

Tompkins County Strategic Tourism Planning Board

Wednesday, January 16, 2019; 12:00pm – 12:35pm

La Tourelle, 1150 Danby Road (96B), Ithaca, NY

AGENDA	Start
1. STPB Meeting Minutes	12:00
• ACTION – Approve December Meeting Minutes	
2. Privilege of the Floor	
• Limit of 3 minutes per person for members of the public to address the board	
3. 2019 Officer Election – STPB Nominating Committee	12:05
4. Membership & Bylaws Committee	12:10
• ACTION – Nomination of Scott Wiggins as At-Large Representative to STPB	
• ACTION – Nomination of Doug Levine as Arts & Culture Representative to STPB	
5. Chair’s Report – Kelli Cartmill	12:15
6. Staff Report & Room Tax, Q4 2018 Report – Nick Helmholdt	12:20
7. CVB Monthly Report – Peggy Coleman	12:25
8. Arts & Culture Committee – Baruch Whitehead	12:30
• Report on recent activity	
9. Adjournment	12:35

Agenda Packet

1. December 2018 draft STPB meeting minutes
2. CVB Monthly Report
3. Guidance on 2020 Tourism Program Budget
4. Q4 2018 Room Tax Report



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 – December 19, 2018**

1 **Date:** Dec. 19, 2018
 2 **Time:** 3:00-4:30pm
 3 **Location:** Tompkins County CVB/Chamber of Commerce, Ithaca, NY 14850
 4
 5

Attendees:

Name	✓	Representation	Name	✓	Representation
David Blake	P	At-Large	Martha Armstrong	A	TCAD, Non-Voting
Brett Bossard	P	Arts-Culture	Peggy Coleman	P	Chamber, Non-Voting
Kelli Cartmill	P	Lodging	Gary Ferguson	P	DIA, Non-Voting
Josh Friedman	P	Arts-Culture	Anna Kelles	A	TC Legislature, Non-Voting
Steve Hugo	P	At-Large	Dwight Mengel	A	Transportation, Non-Voting
Ken Jupiter	E	At-Large	John Spence	P	CAP, Non-Voting
Anne Kellerman	P	At-Large	Jennifer Tavares	P	Chamber, Non-Voting
Doug Levine	P	Arts-Culture	Ethan Ash	A	Associate Member
Mike Mellor	P	At-Large	Jim Brophy	A	Associate Member
Cara Nichols	P	Ithaca College	Erica Frenay	E	Associate Member
Stephen Nunley	P	At-Large	Carol Kammen	A	Associate Member
Barbara Romano	P	Cornell University	Jon Reis	P	Associate Member
Monika Roth	P	Agriculture	Nick Helmholdt	P	Staff
Sue Stafford	P	TC3	Kristin McCarthy	P	Staff
Katie Kutz	P	Lodging			
Baruch Whitehead	P	Arts-Culture			
Scott Wiggins	A	At-Large			
Andy Zepp	E	Recreation			

7 **Guests:** Ronda Roaring

8 **Opening Remarks/Changes to the Agenda**

9 **Approval of the Oct. 17, 2018 STPB Meeting Minutes**

10 **Action:** David Blake moved approval of the October 2018 minutes. Brett Bossard seconded.
 11 Motion carried.

12 **Privilege of the Floor** – None

13 **Chair’s Report – Kelli Cartmill**

14
 15 Kelli welcomed everyone and thanked departing members for their service to STPB.
 16

17 **Staff Report – Nick Helmholdt**

18
 19 A board retreat is tentatively scheduled for Wednesday, Jan. 16, 12-5 pm. Details to follow.
 20 Nick pointed members to the Summary of Critical Actions drafted by the 2020 Strategic Tourism
 21 Plan Steering Committee, and reminded everyone to take the Member Survey.
 22

23 **CVB Monthly Report – Peggy Coleman**

24
 25 Peggy shared highlights from the December report, which can be found in the December STPB
 26 meeting agenda packet.
 27

28 **Formation of Nominating Committee**

29
 30 Cara Nichols, Stephen Nunley, and Sue Stafford volunteered to serve on the 2019 Nominating
 31 Committee.
 32

**Tompkins County Strategic Tourism Planning Board (STPB)
Draft Meeting Minutes – December 19, 2018**

33 **Membership & Bylaws Committee Update – David Blake**

34

35 David share the committee's recommendations for 2019 membership with the board.

36

37 **Action:** David Blake moved, and Josh Friedman seconded, the recommendation of the following
38 candidates for STPB membership: Rick Manning (At-Large), Connie Kan (At-Large), Todd Parlato
39 (At-Large), and Laura Winter Falk (At-Large). Motion carried.

