

Tompkins County Strategic Tourism Planning Board

Wednesday, May 16, 2018; 3:00pm – 4:30pm

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

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve April 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. Community Celebrations Grant Panel Update – David Blake	3:15
• ACTION – Vote to approve Community Celebrations Grant (Groton Olde Home Days)	
6. Room Tax, Q1 2018 Report – Nick Helmholdt	3:20
7. CVB Monthly Report + Visitor Profile Study Update – Peggy Coleman	3:30
8. Budget Committee Report – Sue Stafford & Scott Wiggins	3:40
9. Arts & Culture Committee Report – Baruch Whitehead	3:50
10. Communications & Branding Committee Report – Josh Friedman	4:00
11. Mission Impact Exercise, follow-up – Josh Friedman	4:10
12. Member Announcements	4:25
13. Adjournment	4:30

Agenda Packet

1. April 2018 draft STPB meeting minutes
2. Tactical Placemaking for Tompkins County:
https://www.dropbox.com/s/rytonk38zip6xah/ReportEdit21_Placemaking%20Toolkit.pdf?dl=0
3. Community Celebration Grant Panel Recommendation
4. Q1 2018 Room Tax Report
5. CVB Monthly Report
6. Grantee Recognition Guidelines



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 – April 18, 2018**

1 **Date:** April 18, 2018
 2 **Time:** 3:00-4:30pm
 3 **Location:** TC Chamber of Commerce/CVB, 904 East Shore Drive, Ithaca, NY 14850
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 5

Attendees:

Name	✓	Representation
David Blake	P	At-Large
Brett Bossard	P	Arts-Culture
Kelli Cartmill	P	Lodging
Josh Friedman	P	Arts-Culture
Steve Hugo	P	At-Large
Ken Jupiter	P	At-Large
Anne Kellerman	P	At-Large
Doug Levine	P	Arts-Culture
Mike Mellor	P	At-Large
Cara Nichols	E	Ithaca College
Stephen Nunley	P	At-Large
Barbara Romano	P	Cornell University
Monika Roth	E	Agriculture
Sue Stafford	E	TC3
Vacant	N/A	Lodging
Baruch Whitehead	P	Arts-Culture
Scott Wiggins	E	At-Large
Andy Zepp	P	Recreation

Name	✓	Representation
<i>Martha Armstrong</i>	<i>P</i>	<i>TCAD, Non-Voting</i>
<i>Peggy Coleman</i>	<i>P</i>	<i>Chamber, Non-Voting</i>
<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>Dwight Mengel</i>	<i>A</i>	<i>Transportation, 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>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>P</i>	<i>Associate Member</i>
<i>Carol Kammen</i>	<i>P</i>	<i>Associate Member</i>
<i>Jon Reis</i>	<i>E</i>	<i>Associate Member</i>
<i>Mary Kate Wheeler</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>

Guests: Katie Borgella (Planning Dept.),

7

8 Jonathan Froelich (CVB)

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 10 Chair Kelli Cartmill called the meeting to order at 3:05 pm.

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 12 **Opening Remarks/Changes to the Agenda** – None

13 **Privilege of the Floor** – None

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 15 **Approval of the March, 21, 2018 STPB Meeting Minutes**

16 **ACTION:** Ken Jupiter moved to approve the March 2018 minutes. David Blake seconded.
 17 Motion carried, with minor editorial changes.

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

- 20 • The Legislature voted 10-2 against the ACOD resolution presented by Dan Klein.
- 21 • Josh Friedman will be leading members on a “deep dive” exercise to define the
- 22 board’s priorities. He thinks it is a top priority to better educate the Legislature on
- 23 the work of the STPB.
- 24 • Moving forward, Kelli or another STPB member will attend PDEQ meetings.
- 25 • Anna Kelles echoed Josh’s sentiment, stressing the importance of getting the full
- 26 STPB story out – e.g., yes, room tax dollars help fund arts and culture
- 27 programming, but they also support sustainability/outdoor recreation and CVB
- 28 marketing efforts. She is doing her best to act as a bridge between the STPB and
- 29 the Legislature.
- 30 • Ken Jupiter said the Board will evaluate the Tourism Program as a whole this year;
- 31 the mandate from the County is to simplify the program as much as possible.

