

# Tompkins County Strategic Tourism Planning Board

Wednesday, July 18, 2018; 3:00pm – 4:30pm

La Tourelle, 1150 Danby Road (96B), Ithaca, NY

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve June 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. Room Tax, Q2 2018 Report – Nick Helmholdt	3:15
6. CVB Monthly Report + Visitor Profile Study Update – Peggy Coleman	3:20
7. Budget Committee Report – Sue Stafford & Scott Wiggins	3:30
• ACTION – Adopt Recommended 2019 Tourism Program Budget	
8. Planning & Evaluation Committee Update – Ken Jupiter	3:50
• ACTION – Adopt Diversity Statement	
9. Arts & Culture Committee Report – Brett Bossard	4:00
10. Presentation: Bike Walk Tompkins / Lime Bikes & Visitors – Hector Chang	4:05
11. Member Announcements	4:25
12. Adjournment	4:30

Stick around after the meeting for light – and local! – refreshments.

## Agenda Packet

1. June 2018 draft STPB meeting minutes
2. Q2 2018 Room Tax Report
3. CVB Monthly Report
4. Memo - 2019 Tourism Program Budget Recommendation
5. Draft STPB Diversity Statement
6. Arts & Culture Committee – Questions
7. Bike Walk Tompkins / Lime Bike Presentation



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 – June 20, 2018**

1 **Date:** June 20, 2018  
 2 **Time:** 3:00-4:30pm  
 3 **Location:** Hilton Garden Inn, 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	P	At-Large
Anne Kellerman	E	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	E	Arts-Culture
Scott Wiggins	P	At-Large
Andy Zepp	P	Recreation

Name	✓	Representation
Martha Armstrong	P	TCAD, Non-Voting
Peggy Coleman	E	Chamber, Non-Voting
Gary Ferguson	P	DIA, Non-Voting
Anna Kelles	P	TC Legislature, Non-Voting
Dwight Mengel	A	Transportation, Non-Voting
John Spence	P	CAP, Non-Voting
Jennifer Tavares	P	Chamber, Non-Voting
Ethan Ash	A	Associate Member
Jim Brophy	A	Associate Member
Erica Frenay	E	Associate Member
Carol Kammen	A	Associate Member
Jon Reis	P	Associate Member
Nick Helmholdt	P	Staff
Kristin McCarthy	P	Staff

**Guests:** Katie Borgella,  
 Rod Howe, Warren Allmon, Star Bressler

8

9 Chair Kelli Cartmill called the meeting to order at 3:04 pm.

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

12 **Privilege of the Floor** – Ronda Roaring reported that her U-pick list for the 14 counties in the  
 13 Finger Lakes has been reduced by a third, with only five U-pick places identified in Tompkins  
 14 County. She also urged the STPB to explore maple syrup as a tourism draw in our area and to  
 15 work with local farmers to help them become more tourist-friendly.

16  
 17 **Approval of the May 23, 2018 STPB Meeting Minutes**

18 **Action:** David Blake moved to approve the May 2018 minutes. Stephen Nunley seconded. Motion  
 19 carried.

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

22 Kelly attended a hospitality tour aboard the *MV Teal*. She gave tour operators feedback on their  
 23 tour brochure and tips for attracting hotel visitors. During her report, Nick passed around the  
 24 calendar of events funded by the Tourism Program. Kelli encouraged members to attend events.

25  
 26 **Staff Report – Nick Helmholdt**

27 Nick handed out new Ithaca Tompkins County bike maps. Members can contact him if they’d like  
 28 more copies. They should also reach out to him with feedback or questions regarding the Strategic  
 29 Tourism Plan update. The County Legislature adopted the TCAD budget at their last meeting.

30  
 31 **CVB Monthly Report & Visitor Profile Study Update – Jodi LaPierre and Jennifer Tavares**

32  
 33 Jennifer and Jodi got the board members up to speed on recent happenings at the CVB as well as  
 34 progress with the Visitor Profile Study. Here are some highlights:

**Tompkins County Strategic Tourism Planning Board (STPB)  
Draft Meeting Minutes – June 20, 2018**

- More than 1,000 responses have come in for the digital visitor profile survey; visitor intercept survey will start soon.
- Visitor Experience van has been wrapped.
- Heather Hughes has rejoined the team as director of sales and marketing.
- The Visitor Center at Taughannock has seen an uptick in traffic over May 2017 and an increase in sales of “Ithaca is Gorges” branded merchandise. Sales reached \$10,972 this May versus \$3,088 in May 2017. As of yesterday (June 19th), sales broke \$20,000 (last year they were \$8,000).

**Membership & Bylaws Committee Update – David Blake**

**Action:** A motion was made by Scott Wiggins, seconded by Cara Nichols, to recommend Kathleen Kutz for the Lodging seat. Motion carried.

**Strategic Tourism Plan Steering Committee Update – Kelli Cartmill**

Board needs to create a steering committee to begin work on the 2020 Strategic Tourism Plan. Anyone interested in serving on the committee should contact Nick. A timeline for the full adoption of the Strategic Plan can be found in the June agenda packet.

**Budget Committee Report – Scott Wiggins**

- Anna Kelles, Nick, and members of Budget and Planning & Evaluation Committees attempted to summarize the Legislature’s discussion and decision-making in regards to the TCAD budget. The Legislature’s debate pivoted mostly over the contribution of room taxes versus property taxes to the budget.
- Anna once again emphasized that educating the legislators, especially the newcomers, on the nuances of the Tourism Program is crucial. Many still seem to think room tax just goes to funding arts and culture. Scott Wiggins said the Budget Committee is pulling together a white paper to show them the funding trend for arts and culture and where the money comes from. Legislature needs to be educated better on the impact of outdoor recreation in growing tourism here.
- Josh Friedman urged members to consider economic benefits of arts and culture tourism. State Theatre, Hangar Theatre, and other venues draw out of county visitors, many of whom stay overnight in area lodging. Ken Jupiter commented that we need to show benefits of other tourism sectors.
- Brett Bossard reminded everyone that Dylan Tuttle’s room tax report answers how funds have historically been divided by sector.
- Anna added that she’s heard misinformation about Dylan’s report being incorrect in its number crunching. Members were concerned to hear that.
- Members were concerned that at the recent STPB-Legislature meeting a few people central to the discussion had nothing to say. Anna said some of it could be personality-related — a few legislators are introverted and might feel more comfortable sharing thoughts in writing. She also thought the setup was a bit awkward. Cynicism might lead one to think certain people’s silence suggests there is no motivation to collaborate. In that case, she suggested the board focus on engaging the people who do seem interested in working collaboratively.

**Planning & Evaluation Committee Update: Diversity Statement – Ken Jupiter**

- Members should email feedback to Nick or Ken on draft diversity statement so they can finalize it. Statement will be voted on at next meeting.

**Tompkins County Strategic Tourism Planning Board (STPB)**  
**Draft Meeting Minutes – June 20, 2018**

- 86 • Jennifer and Nick will work on a short questionnaire for all Tourism Program funding
- 87 recipients to get a sense of their current diversity efforts.
- 88 • Going forward (likely starting in spring 2020), the STPB will require partners to have their
- 89 own diversity statements.
- 90 • A column will be added to the tourism grant matrix in Apricot to score diversity of applicant
- 91 event.

**Presentation: Tompkins Center for History and Culture – Rod Howe**

94 Rod walked through the PowerPoint presentation on the Center for History and Culture,  
95 highlighting a few key developments.

