

Tompkins County Strategic Tourism Planning Board

Wednesday March 16, 2016; 3:00pm – 4:30 pm

CVB, 904 East Shore Drive, Ithaca

AGENDA	Start
1. February STPB Meeting Minutes	3:00
• ACTION – Approve 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 – Anne Gossen	3:05
4. Nominating Committee	
• Vote to Appoint 2016 Nominating Committee	3:10
5. Staff REPORT – Tom Knipe	3:15
6. CVB Monthly Report – Jennifer Tavares	3:20
7. Beautification, Signage and Public Art Strategic Plan – Jennifer Tavares & Chrys Gardener	3:30
• ACTION – Vote to adopt Plan	
8. Spring 2016 Tourism Grants – Mike Mellor	3:55
• ACTION – Recommend Tourism Marketing and Advertising Grant awards	
• ACTION – Recommend New Tourism Initiative Grant awards	
• ACTION – Recommend Tourism Project Grant awards	
9. Spring 2016 Community Celebrations Grants – Sue Perlgut	4:10
• ACTION – Recommend Community Celebrations Grant Awards	
10. Announcements	4:20
	END by 4:30

Agenda Packet

1. February 2017 draft STPB meeting minutes
2. March 8th Agritourism Conference Schedule
3. CVB Monthly Report - March 2016
4. Spring 2016 Tourism Grant applications and award recommendations
5. Spring 2016 Community Celebrations Grant applications and award recommendations
6. Spring 2016 Tourism Grant applications summary report
7. Spring 2016 Community Celebrations Grant summary report

Tompkins County Beautification, Signage and Public Art Strategic Plan. View the full plan document at www.tompkinscountyny.gov/tourism/tourism/plan or via this direct link:

<http://www.tompkinscountyny.gov/files/tourism/Beautification%20Plan%20draft%202-24-2016.pdf>

To Access Spring 2016 Community Celebrations and New Tourism Initiative, Tourism Project, and Tourism Marketing & Advertising Grant Applications:

Go to: <https://ctk.apricot.info/auth>

User: tourism@tct.com

Password: Tourism (password is case sensitive!)

Instructions: Follow the links to view the original grant applications. Click “reports” from the left hand tool bar to access summary reports. Use Safari, Chrome, or Firefox as a browser (not Explorer).



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)
Meeting Minutes – January 2016**

1 **Date:** February 17, 2016
 2 **Time:** 3:00-4:30pm
 3 **Location:** CVB

4 **Attendees:**

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Christy Agnese	✓	Ithaca College
Ian Golden	✓	Recreation	Sue Perlgut	✓	Arts-Culture
Ethan Ash	✓	Arts-Culture	Josh Friedman	E	Arts-Culture
John Gutenberger	✓	Cornell	John Spence	✓	CAP, Non-Voting
Lynnette Scofield	✓	Lodging	Dwight Mengel	A	Transportation, Non-Voting
Kelli Cartmill	✓	Lodging	Gary Ferguson	✓	DIA, Non-Voting
Rita Rosenberg	✓	Agriculture	Jennifer Tavares	✓	Chamber, Non-Voting
David Blake	✓	At-Large	Martha Armstrong	✓	TCAD, Non-Voting
Andy Zepp	✓	At-Large	Mike Sigler		TC Legislature, Non-Voting
Stephen Nunley	✓	At-Large	Beverly Baker		Associate Member
Steve Hugo	✓	At-Large	Carol Kammen		Associate Member
Ken Jupiter	✓	At-Large	Jon Reis		Associate Member
Mike Mellor	✓	At-Large	Tom Knipe	✓	Staff
Anne Gossen	✓	Arts-Culture	Jennifer Turner	E	Staff
Sue Stafford	✓	TC3			

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8

9 **Also in attendance:** Ronda Roaring, Sarah Imes, Jodi LaPierre, Kristy Mitchell

10 **Meeting Agenda**

- 11 January STPB Meeting Minutes
 12 Privilege of the Floor
 13 Chair's REPORT – Anne Gossen
 14 2016 STPB Goals
 15 Staff REPORT – Tom Knipe
 16 Heritage Tourism Implementation Plan – Anne Gossen
 17 P&E: "Thresholds for More Thorough Review" – Ken Jupiter
 18 CVB 2015 Annual Report and 2016 Work Program
 19 Beautification, Signage and Public Art Strategic Plan Draft – Jennifer Tavares
 20 Announcements

21 **The meeting was called to order at 3:00 PM.**

22 **January 2016 STPB meeting minutes were approved with no changes.**

23 **Privilege of the Floor – no speakers.**

24 **Chair's Report –** As part of her chair's report, Anne Gossen shared the 2016 schedule of proposed STPB meeting topics.

25 **2016 STPB Goals –** The board discussed the proposed 2016 STPB goals which were provided in the agenda packet. A member made a proposal to make one of the possible 2017 goals an annual/ongoing exercise, namely to "critically examine the tourism program policy of long-term vs. short-term projects, infrastructure vs. events, and encouraging additional time for visitors already coming vs. bringing in new visitors", which was met with agreement. The 2016 STPB goals were adopted by unanimous voice vote.

26 **Staff Report –** Tom Knipe gave a brief staff report.

27 **Heritage Tourism Implementation Plan –** Anne Gossen thanked those involved in helping develop the Heritage Tourism Implementation Plan and spoke about a handful of substantive changes to that were

**Tompkins County Strategic Tourism Planning Board (STPB)
Meeting Minutes – January 2016**

42 made to the plan based on public comments that were received. The plan was adopted by unanimous voice
43 vote and is available on the strategic tourism planning page of the tourism program website:
44 <http://www.tompkinscountyny.gov/tourism/tourism/plan>

45
46 **Arts and Culture Organizational Development Grants** – ACOD grant recommendations were sent to the
47 STPB via email on 2/16 and were added to the agenda by the Chair. John Spence described the review
48 process and reported on the panel recommendations, which are included as part of these meeting minutes.
49 The recommendations were forwarded without modification to the Legislature by unanimous voice vote in
50 favor, with Stephen Nunley and Sue Perlgut abstaining.

51
52 **P&E: “Thresholds for More Thorough Review”** – Ken Jupiter summarized the Planning and Evaluation
53 Committee recommendations re: “Thresholds for More Thorough Review” which focused on management of
54 risk in our room tax investments and which were provided in the February meeting agenda packet. In
55 addition to several members expressing agreement with the proposed measures, and requests to “please
56 implement” them, there was also a request by a board member to have the P&E Committee pursue a
57 holistic evaluation of past grant investments. The agreements presented in the document were approved by
58 the full board by unanimous voice vote.

59
60 **CVB 2015 Annual Report and 2016 Work Program** – Jennifer Tavares, Sarah Imes, Jodi LaPierre, and
61 Kristy Mitchell presented the CVB 2015 Annual report and 2016 work program, which had also been
62 provided in the agenda packet, and several board members asked follow up questions.

63
64 **Beautification, Signage and Public Art Strategic Plan Draft** – An executive summary of the draft
65 Beautification, Signage and Public Art Strategic Plan was included in the agenda packet. Jennifer Tavares
66 encouraged STPB members to view the full plan (sent shortly after the meeting), and to provide comments
67 on it. STPB members will receive a full presentation of a final draft of the plan at the March 2016 STPB
68 meeting.

69
70 **Announcements** - Members made several announcements.

71
72 With no further business, the meeting adjourned at 4:30pm.

73
74 Respectfully Submitted,
75 Tom Knipe
76 Tompkins County Planning Department

77
78 **Next Meeting Scheduled**
79 March 16, 2016

80
81

Arts and Culture Organizational Development Program of The Tompkins County Tourism Program

2016-2017 Applications Review Panel Recommendations

Intent of the Arts and Culture Organizational Development (ACOD) Grant Program

Tompkins County's vibrant arts and cultural community makes it stand out as special place in Upstate New York. Its reputation as a tourist destination in the Finger Lakes region relies upon on the strength of our major arts and culture organizations. Since its inception in 2003, this Tompkins County Tourism Program has sought to secure the financial and operational stability of the county's major arts and culture organizations through the ACOD program.

Eligibility requirements to receive ACOD funding

ACOD funding is specifically for 501(c)3, non-university and college affiliates, performing and visual arts organizations and museums whose programs are demonstrably geared to visitors and the general public.

Funded organizations must have paid staff and have sound governance, as demonstrated by having to at least five of the following six items:

1. A Board-approved Mission Statement
2. Board meetings, a minimum 4 times a year, documented with minutes
3. Current strategic plan and evidence of long-range planning
4. An annual audit conducted by an independent auditor
5. A Board-approved annual operating budget
6. Standing committees. For example; Executive, Finance, Development & Nominating Committee

... and have met all of the threshold criteria listed on this page for three years or more.

Funded organizations must have a total annual public audience 5,000 or more people and the number of days in a year in which public programming is actively presented meet or exceeds 20 days.

Grant Process

Because we anticipated new applications coming in from organizations that had never received ACOD funding, the application process this year consisted of two parts, the first established the applicant's eligibility as outlined above before a full application would be considered. The second part consisted of the application itself which required the proposed use(s) of ACOD funding, and a year-end report on the uses made of 2015 funding if applicable. Also required were the organization's financial profit and loss statements, balance sheets, and budgets from the last completed fiscal year and current

year-to-date, and their most recent audit. We also asked for a roster of their current board of directors.

Funding approval, and the associated contracts will be for two years, 2016 and 2017.

The application process timeline has been as follows

10.23.15	Applications invited / program promoted
11.20.15	Prequalification documents due to CAP
12.11.15	Eligibility determined / Organizations informed
1.15.16	Full applications / year-end reports due from previously funded org.s
2.5.16	Review panel to have met by this date (Meeting held 1.26.16)
2.10.16	Panel's recommendation due to Tom Knipe

As dictated by the grant guidelines, a panel staffed by the CAP Executive Director, and consisting of the members of the Strategic Tourism Planning Board who occupy the designated Arts and Culture seats, at least one community member, and at least one member of the Tompkins County legislature will review applications for the program annually. This panel will make grant recommendations to the Strategic Tourism Planning Board for approval.

The maximum annual award is \$30,000. No applicant is guaranteed funding at any level prior to the grant awards being made.

For the purposes of the application review, each panel member will complete a worksheet based on his or her evaluation of each application submitted for funding. The resulting score will help facilitate conversations at the panel meeting and direct the panel's decisions regarding the amount of funding awarded to each applicant. Evaluation categories include the following:

- Clarity of program/organizational mission
- Evidence of long-term planning
- Contribution of requested funds toward organization's long-term goals
- Demonstrated successful historical use of ACOD funds (Organizations previously funded)
- Demonstrated financial need
- Value of program/organization to tourism industry (i.e. Return on investment/Value of investment)
- Value of program/organization to the community

The complete ACOD Guidelines can be found at:

<http://www.tompkinscountyny.gov/files/tourism/ACOD%20Guidelines-2016%20Rev%20FINAL.pdf>

The Applicants

This year we had seven organizations who had been receiving funding under completed three-year contracts reapply for funding. In addition we had three first-time applicants.

The panel appreciates the good work of each applicant and acknowledges their contributions to the branding of Tompkins County as a vibrant arts and culture destination. The panel's deliberations were difficult in light of a total of \$270,582 in requests for \$197,000 in funds for grants.

Organization	Amount Requested	Recommended 2016	Recommended 2017
Cayuga Chamber Orchestra	\$29,280	\$20,000	\$20,000
Cinemapolis	\$13,500	\$13,500	TBD
Community School of Music and Art	\$11,950	\$7,000	TBD
Hangar Theatre	\$30,000	\$24,500	\$24,500
The History Center	\$27,000	\$22,000	\$22,000
Ithaca Shakespeare	\$18,852	\$5,000	TBD
Kitchen Theater	\$30,000	\$30,000	\$30,000
PRI/CNC	\$60,000	\$30,000	\$30,000
Science Center	\$20,000	\$20,000	\$20,000
State Theater	\$30,000	\$25,000	\$25,000

Cayuga Chamber Orchestra

Requested \$29,280

Panel recommendation \$20,000

Funding request to cover

- Overall strategy implementation for “Building the Board, Audience, and Money”
- Operational infrastructure, program quality, marketing efforts, and regional audience building
- Updating development software

\$20k is recommended for ongoing stabilization, with the recommendation that they apply for New Tourism Initiative (NTI) for the Stewart Park concerts or “Beethoven and Beers” event, both of which would seem to have a lot of potential to reach a new/broad audience.

Cinemapolis

Requested \$13,500

Panel recommendation \$13,500

Funding request to cover

- Enhance fundraising capacity through the installation of an integrated Customer Relation Management (CRM) and Point of Sale (POS) system
- Staff training and support on the new system

The review panel was favorably impressed with proposed use of ACOD funds which was supported by well-articulated details.

Community School of Music and Art

Requested \$11,950

Panel recommendation \$7,000

Funding request to cover

- Conducting a comprehensive strategic planning process resulting in a new 3-5 year Strategic Plan with a focus on the renovation of the third floor performance space.

The panel supported the proposed use of professional assistance in creating a dynamic strategic plan as the CSMA develops their third floor performance space. It was felt that some of the items requested, space for a planning retreat for example, could be found at little or no cost to the organization.

Hangar Theatre

Requested \$30,000

Panel recommendation \$24,500

Funding request to cover

- Maintaining and expanding year-round programing
- Developing a plan for mounting an annual holiday show
- Explore rebranding the organization’s name

The panel supports the Hangar’s ongoing efforts to expand to year-round programing and the development of an annual holiday show.

History Center

Requested \$27,000

Panel recommendation \$22,000

Funding request to cover

- The addition of a 20 hour per week position in support of an “integrated and dynamic team”
- Implementation of a robust “Generation to Generation” series to provide new venues for connecting and engaging with the History Center

The panel supports the funding request for additional staff as an important part of the productive team needed to move the Center’s initiatives forward.

Ithaca Shakespeare

Requested \$18,852

Panel recommendation \$5,000

Funding request to cover

- Hiring a part-time Marketing Director
- Upgrading their website

The panels acknowledged that it is a unique offering, that is good Shakespeare (and the panel members agreed that their productions are excellent) is not readily available within a 90 mile radius of Ithaca but expressed concerns that this organization is too small to have a real impact on tourism.

Kitchen Theatre

Requested \$30,000

Panel recommendation \$30,000

Funding request to cover

- Support for transitional planning focusing on Organizational Readiness as they prepare for new artistic leadership
- Support for transitional planning focusing on the interviewing and hiring process
- Investigation and development of new revenue streams

The panel was favorably impressed with the use the Kitchen Theatre has made of past funding and their projected use of funding for 2016 – 2017.

Paleontological Research Institute

Requested \$60,000

Panel recommendation \$30,000

Funding request to cover

- Increasing the hours of the Marketing & Development Associate from part-time to full-time.

The panel agreed with the approach and need to strategic planning and major gift strategy, but there were few details provided about how increasing the hours of the Marketing & Development Associate would have a significant positive impact on the organizational challenges outlined in the application.

Science Center

Requested \$20,000

Panel recommendation \$20,000

Funding request to cover

- Salary for a dedicated major-gifts staff person
- Licensing of fundraising software required for a major-gifts program

The panel was favorably impressed with the use the Sciencenter has made of past funding and their projected use of funding for 2016 – 2017.

State Theatre

Requested \$30,000

Panel recommendation \$25,000

Funding request to cover

- A portion of the Marketing Director’s salary.

The panel was favorably impressed with the use the State Theatre has made of past funding and their projected use of funding for 2016 – 2017 which is a continuation of their last application, help in funding the Marketing Director’s salary.

2016 ACOD Panel Recommendation Summary

Requests totaled	\$270,582	Recommended	\$197,000
Available	\$212,173	Accntng Consultant	\$5,000*
Unspent	\$173	CAP Admin	<u>\$10,000</u>
		Total	\$212,000

*Funding has traditionally been made available through this program to fund a third party organizational audit (financial & governance) by Jack Little. Jack has retired from this role but the panel agreed that having funds available for professional assistance in the areas of finance or strategic planning for funded organizations would be advisable.

