

Tompkins County Strategic Tourism Planning Board

Wednesday, June 20, 2018; 3:00pm – 4:30pm

Hilton Garden Inn, 130 E. Seneca St, Ithaca, NY 14850

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 Monthly Report + Visitor Profile Study Update – CVB Staff	3:15
6. Membership & Bylaws Committee Report – David Blake	3:20
• ACTION – Nomination of Katie Kutz as Lodging Representative to STPB	
7. Strategic Tourism Plan Steering Committee – Kelli Cartmill	3:25
• ACTION – Formation of STP Steering Committee	
8. Budget Committee Report – Sue Stafford & Scott Wiggins	3:30
9. Diversity Statement – Baruch Whitehead	3:40
• ACTION – Adopt Diversity Statement	
10. Planning & Evaluation Committee Update – Ken Jupiter	3:50
11. Presentation: Tompkins Center for History and Culture – Rod Howe	4:00
12. Member Announcements	4:25
13. Adjournment	4:30

Agenda Packet

1. May 2018 draft STPB meeting minutes
2. Summary of May 30 TC Legislature + STPB meeting + presentation
3. Strategic Tourism Plan & Budget Process
4. Draft STPB Diversity Statement
5. Tompkins Center for History and Culture Presentation
6. 2018 Calendar for STPB meetings and Tourism Program–funded Events



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 – May 16, 2018**

1 **Date:** May 16, 2018
 2 **Time:** 3:00-4:30pm
 3 **Location:** TC Chamber of Commerce/CVB, 904 East Shore Drive, Ithaca, NY 14850
 4
 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	A	At-Large
Ken Jupiter	E	At-Large
Anne Kellerman	P	At-Large
Doug Levine	P	Arts-Culture
Mike Mellor	P	At-Large
Cara Nichols	P	Ithaca College
Stephen Nunley	P	At-Large
Barbara Romano	P	Cornell University
Monika Roth	P	Agriculture
Sue Stafford	E	TC3
Vacant	N/A	Lodging
Baruch Whitehead	P	Arts-Culture
Scott Wiggins	A	At-Large
Andy Zepp	E	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>E</i>	<i>Associate Member</i>
<i>Carol Kammen</i>	<i>E</i>	<i>Associate Member</i>
<i>Jon Reis</i>	<i>E</i>	<i>Associate Member</i>
<i>Mary Kate Wheeler</i>	<i>A</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: Ronda Roaring, Heather Hughes

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

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

12 **Privilege of the Floor** – Ronda Roaring commented on STPB oversight of grant recipient
 13 activity and shared feedback on the Spring Writes Festival.

14
 15 **Approval of the April 18, 2018 STPB Meeting Minutes**

16 **Action:** Anne Kellerman moved to approve the April 2018 minutes. Doug Levine
 17 seconded. Motion carried.

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

20 Kelli reminded everyone to attend the May 30th meeting with the Legislature to discuss the
 21 future of the Tourism Program. It will take place at the Tompkins County Public Library
 22 (BorgWarner Room) from 3 to 4:30 pm.

23
 24 **Staff Report – Nick Helmholdt**

- 25 • Nick traveled with Gary Ferguson, Doug Levine, Peggy Coleman, and other
 26 colleagues to Burlington, Vermont, for an exchange visit.
- 27 • Governor Cuomo announced a \$22 million expansion of Ithaca Tompkins Regional
 28 Airport, to begin this fall. The expansion includes new nonstop air service to
 29 Washington Dulles International Airport.
- 30 • Members are encouraged to share feedback on the draft Tactical Placemaking
 31 Toolkit. They can find it via the DropBox link included in the May agenda. It will also
 32 be posted to the STPB website.

Tompkins County Strategic Tourism Planning Board (STPB)
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- The ribbon cutting for the new Ithaca Falls signage is scheduled for May 24th.
- CSMA is hosting a celebration of Ithaca’s new Art Bike Racks as part of June 8th Downtown Gallery Night.

Community Celebrations Grant Panel Update – David Blake

David Blake explained the thought process behind letting the Groton Olde Home Days Committee (via Village of Groton) re-apply under Community Celebrations. (They were denied a Tourism Project Grant in the Spring 2018 round.)

Action: A motion was made by Stephen Nunley, seconded by Baruch Whitehead, to approve a Spring 2018 Community Celebrations Grant for Groton Olde Home Days. Motion carried.

Room Tax, Q1 2018 Report – Nick Helmholdt

- Over the past few years, Q1 has consistently come in around 11%.
- The report breaks out tax-exempt figures and hotel room vs. B&B taxes.
- Kelli pointed out that the 1.7% growth in room taxes did not come from hotels or B&Bs, but in fact probably from Airbnb. What is worrisome to her is that there was a substantial increase in hotel room supply with new properties coming on-line yet the room tax figures stayed the same. She added that we need demand generators for hotels — e.g. group conferences.
- David commented that the Legislature needs to realize getting overnight visitors in hotels and B&Bs leads to spending in restaurants, arts and culture, etc. Unlike professional hoteliers and others in the hospitality business, Airbnb hosts are not tourism ambassadors.

For more details, please see the report in the May agenda packet.

CVB Monthly Report & Visitor Profile Study Update – Peggy Coleman

- She introduced Heather Hughes, the CVB’s new director of sales and marketing. Heather worked at the CVB 15 years ago, followed by a position at the Corning Museum of Glass for several years and most recently with the Franziska Racker Center. She and Erin Rafalowski led the recent Tourism Marketing Workshops.
- Peggy spoke with contractors regarding the Visitor Profile Study.
- The June STPB meeting will need to be held elsewhere due to scheduled construction at the CVB.

The monthly report is available online for anyone seeking more details.

Budget Committee Report – Nick and Kelli

- Budget requests for 2019 have all been received, and presentations are scheduled for the morning of May 21st at TC3 Tioga Center. The Budget Committee will meet immediately afterward to review the submitted proposals.
- Anna Kelles urged STPB members to attend the May 30th meeting with the Legislature, remarking that her fellow legislators need more background information so the ACOD program can be put into the proper context.

**Tompkins County Strategic Tourism Planning Board (STPB)
Draft Meeting Minutes – May 16, 2018**

- Anna encouraged members to attend the May 29th PDEQ meeting. County administrator Jason Molino will be presenting three budget proposals for 2019.

Arts and Culture Committee Report – Baruch Whitehead

Baruch Whitehead reported on the first meeting of the Arts and Culture Committee. Here are a few highlights from Baruch’s comments as well as the discussion that followed:

- The draft STPB Diversity and Inclusion Statement was seen as a salient starting point for their work. He will forward it to the Planning and Evaluation Committee for review.
- Committee will meet once a month.
- How to attract more applicants for ACOD funding?
- What about basing grant awards in line with organization budgets?
- How can we better support visual artists in our community?
- It would be good to pull together a community meeting of the key arts & culture stakeholders.
- People don’t seem to understand that all the funding comes from room tax.
- In the long term, how is arts and culture funding best integrated in the 2020 Strategic Tourism Plan?
- Is the arts and culture grant process something to be learned, with time, or something to be simplified?

Communications & Branding Committee Report – Josh Friedman

In an effort to standardize the language used by grant recipients to credit the Tourism Program, the Committee created a set of grantee recognition guidelines.

- Nick will forward the STPB-approved guidelines to current grantees as guidance.
- Once the County has fine-tuned the language, the final version will be attached to every outgoing contract, starting with the Fall 2018 grant round.
- Grantees will be able to download the Tourism Program logo in various formats from a webpage.

Action: A motion was made by David Blake, and seconded by Brett Bossard, to approve the Tompkins County Tourism Program Grantee Recognition Guidelines. Motion carried.

Mission Impact Exercise, Follow-up – Josh Friedman

At the April STPB meeting, Josh asked the members to break into small groups and create five to seven “Aims” for the Tourism Program. After the meeting, he then compiled all the lists into one document by topic.

Today, he once again asked the members to break into small groups and evaluate how he’d organized their comments and whether they thought anything should be shifted to a different category. Here are a few comments from their brainstorming session:

- Anne thought there should be an umbrella term covering everything: “How Do We Spend the Money?”

Tompkins County Strategic Tourism Planning Board (STPB)
Draft Meeting Minutes – May 16, 2018

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- Several members asked, how do we define quality of life? Tourism development is often a double-edged sword: e.g. traffic jams and crazy hotel guests can have an immediate negative impact on residents' quality of life; yet these same inconveniences are signs of a growing tourism economy, which in the long term can benefit the entire community.
 - Jennifer Tavares added that quality of life could also include making scholarships available to local people who normally can't access some of our great amenities due to financial constraints.
 - Kelli suggested changing the phrase "memorable experience" to "memorable and positive experience."
 - Gary Ferguson thought Wayfinding should be added to the list.
 - Martha Armstrong suggested increasing the amount of funds available to train people on the front lines of our hospitality sector. Right now, only \$30,000 is allotted to that category in the budget.
 - Jennifer commented that a big challenge for the CVB/Chamber of Commerce team is that none of the Critical Actions listed in the current Strategic Plan apply to the work they do.
 - Gary struggled to prioritize the Aims because he thought they belong at different stages of the process. Some feel actionable, while others would be an investment or an outcome. All are important and relate to each other, but you can't make direct comparisons between them.

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146 **Member Announcements**

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- Anne commented on the loss of a direct flight to New York once nonstop service to Washington, D.C. starts.
 - Monika Roth announced that the Agriculinary Tourism Committee is meeting Tuesday, May 22nd, at 2 pm.
 - Kelli is hearing mixed reviews from guests and others about Lime Bike. Anna encouraged her to pass on feedback to Bike Walk Tompkins.

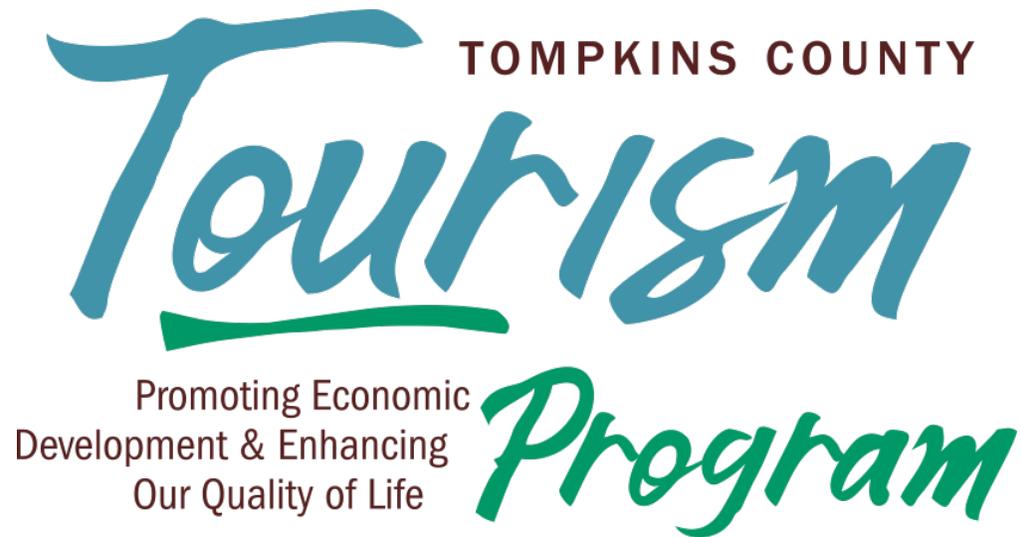
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154 The meeting was adjourned at 4:46 by Chair Kelli Cartmill.

