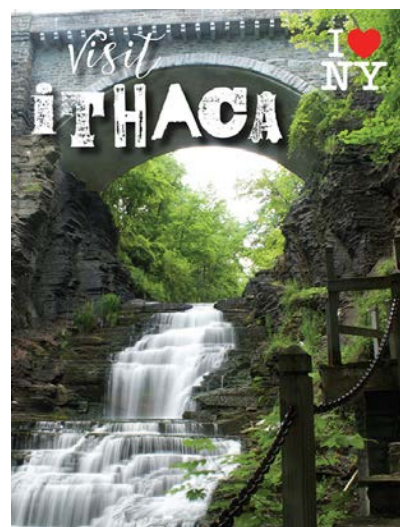
Although it has supported some investments in park and trail amenities, the existing Tourism Capital Grant program is primarily set up to consider proposals for bricks-and-mortar capital projects, not investments in outdoor recreation tourism. Meanwhile, the County has an existing program supported by the general fund to support investment in conservation projects, including trails and outdoor recreation tourism assets in certain specific areas, including the County's established Natural Features Focus Areas. In the past, this program has been used for recreational resources including: 1) supporting Finger Lakes Land Trust acquisition of the key conservation lands on and around the Cayuga Inlet in the Towns of Ithaca and Newfield, protecting a popular stretch of the Finger Lakes Trail, and providing protected buffers to the Black Diamond Trail and Cayuga Lake Scenic Byway, and 2) funding a recent grant to acquire a key parcel in the West Hill Wildway that includes a proposed trail that would extend from Robert Treman State Park to the northern end of the Town of Ithaca across West Hill. This program could be expanded by room tax. Yet a third option would be to create a new separate County capital reserve fund for outdoor recreation to be administered by the Tompkins County Tourism Program.

This plan is proposing to invest \$50,000 in room taxes to either create a new fund or modify and expand one of the two existing capital funds to increase targeted investment in outdoor recreation tourism infrastructure. Example project proposals could include: Finger Lakes Trail enhancement, protection, and/or access, Six Mile Creek access improvements, trail development to connect the Six Mile Creek Creekwalk in downtown Ithaca into Six Mile Creek Gorge, capital improvements to the Ithaca Falls area, priority multi-use trail access and enhancement, priority multi-use trail development, establishing new lake access on Cayuga Lake (e.g. Bells Station's 3,000 feet of natural lakeshore), implementation of physical improvements identified in current related plans (Priority Trails Strategy, Blueway Trail), or future plans.

To balance the competing demands of natural area conservation and outdoor recreation, it is essential that capital investments are only made when suitable maintenance and operational plans are presented.

Further discussion by the STPB will help determine which of the three options described above for increasing investment in physical outdoor recreation tourism infrastructure is the best fit.

Proposed room tax investment: \$50,000



[Cycle-CNY Group Ride; Ithaca/Tompkins County Convention & Visitors Bureau Travel Guide cover 2018]



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## SUPPORTIVE ACTIONS – STRUCTURAL SUPPORT

Other potential supportive actions for ‘structural support’ include the following:

| Action Title   | Action Description  | Lead Organization(s)                         |
|--|---|--|
| Incentivize Outdoor Rec Investments through Tourism Grant Programs | Modify Tompkins County Tourism Grant program guidelines to prioritize outdoor recreation tourism investments in a subset of elevated projects.  | Tompkins County Tourism Program <sup>6</sup> |
| Marketing Integration  | Annually update Outdoor Recreation promotional efforts through VisitIthaca.com based on new developments and products.  | CVB  |
| Outdoor Recreation Tourism Network                                 | Convene an outdoor recreation tourism network or task force to coordinate implementation of this plan and build partner and B2B relationships, leading to stronger plan implementation and cross-sector partnerships. | Tompkins County Tourism Program              |

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<sup>6</sup> Where listed as a lead organization, the “Tompkins County Tourism Program” means the combination of STPB, County Legislature, and Tourism Program Staff resources in the Tompkins County Department of Planning & Sustainability.