Panel Members

- Anne Gossen STPB Chair, Arts & Culture
- Anne Kellerman STPB, At Large
- Will Burbank Tompkins County Legislature
- Leslie Ackerman Community Volunteer
- Ethan Ash STPB, Arts & Culture
- Michael Mellor STPB, At Large

Administrative support

- John Spence, Executive Director - Community Arts Partnership, ACOD Administration
- John Saunders - *Senior Vice President, Corporate Development, Tompkins Financial Corporation ... Provided an impartial review of applicant's financial documents*

**Tompkins County Arts Culture Organizational Development Grant Programs
History of Grant Awards 2004-2015**

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Cayuga Chamber Orchestra	\$20,000	\$25,000	\$20,000	\$22,000	\$23,275	\$18,700	\$21,373	\$21,800	\$22,236	\$27,000	\$27,000	\$27,000
Cayuga Nature Center	\$0	\$0	\$0	\$0	\$0	\$28,000	\$25,000	\$25,000	\$25,000	merged	\$0	\$0
Hangar Theatre	\$30,000	\$30,000	\$30,000	\$32,500	\$37,500	\$24,000	\$22,600	\$23,052	\$23,513	\$27,000	\$27,000	\$27,000
History Center	\$20,000	\$30,000	\$23,000	\$30,000	\$30,000	\$23,200	\$21,458	\$21,887	\$22,325	\$27,000	\$27,000	\$27,000
Kitchen Theatre	\$25,000	\$25,000	\$35,000	\$39,680	\$34,000	\$22,400	\$21,264	\$21,689	\$22,123	\$22,000	\$23,000	\$27,000
PRI/MOTE	\$0	\$0	\$20,000	\$25,000	\$30,000	\$18,000	\$15,000	\$15,300	\$15,606	\$40,000	\$40,000	\$40,000
Sciencenter	\$0	\$0	\$0	\$0	\$0	\$10,000	\$16,000	\$16,320	\$16,646	\$17,000	\$17,000	\$17,000
State Theatre	\$30,000	\$30,000	\$30,000	\$30,000	\$37,000	\$16,000	\$17,000	\$22,850	\$23,307	\$11,887	\$27,000	\$27,000
Light in Winter	\$0	\$0	\$0	\$0	\$22,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Grant Totals	\$125,000	\$140,000	\$158,000	\$179,180	\$191,775	\$160,300	\$159,695	\$167,898	\$170,756	\$171,887	\$188,000	\$192,000

Organization Twelve-Year Totals 2004-2015

Cayuga Chamber Orchestra	\$275,384
Cayuga Nature Center	\$103,000
Hangar Theatre	\$334,165
History Center	\$302,870
Kitchen Theatre	\$318,156
PRI/MOTE	\$258,906
Sciencenter	\$109,966
State Theatre	\$302,044
Light in Winter	\$22,000

ARTS AND CULTURE ORGANIZATIONAL DEVELOPMENT GRANTS

	2015	<i>Requested</i>	<i>Recommended</i>	
			2016	2017
Cayuga Chamber Orchestra	\$27,000	\$29,280	\$20,000	\$20,000
Hangar Theatre	\$27,000	\$30,000	\$24,500	\$24,500
History Center	\$27,000	\$27,000	\$22,000	\$22,000
Kitchen Theatre	\$27,000	\$30,000	\$30,000	\$30,000
PRI-MOTE/CNC	\$40,000	\$60,000	\$30,000	\$30,000
Sciencenter	\$17,000	\$20,000	\$20,000	\$20,000
State Theatre	\$27,000	\$30,000	\$25,000	\$25,000
TOTAL GRANTS - Past Applicants	\$192,000	\$226,280	\$171,500	\$171,500
Cinemapolis	\$0	\$13,500	\$13,500	TBD
CSMA	\$0	\$11,950	\$7,000	TBD
Ithaca Shakespeare	\$0	\$18,852	\$5,000	TBD
TOTAL GRANTS - New Applicants	\$0	\$44,302	\$25,500	TBD
TOTAL GRANTS	\$192,000	\$270,582	\$197,000	\$171,500
Prof Development			\$0	\$0
Accounting Consultant	\$3,000		\$5,000	\$5,000
Admin (CAP)	\$10,000		\$10,000	\$10,000
Total Used	\$205,000		\$212,000	\$186,500
PROGRAM Budget (Room Tax Allocation)	\$199,519		\$210,000	\$214,000
Previous years budgeted/unspent (Re-allocate \	\$7,654		\$2,173	\$173
MODIFIED PROGRAM Budget	\$207,173		\$212,173	\$214,173
End of Year Balance	\$2,173		\$173	\$27,673
Average Grant	\$27,429		\$19,700	

Assumption: 2% growth in room tax allocation 2017 (not yet budgeted)

Created by TK 2/9/16

Tompkins County Agri-Tourism Conference

Learn about Agritourism Trends and Opportunities for Growing your Farm Business

Tuesday, March 8, 2016

Coltivare Restaurant, 235 S. Cayuga St. Ithaca, NY

PROGRAM

8:00-9:00 am - Registration/ Continental Breakfast/Networking

9:00 - Welcome/Convene Conference –

Welcome on behalf of the TC Strategic Tourism Planning Board- Agriculinary Tourism working group;

Meet work group members – *Ethan Ash, STPB Member, and Agriculinary Tourism group co-chair*

9:15 AM **Overview of the Tompkins Agriculinary Tourism Plan –**

Tom Knipe, Senior Planner, TC Planning Department (10 min)

Agritourism Assets and Opportunities in Tompkins County and the region –

Monika Roth, CCE Tompkins, Agriculture Program Leader (10 min)

USDA Grant to build agritourism capacity – Monika Roth (10 min)

9:45 AM **The State of Agritourism – Big picture trends and visitor interests**

Moderator: *Kristy Mitchell, Integrated Marketing Manager, Tompkins CVB*

PANEL PRESENTATION - Visitor demographics, what they want/expect, experiences they are seeking, amenities they need -- how to keep them entertained, educated, happy and fed!

Lisa Chase, Natural Resources Specialist, Director of Vermont Tourism Research Center, UVM Extension –

-Agritourism - national, regional and Vermont trends and industry growth sectors

Mary Kay Vrba, President, Dutchess Tourism, Inc.

-Agritourism in the Hudson Valley – Marketing Farm Fresh Getaways

Laura Winter Falk, Experience the Finger Lakes

Visitors coming to the Finger Lakes and Agriculinary tourism they are seeking

10:45 AM – Short break

11:00 AM - **The Evolution of Indian Ladder Farms - from Production to Visitor Destination** – from cows to fruit trees to agritourism focused on the harvest, education, events, farm store/café and more!

Keynote speaker: *Laura Ten Eyck, Indian Ladder Farms, Altamont, NY*

Q/A

Lunch – Noon – 1:30 PM – Assignment– at your table, build a tourism package!

AFTERNOON PROGRAM

1:30 – 4:00 **SKILL Building Sessions**

Session #1 – 1:30 – 2:30 PM

<p>Session A-1 - Hosting Visitors – Panel Moderator: Laura Winter Falk, Experience the FL PANEL: -<u>Opening Doors for Drop in Visitors</u> – <i>Tom Murray, Muranda Cheese Company, Waterloo</i> -<u>Kids and Family Fun</u> – <i>Cecelia Soloviev, Indian Ladder Farms Retail Manager</i> -<u>Hosting Group Tours at your Farm</u> – <i>Laura Falk, Experience the Finger Lakes tours</i></p>	<p>Session A-2 – Hosting Visitors – Panel Moderator: Ethan Ash, TC Strategic Tourism Planning Board PANEL: -<u>Farm Events</u> – <i>Melissa Madden, Good Life Farm & Finger Lakes Cider House</i> -<u>Weddings and Parties</u> – <i>Gordy Gallup, Silver Queen Farm</i> -<u>Farm Stays</u> – <i>Rita Rosenberg Barber, RoseBarb Farm, Caroline</i></p>
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Break – 2:30 -2:45 PM (coffee/tea/water, cookies)

Session # 2 – 2:45 -3:45 PM

<p>Session B-1 – Readiness and Logistics – Panel Moderator: Monika Roth, CCE Tompkins PANEL: -<u>Evaluating your Farm’s Agritourism Potential</u> – <i>Monika Roth, CCE Tompkins</i> -<u>Business Planning</u> – <i>Steve Messmer, Tompkins SBDC & Lively Run Goat Farm</i> -<u>Minimizing Risk/ Insurance</u> – <i>Ben King, Nationwide Insurance, Risk Management Services for Agribusiness and Kevin Morrin, Tompkins Insurance Agency</i></p>	<p>Session B-2 Promotion & Marketing – Panel Moderator: Kristy Mitchell, Tompkins CVB PANEL: -<u>Telling a Compelling Story</u> – <i>Michael Welch, Edible Finger Lakes</i> -<u>Social Media/Website Fun</u> – <i>Jeff Katris, Indian Creek Farm</i> -<u>Building Creative Packages for Visitors</u> – <i>Emma Frisch, Firelight Camps</i></p>
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3:45 – 4 PM – Short Wrap up/Evaluation & Next steps – farm assessments, farm trail & more!

4:00-5:00 PM – Networking at the Coltivare Bar

REGISTRATION INFORMATION

Conference cost: \$40/person include breakfast, lunch, breaks and handouts

All attendees will receive an Agritourism workbook.

REGISTER

By Phone: Call Cornell Cooperative Extension Tompkins County – 607-272-2292

Credit card payments can be taken when you call. Ask for Maria or Monika.

By Email: mjc72@cornell.edu or mr55@cornell.edu – we can sign you up and answer questions!

On-Line: <http://ccetompkins.org/events/2016/03/08/tompkins-county-agri-tourism-conference>

This Conference is co-sponsored by: Tompkins County Strategic Tourism Planning Board/Agricultural Task Group; Tompkins CVB; Cornell Cooperative Extension of Tompkins County with support in part from a USDA FMPP Grant.



March 2016 CVB Update

Personnel Updates & Transitions

As of the writing of this report, the VP Tourism search was wrapping to a close. A Search Committee meeting is scheduled for Friday, March 11, following finalist interviews and presentation which took place last week. STPB will be kept apprised of any updates. **Thank you** to all who have participated in the search committee process and the presentations last week.

The CVB is navigating more change and new opportunities in the coming months, with Kristy Mitchell opting to take a fantastic new role with local tourism partner Taughannock Farms Inn. Jennifer is currently considering role description updates and working on a job posting to round out our marketing department; Marketing Specialist Livia Isaacson is getting up to speed quickly!

Visitor Profile Study

The client committee met to review and discuss two proposals received for this study. They were very different, and both organizations misunderstood some of the RFP deliverables. The CVB and committee will be holding interviews with both firms for the last week of March/first week of April to ask more questions, discuss approaches to the project, as well as budget.

IthacaEvents.com

Livia will be taking the lead on implementing this project and seeing it through to fruition. Our partners at AdWorkshop and Destination Travel Network are providing support for this project, and we expect it to be completed by the end of Q2.

TURA Mobile Technology Initiative

Interest in TURA abounds. Jodi, Kristy, Livia and Jennifer participated in a conference call with CoLab and Communique. Clarification regarding the current state of Tura, its goals, training and funding requirements were addressed. A training update meeting was scheduled for late March where we will follow up with next steps.

Agritourism Grant

The Agri-Culinary Tourism Committee received a USDA grant and just finished a day-long conference for farmers looking to develop their assets to attract visitors. There were over 100 attendees and speakers from Vermont, the Hudson Valley, and regional organizations. Kristy Mitchell has provided substantial support to this committee and their efforts.

January STR Report

The January STR report showed a slight dip in occupancy, demand, and rate compared with January 2015. January 2016 was an extremely odd winter weather month, which could have impacted travel. Also of note was a dip in reported supply, which likely influenced the revenue and rate reported. Hotels were reporting a good Feb/March, so we anticipate numbers to improve next report.

Winter Recess

The CVB partnered with the Chamber and DIA for this year's event. 2016 Winter Recess has come to a close with 1098 VITs and 2139 Teacher's Pets, for a total of 3237. This was a little ahead of last year (3190) and behind 2014 (5224) and 2013 (5230). Weather and school calendars played a role in attendance. DIA, CVB, and Chamber continue to discuss ways to move this event forward.



Relevant stats: 69% of the 1346 that took advantage of pre-registration online DID in fact pick up their pass and coupon book. 48% had participated before, 30% were new participants; nearly 25% were from out of state, and over 50% were from out of county. (We had a lovely couple from New South Wales as a result of a conversation in our Visitor Center!) The top deal of interest was dining, followed closely by wineries; museums and activities were third most popular.

Marketing Stats

Visit Ithaca:

Sessions: 56,546 Pageviews: 158,916 Pages/Session: 2.81
Average Session Duration: 00:02:18 Bounce Rate: 52.15%
Top cities: Ithaca, NYC, Albany, Rochester, Syracuse, Boston, DC, Cortland, Philadelphia

Note: Comparing this YoY is difficult because of the Key West promotion. Sessions and pageviews are down 74% and 68% respectively. However, pages/session are up 23% YoY and average session duration up 50% YoY – which is a result of Key West visitors only visiting the site for a short period of time to see the homepage and then exiting.

Email Marketing:

Subscribers: 31,700 Open Rates: 15-21%

Facebook:

28,315 likes YTD (20% increase YoY)

Group Sales YTD Report

YTD, the sales team has distributed 40 leads. 17 have booked, 3 have withdrawn/cancelled, the remainder are still leads. The Sales Team has also assisted 14 groups. Sarah attended ABA in January and held 33 appointment based meetings with tour operators.

Mary and Sarah are both busy working on their Admin Day initiative with both IC & Cornell. They are currently working to schedule two FAM tours, in July and August.

Visitor Services Highlights

Jennifer and Jodi are keeping the lines of communication open with the **Heritage Tourism Group** to explore possible future collaborations.

Two separate **training days** are scheduled for March. Itineraries are being drafted to tour lodging properties. One group will head for Downtown while the other will be visiting South Hill.

Dates for **Hospitality Star** have been set for June 14-15, 2016. Jodi is working with the Workforce Team to secure meeting locations and develop the FAM component of the Star program.

Jodi is serving on Destination Marketing Association International **Visitor Services Summit Conference Planning Committee**. The conference is scheduled for September of 2016 in Colorado Springs, CO.

During the Winter Recess Teacher Festival, the CVB was faced with **frozen pipes** that backed up the septic in both public restrooms. Kudos to the **front desk team** working that day (Rachael, Maia & Pam) for handling the situation on a Saturday.

**Spring 2016 Grant Requests Award Recommendations - Tompkins County Tourism Program
New Tourism Initiative, Tourism Project, and Tourism Marketing and Advertising Grants**

Applicant Organization	Project Title	Requests				Award Recommendations			
		New Tourism Initiative Grant Request	Tourism Project Grant Request	Tourism Marketing and Advertising Grant Request	Total Funds Requested	New Tourism Initiative Grant Award Recommend	Tourism Project Grant Award Recommend	Tourism Marketing and Advertising Grant Award Recommend	Total Award Recommend
The Cherry Arts, Inc.	2016 CHERRY SEASON	\$8,000		\$2,500	\$10,500	\$0		\$2,500	\$2,500
Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	\$8,250		\$3,650	\$11,900	\$6,000		\$3,650	\$9,650
Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	\$2,500		\$1,056	\$3,556	\$2,500		\$1,056	\$3,556
Ithaca Farmers Market	Ithaca Night Market	\$4,620		\$2,913	\$7,533	\$4,620		\$2,913	\$7,533
Wizarding Weekend	2016 Wizarding Weekend	\$20,000		\$5,000	\$25,000	\$15,500		\$5,000	\$20,500
The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	\$14,434			\$14,434	\$14,434			\$14,434
Cooperative Extension Association of Tompkins County	[2016/2017][Savor the Finger Lakes]	\$5,000			\$5,000	push to fall round			\$0
Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	\$5,000			\$5,000	\$0			\$0
Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show			\$6,925	\$6,925			\$5,000	\$5,000
Primitive Pursuits - Cornell Cooperative Extension of TC	2016 Regional Marketing for Overnight Camp			\$3,000	\$3,000			\$3,000	\$3,000
Ithaca Festival	2016 Ithaca Festival		\$24,000	\$1,000	\$25,000		\$8,500	\$1,000	\$9,500
Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human Marketing		\$6,365	\$3,973	\$10,338		\$0	\$3,973	\$3,973
Paleontological Research Institution	2017_MotE_ Buzz Saw Sharks		\$14,770	\$2,890	\$17,660		\$5,000	\$2,890	\$7,890
Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival		\$15,000	\$2,500	\$17,500		\$10,000	\$2,500	\$12,500
Wharton Studio Museum	2016 Ithaca Fantastik		\$25,000	\$2,600	\$27,600		\$13,000	\$2,600	\$15,600
Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival		\$3,500	\$3,270	\$6,770		\$3,500	\$3,270	\$6,770
Paleontological Research Institution	2016_Fox_Trot		\$2,240	\$1,038	\$3,278		\$0	\$0	\$0
The History Center in Tompkins County	2016 Ithaca Celtic Festival		\$8,500	\$2,000	\$10,500		\$2,000	\$2,000	\$4,000
Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?		\$2,400		\$2,400		\$2,000		\$2,000
Sciencenter	2016 Sciencenter Make Some Noise!		\$25,000		\$25,000		\$23,000		\$23,000
Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival		\$18,000		\$18,000		\$7,000		\$7,000
	Requests	\$67,804	\$144,775	\$44,315	Awards	\$43,054	\$74,000	\$41,352	
	Available	\$79,000	\$84,000	\$52,000	Available	\$79,000	\$84,000	\$52,000	
	Difference	\$11,196	(\$60,775)	\$7,686	Difference	\$35,946	\$10,000	\$10,648	

**Spring 2016 Grant Requests Award Recommendations - Tompkins County Tourism Program
New Tourism Initiative, Tourism Project, and Tourism Marketing and Advertising Grants**