40

41 The committee recommends Wylie Schwartz and Michael Miller for associate membership and will
42 share their post-interview thoughts, as well as the candidates' applications, with Kelli for her
43 review. [The STPB chair appoints associate members.]

44

45 **Planning & Evaluation Committee Update – Kelli Cartmill**

46

47 No current report but January retreat should yield topics for this committee to explore.

48

49 **Conference Center Working Group Update – Gary Ferguson**

50

51 Ithaca Urban Renewal Agency selected the Vecino Group as the preferred developer for the
52 Green Street Garage project. Vecino would develop two-thirds of the site; however, the remaining
53 one-third of the property, which sits closest to the Marriott, is owned by local developer Jeff
54 Rimland. No shovels would hit the ground most likely until 2020. Conference Center Working
55 Group continues to monitor progress. Gary will report back within the next couple of months.

56

57 **Member Announcements**

58

- 59 • First-year Ithaca College students move in August 20th, and have one week of orientation.
- 60 • The Agriculinary Tourism Task Force will host a Farm to Table workshop at Hotel Ithaca on
61 March 5th. The program is scheduled to go out by mid-January.
- 62 • Gary and Peggy met with TCAT representatives to discuss possibility of a downtown
63 circulator bus to promote use of local public transportation among tourists.
- 64 • Ronda Roaring, who arrived to meeting after Privilege of the Floor, shared that Keith Urban
65 was announced as the headliner of the 2019 Dick's Sporting Goods Open in Endicott next
66 summer. She encouraged CVB staff to take advantage of this event to drive tourism in
67 Tompkins County.
- 68 • Members shared information about various events happening in the community.

69

70 Chair Kelli Cartmill adjourned the meeting at 4:45 p.m.



January 2019 - CVB Report to the Board

Market NY Grant Awarded - 2019 will be all about cider, thanks to the \$123,500 grant award announced in December. Kendall has begun to research and outreach to cider makers and other partners key partners like the NY Cider Association, CCE, DIA and others to work with to implement the grant work plan to put Tompkins County on the map as the #1 Cider producer in NYS!

Marketing:

Instagram Leads the Way - Instagram continues to be a significant platform for travel inspiration, especially among women 25-44. The biggest social media growth for our destination was through Instagram, with followers up 44% in 2018 from 2017. With real follower growth, we’re seeing engagement go up too. The top post in 2017 had 643 engagements, while in 2018 there were 11 posts had more engagement. Impressions have grown as well. The top post in 2017 had 4422 impressions, while in 2018 more than 70 posts had more impressions.

The New Year’s Eve Events page received 2274 pageviews, up from 669 in 2017.

	Dec	YTD	% change YOY
Website VisitIthaca.com			
Unique Users 2018	23,020	404,437	+9
Unique Users 2017	19,434	389,850	
Sessions 2018	28,644	509,275	+8
Sessions 2017	23,488	493,505	
stories.visitithaca.com			
Unique Pageviews 2018	767	5205	+175
Unique Pageviews 2017	600	1887	

Advertising –

Winter Recess marketing kicked off with sponsorship of the new Legends and Legacies Film Series at Cinemopolis created by NewsTalk WCHU. A coop radio opportunity for partners participating in Winter Recess, giving them the opportunity to advertise their deal across stations. Winter Recess is also being promoted in a banner ad on the home page of the FingerLakes.org website throughout the month of January.

The winter radio advertising with the Philly and Northern NJ NPR station, WXPB, runs through the end of January, and is support through targeted paid Facebook advertising in those markets.

We held a very successful packaging workshop in early December to bring partners together to network and to create product around the winter promotional campaigns. New connections were made, and it was a great opportunity to remind partners to think ahead and to create product for seasonal initiatives in advance.

Agriculinary Tourism –

Planning continues for the Agriculinary Tourism Conference to be held **Tuesday, March 5th at The Hotel Ithaca**. Registration will be managed through ChamberMaster and online registration will launch in the next couple of weeks. The goal of the conference is to provide farmers, producers, and food service providers a way to connect with each other as well as ideas to help grow their businesses.