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# WATER-BASED RECREATION

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## CURRENT LANDSCAPE

Tompkins County is a land of lakes, creeks, and waterfalls. There are plentiful opportunities for water-based recreation such as cooling off in one of “America’s Best Swimming Holes” at Robert H. Treman State Park, renting a kayak from Taughannock Falls State Park, setting off on the Blueway Trail from Cass Park, paddleboarding from Myers Point, or taking in one of the City’s many waterfalls with family. Organizations providing support to water-oriented locals and visitors include Puddledockers, Cascadilla Boat Club, Paddle-N-More, Cornell’s Merrill Family Sailing Center, and several marinas. Cornell Outdoor Education, the Cayuga Outrigger Canoe Club, the Cornell Outing Club, Plastic Tides, SUP Cayuga, the Cayuga Lake Watershed Network, and Ithaca Dragonboat Club also host outings and events that regularly get people out on the water, and Tompkins County hosts two races that attract out of County participation: the Cayuga SUP Cup and the Finger Lakes International Dragonboat Festival.

Possible areas for improvement include expanding access for swimming in natural waterways, watershed protection to ensure high water quality, further development to support private-hire boating options, the creation of a local whitewater park, and expansion of slips for private and commercial use.

## CHALLENGES AND ASSETS

The Tompkins County Tourism Program and its partners will look for opportunities to address structural barriers related to water-based recreation where possible.

- a. Limited lake/shore access
- b. Lack of rental vendors for boating
- c. Lack of slips for bringing boats
- d. Water quality threats including plant growth and toxic algae

### Our Water-Based Recreation Tourism Assets

- Marinas and Parks with Access: Myers Point, Finger Lakes Marina, Ithaca Yacht Club, Alan H. Treman State Marine Park, Ithaca Boating Center, Taughannock Falls State Park, Merrill Family Sailing Center/ East Shore Park, Puddledockers, Paddle-N-More
- Water! Cayuga Lake, Six Mile Creek, Fall Creek
- The Cayuga Lake Scenic Byway organization is interested in partnering on the Blueway Trail.
- Robert H. Treman and Buttermilk Falls State Parks for publicly accessible swimming in natural gorges
- Taughannock Falls State Park and Myers Point Park (Lansing Town Park) for lake swimming
- Active local groups focused on water recreation

## KEY ACTION

**Cayuga Lake Blueway Trail** - Continued development and implementation of the water trail.

With its partners in Seneca and Cayuga Counties, the Tompkins County Planning and Sustainability Department has secured a \$100,000 grant from the Department of State Local Waterfront Revitalization Program, as well as local Tourism Capital Grant support and in-kind support, to implement the first phase of the Cayuga Lake Blueway Trail Plan, which was completed in 2013. The project aims to promote Cayuga Lake as a destination for paddling (kayaking, canoeing, and stand-up paddleboarding) and consists of several types of signage identifying launch sites from both the road and the water, as well as interpretive signage; physical improvements such as new docks and ramps designed for paddlecraft in Stewart and Cass Parks; and marketing including a new interactive website, a user map, and promotional collateral. The project will focus on establishing launches of water trail “trailheads” at 15 locations around the lake and also establish a partner program to encourage up to 30 additional private sites around the lake, such as restaurants or wineries with lake access, to join the trail program. A long-term management partnership is also being pursued with the Cayuga Lake Scenic Byway.

## SUPPORTIVE ACTIONS – WATER-BASED RECREATION

Other potential supportive actions include the following:

| Action Title  | Action Description  | Lead Organization(s)                       |
|---|---|--|
| Recruit partners to fill product gaps in water-based recreation | Boat-sharing and rental: Encourage local use of emergent peer-to-peer boat-sharing platforms - boatsetter, boatbound, getmyboat. Boat tours: work with local partners like the Floating Classroom to expand boat tours on Cayuga Lake. Kite-board rental. Aquabike rental. Transient slips: work with partners to address the lack of transient slips for short-term docking. Kayak livery service. | Tompkins County Tourism Program Staff      |
| Treman Marina Partnership                                       | Work with State Parks to establish an informational resource at Treman Marina such as a kiosk for educational information on water-based recreation opportunities, water access, boat rental opportunities, boat tours, etc.  | Tompkins County Tourism Program Staff, CVB |