- 96 • Construction kickoff event at Center on July 2nd at 8:30 a.m. Partner tenants will move into
- 97 their offices by January 2019. Exhibit hall and other spaces slated to open in March 2019.
- 98 • County now owns the building. Asbestos abatement should be done soon. Trying to get all
- 99 contracts signed. Each tenant partner will continue to manage their own business
- 100 expenses. County will cover utilities and maintenance. Mac Travis is managing
- 101 construction and relationships with bank and County.
- 102 • Center has received \$1.4 million in state funding. Partners are applying for Appalachian
- 103 Regional Commission (federal) funding. Jean McPheeters is helping to pull together that
- 104 application. Fifty percent of Capital Campaign goal (\$1.75 million) has been met. Mac and
- 105 Jean are leading the fund-raising effort. Cashflow likely to be a problem as state grants
- 106 won't come through for another six months. Park Foundation has committed to giving a
- 107 \$500,000 loan at .5% interest.
- 108 • Everyone should have received an invitation to a July 2nd cruise aboard the *MV Teal*.
- 109 Heritage Ambassadors will speak about the history of Cayuga Lake.
- 110 • Atrium will have donor wall, a fairly large kiosk with information on partners like CAP, a
- 111 schedule of events happening in the building, as well as events related to history and
- 112 culture throughout the area. A kiosk in the Visitor Center will promote events countywide.
- 113 • There will be six exhibit towers with rotating content. Outside organizations such as Cornell
- 114 may potentially use towers too. Exhibit hall material will change less frequently but digital
- 115 screens will switch up more often.
- 116 • Curators still trying to figure out how to integrate partner stories in exhibit space.
- 117 • There will be interactive kiosk displays, a small children's area, and an empty bank vault
- 118 that serves as a Storycorps-esque recording booth.
- 119 • Atrium and Visitor Center will probably sync hours of operations. Visitor Center will be open
- 120 during special events. Conference rooms will be available to rent for evening events. The
- 121 Exhibit Hall might be available too.
- 122 • History Center and Historic Ithaca are working to combine their libraries.

**Member Announcements**

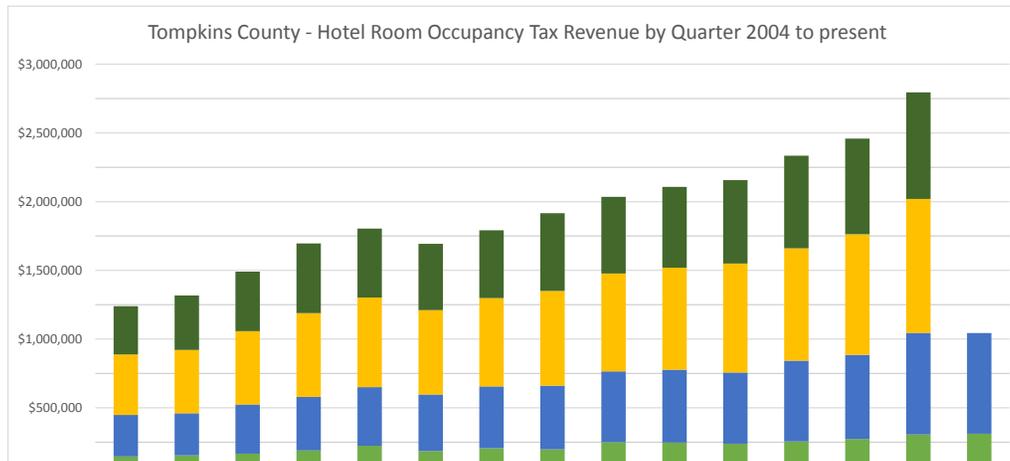
- 125 • Cara Nichols will email dates for upcoming major events at Ithaca College.
- 126 • Diversity training will be scheduled for board members later this year.
- 127 • A field trip might be planned for the July meeting. August meeting might be cancelled.
- 128 Agriculinary Tourism Committee met recently. They're awaiting reports for \$500 mini grants
- 129 given to farms. Next grant round should be announced soon.
- 130 • A group of roughly 90 women from Michigan, Ohio, and parts of the Northeast were in town
- 131 for a garden tour. In addition, roughly 50 master gardeners from Michigan are traveling to
- 132 our area and the American Horticulture Society is having their Youth Gardening
- 133 Symposium in Ithaca in mid-July.

134  
135 David Blake adjourned the meeting at 4:33 pm. Kelli needed to leave early.

**Tompkins County - Hotel Room Occupancy Tax Revenue - 2004 to present**

Totals by quarter & year

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1	146,117	154,478	166,984	190,237	224,245	185,733	205,629	198,559	249,508	246,795	239,394	255,511	272,677	306,561	311,725
Q2	302,502	306,373	357,732	389,309	425,802	411,982	450,117	462,564	515,379	530,995	518,257	588,301	613,413	739,499	732,497
Q3	439,543	459,899	532,705	609,916	652,904	613,173	642,496	688,976	712,305	742,300	791,531	816,604	876,679	973,901	
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	14,539
<b>Total</b>	<b>1,239,952</b>	<b>1,345,564</b>	<b>1,524,234</b>	<b>1,738,252</b>	<b>1,794,887</b>	<b>1,671,082</b>	<b>1,784,140</b>	<b>1,921,431</b>	<b>2,080,430</b>	<b>2,148,716</b>	<b>2,263,529</b>	<b>2,368,257</b>	<b>2,477,896</b>	<b>2,813,243</b>	<b>1,058,762</b>
<b>Budgeted</b>	<b>1,220,000</b>	<b>1,349,200</b>	<b>1,328,865</b>	<b>1,461,752</b>	<b>1,773,138</b>	<b>1,552,161</b>	<b>1,700,000</b>	<b>1,859,659</b>	<b>2,036,716</b>	<b>2,152,700</b>	<b>2,260,335</b>	<b>2,373,352</b>	<b>2,495,315</b>	<b>2,635,870</b>	<b>2,754,484</b>
<b>Actual - Budgeted</b>	<b>19,952</b>	<b>(3,636)</b>	<b>195,369</b>	<b>276,500</b>	<b>21,749</b>	<b>118,921</b>	<b>84,140</b>	<b>61,772</b>	<b>43,714</b>	<b>(3,984)</b>	<b>3,194</b>	<b>(5,095)</b>	<b>(17,419)</b>	<b>177,373</b>	
<b>Room Tax Growth</b>	<b>9.1%</b>	<b>8.5%</b>	<b>13.3%</b>	<b>14.0%</b>	<b>3.3%</b>	<b>-6.9%</b>	<b>6.8%</b>	<b>7.7%</b>	<b>8.3%</b>	<b>3.3%</b>	<b>5.3%</b>	<b>4.6%</b>	<b>4.6%</b>	<b>13.5%</b>	
<b>Hotels</b>			<b>18</b>	<b>18</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>22</b>	<b>22</b>	<b>23</b>	<b>25</b>	<b>27</b>	<b>27</b>



**Tompkins County - Hotel Room Occupancy Tax Revenue - 2004 to present**

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

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1		5.7%	8.1%	13.9%	17.9%	-17.2%	10.7%	-3.4%	25.7%	-1.1%	-3.0%	6.7%	6.7%	12.4%	1.7%
Q2		1.3%	16.8%	8.8%	9.4%	-3.2%	9.3%	2.8%	11.4%	3.0%	-2.4%	13.5%	4.3%	20.6%	-0.9%
Q3		4.6%	15.8%	14.5%	7.0%	-6.1%	4.8%	7.2%	3.4%	4.2%	6.6%	3.2%	7.4%	11.1%	
Q4		13.1%	9.4%	16.7%	-1.2%	-3.5%	2.3%	14.7%	-1.4%	5.1%	3.5%	10.9%	3.4%	11.3%	