		Award			
Applicant Organization	Project Title	Total Award Recommend	Committee Comments	Out of County Attendance	Dates
The Cherry Arts, Inc.	2016 CHERRY SEASON	\$2,500	Marketing grant award is supported to attract visitors. Efforts to establish additional space are applauded. Tourism value is yet unproven; please come back once a little more established.	200	09/01/16 - 05/31/17
Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	\$9,650	Shoulder season. Niche audience. Good past use of funds.	525	Three events: November, Dec, April
Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	\$3,556	Strong past use of funds. On its way to financial sustainability. Good packaging and marketing.	160	July 29 to 31, 2016
Ithaca Farmers Market	Ithaca Night Market	\$7,533	Reasonable ask. Fit with Agritourism focus. Supports small business. Encourage package development with hotels, B&Bs and other attractions. History of success with other grants. Encourage partnership with DIA/co-marketing of Night Market and Thursday night concert series.	125	06/02/16 - 9/1/16
Wizarding Weekend	2016 Wizarding Weekend	\$20,500	Comment move to weekend. Not sure about overnights.	8400	10/29/16
The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	\$14,434	Direct outcome of our heritage tourism planning efforts. Well-written application. Please confirm that staffing expense in budget is special project staffing, not part of operating support.	1050	lasting
Cooperative Extension Association of TC	[2016/2017][Savor the Finger Lakes]	\$0	Many project details are in flux. Encourage to apply in the fall round instead. Like the focus on agritourism and craft beverage. Consistency in marketing and event format will be important to long term success. Encourage to apply for TMA funds, as well.	100	TBD
Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	\$0	5k should really be a fundraiser, which is ineligible. Renaissance Festival has potential; would like to see it develop and then perhaps reapply.	100	June 25, 2016
Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show	\$5,000	Good track record last year. Encourage additional partnerships to be developed over time. Tracking mechanism is applauded. Please continue this and report on the results. \$5k is the maximum TMA award.	7900	06/16/16 - 08/13/16
Primitive Pursuits - Cornell Cooperative Extension of TC	2016 Regional Marketing for Overnight Camp	\$3,000	Willing to try this. Location of camp is outside county borders, but parents of campers are likely to stay in Ithaca. Funds should go towards encouraging parents to stay in Ithaca and Tompkins County, not exclusively promoting the camp.	67	Four weeks in 2016: 07/10/16-07/15/16.
Ithaca Festival	2016 Ithaca Festival	\$9,500	An important community festival, which has historically primarily a local festival. Promotion of the festival as a reason to visit Ithaca is encouraged. Please develop data and evaluation to show tourism impact.	15000	June 3-5, 2016
Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human Marketing	\$3,973	Marketing grant is supported.	4790	11/23/2016-02/28/2017
Paleontological Research Institution	2017_MotE_ Buzz Saw Sharks	\$7,890	Please tap tourism potential of wrap-around events and partnerships like shark-themed films, shark-themed products at area bars and restaurants, etc. Ithaca Shark week?	10500	Exhibit. May-Sept 2017.
Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival	\$12,500	Encourage building in other revenue sources to promote sustainability of the event. Ticketing methodology needs work...lines too long? Tap tourism potential of wrap-around events and partnerships Frozen, the movie; Anna, Elsa themed tie-ins? Reindeer on the commons as must-do photo opp?	3600	12/08/2016-12/10/2016
Wharton Studio Museum	2016 Ithaca Fantastik	\$15,600	Unique festival with growth and PR potential at an otherwise slower time of year. Encourage movement towards financial sustainability.	930	11/09/2016 to 11/13/2016
Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival	\$6,770	Unique offering. Reasonable request. Well-written application. Encourage increase of overnight stays through packaging. Look for additional ideas to generate additional revenue, such as charging for events.	150	04/28/16 to 05/01/16
Paleontological Research Institution	2016_Fox_Trot	\$0	Would the 5k work best as a fundraiser? Timing not ideal.	85	09/18/16
The History Center in Tompkins County	2016 Ithaca Celtic Festival	\$4,000	Established festival with clear tourism impact. Encourage collaboration with other Irish and Celtic themed businesses in town.	1000	October 15th, 2016
Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?	\$2,000	Connection to Blueway Trail is great. Especially with start and finish in one location now, consider building more of a festival around the event with paddling demos, food trucks, music, vendors, etc.	45	09/11/2016
Sciencenter	2016 Sciencenter Make Some Noise!	\$23,000	Permanent nature of the exhibit and strong history of success with past grants make this a strong project. Pairing with Lab of O is encouraged.	35000	lasting
Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival	\$7,000	Good past use of funds and grant reporting. Request is for equity actor, fight choreographer and sound system. Encourage movement towards financial sustainability. Can other funds be raised for some of these elements?	1400	July 14-31, 2016

Spring 2016 Community Celebrations Grant Recommendations

Celebration Name:	Group Name:	Municipality:	Expected Attendance	Event Date(s)	Amount Requested	Amount Recommended	Committee Comments
Streets Alive! Ithaca 2016	CTA, Bike Walk Tompkins	City of Ithaca	7000	05/01/2016 , 9/20/2016	\$1,900	\$1,500	Strong history. Well attended event. Strong diversity and sustainability.
Playdate in the Park	Child Development Council	City of Ithaca	1500	06/07/2016	\$1,281	\$1,000	Strong attendance. Consider incorporation of historic elements of Stewart Park into the celebration.
Migration Celebration	Cornell Lab of Ornithology	Town of Lansing	1000	09/17/2016	\$1,850	\$0	Great event. May be a better fit for other tourism grant programs. Celebrations funding should be reserved for smaller community-focused celebrations.
Danby Fun Day	Danby Volunteer Fire Company	Town of Danby	1200	07/09/2016	\$2,000	\$1,600	Classic rural community celebration.
Dryden Lake Festival	Dryden Lake Festival	Town of Dryden	700	07/23/2016	\$1,900	\$1,600	Classic rural community celebration.
Dryden Chalk Art Festival	Dryden Parents Promoting Positive Change	Town of Dryden	200	05/29/2016	\$1,050	\$750	New event.
Enfield Harvest Festival	Enfield Community Council, Inc.	Town of Enfield	650	10/01/2016	\$2,000	\$1,500	Classic rural community celebration. Food is an ineligible expense.
GIAC Festival: Mixin' it up, GIAC Style	Greater Ithaca Activities Center (GIAC)	City of Ithaca	600	06/04/2016	\$2,000	\$1,600	Strong community component. Historical component could be enhanced.
Groton Old Home Days	Groton Old Home Days Committee	Town of Groton	3000	08/18/2016- 08/21/2016	\$2,000	\$1,600	Classic rural community celebration.
Old House Fair	Historic Ithaca	City of Ithaca	900	09/17/2016	\$1,200	\$1,000	Strong historical elements. Please encourage broad community participation.
International Mud Day	Ithaca Children's Garden	City of Ithaca	550	06/25/2016	\$1,900	\$1,600	Popular community event with demonstrated success.
2016 Latino Heritage Month	Latino Civic Association of Tompkins County	City of Ithaca	750	09/15/2016- 10/15/2016	\$2,000	\$2,000	Growing celebration with demonstrated success.
First Peoples' Festival	Multicultural Resource Center	City of Ithaca	2500	10/01/2016	\$1,250	\$1,250	Important celebrations of Native American heritage.
Newfield Old Home Days	Town of Newfield	Town of Newfield	1200	07/29/2016- 07/30/2016	\$2,000	\$1,800	Classic rural community celebration. Strong application. Strong historical component.
Juneteenth	Southside Community Center	City of Ithaca	2000	09/09/2016	\$2,000	\$1,600	Good community event; reflects historical component. Committee wonders about September timing. Timely reporting, please!
Kwanzaa 2016	Southside Community Center	City of Ithaca	100	12/31/2015	\$1,100	\$1,000	Please work to enhance promotion of the event to the entire community, such as through community listserves.
8th Annual Verne Morton Memorial Photography Show & Contest	Town of Groton	Town of Groton	300	08/19/2016- 08/20/2016	\$650	\$650	Reasonable request. History of success.
Winterfest 2016!	Trumansburg Chamber of Commerce	Village of Trumansburg	1100	12/03/2016	\$2,000	\$500	Please ensure that the event is open and accessible to people of all religious backgrounds and is not focused on Christmas themes. Please be more explicit about how you will work to promote diversity through this winter community celebration.
				Requests / Awards	\$30,081	\$22,550	
				Available	\$34,200	\$34,200	
				Difference	\$4,119	\$11,650	

Spring 2016 Tompkins County Tourism Applicant Summary Report

Request Summary

Forms

Tompkins County Tourism Application

Filters

Funding Application Cycle Equals Spring

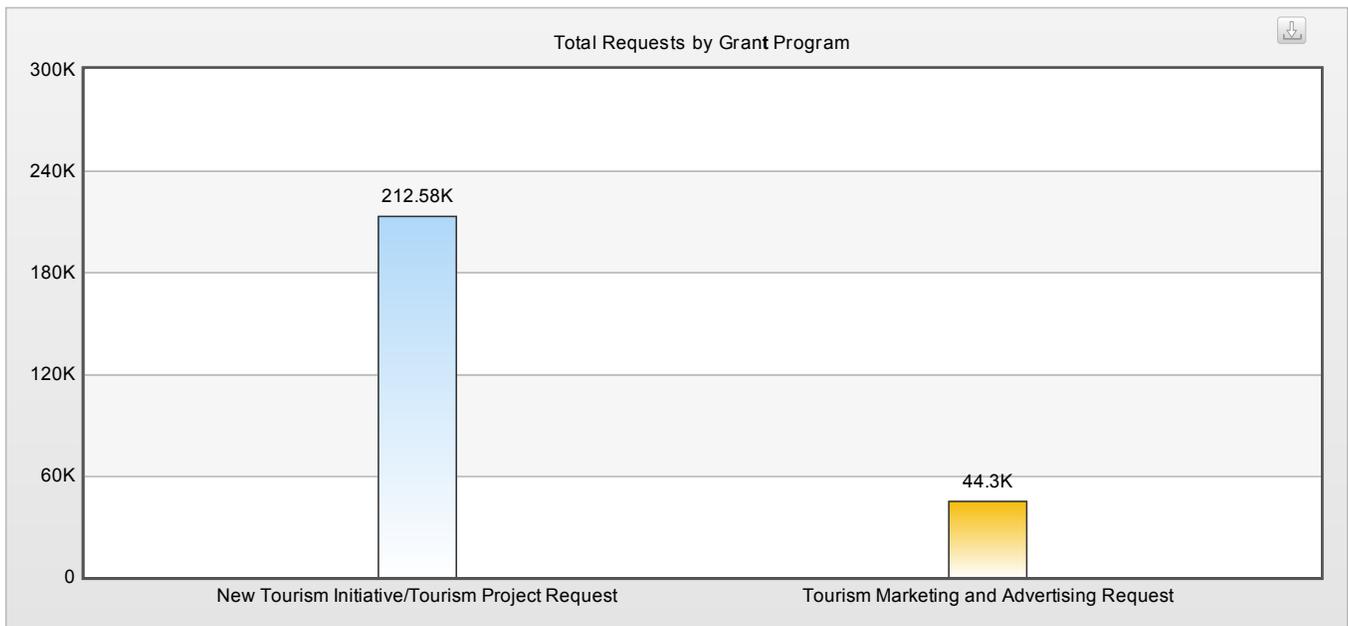
Funding Application Year Equals 2016

Grant Phase_id Matches Any Of Application in Review

Filter Logic

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Limit Sections



Grant Program	Applicant Organization	Project Title	New Tourism Initiative/ Tourism Project Request	Tourism Marketing and Advertising Request	Total Funds Requested	Submissi on Date
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	The Cherry Arts, Inc.	2016 CHERRY SEASON	\$8,000.00	\$2,500.00	\$10,500.00	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	\$8,250.00	\$3,650.00	\$11,900.00	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	\$2,500.00	\$1,056.00	\$3,556.00	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Farmers Market	Ithaca Night Market	\$4,620.00	\$2,913.00	\$7,533.00	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Wizarding Weekend	2016 Wizarding Weekend	\$20,000.00	\$5,000.00	\$25,000.00	02/22/2016
New Tourism Initiative Grant ONLY	The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	\$14,434.00	\$0.00	\$14,434.00	02/22/2016
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2016/2017][Savor the Finger Lakes]	\$5,000.00	\$0.00	\$5,000.00	02/22/2016
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	\$5,000.00	\$0.00	\$5,000.00	02/22/2016
Tourism Marketing and Advertising Grant ONLY	Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show	\$0.00	\$6,925.00	\$6,925.00	02/22/2016
Tourism Marketing and Advertising Grant ONLY	Primitive Pursuits - Cornell Cooperative Extension of Tompkins County	2016 Regional Marketing for Overnight Camp	\$0.00	\$3,000.00	\$3,000.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Festival	2016 Ithaca Festival	\$24,000.00	\$1,000.00	\$25,000.00	02/22/2016

Tourism Project Grant AND Tourism Marketing and Advertising Grant	Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human Marketing	\$6,365.00	\$3,972.50	\$10,337.50	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2017_MotE_ Buzz Saw Sharks	\$14,770.00	\$2,890.00	\$17,660.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Downtown Business Improvement District, Inc. d/b/a Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival	\$15,000.00	\$2,500.00	\$17,500.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Wharton Studio Museum	2016 Ithaca Fantastik	\$25,000.00	\$2,600.00	\$27,600.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival	\$3,500.00	\$3,270.00	\$6,770.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2016_Fox_Trot	\$2,240.00	\$1,038.00	\$3,278.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	The History Center in Tompkins County	2016 Ithaca Celtic Festival	\$8,500.00	\$2,000.00	\$10,500.00	02/22/2016
Tourism Project Grant ONLY	Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?	\$2,400.00	\$0.00	\$2,400.00	02/22/2016
Tourism Project Grant ONLY	Sciencenter	2016 Sciencenter Make Some Noise!	\$25,000.00	\$0.00	\$25,000.00	02/22/2016
Tourism Project Grant ONLY	Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival	\$18,000.00	\$0.00	\$18,000.00	02/22/2016
			Total New Tourism Initiative/Tourism Project Request	Total Tourism Marketing and Advertising Request	Total Total Funds Requested	
			\$212,579.00	\$44,314.50	\$256,893.50	

Total Rows
21

Project Summary

Forms

Tompkins County Tourism Application

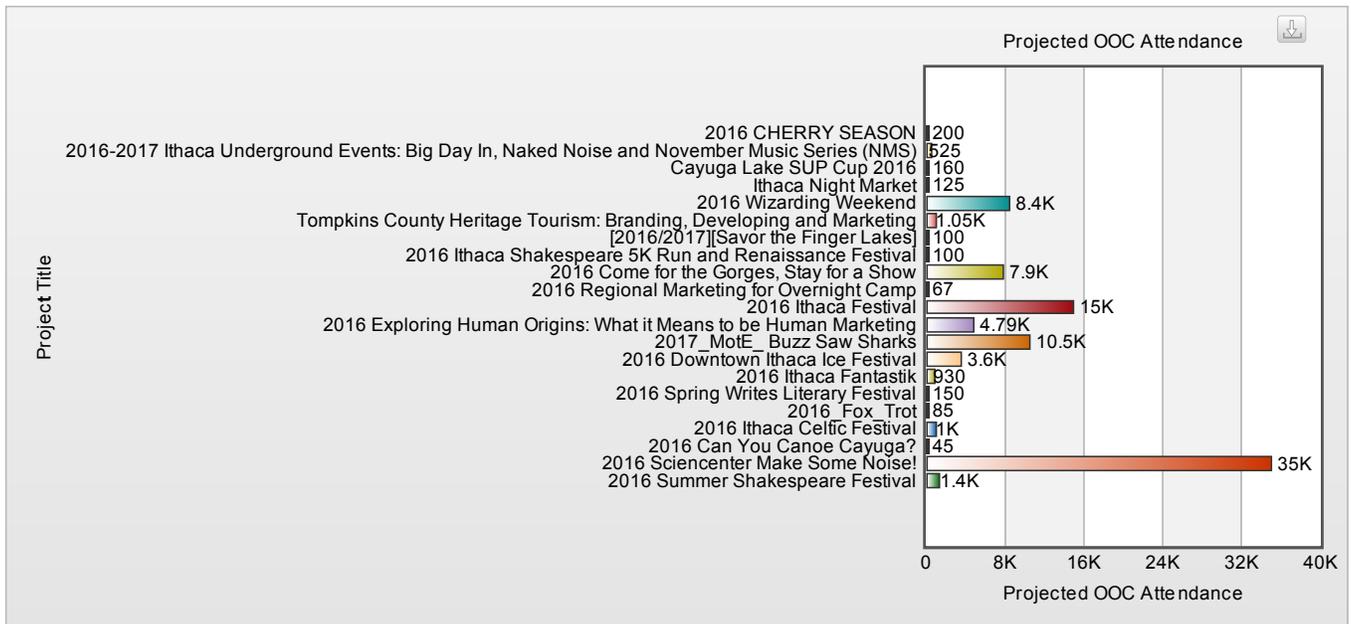
Filters

- Funding Application Year Equals 2016
- Funding Application Cycle Matches Any Of Spring
- Grant Phase_id Matches Any Of Application in Review