## SUPPORTIVE ACTIONS – WATER-BASED RECREATION (CONT.)

| Action Title                                  | Action Description   | Lead Organization(s)  |
|---|--|---|
| Improve Water Access                          | Work with the City of Ithaca on an ongoing basis to improve water access through its Water Recreation Committee. Initiatives include adding seasonal boat storage racks in proximity to put-ins, discussions about swimming in natural water areas, exploring the possibility of a whitewater park, and establishing a paddling concession in the City with rentals and tours. | City of Ithaca,<br>Tompkins County<br>Tourism Program Staff   |
| Water-Based Recreation Events                 | Expand existing water-based recreation events such as paddling competitions and establish new events to improve tourism potential as well as support resource development.   | Private Event<br>Organizers                                   |
| Watershed Protection to Protect Water Quality | Engage in state funding and municipal and intermunicipal planning activities to protect and enhance water quality.   | Municipal Planning<br>Departments,<br>Water Resources Council |



[Paddle Against Pollution / Cayuga SUP Yoga, 2016]

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# HIKING AND RUNNING

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## CURRENT LANDSCAPE

With a multitude of City and State Parks, Forests, and nature preserves, some of which are highlights of the Finger Lakes, our combined natural areas and the trails they keep may serve as the largest tourism draws in the County. Much progress has been made in expanding recreational resources for locals and tourists alike by building on and developing assets such as the Finger Lakes Trail, Cayuga Waterfront Trail, Black Diamond Trail, and other emerging rail trails, as well as the launching of information resources such as [ithacatrails.org](http://ithacatrails.org) and [gofingerlakes.org](http://gofingerlakes.org). Additionally, groups such as the Cayuga Trails Club, Finger Lakes Land Trust, Finger Lakes Runners Club, the New York State Parks, and private vendors such as Finger Lakes Running Company, Eastern Mountain Sports, and Old Goat Gear are organizations providing support to locals and visitors alike interested in hiking and running. Combined, these efforts have led to Ithaca recently being awarded "Runner Friendly Community" status by the Road Runners Club of America.

Possible areas for improvement include re-routing of "on-road" sections of the Finger Lakes Trail to "off-road"; extension and connection of trails to create longer hiking/running options and to connect trails to areas with services; better maps, parking, and signage; project funding and ongoing maintenance of natural areas; and aligning involved entities and policy making.

### TESTIMONIAL

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**Mike Ostrand**  
Syracuse, NY | Age Range: (45-65)  
Reason for Visit: Camping at Taughannock Falls  
Taughannock Visitor Center

"Our family has been coming to Ithaca to enjoy the parks for years. We always make it a point to at least do a weekend away here with the family- hike the trails, check out the water falls... eat some good food! My dad used to take me here (Taughannock) as a kid every year, and I intend to do the same for my grandkids."



[Buttermilk Falls State Park. Photograph by Kristian Reynolds for Ithaca/Tompkins County Convention & Visitors Bureau]

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## CHALLENGES AND ASSETS

The Tompkins County Tourism Program and its partners will look for opportunities to address structural barriers and build upon assets related to hiking and running where possible.

Structural barriers/weaknesses

- Disconnected groups and networks
- Lack of maps/signage
- Inadequate parking/facilities
- On-road sections of Finger Lakes Trail

Our Hiking and Running Tourism Assets

- 3 State Parks within 5 miles of downtown
- 240 miles of public trails, including:
  - i. Finger Lakes Trail
  - ii. Many trails close to downtown, including Cascadilla Gorge, Fall Creek Gorge, Six Mile Creek watershed
  - iii. 100+ miles of additional trails on lands held by NYSDEC, Finger Lakes Land Trust, and Cornell
  - iv. Accessible and popular multi-use trails
  - v. Many trails that are also suitable for cross country skiing and snowshoeing in the winter
- IthacaTrails.org and GoFingerLakes.org promotional trails websites
- Several local running events and active local running and hiking communities

## KEY ACTION

### Planning and implementation of improvements for key underdeveloped areas

At existing but underdeveloped public and non-profit lands, work to identify a clear set of priority capital improvements including trail enhancement and expansion, trailhead signage, interpretation and parking. Work with the NYSDEC, City of Ithaca, other municipalities, not for profits, and/or friends groups to implement specific improvements in key underdeveloped areas. Underdeveloped areas may include Finger Lakes Trail trailheads, key trail access points in State Forests including Hammond Hill, Shindagin Hollow, and Danby State Forests, and Six Mile Creek gorge.