Quarterly Tax Revenues as a Share of Annual Tax Revenue

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1	11.8%	11.5%	11.0%	10.9%	12.5%	11.1%	11.5%	10.3%	12.0%	11.5%	10.6%	10.8%	11.0%	10.9%	
Q2	24.4%	22.8%	23.5%	22.4%	23.7%	24.7%	25.2%	24.1%	24.8%	24.7%	24.8%	24.8%	24.8%	26.3%	
Q3	35.4%	34.2%	34.9%	35.1%	36.4%	36.7%	36.0%	35.9%	34.2%	34.5%	35.0%	34.5%	35.4%	34.6%	
Q4	28.3%	29.5%	28.5%	29.1%	27.9%	28.9%	27.7%	29.5%	26.8%	27.3%	26.8%	28.4%	28.1%	27.5%	

Tax Paid by Establishments with 10 Rooms or Fewer (aka 3% tax on B&Bs)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1	5,387	5,764	5,488	6,361	7,575	7,698	8,379	9,425	9,110	10,844	12,983	16,591	17,824	39,904	44,754
Q2	11,492	11,418	11,766	13,968	15,137	14,021	15,736	18,504	17,983	19,950	23,174	27,841	33,410	78,444	89,909
Q3	22,174	22,861	24,084	29,390	30,418	28,216	33,994	31,872	32,989	40,366	44,363	58,906	85,806	96,937	-
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	134,663
Year over Year Change		1.2%	3.7%	21.3%	5.0%	-3.0%	11.3%	4.3%	1.7%	13.6%	16.0%	28.0%	35.3%	44.7%	

Tax Paid by Establishments with 11 Rooms or More (aka 5% tax on Hotels & Motels)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1	140,729	148,714	161,495	183,875	216,669	178,035	197,249	189,136	240,397	235,951	226,431	238,922	254,852	266,657	266,971
Q2	290,386	294,955	345,964	375,340	410,664	397,960	434,379	444,058	497,394	511,048	495,084	560,460	580,003	661,055	642,589
Q3	417,159	437,037	508,620	580,526	622,487	584,958	608,502	657,104	679,314	701,932	747,151	757,697	791,252	876,964	-
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	909,560
Year over Year Change		6.6%	13.6%	13.4%	6.4%	-6.2%	5.6%	7.1%	6.4%	3.1%	1.7%	7.2%	3.5%	11.0%	

Share of Exempt Sales (Exempt Sales / Gross Sales)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Q1	21.5%	19.1%	19.5%	20.3%	21.8%	21.7%	19.8%	21.2%	22.1%	21.9%	24.1%	22.5%	22.5%	19.2%	20.2%
Q2	14.7%	16.2%	15.6%	13.6%	15.1%	14.6%	14.5%	15.0%	14.3%	15.4%	13.9%	13.0%	14.4%	12.6%	14.4%
Q3	11.9%	12.7%	11.8%	10.4%	11.1%	11.3%	11.7%	10.5%	10.5%	10.8%	10.8%	10.0%	10.5%	6.7%	
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>



## June 2018 - Report to the Board

### Marketing:

**Digital** - a few highlights for high performing new website content. The Farmers Market guide/blog post, organized by day of the week, saw 300 unique pageviews in June with almost 3 minutes average time spent on page. Gorges Ithaca Half Marathon FAQ (including directions, Show Your Bib promotions, and suggested events/activities) had over 900 unique pageviews with 80% of traffic from outside Ithaca. Top cities were New York and Albany. Regional Fireworks guide was live on VisitIthaca.com by mid-June and saw 4,300 unique pageviews by the end of the month (668+ unique visitors from PA, NJ, MA, OH & Ontario combined). Overall, we also continue to see an increase in traffic on the dining page.

<b>Web and Social Stats</b>	<b>June</b>	<b>Year to Date</b>
<b>Website VisitIthaca.com</b>		
<b>Unique Users 2018</b>	<b>44,166</b>	<b>182,552</b>
Unique Users 2017	41,373	178,929
Unique Users 2016	39,961	120,184
Sessions 2018	56,794	227,101
Sessions 2017	53,840	225,167
Sessions 2016	50,698	149,270
<b>Pageviews 2018</b>	<b>188,360</b>	<b>788,849</b>
Pageviews 2017	197,271	735,927
Pageviews 2016	153,516	611,185
<b>stories.visitithaca.com</b>		
Unique Pageviews 2018	331	1,430
<b>visitithaca.com/farm-fork-ithaca</b>		
Unique Pageviews 2018	476	2,104
<b>Facebook Visit Ithaca</b>		
Page Likes 2018	40,322	
<i>Engagement for Top post</i>	Taughannock Trivia	
<i>Total Reach</i>	9,849	
<i>Clicks</i>	560	
<i>Reactions, Comments, Shares</i>	630	
<b>Facebook Ithaca Farm to Fork</b>		
Page Likes 2018	3,027	
Page Likes 2017	1,671	
<b>Instagram VisitIthaca</b>		
Followers 2018	6,694	
Followers 2017	4,700	
Average engagement	4.70%	
<b>Travel Guide online</b>		
(Uberflip) Unique Visitors 2018	960	4,031
(Uberflip) Unique Visitors 2017	816	4,010
(Uberflip) Flipbook views 2018	1,637	6,887
(Uberflip) Flipbook views 2017	1,426	6,468



### Advertising-

- Escapemaker.com - Focus on Ithaca agricutinary tourism product and events (year-long)
- DiscoverUpstateNY.com – Online marketing package (year-long)
- TourOperatorland.com – Domestic group tour and international market (year- long)
- TheWineBuzz.com – Featuring craft beverage, Farm-to-Fork, agricutinary messaging to Ohio market (June/July advertising package)
- Grassroots Festival- Program

**Agricutinary Tourism** -Information on the fall cycle of agricutinary tourism microgrants made possible through an STI grant from the Tompkins County Tourism program have gone out to area farms and agricutinary partners. Inquiries are beginning to come in and applications once received will be shared with the committee. Final reports have come in from all but two spring grant recipients. The listing for the Agricutinary Tourism Marketing Coordinator is being circulated and we are eager to get someone up and running in the role to continue the great marketing efforts.

### PR & Communications:

On June 15-17 we hosted Perri O. Blumberg, travel journalist who writes for outlets such as Country Living, the New York Post, and recently had an article on the Finger Lakes published in Men’s Journal. Mark Sheehan, travel writer from Australia visited the region researching for the 5<sup>th</sup> edition of his book, *America Over Easy*. We conducted a FAM tour for Lisa Burns, Executive Director of Finger Lakes Regional Tourism Council on June 14<sup>th</sup>, and Erin and Heather hosted almost the entire team from Break The Ice Media (oversees our regional PR program with Quinn PR) on June 29<sup>th</sup>. Some recent media placement includes:

- Ranked #1 on [“America’s Best Wine Region to Visit Ranked by Sommeliers”](#) Thrillist Travel
- The [New York Times](#) (29.8 million unique monthly visitors) ran an online piece about **the rise of glamping** and mentioned **Firelight Camps!** The writer, Elaine Glusac, used the camps in Ithaca as an example of popular glamping sites that are resembling traditional hotels. She refers to Emma Frisch’s book of the camps’ daily cuisine, as well as to the upcoming Catskills location that will open next fall.
- [Wallethub](#) included feedback from Visit Ithaca on, “2018’s Best and Worst States for Summer Roadtrips.”

### Sales:

We are happy to have Sarah Imes serving on the Finger Lakes Tourism Alliance (FLTA) Marketing Committee beginning this year. In addition, Sarah recently attended two conferences and had a total of 38 appointments with qualified tour operators. She is currently working on a site visit for an interested group leader and a 2019 fall itinerary for an operator that booked because of the CVBs membership in Travel Alliance Partners (TAP) and our investment in hosting the TAP Board of Directors here this year.

