

Tompkins County Strategic Tourism Planning Board

Wednesday, April 17, 2019; 3:00pm – 4:30 pm

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

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve March 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 – Nick Helmholdt	3:10
• Annual Report & Room Tax Q1 2019 Report	
5. CVB March Monthly Report – Peggy Coleman	3:15
6. Tourism Capital Grant Panel Update – Martha Armstrong	3:20
• ACTION – Approve 2019 Tourism Capital Grant Awards	
7. Planning & Evaluation Committee – Ken Jupiter	3:35
• ACTION – Approve proposed changes to ACOD Grant Program	
8. Strategic Tourism Plan Steering Committee – Nick Helmholdt	3:50
9. Member Announcements	4:05
10. Adjournment	4:30

Agenda Packet

1. March 2019 Draft STPB Meeting Minutes
2. Tourism Program Annual Report: print copy to be distributed at meeting; download at www.tompkinscountyny.gov/tourism
3. Q1 2019 Room Tax Report
4. CVB March Monthly Report: to be distributed at meeting
5. Tourism Capital Grant Award Recommendations
6. Overview of Proposed Changes to ACOD Grant Program



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 – March 20, 2019**

1 **Date:** March 20, 2019
 2 **Time:** 3:00-4:30pm
 3 **Location:** Tompkins County CVB/Chamber of Commerce, 904 E. Shore Drive, Ithaca NY
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 5

Attendees:

Name	✓	Representation
Brett Bossard	P	Arts-Culture
Kelli Cartmill	P	Lodging
Laura Winter Falk	P	At-Large
Josh Friedman	P	Arts-Culture
Ken Jupiter	P	At-Large
Connie Kan	P	At-Large
Katie Kutz	P	At-Large
Doug Levine	P	Arts-Culture
Rick Manning	P	At-Large
Mike Mellor	P	At-Large
Cara Nichols	P	Ithaca College
Todd Parlato	P	At-Large
Barbara Romano	P	Cornell University
Monika Roth	P	Agriculture
Sue Stafford	E	TC3
Baruch Whitehead	P	Arts-Culture
Scott Wiggins	P	At-Large
Andy Zepp	A	Recreation
<i>Martha Armstrong</i>	<i>P</i>	<i>TCAD, Non-Voting</i>
<i>Peggy Coleman</i>	<i>P</i>	<i>Chamber, Non-Voting</i>

Name	✓	Representation
<i>Gary Ferguson</i>	<i>P</i>	<i>DIA, Non-Voting</i>
<i>Anna Kelles</i>	<i>P</i>	<i>TC Legislature, Non-Voting</i>
<i>John Spence</i>	<i>P</i>	<i>CAP, Non-Voting</i>
<i>Jennifer Tavares</i>	<i>P</i>	<i>Chamber, Non-Voting</i>
<i>Matthew Yarrow</i>	<i>P</i>	<i>Transportation, Non-Voting</i>
<i>Ethan Ash</i>	<i>A</i>	<i>Associate Member</i>
<i>Jim Brophy</i>	<i>A</i>	<i>Associate Member</i>
<i>Erica Frenay</i>	<i>E</i>	<i>Associate Member</i>
<i>Henry Granison</i>	<i>P</i>	<i>Associate Member</i>
<i>Theresa Hollister-Ball</i>	<i>E</i>	<i>Associate Member</i>
<i>Carol Kammen</i>	<i>P</i>	<i>Associate Member</i>
<i>Michael Miller</i>	<i>P</i>	<i>Associate Member</i>
<i>Jon Reis</i>	<i>E</i>	<i>Associate Member</i>
<i>Wylie Schwartz</i>	<i>E</i>	<i>Associate Member</i>
<i>Nick Helmholdt</i>	<i>P</i>	<i>Staff</i>
<i>Kristin McCarthy</i>	<i>P</i>	<i>Staff</i>

8 **Guests:** Ronda Roaring, Erin Rafalowski, Michael Martineau (AdWorkshop)
 9

10 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed new Government
 11 Transportation representative Matt Yarrow to the meeting. No changes to the agenda.
 12

13 **Privilege of the Floor** – Ronda Roaring is helping to create a birding trail around Cayuga Lake.
 14 She passed around a sign-up sheet for people interested in joining the effort.
 15

16 **Approval of the February 2019 STPB Meeting Minutes**

17 **Action:** Brett Bossard moved approval of the Feb. 20, 2019 minutes. Josh Friedman seconded.
 18 Motion carried.
 19

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

21
 22 Arts and Culture Committee have been hard at work revamping the ACOD grant program. A draft
 23 should be ready for review by the STPB in April.
 24

25 **Staff Report – Nick Helmholdt**

26
 27 Nick thanked everyone who served on a grant review committee. We are almost done with 2018
 28 Annual Report and should have print copies to distribute at the April meeting.
 29
 30

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Community Celebrations Grant Panel Update– Carol Kammen

Carol Kammen, chair of the Community Celebrations Grant Review Committee and County Historian, provided an overview of the applications submitted in this round and thanked her fellow committee members and County staff for their support of the Community Celebrations program.

Action: Scott Wiggins made a motion, which Baruch Whitehead seconded, to recommend that the 2019 Spring Community Celebrations grant awards be approved for funding. Motion carried.

Combined Tourism Grant Panel Update– Michael Mellor

Committee chair Mike Mellor shared highlights from the committee’s discussion of the current round of grant applications. The committee recommended allocating all of the combined tourism grant funding for the year in this round, which means there will be no Fall 2019 grant round.

Action: Baruch Whitehead moved, and Ken Jupiter seconded, the Spring 2019 Tourism Project and Tourism Marketing and Advertising Grant award recommendations. Motion carried. Monika Roth and Rick Manning abstained.

CVB February and March Monthly Reports – Peggy Coleman

Peggy Coleman asked if members had questions regarding the February and March monthly reports, which were sent in the agenda packet. She spent the week prior to today’s meeting in Albany at legislative appointments to discuss various tourism-related issues, including parity in trade between NYS-based craft cideries and breweries and their counterparts in other states.

Presentation: 2018 Annual Search Report – Adworkshop

Mike Martineau of integrated marketing firm Adworkshop presented findings from their 2018 Search Engine Marketing Program for visitithaca.com. A copy of the report can be found online in the March agenda packet, but here are a few key takeaways from Mike’s presentation:

- Outdoor recreation is a top search term.
- Most visitors to the site are female and between the ages of 25-34.
- For the first time, searches performed on mobile devices outnumbered those done via desktop
- Google Ads did well, with the events campaign seeing a 20% click-through rate, which is much higher than the average benchmark of 4.68%.

Downtown 2030 Strategic Plan Tourism Elements – Gary Ferguson

Gary Ferguson provided an overview of the draft Downtown 2030 Strategic Plan. This plan, which is a subset of the City of Ithaca Comprehensive Plan and covers the years 2020-2030, focuses on the downtown business district. Gary summarized growth and development downtown from 2000 to 2020 in terms of housing, retail, and office space, and highlighted the many major projects that have been undertaken or soon will be.

Attendees then broke into smaller groups to brainstorm the following 3 questions: 1) What is missing from downtown that would help grow tourism or enhance the visitor experience? 2) How can we improve connectivity visually and physically between downtown and other tourist destinations? and 3) How can we enhance the retail experience for visitors?

Tompkins County Strategic Tourism Planning Board (STPB)
Draft Meeting Minutes – March 20, 2019

82 **Member Announcements**

83

- 84 • Members shared information on events happening around town in March.
- 85 • The Agriculinary Tourism Conference held at Hotel Ithaca was a success and well attended.
- 86 • Katie Kutz has accepted a position as the director of sales for the new Canopy Hotel by Hilton.
- 87 • The Ithaca Native Landscape Symposium took place at Cinemapolis (March 1-2) and was also
- 88 very well received.
- 89 • Josh congratulated Gary Ferguson on being recognized at the Downtown Ithaca Alliance's
- 90 Annual Dinner for his years of service.

