

Tompkins County Strategic Tourism Planning Board

Wednesday, October 17, 2018; 3:00pm – 4:30pm

Tompkins County Chamber of Commerce/CVB, 904 East Shore Drive, Ithaca, NY

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve July Meeting Minutes	
2. Privilege of the Floor	
• Limit of 3 minutes per person for members of the public to address the board	
3. Chair’s Report – Kelli Cartmill	3:05
4. Staff Report & Room Tax, Q3 2018 Report – Nick Helmholdt	3:10
5. CVB Monthly Report – Peggy Coleman	3:15
6. PRESENTATION: Visitor Profile Study – JLL	3:20
7. Community Celebrations Grant Panel Update – Brett Bossard	3:50
• ACTION – Vote to approve Community Celebrations Grant Recommendations	
8. Combined Tourism Grant Panel Update – Mike Mellor	4:00
• ACTION – Vote to approve New Tourism Initiative Grant Recommendations	
9. Membership & Bylaws Committee Update – David Blake	4:10
10. Planning & Evaluation Committee Update – Ken Jupiter	4:20
11. Member Announcements	4:25
12. Adjournment	4:30

Agenda Packet

1. September 2018 draft STPB meeting minutes
2. CVB Monthly Report
3. Q3 2018 Room Tax Report
4. Summary of Fall Community Celebration Grant Award Recommendations
5. Summary of Fall New Tourism Initiative Grant Award Recommendations



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 – September 26, 2018**

1 **Date:** Sept. 26, 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	E	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	E	TC Legislature, Non-Voting
Steve Hugo	E	At-Large	Dwight Mengel	A	Transportation, Non-Voting
Ken Jupiter	P	At-Large	John Spence	P	CAP, Non-Voting
Anne Kellerman	P	At-Large	Jennifer Tavares	E	Chamber, Non-Voting
Doug Levine	E	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	E	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	E	At-Large			
Andy Zepp	E	Recreation			

7 **Guests:** Ronda Roaring
 8
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10 Chair Kelli Cartmill called the meeting to order at 3:07 p.m.
 11

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

13 Ms. Cartmill welcomed everyone to the meeting.
 14
 15

16 **Approval of the July 26, 2018 STPB Meeting Minutes**

17 **Action:** David Blake made a motion to approve the July 2018 minutes. Josh Friedman seconded.
 18 Motion carried.
 19

20 **Privilege of the Floor** – Ronda Roaring shared her experience attending the Travel Bloggers
 21 Exchange Conference in Corning, about which she wrote an article for the *Rochester Business*
 22 *Journal*.
 23

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

25 Ms. Cartmill encouraged members to attend a public hearing on the Green Street Parking Garage
 26 redevelopment site at the Ithaca Urban Renewal Agency (IURA) monthly meeting on September
 27 27th. The Economic Development Committee of the IURA will be ranking the four proposals
 28 received for the Green Street site.
 29
 30

31 **Staff Report – Nick Helmholdt**
 32

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33 The Community Celebrations Grant Review Committee met September 25th, and the New
34 Tourism Initiatives Grant Review Committee will meet October 10th. Both committees will share
35 their recommendations at the October STPB meeting.

36
37 The Tourism Program will be transitioning to a new grant management software (Common Grant
38 Application) in early 2019. Nick Helmholdt and Kristin McCarthy are currently testing a demo site.

39
40 The Convention and Visitors Bureau was designated the official tourism promotion agency for
41 Tompkins County.

42
43 **CVB Mid-Year Report & Visitor Profile Study Update – Peggy Coleman and Heather Hughes**

44
45 Peggy Coleman and Heather Hughes presented the CVB mid-year report and gave a quick update
46 on the Visitor Profile Study. (JLL will report on the study in more detail at the October STPB
47 meeting.) Ms. Coleman focused on sales, both domestic and international, and Ms. Hughes on
48 marketing. They gave the same presentation to PDEQ and the Chamber of Commerce Board of
49 Directors and Officers.

50
51 **Membership & Bylaws Committee Report – David Blake**

52
53 Anne Kellerman, Stephen Nunley, and Steve Hugo will complete their second terms this year and
54 must step down from the STPB as of Dec. 31st, per STPB Bylaws. They will be eligible to reapply
55 after 12 months. Committee is seeking recommendations for candidates, particularly individuals in
56 the restaurant and hospitality business.

57
58 **Planning & Evaluation Committee Update – Ken Jupiter**

59
60 Members revisited 2018 goals to assess progress made toward achieving them.