Congratulations to Jonathan on his recent Leadership Tompkins graduation! Jonathan recently attended the Empire State Society for Association Executives (ESSAE) annual tradeshow in Albany, helping to coordinate a great Visit Ithaca presence with our new display banners for the CVB and hotel partners who attended. In follow-up, he is working with the same partners to prepare for a sales blitz to Albany July 23-25, where CVB staff and hotel partners will conduct office visits with meeting planners. On the evening of the 24<sup>th</sup>, we’ll co-host a reception for meeting planners as well as Ithaca College and Cornell Alumni. A total of four meeting/sporting event leads were distributed in June representing a total economic impact of \$90,190.00 and a total of 349 requested rooms.



**Visitor Experience:**

Construction at our East Shore Drive Visitor Center is winding down. The team is expected to be relocating to our newly redesigned space by mid-July. Slat wall installation, cabinetry work for the brochure racks, and the visitor center desk are forthcoming.

Workforce Development Board has signed the contract for the Arrival 2 Departure Ambassador Training. We have a conference call scheduled with the supplier to begin development and customization of the training program. Watch your email for an invitation to the general session and focus groups. We hope to launch the full program this fall.

The Overlook at Taughannock has seen a 37% increase in traffic YTD over 2017. Likewise, sales of Ithaca is Gorges branded items have reached a 119% increase over the same period in 2017 (through July 5<sup>th</sup>) with sales over \$36K.

**By the Numbers:**

	June 2018	June 2017	YOY % Change	YTD 2018	YTD 2017	YOY % Change
Phone	91	173	-47.4	573	1,116	-48.6
ESD Traffic	530	1,065	-50.2	1,186	2,163	-45.2
DVC Traffic	840	1,337	-37.2	1,872	2,891	-35.2
Taug. Traffic	5,778	3,371	71	9,762	7,090	37.7
Chats	337	410	-17.8	1,659	2,169	-23.5
TG Requests	471	417	12.9	1,767	2,099	-15.8
Off-site Events*	250	0	250	5,020	9,200	-45.4
<b>Total</b>	<b>8,297</b>	<b>6,773</b>	<b>22.5</b>	<b>21,839</b>	<b>26,728</b>	<b>-18.3</b>

\*As previously reported, we were told less students were accepted at Cornell University which resulted in lower participation for Cornell Days/off-site event activity YOY.

**Visitor Profile Study** – To date more than 1200 digital response have been completed. The launch of the intercept interviews was delayed into July. This will capture randomized days and times throughout the county for a twelve-month period, which will push the final report into early fall 2019.

**Tompkins County**  
**DEPARTMENT OF PLANNING AND SUSTAINABILITY**

121 East Court Street  
Ithaca, New York 14850

Katherine Borgella, AICP  
Commissioner of Planning and Sustainability

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**TO:** Tompkins County Strategic Tourism Planning Board (STPB)  
**FROM:** Nick Helmholdt, Principal Planner / Tourism Program Director  
**DATE:** July 18, 2018  
**RE:** **2019 Tourism Program Budget Recommendation**

**ACTION REQUESTED**

The STPB is asked to vote to recommend the 2019 Tourism Program Budget at its July 18 meeting. Following this recommendation, the Planning, Development & Environmental Quality (PDEQ) committee of the Tompkins County Legislature will consider the Tourism Program Budget at its July 23 regular meeting. The full County Legislature will act in the fall as they consider the overall county budget.

**BACKGROUND**

**2019 TOURISM PROGRAM BUDGET SUMMARY**

*Product Development Expenses*

ACOD Grants	\$250,000
Beautification Program	\$160,000
Tourism Capital Grants	\$255,000
CAP General Operating Support	\$42,033
Community Celebration Grants	\$36,590
Tourism Project Grants	\$129,000
Festivals Program	\$26,895
Hospitality Workforce Development	\$32,504
County Historian	\$7,750
Public Art Grants	\$10,121
<i>Subtotal</i>	<i>\$949,893</i>

*Marketing Expenses*

Convention & Visitors Bureau	\$1,341,000
Tourism Marketing & Advertising Grants	\$54,000
Discovery Trail	\$19,000
Market the Arts	\$10,800
<i>Subtotal</i>	<i>\$1,424,800</i>

## ROOM TAX REVENUE PROJECTION

Between April and June, the STPB Budget Committee developed preliminary projections of 2018 and 2019 room tax revenues and associated changes in room tax reserves, with input from tourism program administrators and lodging industry experts. 2018 members of the STPB Budget Committee are Susan Stafford (Committee Co-Chair), Scott Wiggins (Committee Co-Chair), Kelli Cartmill (STPB Chair), Stephen Nunley, Michael Mellor, and Josh Friedman.

Room tax revenues through the first quarter of 2018 are tracking slightly above the original 2018 budget projection. The committee anticipates that 2018 room tax revenue will be \$2,850,000. This is \$95,516 higher than the original projected room tax revenue figure used in the adopted 2018 budget. Based on this revised figure, the Budget Committee projects \$2,935,000 in room tax revenue for 2019. A summary of room tax figures is provided below for reference

- 2017 Room Tax Projection: \$2,635,870
- 2017 Actual Room Tax Collection: \$2,813,243
- 2018 Original Room Tax Projection: \$2,754,484
- 2018 Revised Room Tax Projection: \$2,850,000
- 2019 Room Tax Projection: \$2,935,000

These room tax revenue projections are based on analysis of several sources including historic Tompkins County room tax revenues, local hotel industry data from Smith Travel Research (STR), projected increases in local room supply, and other local conditions, including impacts of the County's voluntary collection agreement with Airbnb which took effect July 1, 2016.

It is important to note that while hotel room supply is projected to increase 6% in 2019, the committee does not project room tax growth at a rate equal to the anticipated supply increase. This is because the committee anticipates continued softening of average daily rate (ADR) and occupancy in 2018, as the market catches up to the new supply.

## RESERVES

The expected 2018 year-end unallocated room tax reserve balance is \$226,348. The STPB voted to approve a new policy on budget reserves and surpluses at its April meeting (attached). The new policy sets a target reserve balance of 5% of the projected room tax collection.

For 2019, based on the room tax projection of \$2,935,000 the target reserve balance is set to \$147,500. After funding this reserve balance, \$79,598 will be available to allocate to the 2019 budget.

## SUMMARY OF FUNDS AVAILABLE FOR 2019 TOURISM PROGRAMS

+ Projected Room Tax Revenue	\$2,935,000
+ Use of Reserves (after meeting target reserve balance)	\$79,598
= Total Revenues + Reserves	\$3,014,598
- County 10% Tax Administration Fee	\$293,500
- Tompkins County Area Development (TCAD)	\$187,808
- Strategic Planning & Staffing	\$109,701
- Strategic Plan Update	\$15,000
- Strategic Tourism Implementation Grants	\$33,896
= Tourism Program Funds Available for Product Development and Marketing	\$2,374,693

(Details about the County's 10% Tax Administration Fee, TCAD, and Strategic Planning & Staffing are provided below under "Other Expenses")

## 2019 BUDGET REQUESTS

The Tompkins County Tourism Program solicited budget requests from program administrators and heard presentations at its May 21 meeting at TC3 Tioga Place. Program administrators and committee chairs were asked to describe the actual funding needed to implement program goals and provide specific detail on the prioritization of funds. (In previous years, budget requests were capped at a set percentage and only designated entities were permitted to present “over target requests” exceeding these budget caps.) A total of \$2,507,557 was requested from the Tourism Program.

Program administrators responded to the new guidance and provided clear annual goals, measures of achievement, and information on how the requested budget will support implementation of the *2020 Strategic Tourism Plan*. (Full documentation of budget requests is available upon request.)

Following budget presentations, the STPB Budget Committee explored possible budget approaches, weighed opportunities presented by each program and developed 2019 budget

### PRODUCT DEVELOPMENT EXPENSES

The following section provides detail regarding Product Development budget items with substantial changes. The proposed Product Development expenses equal 40% of the combined Marketing & Product Development budgets. This is in line with the Tourism Program’s established 60/40 split policy.