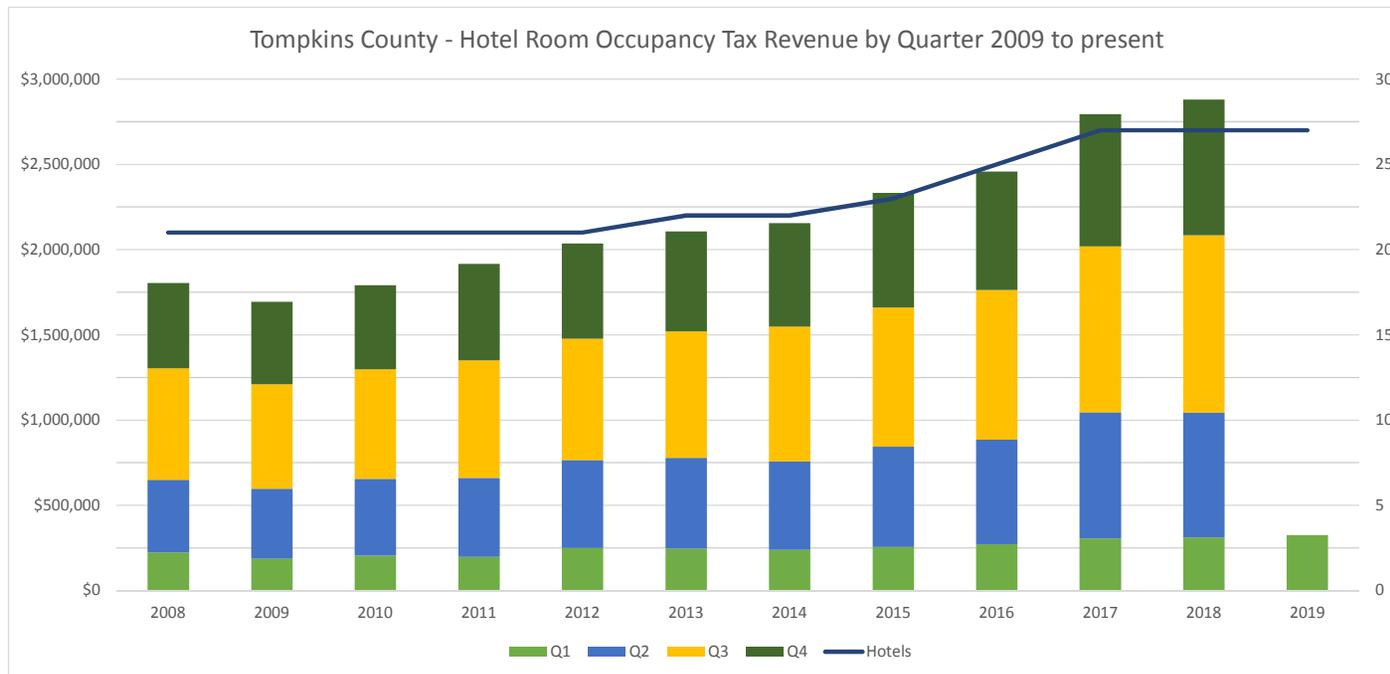
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92 Chair Kelli Cartmill adjourned the meeting at 4:30 p.m.

Tompkins County - Hotel Room Occupancy Tax Revenue - 2008 to present

Totals by quarter & year

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Q1	224,245	185,733	205,629	198,559	249,508	246,795	239,394	255,511	272,677	306,561	311,725	324,584
Q2	425,802	411,982	450,117	462,564	515,379	530,995	518,257	588,301	613,413	739,499	732,497	
Q3	652,904	613,173	642,496	688,976	712,305	742,300	791,531	816,604	876,679	973,901	1,039,520	
Q4	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.*	(8,616)	(22,625)	(7,917)	5,102	45,069	42,079	107,084	34,425	19,043	18,806	43,945	26,451
Total	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	351,035
Budgeted	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	2,935,000
Actual - Budgeted	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	3.3%	-6.9%	6.8%	7.7%	8.3%	3.3%	5.3%	4.6%	4.6%	13.5%	4.0%	
Hotels	21	21	21	21	21	22	22	23	25	27	27	27



Tompkins County - Hotel Room Occupancy Tax Revenue - 2008 to present

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

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Q1	17.9%	-17.2%	10.7%	-3.4%	25.7%	-1.1%	-3.0%	6.7%	6.7%	12.4%	1.7%	4.1%
Q2	9.4%	-3.2%	9.3%	2.8%	11.4%	3.0%	-2.4%	13.5%	4.3%	20.6%	-0.9%	
Q3	7.0%	-6.1%	4.8%	7.2%	3.4%	4.2%	6.6%	3.2%	7.4%	11.1%	6.7%	
Q4	-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

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Q1	12.5%	11.1%	11.5%	10.3%	12.0%	11.5%	10.6%	10.8%	11.0%	10.9%	10.7%	
Q2	23.7%	24.7%	25.2%	24.1%	24.8%	24.7%	22.9%	24.8%	24.8%	26.3%	25.0%	
Q3	36.4%	36.7%	36.0%	35.9%	34.2%	34.5%	35.0%	34.5%	35.4%	34.6%	35.5%	
Q4	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)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Q1	7,575	7,698	8,379	9,425	9,110	10,844	12,983	16,591	17,824	39,904	44,754	56,081
Q2	15,137	14,021	15,736	18,504	17,983	19,950	23,174	27,841	33,410	78,444	89,909	-
Q3	30,418	28,216	33,994	31,872	32,989	40,366	44,363	58,906	85,806	96,937	113,307	-
Q4	18,958	19,982	19,688	21,359	22,468	22,632	28,282	35,956	51,483	57,450	64,920	-
Total	72,089	69,918	77,797	81,160	82,551	93,792	108,802	139,294	188,524	272,735	312,890	56,081
Year over Year Change	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)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Q1	216,669	178,035	197,249	189,136	240,397	235,951	226,431	238,922	254,852	266,657	266,971	268,503
Q2	410,664	397,960	434,379	444,058	497,394	511,048	495,084	560,460	580,003	661,055	642,589	-
Q3	622,487	584,958	608,502	657,104	679,314	701,932	747,151	757,697	791,252	876,964	926,213	-
Q4	481,595	462,837	474,127	544,871	535,704	563,917	578,873	637,460	645,011	717,027	731,975	-
Total	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	268,503
Year over Year Change	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)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Q1	21.8%	21.7%	19.8%	21.2%	22.1%	21.9%	24.1%	22.5%	22.5%	19.2%	20.2%	21.4%
Q2	15.1%	14.6%	14.5%	15.0%	14.3%	15.4%	13.9%	13.0%	14.4%	12.6%	14.4%	
Q3	11.1%	11.3%	11.7%	10.5%	10.5%	10.8%	10.8%	10.0%	10.5%	6.7%	11.8%	
Q4	13.4%	11.7%	12.0%	11.7%	13.3%	14.3%	12.8%	12.3%	12.6%	13.7%	14.5%	
Total	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	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>

MEMORANDUM

To: Strategic Tourism Planning Board
 From: Martha Armstrong <marthaa@tcad.org>
 Date: April 9, 2019
 Re: Tourism Capital Grants program 2019 recommendations

At its April 3 meeting, the Tourism Capital Grants Review Committee reviewed 12 applications summarized in the table below. The table indicates the project value and the request. The STPB will act by deciding what to recommend to the County Legislature. Application briefs and synopses of each application, along with the Review Committee's comments, and additional guidance for reviewers are on the following pages. Complete applications and supporting materials provided by the applicants are available online. STP board members and legislators have individual login credentials to access the full applications. [Please contact Nick Helmholdt for online access questions: NHelmholdt@tompkins-co.org]

This is the 16th year of operating the program. In 2019, the Tourism Capital Grant program had a record 12 applications requesting \$584,000. TCG has \$200,000 available for grants. Therefore, the review processes was particularly intense as the Review Committee gave serious attention to each proposal, weighing competing factors carefully. This year, none of the Committee's recommendations is for the full request and two are for zero.

Application Summary

Applicant	App* Type	Project Value	REQUEST		RECOMMENDATION	
			Grant	Award years	Grant	Award years
CAI Hangar Theatre: New Flight Plan	F	24,500	24,500	2019	12,500	2019
City Ithaca: Six Mile Creek Trail Study	F	60,000	60,000	2019	20,000	2019
Friends Stew Park: Renwick Plaza/ Cayuga Lake Overlook design	F	10,900	8,400	2019	5,000	2019
Friends Stew Park: Inclusive Play Bath & Splash Pad **	C	479,856	158,352	2019-20	50,000	2019
Ith Farmers Mkt: Vision IFM Pavilion	F	10,000	10,000	2019	7,500	2019
Sciencenter: Amphitheatre Renov	C	210,000	70,000	2019- -21	10,000	2019
SRL Yoga Farm: Expansion	C	385,000	100,000	2019-20	0	--
TC3: Disc Golf Course Renov/Expansion	C	85,700	25,000	2019- -21	17,500	2019
Town Dryden: Rail Trail Bridge Infra	C	2,190,715	65,000	2019- -21	50,000	2019
T'burg Conserv: Compliance/Upgrades	F	18,200	15,700	2019	12,500	2019
Vill Freeville: Station Park	C	89,300	27,500	2019- -21	15,000	2019
Wharton Mus: Design-Bid Documents	C	66,300	21,266	2019	0	--
Totals		3,630,471	583,718		200,000	

* C is Capital Investment grant, F is Feasibility Study

** Recommendation is to fund the bathrooms only, not splash pad

Application Briefs

Center for the Arts at Ithaca, Inc., d.b.a. Hangar Theatre: Hangar Theatre New Flight Plan Feasibility Study

Funds will be used to engage Holt Architects to develop a feasibility study for capital improvements to the Hangar Theatre to enhance the audience experience, address flooding issues, expand programming options, and reduce annual operating costs.

City of Ithaca: Six Mile Creek Trail Feasibility Study

For many years, the City of Ithaca has wanted to pursue construction of a walking path through the Six Mile Creek gorge to connect the Mulholland Wildflower Preserve area with downtown Ithaca behind the Gateway Plaza. In addition to trail work, the construction of 3 bridges is expected. A conceptual plan was produced in 2016 but a number of technical questions remain ... critical to the development of the final project scope and to the development of a realistic total project cost estimate.