Filter Logic

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Limit Sections



Grant Program	Applicant Organization	Project Title	Project Organizer First Name	Project Organizer Last Name	Projected Attendance	Projected OOC Attendance	Dates	Executive Project Summary	Total Funds Requested	Submission Date
								The Cherry Arts, Inc. is the resident		

New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	The Cherry Arts, Inc.	2016 CHERRY SEASON	Samuel	Buggeln	2000	200	09/01/16 - 05/31/17	company of the Cherry Artspace, to be constructed on the Cayuga Channel in Ithaca's West End in Summer 2016. The project for which we seek support is the 2016/2017 season of productions at The Artspace. The season will comprise four full productions by artists in keeping with the Cherry's mandate of work that is radically local and radically international, and be anchored by a new holiday production of The Snow Queen. Other Cherry productions will include an innovative "headphone play" for the commons (Sept. 2016); a world premiere from internationally acclaimed Ithaca playwright Saviana Stanescu, "Rosa and Blanca," a retelling of "Snow White and Rose Red" by German playwright Rebecca Kirchendorff; and a transfer to Ithaca of the Argentine play "SPAM," which The Cherry is producing in Brooklyn in April 2016. In addition, the Artspace season will present performances by numerous Ithaca-based partnering companies and artists.	\$10,500.00	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	Stephen	Crumrine	1095	525	This project is for three events: the November Music Series (NMS) around 11/10/15 - 11/13/15; Big Day In (BDI) around 12/3/15; and Naked Noise (NN) around 4/8/17.	Since 2007, Ithaca Underground has nurtured a unique, sustainable, all-ages supportive environment where niche music and art outside the mainstream is encouraged and able to flourish in Ithaca and Tompkins County. Ithaca Underground presents more than 60 music events per year. Our three largest events are the Big Day In (BDI) concert, the Naked Noise (NN) concert, the November Music Series (NMS) festival. In 2015 the quality of these events largely improved and attendance was dramatically increased, thanks in large part to the assistance of the NTIG/TMAG grants we were awarded for 2015. We are excited to continue this momentum into the future, growing these three events to be even greater, memorable experiences for those in attendance.	\$11,900.00	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	Paul	Wiech	200	160	July 29 to 31, 2016	The Third Annual Cayuga Lake SUP Cup is a 3-day community expo celebrating lake, land, and human interconnectedness and wellness in Tompkins County. Our feature event is a premier stand up paddleboard (SUP) race for all levels (elite, recreation, family/fun, youth and adaptive) held on Saturday, July 30 at Myers Park. This race is anchored on either side by two days (Friday, July 29 and Sunday, July 31) of clinics, workshops, social/cultural activities, and local destination tours to entice visitors to explore - and stay overnight in - our community and celebrate human and earth fitness "SUP style." We have been designated a WPA National Points Race and added to the Ontario SUP Series schedule.	\$3,556.00	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Farmers Market	Ithaca Night Market	Jan	Rhodes-Norman	300	125	06/02/16 - 9/1/16	As one of the top tourist destinations in the County, the IFM brings in thousands of weekend visitors each year. Branded as a Festival on the Waterfront, it's not an attraction that mid-week visitors have the opportunity to experience. One of the more innovative, emerging trends for Markets in urban areas is the Night Market, with a focus on food, music and drinks. Our Thursday Night Market will be an ideal way to "experience" local food, farms, art and culture, all in a unique waterfront setting. In addition to our usual line up of food, wine & cider vendors, this weekday evening Market will feature Food Trucks, our new Chefs Cook at the Market initiative and Kids At Play programming.	\$7,533.00	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Wizarding Weekend	2016 Wizarding Weekend	Darlynne	Overbaugh	12000	8400	10/29/16	Wizarding Weekend is community celebration with a Harry Potter series theme. Press Bay Alley, The Commons, DeWitt Mall, Center Ithaca, Tompkins County Public Library and DeWitt Park will be utilized to provide entertainment (musical & performing), family activities, seminars and discussion panels, merchandise and food vendors, exotic animals, obstacle course, scavenger hunt and more, all with a wizard flair. This free event encourages attendees to come dressed in costume (for a prize contest) and partake in everything Ithaca has to offer (shops, restaurants, etc). The official festival date is Oct 29th however this year we will be filling out the weekend with additional ticketed events hosted and organized by various downtown organizations to entice people to spend the whole weekend in Tompkins County.	\$25,000.00	02/22/2016
New Tourism Initiative Grant ONLY	The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	Rod	Howe	3000	1050	It is more comprehensive than an event (although it includes events that are expected to occur between 06/01/16 and 06/30/17)	This initiative is a direct outgrowth of the Heritage Tourism Task Force of the Strategic Tourism Planning Board. The "branding, developing and marketing" components directly correspond to strategies and actions outlined in the Tompkins County Heritage Tourism Implementation Plan especially those that have The History Center (THC) and/or the Heritage Tourism Group (HTG) identified as leads. The initiatives goals are to 1) engage Tompkins County's residents with heritage tourism opportunities and themes (since residents can be tourism ambassadors through their networks of colleagues, family and friends), 2) attract tourists to the county for heritage tourism experiences, 3) develop the capacity of HTG and partners to develop heritage tours using a common platform, 4) develop a	\$14,434.00	02/22/2016

									robust heritage tourism website, 5) brand and market what Tompkins County has to offer regarding heritage tourism, 6) evaluate tours and attraction strategies and 7) develop benchmarking for tracking heritage tourism growth.			
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2016/2017] Savor the Finger Lakes	Elizabeth	Karabinakis	300	100			To be determined with input from TC Tourism, Downtown Ithaca Alliance, Ithaca Convention & Visitors Bureau - Visit Ithaca, Cornell Alumni Affairs and stakeholders. Tourism development will be a major consideration with the goal to attract large numbers of out-of-town visitors to stay overnight during off-peak times (mid-week / shoulder season / winter). We will consult with Sara Imes (Sales Manager at CVB) about hotel occupancy to choose a time when rooms need to be filled, and with Kristy Mitchell (Integrated Marketing Manager @ CVB), Allison Graffin (Marketing Director @ DIA) Tatiana Sy (Director of Events @ DIA) to identify potential partnerships and cross-promotional opportunities.	To develop Savor the Finger Lakes, a craft beer, cider and artisanal food tasting experience that showcases the emerging local craft brew and food scene. The second annual Savor event will combine several synergistic attractors: the novelty of tasting new regional craft beers and cider while mingling with master brewers; local food demos featuring farm-to-table cuisine and sommelier guided pairings; culinary-themed educational activities such as workshops on home brewing and family-fun activities for all ages such as hands-on cider-pressing. Savor aims to attract tourists to Tompkins County and draw locals in celebration of local foods & libations. Savor will attract people of all ages and walks of life: families, students, VIPs, Baby Boomers, young professionals, newlyweds, etc. Savor will provide an agri-culinary experience that enriches the region's culinary identity, while cross-promoting and supporting other agri-culinary activities to make Tompkins County a burgeoning regional hub of culinary excellence.	\$5,000.00	02/22/2016
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	Stephen	Ponton	500	100	June 25, 2016		The Ithaca Shakespeare Company will introduce a new summer event, a 5K Run and Renaissance Festival at Cornell Plantations. The festival will be held on June 25 and is intended to work synergistically and grow along with our summer Shakespeare festival.	\$5,000.00	02/22/2016	
Tourism Marketing and Advertising Grant ONLY	Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show	Alyssa	Stoeckl	26000	7900	06/16/16 - 08/13/16		Last year the Hangar Theatre implemented its first "Come for the Gorges, Stay for a Show" marketing campaign, targeted towards tourists visiting Tompkins County. The campaign emphasized experiencing everything Ithaca has to offer, from outdoor recreational activities to the performing arts. This venture was a success, exceeding its stated goal of 26% out-of-county attendance. In the 2015 summer season, 27% of patrons came from outside the county. The Hangar Theatre and Ithaca Shakespeare Company are combining marketing efforts to extend the reach of both organizations for their summer seasons. With combined resources, we hope to draw even more summertime tourists than last year, promote the region as a vibrant performing arts destination, and implement a critical action from the 2020 Tompkins County Strategic Tourism Plan.	\$6,925.00	02/22/2016	
Tourism Marketing and Advertising Grant ONLY	Primitive Pursuits - Cornell Cooperative Extension of Tompkins County	2016 Regional Marketing for Overnight Camp	Jed	Jordan	128	67	Four week in 2016: 07/10/16-07/15/16, 07/17/16-07/22/16, 07/31/16-08/05/16, and 08/07/16-08/12/16 This "event" will continue each summer after 2016.		Primitive Pursuits, a program of Cornell Cooperative Extension, has been delivering exceptional outdoor adventure experiences to youth, adults and families for over 15 years. Our unique program offerings will now be expanding in the form of week-long overnight summer camps. This Regional Marketing Project entails a diversified effort to fill these new offerings to capacity while attracting new audiences to the Ithaca area and expanding services to parents who are already looking to spend time here. Furthermore, the overnight camps are one of several programs to be developed this year at Cornell's Arnot Forest Field Campus. Together, these programs will build facilities infrastructure, create additional program revenue and help offer meaningful, long-term employment for Tompkins County residents.	\$3,000.00	02/22/2016	
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Festival	2016 Ithaca Festival	Ben	Greenberg	45000	15000	June 3-5, 2016		The Ithaca Festival is a three day music and arts celebration, the premier event of its kind in Tompkins County. Over 1,000 talented local musicians, painters, dancers, clowns, community groups, and ensembles perform throughout the Ithaca Festival weekend. Multiple stages of entertainment, some special kid's activities, a craft show, a parade, and delicious festival food at various locations are provided for the enjoyment of Ithaca residents and visitors.	\$25,000.00	02/22/2016	
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Tompkins County Public Library Foundation	2016 Exploring Human Origins: What It Means to be Human Marketing	Sally	Grubb	28200	4790	11/23/2016-02/28/2017		In December 2016, Tompkins County Public Library will host "Exploring Human Origins: What Does It Mean to Be Human?" a traveling Exhibition and programs about Human Evolution Research which is based on the National Museum of Natural History Hall of Human Origins. Only 19 libraries in the US are hosting this exhibit. As one of these select few, TCPL is in a unique position to reach out to communities throughout New York State to invite schools, families, and people of all ages to visit the library, experience the exhibit, and reflect on the question "What Does It Mean to Be Human?"	\$10,337.50	02/22/2016	
Tourism									Buzzsaw Sharks of Long Ago is a travelling exhibit from the Idaho Museum of Natural History that tracks the unfolding perceptions of a big, bizarre prehistoric whorl-toothed shark. The exhibit presents fossils integrated with original artworks by			

Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2017_MotE_Buzz_Saw Sharks	Stephanie Meyer	15000	10500	which will be on display from May 19, 2017- September 4, 2017. It will also have associated programming and events that are part of the over-all project.	Alaskan artist Ray Troll, as well as a dramatic life-sized model by renowned paleo-sculptor Gary Staab of the shark bursting through a wall, a mechanical jaw, children's activities, a digital aquarium, original music, a short documentary and more. The project will also feature public programs and events, such as midweek child focused programming throughout the summer and a Thursday evening lecture and reception.	\$17,660.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Downtown Business Improvement District, Inc. d/b/a Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival	Tatiana Sy	12000	3600	12/08/2016-12/10/2016	Ice Fest is Tompkins County's premier holiday season festival. Designed to bring thousands of people from near and far into downtown Ithaca during this crucial time, Ice Fest features a national-level ice carving competition, an outdoor chowder cook-off, and a host of smaller activities both traditional and new that help to make a well-rounded experience for all. Project grant funds will be used to help pay for the competition ice, ice sculpting, and necessary equipment. Marketing grant funds will be used to promote the national stature and distinctive character of this event to people throughout the greater Finger Lakes region.	\$17,500.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Wharton Studio Museum	2016 Ithaca Fantastik	Hugues Barbier	3000	930	11/09/2016 to 11/13/2016	The Ithaca Fantastik (IF) is a five-day film and art festival planned for the second week of November 2016 (the 9th — 13th). For its fifth edition, the IF will continue to offer what has made it a major event for cineastes and fantastic culture buffs alike: highly anticipated films, retrospectives, a cinema concert, workshops by industry guests, and an art exhibition. In order to maintain a place at the forefront of this changing industry, the 5th IF will showcase several Virtual Reality projects, as part of a new discovery focus. Leading the festival to its fifth anniversary is really exciting for the organizers and you will find below what will make IF 2016 the best year to date.	\$27,600.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival	Robin Schwartz	1000	150	04/28/16 to 05/01/16	The Spring Writes Literary Festival, now in its seventh year, features over 35 literary themed events over four days in nine locations in downtown Ithaca. Events include juried readings, professional development workshops, performances, panel discussions, film screenings, and other entertainment, such as this year's Literary Jeopardy. The event appeals to writers and book lovers alike. Funds from these grants go to marketing costs and event fees.	\$6,770.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2016_Fox_Trot	Stephanie Meyer	250	85	09/18/16	The Fifth Annual Fox Trot and Fall Festival will feature a 5K trail run with many prizes, a kids Fox Chase Fun (children chase a person dressed as a fox around the field, and get prizes), live musical entertainment, and autumn themed educational programs, as well as food vendors.	\$3,278.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	The History Center in Tompkins County	2016 Ithaca Celtic Festival	Mary Archin	3000	1000	Promotional event at the history Center the week before. October 14th, set-up October 15th, event day	The Ithaca Celtic Festival (ICF) is a family friendly festival that is centered on bagpipe band performances, bagpipe solo, athletic and dance competitions and is supported by many cultural activities such as Celtic crafts and foods, sheep shearing, wool spinning and kilt making demonstrations, historical reenactors and Celtic based musical performances.	\$10,500.00	02/22/2016
Tourism Project Grant ONLY	Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?	John Mawdsley	120	45	09/11/2016	Can You Canoe Cayuga? (CYCC) is in its fifth year. With a new format based in Ithaca's Stewart Park, paddlers can paddle to Taughannock State Park and back (18 miles), or shorter distances designed for various skill and endurance levels. Held on September 11th, 2016, CYCC is centered at the proposed Cayuga Blueway Trail paddle launch site near the IYB and includes a party serving food and live music. CYCC has consistently attracted enthusiastic paddlers from Tompkins County and from other counties in New York and Pennsylvania. We are requesting a grant of \$2250 from the Tompkins Tourism Project Grant. With this new event format we anticipate maintaining our costs while increasing revenue and participation.	\$2,400.00	02/22/2016
Tourism Project Grant ONLY	Sciencenter	2016 Sciencenter Make Some Noise!	Donna DiBartolomeo	100000	35000		Make Some Noise! invites guests to explore the physics of sound. This exhibition will appeal to young families, a key tourist demographic. The project also leverages expertise from the popular Cornell Lab of Ornithology. The exhibition will feature: 1) The Scream Chamber - a soundproof room with a decibel meter that measures the volume of a scream; 2) RAVEN - an interactive exhibit in which visitors can listen to, see a visual representation of, and try to mimic a range of animal sounds; and 3) Now Ear This! - visitors take photos with the ears of different animals and share those photos on social media. Taking popular exhibit concepts from two area tourist attractions, the Sciencenter will develop a fun exhibition that brings in tourists and locals alike.	\$25,000.00	02/22/2016
							The Ithaca Shakespeare Company will present productions of "Henry VI" and "Twelfth Night" in rotating repertory at		

Tourism Project Grant ONLY	Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival	Stephen Ponton	4000	1400	July 14-31, 2016	Cornell Plantations. We are requesting funds to hire professional personnel in several key areas and to rent a better sound system for a better audience experience.	\$18,000.00	02/22/2016
				Total Projected Attendance	Total Projected OOC Attendance			Total Total Funds Requested	
				257093	91127			\$256,893.50	