#### *Arts & Cultural Organization Development Grants*

The committee recommends increasing funding to the Arts & Cultural Organization Development (ACOD) grant program. (\$217,870 is currently allocated to the 10 current ACOD grant recipients for 2019 per the 2-year grant agreement.) This increase will allow the grant program administrator Community Arts Partnership (CAP) to consider funding requests from eligible, established organizations. CAP’s budget request sought sufficient funding to increase grant awards to any organization whose funding had decreased since 2015 while maintaining current grant awards for all other organizations.

#### *Beautification Program*

The committee recommends increasing funding to the Beautification program. In the previous year, operating costs of the program were supported using the program’s fund balance. In 2018, Cornell Cooperative Extension of Tompkins County (CCETC) expects to build and begin operation of a greenhouse sited at Ithaca High School. This project will consume the remainder of CCETC’s fund balance thus ending the practice of using this as a source of operating funds. In addition, the number of sites maintained by the Beautification program has grown faster than the rate of allowed budget growth for the program over the past several years.

#### *Tourism Capital Grants*

The committee recommends increasing funding to the Tourism Capital grant program. The program has experienced high demand and increasing quality of applications. (\$40,000 is currently allocated to two current Tourism Capital Grant recipients for 2019.)

#### *Tourism Project Grants & New Tourism Initiative Grants*

The committee agreed with the recommendation of DPS staff to consolidate the Tourism Project and New Tourism Initiative grants into a single product development grant (NTI was listed as a marketing grant in previous budgets). The future grant program will stipulate that a minimum of 30% of grant funding will support new initiatives (those which have been in existence for 3 years or less). The result of this consolidation and the committee’s funding recommendation appears as major increase to the Tourism Project grant program and the elimination of the New Tourism Initiative grant program. The combined effect is an overall decrease in total funding.

## MARKETING EXPENSES

The following section provides detail regarding Product Development budget items with substantial changes. The proposed Marketing expenses equal 60% of the combined Marketing & Product Development budgets. This is in line with the Tourism Program's established 60/40 split policy.

### *Discovery Trail*

The committee recommends discontinuing funding of the Discovery Trail as a line item in the program budget. The funding proposed will allow the Discovery Trail to continue room tax funded marketing activity through the end of its fiscal 2018/19 calendar year. While the Tourism Program has supported the Discovery Trail for many years it has been an anomaly in the annual program budget. The budget committee had heard a clear signal from the County Legislature about the need to reduce complexity and simplify the tourism program where feasible.

Other organizations seeking funds for marketing have used Tourism Marketing & Advertising grants to leverage their promotional efforts. All participants in the Discovery Trail are eligible to apply for this grant (and several have received funding through this source). While the Discovery Trail has consistently shown promise, and delivered excellent programming for local children, the need to fund the program directly in the tourism program was not apparent.

### *Convention & Visitors Bureau*

The committee recommends increasing funding of the Convention & Visitors Bureau (CVB). A variety of factors influenced the CVB's request including:

- The costs associated with moving the Downtown Visitor Center to the Tompkins Center for History and Culture (TCHC),
- The addition of a retail store operated by CVB inside the TCHC,
- The addition of a permanent position to support agricutinary tourism promotion,
- Increasing overall payroll and benefits to attract and retain staff in a variety of positions,
- The costs associated with marketing workshops which support TCTP grantees, and
- Increasing advertising & group sales efforts to match the increase in local hotel room supply

The committee was impressed with the CVB's detailed response to the budget guidance and recent accomplishments. Furthermore, hotel market reports have indicated that travel demand to Tompkins County has lagged behind the county's supply of hotel rooms. The CVB's core mission and goals spoke directly to addressing this issue in the market. The CVB is uniquely positioned to grow demand for travel to Tompkins County through its marketing and group sales activities. The CVB's detailed proposal provided clear rationale for increasing the Tourism Program's funding of their activities.

## OTHER EXPENSES

### *Strategic Tourism Implementation Grants & Strategic Plan Update*

The committee recommends budgeting \$33,896 for Strategic Tourism Implementation grants (see attachment for details about known and anticipated STI grant funding). Funding to this grant was reduced substantially from previous years to accommodate increased budget requests in other areas. In addition, the committee recommended \$15,000 funding for the Department of Planning and Sustainability to cover expenses relating to the update of the Strategic Tourism Plan.

### *County 10% Tax Administration Fee, Strategic Planning & Staffing*

The Principal Planner / Tourism Program Director position will continue to support the program at 37.5 hours per week. All other County support for the program is provided though the "County 10% Administrative Fee" portion of the room tax budget. (The Tourism Program Director proposed a modification to funding sources affecting this line. See the attached "Memo – Tourism Budget Proposal" for additional detail.)

## *Tompkins County Area Development*

Tompkins County's initial 5-year funding agreement with TCAD expires at the end of 2018. This agreement committed a portion of room tax to support TCAD. The County Administrator presented funding options to PDEQ at its regular meeting on May 29. PDEQ chose to address the topic at a special meeting held on June 14, where the committee voted to recommend an alternative funding approach titled "De-escalating Tourism" which reduced the amount of room tax programmed to fund the agreement incrementally over the five-year contract term. This funding approach was approved by the County Legislature on June 19. The 2019 room tax funding to TCAD is budgeted at \$187,808 (an amount equal to 75% of the county's contribution to TCAD).

## **BUDGET IMPLICATIONS**

All Tourism Programs are supported through the Hotel Room Occupancy Tax. The Tourism Program Director and STPB monitor quarterly room tax reports to ensure that funds are available. All Tourism Program contracts issued are contingent upon fund availability. This budget has no direct impact on other county revenue sources.

## **CONTACT**

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Kelli Cartmill, STPB Chair, [kelli.cartmill@hilton.com](mailto:kelli.cartmill@hilton.com)  
Susan Stafford, STPB Budget Committee Co-chair, [StaffordS@tc3.edu](mailto:StaffordS@tc3.edu)  
Scott Wiggins, STPB Budget Committee Co-chair, [scott@latourelle.com](mailto:scott@latourelle.com)  
Tompkins County Tourism Program website: [www.tompkinscountyny.gov/tourism](http://www.tompkinscountyny.gov/tourism)

## **ATTACHMENTS**

- Recommended 2019 Tourism Program Budget
- Strategic Tourism Implementation Funding 2017-2018
- STPB Budget Reserve and Surplus Hotel Room Occupancy Tax Policy
- MEMO – Tourism Budget Proposal – May 2018