A new agritourism e-blast has been created for to establish regularly scheduled outreach to agritourism partners across the county, along with a backend website page to make microgrant information and other relevant information more easily accessible to partners.

All the microgrants from 2018 were finalized with checks mailed to grant recipients. Microgrant documentation was updated and initial information about the 2019 grant opportunities is now being circulated with some initial interest being generated.

PR & Communications - Media coverage of Tompkins County tourism partners in December 2018 extended our message to over 800,000 unique visitors:

- **Best Products (647.3k unique monthly visitors)** included the Finger Lakes as one of the most affordable weekend getaways to book. The writer, whom we hosted when she used to write for AAA, mentions winery hopping along Cayuga and Seneca Lakes and visiting Watkins Glen for farm-to-table restaurants.
- **Luxury Travel Magazine (131.5k UMV)** listed the Yellow Barn Suite at La Tourelle Resort & Spa as one of the best secret suites to book – for its seclusion from the rest of the resort, its home-like amenities and quaint surroundings.
- **Passport Magazine (32,468 UMV/ Circulation 164,000)** as a result of working with Finn PR and Break the Ice Media we hosted journalist Joseph Pedro in early 2018. Two articles have appeared in Passport, one featuring La Tourelle as one of the best Spas in the world <https://passportmagazine.com/pure-bliss-the-worlds-best-spas/3/> and another that highlights some attractions throughout Ithaca in an article on the Aurora Inn <https://passportmagazine.com/alex-schloop-the-inns-of-aurora-aurora-new-york/>

Sales:

The sales team has been focusing on continued outreach to tourism partners to continue to learn about new opportunities and product for tour groups and meetings. Recent meetings were held with partners at the Ithaca Children's Garden, the Ithaca Farmers Market, and Wine and Blooms.

Jonathan attended the annual ESSAE holiday party in December and made some sales calls in Albany in conjunction with The Hotel Ithaca. One of the calls resulted in an opportunity to include a complimentary ½ page ad in a Councilgram Newsletter that goes out to School Superintendents across the state announcing Winter Recess.

We have seen an increase in brochure requests via our participation with VisitUSA-UK year over year, resulting in 75 brochures downloaded by International operators/travel agents for Visit Ithaca information.

Three leads were sent and booked for leisure group business in December including two weddings and one motorcoach tour resulting in a total economic impact of our \$46,000.

Five new leads were sent for the meetings and sports market reflecting over 1,600 room nights and a total economic impact of over \$417,000.

Visitor Experience:

16 New Visitor Champions - The first pilot for the Ithaca/Tompkins County Arrival to Departure (A2D) Tourism Training program was launched in December. Sixteen people complete the program and became the first class of Ithaca-Tompkins County Visitor Journey A2D Champions! Another field test is scheduled for January 14th and live classes will be held at least monthly moving forward.

Volunteers to New Staff - We hired two local part-time employees to complement our team and to fill in while our current college students are on break . Both Jessica Plue and Danielle Hemly volunteered for us in the spring of 2018 as high school seniors. Both will work with us during their college breaks as well as our peak summer season.

Gorges Gear & More - Efforts continue to build destination branded products to be made available at the Tompkins Center for History and Culture, the Overlook at Taughannock and East Shore Drive Visitor Centers, as well as online. Holiday shoppers picked up locally made items from East Shore Drive, with guests sharing they couldn't find the items anywhere else.

By the Numbers – When you factor out the atypical events for 2017, such as Ithaca College 150th Anniversary/Inauguration, we would end the year up 2.6%

	Dec 2018	Dec 2017	YOY % Change	YTD 2018	YTD 2017	YOY % Change
Phone	130	81	+60%	1686	1744	-3.3
ESD Traffic	59	80	-26	3993	5135	-22
DVC Traffic	167	210	-20	6043	7332	-17.6
Taug. Traffic	0	0	--	36738	31801	+15.5
Chats	193	168	+14.9	3632	4116	-11.8
TG Requests	115	143	-19.6	3904	3771	+3.5
Off-Site Events*	250	0	+250	22035	24950	-11.7
Total	914	682	+34%	78031	78849	-1%

* Off campus events were higher in Nov 2017 due to IC combined Inauguration/150th.

*We were told that the number of students accepted to Cornell University was lower, resulting in lower participation for Cornell Days in 2018.