To protect the integrity of natural areas for hiking and running, tourism-focused investments in natural areas should only be made where funding for maintenance and operations is available. Project sponsors should clearly indicate how they intend to manage the additional impact of increased visitation to sites.

### TESTIMONIAL

Tory Valiano  
Cortland, NY | Age Range: (18-25)  
Reason for Visit: Hiking/State Parks  
Taughannock Visitor Center

“I come to Ithaca to hike and trail run often. There are so many trails to take advantage of, and the scenery never gets old. It’s not too far from Cortland either- which is a plus.”



## SUPPORTIVE ACTIONS - HIKING & RUNNING

Other potential supportive actions include the following:

| Action Title   | Action Description   | Lead Organization(s)   |
|--|--|--|
| Establish a formal “Trail Town” network for businesses and organizations | Explore the use of the Trail Towns Program’s proven assessment, network, and business development tools to link trails with local tourism and business development opportunities.  | Tompkins County Tourism Program Staff  |
| Take the Finger Lakes Trail to the next level                            | Provide direct financial support through the new capacity-building program proposed by this plan to trails group(s) to implement trailhead, signage, and access improvements and secure additional public lands needed to eliminate lengthy on-road sections to make the Tompkins County section of the Finger Lakes Trail regionally recognized as top-notch. | Cayuga Trails Club, Finger Lakes Trails Conference, Finger Lakes Land Trust  |
| Invest in the Completion of the Priority Trails Strategy                 | Complete expansion projects. Connect existing trails! Provide appropriate support through the capital program proposed by this plan.   | City of Ithaca, NYS Parks, Towns of Ithaca, Dryden, Ulysses, Danby, Caroline |
| Support Hiking Amenities   | Encourage supportive amenities for families, short hikes like additional services, interpretation, benches, overlooks, etc.  | Municipalities, Tompkins County Tourism Program Staff, NYSDEC, NYS Parks     |
| Enhance access to existing public lands                                  | Investment, access/parking, trails   | City of Ithaca, NYSDEC, municipalities, others                               |

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# BICYCLING

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## CURRENT LANDSCAPE

With miles of rolling wide-shouldered paved roads with beautiful vistas and enough available single-track trails in Shindagin Hollow and Hammond Hill State Forests and trail culture to have been named one of America's Top Mountain Biking destinations, Tompkins County has much to offer both road cyclists and mountain bikers. The recent completion of the Cayuga Waterfront Trail and northern section of the Black Diamond Trail between Cass Park and Taughannock Falls State Park significantly expands the opportunity to promote safe off-street trail biking experiences to families and casual cyclists. This will grow as rail trail extensions and connections are added, realizing the vision put forth in the Tompkins Priority Trails Strategy for a 51-mile interconnected network of multi-use paths.

Meanwhile, the City of Ithaca has made progress with on-street bike infrastructure, including establishing an initial bike boulevard network and on-street bike lanes on several key corridors. This was an important reason why Ithaca was named in November 2016 as a Bicycle Friendly Community for the first time by the League of American Bicyclists, at the Bronze Level. These efforts will be bolstered in 2018 by a new project being led by Bike Walk Tompkins to develop a "Blueprint for Better Bicycling" for Ithaca and Tompkins County. Additionally, several bike shops, two bike rental locations, active local clubs (both road and mountain bike oriented), and biking programs through the Cornell and Ithaca College campuses are available to serve locals and visitors alike. A new bike-sharing service was established in 2017 on the Cornell University campus, and a grant-funded pilot project will expand bike sharing to the larger community in 2018.

Areas for improvement include creating a complete bicycle infrastructure network through the Ithaca urban core, not yet fully realized connections and mileage of recreation ways to make them visitor draws, and limited capacity and funding to make mountain biking areas fully accessible and sustainable.