Recommended 2019 Tourism Budget

	2018 - Adopted	2018 - Modified	2019 - Requested	2019 - Proposed	Notes	2019 Proposed / 2019 Requested
<b>Product Development</b>						
ACOD Grants	222,347	229,870	254,870	250,000	1	98%
Beautification	139,369	139,369	178,143	160,000	2	90%
Capital Grants	213,260	263,126	269,654	255,000	1	95%
CAP - General Operating Support	41,209	41,209	42,033	42,033		100%
Community Celebration Grant	35,500	36,590	40,000	36,590	6	91%
Tourism Project Grants	84,000	107,373	190,000	129,000	3, 6	68%
Festivals	26,368	26,368	26,895	26,895		100%
Hospitality Workforce Development	31,833	31,833	32,504	32,504		100%
County Historian	7,500	7,500	7,750	7,750		100%
Public Art Grants	10,121	10,121	10,121	10,121		100%
<i>subtotal</i>	<b>811,507</b>	<b>893,359</b>	<b>1,051,970</b>	<b>949,893</b>		<b>90%</b>
<b>Marketing</b>						
Convention and Visitors Bureau	1,064,818	1,064,818	1,351,904	1,341,000		99%
Marketing and Advertising Grants	50,000	53,135	54,000	54,000		100%
New Tourism Initiative Grants	74,000	80,900	-	-	3	0%
Discovery Trail	38,259	38,259	38,883	19,000		49%
Recognition Awards	-	-	-	-		0%
Market the Arts	10,800	10,800	10,800	10,800		100%
<i>subtotal</i>	<b>1,237,877</b>	<b>1,247,912</b>	<b>1,455,587</b>	<b>1,424,800</b>		<b>98%</b>
<b>Product Development + Marketing Summary</b>						
Total Combined Product Dev. + Marketing	2,049,384	2,141,271	2,507,557	2,374,693		95%
Product Development %	39.6%	41.7%	42.0%	40.0%		
Marketing %	60.4%	58.3%	58.0%	60.0%		
<b>Other Expenses</b>						
County Tax Administration (10%)	275,448	275,448	293,500	293,500		
Strategic Planning & Staffing	107,150	107,150	109,701	109,701		
TCAD	205,000	205,000	187,808	187,808	4	
Strategic Plan Update	-	-	15,000	15,000	5	
Strategic Tourism Implementation Grants	135,000	403,000	-	33,896		
<i>subtotal</i>	<b>722,598</b>	<b>990,598</b>	<b>606,009</b>	<b>639,905</b>		
<b>Grand Total Expenses</b>	<b>2,771,982</b>	<b>3,131,869</b>	<b>3,113,566</b>	<b>3,014,598</b>		
<b>Revenues + Reserves</b>						
Projected Room Tax Revenue	2,754,484	2,754,484	2,935,000	2,935,000		
Projected Use of Reserves	17,498	377,385	-	79,598		
<b>Grand Total Revenues + Reserves</b>	<b>2,771,982</b>	<b>3,131,869</b>	<b>2,935,000</b>	<b>3,014,598</b>		

Notes

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- 1 The summary includes amounts for grants and administration
- 2 Fund balance reserves had been used in 2018 & prior years
- 3 Tourism Project Grants and New Tourism Initiatives have been combined
- 4 TCAD contract approved by TC Legislature on June 19, 2018
- 5 If approved, this line could be merged into Strategic Planning & Staffing
- 6 Some 2018 funding likely to roll over into 2019 budget (see below)

2018 Tourism Grants - Funds Remaining as of July 11, 2018

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ACOD	\$0
Tourism Capital	\$0
Community Celebrations	\$11,960
Tourism Projects	\$9,873
New Tourism Initiatives	\$34,050
Tourism Marketing & Advertising	\$0
<i>Product Development Subtotal</i>	<i>\$55,883</i>
Strategic Tourism Implementation	\$42,675
<i>Total Grant Funds Remaining</i>	<i>\$98,558</i>



## **Strategic Tourism Planning Board / Tompkins County Tourism Program**

### **Budget Reserve and Surplus Hotel Room Occupancy Tax Policy**

BACKGROUND: On April 2, 2018 members of the Strategic Tourism Planning Board's (STPB) Budget Committee and Planning & Evaluation Committee met to discuss approaches to budget reserves and surplus room tax collections. The following document is the result of discussion among the committees.

The STPB serves as an advisory board to the Tompkins County Legislature on matters relating to tourism. In this capacity it makes recommendations on the most appropriate and effective use of Tompkins County Room Occupancy Tax revenues. These recommendations are presented to the County Legislature which has final authority to accept, modify, or reject any proposal. The policy described in this document outlines the process STPB will use to formulate its budget recommendations to the county.

#### **I. Reserve Funds**

- a. Purpose of Reserve Funds: External factors can have adverse effects on local room tax revenues. A wide variety of circumstances could lead to reduced visitation to Tompkins County. Some organizations integral to the local tourism sector rely on room tax funding as a primary source of funding. If room tax revenue declines, the reserve fund is intended to assist organizations of vital importance to sustain the county's tourism sector.
- b. Target Reserves: Five percent of the projected annual Tompkins County hotel room occupancy tax collections should be held in reserve. (For example, if \$3,000,000 in hotel room occupancy tax is projected for a given year then \$150,000 should be held in reserve.)
- c. Use of Reserves: If room taxes decline year over year, the STPB may authorize reserves to be used to sustain essential operations necessary to our local tourism sector.

#### **II. Surplus Funds**

- a. Source: Each year the STPB prepares a projection of Tompkins County's hotel room occupancy tax collections. This forecast is based on detailed market data and professional knowledge about the region and industry. From time to time, room tax collections exceed this projection, leading to surplus funds.
- b. Fully Fund Reserves: To maintain an adequate reserve balance, surplus funds should first be applied to achieve the reserve target.
- c. Allocate Remaining Surplus to Existing Programs: To ensure a transparent, equitable process for accessing county room tax funds, any surplus more than the amount needed for reserve should be applied within the existing framework of the Tompkins County Tourism Program.

- i. Preferred Application / Strategic Tourism Implementation: The STPB is charged with the implementation of the Tompkins County Strategic Tourism Plan. To date there are several “critical actions” in the plan which are not yet complete. To accomplish these actions, the STPB prefers to allocate all remaining surplus funds to the Strategic Tourism Implementation (STI) grant program. This program funds projects which advance tourism projects in Tompkins County that enhance quality of life and promote economic development. This program uses a rolling grant application which would allow funds to be applied in the same year as the surplus.
- ii. Alternative Application / Marketing & Product Development: The 2020 Strategic Tourism Plan established a policy of splitting funds 60/40 for marketing and product development. When all “critical actions” defined in the current Strategic Tourism Plan are complete or deemed unnecessary or at the discretion of the Strategic Tourism Planning Board, surplus funds may be made available for one-time projects in accord with the 60/40 policy. (For example, if \$100,000 of surplus funds are available, \$60,000 should be allocated to marketing and \$40,000 to product development.) Due to the timing of room tax collections and grant decisions, funds will be available in the following year.

APPROVED by the Strategic Tourism Planning Board on April 18, 2018.

**Tompkins County**  
**DEPARTMENT OF PLANNING AND SUSTAINABILITY**

121 East Court Street  
Ithaca, New York 14850

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**TO:** Rick Snyder, Finance Director  
**FROM:** Nick Helmholdt, Principal Planner / Tourism Program Director  
**CC:** Katie Borgella, Joan Jurkowich, Dariele Drake  
**DATE:** May 22, 2018  
**RE:** **2019 Tourism Budget Proposal**

As a part of our ongoing effort to streamline and simplify the Tompkins County Tourism Program (TCTP), the Department of Planning & Sustainability (TCDPS) is proposing changes to our internal budgeting processes. This proposal is intended to reduce confusion about the sources and uses of Hotel Room Occupancy Tax funds within TCDPS. (A memo prepared by Tom Knipe describing the current process of allocating room tax funds within the department is attached for your reference.)

The department proposes that all Hotel Room Occupancy Tax revenues and expenses currently associated with budget unit 8022 be allocated to unit 8020 (Community Planning).

The Planning Department originally established budget unit 8022 for the purposes of separating out tourism related expenses from the overall department budget. From conversations with department staff, I have learned that this mechanism for tracking the program expenses is not necessary and has not been helpful in program administration.

To make this change and simplify accounting, the department proposes to now use Tourism Program funds (the 90% outside of the County's 10% administration fee) to pay for TCDPS non-staff costs related to the tourism program (i.e. office furnishings, software, printing, books, travel, &c.).

As such, we propose the following budget allocations from Hotel Room Occupancy Tax to the Planning & Sustainability Department (unit 8020) for 2019:

- Strategic Planning & Staffing: \$104,205.65 (Tourism Program Director Salary + Fringe)
- Non-Staff Costs to support the Tourism Program: \$5,495.00 (office furnishings, software, printing, books, travel, &c.)
- TOTAL: \$109,701.65

The department proposes allocating \$0 from the room tax to budget unit 8022 going forward. All other county costs (both within TCDPS and other units of County government) relating to the tourism program should be paid from the County's 10% administration fee portion and allocated to the appropriate department / budget unit. In 2019 this will result in a shift of \$1,140 expenses from the County's 10% administration fee, where those non-staff costs now live, to the 90% remaining that goes to the Tourism Program.

