

Tompkins County Strategic Tourism Planning Board

Wednesday, June 19, 2019; 3:00pm – 5:00 pm

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

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve May 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
5. CVB May Monthly Report – Peggy Coleman	3:15
6. Presentation: Hospitality Workforce Development, Annual Report – Julia Mattick	3:25
7. Budget Committee: Draft 2020 Tourism Program Budget	3:45
8. Member Announcements	4:15
9. Strategic Tourism Plan – Focus Area breakout meetings	4:20
10. Adjournment	5:00

Agenda Packet

1. May 2019 Draft STPB Meeting Minutes
2. Draft 2020 Tourism Program Budget
3. Festivals Program Report (to be distributed at meeting)



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

1 **Date:** May 15, 2019
 2 **Time:** 3:00-4:30pm
 3 **Location:** Tompkins County CVB/Chamber of Commerce, 904 E. Shore Drive, Ithaca NY
 4

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	E	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	E	Cornell University
Monika Roth	P	Agriculture
Sue Stafford	E	TC3
Baruch Whitehead	A	Arts-Culture
Scott Wiggins	P	At-Large
Andy Zepp	P	Recreation
<i>Martha Armstrong</i>	<i>P</i>	<i>TCAD, Non-Voting</i>
<i>Peggy Coleman</i>	<i>P</i>	<i>Chamber, Non-Voting 7</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>E</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>E</i>	<i>Associate Member</i>
<i>Theresa Hollister-Ball</i>	<i>E</i>	<i>Associate Member</i>
<i>Carol Kammen</i>	<i>A</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>P</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

9
 10 **Opening Remarks/Changes to the Agenda** – None

11
 12 **Privilege of the Floor** – Ronda Roaring gave a “show and tell” presentation on how an umbrella could be
 13 used as a marketing tool for promoting tourism during inclement weather.

14
 15 **Action: Approval of the April 17, 2019 STPB Meeting Minutes** – Brett Bossard moved approval of the
 16 April 2019 minutes. Scott Wiggins seconded. Motion carried.

17
 18 **Chair’s Report – Kelli Cartmill**

19 The chair circulated the sign-up sheet for the Strategic Tourism Plan Focus Area Committees that had been
 20 included in the agenda packet and asked members to ensure they sign up for at least one committee.

21
 22 **Staff Report – Nick Helmholdt**

23 Presentations for the 2020 Tourism Program Budget requests are scheduled for Wednesday, May 29th. A
 24 draft 2020 budget will be ready for the June STPB meeting. On May 23rd, Nick Helmholdt, Peggy Coleman,
 25 and John Spence will speak before the Housing and Economic Development legislative committee on the
 26 ACOD grant process and Strategic Tourism Plan update.

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 28

Tompkins County Strategic Tourism Planning Board (STPB) Draft Meeting Minutes

CVB April Monthly and Q1 Report – Peggy Coleman

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30
31 Peggy gave the “Reader’s Digest” version of the April monthly and Q1 report. Highlights include the opening
32 of the Overlook at Taughannock Visitor Center and Downtown Visitor Center in the Tompkins Center for
33 History and Culture.
34

Conference Center Feasibility Study Phase II: Gary Ferguson & Peggy Coleman

35
36 Gary Ferguson and Peggy updated the group on developments with the Downtown Conference Center
37 Feasibility Study. The discussion covered issues such as facility size (square footage) and space allocation by
38 use (exhibit, meeting, breakout rooms), governance models, analysis of competitive market area,
39 operations, and upfront capital investment and ongoing revenues. Here are a few highlights from their talk:
40

- 41 • Many changes since Hunden Strategic Partners (HSP) completed the first feasibility study in 2017: area
42 hotel supply has increased substantially, and Vecino Group was selected as the preferred developer for
43 the Green Street Garage site.
- 44 • HSP now recommends a bigger conference center be constructed, which means the construction and
45 operational expenses would grow as well.
- 46 • Revisions to their plan include frontage for commercial space on ground floor, and a large ballroom on
47 the second floor.
- 48 • Vecino is still in negotiations with City of Ithaca about Green Street but keenly interested in including a
49 conference center as part of that project.
- 50 • The deadline is approaching for NYS Downtown Revitalization Initiative grants, which could help close a
51 potential funding gap.
52