Total Rows
21

Projected Outcomes and Evaluation

Forms

Tompkins County Tourism Application

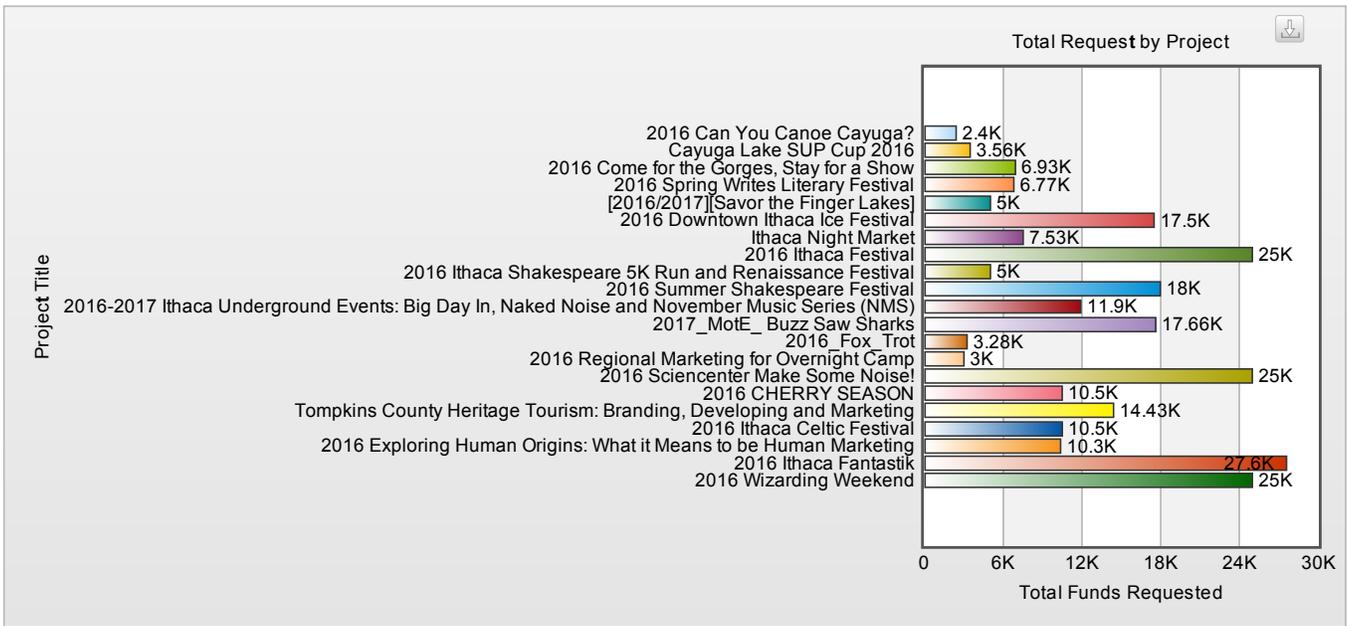
Filters

- Funding Application Year Equals 2016
- Funding Application Cycle Matches Any Of Spring
- Grant Phase_id Matches Any Of Application in Review

Filter Logic

1 and 2 and 3

Limit Sections



Grant Program	Applicant Organization	Project Title	Attendance	Local Attendance	OOC Attendance	% Primary Purpose	Room Nights Generated	Average Spending per OOC Participant	Total Associated Visitor Spending	Total Generated Visitor Spending	Total Funds Requested	Grant \$ / Visitor \$ (Associa
Tourism Project Grant ONLY	Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?	120	75	45	10000%	8	\$65.00	\$2,925.00	\$292,500.00	\$2,400.00	1.21875
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	150	27	123	80%	30	\$401.00	\$49,323.00	\$39,458.40	\$3,556.00	13.8703
Tourism Marketing and Advertising Grant ONLY	Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show	22000	15500	6500	15%	500	\$185.00	\$1,202,500.00	\$180,375.00	\$6,925.00	173.646
Tourism Project Grant AND Tourism Marketing	Community Arts Partnership of Ithaca	2016 Spring Writes Literary Festival	1400	800	200	90%	10	\$185.00	\$37,000.00	\$33,300.00	\$6,770.00	5.46528

and Advertising Grant	Tompkins County	Festival											
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2016/2017] [Savor the Finger Lakes]	300	200	100	10000%	100	\$442.00	\$44,200.00	\$4,420,000.00	\$5,000.00	8.84000	
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Downtown Business Improvement District, Inc. d/b/a Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival	12000	7400	4600	20%	30	\$185.00	\$851,000.00	\$170,200.00	\$17,500.00	48.6285	
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Farmers Market	Ithaca Night Market	4200	3000	1200	15%	0	\$185.00	\$222,000.00	\$33,300.00	\$7,533.00	29.4703	
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Festival	2016 Ithaca Festival	45000	30000	15000	90%	500	\$185.00	\$2,775,000.00	\$2,497,500.00	\$25,000.00	111.000	
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	500	400	100	10%	50	\$265.00	\$26,500.00	\$2,650.00	\$5,000.00	5.30000	
Tourism Project Grant ONLY	Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival	4000	2600	1400	15%	880	\$265.00	\$371,000.00	\$55,650.00	\$18,000.00	20.6111	
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	1095	602	525	8100%	189	\$185.00	\$97,125.00	\$7,867,125.00	\$11,900.00	8.16176	
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2017_MotE_Buzz Saw Sharks	11500	3450	8050	0%	0	\$185.00	\$1,489,250.00	\$0.00	\$17,660.00	84.3289	
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2016_Fox_Trot	250	165	85	0%	0	\$180.00	\$15,300.00	\$0.00	\$3,278.00	4.66748	
Tourism Marketing and Advertising Grant ONLY	Primitive Pursuits - Cornell Cooperative Extension of Tompkins County	2016 Regional Marketing for Overnight Camp	64	22	42	50%	41	\$876.00	\$36,792.00	\$18,396.00	\$3,000.00	12.2640	
Tourism Project Grant ONLY	Sciencenter	2016 Sciencenter Make Some Noise!	98500	62055	36445	35%	6508	\$185.00	\$6,742,325.00	\$2,359,813.75	\$25,000.00	269.693	
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	The Cherry Arts, Inc.	2016 CHERRY SEASON	2000	1800	200	50%	75	\$185.00	\$37,000.00	\$18,500.00	\$10,500.00	3.52381	
New Tourism Initiative Grant ONLY	The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	3000	1950	1050	70%	420	\$185.00	\$194,250.00	\$135,975.00	\$14,434.00	13.4578	
Tourism Project Grant AND Tourism Marketing and Advertising Grant	The History Center in Tompkins County	2016 Ithaca Celtic Festival	3000	2000	1000	90%	1500	\$335.00	\$335,000.00	\$301,500.00	\$10,500.00	31.9047	
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human	28200	14370	4790	6800%	1768	\$185.00	\$886,150.00	\$60,258,200.00	\$10,337.50	85.7218	

Grant												
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Wharton Studio Museum	2016 Ithaca Fantastik	3000	2070	930	95%	1860	\$185.00	\$172,050.00	\$163,447.50	\$27,600.00	6.23369%
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Wizarding Weekend	2016 Wizarding Weekend	12000	3600	8400	100%	1909	\$1,554,000.00	\$13,053,600,000.00	\$13,053,600,000.00	\$25,000.00	522144.1%
			Total Attendance	Total Local Attendance	Total OOC Attendance	Average (no zeroes) % Primary Purpose	Total Room Nights Generated	Average (no zeroes) Average Spending per OOC Participant	Total Total Associated Visitor Spending	Total Total Generated Visitor Spending	Total Total Funds Requested	Average Gr. Spend
			251979	152186	90785	1880%	16378	\$74,240.43	\$13,069,186,690.00	\$13,132,447,890.65	\$256,893.50	24908

Total Rows
21

Project Budget

Forms

Tompkins County Tourism Application

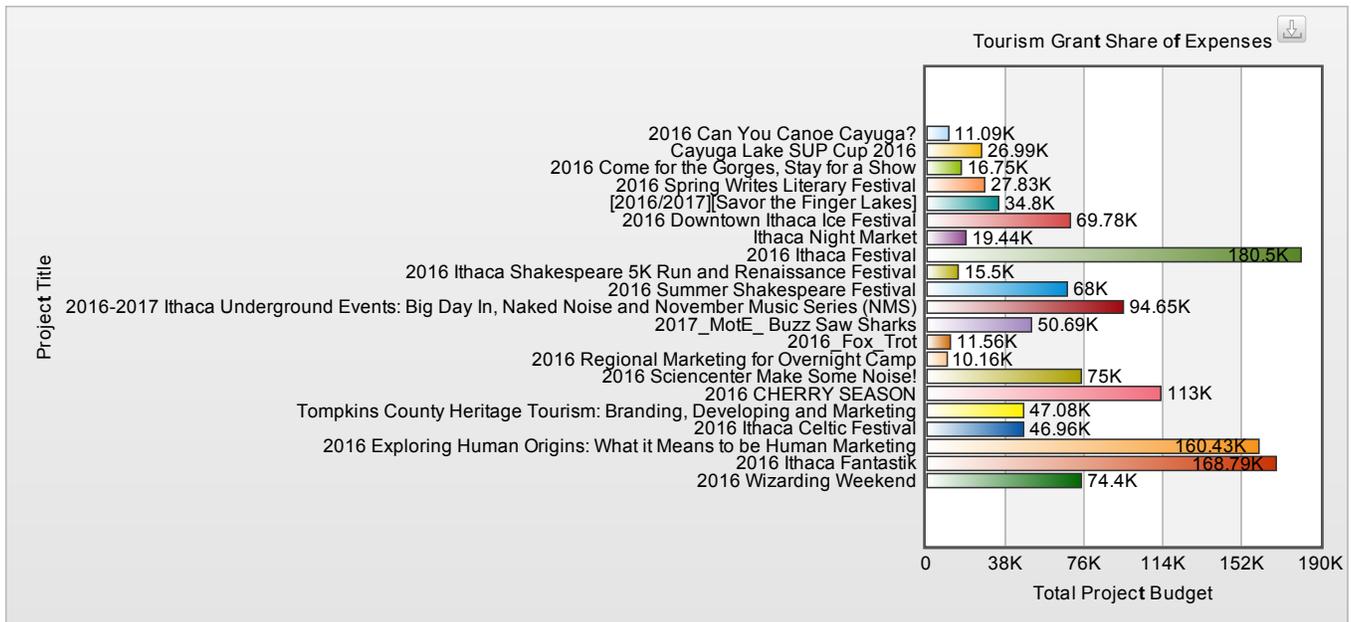
Filters

- Funding Application Year Equals 2016
- Funding Application Cycle Matches Any Of Spring
- Grant Phase_id Matches Any Of Application in Review

Filter Logic

1 and 2 and 3

Limit Sections



Grant Program	Applicant Organization	Project Title	Total Funds Requested	Total Project Budget	Tourism Grant(s) Share of Expenses	TOTAL Other Cash Income	TOTAL In-Kind Estimate	Tourism Grant Share of Cash Income	Submission Date
Tourism Project Grant ONLY	Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?	\$2,400.00	\$11,090.00	21.64	7300.00	1700.00	25%	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	\$3,556.00	\$26,987.03	13.18	22987.03	4545.00	13%	02/22/2016
Tourism Marketing and Advertising Grant	Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show	\$6,925.00	\$16,750.00	41.34	0.00	0.00	100%	02/22/2016

Tourism Project Grant AND Tourism Marketing and Advertising Grant	Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival	\$6,770.00	\$27,834.00	24.32	16400.00	4750.00	29%	02/22/2016
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2016/2017][Savor the Finger Lakes]	\$5,000.00	\$34,800.00	14.37	20420.00	9380.00	20%	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Downtown Business Improvement District, Inc. d/b/a Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival	\$17,500.00	\$69,776.00	25.08	39500.00	12150.00	31%	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Farmers Market	Ithaca Night Market	\$7,533.00	\$19,440.00	38.75	13590.00	3600.00	36%	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Festival	2016 Ithaca Festival	\$25,000.00	\$180,500.00	13.85	174280.00	14000.00	13%	02/22/2016
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	\$5,000.00	\$15,500.00	32.26	8500.00	2000.00	37%	02/22/2016
Tourism Project Grant ONLY	Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival	\$18,000.00	\$68,000.00	26.47	50000.00	0.00	26%	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	\$11,900.00	\$94,649.00	12.57	24365.00	58549.00	33%	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2017_MoTe_ Buzz Saw Sharks	\$17,660.00	\$50,690.00	34.84	32600.00	600.00	35%	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2016_Fox_Trot	\$3,278.00	\$11,560.00	28.36	8130.00	1000.00	29%	02/22/2016
Tourism Marketing and Advertising Grant ONLY	Primitive Pursuits - Cornell Cooperative Extension of Tompkins County	2016 Regional Marketing for Overnight Camp	\$3,000.00	\$10,165.00	29.51	0.00	0.00	100%	02/22/2016
Tourism Project Grant ONLY	Sciencenter	2016 Sciencenter Make Some Noise!	\$25,000.00	\$75,000.00	33.33	47500.00	2500.00	34%	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	The Cherry Arts, Inc.	2016 CHERRY SEASON	\$10,500.00	\$113,000.00	9.29	46000.00	82500.00	19%	02/22/2016
New Tourism Initiative Grant ONLY	The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	\$14,434.00	\$47,083.00	30.66	0.00	32649.00	100%	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	The History Center in Tompkins County	2016 Ithaca Celtic Festival	\$10,500.00	\$46,960.00	22.36	28000.00	9705.00	27%	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human Marketing	\$10,337.50	\$160,425.00	6.44	7787.50	142300.00	57%	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Wharton Studio Museum	2016 Ithaca Fantastik	\$27,600.00	\$168,786.00	16.35	73000.00	68630.00	27%	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Wizarding Weekend	2016 Wizarding Weekend	\$25,000.00	\$74,400.00	33.60	51900.00	0.00	33%	02/22/2016
			Total Total Funds Requested	Total Total Project Budget	Average Tourism Grant(s) Share of Expenses				
			\$256,893.50	\$1,323,395.03	24.217619				

Total Rows
21

Strategic Tourism Plan Implementation

Forms

Tompkins County Tourism Application

Filters

Funding Application Year Equals 2016

Funding Application Cycle Matches Any Of Spring

Grant Phase_id Matches Any Of Application in Review

Filter Logic

1 and 2 and 3

Limit Sections

Grant Program	Applicant Organization	Project Title	Goal One:	Goal Two:	Goal Three:	Will Project Implement a Critical Action?	Critical Action Narrative	Submission Date
Tourism Project	Cayuga Lake	2016 Can You	- Outdoor - Expand outdoor recreation	- Sports - Increase sports tourism- Cayuga lake,	- Niche - Grow under-tapped		Our event supports the implementation of the Cayuga Blueway Trail by utilizing two Trail launches (Taughannock State Park and Stewart Park East) and by promoting Tompkins County as a prime resource for human powered recreation. Rentals of Stand-Up-Paddleboards will be available during the event, and local Food Trucks will	

Grant ONLY	Watershed Network	Canoe Cayuga?	tourism related to our outstanding natural amenities	gorges and waterfalls, trails, parks, and natural areas	niche visitor markets and experiences	Yes	be utilized during the end-of-event festivities, showcasing local resources available to visitors and locals alike. Proximity to IYB's bike rental program and Ithaca's waterfront trail reinforces the various recreational resources available to the community. We show how our resources support various paddle-based sports for short- and long-distance paddling experiences.	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	- Sports - Increase sports tourism- Cayuga lake, gorges and waterfalls, trails, parks, and natural areas	- Sustainability - Develop Ithaca and Tompkins County as the preeminent Sustainability Tourism destination in New York State	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	Yes	Sports Tourism - The CLSC meets the need of bringing a new athletic event to the Tompkins County region, putting the county on the popular SUP race circuit. Sustainability Tourism - Environmental commitment is a major value for the CLSC. This focus area is two-fold: 1) The CLSC will establish green tourism initiatives by creating Cayuga Lake SUP cleanup activities and provide workshops on how to limit impact to the Cayuga Lake watershed and 2) the CLSC is dedicated to using sustainable practices to decrease impact on the environment.	02/22/2016
Tourism Marketing and Advertising Grant ONLY	Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	- Visitor Services - Provide effective visitor services and customer service at points of visitor contact	Yes	The "2016 Come for the Gorges, Stay for a Show" marketing initiative will directly implement the Arts, Culture, and Heritage Tourism Critical Action of developing new collaborative marketing platforms for arts and cultural institutions. By working collaboratively and pooling resources, Hangar Theatre and Ithaca Shakespeare Company will extend their marketing reach to a greater number of potential and actual out-of-county visitors, increasing Ithaca's renown as a central arts, cultural, and heritage tourism destination in the Finger Lakes, increasing the number of out-of-county visitors, increasing the number of overnight stays, and increasing total visitor spending, all while maximizing both nonprofits' limited resources.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	- Edutourism - Increase educational tourism	- Downtown Ithaca - Enhance downtown Ithaca as a hub of visitor activity	Yes	"Arts Cultural Heritage Tourism" There are no other consolidated literary offerings in NYS outside of NY City. The Spring Writes Festival features a wealth of juried writers (over 100) from the region (mostly Tompkins County) and features excellent readings, panels, workshops and entertainment; "Downtown Ithaca - collaboration, advocacy: The festival works closely with the Tompkins County Public Library, the Downtown Ithaca Alliance (and the ten featured downtown venues.) Visitors will be provided with the Spring Downtown Guide for information about shopping and restaurants, and the event program will include language and encouragement about enjoying downtown and all it has to offer. "Increase Educational Tourism: - coordinate edu-tourism offerings"; "Untapped Niche Markets " This isn't really a winter festival, but who knows - it could be snowing. The Literary Festival is entirely indoors.	02/22/2016
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2016/2017] [Savor the Finger Lakes]	- Ag and Culinary - Develop Ithaca and Tompkins County as a regional hub of culinary and agritourism	- Edutourism - Increase educational tourism	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	Yes	Please see attached.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Downtown Business Improvement District, Inc. d/b/a Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	- Downtown Ithaca - Enhance downtown Ithaca as a hub of visitor activity	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	Yes	Ice Fest will directly address several Critical Actions including #2 (agricultural tourism), #6 (promoting cultural assets), and #17 (encouraging activities during winter months).	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Farmers Market	Ithaca Night Market	- Ag and Culinary - Develop Ithaca and Tompkins County as a regional hub of culinary and agritourism	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	- Outdoor - Expand outdoor recreation and other tourism related to our outstanding natural amenities	Yes		02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Festival	2016 Ithaca Festival	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	- Downtown Ithaca - Enhance downtown Ithaca as a hub of visitor activity	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	Yes	We will work from within Ithaca Festival to create succession planning, financial sustainability, and enhancing its tourism impact. Our new financial model minimizes the risk by focusing on revenue that we can obtain in advance of the festival weekend. Simultaneously, increasing our talent budget proportionate to our decrease in production costs, we stand to maximize revenue during the festival, in part because of creating a greater attraction for outside visitors.	02/22/2016
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	- Higher Education - Enhance collaboration and partnership on tourism initiatives between tourism partners and our institutions of higher education	Yes	This project touches on at least 2 critical actions: - Target alumni media for editorial content (we routinely post and provide material and content for alumni listservs and social media sites) - Enhance cross-promotion of Cornell, IC and TC3 based events that would be of interest to general visitors and community-based events that would be of interest to college and university visitors (ours can be considered both a Cornell-based event and a community-based event, and is expected to draw participants and visitors from Cornell, IC, the larger community, and the entire region)	02/22/2016
Tourism Project Grant ONLY	Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	- Higher Education - Enhance collaboration and partnership on tourism initiatives between tourism partners and our institutions of higher education	Yes	This project touches on at least 2 critical actions: - Target alumni media for editorial content (we routinely post and provide material and content for alumni listservs and social media sites) - Enhance cross-promotion of Cornell, IC and TC3 based events that would be of interest to general visitors and community-based events that would be of interest to college and university visitors (ours can be considered both a Cornell-based event and a community-based event, and draws participants and visitors from Cornell, IC,	02/22/2016