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- Brett Bossard suggested using the Annual Report 2017 as a teaching tool.
- Anne Kellerman was concerned about public perception of the Tourism Program after the conflict over ACOD funding and thought some positive outreach might be in order.
- Baruch Whitehead reiterated his interest in pulling together an arts and culture committee. He and Kristin McCarthy will connect on creating a Doodle poll to schedule the first meeting.
- Doug Levine thinks it is important to look at which arts groups are bringing in the most overnight visitors/room tax dollars.

Staff Report – Nick Helmholdt

- Program received a Letter of Interest for a Strategic Tourism Implementation grant to conduct Phase II of the downtown conference center feasibility study. The grant review committees have all met.
- 2019 budget request forms went out yesterday. May 14th is the deadline to submit requests to Nick.
- The Lodging seat remains vacant.

Budget Request: NYS Matching Grant Funds – Peggy Coleman

Peggy Coleman requested that the Board vote to recommend the County cover a gap of \$1,611 in matching grant funding with New York State. Traditionally, the County has matched State funds 1:1.

Action: A motion was made by Andy Zepp, seconded by Stephen Nunley, to approve use of funds for the NYS Matching Grant. Motion carried.

Combined Budget & Planning & Evaluation Committee Report – Kelli Cartmill

- Committees members met to discuss what to do with the budget surplus in terms of getting a process in place for future budgetary decision-making.
- Kelli and Nick summarized conclusions drawn from the meeting, including maintaining reserves at a minimum of 5% of the total budget and options for how to allocate any surplus funds.
- Jennifer Tavares commented that the plan doesn't leave discretion about whether critical actions should be implemented. She'd add language to qualify it.

Action: Anne Kellerman moved, and David Blake seconded, to accept Policy on Budget Reserve and Surplus Hotel Room Occupancy Tax. Motion carried.

Update: Combined Tourism Grant Panel Recommendations – Mike Mellor

About 25-plus organizations applied for 40-plus grants. Funds requested totaled \$300,000 with only \$240,000 available. Panel voted to recommend funding about \$200,000, leaving roughly \$40,000 for the Fall 2018 grant round.

ACTION: Steve Hugo moved to recommend the Spring 2018 Tourism Project, New Tourism Initiative, and Tourism Marketing & Advertising Grants. Ken Jupiter seconded. Motion carried. Stephen Nunley abstained.

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Update: Tourism Capital Grant Panel Recommendations – Martha Armstrong

- Seven organizations requested funding; six applied for capital investment grants and one, the Ithaca Children’s Garden, applied for help with a feasibility study.
- The program has \$206,000 available for 2018. It was the committee’s recommendation that the full amount be awarded for 2018 and an additional \$40,000 be awarded through multi-year grants.
- The committee also recommended that unspent funds (\$13,182) from the Sciencecenter’s 2015 Sagan Planet Walk initiative be repurposed to support its 2018 proposal.
- The committee did not recommend funding PRI’s proposal.

Action: A motion was made by Mike Mellor, seconded by David Blake, to recommend funding the 2018 Tourism Capital Grants. Motion carried. Doug Levine abstained.

Update: Community Celebrations Grant Panel Recommendations – Carol Kammen

- There were a total of 23 applications, of which four were denied funding.
- The committee recommends \$24,730 in grants, which leaves \$11,860 for the Fall 2018 round.

Action: A motion was made by David Blake, seconded by Anne Kellerman, to recommend the Spring 2018 Community Celebration grants. Motion carried. Doug Levine abstained.

Final Draft: Outdoor Recreation Tourism Implementation Plan – Andy Zepp

- Andy Zepp thanked County and CVB staff for their support in creating the Outdoor Recreation Tourism Implementation Plan.
- County received 25 written comments from the public on topics ranging from trails development, lake access, and pickleball. (Andy explained that pickleball does not fit because the plan does not include “active sports.”)
- Anna suggested doing a presentation on the plan for PDEQ.

Action: Brett Bossard moved to accept the Outdoor Recreation Tourism Implementation Plan. Stephen Nunley seconded. Motion carried.