Friends of Stewart Park, Inc.: Renwick Plaza & Cayuga Lake Overlook Design Study

FSP's next focus will be on revitalizing the Park's historic core, comprised of the Picnic Pavilion, the Wharton Studio Building and the parking area and lake edge between the two Pavilions. This funding request is for the preparation of the Renwick Plaza & Cayuga Lake Overlook Design Study. ... we would like to now prepare more detailed schematic designs for this area, an illustrative site plan and 3D rendering, along with a cost estimate suitable for grant applications for construction funding.

Friends of Stewart Park, Inc.: Stewart Park Inclusive Playground Bathroom Building & Splash Pad

FSP's first major park revitalization project is to construct a new and inclusive playground designed for all children and their caregivers to use and enjoy. This funding request is for two of the most important elements of the playground – the construction of a winterized and accessible Bathroom Building and a new accessible Splash Pad. These two features will dramatically enhance Stewart Park as a destination. Currently there are no winter bathroom facilities in the park Swimming has not been allowed since the early 1960's, so the Splash Pad is an important feature for summer park users.

Ithaca Farmer's Market: Visioning the future of the IFM Pavilion as part of Waterfront Development

The Ithaca Farmer's Market's popularity has placed enormous pressure on its infrastructure ... we are requesting funds to perform a feasibility study to replace the pavilion itself. Multiple vendor and customer surveys consistently identify access, parking, and four-season capacity as their highest priorities to enhance their IFM experience. Furthermore, IFM has the potential, with a redesign, to accommodate additional businesses, educational activities, and events. Feasibility will tell us the possibilities and limitations of this exciting vision.

Sciencenter: Sciencenter Amphitheater Renovations

The Sciencenter sees approximately 350 visitors per day, with groups of up to 132 students at a time. The existing amphitheater was never designed to accommodate this magnitude of use, so the Sciencenter proposes an amphitheater upgrade and renovation. This project will create a welcoming and accessible space for audiences visiting the Sciencenter and provide a venue for compelling and fun, hands-on STEM (Science, Technology, Education, Mathematics) content for our visitors, which in turn will help drive attendance from local and out of town visitors.

The School for Radiant Living at Yoga Farm: Expansion Capital Project

Expansion to our current classroom/studio space. Increase number of bathrooms, full reception area, waiting room, office and break room. With this expansion we will be able to double our classroom

space, and enrollment... Additionally, we will be able to hold week long retreats at the center without having to cancel our drop in yoga classes, which sustains our operations budget with membership. Our students come in from all over the state and North East for our trainings.

Tompkins Cortland Community College: TC3 Disc Golf Course Renovation/expansion

The funds will be used to refurbish and expand the disc golf course on the TC3 campus. The 12 year old course has established itself as a gem in the global disc golf community. The disc golf course has hosted several major competitions. We seek to restore/redesign and expand the course to be capable of national caliber competitions with new artificial turf tee surfaces with a 20 year life and new signage incorporating TC3 design student input. Disc golf is played all year long, with fall and spring the ideal times for disc golf tournaments.

Town of Dryden - Dryden Rail Trail Task Force: Dryden Rail Trail bridge infrastructure

The Dryden Rail Trail addition, once completed, will provide a continuous 20+ mile off-street connection from East Ithaca and Cornell University out to Dryden Lake and beyond. This project will help leverage and maximize funding opportunities to meet critical budget and cost share match requirements ... between Game Farm and Pinckney Roads ... to fund specific identified waterway and highway crossing infrastructure projects that overlap in scope and location with existing and pending grant opportunities.

Trumansburg Conservatory of Fine Arts: Trumansburg Conservatory Building Compliance and Upgrades

This project will engage an architect to complete a Feasibility Study that will lead to a capital investment bringing the landmark Trumansburg Conservatory of Fine Arts (TCFA) into compliance with the Americans with Disabilities Act; restore the interior and exterior finishes; and address other needed improvements. The goal is to create a plan to make this historic arts center fully accessible and welcoming.... The Feasibility Study will lead to necessary building improvements which will ultimately allow us to enhance tourism in the Finger Lakes.

Village of Freeville: Station Park: A History-themed Pocket Park in Freeville

Funding is requested for the construction of a 30' x 45' pocket park and bus shelter on a Village-owned parcel of land within the former Lehigh Valley Railroad right-of-way ... in Freeville. The park's ... elements will evoke the early 20th-century passenger station and train platform that once stood just east of the site. Station Park is located on the multi-use Dryden Rail Trail.... It will function as an educational 'way station' for local and out-of-town trail users and historical railroad enthusiasts while also serving as an attractive gateway to the Village of Freeville and a focal point for the Railroad Street neighborhood.

Wharton Studio Museum: Design, Construction, and Bid Documents for Wharton Studio Museum and Park Visitor Center

...funding for Design, Construction, and Bid Documents for the Wharton Studio Museum and Park Visitor Center in Stewart Park. ... as well as construction of an addition to the back of the Picnic 'Large' Pavilion for Ithaca Youth Bureau's summer camp needs. In 2016, WSM received support from TCTP for a planning and design study to develop the building. That study was instrumental in the City of Ithaca being nominated for NYS funding in the amount of \$450,000 by State Senator Tom O'Mara in 2018 for the museum/park visitor center that will be a vibrant heritage tourism destination in Stewart Park.

Synopses of each application, as written by the applicants, are on page 4-27.

Synopsis Center for the Arts at Ithaca, Inc., d.b.a. Hangar Theatre
Hangar Theatre New Flight Plan Feasibility Study
Type Feasibility Study

Agency Annual Operating Budget \$1,755,800
Grant Request \$24,500
Project Value \$24,500

Summary

Funds will be used to engage Holt Architects to develop a feasibility study for capital improvements to the Hangar Theatre to enhance the audience experience, expand programming options, and reduce annual operating costs. Components include: Increase lobby capacity and functionality; expand space for in-house Wedge performances; renovate parking lot for increased H/C parking and to better accommodate buses; re-visit and resolve flooding challenge; add offices for year-round staff and a meeting space work room.

Schedule 4 months: 6/1/19-9/30/19

Strategic Tourism Plan Goals Addressed by this project

- Arts, Culture & Heritage
- Groups

Strategic Tourism Plan Critical Action Addressed by this project – No

Total Attendance (Current) 32,500
Out of County Visitor Attendance (Current) 7,394
% of Current Out of County Visitors 23%

Feasibility Study Applications do not project impacts.

Tourism Grants previous 3 years

2016: ACOD, \$49,000 (multi year: 2016-17)
2016: Tourism Marketing & Advertising Grant, Come for the Gorges, Stay for a Show, \$5,000
2016: New Tourism Initiative Grant, A Christmas Carol, \$7,500
2017: Tourism Capital Grant, A Christmas Carol, \$20,000
2017: Tourism Marketing & Advertising Grant, Come for the Gorges, Stay for a Show, \$5,000
2018: ACOD, \$40,000 (multi year: 2018-19)

Feasibility Studies are only awarded in the grant year.

Key Comments in support of recommendation

Hangar is a valued cultural asset in community and has capacity to carry out the project. Increasing the lobby size, have accessible parking and bus parking are important to increase the size and scope of events at the Hangar. The proposed project will improve infrastructure to deal with flooding, which may get worse in the years to come.

Strengths

- The Hangar has a good reputation for doing quality programming and projects.
- Could be a great way to entice more bus tours to the area
- Considers how to expand services and cost reduction.
- Improved ADA access and access by seniors.

Weaknesses

- Not likely to drive significant increases in outside visitation or overnight visitors.

Synopsis City of Ithaca
Six Mile Creek Trail Feasibility Study
Type Feasibility Study

Agency Annual Operating Budget \$76,000,000
Grant Request \$60,000
Project Value \$60,000

Summary

For many years, the City of Ithaca has wanted to pursue construction of a walking path through the Six Mile Creek gorge to connect the Mulholland Wildflower Preserve area with downtown Ithaca behind the Gateway Plaza (401 E. State St.). In addition to trail work, the construction of 3 bridges is expected. A conceptual plan was produced in Feb. 2016 but a number of technical questions remain regarding subsurface conditions and watershed impacts that are beyond the scope of what staff can investigate. This information is critical to the development of the final project scope and to the development of a realistic total project cost estimate. The requested funding would be used to hire a firm to collect this information. Once the necessary information is collected, the City will be in the position to competitively apply for state or federal funding to design and construct the trail and appropriate ancillary features such as stream bank restoration and historic interpretation features.

Schedule 12 months 10/1/19-10/1/20

Strategic Tourism Plan Goals Addressed by this project

- Outdoor Tourism
- Arts, Culture & Heritage
- Downtown Ithaca

Strategic Tourism Plan Critical Action Addressed by this project – Yes

Yes, critical action 4: Native American archaeological sites, and 9: Connections to priority trails. There is the opportunity to commemorate the history and heritage of the Cayuga Nation who apparently spent winters in the project area. The trail will support connections between existing trails and foot path systems, namely the S. Hill Rec. Way forming a connection directly to downtown Ithaca and fill one of the final gaps separating Ithaca from the regional trail network including the Finger Lakes Trail and Buttermilk Falls S. P.

Total Attendance (Current) 1,000,000
Out of County Visitor Attendance (Current) 900,000
% of Current Out of County Visitors 90%

Feasibility Study Applications do not project impacts.