*Inclusion through Diversity*

TCDPS will continue to track and bill all actual expenses related to tourism and room tax. Please let us know if this proposal is acceptable or if you have comments.

Attachments:

“Draft – Budgeting 2019 Room Tax Revenues for the Department of Planning & Sustainability.”  
May 21, 2018

“Budgeting 2018 Room Tax Revenues for the Planning Department’s tourism program administration and county functions other than room tax funded programs overseen by the STPB.” July 5, 2017.

## **Strategic Tourism Planning Board**

**DRAFT – June 20, 2018**

### *Diversity Statement*

The STPB will apply the values of diversity, inclusion and equity in conducting all business including the recruitment of board members, program administration, and consideration of funding applications.

We will encourage participation of diverse populations in all of our funded programs without regard but not limited to the following traits: national origin, language, race, color, ethnicity, gender, age, sexual orientation, gender identity or socio economic status.

We will foster a culture of inclusion that encourages collaboration, flexibility and fairness.

We will consistently work toward greater equity to guarantee fair treatment, access and opportunity.

We will encourage all of our partners to ascribe to these values and work within their organizations to promote them.

### *Definitions*

Diversity - all the ways in which people differ

Equity - fair treatment, access, opportunity and advancement for all people, striving to identify and eliminate barriers

Inclusion - act of creating environments in which any individual or group can feel welcomed, respected, supported and valued to fully participate

## **STPB – Arts & Culture Committee**

The following list of questions was developed from the discussion at the June 21, 2018 committee meeting.

### **ACOD**

- Why is ACOD grant funding limited to larger organizations?
- How do we define "anchor" a/c organizations? (i.e. age, audience size, budget, competitive advantage, others metrics?)
- Should some “cornerstone” organizations be funded as line items in the budget rather than by application?
- Should funding levels be tied more directly to organizational budget size?

### **FUNDING NON-ACOD ORGANIZATIONS**

- What to do about smaller a/c organizations? How to define, how to fund?
- How should eligibility for room tax funding to a/c organizations be determined? (i.e. how to evaluate past performance)
- What barriers do we know of in the current tourism program? (i.e. community celebrations grant requires free concerts, but grant is too small to offset costs for many organizations.)
- Should an a/c organization's willingness to grow be a condition of funding?
- Besides grants - what other kinds of assistance could the tourism program offer to a/c organizations?
- Would it be possible to match or mirror other a/c funding sources? (i.e. NYSCA)

### **APPLICATION PROCESS**

- Can we simplify applications?
- What is the minimum amount of information needed for a grant that provides general operating support?
- Is it appropriate to ask small a/c organizations to measure their impact on local tourism?
- Is it a more effective approach to ask about an organization's history/accomplishments rather than focusing solely on intended (future) use of funds?

### **PARTNERS**

- What roles do Cornell Univ. & Ithaca College, TC3 play with regard to local a/c sector?
- What role would we like them to play?
- What is the role of the CVB?

### **PLACE MAKING**

- Do we have a current survey / list of a/c organizations in Tompkins County?
- How do our local a/c institutions compare to our neighbors & peers?
- What a/c infrastructure are we missing? (i.e. an outdoor/waterfront band shell)

- What data are we missing about the local a/c sector?
- Who are we competing with in different a/c domains? (i.e. list of nearby theaters, museums, cinema, &c.)
- How to balance the value of maintaining established a/c organizations versus growing new talented orgs?

## ARTS AND CULTURE REPORT

- What would we want a report to cover?
  - Economic impact of a/c on the community. Dollars, jobs, tourism
  - Impact on quality of life. Employment recruitment and retention.
  - Place making – differentiating Tompkins County. Best Cities lists.
  - SWOT analysis. Building on strengths. Addressing gaps.
  - Local and Regional connections, current and potential partnerships - wine, food, parks, museums, youth/senior organizations, service clubs, urban, rural, colleges, etc.
  - The role of Cornell and Ithaca College, current and potential
  - Specific recommendations for application processes, contract lengths, tiered funding. (Addressing the questions outlined above.)
  - Potential –10-year growth goals, realizing our potential.
  
- What's our time frame? Task list? Production schedule?

# LimeBike in Ithaca + Next Steps



**BIKEWALK**  
TOMPKINS

Strategic Tourism Planning Board (DRAFT)  
July 18, 2018



**Victoria Armstrong**  
Director  
Bike Walk Tompkins



**Hector Chang**  
AT + Bikeshare Coordinator  
Bike Walk Tompkins



**Jennifer Dotson**  
Executive Director  
Center for Community  
Transportation



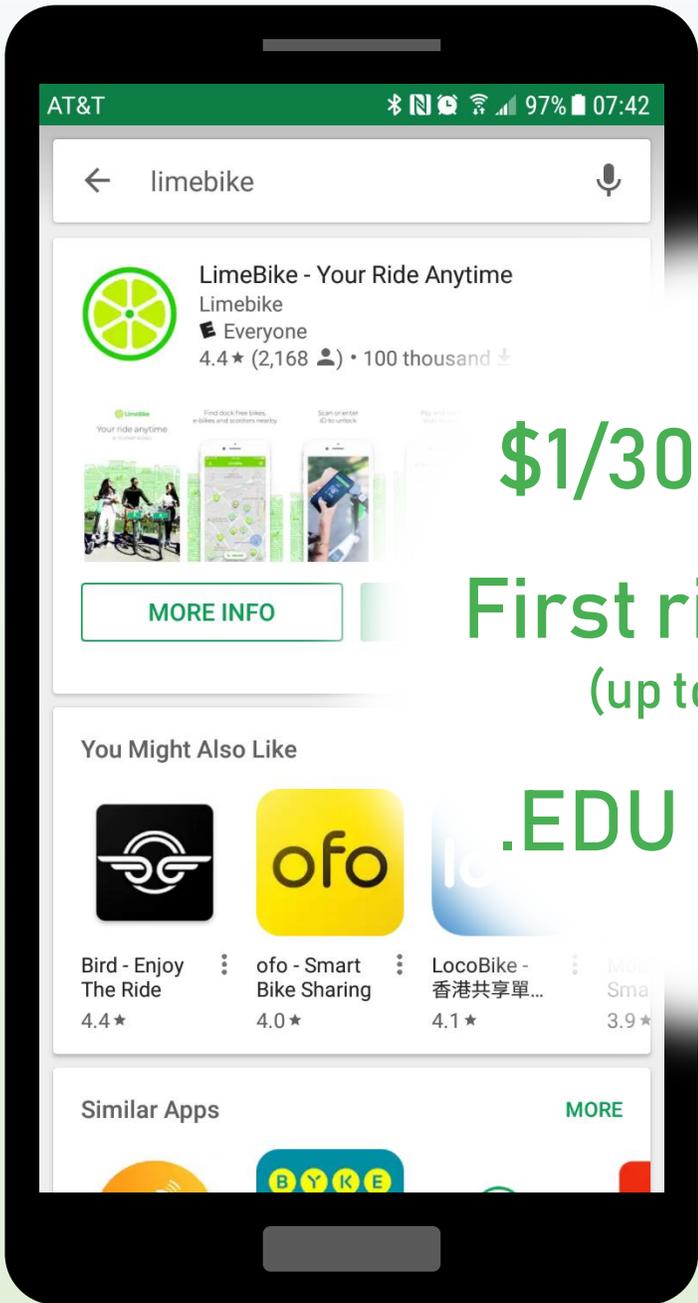
Photo: Simon Wheeler



GREATER ITHACA ACTIVITIES CENTER

Test for Le... at A...