CVB 1st Quarter: Jonathan Froelich

- Jonathan updated members on recent initiatives by his department to attract meeting- and conference-based tourism to Tompkins County.
- Albany is a hotbed for professional associations in New York State, and the CVB wants to establish Ithaca’s reputation there as a top meeting destination.
- Jonathan is in communication with associations involved with organized sports, for example. He and Peggy both asked members who belong to state or regional associations to reach out to them regarding conference planning.
- Baruch Whitehead asked if the County has the infrastructure to support big conferences. Peggy said no but CVB looks for boutique niche opportunities, such as Create Upstate. There is also emphasis on filling hotel beds Sunday-Thursday.

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125 **Member Announcements**

- 126 • Spring Writes Literary Festival is May 3-6. It features 45 events, most of them free.
- 127 • The Dorothy Cotton Jubilee Singers will hold a free concert May 11th at the State.
- 128 • The world premiere of “Brawler” continues into its second week of performances at
129 the Kitchen Theatre.
- 130 • Lime Bike is launching its bike-sharing program in Ithaca soon. Company will be
131 giving a presentation to Chamber of Commerce staff; Jennifer Tavares asked if the
132 STPB would be interested in having Lime Bike come to a board meeting as well.
- 133 • The Finger Lakes Environmental Film Festival just concluded. Superman weekend
134 is coming up April 21st at Cinemapolis. “Columbia Revolt,” a documentary on the
135 1968 student occupation of Columbia University, is playing April 26th.
- 136 • New York City tribute band “Saved by the ‘90s” will play April 27th at the “Benefit My
137 State” fund-raiser as part of the State Theatre’s 90th Birthday Celebration.
- 138 • Anna encouraged members to email her announcements and other newsworthy
139 blurbs for posting on the Fall Creek and DeWitt Park listservs. She can also bring
140 up relevant items during “Privilege of the Floor” at Legislature meetings.

141

142 **Mission Impact Exercise – Josh Friedman**

- 143 • Josh led the members on the first part of an exercise to define a broader, long-term
144 mission impact statement for the STPB. He ran a similar exercise for the Hangar as
145 director there.
- 146 • He asked the members for the time being to focus on answering just two questions:
147 what is the big picture? What do we want this program to do for our community?
- 148 • Members broke into smaller groups with instructions from Josh to come up with 7
149 goals each and whittle them down to 5. He will compile lists from the groups’
150 notetakers and continue the exercise at the next meeting.
- 151 • He asked each group to share one highlight from their discussion. They included
152 the following possibilities:
 - 153 1) Developing our brand as a community
 - 154 2) Enhancing existing assets (e.g. Stewart Park)
 - 155 3) Learning more about ROI and its role in tourism development
 - 156 4) Ensuring a sustainable room tax rate for sustainable growth
 - 157 5) Approaching tourism from a packaging perspective (e.g. CityPass, family travel,
158 outdoor recreation offerings)
 - 159 6) Maintaining the County’s appeal as a place with a wonderful quality of life while
160 achieving more heads in beds.

161

162 The meeting was adjourned at 4:46 by Chair Kelli Cartmill.



Tompkins County
DEPARTMENT OF PLANNING AND SUSTAINABILITY

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Ithaca, New York 14850

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Commissioner of Planning and Sustainability

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TO: Planning, Development & Environmental Quality Committee, Tompkins County Board of Legislators
FROM: Nick Helmholdt, Principal Planner / Tourism Program Director
CC: Kelli Cartmill, Strategic Tourism Planning Board (STPB), Carol Kammen
DATE: May 29, 2018
RE: Award of 2018 Community Celebrations Grant – Groton Old Home Days

Action Requested

Approve one Spring 2018 grant in Community Celebrations.

Background

The Groton Old Home Days Committee originally applied for the Tourism Project Grant and Tourism Marketing & Advertising Grant Programs. The Combined Tourism Grant Review Committee found that the application did not meet the criteria for its funding awards (<http://tompkinscountyny.gov/tourism/projectgrants>, <http://tompkinscountyny.gov/tourism/tmagrant>). The committee determined that the application was better suited for a Community Celebrations grant. Indeed, the Groton Old Home Days event has been funded as a Community Celebration several times in the past, including as recently as 2015 and 2016 (see resolutions #2015-70 & #2016-80). The organizers opted not to apply for County funding in 2017.