Tourism Grants previous 3 years

2016: Community Celebrations Grant, GIAC Festival, \$1,600
2016: Tourism Capital Grant, Lake St. Public Park Enhancements Project, \$10,000
2016: Tourism Marketing & Advertising Grant, Ithaca Skate Jam, \$3,800
2017: Community Celebrations Grant, GIAC Festival, \$1,200
2017: Community Celebrations Grant, Double Dutch Tournament of Champions, \$1,200

Feasibility Studies are only awarded in the grant year.

Key Comments in support of recommendation

Proposed project will help to maintain and increase Ithaca's 'gorges' reputation and provides tourists with an easy downtown trail. This will be a benefit to both tourists and residents. Study takes steps to make the project accessible.

Strength

- Takes a necessary step to complete a major trail that accesses a larger trail system.
- Possible historical sites – cultural/educational opportunity for Cayuga Nation -- interpretive panels.
- New connector between downtown and outdoor recreation opportunity
- Links to Southside, an underserved community
- Great to have access to nature so close to the dense downtown

Weaknesses

- Large money ask for a study
- Concern that the cost of the eventual trail work will not be able to be funded
- Will it truly benefit tourism? Seems it would primarily benefit residents

Synopsis Friends of Stewart Park, Inc.
Renwick Plaza & Cayuga Lake Overlook Design Study
Type Feasibility Study

Agency Annual Operating Budget \$175,000
Grant Request \$8,400
Project Value \$10,900

Summary

Friends of Stewart Park is working to revitalize Stewart Park for the Park's 2021 centennial. FSP's first major park revitalization project is to construct a new and inclusive playground. We anticipate that the playground will be completed by December of 2019, with some possibility of the work carrying into the spring of 2020. FSP's next focus will be on revitalizing the Park's historic core, comprised of the Picnic Pavilion, the Wharton Studio Building and the parking area and lake edge between the two Pavilions. This funding request for the preparation of the Renwick Plaza & Cayuga Lake Overlook Design Study. Over the years, many concept plans have been developed for this area. In 2018 FSP had a topographic survey of this area prepared and we would like to now prepare more detailed schematic designs for this area, an illustrative site plan and 3D rendering, along with a cost estimate suitable for grant applications for construction funding.

Schedule 6 months: 8/1/19-1/31/20

Strategic Tourism Plan Goals Addressed by this project

- Arts, Culture & Heritage
- Outdoor Tourism
- Beautification, signage and public art

Strategic Tourism Plan Critical Action Addressed by this project – Yes

Supports Critical Action #11: Support the Stewart Park Rehabilitation Action Plan (now referred to as the Stewart Park Revitalization Plan by the Friends of Stewart Park). This study will provide the information needed to effectively fundraise for the redesign of the important public space in the park, providing a space for performances, special events and enhancing the views of Cayuga Lake from the Park's historic core. In addition, this site will become an important launch site for the Cayuga Lake Blueway Trail.

Total Attendance (Current) 550,000
Out of County Visitor Attendance (Current) 170,000
% of Current Out of County Visitors 31%

Feasibility Study Applications do not project impacts.

Tourism Grants previous 3 years

2017: Tourism Capital Grant, Picnic Pavilion Phase 2, \$25,000
2018: Tourism Capital Grant, Stewart Park Revitalization - Phase 3 Building Improvements, \$50,000 (multi year: 2018-19)

Feasibility Studies are only awarded in the grant year.

Key Comments in support of recommendation

The proposed plaza and band shell are a priority project at the heart of Stewart Park. They will provide important improvements to a currently unkempt stretch of lakefront, as an event space to host group events and small

concerts, a place for boaters to arrive at the park, and a platform to view up the lake. It creates a desirable tourism destination. The cost of the study is reasonable. Project aligns with the Tourism Plan for Stewart Park revitalization. FSP has accomplished a lot. City collaboration and support has improved dramatically.

Strengths

- This project works in coordination with many other initiatives STPB is funding.
- Good timing with centennial of the Park in 2021
- Access for the Blueway Trail, which is a critical action of the tourism plan

Weaknesses

- Won't necessarily improve overnight stays
- The park is a seasonal location not helping our area during slow off-peak seasons

Synopsis Friends of Stewart Park, Inc.

Stewart Park Inclusive Playground Bathroom Building & Splash Pad

Type Capital Investment Grant

Agency Annual Operating Budget \$175,000

Grant Request \$158,352

Project Value \$479,856

Summary

Friends of Stewart Park is working to revitalize Stewart Park for the Park's 2021 centennial. FSP's first major park revitalization project is to construct a new and inclusive playground designed for all children and their caregivers to use and enjoy. This funding request is for two of the most important elements of the playground – the construction of a winterized and accessible Bathroom Building and a new accessible Splash Pad. These two features will dramatically enhance Stewart Park as a destination for both residents and visitors to Ithaca. Currently there are no winter bathroom facilities in the park for six months for the late fall, winter and early spring seasons. The existing splash pad is more than fifty years old, curbed and not accessible, and drains directly into Fall Creek which is not allowed under current storm water regulations. Swimming has not been allowed since the early 1960's, so the Splash Pad is an important feature for summer park users.

Schedule 6 months: 6/1/19- 12/15/19

Strategic Tourism Plan Goals Addressed by this project

- Arts, Culture & Heritage
- Outdoor Tourism
- Beautification, signage and public art

Strategic Tourism Plan Critical Action Addressed by this project – Yes

Supports Critical Action #11: Support the Stewart Park Rehabilitation Action Plan (now referred to as the Stewart Park Revitalization Plan by the Friends of Stewart Park). The new playground is one of the key projects described in the plan and will be a great enhancement to the park for families, children and for those with mobility challenges. While not mentioned in the 2020 plan, accessibility and inclusion are priority issues for the Visitor and Convention Bureau and can generate a significant number of visits from those who plan trips based upon the availability of accessible facilities.

Total Attendance (Current)	550,000	
Out of County Visitor Attendance (Current)	170,500	
% of Current Out of County Visitors	31%	
Total Attendance (Yr 3 Projected)	600,000	
Out of County Visitor Attendance (Yr 3 projected)		not sure
% of 3yr Projected Out of County Visitors	N/A%	

Tourism Grants previous 3 years

2017: Tourism Capital Grant, Picnic Pavilion Phase 2, \$25,000

2018: Tourism Capital Grant, Stewart Park Revitalization - Phase 3 Building Improvements, \$50,000 (multi year: 2018-19)

Can accept award over 2 years? Yes **Over 3 years?** No

Key Comments in support of recommendation

This was a large request in support of both bathrooms and splash pad equipment room. The recommendation is to provide funds toward the new year-round bathrooms, an amenity that has been sorely lacking in the Park. While the splash pad is an excellent amenity, the bathrooms are a priority given the competition for funding this year. It is expected to be easier for FSP to raise funds for the splash pad than for the bathrooms. These bathrooms will also support visitors to the splash pad – an amenity that is accessible.

Strengths

- Aligns with the Tourism Plan for Stewart Park revitalization.
- Good team in place, solid plan, city backing.
- The inclusive playground and splash pad will be wonderful community amenities, which will sometimes be used by visitors.
- It will rival the amenities at Taughannock Park, which many people can't / don't use because of its location and because there is a parking fee

Weaknesses

- The splash park will have a short season and doesn't help with tourism during the winter months.
- ROI to tourism less than ROI to local community

Synopsis Ithaca Farmer's Market

Visioning the future of the IFM Pavilion as part of Waterfront Development

Type Feasibility Study

Agency Annual Operating Budget \$300,000

Grant Request \$10,000

Project Value \$10,000

Summary

The Ithaca Farmer's Market is a jewel of Tompkins County and a major draw to tourists and locals alike, with its unique mix of locally-grown and produced farmer, artisan and food products. IFM's popularity has placed enormous pressure on its infrastructure, even as adjoining properties are poised for major development initiatives that will generate additional customer traffic. In 2019 IFM is applying for State funds to redesign and pave its parking lot, as the first phase of re-imagining the future market infrastructure. Here we are requesting funds to perform a feasibility study to replace the pavilion itself. Multiple vendor and customer surveys consistently identify access, parking, and four-season capacity as their highest priorities to enhance their IFM experience. Furthermore, IFM has the potential, with a redesign, to accommodate additional businesses, educational activities, and events. Feasibility will tell us the possibilities and limitations of this exciting vision.

Schedule 2 months: 10/1/19-11/30/19

Strategic Tourism Plan Goals Addressed by this project

- Agriculture & Tourism
- Sustainable Tourism
- Niche

Strategic Tourism Plan Critical Action Addressed by this project – Yes

If we receive funding and are able to pursue the feasibility study to re-envision our market space, we would have the opportunity to re-envision how we can plan our infrastructure to support us in creating better customer access and experiences. This will allow us to grow our efforts to create more collaborative agri- and culinary tourism partnerships within our membership and the region. (Administrator's note: critical action is related to the Agriculinary Tourism Implementation Plan.)

Total Attendance (Current) 290,000
Out of County Visitor Attendance (Current) 116,000
% of Current Out of County Visitors 40%

Feasibility Study Applications do not project impacts.