Tompkins County
DEPARTMENT OF PLANNING AND SUSTAINABILITY

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TO: Strategic Tourism Planning Board (STPB) &
Planning, Development & Environmental Quality (PDEQ) Committee
CC: Katherine Borgella, AICP, Commissioner of Planning & Sustainability
FROM: Nick Helmholdt, AICP, Principal Planner / Tourism Program Director
DATE: January 2, 2019
SUBJECT: Guidance on 2020 Tourism Program Budget

This document lays-out seven actions and proposals for the preparation of the 2020 Tourism Program Budget. There are three primary reasons for the changes proposed in this memo:

- A. To reduce the complexity of the Tourism Program.
- B. To clearly communicate Tourism Program activities.
- C. To enhance the impact of Tourism Program spending.

Two factors influenced the proposals described here. First, a debate in the spring regarding funding for arts and culture raised several questions about the Tourism Program and its budgeting process. Second, this is the last year in the horizon of the current 2020 Strategic Tourism Plan. This memo is intended to clarify the proposed changes to the 2020 Tourism Program budget process that are intended to take effect prior to the completion of the new Strategic Tourism Plan.

This memo does not cover potential changes to the Tourism Program which may be presented by partner organizations. For instance, the Community Arts Partnership may present changes to the Arts & Culture Organization Development grant program through its budget request. Instead, this memo covers changes to the process of developing the Tourism Program budget, communicating program activities, and enhancing the impact of program investments.

Many aspects of the Tourism Program budgeting process are proposed to remain unchanged. Specifically, the policies established in the current 2020 Strategic Tourism Plan will remain in effect. This includes the “60/40 split” between marketing and product development and the STPB’s policy on surpluses and reserves (adopted in April 2018).

HOW WILL THE 2020 TOURISM PROGRAM BUDGET BE DIFFERENT?

A) Reduce Complexity

1) In 2019, STPB will consider consolidating grant programs. Currently, the Tourism Program operates six grant programs directly and three more through partnerships. The program awards between 80 and 100 separate grant awards per year. The number and variety of grants awarded contribute substantially to the overall complexity of the program. In early 2019, the STPB’s planning and evaluation committee will review options for the consolidation of grant programs. Options which are accepted prior to the completion of the draft 2020 budget (expected in July 2019) will be incorporated.

- 2) In 2019, the Tourism Program budget will follow the same process as other departments and budget units within the county.

In 2018 and years past, the Tourism Program budget was prepared by the STPB budget committee, approved by the STPB and then approved by the appropriate legislative committee (currently PDEQ). To improve communication on this important topic, starting in 2019, the Tourism Program will use the same budget process as other departments and budget units, including those that have no net local impact in the tax levy, such as the Airport. Following the approval of STPB in July, the recommended budget will be submitted for review by the County Administrator and the Legislature. The Tourism Program Director will present this proposed budget to the Expanded Budget Committee in the fall, as part of the overall review and adoption of the County budget.

- 3) In 2019, the line items in the Tourism Program budget unit will be revised to reflect current budget categories.

The line items used in the Tourism Program budget unit do not all match closely with the recommended budget. For instance, the “Program Expense” line incorporates five unrelated programs (Festivals, Hospitality Workforce Development, County Historian, Public Art Grants, and Market the Arts). In order to improve budget clarity, the Tourism Program Director will work with staff in County Administration to prepare line items that align with current budget categories and allow flexibility over time.

B) Improve Communication

- 1) In 2019, the STPB Budget Committee will establish quarterly targets for room tax collections. Each year the STPB budget committee prepares a projection of the annual Hotel Room Occupancy Tax (“room tax”) collections. This estimate is used to prepare the top line budget for the Tourism Program.

New in 2019, the 2020 room tax projection will also include quarterly targets. These will help the STPB understand how actual room tax collections compare to projections throughout the year. Historic data on quarterly room tax collections can inform the targets. This will help the Tourism Program communicate how room tax collections are tracking toward the anticipated year end projection.

- 2) In 2019, the Tourism Program will continue to provide monthly reports to PDEQ. Since June, a monthly report on the Tourism Program has been submitted to PDEQ. In addition to a brief narrative description of program activities, the report includes tables describing expenditures by organization, upcoming events, and room tax collections. This activity will continue to provide current program information to the legislature throughout 2019.