Planning & Sustainability Department staff asked the applicant to provide a revised application and budget no later than May 4. The Community Celebrations Grant Review Committee determined that the revised application should be funded for \$1,500. This amount was determined to be consistent with the scale of the event.

Budget Implications

All Tourism Program grants are funded by hotel room occupancy tax, and funds for these awards are available in the 2018 Tourism Program budget.

Contact Information

Nick Helmholdt, Tompkins County Planning & Sustainability Department, 607.274.5560, nhelmholdt@tompkins-co.org

Carol Kammen, Community Celebrations Committee Chair, 607.273-5298, ckk6@cornell.edu
Tompkins County Tourism Program website: www.tompkinscountyny.gov/tourism

Attached:

- 2018 Spring Community Celebrations Applications, Revised – SUMMARY

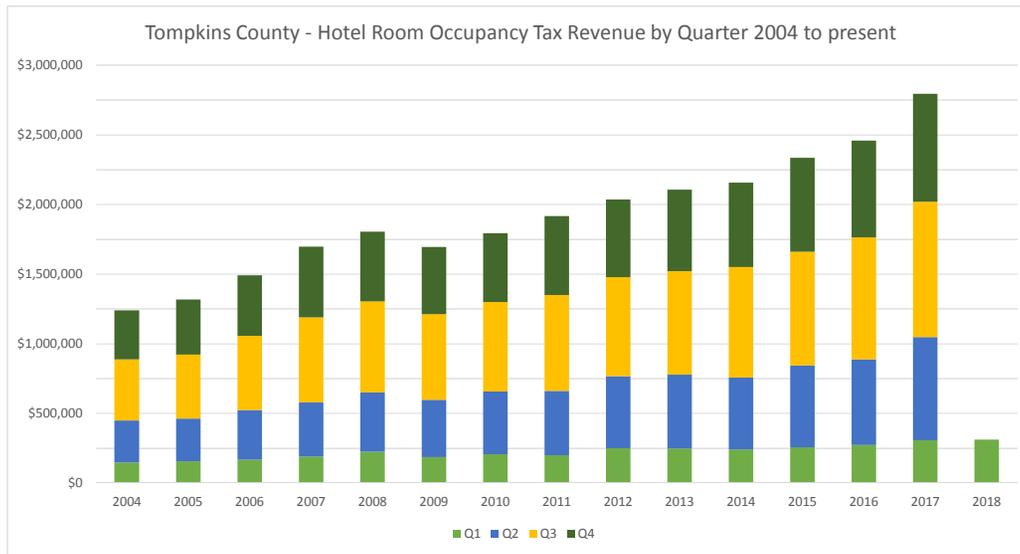
Spring 2018 Community Celebrations Grant Requests and Award Recommendations