Tourism Grants previous 3 years

2016: New Tourism Initiative Grant, Ithaca Night Market, \$4,620
2016: Tourism Marketing & Advertising Grant, Ithaca Night Market, \$2,913

Feasibility Studies are only awarded in the grant year.

Key Comments in support of recommendation

The IFM is a huge tourism asset and there are many possibilities for the uses of this space for the market and other events such as weddings that promote tourism. Addressing the poor parking and providing year-round access of the Market are positive, necessary steps. The timing of this project is good. Lots of development will be happening

around the Farmers Market soon. IFM is very important to lakefront activities. The current winter market location, The Coop's Space, is going away.

Strengths

- Upgrading all the facilities and extending the season
- With the rise in agri-culinary tourism this could be a big benefit, including leveraging wineries and cideries
- The price for this study seems very fair

Weaknesses

- Small increase of overnight visitor stays
- Will the eventual ROI for the additional winter months be sufficient?
- Would like to see funding match

Synopsis Sciencenter
Sciencenter Amphitheater Renovations
Type Capital Investment Grant

Agency Annual Operating Budget \$3,340,073
Grant Request \$70,000
Project Value \$210,000

Summary

Annual attendance at the Sciencenter is now 12 times greater than it was in 1993 when our amphitheater first opened. The amphitheater was built to accommodate up to 110 guests — well within the demands of the 10,000 yearly visitors (average of 30 visitors per day). Now, the Sciencenter sees approximately 350 visitors per day, with groups of up to 132 students at a time. The existing amphitheater was never designed to accommodate this magnitude of use, so the Sciencenter proposes an amphitheater upgrade and renovation. This project will create a welcoming and accessible space for audiences visiting the Sciencenter and provide a venue for compelling and fun, hands-on STEM (Science, Technology, Education, Mathematics) content for our visitors, which in turn will help drive attendance from local and out of town visitors.

Schedule 24 months: 3/1/19 – 2/28/21

Strategic Tourism Plan Goals Addressed by this project

- Edutourism - Increase educational tourism
- Arts, Culture & Heritage

Strategic Tourism Plan Critical Action Addressed by this project – No

Total Attendance (Current)	112,723	
Out of County Visitor Attendance (Current)	48,428	
% of Current Out of County Visitors	43%	
Total Attendance (Yr 3 Projected)	110,707	
Out of County Visitor Attendance (Yr 3 projected)	47,604	
% of 3yr Projected Out of County Visitors	43%	

Tourism Grants previous 3 years

2016: Tourism Capital Grant, Sustainability Gallery and Garden, \$48,115 (multi year 2016-17)
2016: Tourism Project Grant, Make Some Noise! Sound exhibits, \$23,000
2016: ACOD - \$40,000 (multi year 2016-17)
2017: Tourism Capital Grant, Get Fit Gallery, \$20,000
2017: Tourism Project Grant, Science Playground, \$18,000
2018: Tourism Capital Grant, Build Move Live Play, \$10,000
2018: Tourism Project Grant, Vet Exhibit, \$25,000
2018: ACOD, \$40,000 (multi year, 2018-19)

Can accept award over 2 years? Yes **Over 3 years?** Yes

Key Comments in support of recommendation

Limited funding is recommended for this proposal. This reflects the highly competitive grant cycle in 2019, the Sciencenter's organizational strength, as well as its history of support from the County's Tourism Program. While recognizing the desirability of improving the Amphitheatre, this does not appear to be a tourism-critical project.

Strengths

- The Sciencenter is a key organization in the County's tourism brand.
- Sciencenter is open year-round for tourism visits
- Accessibility is a Tourism program priority and one that the CVB is seeking to actively support and market.
- Their visitor numbers have been consistently growing showing a strong base and stable investment.

Weaknesses

- The renderings do not imply 'hands on' and 'STEM' programming referenced in the application. It's more like a small movie theater with a giant screen.
- The ability to significantly expand the number of seats is limited by the fact that they are not enlarging the room itself so this may limit the ROI for this investment.

Synopsis The School for Radiant Living at Yoga Farm

Expansion Capital Project

Type Capital Investment Grant

Agency Annual Operating Budget \$275,000

Grant Request \$100,000

Project Value \$385,000

Summary

Expansion to our current classroom/studio space. Increase number of bathrooms, full reception area, waiting room, office and break room. Currently, we only have one classroom, which limits our programming. We hold certification training programs in Yoga, Meditation, Mindfulness, Life Coaching, and at this time can only have one program happening each weekend. With this expansion we will be able to double our classroom space, and enrollment, which means twice as many out of town students coming in for weekend programming. Additionally, we will be able to hold week long retreats at the center without having to cancel our drop in yoga classes, which sustains our operations budget with membership. Our students come in from all over the state and North East for our trainings. Typically weekend students come in on Friday evening and stay until Sunday or Monday. We do not have accommodations on site for these students and we help them find places near by to stay for the weekend.

Schedule 12 months: 5/1/19-5/1/20

Strategic Tourism Plan Goals Addressed by this project

- Edutourism - Increase educational tourism

Strategic Tourism Plan Critical Action Addressed by this project – Yes

Meets the Critical Action Plan goal number 28; 'Develop integrated (digital, social media, cable) geo-targeted niche campaigns (wine, waterfalls, locavore, music, green/sustainability, family, Double Income No Kids ', recent empty nest, low-cost, etc).' Wellness Edu-tourism is an incredible opportunity to invite DINK and empty nesters to come to the area and spend the weekend immersed in our programming. ... By using social media networks and geofilters on snapchat we will be drawing in urban city dwellers ...

Total Attendance (Current)	1,800	
Out of County Visitor Attendance (Current)	322	
% of Current Out of County Visitors	16%	
Total Attendance (Yr 3 Projected)	3,600	
Out of County Visitor Attendance (Yr 3 projected)	500	
% of 3yr Projected Out of County Visitors	14%	

Tourism Grants previous 3 years

None.

Can accept award over 2 years? Yes **Over 3 years?** No

Key Comments in support of recommendation

The applicant is a very new non-profit, having recently submitted its 1023 application to the IRS. The Review Committee would like to see that the organization has a fully populated board that is substantially independent of

the founder, who previously ran this as a for-profit business. The Review Committee would also want to see a track record of diverse fundraising and public support. The TCG program would consider a future application from this non-profit organization once they have an established record.

Strengths

- Would help grow this niche market (Wellness Eco Tourism) in Tompkins County
- Possibility of retreats
- Possible to generate room nights throughout the year

Weaknesses

- Niche market, as much as it can be a strength it is also a weakness due to the small size of audience

Synopsis Tompkins Cortland Community College
TC3 Disc Golf Course Renovation/expansion
Type Capital Investment Grant

Agency Annual Operating Budget \$40,861,450
Grant Request \$25,000
Project Value \$85,700

Summary

The funds will be used to refurbish and expand the disc golf course on the TC3 campus. The 12 year old course has established itself as a gem in the global disc golf community. The disc golf course has hosted several major competitions. In the past few years, the course has fallen into disrepair. Tee surfaces intended to last 5 years have been in place for over 12 years now. We seek to restore/redesign and expand the course to be capable of national caliber competitions with new artificial turn tee surfaces with a 20 year life and new signage incorporating TC3 design student input. Disc golf is played all year long, with fall and spring the ideal times for disc golf tournaments. To target the growing youth movement in the sport, a summer date works best because school is out and fits parent schedules. Open to all, the improved course will align with the recent tourism studies showing the need to offer more outdoor recreation offerings to attract out of town visitors to our county.

Schedule 13 months: 7/15/19 – 8/15/20

Strategic Tourism Plan Goals Addressed by this project

- Sports Tourism
- Edutourism - Increase educational tourism

Strategic Tourism Plan Critical Action Addressed by this project – No

Total Attendance (Current)	1820
Out of County Visitor Attendance (Current)	300
% of Current Out of County Visitors	16.5%
Total Attendance (Yr 3 Projected)	3,000
Out of County Visitor Attendance (Yr 3 projected)	450
% of 3yr Projected Out of County Visitors	15%

Tourism Grants previous 3 years

None

Can accept award over 2 years? Yes **Over 3 years?** Yes

Key Comments in support of recommendation

Sports tourism is an initiative STPB hasn't focused as much on and it is an area the STPB board has identified as an important market. It is creative and new and is sports-oriented. Fit and scale is appropriate for our community for sporting events. Likelihood of this being a premier course are good. Nice to have a project outside of the center of the County.

Strengths

- I can see this improving overnight stays by hosting tournaments. Could block rooms at hotels in the airport area.
- TC3 has the capacity to support the course and maintenance, and students will collaborate.
- Growing popularity of disc golf
- Corporate groups are always looking for team building activities
- CVB support letter indicates good ROI and something that they can market to groups including during shoulder season
- Project leadership has extensive project management and fundraising experience, is well connected in the national and international disc golf world
- It's the only disc golf course in Tompkins County
- It's a project that can be used by multiple generations.