TOMPKINS COUNTY TOURISM PROGRAM

*Promoting Economic Development
& Enhancing Our Quality of Life*

May 30, 2018



TODAY'S AGENDA

- Background on the Tourism Program
- Strategic Tourism Plan Update
- Plans for the Tourism Budget
- Discussion
- Summarize clear direction for STPB

KEY TAKEAWAYS

- We heard that the Tompkins County Legislature...
 - Wants to Improve Communication & Reporting
 - Wants to Support Local Arts & Culture
 - Wants to Simplify / Reduce Complexity
 - Values the Work of the Strategic Tourism Planning Board

WHY CARE ABOUT TOURISM?

“Tourism is about visiting places that are different, unusual, and unique. If everyplace was just like everyplace else, there would be no reason to go anyplace.”

- Ed McMahon, Urban Land Institute



LOCAL TOURISM IMPACTS

~ 900,000 visitors per year

\$198 million in visitor spending
(2016)

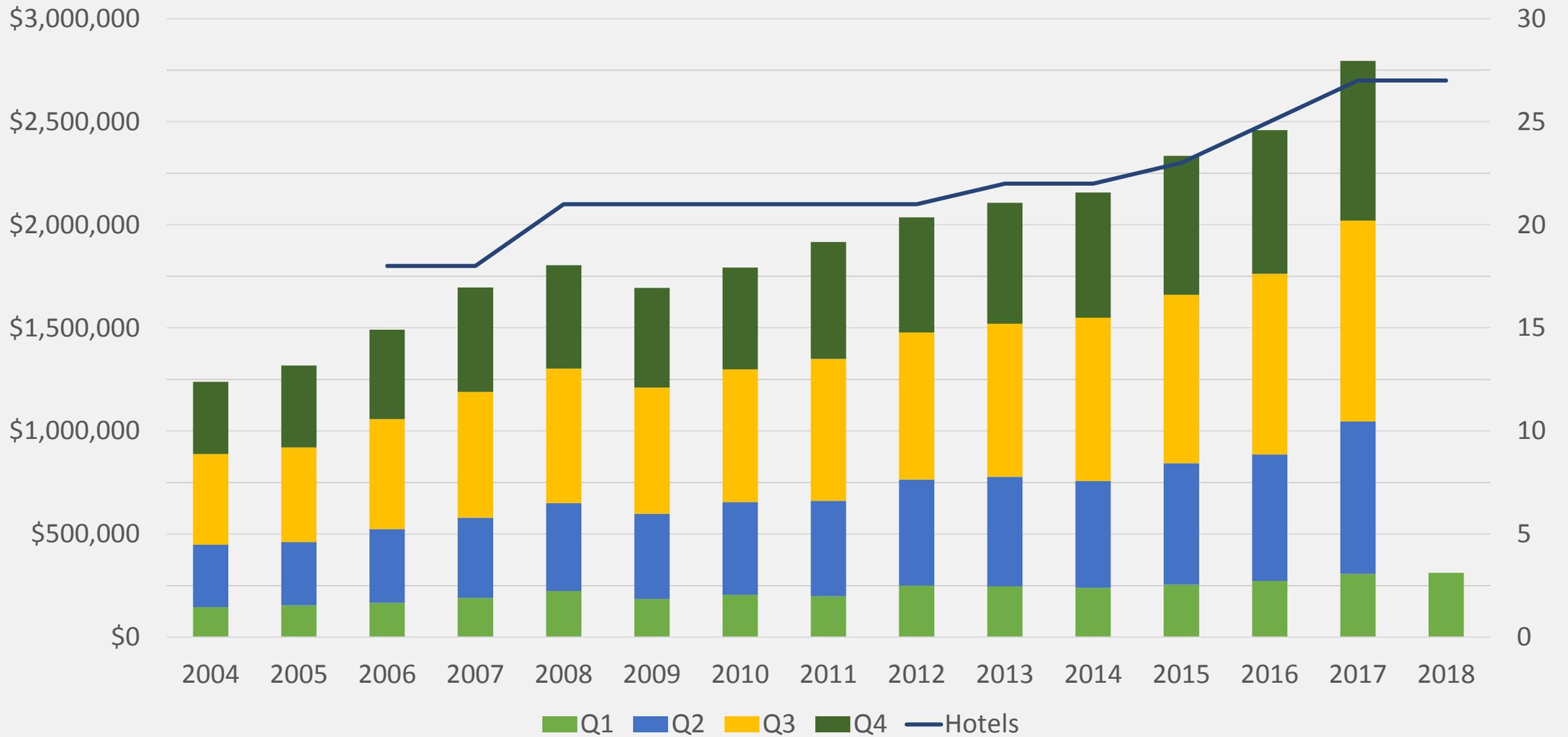
\$14.9 million in local taxes
(2016)

3,351 jobs (direct & indirect)

32 YEARS OF TOURISM HISTORY

- 1986 – Tompkins County passed Hotel Room Occupancy Tax Law – 2%
- 1989 – Room Tax increased to 3%
- 1989 – Advisory Board on Tourism Development (ABTD) formed
- 1998 – Strategic Tourism Planning Board (STPB) replaced ABTD
- 2001 – Room Tax increased to 5% for hotels (over 10 rooms) over 3 years
- 2001 – “40/60 split” policy established
- 2005 – *Strategic Tourism Plan* adopted
- 2009 – Visitor Profile Study completed
- 2011 – Full-time staff support for Tourism Program began
- 2013 – *2020 Strategic Tourism Plan* adopted
- 2014 – TCAD Funding Agreement began
- 2016 – Voluntary Payment Agreement with Airbnb began

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



HOTEL ROOM OCCUPANCY TAX LAW

- “The revenue derived from the tax, after deducting the amount provided for administering such tax, as so authorized by this article, shall be allocated to enhance the general economy of Tompkins County, its cities, towns and villages, through promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities.”
- County L.L. No. 4-1989 Hotel Room Occupancy Tax § 150-20: Disposition of revenues. <https://ecode360.com/8412617>





STRATEGIC TOURISM PLANNING BOARD

Organizational Purpose

- Advise the Legislature on all aspects of tourism development
- Review & evaluate the activities of all entities receiving Room Tax funds
- Develop tourism policy for review and adoption by the Legislature
- Advise the Legislature on allocation of proceeds from the Room Tax