Applicant Organization	Celebration Name	Municip.	Expected Attendance	Event Start Date	Event End Date	Amount Requested	Amount Recomm	Committee Comments
T-burg Chamber	T-burg Porchfest	Village of T-burg	800	06/16/2018	06/16/2018	\$500	\$500	The committee found that this applicant has historically been successful with similar events. The committee funded this based on the amount in the budget worksheet which did not match the amount in Apricot.
Dryden Lake Festival, Inc.	Dryden Lake Festival	Town of Dryden	750	07/28/2018	07/28/2018	\$1,800	\$1,600	
Ithaca Rotary Club Charitable Trust	Ithaca Fourth of July Community Fireworks	City of Ithaca	10000	07/03/2018	07/03/2018	\$2,000	\$0	The committee deemed this an ineligible use of funds as it is related to a fireworks event - which is listed as an ineligible expense in the grant guidelines.
Ithaca Children's Garden	International Mud Day	City of Ithaca	750	06/30/2018	06/30/2018	\$1,950	\$1,950	The committee found that this applicant has historically been successful with similar events.
Southside Community Center, Inc.	Kwanzaa 2018	City of Ithaca	175	12/27/2018	12/27/2018	\$1,600	\$1,600	The committee thought this event could use better promotion throughout the community.
Groton Girl Scout Troop 41432, C/O Village of Groton	Groton Community Night	Village of Groton	450	08/07/2018	08/07/2018	\$1,000	\$1,000	The committee determined it was important to engage the children of this community with a celebration of this type.
Triphammer Arts Inc.	Watermusic/Dancing on the Trail	City of Ithaca	750	07/14/2018	07/15/2018	\$2,000	\$2,000	The committee was enthusiastic about this event but unclear why the location changed to Stewart Park. The committee determined that this funding request did not meet the criteria for a community celebration. The application and budget were unclear. The request for funds exceeded the eligible amount.
Ithaca Asia Association/Social Ventures	Community Voices Project	City of Ithaca	150	05/11/2018	05/11/2018	\$3,000	\$0	
Multicultural Resource Center	First Peoples Festival	City of Ithaca	2500	06/29/2018	06/29/2018	\$1,750	\$1,750	The committee found that this applicant has historically been successful with similar events and has successfully promoted this event to a wide audience.
Child Development Council	Playdate in the Park	City of Ithaca	1500	06/05/2018	06/05/2018	\$1,000	\$850	The committee had difficulty determining whether this application met the criteria for a celebration; they'd like the applicant to find a way to celebrate the carousel.
CCETC/Get Your Green Back Center for Transformative Action/Groundswell Project	Treasure Hunt on the Re-Use Trail	City of Ithaca	1800	10/01/2018	10/31/2018	\$1,912	\$0	The committee determined that this funding request did not meet the criteria for a community celebration. This application may be a better fit for the Tourism Marketing and Advertising Grant program.
IWR Community Picnic at the Park	IWR Community Picnic at the Park	City of Ithaca	500	07/21/2018	07/21/2018	\$680	\$680	The committee felt this event could use better promotion and clarity about the event's focus.
Varna Community Association	2018 GeoWhiz	City of Ithaca	1200	11/10/2018	11/10/2018	\$500	\$500	The committee found that this applicant has historically been successful with similar events that were well organized and enjoyable.
No Mas Lagrimas	Art in Community & Latino Multicultural Festival	City of Ithaca	250	08/01/2018	09/30/2018	\$2,000	\$1,200	The committee felt this event could use better promotion and was unclear how partners collaborate on this event.
Newfield Old Home Days Committee/Town of Newfield	Newfield Old Home Days	Town of Newfield	1300	07/27/2018	07/28/2018	\$2,000	\$2,000	The committee found that this applicant has historically been successful with similar events.
T-burg Chamber of Commerce	T-burg Winterfest	Village of T-burg	1200	12/01/2018	12/01/2018	\$1,000	\$1,000	The committee was happy to see an event planned for winter. The committee asks the applicant to improve the clarity of its budget proposal.
Town of Groton	10th Annual Verne Morton Memorial Photography Show & Contest	Town of Groton	300	08/24/2018	08/25/2018	\$700	\$700	The committee found that this applicant has historically been successful with similar events
Historic Ithaca, Inc.	2018 TC Walk and Talks	Town of Lansing	425	06/30/2018	08/25/2018	\$1,000	\$1,000	The committee was unclear about the locations of the events planned. Some on the committee were familiar with events that may compete with this one for the same audience on the same weekend.
Ithaca Aviation Heritage Foundation	Tommy Centennial Flight Celebration	Town of Lansing	1000	09/29/2018	09/29/2018	\$2,000	\$2,000	The committee determined that this application clearly met the definition of a community celebration.
State Theatre of Ithaca, Inc.	90th Birthday Celebration	City of Ithaca	1600	12/06/2018	12/08/2018	\$2,000	\$0	The committee determined that this event was ineligible because it is not "free and open to the public" as specified in the grant guidelines.
Enfield Community Council, Inc.	Enfield Harvest Festival	Town of Enfield	650	09/29/2018	09/29/2018	\$2,000	\$2,000	The committee found that this applicant has historically been successful with similar events.
Southside Community Center, Inc.	Juneteenth 2018	City of Ithaca	1200	06/16/2018	06/16/2018	\$3,000	\$1,000	The committee determined some aspects of the proposed budget were not eligible uses of the grant funding (such as merchandise for sale). The committee thought the event should happen on June 19 or perhaps another day that commemorates emancipation. The request for funds exceeded the eligible amount.
Danby Community Council	Civil War Encampment	Town of Danby	500	06/22/2018	06/24/2018	\$1,400	\$1,400	The committee determined that this application clearly met the definition of a community celebration. The County Historian indicated she can provide information on soldiers from Danby. The committee felt it was important to promote this event countywide.
Groton Old Home Days	Groton Old Home Days	Village of Groton	800	08/23/2018	08/24/2018	\$2,500	\$1,500	The committee found that this request was consistent with the expectations of a community celebration. The committee asks the applicant not to request more than we can allow (\$2000) and use the correct form for future applications.
						Requests / Awards	\$39,292	\$26,230
						Available	\$36,590	\$36,590
						Difference	(\$2,702)	\$10,360