- 3) In 2019, the STPB will consider modifications to grant evaluation and program reporting. Currently, each tourism grant recipient is required to prepare a report describing the results of their project. Four separate grant report forms are used – each with its own set of questions and metrics (three grant programs share a report template). Submitted reports demonstrate a substantial range in their quality and level of detail.

In order to improve the communication of accurate information about the effectiveness of tourism grant awards, the STPB planning and evaluation committee will consider alternative ways to evaluate program investments. For instance, a consultant or group of college students may be able to perform survey research that accurately estimates the impacts of various Tourism Program funded activities. A portion of the overall room tax budget may need to be allocated to program evaluation to accomplish this.

C) Enhanced Impact

- 1) In 2019, data from the Visitor Profile Study will inform priorities for grant award recommendations.

In October 2018 preliminary results from the Visitor Profile Study were shared with the STPB. While the full report for this effort is anticipated in July 2019, some conclusions from early data can begin to inform funding priorities. This study identified aspects of Tompkins County that are currently successfully appealing to visitors and potential growth opportunities.

Three quarters of respondents indicated that they were repeat visitors to the area. In addition, nearly 40% of respondents indicated that their primary reason for visiting the area was related to higher education. Finally, over 40% of respondents said they used “previous knowledge from a past visit” or “College/University websites” as a travel planning resource. These three findings indicate that while a core segment of travelers to Tompkins County are loyal, repeat visitors – they may be a difficult audience to reach using conventional marketing channels. Creative methods may be required to engage these audiences. The grant review committees will be asked to consider these results when reviewing marketing plans proposed in grant applications.

Of “Secondary Activities” listed by respondents, three of the top ten relate to outdoor recreation: “visiting a New York State or local park,” “hiking on a local trail,” and “visiting gorges and waterfalls” This finding underscores the significance of outdoor recreation to our local tourism sector. Grant review committee members will be asked to consider these findings when reviewing grant applications.

SUMMARY OF CHANGES IN 2019

Administrative & Organizational Changes

Several of the items above can be addressed administratively. The Tourism Program Director will take actions over the course of the year to implement the following measures:

- Following the standard budget process used by other departments and budget units
- Reclassifying the line items in the detailed budget
- Preparing monthly reports for PDEQ

All other changes proposed in this document will require the involvement of the STPB and its committees. These activities include:

- Consolidation of grant programs
- Preparation of quarterly room tax targets
- Modifications to grant reporting and evaluation
- Consideration of the Visitor Profile Study in grant award recommendations

Schedule for Tourism Program Budget Preparation

In 2019, the Tourism Program will prepare its budget according to the following schedule:

- January 16, 2019 – STPB forms budget committee for 2020 budget
- February & March – STPB budget committee and staff prepare a forecast for 2020 Hotel Room Occupancy Tax collections
- April & May – Tourism program partners prepare 2020 budget requests for consideration by STPB budget committee
- June 19 – STPB budget committee presents draft budget to STPB
- July 17 – STPB votes on recommended budget; figures are submitted to County Administration following this action
- July – staff meet with County Administration to discuss budget proposal
- August – staff brief PDEQ on budget proposal
- September or October – staff present to Expanded Budget Committee of the County Legislature
- November – County Legislature adopts 2020 Tompkins County Budget

Specific dates for meetings of the STPB budget committee will be announced following the formation of the committee.