Membership

- 18 voting members, 7 non-voting members

TOURISM PROGRAM AIMS

Provide Memorable Experiences

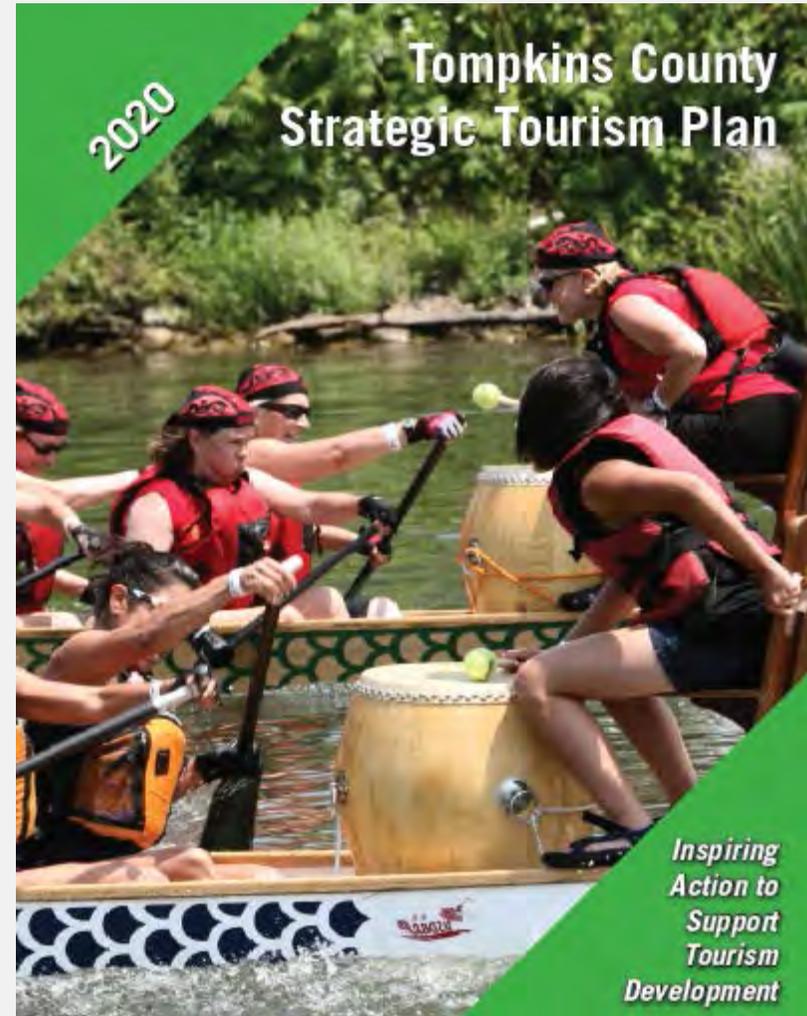
Create Demand

Improve Economic Climate

Present This Unique Place

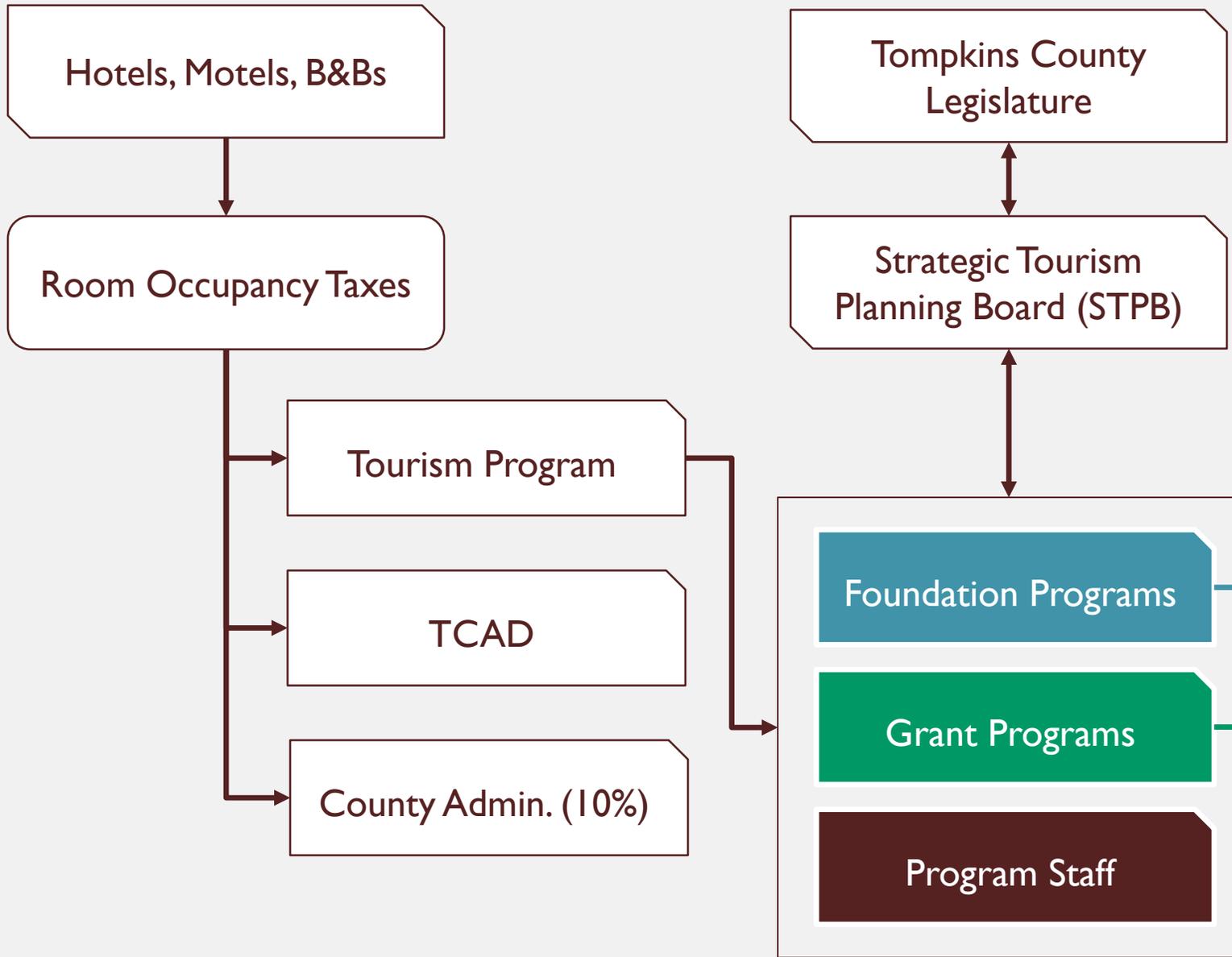
Improve & Never Harm

**Encourage Development of
Strong Programs**



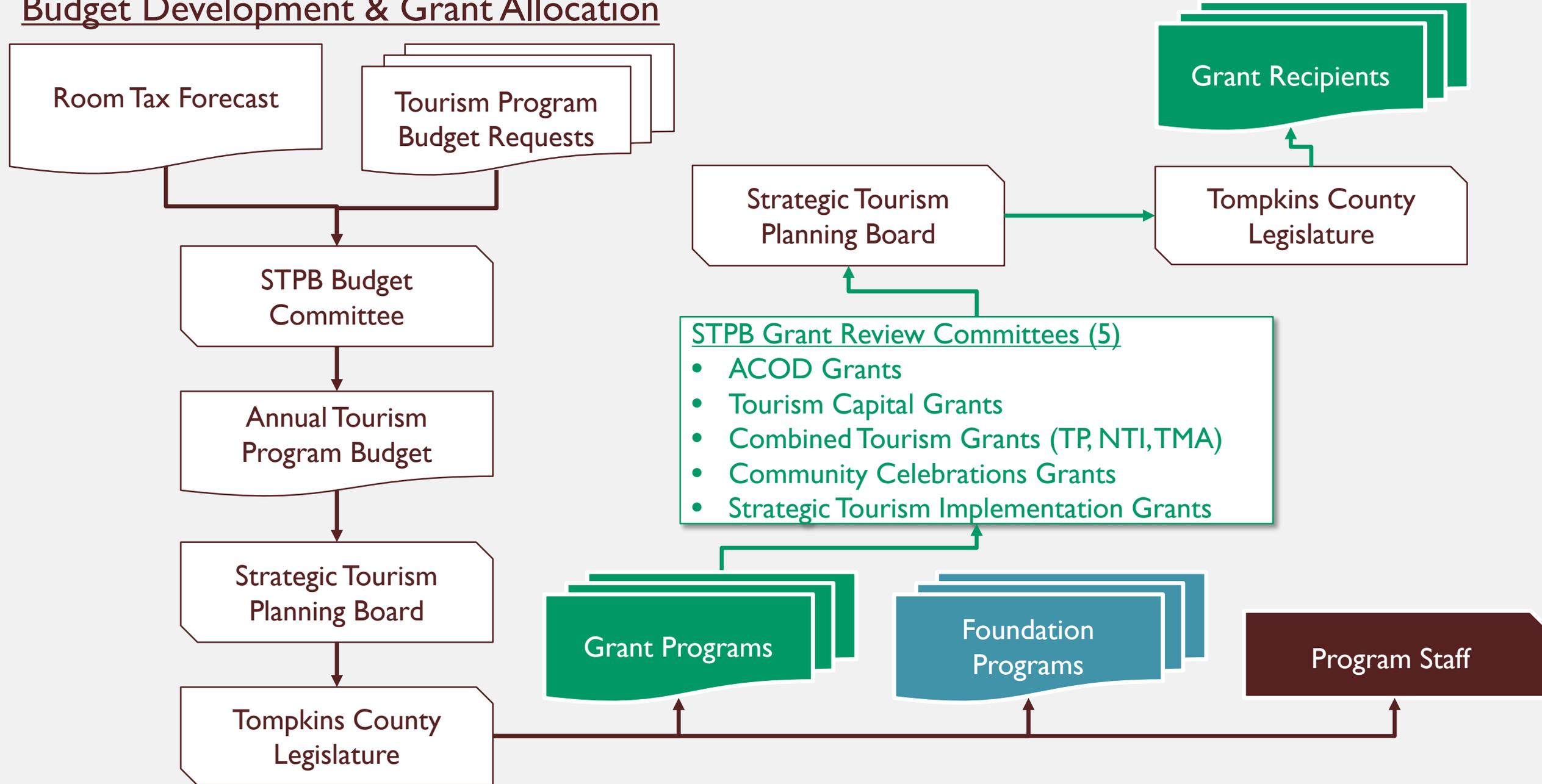
Strategic Tourism Plan, Adopted 2013

Room Tax Sources & Uses



- Arts & Cultural Organizational Development Grants (ACOD)
- Tourism Capital Grants
- Tourism Project Grants
- New Tourism Initiative Grants
- Tourism Marketing & Advertising Grants
- Community Celebrations Grants
- Strategic Tourism Implementation Grants

Budget Development & Grant Allocation



FOUNDATION PROGRAMS



CONVENTION & VISITORS BUREAU



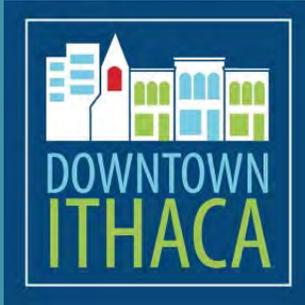
- Official **Tourism Promotion Agency**
- Visitor Experience
 - 3 Visitor Centers
 - Online & phone communications
 - Over 77,000 visitor interactions in 2017
- Marketing / Public Relations
 - Social media & website
 - Exposure in magazines & digital publications
 - Media reach exceeded 860 million people in 2017
- Sales
 - Sending & receiving leads
 - Organizing Familiarization Tours
 - Economic impact exceeded \$982,000 in 2017
- **Agricultural Tourism Promotion**



COMMUNITY BEAUTIFICATION



- Cornell Cooperative Extension of Tompkins County
 - Year-round plantings
- Downtown Ithaca Alliance
 - Ambassadors
- Tompkins County Chamber of Commerce
 - Signage / Wayfinding



FESTIVALS

- Direct technical assistance for local event organizers
- Shared equipment
- Annual event planning workshops
- Administered by Downtown Ithaca Alliance

**TOMPKINS
FESTIVALS**
*A Resource for
Tompkins County
Event Planners*



ADDITIONAL FOUNDATION PROGRAMS

- Hospitality Workforce Development
 - Training for front-line staff
 - Administered by WIB/ TC3
- Discovery Trail
 - Promotes 8 County attractions
- Community Arts Partnership
 - General operating expenses
 - Market the Arts
- County Historian

GRANT PROGRAMS

ARTS & CULTURAL ORGANIZATIONAL DEVELOPMENT GRANTS



- Purpose: to secure the financial and operational stability of the County's major arts and culture organizations
- Eligibility:
 - Established arts organization or museum
 - Audience > 5,000 people
 - Public programming 20+ days / year
- Award Range: up to \$30,000
- Administrator: Community Arts Partnership
- Category: Product Development Grant

TOURISM CAPITAL GRANTS



- Purpose: to invest capital in major visitor-generating projects
- Eligibility:
 - Non-profit organizations
 - Design, renovation & new construction
 - Unique permanent installations & exhibits
- Award Range: ~\$25,000 or higher
- Match: \$1 Grant : \$2 Other Sources
- Administrator: TCAD
- Category: Product Development Grant

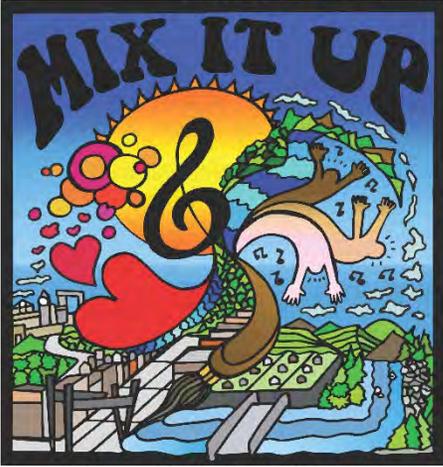
TOURISM PROJECT & NEW TOURISM INITIATIVE GRANTS



- Purpose: to support projects that motivate visitors to stay overnight in Tompkins County hotels & bed & breakfasts and which implement strategies in the *2020 Strategic Tourism Plan*
- Eligibility:
 - Non-profit organizations
 - No fundraisers, membership groups, faith congregations, or conferences
 - New Tourism Initiatives: events that occurred for less than three years in a row
- Award Range: \$1,000 - \$25,000
- Match: \$1 Grant : \$2 Other Sources
- Administrator: Dept. of Planning & Sustainability
- Category: Product Development Grant (TP), Marketing Grant (NTI)

TOURISM MARKETING & ADVERTISING GRANTS

www.IthacaFestival.org



Downtown Ithaca
*Celebrating
The Artist
In Everyone
since 1977!*



Featuring:
The Horse Flies
Samite
Driftwood
Sim Redmond Band
The Gunpoets
The Blind Spots
And many more...

ITHACA FESTIVAL **FREE ADMISSION**
June 3, 4, 5

This program was made possible by a grant from the Tompkins County Tourism Program

- Purpose: to deliver strong marketing & advertising campaigns to attract out-of-county visitors
- Eligibility:
 - Non-profit organizations
 - All forms of advertising / marketing out-of-county
 - No fundraisers, membership groups, faith congregations, or conferences
- Award Range: \$500 - \$5,000
- Match: \$1 Grant : \$1 Other Sources
- Administrator: Dept. of Planning & Sustainability
- Category: Marketing Grant

COMMUNITY CELEBRATIONS GRANTS



- Purpose: to support events in our community that convey our unique culture and history
- Eligibility:
 - Event is free and open to all
 - Event is an observance, jubilation, presentation, &c.
 - Funds cannot be used for carnival rides, fireworks, religious events, &c.
- Award Range: \$500 - \$2,000
- Match: \$1 Grant : \$1 Other Sources
- Administrator: Tompkins County Historian
- Category: Product Development Grant

STRATEGIC TOURISM IMPLEMENTATION GRANTS



- Purpose: to implement critical actions from the *2020 Strategic Tourism Plan* & associated implementation plans
- Eligibility:
 - Projects outside of current tourism work program
 - Letter of Interest / Invitation to Submit a Proposal
- Award Range: \$25,000 - \$100,000
- Administrator: Dept. of Planning & Sustainability
- Category: Unclassified

ADDITIONAL GRANT PROGRAMS

- **Agricultural Microgrants**
 - Administered by Ithaca/Tompkins County Convention & Visitors Bureau
- **Rural Beautification Grants**
 - Administered by Cornell Cooperative Extension
- **Public Art Grants**
 - Administered by Community Arts Partnership

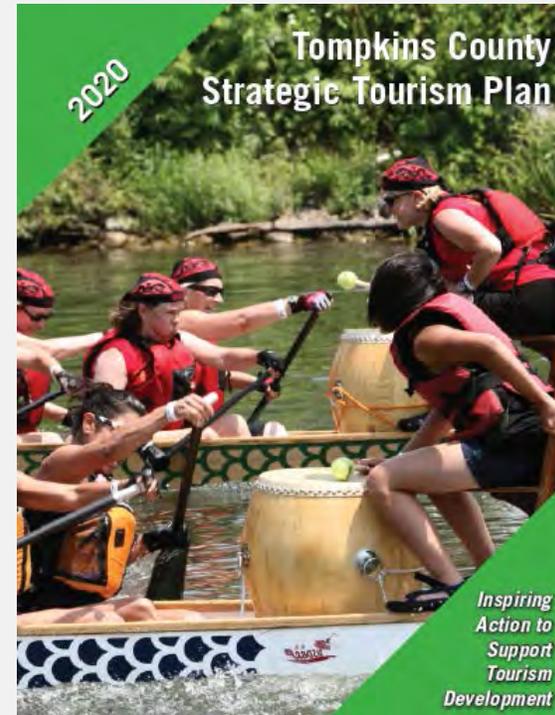




STRATEGIC TOURISM PLAN UPDATE

WHY UPDATE THIS PLAN?