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	
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	
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	
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	13,137
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	324,863
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%	



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%	
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%	
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%	22.9%	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	-
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	-
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	44,754
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	-
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	-
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	266,971
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%	
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%	
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>



April 2018 - CVB Report to the Board

Visitor Profile Study Update

JLL has contracted Concept Solutions of Ithaca to perform the intercept surveys. The calendar and random survey locations was shared and discussed. The CVB is working to support JLL in sourcing partner visitor/guest databases for the digital survey distribution. The client committee reviewed the first draft of the digital survey with David Holder from JLL and provided feedback for revisions. Client Committee and Chamber/CVB team will test the digital link multiple times using various personas (resident, student, visitor) to ensure there are no broken paths to the logic stream and to ensure we are not missing any data.

We also discussed timeline deliverables since we are not yet in market with the surveys. We will receive a summary report of the digital survey results and the spring/summer seasonal intercept survey results in mid-October 2018, so we may use updated data as we begin the new strategic tourism plan. We will receive the final report from JLL in late June 2019, since we want to capture 12 month of intercept data, especially the winter season.

Marketing:

Agricultural Tourism Update:

An newsletter was sent to our consumer database with the theme of Fun for Families including the Ithaca Festival scavenger hunt passport and "Fun for Foodies" Ithaca is Foodies culinary tour. Work continues on several sample itineraries for future newsletters as well as to add to the website. A new Agricultural "Story" was published on Exposure about Wide Awake Bakery, which has garnered 805 views, with total views on Exposure blog surpassing 13,600 Farmers Markets by days of the week list has been added to the website.

Digital update:

Additional partners continue to be onboarded to the Simpleview extranet, another group training was conducted for B&B's & Inns in addition to over the phone training with partners as needed. Although the website saw a small dip in sessions from April last year, the percentage of new (vs. returning) visitors was up slightly, and we noted a significant increase in traffic on the Events page, Dining page, Downtown page and Lodging page. New content was strategically written for the Downtown page, and a new Health & Wellness page was created. To make the Events calendar more user-friendly we will continue to create themed calendars. Currently we featured Food + Drink events and Half Marathon Weekend events.

Erin attended the Empire State Tourism Conference April 23-25 and gained insight on the adventure travel segment among other industry trends.

	Jan	Feb	March	April
Website VisitIthaca.com				
Unique Users 2018	19,605	21,895	28,290	31,652
Unique Users 2017	20,710	23,256	26,260	33,082
Unique Users 2016	19,417			33,681
Sessions 2018	23,664	26,544	34,546	39,188
Sessions 2017	24,277	28,408	32,959	42,374
Sessions 2016	23,029			42,109
Pageviews 2018	84,596	99,000	124,117	136,042
Pageviews 2017	68,102	77,634	92,749	143,996
Pageviews 2016	62,526			124,989

stories.visitithaca.com				
Unique Pageviews 2018	232	109	376	255

visitithaca.com/farm-fork-lthaca				
Unique Pageviews 2018	285	271	326	360

Facebook Visit Ithaca	Jan	Feb	March	Apr
Page Likes	40,103	40,223	40,278	40,219
Organic Reach	73,201	87,465	60,568	29,237