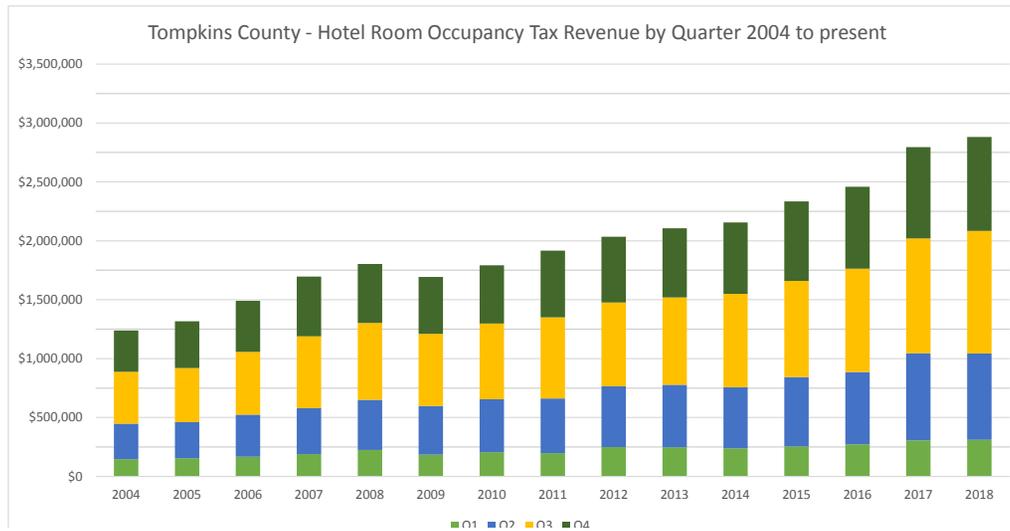
CONTACT

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Tompkins County - Hotel Room Occupancy Tax Revenue - 2004 to present

Totals by quarter & year

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1	146,117	154,478	166,984	190,237	224,245	185,733	205,629	198,559	249,508	246,795	239,394	255,511	272,677	306,561	311,725
Q2	302,502	306,373	357,732	389,309	425,802	411,982	450,117	462,564	515,379	530,995	518,257	588,301	613,413	739,499	732,497
Q3	439,543	459,899	532,705	609,916	652,904	613,173	642,496	688,976	712,305	742,300	791,531	816,604	876,679	973,901	1,039,520
Q4	350,683	396,604	434,023	506,389	500,553	482,818	493,815	566,231	558,170	586,547	607,263	673,415	696,084	774,477	796,894
Add'l Rev.*	1,107	28,210	32,791	42,400	(8,616)	(22,625)	(7,917)	5,102	45,069	42,079	107,084	34,425	19,043	18,806	43,945
Total	1,239,952	1,345,564	1,524,234	1,738,252	1,794,887	1,671,082	1,784,140	1,921,431	2,080,430	2,148,716	2,263,529	2,368,257	2,477,896	2,813,243	2,924,581
Budgeted	1,220,000	1,349,200	1,328,865	1,461,752	1,773,138	1,552,161	1,700,000	1,859,659	2,036,716	2,152,700	2,260,335	2,373,352	2,495,315	2,635,870	2,754,484
Actual - Budgeted	19,952	(3,636)	195,369	276,500	21,749	118,921	84,140	61,772	43,714	(3,984)	3,194	(5,095)	(17,419)	177,373	170,097
Room Tax Growth	9.1%	8.5%	13.3%	14.0%	3.3%	-6.9%	6.8%	7.7%	8.3%	3.3%	5.3%	4.6%	4.6%	13.5%	4.0%
Hotels			18	18	21	21	21	21	21	22	22	23	25	27	27



Tompkins County - Hotel Room Occupancy Tax Revenue - 2004 to present

Quarter over Quarter Change (i.e. Q2 2017 vs Q2 2016)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1		5.7%	8.1%	13.9%	17.9%	-17.2%	10.7%	-3.4%	25.7%	-1.1%	-3.0%	6.7%	6.7%	12.4%	1.7%
Q2		1.3%	16.8%	8.8%	9.4%	-3.2%	9.3%	2.8%	11.4%	3.0%	-2.4%	13.5%	4.3%	20.6%	-0.9%
Q3		4.6%	15.8%	14.5%	7.0%	-6.1%	4.8%	7.2%	3.4%	4.2%	6.6%	3.2%	7.4%	11.1%	6.7%
Q4		13.1%	9.4%	16.7%	-1.2%	-3.5%	2.3%	14.7%	-1.4%	5.1%	3.5%	10.9%	3.4%	11.3%	2.9%

Quarterly Tax Revenues as a Share of Annual Tax Revenue

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1	11.8%	11.5%	11.0%	10.9%	12.5%	11.1%	11.5%	10.3%	12.0%	11.5%	10.6%	10.8%	11.0%	10.9%	10.7%
Q2	24.4%	22.8%	23.5%	22.4%	23.7%	24.7%	25.2%	24.1%	24.8%	24.7%	22.9%	24.8%	24.8%	26.3%	25.0%
Q3	35.4%	34.2%	34.9%	35.1%	36.4%	36.7%	36.0%	35.9%	34.2%	34.5%	35.0%	34.5%	35.4%	34.6%	35.5%
Q4	28.3%	29.5%	28.5%	29.1%	27.9%	28.9%	27.7%	29.5%	26.8%	27.3%	26.8%	28.4%	28.1%	27.5%	27.2%