- Horizon year 2020 quickly approaching
- Many goals and actions are complete
- Six new implementation plans
- New opportunities and challenges
- Visitor Profile Study is nearly 10 years old



Strategic Tourism Plan, Adopted 2013

VISITOR PROFILE STUDY

PURPOSE

- Understand visitor motivation – *why do people visit Tompkins County?*
- Understand who is visiting & where they come from
- Determine how much visitors spend & where their dollars go
- Evaluate visitor satisfaction

PROCESS

- Last VPS was in 2009, the “Chmura Report”
- Convention & Visitors Bureau was awarded funding to update VPS & contracted JLL to perform study in 2018
- Online Survey of Visitors & Non-Visitors – Ongoing
- In-person Intercept Survey at Attractions, Lodging & Events – 12 months

STRATEGIC TOURISM PLAN UPDATE

- Essential Components
 - Visitor Profile Study (VPS)
 - Evaluation of Tourism Program Impacts
 - Background Research
 - Stakeholder & Community Engagement
- Milestones
 - Partial Results from VPS (October 2018)
 - Report on Tourism Program Impact Evaluation (October 2018)
 - Full Results from VPS (May 2019)
 - Draft Plan Completed (September 2019)
 - **Final Plan Adopted (Dec 2019)**

FUTURE BUDGET YEARS

2019

2020

2021

2019 TOURISM BUDGET

CHANGES

- New Policy on Reserves & Surplus Funds
- New Budget Request Guidance:
 - 2018 & earlier: STPB Budget Committee prescribed a percent increase/decrease
 - 2019: *“describe the actual funding needed to implement your program goals” & “provide specific detail on the prioritization of funds”*

ANTICIPATED IMPACTS

- Detailed understanding of full program costs & funding priorities
- Preserve “40/60 Split” of Product Development & Marketing funds
- Marginal changes to existing Grant Programs & Foundation Programs

2020 TOURISM BUDGET

POSSIBLE CHANGES

- Interim Budget Guidance Document
 - Partial data from Visitor Profile Study
 - Complete evaluation of existing Foundation Programs & Grant Programs
 - Review of Tourism Program funding history for top recipient organizations

ANTICIPATED IMPACTS

- Begin aligning budget priorities with new data about visitors
- Refine existing programs based on evaluation findings
- Preserve “40/60 Split” of Product Development & Marketing funds
- Potential for short-term, data-driven changes to Grant & Foundation Programs

2021 TOURISM BUDGET

POSSIBLE CHANGES

- New Strategic Tourism Plan Adopted
 - Plan based on current visitor data, stakeholder/community engagement
 - Defines vision for Tourism Program
 - Establishes policies, priorities, and implementation actions

ANTICIPATED IMPACTS

- Policies, programs, processes & grant guidelines align with new plan
- Reduced complexity, streamlined
- Long-term, strategic changes to Grant Programs & Foundation Programs
- Too early to predict impact to funded organizations

WHAT DOES THIS MEAN FOR ARTS & CULTURE ORGANIZATIONS

2019

- Considering funding ACOD grant recipients at 2015 level
- Arts & Culture STPB representatives meeting to discuss diversity & inclusion, &c.

2020 & BEYOND

- 2020: potential for short-term changes aligned with new visitor data & program evaluation
- 2021 & beyond: potential for long-term changes aligned with new Strategic Plan

COMMUNICATION & REPORTING

- Reporting total Tourism Program funds awarded by organization
- Monthly “Tourism Update” item at PDEQ

KEY TAKEAWAYS

- We heard that the Tompkins County Legislature...
 - Wants to Improve Communication & Reporting
 - Wants to Support Local Arts & Culture
 - Wants to Simplify / Reduce Complexity
 - Values the Work of the Strategic Tourism Planning Board

Tompkins County
DEPARTMENT OF PLANNING AND SUSTAINABILITY

121 East Court Street
 Ithaca, New York 14850

Katherine Borgella, AICP
 Commissioner of Planning and Sustainability

Telephone (607) 274-5560
www.tompkinscountyny.gov/planning

ATTENDEES

On May 30, 2018 a joint meeting of the Tompkins County Legislature and Strategic Tourism Planning Board (STPB) was held. The following people were in attendance:

Tompkins County Legislature	STPB Members	Tompkins County DPS Staff
Leslyn McBean-Clairborne	Monika Roth	Nick Helmholdt
Henry Granison	Josh Friedman	Joan Jurkowich
Anne Koreman	Kelli Cartmill	Katie Borgella
Daniel Klein	Doug Levine	Kristin McCarthy
Deborah Dawson	Cara Nichols	
Shawna Black	Brett Bossard	Guest
Amanda Champion	Michael Mellor	Rhonda Roaring
Martha Robertson	David Blake	
Anna Kelles	Baruch Whitehead	
	Ken Jupiter	
	John Spence	
	Peggy Coleman	
	Gary Ferguson	
	Jennifer Tavares	
	Martha Armstrong	

PRESENTATION

Please see attached PowerPoint.

DISCUSSION SUMMARY

- STPB recently adopted a new policy for how to recommend allocation of any surplus room tax funds: 1) allocate to Strategic Tourism Investment grants, 2) follow the 40 product development/60 marketing split for 1-time efforts
- There was a suggestion to make ACOD funds a budget line item rather than a competitive grant.
- ACOD grants do not represent total tourism program investment in local arts & culture.
- Expanding the pool of eligible ACOD recipients has been more difficult than anticipated.
- Unclear if ACOD is intended to be a perpetual or temporary subsidy.
- Arts and culture representatives on the STPB have started meeting monthly.
- Consider funding tiers of recipients differently based on organization size or budget.
- Need for a program evaluation in a thoughtful planning process.
- Unclear if ACOD should be entitlement program or competitive grant.
- Need to look at entire tourism program.

Inclusion through Diversity

- Desire to be flexible with funding to respond to funding variation.
- Successful arts organizations in other counties in NY often receive substantial funding directly from host county.
- Need to understand clearly why art & culture is important to the legislature.
- There is no right answer on how to do this.
- Arts & culture was not the only intended use of the 2% increase in hotel room tax.
- Concern that local hotel room tax collections are flat while room supply increases and what that might mean for future room tax revenues.
- Prefer to see funding by recipient organization.
- Simple grant guidelines are critical, but complexity and multiple pots of grant money is not necessarily bad and can be a good thing.
- The CFA process is not a model to follow.
- The changes to the budget process for 2019 are already leading to different results.

NEXT ACTIONS

The Tompkins County DPS staff will

- Continue to report on the Tourism Program monthly at the PDEQ committee.
- Use feedback from this meeting to guide the update of the Strategic Tourism Plan.
- Begin a detailed evaluation of the Tourism Program and work to update the *2020 Strategic Tourism Plan*.

Tompkins County Tourism Program - Strategic Tourism Plan Update+ Budget Process

Date: May 7, 2018

This document describes the process for preparing an update to the Tompkins County Strategic Tourism Plan (STP, “the plan”) and the concurrent tourism program budget process. An attached timeline indicates how these processes will unfold over the coming two years.

The previous plan (2020 Strategic Tourism Plan) was completed in 2013 and is nearing its horizon year. Based on conversations with members of the Strategic Tourism Planning Board (STPB), county legislature, and organizations who participate in the Tompkins County Tourism Program, an update to this plan is needed to inform future actions and investments.

This effort is being undertaken by the STPB with staff support from the Tompkins County Planning & Sustainability Department (PSD). Throughout this process, the STPB will engage with the Tompkins County Legislature’s committee on Planning, Development & Environmental Quality (PDEQ).

Essential Components:

1. Steering Committee

The charge of the Strategic Tourism Plan Steering Committee is to define the scope, components, and horizon of the plan; prepare content for the plan (policy statements, text, photos, data, etc.); and report to the STPB on the progress of the plan. The steering committee will work closely with the ongoing Visitor Profile Study and all other outside efforts at data collection.

The steering committee will be comprised of members representing the hospitality sector, Convention and Visitors Bureau, area attractions, and residents. Members of the steering committee will be selected for their willingness to contribute time and effort into the development and refinement of the plan. It will act as a sub-committee of the STPB and may include members who are not on the STPB. Upon the adoption of the plan, the steering committee will dissolve.

2. Evaluation of Tourism Program Impacts

A thorough review of county sponsored tourism efforts performed from 2013 to the present will be conducted by PSD staff with guidance from the steering committee. This review will evaluate the impact of initiatives of tourism program on the mission of the STPB and the goals stated in the current Strategic Tourism Plan. The review will also examine the impact of organizations that have received substantial support through the tourism program since 2013.

Each initiative and organization will be examined using quantitative and qualitative metrics. The review will also consider the maximum potential impact that each initiative and organization could have. A consistent process will be applied for each evaluation. (For instance, the “Six Thinking Hats” approach is one model to consider for a structured and qualitative process for evaluation.) In addition, the status of individual “critical actions” within the current plan and other tourism implementation plans will be evaluated thoroughly.

A summary of the findings of this effort will be provided to PDEQ in a presentation and report.

3. Background Research

Relevant documents needed to inform the plan will be gathered by the steering committee and PSD staff. These documents include all other adopted plans with bearing on the Strategic Tourism Plan, all policies adopted by the STPB, and other reports prepared for STPB since 2013. In addition, data on the hospitality sector, room tax collections, local economy and comparable destinations (in our region and throughout North America) will be gathered. This effort may include an assessment of the county’s capacity as a tourist destination or other local studies as deemed necessary by the steering committee. Finally, the steering committee will document emerging trends affecting tourism globally, regionally, and within our market.

A summary of the findings of this effort will be provided to PDEQ in a report.

4. Scoping

Following the evaluation of tourism program impacts (see above) and preliminary results from the visitor profile study (see below), the steering committee will prepare a scope for the strategic tourism plan. The scope will clearly state the anticipated outcome of the planning process. The scope document will explain the desired features of the plan, the plan’s horizon, and the specific tasks required to prepare the plan. A detailed plan for stakeholder and community engagement will be prepared in conjunction with the scope.

5. Interim Guidance for 2020 Tourism Program Budget

The 2020 Tourism Program budget will be prepared prior to the completion of the plan (see attached timeline). Upon completion of the evaluation of tourism program impacts (above) and the partial completion of the visitor profile study (see below) the STPB will consider modifications to its budget process. These modifications will reflect the findings of both the program evaluation and the visitor profile study. This interim guidance will apply only until the new plan is adopted by the county. Once this happens, future tourism program budgets will be informed by the updated plan. The STPB will provide this interim guidance document to PDEQ

upon its completion. (The attached timeline indicates how the 2020 tourism program budget fits in the schedule of plan development.)