			tourism destination in the Finger Lakes	festivals and events	partners and our institutions of higher education		the larger community, and the entire region)	
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	- Niche - Grow under-tapped niche visitor markets and experiences	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	Yes	Two of our events will support the expansion and development of specialty indoor festivals in the winter, which is a critical action of the Under-Tapped Niche Markets focus area. NMS will take place in November alongside Ithaca Fantastik (IF), attracting patrons with overlapping tastes in music and film to downtown Ithaca. By unfolding in tandem, NMS and IF will provide visitors with more options for memorable niche entertainment, giving them reasons to stay overnight and explore Ithaca. Big Day In is a successful single-day event in December that has potential to grow and further improve Tompkins County's economic climate.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2017_MoTE_Buzz Saw Sharks	- Edutourism - Increase educational tourism	- Marketing - Maximize the effectiveness of destination marketing, advertising, and public relations	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	Yes	Marketing: Especially for shark week events and programs, we will be collaborating with other local organizations and venues on some cross marketing. For example, we have reached out to Cinemapolis to see if they would feature shark films, and will coordinate with other Discovery Trail venues as well, for cross promotion. The campaign will be integrated (digital, social media, cable) geo-targeted niche campaigns targeting families, and we will reach out to alumni media to offer editorial content. Edutourism: Addresses the potential actions of enriching hands-on activities at Discovery Trail venue, and the shark week component will offer mid-week attraction with an edutourism theme and targeted audiences.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2016_Fox_Trot	- Sports - Increase sports tourism- Cayuga lake, gorges and waterfalls, trails, parks, and natural areas	- Edutourism - Increase educational tourism	- Outdoor - Expand outdoor recreation and other tourism related to our outstanding natural amenities	No		02/22/2016
Tourism Marketing and Advertising Grant ONLY	Primitive Pursuits - Cornell Cooperative Extension of Tompkins County	2016 Regional Marketing for Overnight Camp	- Edutourism - Increase educational tourism	- Outdoor - Expand outdoor recreation and other tourism related to our outstanding natural amenities	- Sustainability - Develop Ithaca and Tompkins County as the preeminent Sustainability Tourism destination in New York State	No		02/22/2016
Tourism Project Grant ONLY	Sciencenter	2016 Sciencenter Make Some Noise!	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	- Edutourism - Increase educational tourism		No		02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	The Cherry Arts, Inc.	2016 CHERRY SEASON	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	- Niche - Grow under-tapped niche visitor markets and experiences	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	Yes	"Inventory established but underutilized cultural assets... and promote these." Relative to its size, Ithaca is home to an extraordinary group of professional theatre artists, in many cases living here as current or formal faculty members, or spouses of same. The Cherry Arts considers these creators to be a significant and underutilized cultural asset, and has begun to create our work based in an ensemble of these local professionals. In autumn 2015, the company hosted five ensemble-building salons with a company of these artists, consisting of readings of local and international plays, followed by discussions about these works and about The Cherry's collective structure. These meetings are continuing into 2016, forging a solid company structure within which Ithaca professionals can make high-quality work of our own devising for a local, and ultimately international, audience.	02/22/2016
New Tourism Initiative Grant ONLY	The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	- Downtown Ithaca - Enhance downtown Ithaca as a hub of visitor activity	- Marketing - Maximize the effectiveness of destination marketing, advertising, and public relations	Yes	An essential piece of any modern Heritage Tourism plan is the incorporation of technology to improve visitor access to stories and sites. In Ithaca we are fortunate to have a mobile touring company, PocketSights, located in REV and a perfect partner for our mobile mapping goals. With their downloadable app, visitors and locals alike can experience a number of themed tours throughout the county. We will be addressing, to some extent, all 3 critical actions identified under the "art, culture and heritage tourism" focus area but primarily the first: Develop walking, cycling and driving tours across multiple media (brochures, online maps, apps, audio tours, etc) of historic sites; historic architecture; local and academic black history sites (including the Underground Railroad/ Freedom Trail in Ithaca); Native American archaeological sites; local industrial history sites (airplanes, guns, typewriters, etc.); homes of local authors (e.g., Nabokov), artists, playwrights; etc.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	The History Center in Tompkins County	2016 Ithaca Celtic Festival	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	- Niche - Grow under-tapped niche visitor markets and experiences	- Sustainability - Develop Ithaca and Tompkins County as the preeminent Sustainability Tourism destination in New York State	Yes	By developing our unique festival each year we are developing Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes. The festival also promotes the Wine Trail and breweries, parks, downtown and restaurants to all of our guests. We also hold an athletic competition that is the talk of the Celtic festival circuit because we are on the shores of Cayuga Lake, creating a stunning environment for the athletes. We are ever looking to collaborate with other local groups and companies and will be focusing on sustainability in 2016.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human	- Edutourism - Increase educational tourism	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism	- Downtown Ithaca - Enhance downtown Ithaca as a hub of visitor activity	No		02/22/2016

				destination in the Finger Lakes				
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Wharton Studio Museum	2016 Ithaca Fantastik	- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes	- Niche - Grow under-tapped niche visitor markets and experiences	- Higher Education - Enhance collaboration and partnership on tourism initiatives between tourism partners and our institutions of higher education	Yes	The IF is a 5 day indoor film festival taking place November 9th-13th, 2016. This event will take advantage of the local cinemas (Cinemapolis, Cornell Cinema) for screenings and events. CSMA (330 E State Street) will be used to host part of the Virtual Reality exhibit. The Studio (Home Dairy Alley, Ithaca College) will be dedicated to workshop. The Creative Space Gallery (215 E. State Street, Ithaca College) will host the exhibition "The Future of Practical Effects.". The IF will also collaborate with the International Studies and Romance Studies Departments at Cornell, thereby broadening the university audience beyond the already growing interest in genre films among the college-aged crowd.	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Wizarding Weekend	2016 Wizarding Weekend	- Niche - Grow under-tapped niche visitor markets and experiences	- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events	- Downtown Ithaca - Enhance downtown Ithaca as a hub of visitor activity	Yes	For easier access to the festival and to relieve added pressure on downtown parking, we plan on collaborating with TCAT to develop a system of tourist-oriented bus shuttles to link attendees to the festival from offsite parking areas. The Harry Potter series features two frequently discussed modes of transportation that are iconic and involve characters. We would have volunteers perform tour guide style on the buses as people were in transit. The end result is that the experience will always be remembered triggering comfort in the system, to be used again during stay or in the future.	02/22/2016

Total Rows
21

Marketing Information

Forms

Tompkins County Tourism Application

Filters

Funding Application Year Equals 2016

Funding Application Cycle Matches Any Of Spring

Grant Phase_id Matches Any Of Application in Review

Filter Logic

1 and 2 and 3

Limit Sections

Grant Program	Applicant Organization	Project Title	Submissi on Date	Total Marketi ng Cost	Total \$ Out-of-County	Total Project Budget
Tourism Project Grant ONLY	Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?	02/22/2016	\$1,650.00	\$125.00	\$11,090.00
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	02/22/2016	\$1,604.33	\$1,583.46	\$26,987.03
Tourism Marketing and Advertising Grant ONLY	Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show	02/22/2016	\$16,750.00	\$13,850.00	\$16,750.00
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival	02/22/2016	\$8,624.00	\$6,687.00	\$27,834.00
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2016/2017][Savor the Finger Lakes]	02/22/2016	\$0.00	\$0.00	\$34,800.00
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Downtown Business Improvement District, Inc. d/b/a Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival	02/22/2016	\$7,750.00	\$3,825.00	\$69,776.00
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Farmers Market	Ithaca Night Market	02/22/2016	\$9,240.00	\$9,240.00	\$19,440.00
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Festival	2016 Ithaca Festival	02/22/2016	\$6,500.00	\$2,575.00	\$180,500.00
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	02/22/2016	\$0.00	\$0.00	\$15,500.00
Tourism Project Grant ONLY	Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival	02/22/2016	\$0.00	\$0.00	\$68,000.00
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	02/22/2016	\$16,250.00	\$7,855.00	\$94,649.00
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2017_MotE_ Buzz Saw Sharks	02/22/2016	\$5,780.00	\$3,748.00	\$50,690.00
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2016_Fox_Trot	02/22/2016	\$3,840.00	\$2,076.80	\$11,560.00
Tourism Marketing and Advertising Grant ONLY	Primitive Pursuits - Cornell Cooperative Extension of Tompkins County	2016 Regional Marketing for Overnight Camp	02/22/2016	\$5,463.00	\$2,017.26	\$10,165.00
Tourism Project Grant ONLY	Sciencenter	2016 Sciencenter Make Some Noise!	02/22/2016	\$0.00	\$0.00	\$75,000.00
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	The Cherry Arts, Inc.	2016 CHERRY SEASON	02/22/2016	\$10,000.00	\$5,300.00	\$113,000.00
New Tourism Initiative Grant ONLY	The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	02/22/2016	\$0.00	\$0.00	\$47,083.00
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Tompkins County	2016 Ithaca Celtic Festival	02/22/2016	\$5,920.00	\$2,450.00	\$46,960.00

Marketing and Advertising Grant						
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human Marketing	02/22/2016	\$9,475.00	\$8,475.00	\$160,425.00
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Wharton Studio Museum	2016 Ithaca Fantastik	02/22/2016	\$12,900.00	\$5,230.00	\$168,786.00
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Wizarding Weekend	2016 Wizarding Weekend	02/22/2016	\$13,250.00	\$11,500.00	\$74,400.00
				Total Total Marketing Cost	Total Total \$ Out-of-County	
				\$134,996.33	\$86,537.52	

Total Rows 21

Funding Impact

Forms

Tompkins County Tourism Application

Filters

- Funding Application Year Equals 2016
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- Grant Phase_id Matches Any Of Application in Review

Filter Logic

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Limit Sections

Grant Program	Applicant Organization	Project Title	New Tourism Initiative/ Tourism Project Request	Tourism Marketing/Advertising Request	Total Funds Requested	Impact of receiving less funds than requested	Submission Date
Tourism Project Grant ONLY	Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?	\$2,400.00	\$0.00	2400.00	We have a tight budget for the event. If we did not receive the full grant we would try to get more of the work done free by the volunteers. If this was not possible, as the volunteers already do a large amount of the work, or the grant was very much smaller, we would try for more sponsorship and if that was not successful we would have to cancel the event.	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	\$2,500.00	\$1,056.00	3556.00	We were extremely successful last year and have added additional cost this year, most notably timing chips, to continue to strive toward being a premier event in the country. Less funding may make it difficult for us to meet our budget goals and cause us to pull back on some of our events activities. Past year's paddlers have had only positive experiences and we hope to continue to meet and exceed their expectations.	02/22/2016
Tourism Marketing and Advertising Grant ONLY	Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show	\$0.00	\$6,925.00	6925.00	Although this marketing initiative will still take place if less funding is received than requested, the overall impact of the campaign will be lessened as all aspects of marketing will need to be scaled back.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival	\$3,500.00	\$3,270.00	6770.00	Less funding will result in adjusted paid marketing and adjusted artist fees.	02/22/2016
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2016/2017] [Savor the Finger Lakes]	\$5,000.00	\$0.00	5000.00	If the difference could not be quickly made up through business sponsorships or other forms of revenue, the event would need to be scaled back or postponed until sufficient funds were attained.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Downtown Business Improvement District, Inc. d/b/a Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival	\$15,000.00	\$2,500.00	17500.00	Should we receive less funding than requested, we will need to value-engineer the budget to reflect the actual dollars available for the project. We are adept at this process, but this usually means reduction in certain aspects (e.g. entertainment or number of sculptures purchased) or elimination of attractive but non-essential elements. We are committed to the project and have budgeted it to be successful as proposed.	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Farmers Market	Ithaca Night Market	\$4,620.00	\$2,913.00	7533.00	Less funding will result in reducing the scope of the Evening Market or, possibly, the elimination of this Market altogether.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Festival	2016 Ithaca Festival	\$24,000.00	\$1,000.00	25000.00	We have never received funding from the Tourism Board, so we are confident that the event would be executed successfully with less funding. However, our margins are tight with very little room for error in this first year of our new financial model, so receiving this funding would be very helpful in securing our long-term financial stability moving forward.	02/22/2016
New Tourism Initiative Grant ONLY	Ithaca Shakespeare Festival	2016 Ithaca Shakespeare Festival	\$0.00	\$0.00	5000.00	It is unlikely that ISC could manage the up-front costs of the race management company this year without the assistance of this grant, especially at the same time that we are paying advance costs for our summer Shakespeare productions. The grant would	02/22/2016

Initiative Grant ONLY	Shakespeare Company Inc	Renaissance Festival				paying expense costs for our summer Shakespeare productions. The grant would therefore be invaluable for getting this event off the ground in its first year.	
Tourism Project Grant ONLY	Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival	\$18,000.00	\$0.00	18000.00	As we make greater efforts to attract visitors from outside the county to our productions, we must be certain that we have a high-quality product to offer them. If we were not to receive this funding from the Tourism program, it would be impossible for us to meet the additional costs associated with Equity contracts and an upgraded sound system. Both of these elements are crucial for maximizing the quality of the experience we can provide to visitors. In addition, the fight choreographer we need to hire this summer is essential for the safety of everyone involved in the large-scale battle scenes in Henry VI.	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	\$8,250.00	\$3,650.00	11900.00	Without this funding, we would be limited to relying on our in-county resources, resulting in a decreased tourism impact. Funding from last year made it possible to attract more national touring acts to these events, drawing in greater crowds from outside of Tompkins County, including 10% from outside NY State. Lesser funding would result in lower quality shows that attract fewer and less diverse attendees and bands, as we would not be able to do any marketing outside of Tompkins County. Without this kind of tourism, there would be less growth for Ithaca Underground and for the City of Ithaca.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2017_MotE_Buzz_Saw Sharks	\$14,770.00	\$2,890.00	17660.00	If we receive less funding than requested, we will need to revisit the programming (perhaps not have Ray Troll come for a day), and also revisit technical details of the exhibit design (the method that we use to block light from the windows- the exhibit has light restrictions). Additionally, we would revisit our marketing plan. We would also do our best to find alternative funding as well.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2016_Fox_Trot	\$2,240.00	\$1,038.00	3278.00	If we have less funding, we will definitely revisit our marketing budget, we would also have to put more effort into sponsorship and donations.	02/22/2016
Tourism Marketing and Advertising Grant ONLY	Primitive Pursuits - Cornell Cooperative Extension of Tompkins County	2016 Regional Marketing for Overnight Camp	\$0.00	\$3,000.00	3000.00	Expenses for the pilot year of our overnight camp will likely exceed revenue, so we are seeking this grant to cover an expected budget shortfall. Because we are needing significant out-of-area customers, specifically from wealthier, larger metropolitan areas in order to reach our enrollment goals, investing in novel forms of far-reaching marketing is critical and the overnight camp program would fail without it.	02/22/2016
Tourism Project Grant ONLY	Sciencenter	2016 Sciencenter Make Some Noise!	\$25,000.00	\$0.00	25000.00	This project sets the stage for future attractions and build anticipation for exciting changes to come to the museum. If we receive less funding than requested, we may have to extend the timeline of this project while we seek other funding, and/or reduce the scope of the project so that we only build one of the two planned exhibits on sound. This will reduce the impact of the project, both on guest experience and on the planned partnership between the Sciencenter and the Lab of Ornithology.	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	The Cherry Arts, Inc.	2016 CHERRY SEASON	\$8,000.00	\$2,500.00	10500.00	Less funding would require Cherry productions to use more scaled-back design and technical elements, and reduce marketing budgets, reducing our ability to reach out-of-county audiences and perhaps generating reduced positive word-of-mouth from out-of-county visitors.	02/22/2016
New Tourism Initiative Grant ONLY	The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	\$14,434.00	\$0.00	14434.00	Given that this is a new initiative for "developing, branding and marketing" heritage tourism we see this as a reasonable request for funding that recognizes the multiple components. This is an integrated initiative so it would be difficult with less funding to take away one component without it impacting the remaining pieces.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	The History Center in Tompkins County	2016 Ithaca Celtic Festival	\$8,500.00	\$2,000.00	10500.00	If we should have less funding, we will be cutting bands and fees as well as some of our more expensive advertising, opting for viral marketing instead.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human Marketing	\$6,365.00	\$3,972.50	10337.50	Receiving less funding will impact the number of programs, presenters and speakers, local and visitors whom we could pay a stipend for their services. Without this funding, we will be forced to rely on local speakers willing to offer their time and services for free, and reduce our programmed events. Our marketing plan will also suffer from less funding. This grant, with matching funds from NYCH will allow paid radio and digital spots. We would also be forced to reduce the amount of print materials we are able to produce. Doing either would drastically reduce our marketing reach.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Wharton Studio Museum	2016 Ithaca Fantastik	\$25,000.00	\$2,600.00	27600.00	Funding from the Tompkins County Tourism Board was absolutely essential to the success of the Ithaca Int'l Fantastic Film Festival, and continues to be crucial in 2016 for building of the Ithaca Fantastik as an independently sustainable festival. Underfunding would mean we would have to cut the number of industry guests and programmed films, which are a main draw for audiences from outside of Tompkins County, and would negatively impact our long-term vision and audience projections for the next years. Without being able to grow the festival, we will not be able to garner the recognition necessary to negotiate deals and secure private funding to help make our festival sustainable.	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Wizards Weekend	2016 Wizards Weekend	\$20,000.00	\$5,000.00	25000.00	If we receive less funding than we are requesting and secure other funding sources by means of sponsorships or other grants, we need to rearrange the income sources and/or reduce the scope of our plans including but not limited to: cancel negotiation for celebrity guest(s) appearances, reduce billboard campaign, collect fees at activities or entertainment that was originally slated to be free.	02/22/2016