61
62 Committees discussed board recruitment. Mr. Blake will forward his notes from the meeting to
63 interested members.

64
65 A board retreat might be scheduled for the first quarter of 2019.

66
67 \$150,000 of Wayfinding funding is still encumbered so a path forward for that program needs to be
68 identified.

69
70 The Community Celebrations grant review committee requested that the maximum grant award in
71 that category be raised to \$3,000. The award has been capped at \$2,000 since the year 2000,
72 when the Community Celebrations program started. STPB members approved the increase, which
73 didn't require a formal vote as it doesn't change the budget line.

74
75
76 **Conference Center Working Group Update – Gary Ferguson**

77
78 The working group continues its partnership with Hunden Strategic Partners for phase 2 of the
79 downtown conference center development study. Of the four development proposals submitted for
80 the Green Street Parking Garage site, only two feature a conference center as part of their plan.
81 Gary Ferguson urged members to attend the IURA meeting on the Green Street proposals and
82 voice their support for a conference center on the site. The IURA will select a final proposal at its
83 October 25th meeting.

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Arts and Culture Committee Update – Baruch Whitehead

Committee members will meet next Monday, October 1st, to continue their review and evaluation of ACOD grants, with a focus on distributing funding more equitably and attracting a more culturally diverse applicant pool.

Member Announcements

The Harlem String Quartet is performing September 26th at Ithaca College. Opera Noire is offering a master class and concert there as well on September 29th.

Funding is needed to maintain our community's wonderful collection of public art pieces. John Spence is talking with DIA and other groups about possible solutions.

Ms. Roaring informed members of efforts to update the boundaries of the Finger Lakes AVA wineries map.

The Tommy Plane Centennial Flight event takes place September 29th at the airport. Ms. Coleman will email parking information to members.

1,200 people attended Open Farm Days, an increase of 19% over the number of participants last year. Also, more people from outside Tompkins County traveled here for the two-day event (last year 90% of attendees were from Tompkins County, this year that figure was down to 60%).

The Agriculinary Tourism group is planning a capacity-building workshop for the spring.

The coach bus tour to area farms that Monika Roth mentioned previously has been rescheduled for October 12th.

Apple Fest is September 29th. Sue Stafford recommends Coltivare's mac-n-cheese.

The Hilton & Kilpatrick's have a new fund-raising program, "Pub with a Purpose." Every Tuesday from 4 to 7 p.m., 50% of proceeds from the bar will go to a local nonprofit for three months, or an entire fiscal quarter. The Tompkins Center for History and Culture will be the recipient for the fourth quarter of 2018.

Ms. Roth gave a "shout-out" to the Beautification program for all the lovely and colorful plantings around town.

Ithaca College will hold its alumni weekend Oct. 5-7th, and events such as reunion parties will be held at some of the newer restaurants, breweries, and other establishments around town.

Conversations continue over an August incoming student orientation program at Ithaca College.

Chair Kelli Cartmill adjourned the meeting at 4:27 p.m.



October 2018 - CVB Report to the Board

Visitor Profile Study Update – An update will be provided by JLL at the meeting with preliminary results of the study. Since April, the digital survey received 1420 responses. Additionally, 328 intercept interviews have been conducted since the beginning of July. We are on pace for well over 1000 interviews by the end of the cycle

Marketing:

Advertising – The Fall Escapemaker.com eblast has gone out highlighting Apple Harvest Festival, pumpkins, apples, cider, Wizarding Weekend, Gourlandia and everything fall throughout Tompkins County.

A giveaway package was created to be featured in the Nov/Dec. print issue of WineBuzz Magazine with readership of over 110,000 across Ohio.

Digital – We’ve seen 44% growth YOY in our Instagram following, up to 7604 though the end of September. Facebook engagement continues to grow. Our top post in September below garnered 15,838 engagements and over 1100 clicks.

Ithaca is Gorges (Ithaca & Tompkins County Tourism)

Published by [Ithaca/Tompkins County Convention & Visitors Bureau](#) · September 20 at 3:00 PM ·

From easy paths to more invigoration climbs, check out our recommendations for everyone's favorite hiking season!

VISITITHACA.COM

5 Best Fall Hikes in Ithaca | Visit Ithaca, NY

Fall in Ithaca is a beautiful time. Experience fall foliage at its most colorful time on the best hiking trails in the area!