[Cycle-CNY Women's Clinic]

## TESTIMONIAL

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Joe Kilmer  
Tigard, Oregon | Age Range: 45-65  
Reason for Visit: Visiting Friend  
Taughannock Visitor Center

"The biking is just phenomenal. We've gone 30 miles today and been to three different state parks and seen 4 different waterfalls all from our bikes- now that's something special... and the Black Diamond Trail... what a gem!"

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## CHALLENGES AND ASSETS

The Tourism Program will look for opportunities to address structure barriers related to bike tourism where possible.

- a. Disconnected groups and networks
- b. Lack of maps/signage
- c. Inadequate parking/facilities
- d. Seasonal status

### Our Bicycle Tourism Assets

- Rolling hills with scenic vistas, quiet country roads, and State Highways with wide shoulders
- Several established rail trails
- Cayuga Lake Scenic Byway organization supports bicycle tourism
- A forthcoming Bike Share system expected to launch in April 2018
- Active local cycling groups focus on recreation (Finger Lakes Cycling Club), mountain biking (Cycle CNY), and transportation/advocacy (Bike Walk Tompkins)

## KEY ACTIONS

**Priority Trails Strategy** Support the expansion of the Tompkins County network of multi-use trails.

Tompkins County is on its way to having a truly outstanding network of off-street multi-use trails that are ideal for families, beginning bicyclists, and casual cyclists. Five additional sections are currently under various stages of planning and development: the City section and southern section of the Black Diamond Trail (BDT), which will eventually create a trail link between all four State Parks in Tompkins County; the Gateway Trail, which will connect Buttermilk Falls State Park and the BDT to the South Hill Recreation Way; an extension of the South Hill Recreation Way to Brooktondale and the Dryden Trail, which envisions linking up the Jim Schug Trail with the East Hill Recreation Way through Dryden, Freeville, Etna, and Varna. (The Tompkins Priority Trails Strategy was written by Tourism Program staff and adopted by the STPB in 2014.)

**Blueprint for Better Bicycling** Improve on-street street bicycle infrastructure in Ithaca's urban core.

Work with the City and Town of Ithaca and Bike Walk Tompkins to create and implement a shared vision for infrastructure improvements in the urban core to make cycling comfortable and accessible for all types of visitors. As we build and expand the County's multi-use trails network — a key asset to continue supporting and leveraging — the most impactful way to grow our reputation as a bicycle-friendly community and expand bike-related tourism is to make it so that people of all cycling abilities, including casual cyclists and families, feel comfortable and safe riding on city streets through the urban core they navigate between the trails, downtown hotels and restaurants, and other attractions and destinations.



## SUPPORTIVE ACTIONS - BICYCLING

Other potential supportive actions include the following:

| Action Title  | Action Description  | Lead Organization(s)            |
|---|---|---------------------------------|
| Local Bicycle Friendly Business Program                 | Work with New York Bicycling Coalition (NYBC), League of American Bicyclists, Parks and Trail NY, Tompkins County Chamber of Commerce, and local groups to promote the expansion of bicycle-friendly business practices through training and a recognition program.   | Tompkins County Tourism Program |
| Finger Lakes Cycling Promotion                          | Work with partners in the region to promote bicycling in the Finger Lakes (with ride routes, maps, itineraries, resources, events, guided tour options, etc.)   | Finger Lakes Cycling Club       |
| Adventure Cycling Route                                 | Work with NYBC and Adventure Cycling to establish an official Adventure Cycling route through Ithaca and the Finger Lakes.  | New York Bicycling Coalition    |
| New Mountain Biking Trails                              | Work with Cycle CNY to develop new trails in areas of the County outside of the established trail systems in Shindagin Hollow and Hammond Hill. Develop a "Blueprint to enhance mountain/trail infrastructure." Consider developing a "youth" or "beginner area" for mountain biking development for kids, elders, newbies preferably close to downtown Ithaca. | Cycle CNY                       |
| Partner with Bike Tour Companies with Concierge Support | Partner with Bike Tour companies to support the development of Ithaca and Finger Lakes guided tour packages   | CVB Group Sales                 |
| Support the Establishment of new Bicycle Events         | Mt. Bike Series, Downtown Criterium race, Single Day road ride, Winter 'Fat Bike' rides, etc  | Private Event Organizers        |