Weaknesses

- Seasonal and does not help our slowest tourism months in the area
- It is a niche sport so may not have a huge impact on tourism or the community.
- Accessibility to TC3

Synopsis Town of Dryden - Dryden Rail Trail Task Force
Dryden Rail Trail bridge infrastructure
Type Capital Investment Grant

Agency Annual Operating Budget \$197,000
Grant Request \$65,000
Project Value \$2,190,715

Summary

The Dryden Rail Trail addition follows the route of the decommissioned Lehigh Valley Railroad along a 10 mile corridor and, once completed, will provide a continuous 20+ mile off-street connection from East Ithaca and Cornell University out to Dryden Lake and beyond, passing through Varna, Etna, Freeville and Dryden. This Capital Grant project will help leverage and maximize funding opportunities to meet critical budget and cost share match requirements across multiple agencies, grantees, and construction phases between Game Farm and Pinckney Roads by providing an additional \$65,000 to fund specific identified waterway and highway crossing infrastructure projects that overlap in scope and location with existing and pending grant opportunities.

Schedule 36 months: 7/1/19-6/30/22

Strategic Tourism Plan Goals Addressed by this project

- Outdoor tourism
- Transportation

Strategic Tourism Plan Critical Action Addressed by this project – Yes

The project is included in critical action #9 referenced as the Ithaca-Dryden Rail Trail: The project will support the completion of priority multi-use trails and connections between these and existing foot path systems, and support tourism-enhancing features for priority trails (BDT, CWT/Urban Connections, S. Hill Rec Way, Finger Lakes Trail, Ithaca-Dryden Rail Trail). The project will also support a related element for a wayfinding signage plan/system that includes physical and technological wayfinding platforms ...

Total Attendance (Current)	10,000	
Out of County Visitor Attendance (Current)	NA	
% of Current Out of County Visitors	%	
Total Attendance (Yr 3 Projected)	20,000	
Out of County Visitor Attendance (Yr 3 projected)	12,000	
% of 3yr Projected Out of County Visitors	60%	

Tourism Grants previous 3 years

2016: Community Celebrations Grant, Dryden Lake Festival, \$1,600
2016: Community Celebrations Grant, Dryden Calk Art Festival, \$750
2017: Community Celebrations Grant, Dryden Lake Festival, \$1,700
2018: Community Celebrations Grant, Dryden Lake Festival, \$1,600
2018: Strategic Tourism Implementation Grant, Rail Trail/Rt. 13 Crossing Preliminary Design, F.H. Fox Bridge Railing Engineering, and (amended) engineering analysis of 2 Cascadilla Creek trestle crossings, \$26,000

Can accept award over 2 years? Yes **Over 3 years?** Yes

Key Comments in support of recommendation

Completion of this trail, will substantially add to our outdoor recreation tourism offerings, including winter uses. This trail will be substantial enough to market to tourists. The project has a strong team of partners, including strong support from the Town of Dryden.

Strengths

- This award will be leveraged as a matching grant.
- This project is a critical action of the 2020 STPB tourism plan.
- Directly supports the completion of a multi-use trail that will vastly improve connectivity.

Weaknesses

- Lots of moving pieces / interdependencies in the overall project
- Will take many years to complete

Synopsis Trumansburg Conservatory of Fine Arts
Trumansburg Conservatory Building Compliance and Upgrades
Type Feasibility Study

Agency Annual Operating Budget \$153,900
Grant Request \$15,700
Project Value \$18,200

Summary

This project will engage an architect to complete a Feasibility Study that will lead to a capital investment bringing the landmark Trumansburg Conservatory of Fine Arts (TCFA) into compliance with the Americans with Disabilities Act; restore the interior and exterior finishes; and address other needed improvements. The goal is to create a plan to make this historic arts center fully accessible and welcoming. The installation of ADA compliant entrance and restrooms would allow us to accommodate all visitors. The architect will provide base building drawings, conditions assessment, and schematic design documents including an estimate. The analysis will also include interior and exterior finishes, mechanical systems, and electrical distribution with appropriate zoning and code review [See detailed architect's proposal]. The Feasibility Study will lead to necessary building improvements which will ultimately allow us to enhance tourism in the Finger Lakes.

Schedule 6 months: 8/1/19-2/1/20

Strategic Tourism Plan Goals Addressed by this project

- Edutourism - Increase educational tourism
- Art, Culture & Heritage
- Beautification, Signage & Public Art

Strategic Tourism Plan Critical Action Addressed by this project – No

Total Attendance (Current) 3750
Out of County Visitor Attendance (Current) NA
% of Current Out of County Visitors %

Feasibility Study Applications do not project impacts.

Tourism Grants previous 3 years
None

Feasibility Studies are only awarded in the grant year.

Key Comments in support of recommendation

Trumansburg is on the Beer Trail and near the Wine Trail. Trumansburg has a thriving arts scene and draws many out of county visitors every summer. The timing is good since the Conservatory won a NYS REDC grant in 2018 to hire a full-time director and expand programming. The Conservatory is an important community institution as well as having tourism potential. Good to be supporting a venue outside the center of the County. Creating accessibility is particularly challenging in historic buildings. This would serve as a tourism enhancement not a tourism driver.

Strengths

- Supporting tourism in T-Burg is important to the B and B's and other businesses in the village.

- TCFA has great potential and there is good energy and support behind this project.
- A feasibility study will be necessary and can serve as a catalyst to turn this organization into a significant player in this corner of the county.

Weaknesses

- Sounds like it would only increase efforts in the high season, which is not the aim of the tourism board. We are looking improvements to drive tourism for off peak winter and spring seasons.

Synopsis Village of Freeville

Station Park: A History-themed Pocket Park in Freeville

Type Capital Investment Grant

Agency Annual Operating Budget \$400,000

Grant Request \$27,500

Project Value \$89,300

Summary

Funding is requested for the construction of a 30' x 45' pocket park and bus shelter on a Village-owned parcel of land within the former Lehigh Valley Railroad right-of-way at the intersection NYS Route 38/Railroad Street and Factory Street in Freeville. The park's architectural and landscape elements will evoke the early 20th-century passenger station and train platform that once stood just east of the site, across Railroad Street. Station Park is located on the multi-use Dryden Rail Trail, an ongoing project of the Town of Dryden. It will function as an educational 'way station' for local and out-of-town trail users and historical railroad enthusiasts while also serving as an attractive gateway to the Village of Freeville and a focal point for the Railroad Street neighborhood.

Schedule 19 months: 6/1/19-12/31/20

Strategic Tourism Plan Goals Addressed by this project

- Outdoor tourism
- Niche

Strategic Tourism Plan Critical Action Addressed by this project – Yes

Critical Action 9: Support the completion of priority multi-use trails and connections. The pocket park's location at the intersection of the two railbed rights-of-way along which the rail trail runs will make the park a potential hub-like connection point with future expansions of the area's rail-trail network toward Groton and/or Cortland. The park will also facilitate access from the Dryden Rail Trail to the trails in Freeville's Genung Nature Preserve.

Total Attendance (Current)	0	
Out of County Visitor Attendance (Current)	0	
% of Current Out of County Visitors	%	
Total Attendance (Yr 3 Projected)	22,000	
Out of County Visitor Attendance (Yr 3 projected)	4,000	
% of 3yr Projected Out of County Visitors	18%	

Tourism Grants previous 3 years

None

Can accept award over 2 years? Yes **Over 3 years?** Yes

Key Comments in support of recommendation

Potentially an interesting way to enter or exit the trail, especially if there is parking there. Hub of trails there. Good to invest outside the City. Provides a break point on the trail – e.g. could be a place to stop and eat lunch.

Strengths

- Village contributions, capacity, and commitment. They have been working on it for five years.
- It has a lot of in-kind support from local trustees their historian.
- New potential tourism asset; complement to existing rail trail; railroad related tourism is a real unique niche tourism opportunity.
- Investment in part of the county that doesn't ask for a lot.

Weaknesses

- Tourism impact is very small.

Synopsis Wharton Studio Museum

Design, Construction, and Bid Documents for Wharton Studio Museum and Park Visitor Center

Type Capital Investment Grant Feasibility Study

Agency Annual Operating Budget \$30,000

Grant Request \$21,266

Project Value \$66,300

Summary

Wharton Studio Museum (WSM) is respectfully requesting funding for Design, Construction, and Bid Documents for the Wharton Studio Museum and Park Visitor Center in Stewart Park. This set of documents is the necessary next step in the process to create the Wharton Studio Museum and Park Visitor Center within the historic Wharton Studio building (currently housing City's DPW); as well as construction of an addition to the back of the Picnic 'Large' Pavilion for Ithaca Youth Bureau's summer camp needs. In 2016, WSM received support from TCTP for a planning and design study to develop the building. That study, 'Re-Envisioning the Wharton Studio Building: Transforming an Ithaca Landmark', was instrumental in the City of Ithaca being nominated for NYS funding in the amount of \$450,000 by State Senator Tom O'Mara in 2018 for the museum/park visitor center that will be a vibrant heritage tourism destination in Stewart Park. The City has submitted the Preliminary Funding Application to DASNY.

Schedule 5 months: 6/15/19-11/15/19

Strategic Tourism Plan Goals Addressed by this project

- Arts, Culture & Heritage
- Outdoor tourism

Strategic Tourism Plan Critical Action Addressed by this project – Yes

Directly implements Critical Action #4 (Developing tours of historic sites, etc.) and Critical Action #11 (Supporting the Stewart Park Rehabilitation Action Plan). ... currently a destination on WSM's self-guided Silent Film History Tour ..., will be one of three key destinations on a new inter-county Finger Lakes Film Trail. A cornerstone project in revitalization of Stewart Park and specifically of the park's Historic Core, the future Wharton Studio Museum and Park Visitor Center directly supports the Stewart Park Rehabilitation Action Plan (SPRAP).