<i>Engagement for top post</i>	<i>Taughannock close-up by S. Gallagher</i>	<i>A Day in Trumansburg;repost</i>	<i>Ithacon 43</i>	<i>Earth Day foraging</i>
Total Reach	38,263	16,104	7,069	6,347
Clicks	2,210	1,550	169	293
Reactions, Comments, Shares	3,614	630	143	190

Facebook Ithaca Farm to Fork	Jan	Feb	March	Apr
Page Likes	2,432	2,684	2,829	2964
Post engagements	1,883		1,552	1438
Reach	8,883		11,450	10444

Instagram VisitIthaca				
Followers 2018	5908	6057	6190	6316
Ave engagement			5.70%	5.20%

Travel Guide online (Uberflip) Unique Visitors 2018				
	211	546	816	569
(Uberflip) Flipbook views 2018				
	283	937	1376	1045

Sales:

The Sales team continues to clean up the Simpleview database, garnering new prospects in the process. The seventy-one accounts updated produced three meeting leads were distributed in April, with a potential of 1065 room nights representing an economic impact of \$276,900. Nine wedding leads were distributed in April, with the potential of 532 room nights representing an economic impact of \$190,100. We also had a tour book as a direct result of our attendance at TAP Dance 2017.

Visitor Experience:

The Visitor Experience Department has brought aboard Amanda Kelly to our team. Amanda has worked at both Robert Treman and Buttermilk Stat Parks for the past two summers and in the past has held positions at the Cayuga Nature Center and Museum of the Earth as their volunteer coordinator.

We participated in ten off-site booth events for total touchpoints reaching 2650 during the month of April at both Cornell University and Ithaca College, primarily sharing information with prospective students who have been accepted to the colleges but have not made their final decisions yet.

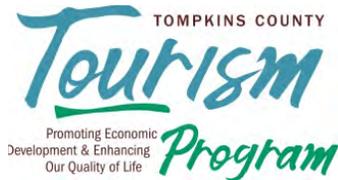
By the Numbers:

	April 2018	April 2017	YOY % Change	YTD 2018	YTD 2017	YOY % Change
Phone	130	184	-29	364	614	-41
ESD Traffic	184	212	-13	371	557	-33
DVC Traffic	318	406	-21	664	1150	-42
Taug. Traffic	0	0	0	0	0	0
Chats	310	516	-39	939	1393	-33
TG Requests	243	166	46	927	1231	-25
Off-Site Events	2650*	6000	-56	4770	8600	-44
Total	3835	7484	-49	8035	13620	-41

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

A Division of the Tompkins County Chamber of Commerce

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Crediting the Tompkins County Tourism Program

Grantees are required to acknowledge funding from Tompkins County. It is essential that the public is informed that public funds are used to support programs and services available to residents, students and visitors.

Therefore it is stipulated in the agreement that grantees must credit the Tompkins County Tourism Program funding in press releases, advertisements, programs, web sites, posters, and other materials offered to the public. Failure to comply with crediting requirements may jeopardize future funding from the Tompkins County Tourism Program.

The required crediting language is: "This project was made possible in part by a grant from the Tompkins County Tourism Program."

For Arts and Cultural Organizational Development (ACOD) grantees and Tourism program partners: Acknowledgement of Tourism Program support is required for all public programs and services occurring within Tompkins Country. If the grant funds projects or services, the acknowledgement of Tourism Program support is required on all materials related to the specific funded activities.

Any questions about proper acknowledgement of Tourism Program support may be directed to Tourism@Tompkins-CO.org



The Tompkins County Tourism Program Logo

The logo may not be substituted for the required crediting language but may be used in addition to the required language. The Tourism Program requires you to use the logo if other funders (at similar funding levels) are receiving logo crediting.

Grantees may access the Tourism Program logo on the Tompkins County website under tourism recognition. The logo is available in color and black and white and formatted for digital and print media. To download the logo, go here: <http://www.tompkinscountyny.gov/tourism/recognition>

Logo Guidelines:

1. No elements of the logo may be recreated, deleted, cropped, highlighted or reconfigured in any way.
2. Place the logo in an area free from clutter and easy to read
3. Keep the logo on a white or solid background
4. Make the logo large enough for all text to be legible