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# KIDS IN NATURE

## CURRENT LANDSCAPE

Tompkins County is a place with so many child-supportive organizations and so many accessible and safe parks, natural areas, open space, and outdoor family-friendly events, that kids need not suffer from childhood “nature-deficit disorder.” Local groups like the Ithaca Children’s Garden, Cayuga Nature Center, YMCA, Primitive Pursuits, Cornell Botanic Gardens, Cornell Lab of Ornithology, Ithaca Youth Bureau 4-H, and many others provide myriad rich opportunities for kids to experience and learn about the natural environment of the Finger Lakes region. Further leveraging our child-friendly reputation is Just Play Ithaca! the first on-the-ground model of the Just Play Project. ... Founded in 2017, the Just Play Project works to develop people, places, and policies for child-directed play. Ithaca is also home to one of the few United States Adventure Playgrounds: the Hands-On Nature Anarchy Zone at the Ithaca Children’s Garden.

## KEY ACTIONS

### Provide Investments in Attractions and Organizations Supporting Kids in Nature

Through its existing grant programs, the Tompkins County Tourism Program has funded a number of investments in the Ithaca Children’s Garden, Cayuga Nature Center, and other projects supporting kids in nature. There is tremendous value in continuing to support these initiatives to grow the ability of these organizations to attract visiting families and provide them with unforgettable experiences in and learning about nature.



[Family recreation. Photographs by Kristian Reynolds for Ithaca/Tompkins County Convention & Visitors Bureau]

## SUPPORTIVE ACTIONS - KIDS IN NATURE

Other potential supportive actions include the following:

| Action Title  | Action Description   | Lead Organization(s)                 |
|---|--|--------------------------------------|
| Stake the claim as the United States' #1 community for Kids in Nature | Support a PR effort to claim the title in national news media of Ithaca and Tompkins County as the nation's best community for Kids in Nature.   | CVB, Tompkins County Tourism Program |
| Integrate Discovery Trail programs                                    | Continue to develop Discovery Trail programming and events that span across all trail sites  | Discovery Trail                      |
| Create "nature play spots"  | At a variety of places (e.g. nature centers, schools, parks, trailheads, etc.), create a "map of nature play"  | Just Play Project                    |
| Support/cultivate child in nature-related events                      | Using Mud Day, Fire & Ice, Migration Celebration, Botanical Garden, Play Symposium, Kid's/Judy's Day as just a few existing examples, grow existing and add new child in nature related events | Event Organizers                     |



[Images from Ithaca Children's Garden]

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# NICHE & ADVENTURE OUTDOOR RECREATION TOURISM

## CURRENT LANDSCAPE

Located within the Atlantic Flyway, Tompkins County sits on a key migratory route for North American birds. Cayuga Lake hosts the largest population of osprey in the Finger Lakes region, with over 50 nesting pairs identified in recent years. With the world-renowned Cornell Lab of Ornithology and very active local groups, including the Cayuga Bird Club, Tompkins County is a destination as well as a launching point for a region prolific in birding opportunities, including the Montezuma National Wildlife Refuge on the northern end of Cayuga Lake.

In regards to other Niche & Adventure tourism offerings, Tompkins County hosts gorges with winter icefalls that are readily accessible from the urban core and could be opened for seasonal ice climbing and spring flows that local whitewater kayaking enthusiasts love to paddle. Several enthusiast communities exist that could tap into these recreation offerings such as the Cayuga Windsurfing Club. There may be significant public relations value in pursuing development of some of these as opportunities and willing partners may surface, and anything we can do to grow tourism in the coldest months of the year is good. However, it is unlikely that outdoor adventure activities locally will grow into major visitor draws like they have in some other areas. For instance, inconsistent winds on Cayuga Lake make it challenging for novice kiteboarders. Said another way, while some people enjoy these activities here, Ithaca is unlikely to become another Ouray, Colorado, for ice climbing, or Hood River, Oregon, for kiteboarding, nor does it want to be.