Total Attendance (Current)	1,200	
Out of County Visitor Attendance (Current)	80	
% of Current Out of County Visitors	7%	
Total Attendance (Yr 3 Projected)	N/A	
Out of County Visitor Attendance (Yr 3 projected)		N/A
% of 3yr Projected Out of County Visitors		N/A

Tourism Grants previous 3 years

- 2016: Tourism Project Grant, Ithaca Fantastik Film Festival, \$13,000
- 2016: Tourism Marketing & Advertising Grant, Ithaca Fantastik Film Festival, \$2,600
- 2016: Tourism Capital Grant, Planning & Design Study for DPW/Wharton Building Exhibit Space Concept, \$9,050
- 2017: Tourism Project Grant, Ithaca Fantastik Film Festival, \$12,500
- 2017: Tourism Marketing & Advertising Grant, Ithaca Fantastik Film Festival, \$2,600
- 2018: Tourism Project Grant, Ithaca Fantastik Film Festival, \$15,000

2018: Tourism Marketing & Advertising Grant, Ithaca Fantastik Film Festival, \$2,600

2018: New Tourism Initiative Grant, Wharton Studio Era Headphone Walking-Play with Cherry Arts, \$5,000

2018: Tourism Marketing and Advertising Grant, Wharton Studio Era Headphone Walking-Play with Cherry Arts, \$1,000

Can accept award over 2 years? No **Over 3 years?** No

Key Comments in support of recommendation

The Review Committee felt the other two applications for projects in Stewart Park are more critical than WSM at this time. Given the limited budget for the Tourism Capital Grants program compared to demand, the Committee decided to not recommend funding the WSM's proposal. They would welcome resubmittal of the WSM's application for this project next year.

Strengths

- Strong heritage project capitalizing on the unique history of the region.
- Financials look good, evidence of matching funding and city backing for the project.
- Year-round attraction

Weaknesses

- Need to really evaluate the three projects that have asks for Stewart Park, even though each is a separate project we can only focus so many resources to one overall asset
- Do not believe this will increase overnight visitation

INFORMATION FOR REVIEWERS

Tourism Capital Grants program fund status

As of March 2019, there is \$200,000 available in the program's fund for grants.

What is on the horizon?

This program has a single round annually.

2019 is a highly competitive year. Twelve applications is a record high. It represents an increase in outdoor recreation applications and an upward trend in general. I expect there will continue to be strong applicant interest for the next several years. Most of the feasibility studies TCG has funded over the past several years are likely to generate eligible capital projects in the next several years.

Other Information

The Review Committee completes a scoring grid online. The averaged results from all the reviewers' scores helps guide the reviewers' discussion; it is not a point system to determine the awards. Reviewers also submit up to three strengths and three weaknesses for each application. These comments are used to support the Committee's recommendations and to provide feedback to the applicants.

Also enclosed are:

- History of the Tourism Capital grants awards since inception (by recipient)
- Criteria for Grants from the application guide
- The review committee's Conflict of Interest Policy
- (There are no past multi-year grants that affect the current budget)

TCAD Tourism Capital Grants Review Committee members:

April 2019:

- Anna Kelles (TC Legislature/TCAD)
- Cathy Hart (TCAD)
- Doug Levine (STP)
- Jennifer Tavares (TCAD)
- Josh Friedman (STP)
- Kelli Cartmill (STP)
- Ken Jupiter (STP) chair
- Steve Snyder (TCAD)

None of the reviewers had conflicts of interest with the projects in 2019.

Detailed History of Awards 2003 to 2018 (2 pages)

Tourism Capital Grants Awardees 2003-2018		Year	Award	Project Value	Type
1	Cayuga Nature Center Feas	2008	13,500	13,500	f
2	Cayuga Nature Center 1	2009	100,000	357,752	c
3	Cayuga Nature Center 2	2011	100,000	450,000	c
4	Cayuga Nature Center: Cayuga Lake Past and Present Exhibit	2014	40,000	241,180	c
5	Cayuga Nature Center - Smith Woods	2017	5,000	80,000	c
			258,500		
6	Center for Transformative Action: Floating Classroom study	2017	5,500	12,360	f
7	Center for Transformative Action: Discover Cayuga Lake boat	2018	50,000	213,241	c
			55,500		
8	City of Ithaca: Lake Street Public Park Enhancement	2015	20,000	240,000	c
9	City Ithaca Skate Park	2011	60,000	435,340	c
10	City Ithaca Youth Bureau - Rink	2017	50,000	1,007,486	c
			130,000		
11	CSMA: 3 rd Floor performance space	2013	8,000	8,160	f
12	CSMA: 3 rd Floor Performance Space Phase 1	2014	55,000	165,400	c
13	CSMA - 3 rd Floor Phase 2	2017	16,500	85,970	c
			79,500		
14	CWT Phase 2	2005	5,000	115,000	c
15	CWTI -- Stewart Park Rehab Action Plan	2008	15,000	15,000	f
16	CWT Cayuga Waterfront Trail: panels and Overlook	2012	20,000	76,500	c
			40,000		
17	Dorothy Cotton Institute	2010	7,500	7,500	f
18	Downtown Ithaca Alliance (Conf Ctr)	2016	40,000	44,000	c
19	Finger Lakes Land Trust: Emerald Necklace enhancement	2012	20,000	76,550	c
20	Finger Lakes Land Trust - Trail	2017	10,000	51,700	c
			30,000		
21	Hangar Theatre	2003	9,000	9,000	f
22	Hangar Theatre	2008	84,000	84,000	c
23	Hangar Theatre Capital	2009	100,000	3,100,000	c
24	Hangar Theatre: Hangar for All Seasons Phase 2	2013	5,000	9,800	f
25	Hangar - Dickens	2017	20,000	107,500	c
			218,000		
26	History Center: Eight Square School House	2006	10,000	10,000	f
27	History Center: Feasibility of partnership with IAHF/Tommy	2013	7,500	23,000	f
28	History Center: Feasibility partner Ithaca Motion Picture Project	2013	7,500	23,000	f
29	History Center: Heritage Education Center	2017	25,000	86,000	c
30	The History Center - Center for History and Culture	2018	80,000	6,314,000	c
			130,000		
31	Ithaca Children's Garden	2009	14,800	500,000	c
32	Ithaca Children's Garden: Edible Forest Garden Phase 1	2014	34,000	102,809	c
33	Ithaca Children's Garden: Very Hungry Caterpillar	2015	16,000	16,170	f
34	Ithaca Children's Garden: Urban Environmental Educat'n Center	2018	30,000	72,525	f
			94,800		
35	Ithaca Farmers Market	2005	10,000	51,630	c
36	Ithaca Farmers Market Bathroom Trailer	2015	5,000	31,000	c
			15,000		

Tourism Capital Grants Awardees 2003-2018		Year	Award	Project Value	Type
37	Ithaca United Soccer Club (Fields)	2016	5,000	9,995	f
38	Kitchen Theatre Feas 1	2008	13,000	13,000	f
39	Kitchen Theatre Capital	2009	100,000	1,202,800	c
40	Kitchen Theatre Feas 2	2009	21,000	21,000	c
			134,000		
41	PRI- Museum of Earth- Building Expansion	2003	125,000	7,000,000	c
42	PRI/MOTE Climate Exhibit	2010	50,000	150,000	c
43	PRI Museum of the Earth 10 th Anniversary Museum Enhancements	2013	32,000	241,180	c
44	PRI MoTE Smithsonian exhibits	2015	50,000	392,445	c
			257,000		
45	Sciencenter Golf	2003	25,000	150,000	c
46	Sciencenter Ocean	2005	20,000	90,000	c
47	Sciencenter Outdoor	2006	60,000	200,000	c
48	Sciencenter Marcellus Drilling Exhibit	2011	50,000	220,000	c
49	Sciencenter: Expansion Live Animal Gallery	2012	30,000	120,000	c
50	Sciencenter: prototyping of Galaxy Golf	2013	12,500	29,020	f
51	Sciencenter: Mini-Golf Construction	2014	25,000	307,400	c
52	Sciencenter: Sagan Walk Expansion	2015	25,000	110,000	c
54	Sciencenter (Sustainability)	2016	48,115	144,347	c
54	Sciencenter - Get Fit!	2017	20,000	150,000	c
55	Sciencenter - Build Move Live Play	2018	10,000	150,000	c
			325,615		
56	Historic Ithaca - State Theatre Phase 2	2003	125,000	720,300	c
57	State Theatre bathroom expansion and improvements	2012	3,780	3,780	f
58	State Theatre bathroom expansion and renovation	2013	42,000	267,000	c
59	State Theatre (Lobby)	2016	9,000	15,200	f
60	State Theatre Accessibility and Sound Improvements	2018	26,000	90,000	c
			205,780		
61	Stewart Park Building Study	2010	15,000	15,000	f
62	Stewart Park Landscape Rehab Study	2012	10,000	17,000	f
63	Stewart Park Rehabilitation Phase 1 Building Improvements	2013	70,500	415,100	f
64	Stewart Park Buildings Five Year Priority Plan	2015	20,000	39,490	f
65	Friends of Stewart Park - Pavillion	2017	25,000	287,280	c
66	Friends of Stewart Park - Pavilion	2018	50,000	213,300	c
			190,500		
67	Tompkins Planning: Cayuga Lake Blueway Trail: Design Study	2014	10,000	18,000	f
68	Tompkins County Planning (Blueway)	2016	33,480	121,343	c
			43,480		
69	Wharton/Ithaca Motion Picture Project	2009	5,500	5,500	f
70	Wharton Studio Museum (Exhibits)	2016	9,050	9,050	f
			14,550		
71	Wine Center Feasibility Ph1	2004	5,000	10,000	f
72	Wine Center Feasibility Ph 2	2005	7,500	7,500	f
73	Wine Center	2007	160,000	502,220	c
			172,500		
	Total		2,447,225	27,695,323	
	47 Capital Projects Awards		Median \$34,000	Average \$44,402	
	26 Feasibility Studies Awards		Median \$9,000	Average \$12,705	