6. Visitor Profile Study

The visitor profile study represents a cornerstone of the Strategic Tourism Plan. This study will answer questions such as: What motivates people to visit? How many people visit Tompkins County? Who are our visitors? Where do our visitors come from? What attracts them to our location? How do they spend money in our market? This essential information will inform the steering committee about the current conditions and possible directions for growth in our local tourism sector.

This effort requires the coordination of many partners in the tourism sector and community. The study is being led by the Convention Visitors Bureau (CVB) in consultation with a client committee. The CVB issued a competitive request for proposals to select a contractor to conduct this study and selected JLL. Tompkins County Tourism Program funds are supporting this study.

The visitor profile study has two components: 1) a digital survey of visitors to Tompkins County and non-visitors and 2) physical intercept surveys of guests in Tompkins County at a variety of sites of interest to visitors. The digital survey is planned for the summer and early fall of 2018 while the intercept survey will run for a full calendar year. (A detailed schedule for the intercept survey with locations has been prepared by the lead contractor.) Results from the digital survey and partial results from the intercept survey are expected to be available within five months of the survey launch.

A summary of the findings of the visitor profile study and comments by the steering committee will be provided to PDEQ in a presentation and report.

7. Stakeholder & Community Engagement / Public Comment

Three rounds of stakeholder and community engagement will be conducted in the development of the STP. Efforts will be made to engage with underrepresented groups throughout the county.

Round 1: Visioning, Goal Identification, and Idea Formation. A series of topical meetings will be held with stakeholders in the tourism sector regarding their vision for the future, goals, and ideas. These meetings will be structured in a uniform way to ensure equitable participation across multiple interest groups. (For example, the “strengths, weaknesses, opportunities, threats” aka SWOT framework may be used.) Potential stakeholder groups include the lodging sector, arts & culture, outdoor recreation, higher education, agriculturary, retailers &

restaurants, and tourism program administrators. In addition, a community survey will be conducted during this round to gather input from people who are outside the tourism sector. These results will assist the steering committee in the preparation of alternatives and an outline of the plan.

Round 2: Priorities and Preferred Scenarios. Following the completion of the visitor profile study (see above) and an outline of the plan, the steering committee will engage with stakeholders and the community to determine their priorities and preferred scenarios. Individuals and groups who engaged during the first round of engagement will be asked to choose from the alternative scenarios and rank their preferences for the direction of the tourism program.

Round 3: Public Comment on Draft Strategic Tourism Plan. Once completed and accepted by STPB, a draft version of the plan will be released to the public for comments. (An online platform such as MyMadison.io may be utilized to gather this feedback.)

Results of stakeholder and community engagement efforts will be shared with PDEQ as requested. Detailed documentation of each round of engagement will be included as an appendix to the STP.

8. Draft Policies, Plan Outline and Alternative Scenarios

Upon the completion of the visitor profile study and first round of stakeholder & community engagement (see above), the steering committee will draft policies to be included in the plan, an outline of the plan, and alternative scenarios for consideration. The alternative scenarios will be informed by the evaluations of program impacts, visitor profile study and background research (see above). Each alternative scenario will describe a potential future for the Tompkins County Tourism Program. Scenarios will describe different tourism focus areas for investment, tourist markets to grow, and long-range marketing destination strategies. The steering committee will work closely with PDEQ on the preparation of draft policy statements. The plan outline will indicate the overall structure of the document.

9. Draft Plan and Final Plan

Following the second round of stakeholder and community engagement PSD staff, in coordination with the steering committee, will prepare a draft of the Strategic Tourism Plan. The draft plan will reflect the findings of all studies and reports preceding it. It will include a prioritized list of actions and investments for the tourism program and partner organizations.

Following the completion of the draft plan, PSD staff will begin preparing materials as required by the State Environmental Quality Review Act (SEQR). Following the public comment period

(see above), the steering committee will modify the draft plan as needed. The final plan will be presented to the STPB and PDEQ for approval.

10. Adoption

STPB will ask the County Legislature to adopt the final plan following the incorporation of public comments.

11. Implementation

Following adoption by the County Legislature, STPB and staff will take appropriate steps to implement the plan. These steps may include the changes to grant eligibility guidelines, funding targets, bylaws, the tourism program budgeting process, and so forth.

12. Distribution

The plan will be shared in electronic and physical forms throughout the community.

13. Preparation of the 2021 Tourism Program Budget

Following the adoption of the plan and subsequent implementation tasks relevant to the budgeting process, the STPB will prepare its 2021 budget.

ATTACHMENT:

- Strategic Tourism Plan + Budget Timeline

Notes

abbreviations

CVB	Convention & Visitors Bureau	a division of the Tompkins County Chamber of Commerce
PDEQ	Planning Development & Environmental Quality	a committee of the Tompkins County Legislature
PSD	Planning & Sustainability Department	a department of Tompkins County
SC	Steering Committee	a subcommittee of STPB focused on STP update
SEQR	State Environmental Quality Review Act	environmental review required by state law
STP	Strategic Tourism Plan	plan guiding the work of STPB and TCTP
STPB	Strategic Tourism Planning Board	an advisory board to TC Legislature
TC	Tompkins County	local government
TCTP	Tompkins County Tourism Program	grants and programs funded by TC Hotel Room Occupancy Taxes

notes on timetable

*	detailed progress reports to PDEQ / TC Legislature
§	partial results from Visitor Profile Study available
‡	anticipated meeting of steering committee

Draft

**Diversity & Inclusion Assessment
by the Tompkins County Tourism Program
and the Strategic Tourism Planning Board**

For Discussion by the STPB, 10/18/17

With STPB group feedback added 10/20/17

With WDIC feedback added 12/13/17

DRAFT

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Introduction

On March 15, 2017 the Strategic Tourism Planning Board STPB voted to adopt goals for the year, including “Write a statement on STPB commitment to diversity and steps that we as a program commit to take to achieving diversity goals.” This document is in furtherance of that goal.

The Tompkins County Tourism Program (TCTP) and the Strategic Tourism Planning Board (STPB) fully support all aspects of the Tompkins County Diversity and Inclusion Policy.¹ The policy requires the County government to “assess organizational culture routinely and consistently, utilizing best practices in regard to valuing diversity and inclusion.” As an appointed Advisory Board, the Strategic Tourism Planning Board, with help from the Tompkins County Tourism Program, is assessing its current and potential diversity efforts.

The Tourism Program and Strategic Tourism Planning Board are subject to and fully support the Diversity Statement adopted by the Tompkins County Legislature July 5, 2005:

“Tompkins County government is committed to creating a diverse and fully inclusive workplace that strengthens our organization and enhances our ability to adapt to change by developing and maintaining:

- *An organization-wide understanding and acceptance of the purpose and reasons for diversity;*
- *Recruitment and retention policies that assure a diverse workforce;*
- *A workplace environment that is welcoming and supportive of all;*
- *Awareness, understanding, and education regarding diversity issues;*
- *Zero tolerance for expressions of discrimination, bias, harassment, stereotyping, or disrespect toward any person or group;*
- *a workforce ethic that embraces diversity and makes it the norm for all interactions, including delivery of services to the public.”*

The Tompkins County Tourism Program and the Strategic Tourism Planning Board intend to use this document as a tool to achieve and assess progress.

¹ Adopted by Tompkins County December 2013 <http://tompkinscountyny.gov/files/ctyadmin/policy/01-43.pdf>

**Demographic Profile
of the Tompkins County Strategic Tourism Planning Board**

Per the STPB bylaws, the STPB has 18 voting members with sectoral representation as follows:

- Two Lodging representatives
- One Recreation representative
- One Agriculture representative
- Four Arts/Culture representatives
- One Cornell University representative
- One Ithaca College representative
- One Tompkins Cortland Community College representative
- Seven At-large representatives

The purpose of these seats is to balance representation from sectors that contribute to local tourism. In addition, the board has seven non-voting members who represent organizations involved in service delivery.

The STPB participated in two surveys, facilitated by TCTP staff, assessing internal board diversity. The October 2014 survey had 22 respondents including STPB voting members, non-voting members and associate members. The November 2016 survey had 23 respondents. Results are as follows:

Role

	2014	2016
Voting	14	16
2014: Non-Voting/ Ex-Officio 2016: Ex-Officio	7	5
Associate	1	2

Gender

	2014	2016
Male	11	12
Female	11	11
Other	N/A	0

Age

	2014	2016
2016: 25 or younger	0	0
2014: 21-35 2016: 26-35	2	3
2014: 36-50 2016: 36-45	4	4

2016: 46-55	0	6
2014: 51-65 2016: 56-65	11	5
65 or older	5	5

Race / Ethnicity (optional)*

	2014	2016
Caucasian/ White	7	21
African-American	1	1 (with some other ethnicities)
Did not answer	14	1

Note: question was phrased as open-ended, "Please describe your race/ethnicity."

LGBTQ – "Do you identify as a member of the LGBTQ community?"

	2016
Yes	3
No, but I am an Ally	10
No	10

Level of expertise in professional skills

- A: I have professional expertise in this area.
- B: I am very knowledgeable about this, even if I'm not a pro.
- C: I know enough to contribute a little in this area.
- D: I know what its about, but not enough to really contribute.
- E: I don't know anything about this.

	2014 (listed A,B,C,D,E)	2016 (listed A,B,C,D,E)
Marketing and Communications	9, 6, 7, 0, 0	10, 5, 7, 1, 0
2014: Tourism Industry 2016: Hospitality Industry	7, 2, 10, 3, 0	7, 4, 7, 3, 2
Grant-making	8, 5, 5, 4, 0	10, 2, 4, 7, 0
Fundraising and Development	5, 6, 9, 2, 0	8, 4, 4, 7, 0
Business or Non-profit Management	12, 7, 2, 1, 0	16, 1, 3, 3, 0
Law	0, 0, 6, 13, 3	1, 0, 4, 12, 6
Project Budgeting and Financing	7, 5, 6, 3, 0	10, 4, 7, 2, 0
Strategic Planning	10, 5, 7, 0, 0	9, 5, 7, 2, 0
Government Administration	3, 1, 7, 9, 2	2, 4, 6, 5, 6
2014: Other	1, 0, 0, 0, 0 (responses: economic/community development, management, project management, technology, AAR, evaluation and assessment, board development)	N/A

2016: Program Evaluation	N/A	2, 8, 11, 1, 1
2016: Economic Development	N/A	5, 6, 8, 4, 0
2016: Diversity and Inclusion	N/A	0, 7, 9, 6, 1

Length of time living in Tompkins County

	2014	2016
Less than 5 years	3	4
5-10 years	3	3
10-20 years	6	5
More than 20 years	7	6
Born and raised	3	5

Assess how well the STPB is currently doing in supporting the County's diversity and inclusion goals.

	2016
Very well	6
Well	8
Neither well nor poorly	9
Not very well	0
Poorly	0

Current Activities and New Actions Supporting Diversity and Inclusion

The following two pages describe current activities of the Tourism Program and STPB in support of our Diversity and Inclusion goals, as well as new actions proposed by this document. These activities are categorized be: 1) people, 2) messaging, and 3) policy & planning.