[Renwick Information Panel]

## KEY ACTION

### Cayuga Lake Birding Trail

Work with the Cayuga Lake Scenic Byway, Cornell Lab of Ornithology, New York Audubon Society, Montezuma National Wildlife Visitors Center, Cayuga Bird Club, Cayuga and Seneca Counties, and other organizations to develop a new Cayuga Lake Birding Trail to include marketing and signage and an interactive website. Coordinate signage with the Cayuga Lake Blueway Trail Project. Respond to tourism grant proposals and other opportunities for Birding Trail investment that may come forward.



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## SUPPORTIVE ACTIONS - NICHE & ADVENTURE

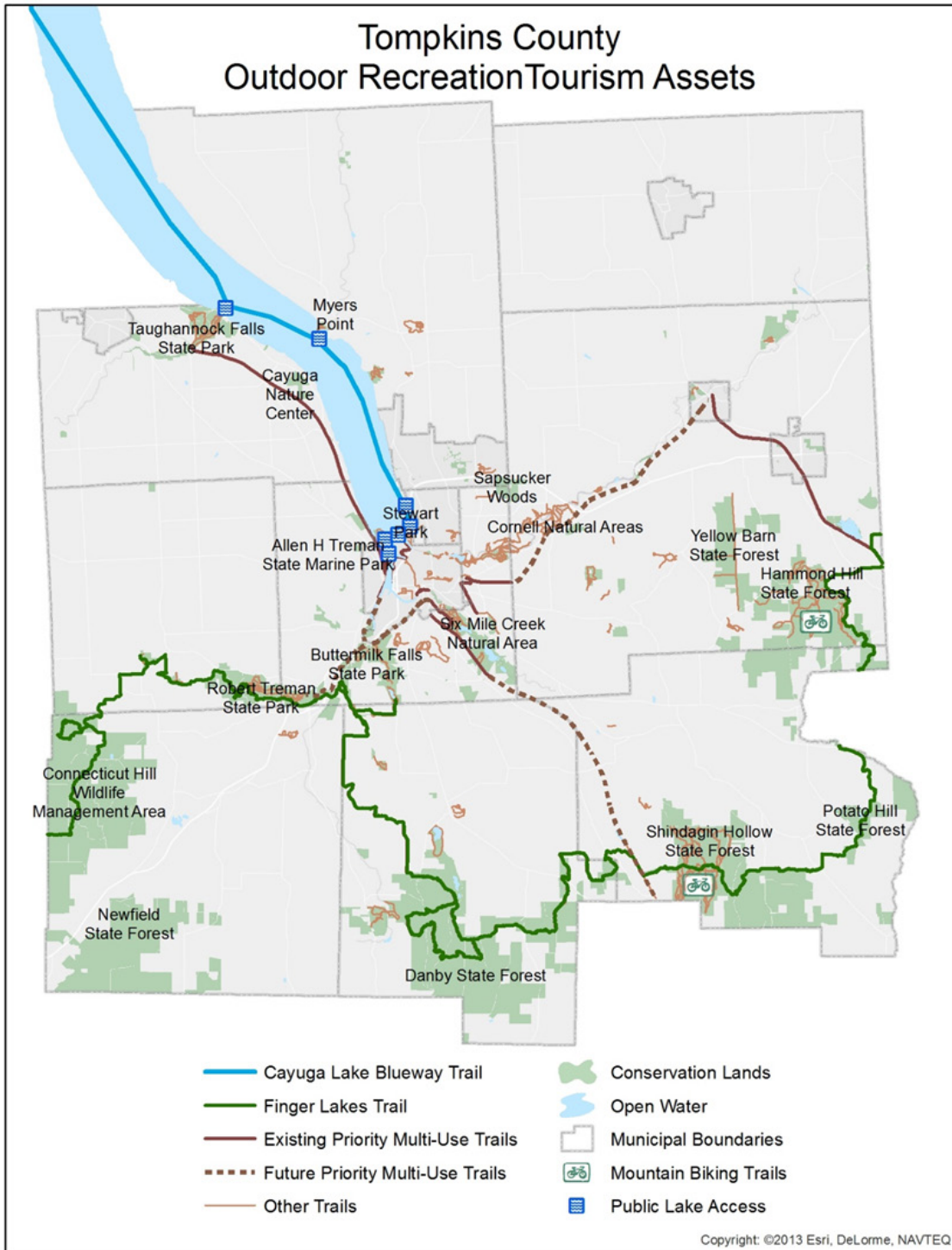
Other potential supportive actions include the following:

| Action Title                      | Action Description   | Lead Organization(s) |
|-----------------------------------|--|----------------------|
| Healing Arts promotional campaign | Partner with local businesses (Firelight, Body Mind Restoration, Yoga Farm, etc.) on continuing to amplify Ithaca's already prominent status as a "healing retreat location in upstate NY" | Business Groups      |
| Ice climbing                      | Complete the Ice Climbing Feasibility study and work to implement in partnership with State Parks and City of Ithaca. Open initially in Buttermilk and Robert Treman.                      | NYS Parks            |

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### Appendix

- A. Map – Tompkins County Outdoor Recreation Tourism Assets
- B. Tompkins County Outdoor Recreation Related Tourism Grant Investments
- C. SWOT Analysis Results
- D. Stakeholder Workshop Summary of Feedback



## Appendix B

### Tompkins County Outdoor Recreation Related Tourism Grant Investments 2005-2017

| Year(s)   | Recipient                             | Use/Project                                     | # of Grants | Amount           |
|-----------|---------------------------------------|---|-------------|------------------|
| 2006      | Tompkins County Chamber Foundation    | Hike and Bike Brochure & Digital Map            | 1           | \$ 2,750         |
| 2010      | Floating Classroom                    | Floating Classroom Tourism Related Projects     | 3           | \$ 11,500        |
| 2012      | Cayuga Lake Scenic Byway              | Cayuga Lake Scenic Byway Geocache Trail         | 1           | \$ 2,000         |
| 2014      | Natural Heritage Trust                | Ice Climbing Tourism Development                | 1           | \$ 13,800        |
| 2015      | City of Ithaca                        | Lake Street Public Park Enhancement Project     | 1           | \$ 20,000        |
| 2015      | Finger Lakes Land Trust               | Gofingerlakes.org Website                       | 1           | \$ 6,000         |
| 2015      | Town of Ulysses                       | IthacaTrails.org Website                        | 1           | \$ 14,500        |
| 2017      | Finger Lakes Land Trust               | Lick Brook Trail Enhancements                   | 1           | \$ 10,000        |
| 2017      | Paleontological Research Institution  | Smith Woods Enhancements                        | 1           | \$ 5,000         |
| 2005-2012 | Tompkins County Chamber Foundation    | Cayuga Waterfront Trail Enhancements            | 3           | \$ 29,000        |
| 2005-2014 | Ithaca Triathlon Club                 | Cayuga Lake Triathlon                           | 9           | \$ 29,045        |
| 2008-2016 | Friends of Stewart Park               | Various Stewart Park Studies and Improvements   | 6           | \$155,500        |
| 2009-2017 | Ithaca Children's Garden              | Various Children's Garden Improvements          | 6           | \$ 61,350        |
| 2012-2013 | Finger Lakes Land Trust               | Roy H. Park Preserve Access Enhancement Project | 1           | \$ 20,000        |
| 2012-2016 | Cayuga Lake Watershed Network         | Can You Canoe Cayuga? Paddling Event            | 7           | \$ 15,200        |
| 2013-2014 | The History Center in Tompkins County | Cayuga Trails 50 Trail Running Race             | 4           | \$ 29,700        |
| 2014-2016 | Cayuga Lake Watershed Network         | Cayuga Lake SUP Cup                             | 6           | \$ 13,324        |
| 2015-2016 | Tompkins County Planning Department   | Cayuga Lake Blueway Trail                       | 2           | \$ 43,480        |
| 2015-2017 | Ithaca Youth Bureau                   | Ithaca Bike Rental                              | 5           | \$ 22,000        |
| 2015-2016 | Social Ventures - Dragon Boat         | Finger Lakes International Dragon Boat Festival | 11          | \$105,317        |
| 2016-2017 | Cornell Cooperative Extension of TC   | Regional Marketing for Primitive Pursuits Camp  | 2           | \$ 6,000         |
|           |                                       | <b>Totals 2005-2017</b>                         | <b>73</b>   | <b>\$615,466</b> |