Criteria for the Grant...from the application guide:

The Tourism Capital Grants Program focuses on major visitor-generating projects such as theaters, museums, and other major cultural and recreational attractions. The funds can be used for:

- Design, renovation, and new building projects
- Investments in unique permanent (minimum 5-year life) installations such as exhibits
- Feasibility studies of potential capital projects

The fund cannot be used to refinance existing debt, or for operating expenses.

Eligibility

Applicant Eligibility: large, tourist/visitor generating not-for-profit or public-purpose projects. Examples of projects include the Sciencenter Touch Tank permanent exhibit, the Hangar Theater renovations for winter operations, the Museum of the Earth new building, and visitor amenities for the Cayuga Waterfront Trail. The organization must track where visitors are from in order to establish tourism impact. The organization must market to visitors beyond Tompkins County.

Project Eligibility

A. *Capital Investment Projects:* New construction and renovation projects are eligible. The project may provide expansion or renovation to existing facilities, or may be a totally new facility. The fund will usually participate at the \$25,000 level or higher. Funds may contribute up to one third of eligible costs that include:

- Acquisition of land
- Acquisition, construction, and renovation of buildings
- Acquisition of furnishings, equipment, permanent exhibitions, and other capital improvements designed to serve or promote tourism over a minimum of five years
- Design services for the project

B. *Feasibility Studies:* Studies should potentially lead to a capital investment as described above. Grants may fund up to 100% of a feasibility study. Eligible projects include:

- Concept level design and cost estimates
- Tourism plan for a capital project
- Business plan for a capital project
- *Not eligible: fundraising feasibility study*

Evaluation Criteria

A. *Capital Investment Projects:*

The application must demonstrate

- Financial feasibility of the project
- Organizational capacity and commitment to make the project a success
- Likelihood of
 - increased visitors to the facility and/or
 - improved visitor experience and/or
 - visitors increasing their length of stay in order to visit the facility

B. *Feasibility Studies:*

The application must demonstrate

- Preliminary research that supports proceeding to a full scale feasibility study
- Organizational commitment to the project being studied, including evidence of investment
- Possibility of
 - increased visitors to the facility and/or
 - improved visitor experience and/or
 - visitors increasing their length of stay in order to visit the facility

Evaluation criteria for all applications include:

- Organizational capacity and commitment to carry out the project
- Likelihood of the project to increase or improve tourism over five years
- Project/organization role in the Tompkins County tourism industry
- Benefits/cost -- return on investment
- Value of project to community
- Contribution to the County's Strategic Tourism Plan
- Ability of project to attract diverse audiences and represent the County's diverse population

Tourism Capital Grant Review Committee Conflict of Interest Policy

The Tourism Capital Grant Review Committee members (hereafter called members) are encouraged to play active roles in their communities by serving as board members or otherwise being involved with a wide spectrum of organizations. This means that, from time to time, potential conflicts of interest or the appearance of such conflicts will inevitably arise. It is the committee's policy to deal with such conflicts in as open and appropriate a way as possible.

Conflicting involvements include but are not limited to the following: members serving as board members of applicant organizations, immediate family of members serving as board members of organizations affected by the committee's decisions, members or their immediate family being employed by or doing business with such organizations. Serving on an advisory board to an applicant organization should be disclosed, but is generally not considered a conflict of interest that requires recusal. In rare instances, working for an organization that has made a major contribution to an applicant organization may be considered a conflict of interest.

In case of such conflicts or the appearance thereof, such members are expected to disclose the conflict at the earliest practicable time. Such disclosure shall be made a matter of record. Once such a disclosure has been made, the remaining committee members will determine whether or not there is a potential conflict of interest. Should it be so considered, the member involved shall:

- abstain from voting and shall not participate in the discussion other than to answer specific factual questions that may be raised by other members.
- not attempt to exert his or her personal influence with respect to the matter, either at or outside the meeting.
- be prepared to excuse himself or herself from the room while the matter is discussed and voted on if asked to do so by the committee or committee chair.
- If the member involved is a paid staff of an organization with a current application, that member should recuse themselves from all meetings and discussions of applications during that funding cycle of grant awards and at least for six months.

The minutes of such meeting shall reflect that a disclosure was made and that the member having a possible conflict abstained from voting.

All candidates for membership on the committee should be advised of this policy prior to assuming their responsibilities as members.

Draft Overview: Arts & Cultural Organization Development Grant

Strategic Tourism Planning Board – Planning & Evaluation Committee / Arts & Culture Committee
March 21, 2018

Purpose: Enhance Tompkins County's brand as a cultural destination.

Grant Program Goals

- Simplify process
- Open it up to smaller, more diverse organizations
- Be able to explain process and why an organization was funded or not

Minimum Eligibility

- Non-profit 501c3 organization in Tompkins County
- Public museum OR performing / visual arts organization
- Paid, professional staff
- Minimum of 3-year history
- Elected board of directors
- Evidence of long term planning
- Organizational policy on diversity (i.e. diversity & inclusion statement)
- Minimum 20 days of public programming offered per year

Award Range and Term

The maximum annual award for any organization will be \$35,000 or 10% of its organizational budget – whichever is less. The minimum award will be \$4,000. Each award contract will last for one year. The program will be assessed in early 2020 to consider changes to the maximum annual award limit and contract length.

Rating System

Scores within the four categories below will be weighted equally to generate an overall score for each application. Grant review committee members will rate each item below from 1 to 9 with 1 being the lowest.

Tourism Impact (weighted at 25% of overall score)

- Number of tickets sold / or attendance numbers
- Percentage of audience from outside TC (and clear method of documentation)
- Days of public programming offered
- Web traffic and social media reach
- Written annual marketing plan and budget
- Use of IthacaEvents.com and/or evidence of a working relationship with the CVB
- Effectiveness of past marketing campaigns

Local Quality of Life and Economic Impact (weighted at 25% of overall score)

- Clear and coherent operating budget
- Percentage of funding from local donors / individuals and corporate
- Number of donors / members / subscribers / students
- Number of FT & PT year-round staff
- Programming reflects a significant effort to reach a broad array of audiences
- Evidence of diversity on staff and board of directors

- Evidence of collaborations
- Documentation of livable wage

Administrative Capability (weighted at 25% of overall score)

- Evidence of the following:
 - Mission statement
 - Board roster that includes length of service
 - Bylaws
 - Employee manual
 - Strategic plan
 - Active financial management
 - Evidence of an array of funding sources
 - Last completed audit or financial review
 - Grant reporting history
 - Succession planning

Artistic / Cultural Impact (weighted at 25% of overall score)

- Evidence of past successes and growth
- Evidence of the uniqueness of program offerings
- Number of artists employed
- Memberships in national or regional organizations

Grant Award Decision Process

Members of the grant review committee will score each application individually prior to meeting. The individual scores will be compiled, averaged, ranked, and presented to the grant review committee. The grant review committee will meet to prepare grant award recommendations based on these scores. Award recommendations will be sent to the STPB for approval and, following this, to the Tompkins County Legislature for a decision.

Organizations which received ACOD grants in 2015 or earlier and who continue to meet the eligibility criteria defined above and apply for funding will be classified as "Original Grantees." Awards to Original Grantees shall not be less than 90% of the previous grant cycle's award. For instance, if an Original Grantee was awarded \$20,000 annually in 2018-19, the minimum annual award for the following grant cycle would be \$18,000. Original Grantees may receive higher awards based on their evaluation scores (see above).

Notes

1. This is a competitive funding opportunity.
2. All organizations meeting the minimum eligibility criteria may apply.
3. This grant is funded by Hotel Room Occupancy Tax collected in Tompkins County, NY.
4. The ACOD grant set a limit of \$30,000 per award since its establishment in 2004. The proposed increase reflects inflation over this period.
5. Community Arts Partnership (CAP) will provide administrative support.
 - CAP will provide feedback about average ratings with applicants.
 - Grant recipients will be required to submit annual reports to CAP.
6. In addition to information listed above, applicants will be asked to describe how they anticipate using the funding provided by this grant.
7. Many elements of the rating system are based on the New York State Council on the Arts (NYSCA) grant review process.