[Learn More](#)

Web and Social Stats – Events and the stories section of the website are seeing

	Sept	YTD
Website VisitIthaca.com		
Unique Users 2018	40,252	322,567
Unique Users 2017	36,162	316,347
<hr/>		
Sessions 2018	51,427	406,409
Sessions 2017	46,115	401,856
<hr/>		
stories.visitithaca.com		
Unique Pageviews 2018	743	3,096
Unique Pageviews 2017	171	793

Agriculinary Tourism – We are excited to announce a new member of the CVB team will be starting on October 15th. Kendall Blizzard will join us as the new Agriculinary Tourism Marketing Coordinator. Welcome Kendall!

PR & Communications:

We hosted six travel bloggers on their post TBEX media tour taking them on a craft beverage themed adventure throughout Tompkins County. The writer’s blogs alone see over 115,000 unique monthly visitors. Some social posts while the bloggers experienced their stay garnered great visibility: (Christopher Mitchell Twitter post about experience at Moosewood - 8k reach)



We hosted Carolyn Steere from *Destination I Do* – Covering the Finger Lakes as a romantic wedding destination.

And we hosted Sandra Scott as she gathers information for her weekly travel column www.oswegocountytoday.com as well as regular columns in CNY55plus.com and ROC55.com destination roundups. Her columns also appear in her blog, <http://sandrascotttravelcolumns.blogspot.com>

Some recent media placement includes:

- “8 Places with Waterfalls Right in the Middle of Town” Livability.com by Cheryl Rodewig *Hosted in June. (Features Ithaca Falls)
- I Love New York – The Beat “Calling all Witches, Wizards, Mystical Creatures” Wizarding Weekend Press Release: <https://www.iloveny.com/thebeat/post/calling-all-witches-wizards-mystical-creatures/>

Sales:

Tour & Travel Trade - The September Finger Lakes Tourism Alliance marketing meeting was hosted in Tompkins County aboard the MV Teal. Group Tour activities continue to be in full swing as we gear up for OMCA and ABA appointment selection and take the lead on the NYS Dine around event to be held at ABA for tour operators. A total of 6 leads have been booked with a total of 410 room nights and economic impact of \$173,000.

Meetings & Conferences - we’ve had 8 leads that have turned definite with a total economic impact of \$475,000. Some of the most notable updates include the NYS Association of Transportation Engineers now confirmed for June of 2020 with over 700 room nights. Additionally, GIAC has moved forward with signing a three-year contract to host the city-wide Gus Macker Basketball tournaments starting in 2019.

Visitor Experience:

Sales of our Ithaca is Gorges branded products reached \$113K in early October. So far, our community brand has made its way to 50 states and 32 countries! Top 10 states behind NY are: PA, NJ, FL, OH, CA, MD, VA, TX, MA and NC. This falls right in line with the traffic we have been seeing to our visitor centers over the last few years.

In early August we reviewed department roles and slightly restructured job descriptions to maximize efficiency by merging the retail operations with a supervisor role for the East Shore Drive location. Ryan Shehu has been hired to fill the East Shore Drive-Site Supervisor/Retail Coordinator role.

We participated in 6 off-site touchpoints during the month of September engaging with over 4200 guests.

By the Numbers:

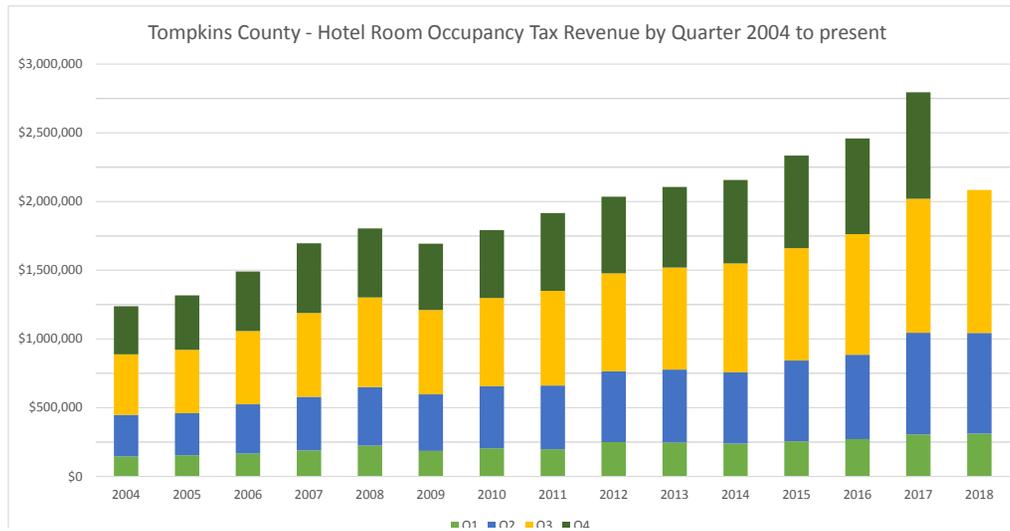
	Sept 2018	Sept 2017	YOY % Change	YTD 2018	YTD 2017	YOY % Change
Phone	214	120		1180	1482	
ESD Traffic	677	598		3384	4362	
DVC Traffic	608	705		4990	5898	
Taug. Traffic	5260	5545		32885	27716	
Chats	329	326		2922	3442	
TG Requests	280	261		3251	3333	
Off-Site Events*	4215	2000		12835	13650	
Total	11583	9555	21%	61447	59883	2.6%