Total Rows 21

Previous Grant Awards

Forms

Tompkins County Tourism Application

Filters

- Funding Application Year Equals 2016
- Funding Application Cycle Matches Any Of Spring
- Grant Phase_id Matches Any Of Application in Review

Filter Logic

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Limit Sections

Grant Program	Applicant Organization	Project Title	Past Tompkins County Tourism Grant Information	Submission Date
Tourism Project Grant ONLY	Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?	2012 New Tourism Initiative grant of \$3000, \$3000 in 2013, \$3200 in 2014, and \$2000 in 2015. We received a grant of \$1000 from the Marketing and Advertising Grant in both 2013 and 2014.	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	We have received the New Tourism and Marketing grants for 2014 and 2015. 2014 New Tourism- \$3,800 Marketing-\$1,168 2015 New Tourism-\$3,800 Marketing-\$1,000	02/22/2016
Tourism Marketing and Advertising Grant ONLY	Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show	2009: ACOD: \$24,000 2009: Newfield Biography Project – LCB: \$2,250 2009: HFAS – TCG: \$84,000 2010: ACOD: \$22,600 2010: Newfield Biography Project – LCB: \$1,800 2011: ACOD: \$24,000 2011: HT Year-Round Regional Marketing – M&A: \$5,000 2011: 2nd Winter Village Bluegrass Festival – NTI: \$11,500 2012: Bountiful Ithaca Package – M&A: \$2,500 2012: Year-Round HT – M&A: \$3,500 2012: WVBFB – NTI: \$12,000 2013: ACOD: \$27,000 2014: ACOD: \$27,000 2015: ACOD: \$27,000 2015: WVB&B – TPG: \$12,500 2015: Gorges – M&A: \$3,700	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival	Spring Writes Festival: 2010 (\$1,500); 2011 (\$4,000 New Initiative and \$3,000 Marketing); 2012 (\$3,000 New Initiative and \$2,750 Marketing); 2013 (\$3,000 Project and \$3,250 Marketing); 2014 (\$3,000 Project and \$3,750 Marketing); 2015 (\$3,000 Project and \$3,572 Marketing)	02/22/2016
New Tourism Initiative Grant ONLY	Cooperative Extension Association of Tompkins County	[2016/2017][Savor the Finger Lakes]	2011 New Tourism Initiative - Wine, Dine, Play & Stay (\$5,000) 2012 New Tourism Initiative - Wine, Dine, Play & Stay (\$5,500) 2013 New Tourism Initiative – The Gardeners Trail (\$1500)* 2013 Marketing & Advertising – for the Gardeners Trail (\$1750)* 2014 New Tourism Initiative - Savor / Finger Lakes Beer & Cider Festival (\$13,000) *Note that Chrys Gardener was the CCE staff project leader for the two 2013 grants listed above; Liz Karabinakis was lead CCE staff for the others.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Downtown Business Improvement District, Inc. d/b/a Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival	2015: Ice Fest Project \$14,000 Ice Fest Marketing \$3,000 Bite of Ithaca Project \$5,000 Bite of Ithaca Marketing \$5,000 2014: Winter Festival Project \$14,000 Winter Festival Marketing \$3,000 Restaurant Week Project \$5,000 Festivals Program Touchscreen Kiosks \$30,000 2013: Downtown Ithaca Winter Festival \$13,513 Restaurant Week New Initiatives \$5,500 Winter Festival Marketing \$3,000 Restaurant Week Marketing \$5,000 Festivals Program 2012: Winter Festival Project \$12,000 Restaurant Week New Initiatives \$7,500 Winter Festival Marketing \$3,000 Restaurant Marketing \$5,000 Festivals Program 2011: Winter Festival Project \$15,000 Restaurant Week New Initiatives \$7,500 Winter Festival Marketing \$3,000 Restaurant Marketing \$6,000 Festivals Program 2010: Winter Festival Project \$9,000 Ice Festival Marketing \$2,000 Festivals Program 2009: Downtown Ithaca Holiday Festival \$7,500 Festival Assistance New Initiative \$20,000	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Farmers Market	Ithaca Night Market	Marketing grant, tourism grant received in 2015 for support of our restroom expansion and billboards for tourists. 7,500 total for both grants.	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Ithaca Festival	2016 Ithaca Festival	We were awarded a New Project Initiative Grant in 2015 entitled Ithaca Festival Art in Light in the amount of \$4,080.00	02/22/2016
			February 2011 Project Grant: \$11,000 for 2011 summer Shakespeare productions October 2011 Project Grant: \$6,380 for February 2011 indoor Shakespeare production October 2011 Marketing Grant: \$1,500	

Spring 2016 Tompkins County Tourism Applicant Summary Report

New Tourism Initiative Grant ONLY	Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	February 2012 Project Grant: \$11,000 for 2012 summer Shakespeare productions February 2013 Project Grant: \$11,500 for 2013 summer Shakespeare productions October 2013 NTL Grant: \$6,040 for 2014 winter production at Hangar Theatre February 2014 Project Grant: \$10,000 for 2014 summer Shakespeare productions October 2014 NTL Grant: \$14,500 for 2015 winter production at Hangar Theatre February 2015 Project Grant: \$8,000 for 2015 summer Shakespeare productions February 2015 Marketing Grant: \$1,000 for 2015 summer Shakespeare productions February 2015 NTL Grant: \$7,500 for fall 2015 production at Hangar Theatre (deferred to fall 2016) September 2015 NTL Grant: \$11,900 for 2016 winter production at Hangar Theatre	02/22/2016
Tourism Project Grant ONLY	Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival	February 2011 Project Grant: \$11,000 for 2011 summer Shakespeare productions October 2011 Project Grant: \$6,380 for February 2011 indoor Shakespeare production February 2012 Marketing Grant: \$1,500 February 2012 Project Grant: \$11,000 for 2012 summer Shakespeare productions February 2013 Project Grant: \$11,500 for 2013 summer Shakespeare productions October 2013 NTL Grant: \$6,040 for 2014 winter production at Hangar Theatre February 2014 Project Grant: \$10,000 for 2014 summer Shakespeare productions October 2014 NTL Grant: \$14,500 for 2015 winter production at Hangar Theatre February 2015 Project Grant: \$8,000 for 2015 summer Shakespeare productions February 2015 Marketing Grant: \$1,000 for 2015 summer Shakespeare productions February 2015 NTL Grant: \$7,500 for fall 2015 production at Hangar Theatre (deferred to fall 2016) September 2015 NTL Grant: \$11,900 for 2016 winter production at Hangar Theatre	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	2015-2016 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS); New Tourism Initiative Grant & Tourism Marketing & Advertising Grant; \$6,500 total received in 2015	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2017_MotE_Buzz Saw Sharks	Project Title Gift Date Grant Program Amount Rec'd Smithsonian exhibit 10/13/2015 Marketing Grant \$1,666.00 ACOD 10/6/2015 ACOD \$20,000.00 Layers of Life 7/7/2015 Project Grant \$3,473.00 Ancient Microworlds 7/7/2015 Marketing Grant \$1,000.00 Layers of Life 7/7/2015 Marketing Grant \$2,527.00 ACOD 3/17/2015 ACOD \$20,000.00 ACOD 9/30/2014 ACOD \$20,000.00 Smithsonian exhibit 9/3/2014 Project Grant \$7,000.00 ACOD 5/6/2014 ACOD \$20,000.00 Dr. Scott Weekend 3/31/2014 Marketing Grant \$4,174.00 ACOD 10/29/2013 ACOD \$20,000.00 John Gurche 6/30/2013 Project Grant \$6,000.00 Laurie Anderson 6/30/2013 Project Grant \$5,000.00 Laurie Anderson 6/30/2013 Marketing Grant \$3,000.00 ACOD 6/18/2013 ACOD \$20,000.00 ACOD 10/23/2012 ACOD \$7,803.00 CNC 10/23/2012 ACOD \$12,500.00 Did Dinosaurs Poop? 6/26/2012 Project Grant \$3,500.00 Website enhancements 6/26/2012 Marketing Grant \$4,500.00 2012 Great Hall - Perm. Exh. 6/26/2012 Project Grant \$5,000.00 Website enhancements 6/26/2012 Marketing Grant \$1,375.00 Whales: From the Depths 2/7/2012 Marketing Grant \$2,500.00 Maple Fest 2012 2/7/2012 Marketing Grant \$3,000.00 Great Room 2/7/2012 Project Grant \$3,637.00 ACOD 9/30/2011 ACOD \$7,650.00 ACOD Salary Support CNC 9/30/2011 ACOD \$12,500.00 Cruisin' the Fossil Freeway 7/26/2011 Proj & Mark \$8,250.00 2011 CNC 4/29/2011 Capital \$13,000.00 ACOD Stabilization Grant CNC 4/29/2011 ACOD \$12,500.00 ACOD Stabilization Grant 4/29/2011 ACOD \$7,650.00 Darwin Days 2011 4/12/2011 Project Grant \$2,300.00 Maize 4/12/2011 Marketing Grant \$1,500.00 Capital Grant CNC 3/15/2011 Capital \$25,000.00 One Fish, Two Fish 8/23/2010 Project Grant \$10,000.00 One Fish, Two Fish 8/16/2010 Marketing Grant \$5,000.00 Amber exhibit 5/14/2010 Marketing Grant \$2,250.00 A Forest Journey 12/15/2009 Marketing Grant \$5,000.00 Exhibit 11/24/2009 \$9,000.00 Darwin exhibit 7/28/2009 Marketing Grant \$5,000.00	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Paleontological Research Institution	2016_Fox_Trot	Smithsonian exhibit 10/13/2015 Marketing Grant \$1,666.00 ACOD 10/6/2015 ACOD \$20,000.00 Layers of Life 7/7/2015 Project Grant \$3,473.00 Ancient Microworlds 7/7/2015 Marketing Grant \$1,000.00 Layers of Life 7/7/2015 Marketing Grant \$2,527.00 ACOD 3/17/2015 ACOD \$20,000.00 ACOD 9/30/2014 ACOD \$20,000.00 Smithsonian exhibit 9/3/2014 Project Grant \$7,000.00 ACOD 5/6/2014 ACOD \$20,000.00 Dr. Scott Weekend 3/31/2014 Marketing Grant \$4,174.00 ACOD 10/29/2013 ACOD \$20,000.00 John Gurche 6/30/2013 Project Grant \$6,000.00 Laurie Anderson 6/30/2013 Project Grant \$5,000.00 Laurie Anderson 6/30/2013 Marketing Grant \$3,000.00 ACOD 6/18/2013 ACOD \$20,000.00 ACOD 10/23/2012 ACOD \$7,803.00 CNC 10/23/2012 ACOD \$12,500.00 Did Dinosaurs Poop? 6/26/2012 Project Grant \$3,500.00 Website enhancements 6/26/2012 Marketing Grant \$4,500.00 2012 Great Hall - Perm. Exh. 6/26/2012 Project Grant \$5,000.00 Website enhancements 6/26/2012 Marketing Grant \$1,375.00 Whales: From the Depths 2/7/2012 Marketing Grant \$2,500.00 Maple Fest 2012 2/7/2012 Marketing Grant \$3,000.00 Great Room 2/7/2012 Project Grant \$3,637.00 ACOD 9/30/2011 ACOD \$7,650.00 ACOD Salary Support CNC 9/30/2011 ACOD \$12,500.00 Cruisin' the Fossil Freeway 7/26/2011 Proj & Mark \$8,250.00 2011 CNC 4/29/2011 Capital \$13,000.00 ACOD Stabilization Grant 4/29/2011 ACOD \$12,500.00 ACOD Stabilization Grant 4/29/2011 ACOD \$7,650.00 Darwin Days 2011 4/12/2011 Project Grant \$2,300.00 Maize 4/12/2011 Marketing Grant \$1,500.00 Capital Grant CNC 3/15/2011 Capital \$25,000.00 One Fish, Two Fish 8/23/2010 Project Grant \$10,000.00 One Fish, Two Fish 8/16/2010 Marketing Grant \$5,000.00 Amber exhibit 5/14/2010 Marketing Grant \$2,250.00 A Forest Journey 12/15/2009 Marketing Grant \$5,000.00 Exhibit 11/24/2009 \$9,000.00 Darwin exhibit 7/28/2009 Marketing Grant \$5,000.00	02/22/2016
Tourism Marketing and Advertising Grant ONLY	Primitive Pursuits - Cornell Cooperative Extension of Tompkins County	2016 Regional Marketing for Overnight Camp		02/22/2016
Tourism Project Grant ONLY	Sciencenter	2016 Sciencenter Make Some Noise!	ACOD 2009 Sonic Sensation - \$10,000 ACOD 2010-2012 Planning consultant - \$16,000/year Capital 2011 Marcellus Shale - \$50,000 Capital 2012 Live Animal Gallery - \$30,000 Project 2013 Mars Rover - \$13,500 Capital 2013 Golf Planning - \$12,500 ACOD 2013-2015 Campaign consultant - \$17,000/year Capital 2014 Golf Construction - \$25,000 Project 2014 Curiosity Corner Science Park - \$14,000 Capital 2015 Sagan Planet Walk - \$25,000 Project 2015 Curiosity Corner - \$18,327	02/22/2016

Spring 2016 Tompkins County Tourism Applicant Summary Report

New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	The Cherry Arts, Inc.	2016 CHERRY SEASON	none	02/22/2016
New Tourism Initiative Grant ONLY	The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	We have been involved with the Celtic Festival for the past few years. The amount award in 2015 was for \$5500 (which included \$1500 for marketing). In 2011 THC received "Dear Friend Amelia: A Civil War Tale" funding (\$2500). In 2010 THC received "West End Waterfront Rhiner Festiva" community celebrations funding (\$2000).	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	The History Center in Tompkins County	2016 Ithaca Celtic Festival	2010 Ithaca Scottish Games - Project Tourism Grant, \$10,000 & Marketing Grant, \$1,250 2011 Ithaca Scottish Games - Project Tourism Grant, \$15,000 & Marketing Grant, \$1,500 2012 Ithaca Scottish Games - Project Tourism Grant, \$12,000 2013 Ithaca Scottish Games - Project Tourism Grant, \$11,500 & Marketing Grant, \$1,925 2014 Ithaca Celtic Festival - Project Tourism Grant, \$5,000 & Marketing Grant, \$2,000 2015 Ithaca Celtic Festival - Project Tourism Grant, \$4,000 & Marketing Grant, \$1,500	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human Marketing	Project grant Hip Hop Celebrations grant Lincoln and the Civil War Celebrations grant Get Up State	02/22/2016
Tourism Project Grant AND Tourism Marketing and Advertising Grant	Wharton Studio Museum	2016 Ithaca Fantastik	Spring 2012- New Tourism Initiative Grant \$11,000 Spring 2012- Marketing and Advertising Grant \$2,600 Spring 2013- New Tourism Initiative Grant \$13,500 Spring 2013- Marketing and Advertising Grant \$2,600 Spring 2014- New Tourism Initiative Grant \$18,000 Spring 2014- Marketing and Advertising Grant \$1,925 Spring 2015- Tourism Program Grant \$15,000 Spring 2015- Marketing and Advertising Grant \$2,000	02/22/2016
New Tourism Initiative Grant AND Tourism Marketing and Advertising Grant	Wizards Weekend	2016 Wizarding Weekend	none	02/22/2016