People

Current Activities: The TCTP and STPB actively work together to recruit diverse candidates for STPB membership and service on program committees. We proactively reach out to diverse organizations and individuals to encourage applications for open seats and committee service. We recognize that it is not enough to passively put out a call for applications and volunteers; rather, we must be proactive in recruiting diverse individuals to join the board and participate on committees. Because of term limits, there tend to be several board seat openings annually. While the board is currently fairly well balanced in terms of gender and also has LGBTQ representation, ethnic and age diversity are areas of opportunity for expanding our demographic diversity. Specifically, we currently hope to attract more people of color and more young people to serve.

New Actions:

1. STPB
 - a. Formalize diverse outreach for member recruitment and appointment by utilizing the list of affinity groups in the Tompkins County Diversity Recruitment Resource Guide. http://www.tompkinscountyny.gov/files/DiversityRecruitment%20ResourceGuide_%20RevSept2014.pdf
 - b. Actively seek new board members representing categories not well represented according to the STPB demographic survey. Ask board members to recruit diverse candidates from their networks. Ask CU/IC/TC3 representatives for suggestions for candidates within their organizations.
 - c. Consider looking at accessibility as a long-term goal for tourism (part of strategic plan); recruiting a person with this background/interest to add this perspective to the board.
 - d. Review County Diversity and Inclusion policy and resources at new member orientation and at the board level every January to create an organizational culture of acceptance. <http://www.tompkinscountyny.gov/workforcedi>
2. Committees
 - a. Seek diversity in committees. Committee members are appointed by the board chair and do not need to be STPB members, creating an opportunity for additional enhancement of diversity.

Messaging

Current Activities: The TCTP and STPB work together to reach diverse groups in Tourism Program communications. The TCTP notifies and provides direct assistance to diverse groups and individuals regarding tourism-funded programs (ACOD, Celebrations, TMA, NTI, TPG, Beautification, Public Art). Channels include the tourism program email list, grant workshops, public presentations, press releases, one-on-one meetings and the Tourism Program website. The Tourism Program encourages funded programs and grant recipients to reach diverse audiences with their own programming and messaging.

Potential Actions:

1. Add contacts in Diversity Resource Recruitment Guide and other organizations as appropriate to the Tourism Program email list:
[http://www.tompkinscountyny.gov/files/DiversityRecruitment%20ResourceGuide %20RevSept 2014.pdf](http://www.tompkinscountyny.gov/files/DiversityRecruitment%20ResourceGuide%20RevSept2014.pdf).
2. Leverage the TCTP's new Communications and Branding effort to reach diverse audiences. The Annual Report will create a new opportunity to communicate to broader audience about our programs and goals, including contributions to economic development and quality of life, and support for diverse organizations and institutions. Consider outreach through presentations to different groups. Need to define which groups; perhaps use the County Diversity Resource Recruitment Guide and set a goal of x per year

Policy & Planning

Current Activities: The TCTP follows the Tompkins County Diversity and Inclusion Policy. Its current 2010-2020 Strategic Plan is designed to reach a maximum diversity of people and interests, and includes a diversity policy within the plan:

"It is the policy of the Tompkins County Tourism Program to promote diversity. Actively pursue diverse STPB membership and partnerships, such as with representation from diverse generations, local communities, and ethnicities, and with diverse competencies".

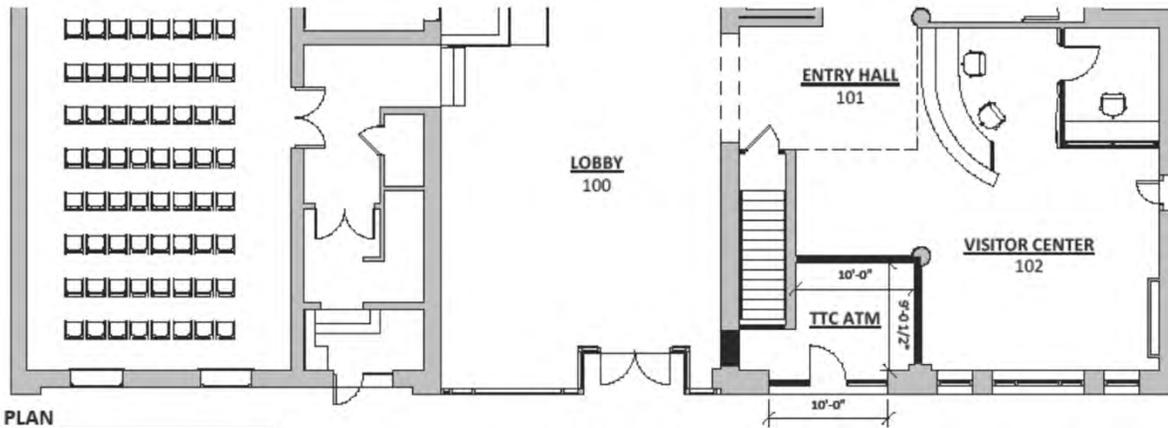
New Actions:

1. Embed diversity policy and County D&I resources in grant guidelines and evaluation criteria, asking applicants how they plan to include D&I in their project, and asking or requiring applicants to provide their organization's diversity policy / statement as a part of their application.
2. Set a goal for the STPB to assess its diversity and inclusion profile, activities, and goals every January.
3. Pursue board training on D&I. Consider the Office of Human Rights (OHR) as a resource. OHR offers complimentary D&I training.
4. Embed D&I statement in tourism contracts.
5. Encourage best practice education and collaboration among grant recipients– e.g. ACOD group shares best practices and advises each other on how to best infuse their organizations with Diversity and Inclusion best practices. Another possibility is reporting how different organizations do D&I based on their application responses, and using this as a baseline to assess progress, potential, and/or best practices, as appropriate.
6. On the board survey:
 - a. Add categories for disability, veteran, cultural identity, geographic location in Tompkins County, socio-economic status, and other board/professional/social/cultural group affiliations to the annual board demographic survey.
 - b. Add a blank box to the gender question rather than "other".
 - c. If LGBTQ ally, consider asking a follow up question about what that means to them.

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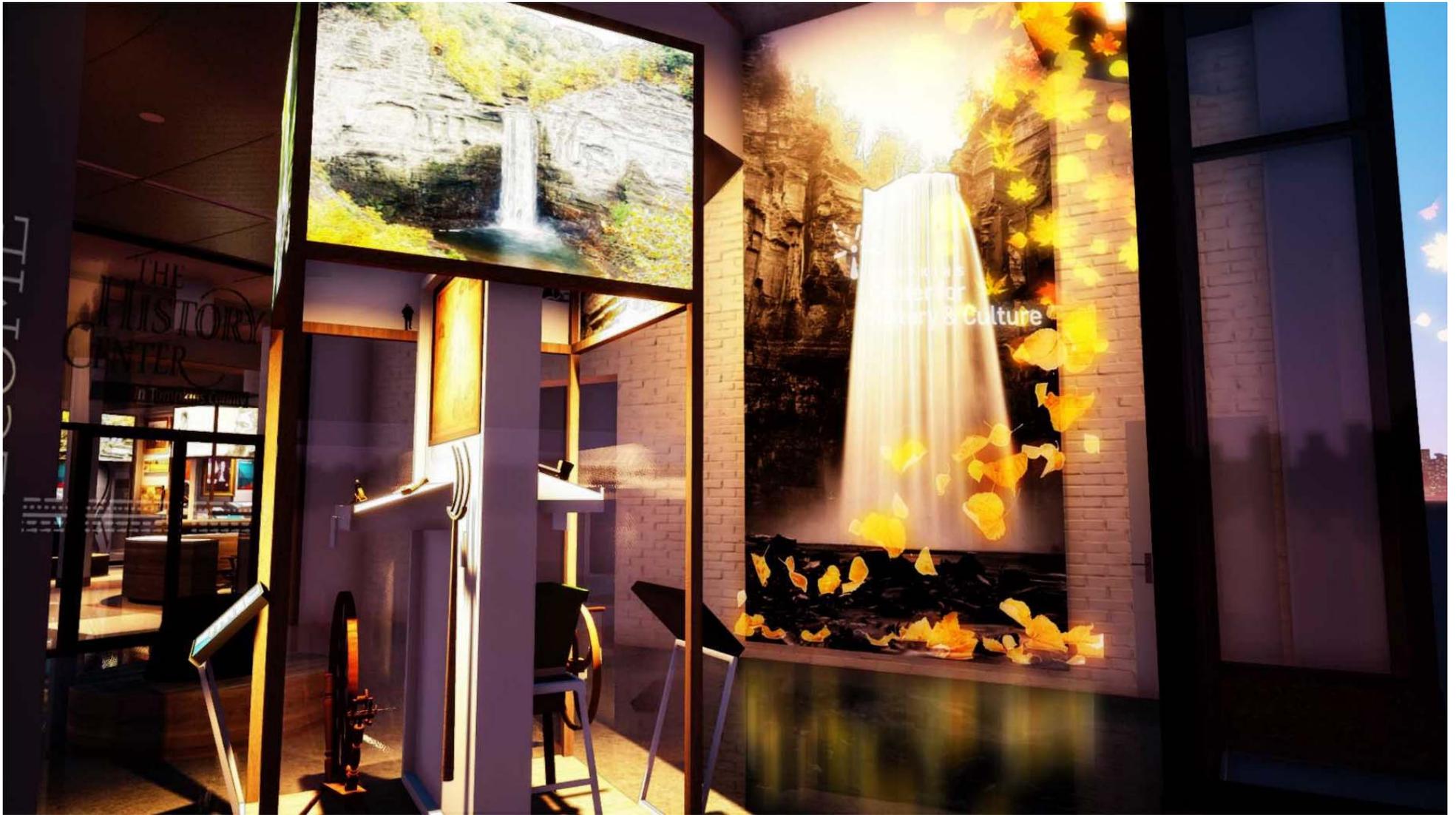
A PLAN
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B ELEVATION - COMMONS
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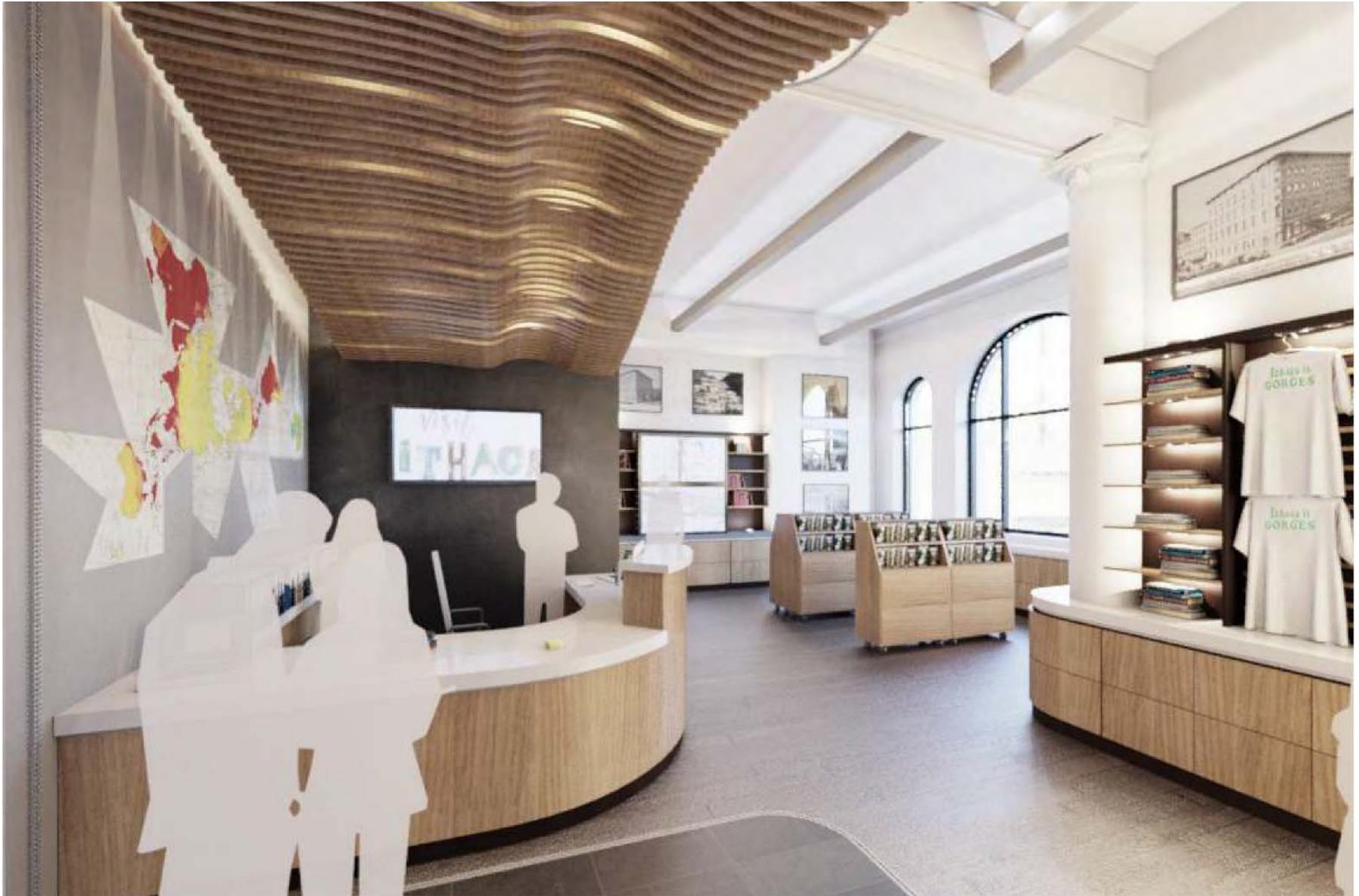