53 Peggy’s and Gary’s PowerPoint presentation can be found on the STPB webpage.
54

Presentation: Tourism Improvement Districts – Tiffany Gallagher, Civitas

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56
57 Tiffany Gallagher of the firm Civitas spoke to the group about the steps involved in forming and operating a
58 tourism improvement district (TID). Popular throughout California, which is home to 107 TIDs, and with a
59 presence in some 15 other states, this supplemental funding source allows hotels to charge an assessment
60 fee to fund marketing campaigns and other improvement improvements aimed at attracting new overnight
61 visitors. The assessment fee is passed-through to guests via their hotel bill, collected by the municipal
62 (County) government, which usually takes 1-3% for administrative costs, and then returned to the TID. TIDs
63 are voted into existence by stakeholders and operated through a nonprofit, which must include a board of
64 directors. It is not a voluntary arrangement – once a district passes, every hotelier that meets the required
65 threshold (50 rooms or more) must participate. This model can be used for short-term goals as well, such as
66 funding a conference center. It typically takes 10 months to a year to form a TID.
67

STPB Support for Creation of Conference Center in Downtown Ithaca

68
69 Looping the conversation back to Peggy and Gary’s earlier presentation, Kelli appealed to the board
70 members to pass a motion in strong support of a conference center for downtown Ithaca as it would help
71 Gary immensely with his application for state funding through the Downtown Revitalization Initiative.
72

73 **Action:** Scott Wiggins made a motion to enthusiastically support the creation of a conference center in
74 downtown Ithaca as already demonstrated through the STPB’s support for funding of two feasibility studies
75 related to this project. Laura Winter Falk seconded the motion, which was passed by the members present.
76

**Tompkins County Strategic Tourism Planning Board (STPB)
Draft Meeting Minutes**

77

78 **Member Announcements**

- 79
- 80 • Matt Yarrow distributed summer schedules for TCAT's Route 22 service.
 - 81 • Ithaca Reggae Fest was voted one of the top 10 reggae festivals in the country by Festicket magazine.
 - 82 • Kilpatrick's is partnering with Ithaca Public Education Initiative for Pub with a Purpose in May and June.

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83 **Strategic Tourism Plan – Focus Area breakout meetings**

84 This agenda item was rescheduled for June due to time constraints.

85

86 Chair Kelli Cartmill adjourned the meeting at 4:48 pm.

Draft 2020 Tourism Program Budget

June 12, 2019

Background

The STPB Budget Committee prepared two alternative budgets for 2020. Both versions are being presented to STPB for comment and consideration. A final budget proposal will be brought forward at the July 17, 2019 STPB meeting.

Version A – Business as Usual

This budget maintains the framework for budget lines as established in recent years. No programs are added or subtracted.

Version B – Wayfinding Implementation

This budget allocates \$100,000 toward wayfinding implementation. This funding would be combined with the \$150,000 held in reserve for wayfinding. The Tourism Program Director will collaborate with the Tompkins County Chamber of Commerce and relevant partners to achieve tangible progress on the Wayfinding and Interpretive Signage Plan.

Funding for this initiative was allocated from the Tourism Project Grant program.

Both versions of the budget

- Maintain the 60/40 split
- Use the same projection of room tax revenue
- Allocate enough funding to maintain a 5% reserve