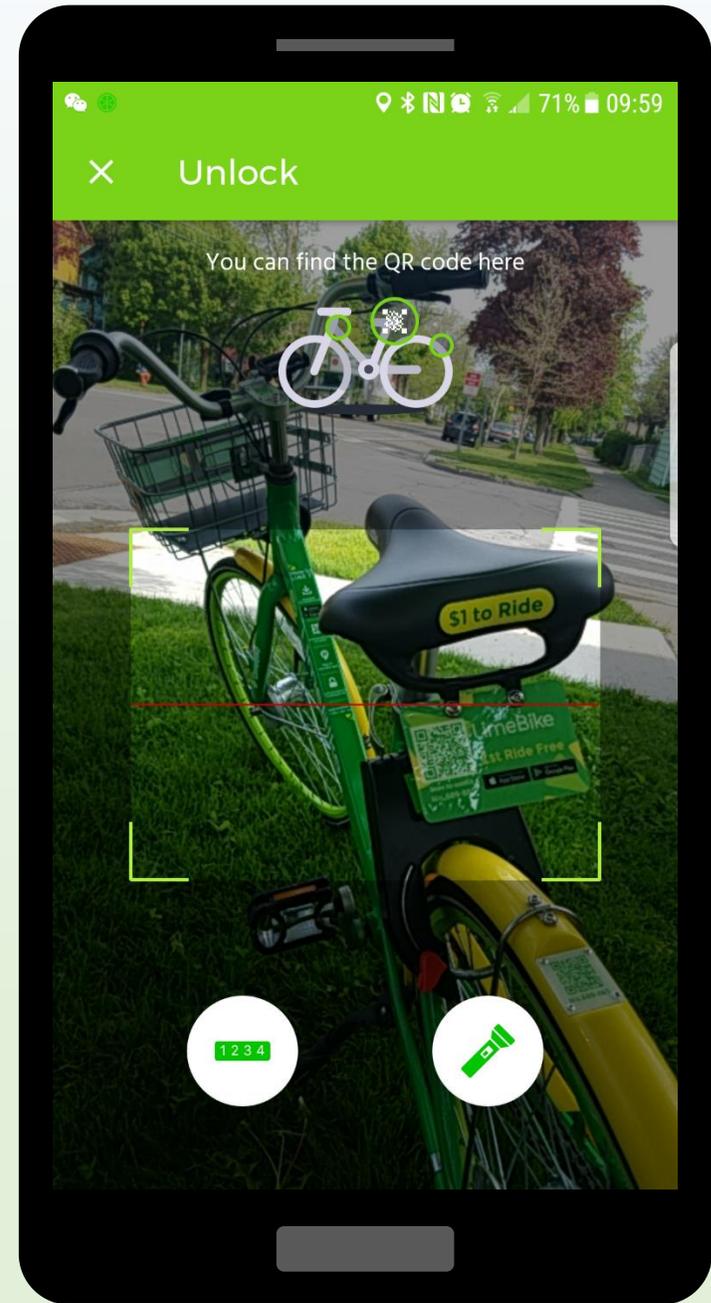
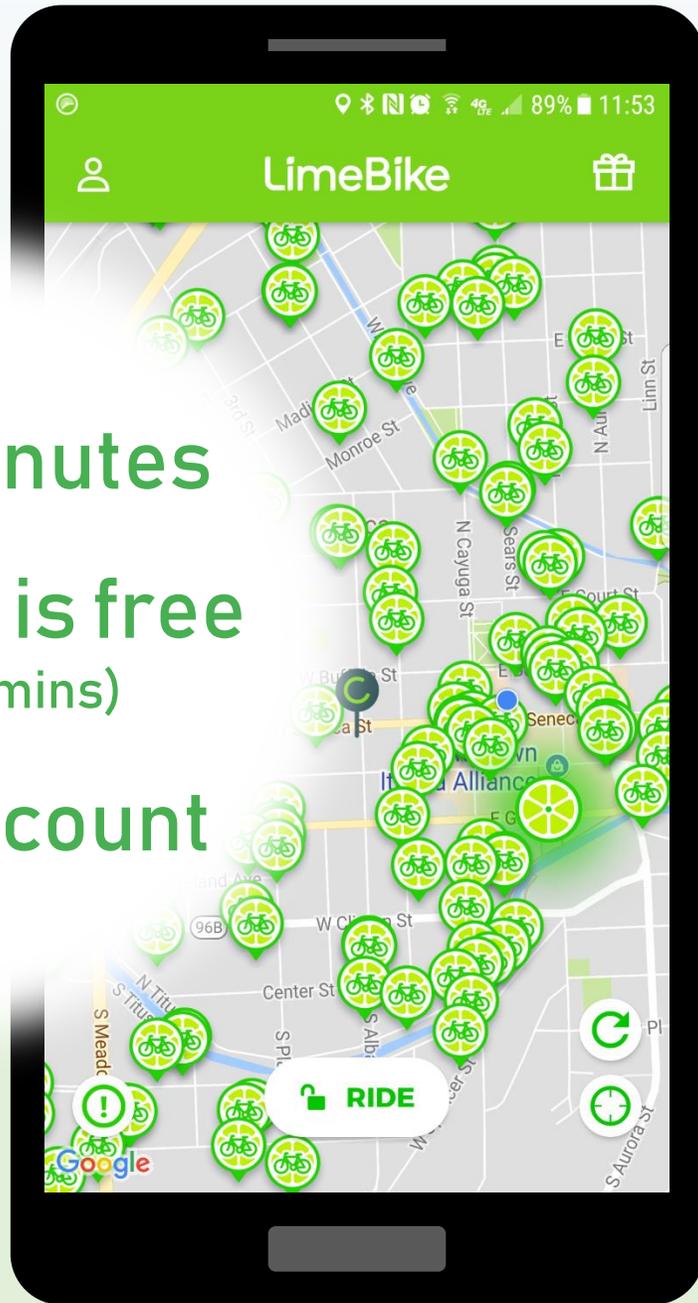
Photo: Edna Brown



**\$1/30 minutes**

**First ride is free**  
(up to 30 mins)

**.EDU discount**





**30,000+**  
Rides

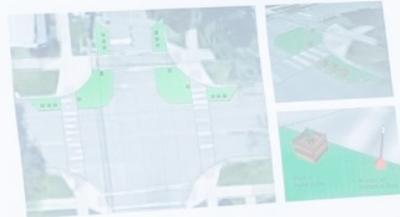
**10,000+**  
Users

**23,000+**  
Miles

**2½**  
Months In  
(Only!)

# Additional Bike Walk Tompkins Initiatives

## Temporary Pedestrian Bumpout



**Access**  
(Lime Access  
@ BWT)

**Education**  
(Ithaca Bike  
Champions)

**Bicycle  
Parking**  
(100+ new  
spaces)

**Safety**  
(Blueprint for  
Better Biking)

# Results from Feb 2018 independent survey of residents in and around Ithaca

**58%**  
Feel  
Unsafe

**75%**  
Agree  
more bike  
infrastructure

**89%**  
Agree  
biking is part  
of transport.

**Safety**  
(Blueprint for  
Better Biking)



## Additional resources relevant to visitors & tourists

- Ithaca Bike Rental at the Ithaca Youth Bureau  
[www.ithacabikerental.com](http://www.ithacabikerental.com)
- Bike Walk Tompkins local resources (ex. bike rental shops)  
[www.bikewalktompkins.org/resources](http://www.bikewalktompkins.org/resources)
- Maps of all kinds (bike maps, mural maps, art bike racks)  
[director@bikewalktompkins.org](mailto:director@bikewalktompkins.org)

# Keep in touch!

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**BIKEWALK**  
TOMPKINS