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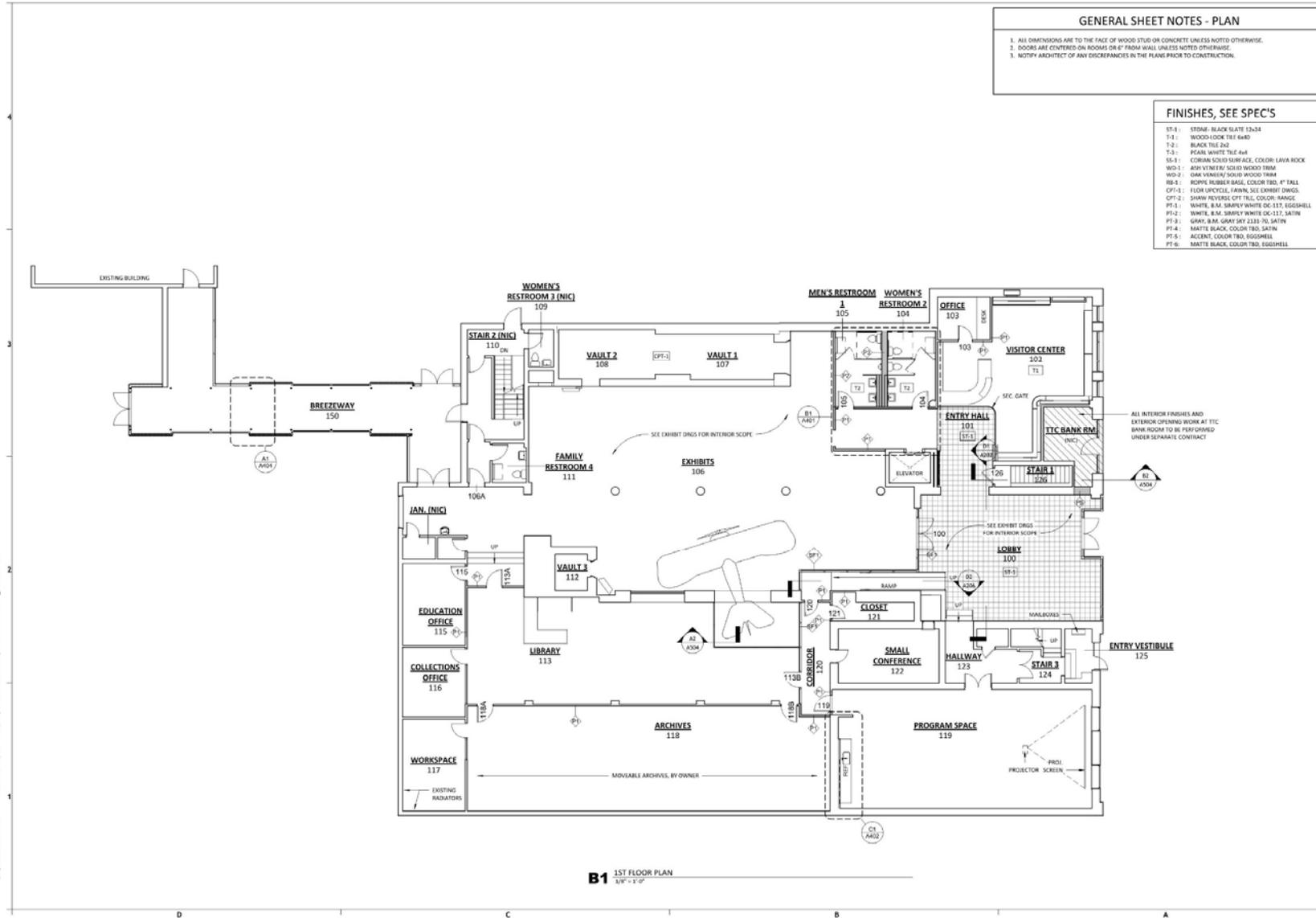
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GENERAL SHEET NOTES - PLAN

1. ALL DIMENSIONS ARE TO THE FACE OF WOOD STUD OR CONCRETE UNLESS NOTED OTHERWISE.
2. DOORS ARE CENTERED ON ROOMS OR 6\"/>

FINISHES, SEE SPEC'S

- ST-1: STONE- BLACK SLATE 13-24
- T-1: WOOD-LOOK TILE 6x6
- T-2: BLACK TILE 2x2
- T-3: PEARL WHITE TILE 4x4
- SE-1: CORIAN SOLID SURFACE, COLOR: LAVA ROCK
- WD-1: ASH VENEER/ SOLID WOOD TRIM
- WD-2: OAK VENEER/ SOLID WOOD TRIM
- WB-1: ROPPE RUBBER BASE, COLOR TRD, 4\"/>

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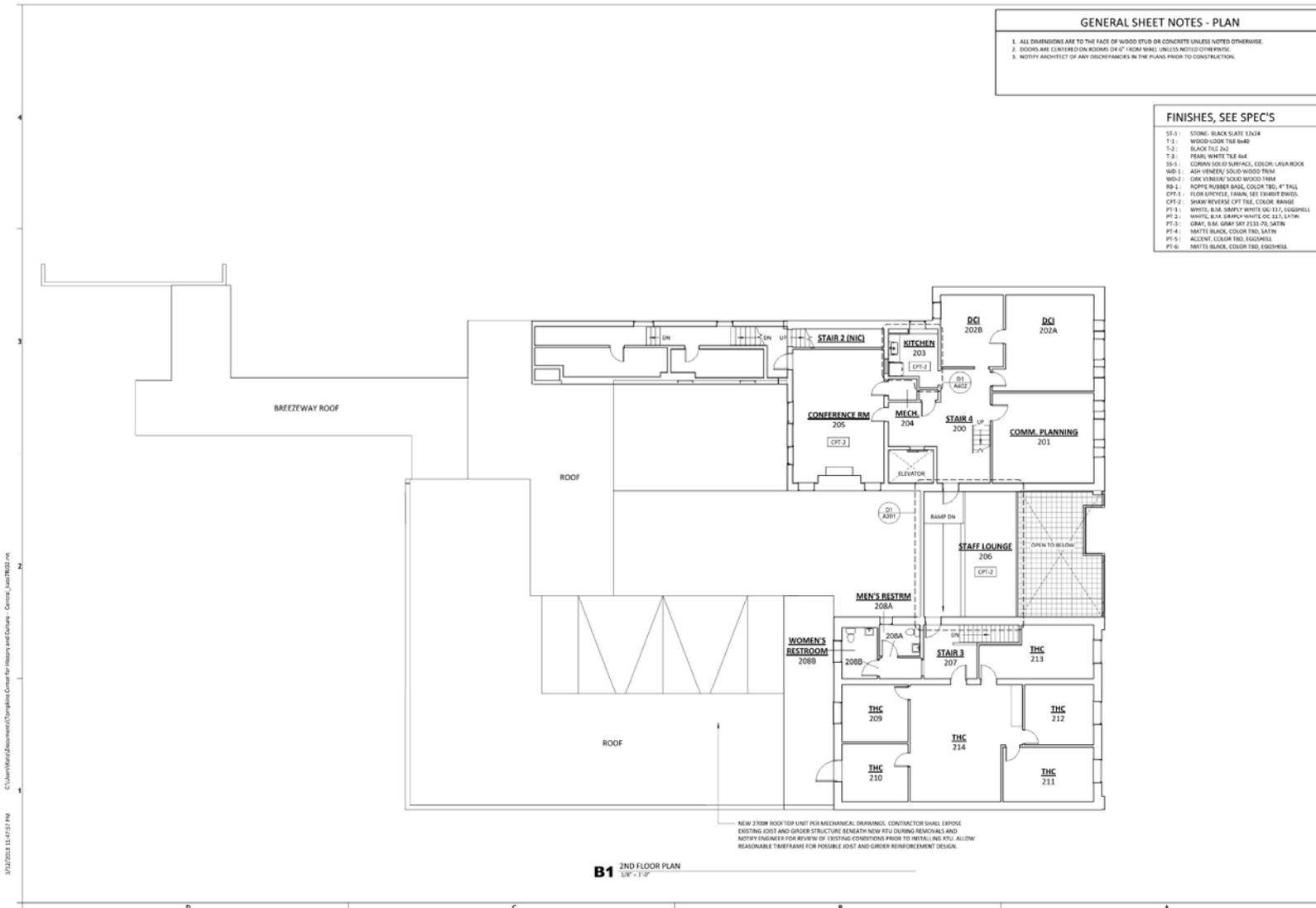
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FIRST FLOOR PLAN

A101
 As indicated

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2. DOORS ARE CENTERED UNLESS NOTED OTHERWISE.
3. NOTIFY ARCHITECT OF ANY DISCREPANCIES IN THE PLANS PRIOR TO CONSTRUCTION.