Tax Paid by Establishments with 10 Rooms or Fewer (aka 3% tax on B&Bs)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1	5,387	5,764	5,488	6,361	7,575	7,698	8,379	9,425	9,110	10,844	12,983	16,591	17,824	39,904	44,754
Q2	11,492	11,418	11,766	13,968	15,137	14,021	15,736	18,504	17,983	19,950	23,174	27,841	33,410	78,444	89,909
Q3	22,174	22,861	24,084	29,390	30,418	28,216	33,994	31,872	32,989	40,366	44,363	58,906	85,806	96,937	113,307
Q4	14,869	14,535	15,259	18,953	18,958	19,982	19,688	21,359	22,468	22,632	28,282	35,956	51,483	57,450	64,920
Total	53,922	54,578	56,598	68,672	72,089	69,918	77,797	81,160	82,551	93,792	108,802	139,294	188,524	272,735	312,890
Year over Year Change		1.2%	3.7%	21.3%	5.0%	-3.0%	11.3%	4.3%	1.7%	13.6%	16.0%	28.0%	35.3%	44.7%	14.7%

Tax Paid by Establishments with 11 Rooms or More (aka 5% tax on Hotels & Motels)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1	140,729	148,714	161,495	183,875	216,669	178,035	197,249	189,136	240,397	235,951	226,431	238,922	254,852	266,657	266,971
Q2	290,386	294,955	345,964	375,340	410,664	397,960	434,379	444,058	497,394	511,048	495,084	560,460	580,003	661,055	642,589
Q3	417,159	437,037	508,620	580,526	622,487	584,958	608,502	657,104	679,314	701,932	747,151	757,697	791,252	876,964	926,213
Q4	335,813	382,070	418,764	487,436	481,595	462,837	474,127	544,871	535,704	563,917	578,873	637,460	645,011	717,027	731,975
Total	1,184,087	1,262,776	1,434,843	1,627,177	1,731,415	1,623,790	1,714,258	1,835,169	1,952,809	2,012,848	2,047,539	2,194,538	2,271,118	2,521,702	2,567,747
Year over Year Change		6.6%	13.6%	13.4%	6.4%	-6.2%	5.6%	7.1%	6.4%	3.1%	1.7%	7.2%	3.5%	11.0%	1.8%

Share of Exempt Sales (Exempt Sales / Gross Sales)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1	21.5%	19.1%	19.5%	20.3%	21.8%	21.7%	19.8%	21.2%	22.1%	21.9%	24.1%	22.5%	22.5%	19.2%	20.2%
Q2	14.7%	16.2%	15.6%	13.6%	15.1%	14.6%	14.5%	15.0%	14.3%	15.4%	13.9%	13.0%	14.4%	12.6%	14.4%
Q3	11.9%	12.7%	11.8%	10.4%	11.1%	11.3%	11.7%	10.5%	10.5%	10.8%	10.8%	10.0%	10.5%	6.7%	11.8%
Q4	13.1%	13.3%	13.6%	14.2%	13.4%	11.7%	12.0%	11.7%	13.3%	14.3%	12.8%	12.3%	12.6%	13.7%	14.5%
Total	14.2%	14.5%	14.2%	13.5%	14.1%	13.4%	13.5%	13.2%	13.8%	14.3%	13.8%	13.0%	13.5%	11.7%	14.2%
Year over Year Change		2.1%	-2.1%	-4.6%	4.6%	-4.8%	0.1%	-2.1%	4.7%	4.0%	-4.1%	-5.9%	4.5%	-13.2%	20.8%

Historic Tax Rates for Hotels & Motels

3% - until May 1, 2002
 4% - until December 1, 2002
 4 ½ % - until June 1, 2003
 5% - June 1, 2003 and beyond

Quarter Periods

Q1: Dec Jan Feb
 Q2: Mar Apr May
 Q3: Jun Jul Aug
 Q4: Sep Oct Nov

Taxes Due

Mar 20
 Jun 20
 Sep 20
 Dec 20

Reported to STPB

Apr
 Jul
 Oct
 Jan

Footnotes

*Additional Revenue = Tax collected outside of current quarter.
 Voluntary Collection Agreement w/ AirBnb - effective July 1, 2016
 More Details on Hotel Room Occupancy Taxes are available online:
<http://www.tompkinscountyny.gov/finance/roomtax>