*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 - 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	806,806
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	21,311
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	2,105,054
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	
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%	
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%	

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%	
Q2	24.4%	22.8%	23.5%	22.4%	23.7%	24.7%	25.2%	24.1%	24.8%	24.7%	24.8%	24.8%	24.8%	26.3%	
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%	
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%	

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	-
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	247,970
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%	

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	-
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	1,835,772
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%	

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%	13.4%
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%	
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%	
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%	

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>

Applicant	Celebration Name	Municipality	Expected Attendance	Event Start Date	Event End Date	Amount Requested	Recommended Funding	Review Committee Notes
Vitamin L Project (CTA)	Vitamin L's 30th Birthday Celebration Event	City of Ithaca	600	1/26/2019	1/26/2019	\$1,000	\$0 (see notes)	The committee enthusiastically supported this application to perform a free community concert and initially recommended fully funding the request. However, after the committee met, the organization withdrew its application for funding due to changes to the event.
Groton Recreation	Groton Cabin Fever Festival	Village of Groton	500	3/2/2019	3/2/2019	\$1,000	\$1,000	The committee strongly supported this application to celebrate the winter season. The committee encourages the organizers to consider collaborating with the Groton Library.
Ithaca Children's Garden	2019 Festival of Fire & Ice	City of Ithaca	875	2/9/2019	2/9/2019	\$1,675	\$1,675	The committee enthusiastically supported this application to celebrate winter, community, and outdoor play.
Wassa Pan Afrika Dance Ensemble	African Drumming and Dance 2018	City of Ithaca	100	11/1/2018	12/15/2018	\$2,000	\$0	The committee determined this application did not meet the requirements of the grant guidelines. The application did not demonstrate the involvement of the community or appear to celebrate a distinct occasion. The applicant is encouraged to collaborate with a local nonprofit organization for future applications.
Ithaca Concert Band	A Season of Free Band Concerts 2019	City of Ithaca	3,000	1/1/2019	12/23/2019	\$1,000	\$1,000	The committee enthusiastically supported this application to perform nine free concerts throughout Tompkins County.
Totals						\$6,675	\$3,675	
Available						\$11,960	\$11,960	
Difference						\$5,285	\$8,285	

2018 Fall New Tourism Initiative Applications

Applicant	Project Title	Expected Attendance	Event Start Date	Event End Date	Amount Requested	Recommended Funding	Notes
Discover Cayuga Lake (CTA)	MV Teal Overhaul - Phase II	3,000	5/1/2019	N/A	\$8,250	\$8,250	The committee strongly favored this proposal which showed a clear way to attract additional visitors to Tompkins County and enhance the experience for guests on the MV Teal.
Ithaca Children's Garden	The Wonders of Wetlands	75,000	6/1/2018	N/A	\$8,686	\$8,686	The committee decided to fund this application in spite of some concerns about whether the project will attract additional visitors to Tompkins County. The applicant has demonstrated its appeal to families. Members of the committee ultimately saw this proposal as a way to keep the Children's Garden fresh (much like museum exhibits).
Ithaca Youth Bureau	2019 Ithaca Bike Rental Guided Bike Tours and Multi-Ability Recumbent Trikes	276	5/1/2019	N/A	\$10,475	\$10,475	The committee was enthusiastic regarding this proposal which improves the accessibility of our destination and aligned with the ongoing improvements to Stewart Park. Members of the committee had some concerns and questions about the viability of bike tours.
The History Center	2019 Exploring Science, Imagination and Culture in Tompkins County: What is our next Taughannock Giant?	80	3/22/2019	3/23/2019	\$3,000	\$3,000	The committee welcomed a proposal for a new event at this time of year. Committee members had concerns about the cost per participant and the messaging that mixes hoaxes and science.
Totals					\$30,411	\$30,411	
Available					\$34,050	\$34,051	
Difference					\$3,639	\$3,640	