FINISHES, SEE SPEC'S

- SE-1: STONE - BLACK SLATE 3/2424
- T-1: WOOD LOOK TILE SHIP
- T-2: BLACK TILE 2x2
- T-3: PEGAL WHITE TILE 6x6
- 10-1: CORIAN SOLID SURFACE, COLOR: LAVIA ROCK
- WD-1: ASH VENEER/ SOLID WOOD TRIM
- WD-2: OAK VENEER/ SOLID WOOD TRIM
- RB-1: POPPE RUBBER BASE, COLOR TRD, 4" TALL
- CPT-1: FLOOR LINSEAL FABRIC, SEE EXHIBIT BRG10
- CPT-2: SHAW REVERSE CPT TILE, COLOR: RANGE
- PT-1: WHITE, S.M. SIMPLY WHITE GC-117, EGGSHELL
- PT-2: WHITE, S.M. SIMPLY WHITE GC-117, SATIN
- PT-3: GRAY, S.M. GRAY SKY 2133-70, SATIN
- PT-4: MATTE BLACK, COLOR TRD, SATIN
- PT-5: ACCENT, COLOR TRD, EGGSHELL
- PT-6: MATTE BLACK, COLOR TRD, EGGSHELL

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#	DESCRIPTION	DATE

Project # | 2018045
 Date | MAR 11, 2018
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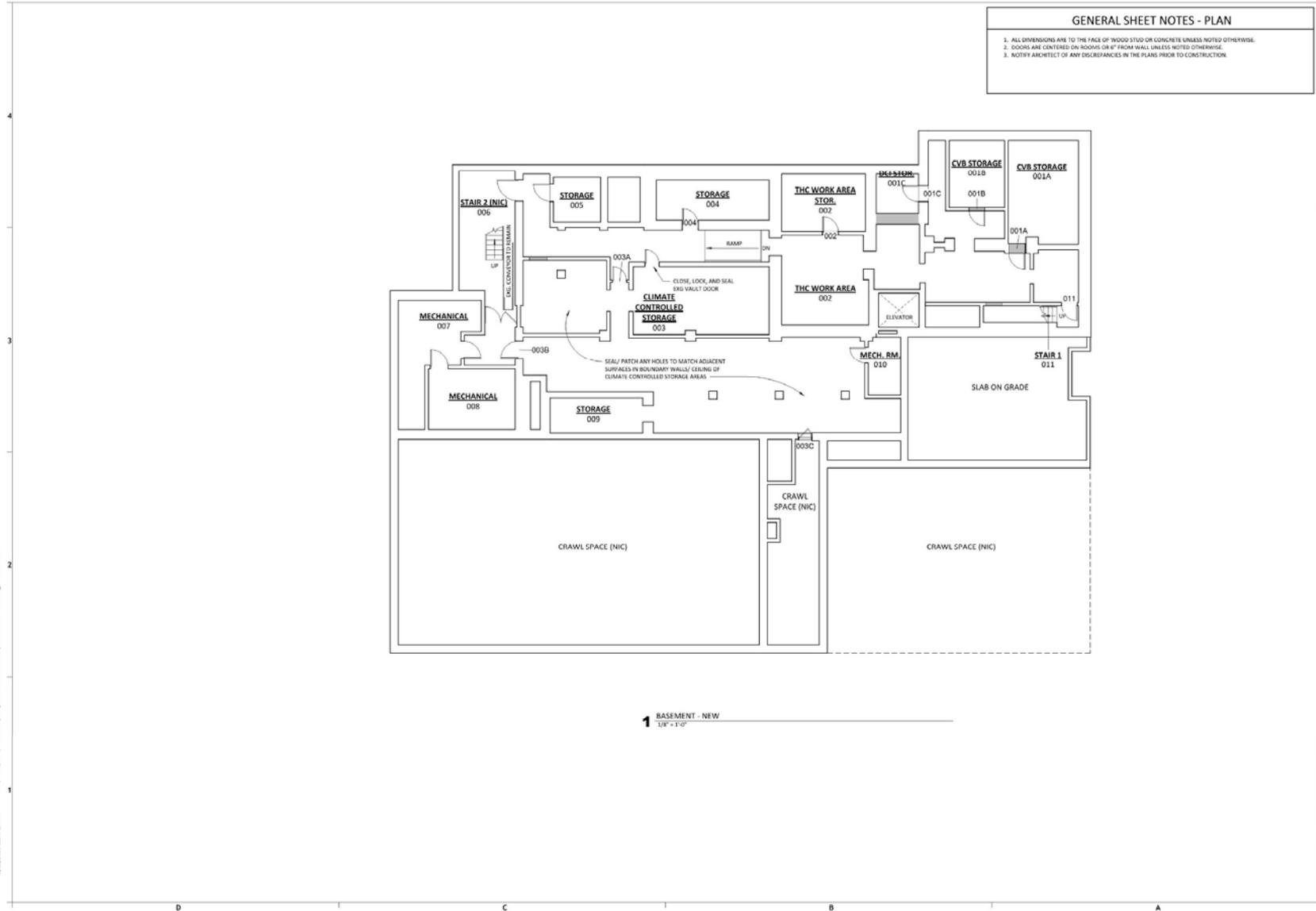
SECOND FLOOR PLAN

A102
 As Indicated

NEW 2'00" ROOF TOP UNIT PER MECHANICAL DRAWING. CONTRACTOR SHALL EXPOSE EXISTING JOIST AND GIRDER STRUCTURE BENEATH NEW RTU DURING REMOVALS AND NOTIFY ENGINEER FOR REVIEW OF EXISTING CONDITIONS PRIOR TO DETAILING RTU. ALLOW REASONABLE TIMEFRAME FOR POSSIBLE JOIST AND GIRDER REINFORCEMENT DESIGN.

B1 2ND FLOOR PLAN
 1/8" = 1'-0"

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3. NOTIFY ARCHITECT OF ANY DISCREPANCIES IN THE PLANS PRIOR TO CONSTRUCTION.

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1 BASEMENT - NEW
 1/8" = 1'-0"

REVISIONS	
NO.	DESCRIPTION / DATE

Project # 2016045
 Date MAR. 13, 2018
 860 SET

BASEMENT PLAN
A100
 As indicated

2018

Tompkins County Tourism Program - Funded Events

January						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
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25	26	27	28	29	30	

December						
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

2018 Tompkins County Tourism Program - Event Calendar

Applicant	Event Name	Event Start Date	Event End Date	Grant
Community Arts Partnership of Tompkins County	2018 Spring Writes Literary Festival	May 03, 2018	May 06, 2018	TP+TMA
Ithaca Festival	2018 Ithaca Festival After Dark	June 01, 2018	June 03, 2018	TP+TMA
Child Development Council	Playdate in the Park	June 05, 2018	June 05, 2018	CC
T-burg Chamber	T-burg Porchfest	June 16, 2018	June 16, 2018	CC
Southside Community Center, Inc.	Juneteenth 2018	June 16, 2018	June 16, 2018	CC
Danby Community Council	Civil War Encampment	June 23, 2018	June 24, 2018	CC
Tea Leaves Inc	2018 Ithaca Reggae Fest	June 22, 2018	June 24, 2018	NTI+TMA
Downtown Ithaca Alliance	Bite of Ithaca 2018	June 25, 2018	June 30, 2018	TMA
Ithaca Children's Garden	International Mud Day	June 30, 2018	June 30, 2018	CC
Historic Ithaca, Inc.	2018 TC Walk and Talks	June 30, 2018	August 25, 2018	CC
Civic Ensemble	2018 Civic Acts: New Plays Toward The Beloved Community	July 05, 2018	August 05, 2018	TMA
Ithaca Shakespeare Company Inc	2018 Summer Shakespeare Festival	July 12, 2018	July 29, 2018	TP+TMA
Triphammer Arts Inc.	Watermusic/Dancing on the Trail	July 13, 2018	July 13, 2018	CC
Ithaca Asian American Association/Social Ventures, Inc.	2018 Finger Lakes International Dragon Boat Festival	July 14, 2018	July 14, 2018	TP+TMA
Center for Transformative Action/Groundswell Project	IWR Community Picnic at the Park	July 14, 2018	July 14, 2018	CC
Newfield Old Home Days Committee/Town of Newfield	Newfield Old Home Days	July 27, 2018	July 28, 2018	CC
Dryden Lake Festival, Inc.	Dryden Lake Festival	July 28, 2018	July 28, 2018	CC
No Mas Lagrimas	Art in Community & Latino Multicultural Festival	August 01, 2018	September 30, 2018	CC
Ithaca Underground	2018-2019 Big Day In, Naked Noise, November Music Series	August 01, 2018	April 06, 2019	TP+TMA
Groton Girl Scout Troop 41432, C/O Village of Groton	Groton Community Night	August 07, 2018	August 07, 2018	CC
Cooperative Extension Association of Tompkins County	2018 Open Farm Days Weekend	August 11, 2018	August 12, 2018	NTI
Groton Old Home Days Committee	Groton Old Home Days	August 23, 2018	August 25, 2018	CC
Town of Groton	10th Annual Verne Morton Memorial Photography Show & Contest	August 24, 2018	August 25, 2018	CC
Wharton Studio Museum	2018 Wharton Studio Era Headphone Walking-Play	September 01, 2018	September 02, 2018	NTI+TMA
Kitchen Theatre Company	2018	September 01, 2018	December 31, 2018	TMA
Village at Ithaca	2018 Hair & Self-Care Festival	September 14, 2018	September 16, 2018	NTI
Latino Civic Association of Tompkins County	2018 Latin@ Heritage Month	September 15, 2018	October 15, 2018	TP
Multicultural Resource Center	First Peoples Festival	September 29, 2018	September 29, 2018	CC
Ithaca Aviation Heritage Foundation	Tommy Centennial Flight Celebration	September 29, 2018	September 29, 2018	CC
Enfield Community Council, Inc.	Enfield Harvest Festival	September 29, 2018	September 29, 2018	CC
The History Center in Tompkins County	Authentically Rural	October 05, 2018	October 07, 2018	NTI+TMA
Community Arts Partnership of Tompkins County	2018 Greater Ithaca Art Trail Open Studio Weekends	October 06, 2018	October 14, 2018	NTI+TMA
Wizarding Weekend	Wizarding Weekend 2018	October 26, 2018	October 28, 2018	NTI+TMA
Wharton Studio Museum	2018 Ithaca Fantastik	October 26, 2018	November 04, 2018	TP+TMA
Varna Community Association	2018 GeoWhiz	November 10, 2018	November 10, 2018	CC
T-burg Chamber of Commerce	T-burg Winterfest	December 01, 2018	December 01, 2018	CC
Downtown Ithaca Alliance	2018 Ice Fest	December 06, 2018	December 08, 2018	TP+TMA
Southside Community Center, Inc.	Kwanzaa 2018	December 27, 2018	December 27, 2018	CC
Ithaca Children's Garden	2018 Showcasing ICG as a destination...	N/A	N/A	TMA
Sciencenter	2018 Vet Exhibit	N/A	N/A	TP
Paleontological Research Institution	2018 Living Fossils: Travelers from Deep Time	N/A	N/A	TP+TMA
Village of Trumansburg	2018 Farmers' Market Marketing and Advertising	N/A	N/A	TMA
Trumansburg Chamber of Commerce	2018 TACC Marketing and Advertising	TBD	TBD	TMA
Center for Transformative Action/Discover Cayuga Lake	2018 - Introducing the MV Teal to Tompkins Tourism Community	TBD	TBD	NTI

2018 Tompkins County Tourism Program - Event Calendar

Applicant	Event Name	Event Start Date	Event End Date	Grant	I did attend OR I plan to attend	I have attended previous years
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Southside Community Center, Inc.	Juneteenth 2018	June 16, 2018	June 16, 2018	CC		
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Ithaca Children's Garden	2018 Showcasing ICG as a destination...	N/A	N/A	TMA		
Sciencenter	2018 Vet Exhibit	N/A	N/A	TP		
Paleontological Research Institution	2018 Living Fossils: Travelers from Deep Time	N/A	N/A	TP+TMA		
Village of Trumansburg	2018 Farmers' Market Marketing and Advertising	N/A	N/A	TMA		
Trumansburg Chamber of Commerce	2018 TACC Marketing and Advertising	TBD	TBD	TMA		
Center for Transformative Action/Discover Cayuga Lake	2018 - Introducing the MV Teal to Tompkins Tourism Community	TBD	TBD	NTI		