Draft 2020 TCTP Budget v2a BAU

	2018 -		2019 -		2020 -	2020 - Proposed	Notes
Product Development	2018 - Adopted	Modified	2019 - Adopted	Modified	REQUEST (v1)	(v2a)	
ACOD Grants	222,347	229,870	250,000	250,000	300,000	280,000	
Beautification	139,369	139,369	160,000	160,000	190,288	150,000	
Capital Grants	213,260	263,126	255,000	298,480	260,000	260,000	
CAP - General Operating Support	41,209	41,209	42,033	42,033	43,295	43,295	
Community Celebration Grant	35,500	36,590	36,590	40,000	41,000	36,590	
Tourism Project Grants	84,000	107,373	129,000	137,514	140,000	127,000	1
Festivals	26,368	26,368	26,895	26,895	28,710	28,710	
Hospitality Workforce Development	31,833	31,833	32,504	32,504	34,750	32,000	
County Historian	7,500	7,500	7,750	7,750	7,850	7,850	
Public Art Grants	10,121	10,121	10,121	10,121	10,500	10,000	
subtotal	811,507	893,359	949,893	1,005,297	1,056,393	975,445	
Marketing	2018 - Adopted	2018 - Modified	2019 - Adopted	2019 - Modified	2020 - REQUEST (v1)	2020 - Proposed (v2a)	
Convention and Visitors Bureau	1,064,818	1,064,818	1,341,000	1,352,647	1,433,038	1,433,000	
Tourism Marketing & Advertising Grant	50,000	53,135	54,000	54,000	54,000	20,000	
New Tourism Initiative Grants	74,000	80,900	-	-	-	-	
Discovery Trail	38,259	38,259	19,000	19,000	-	-	
Market the Arts	10,800	10,800	10,800	10,800	10,650	10,650	
subtotal	1,237,877	1,247,912	1,424,800	1,436,447	1,497,688	1,463,650	
Product Development + Marketing Summary	2018 - Adopted	2018 - Modified	2019 - Adopted	2019 - Modified	2020 - REQUEST (v1)	2020 - Proposed (v2a)	
Total Combined Product Dev. + Marketing	2,049,384	2,141,271	2,374,693	2,441,744	2,554,081	2,439,095	
Product Development %	39.6%	41.7%	40.0%	40.0%	41.4%	40.0%	
Marketing %	60.4%	58.3%	60.0%	60.0%	58.6%	60.0%	
Other Expenses	2018 - Adopted	2018 - Modified	2019 - Adopted	2019 - Modified	2020 - REQUEST (v1)	2020 - Proposed (v2a)	
County Tax Administration (10%)	275,448	275,448	293,500	293,500	305,076	305,076	
Strategic Planning & Staffing	107,150	107,150	109,701	109,701	111,114	111,114	
TCAD	205,000	205,000	187,808	187,808	127,709	127,709	
Strategic Plan Update	-	-	15,000	15,000	-	-	
Strategic Tourism Implementation Grants - Conference Center & Wayfinding Only	135,000	403,000	33,896	33,896	50,000	50,000	2
subtotal	722,598	990,598	639,905	639,905	593,899	593,899	
Grand Total Expenses	2,771,982	3,131,869	3,014,598	3,081,649	3,147,980	3,032,994	
Revenues + Reserves	2018 - Adopted	2018 - Modified	2019 - Adopted	2019 - Modified	2020 - REQUEST (v1)	2020 - Proposed (v2a)	
Projected Room Tax Revenue	2,754,484	2,754,484	2,935,000	2,935,000	3,050,760	3,050,760	
Projected Use of Reserves	17,498	377,385	79,598	146,649	(17,607)	(17,607)	
Grand Total Revenues + Reserves	2,771,982	3,131,869	3,014,598	3,081,649	3,033,153	3,033,153	

Draft 2020 TCTP Budget v2b WAY

	2018 -		2019 -		2020 -	2020 - Proposed	
Product Development	2018 - Adopted	Modified	2019 - Adopted	Modified	REQUEST (v1)	(v2b)	Notes
ACOD Grants	222,347	229,870	250,000	250,000	300,000	280,000	
Beautification	139,369	139,369	160,000	160,000	190,288	150,000	
Capital Grants	213,260	263,126	255,000	298,480	260,000	260,000	
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Festivals	26,368	26,368	26,895	26,895	28,710	28,710	
Hospitality Workforce Development	31,833	31,833	32,504	32,504	34,750	32,000	
County Historian	7,500	7,500	7,750	7,750	7,850	7,850	
Public Art Grants	10,121	10,121	10,121	10,121	10,500	10,000	
Wayfinding						100,000	1
subtotal	811,507	893,359	949,893	1,005,297	1,056,393	975,604	
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Grand Total Revenues + Reserves	2,771,982	3,131,869	3,014,598	3,081,649	3,033,153	3,033,153	