Total Rows 21

Spring 2016 Celebrations Summary

Request Summary

Forms

Tourism - Celebrations Application

Filters

Funding Cycle Matches Any Of Spring

Funding Year Matches Any Of 2016

Filter Logic

1 and 2

Limit Sections

Celebration Name:	Group Name:	Organizer Contact Name:	Municipality:	Amount Requested
Streets Alive! Ithaca 2016	Center for Transformative Action, Bike Walk Tompkins	Vikki Armstrong	City of Ithaca	\$1,900.00
Playdate in the Park	Child Development Council	Darcy Hermann Raponi	City of Ithaca	\$1,281.00
Migration Celebration	Cornell Univeristy on Behalf of The Cornell Lab of Ornithology	Anne Rosenberg	Town of Lansing	\$1,850.00
Danby Fun Day	Danby Fun Day Committee (through Danby Volunteer Fire Company)	George Jakubson	Town of Danby	\$2,000.00
Dryden Lake Festival	Dryden Lake Festival	Jennifer Jones	Town of Dryden	\$1,900.00
Dryden Chalk Art Festival	Dryden Parents Promoting Positive Change	Jody Soroka	Town of Dryden	\$1,050.00
Enfield Harvest Festival	Enfield Community Council, Inc.	CortneyBailey	Town of Enfield	\$2,000.00
GIAC Festival: Mixin' it up, GIAC Style	Greater Ithaca Activities Center (GIAC)	Zack Nelson	City of Ithaca	\$2,000.00
Groton Old Home Days	Groton Old Home Days Committee	Florence Allen	Town of Groton	\$2,000.00
Old House Fair	Historic Ithaca	Christine O'Malley	City of Ithaca	\$1,200.00
International Mud Day	Ithaca Children's Garden	Erin Martea	City of Ithaca	\$1,900.00
2016 Latino Heritage Month	Latino Civic Association of Tompkins County	Carolina Osorio Gil	City of Ithaca	\$2,000.00
First Peoples' Festival	Multicultural Resource Center	Eden Connelly	City of Ithaca	\$1,250.00
Newfield Old Home Days	Newfield Old Home Days Committee - Town of Newfield	Sue Chaffee	Town of Newfield	\$2,000.00
Kwanzaa 2016	Southside Community Center	Davi Mozie	City of Ithaca	\$1,100.00
Juneteenth	Southside Community Center	Davi Mozie	City of Ithaca	\$2,000.00
8th Annual Verne Morton Memorial Photography Show & Contest	Town of Groton	April L. Scheffler, Town Clerk	Town of Groton	\$650.00
Winterfest 2016!	Trumansburg Chamber of Commerce	Susie Gutenberger-Fitzpatrick	Village of Trumansburg	\$2,000.00
				Total Amount Requested
				\$30,081.00

Total Rows
18

Celebration Summary

Forms

Tourism - Celebrations Application

Filters

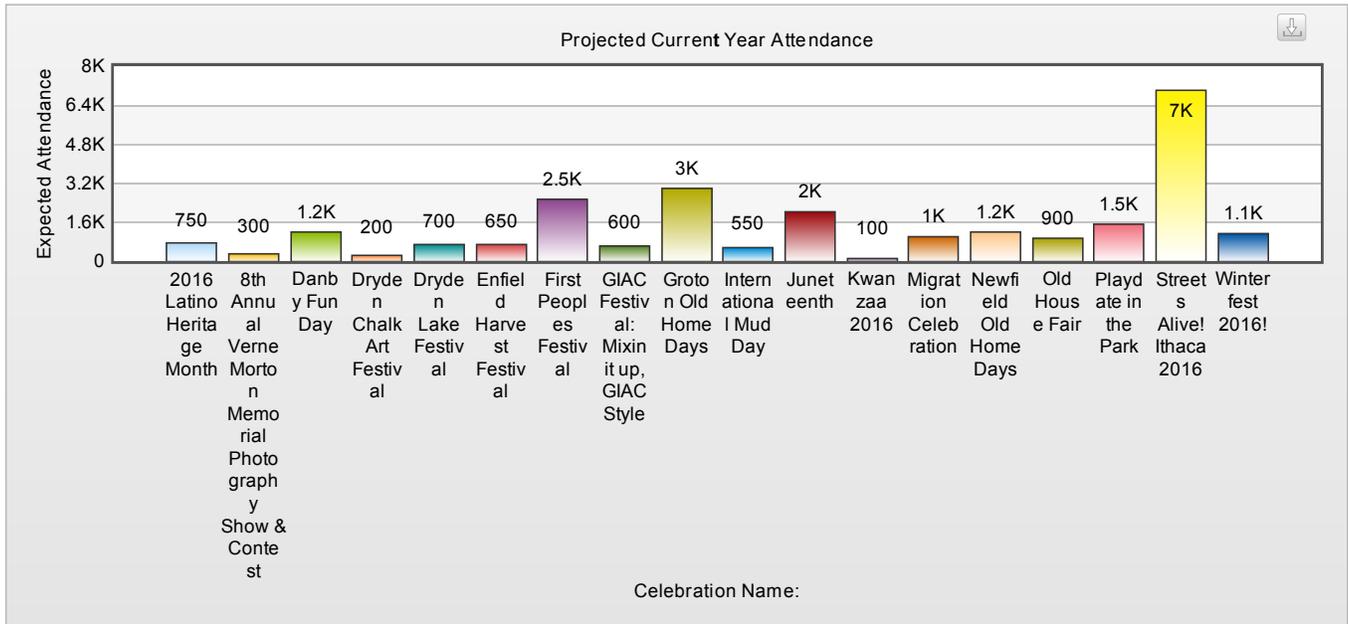
Funding Cycle Equals Spring

Funding Year Equals 2016

Filter Logic

1 and 2

Limit Sections



Celebration Name:

Celebration Name:	Executive Project Summary	Expected Attendance	Amount Requested	Amount per Participant
2016 Latino Heritage Month	The Latino Heritage Month Celebration consists of a series of events that seek to highlight the contributions of Latino/a culture in the United States. Cultural, social, educational and artistic events will be held at different venues in the City of Ithaca. In the past events have included art exhibits, music concerts, dance performances, theatre, book readings, food demonstrations and, for the first time last year, a film festival. We event published a Tompkins County Latino Community Cookbook as part of these celebrations. We pride ourselves on presenting and displaying our local musical, dance and other artistic talents. Local artists, chefs and musicians will be asked to participate in our events. Program details will depend on available funding, and opportunities to collaborate with other community organizations. Specific performers and artists have not been selected at this point. We are approaching different potential partners as we develop programming for the fall. Last year we were able to significantly increase the content of our event and this year we hope to make it even bigger.	750	2000.00	\$2.67
8th Annual Verne Morton Memorial Photography Show & Contest	The Town of Groton will sponsor the 8th Annual Verne Morton Memorial Photography Show & Contest at the Groton Town Hall located at 101 Conger Boulevard, during the 2016 Groton Old Home Days. A Gala Opening will take place on Friday, August 19, 2016 from 6pm - 9pm and the show will continue to be open on Saturday, August 20, 2016 from 10 am - 5 pm.	300	650.00	\$2.17
Danby Fun Day	This is the 32'nd Danby Fun Day. Fun Day is the event of the year in Danby. Residents and visitors from surrounding towns gather at the Danby firehouse for exhibits of local history, live music by local groups, a parade, barbecue, games, prizes, and exhibits by local and non-local crafters. It is being put on jointly by the Danby Volunteer Fire Department with help from other local organizations.	1200	2000.00	\$1.67
Dryden Chalk Art Festival	This festival is a lively mixture of art & community involvement as chalk artists of all ages, openly chalk their works of art in full view of the public. Our professional guest artist will design a one of a kind mural to our theme Heroes. Live musical performances, art vendors, family friendly activities and historical works of art from the History House will be available for viewing by the public.	200	1050.00	\$5.25
Dryden Lake Festival	The Dryden Lake Festival is an event which celebrates Dryden Lake Park's unique setting, history, recreational opportunities, as well as the surrounding Town of Dryden. The Festival provides a summer gathering of community members and visitors to enjoy local entertainment, vendors, artisans, family activities, and educational presentations by local organizations.	700	1900.00	\$2.71
Enfield Harvest Festival	The Enfield Harvest Festival is an annual day-long community celebration. This event features a chicken barbecue, silent auction with many items donated by local businesses, book fair, children's games, vendors, FYI booths, local made quilt raffled, live music, and a ping pong ball drop from an airplane flown by a local pilot.	650	2000.00	\$3.08
First Peoples' Festival	The First Peoples' Festival is a celebration of Indigenous peoples of New York State with traditional music, crafts, displays and foods. We provide an educational opportunity for the public to learn more about the traditions and unlearn the stereotypes connected with Indigenous cultures. The First Peoples' Festival is located in downtown Ithaca.	2500	1250.00	\$0.50
GIAC Festival: Mixin' it up, GIAC Style	The GIAC Festival is a one-day street festival hosted by the Greater Ithaca Activities Center that provides a multicultural, educational, and recreational opportunity focused on promoting positive social interactions, community connections, and on improving the quality of life for the people living in our city. It's primary objective is to celebrate the culture of family and community unity—bridging the gap between local government, neighborhoods, residents, and services.	600	2000.00	\$3.33
Groton Old Home Days	This event is to bring community members as well as neighboring people into Groton to participate in event to promote Groton. This is to bring people into the community to visit our business as well as the entertainment such as bands, magicians, circus acts	3000	2000.00	\$0.67
International Mud Day	International Mud Day is a family-fun celebration of play, art, community, and getting muddy. Children and families are invited to join in a variety of mud-related fun activities at the Hands-on-Nature "Anarchy Zone" at the Ithaca Children's Garden. Following in the successful muddy footsteps of our first four International Mud Days, we will be offering folks opportunities to make mud cloth paintings, mud pies in a "mud kitchen" and do mud experiments in a "mud lab." Many but not all Mud Day goes take it to the ultimate wild level: "full immersion" in mud baths, mud pits, and mud slides. The Ithaca Fire Department kicks off the event by hosing down the piles of top soil.	550	1900.00	\$3.45
Juneteenth	Juneteenth is the oldest known celebration commemorating the ending of slavery in the United States. Juneteenth commemorates African American freedom and emphasizes achievement, education and community. Our Juneteenth celebration will; educate about Juneteenth and Afro-centric arts and history; provide relevant entertainment and informational services for Tompkins County's African and under-served communities; and provide an event that celebrates community encourages community engagement through art.	2000	2000.00	\$1.00
Kwanzaa 2016	Kwanzaa was created to introduce and reinforce 7 basic principles of building community. These "7 principles" or Nguzo Saba, in Swahili, are represented on each of the seven days of Kwanzaa: "Umoja" (Unity), "Kujichagulia" (Self-Determination), "Ujima" (Responsibility), "Ujamaa" (Cooperative Economics), "Nia" (Purpose), "Kuumba" (Creativity), and "Imani" (Faith; to believe in oneself). The Kwanzaa Celebrations will have 7 components that address each of the principles including music performances, lectures, food demonstrations, storytelling and art. All of the components will be lead African-American organizations in Tompkins County.	100	1100.00	\$11.00
Migration Celebration	The proposed project, Migration Celebration, offers visitors from Tompkins County and beyond a chance to celebrate the migratory birds of Sapsucker Woods and green spaces throughout the region. As the largest one-day public event at the world-renowned Cornell Lab of Ornithology (www.birds.cornell.edu), Migration Celebration offers more than 1,000 visitors a hands-on look at our diverse research, conservation, and outreach projects. Through displays and activities, visitors learn about birds and connect with the natural world—all in a fun, festival atmosphere. During the event, visitors take guided bird walks, watch wild birds being banded for research, play a variety of interactive learning games, and meet raptors up close. Created in 2007, Migration Celebration is part of International Migratory Bird Day (www.birdday.org), which highlights an annual conservation theme that is celebrated in thousands of events across the hemisphere to raise awareness of bird migration and conservation. In keeping with the 2016 International Migratory Bird Day Theme commemorating the 100th anniversary of the International Migratory Bird Treaty, we plan to highlight local efforts that contribute to international bird conservation. A new element we're planning for this year's event will be a series of workshops/talks throughout the day offering visitors a behind-the-scenes look at Lab programs and a chance for visitors to meet with Lab staff in a smaller setting. These might include "Sketching from Specimens," "Meet the Videographer," and "The Mysterious Lives of Forest Elephants."	1000	1850.00	\$1.85

Newfield Old Home Days	The Newfield Old Home Days (OHD) celebration is Newfield's largest event of the year and brings the entire community together to enjoy a parade, local entertainment, local craft and food vendors, and more. Free and open to the public, OHD is organized by community members and centers around a theme and a free souvenir booklet that includes articles and photos based on a historical aspect of Newfield. The event also represents the biggest fund raising opportunity for many local organizations and school groups.	1200	2000.00	\$1.67
Old House Fair	The Old House Fair is a free community fair featuring vendor booths, demonstrations, and presentations throughout the day on Saturday, September 17th. It is designed as an educational and celebratory event for all those interested in our built heritage. It will be of interest to homeowners, future homeowners, landlords, renters, and anyone interested in old buildings. We'll have all sorts of vendors who specialize in everything from old windows, door hardware, metalwork, lighting, traditional crafts, large and small objects made from recycled items, and lots more. We will feature our Old House doctors on site and people will be able to ask them questions. We'll have many presentations and demonstrations throughout the day, including free walking tours of nearby buildings. A range of vendors and events throughout the day on Saturday, September 17th will be in tents surrounding our site at 212 Center St. People can also browse and shop in our reuse store, Significant Elements, for all sorts of hard-to-find items for their old house, including furniture, lighting and books. We'll have activities for kids to explore and food and beverages for purchase will also be available from local food trucks.	900	1200.00	\$1.33
Playdate in the Park	Playdate in the Park is an event that the Child Development Council presents as a gift to the community. It is one way of unlocking the potential in young children and their families through education and play. It reflects who we are as an organization: one that values play and its importance to the development of young children; one that values the parents/caregivers; and one that involves and gives back to the community. Playdate in the Park is a gift of free carousel rides, healthy snacks, activities, and the opportunity to discuss the important role we all play in the development of our youngest community members. It is a celebration of the community we create around children - parents/guardians, teachers, caregivers and dedicated support staff. Playdate in the Park, held at Stewart Park, is a day to enjoy the simple joy of playing and learning together.	1500	1281.00	\$0.85
Streets Alive! Ithaca 2016	This will be the fifth year of Streets Alive! Ithaca. Streets Alive! is an active transportation event that encourages thousands of people to walk, bike and roll on city streets. We create a space for people to bike in a safe and supportive setting and learn how easy and effective this is as a way to get around their city. Streets Alive also features activities that educate and encourage youth and adult audiences to use active transportation such as bike rodeos, free bike rentals, quick fix bike clinics, etc.	7000	1900.00	\$0.27
Winterfest 2016!	The first weekend in December, every year, we hold the Trumansburg Area Winterfest. This event is to share the start of the holiday season, "small town style". Highlights are a visit from Mr. and Mrs. Claus, delicious food, talented performers, lighting of the holiday tree, caroling, a decorating contest for area businesses, and lots of fun for the whole family.	1100	2000.00	\$1.82
				Average Amount per Participant
				\$2.52

Total Rows
18

Projected and Past Attendance

Forms

Tourism - Celebrations Application

Filters

Funding Cycle Matches Any Of Spring

Funding Year Equals 2016

Filter Logic

1 and 2

Limit Sections

Celebration Name:	Current Year Attendance	Past Year 1 Attendance	Past Year 2 Attendance	Past Year 3 Attendance
2016 Latino Heritage Month	750	650	540	540
8th Annual Verne Morton Memorial Photography Show & Contest	300	250	250	240
Danby Fun Day	1200	1000	1200	1200
Dryden Chalk Art Festival	200	0	0	0
Dryden Lake Festival	700	0	3000	4000
Enfield Harvest Festival	650	650	650	650
First Peoples' Festival	2500	2500	2000	2000
GIAC Festival: Mixin' it up, GIAC Style	600	600	500	600
Groton Old Home Days	0	2000	0	0
International Mud Day	0	286	520	500
Juneteenth	2000	0	1800	1600
Kwanzaa 2016	100	70	0	0
Migration Celebration	0	1400	1100	950
Newfield Old Home Days	1200	1000	1100	1100
Old House Fair	900	0	0	0
Playdate in the Park	1500	1000	0	0
Streets Alive! Ithaca 2016	7000	6500	4000	2000
Winterfest 2016!	1100	1000	600	0

Total Rows
18

Location 1

Forms

Tourism - Celebrations Application

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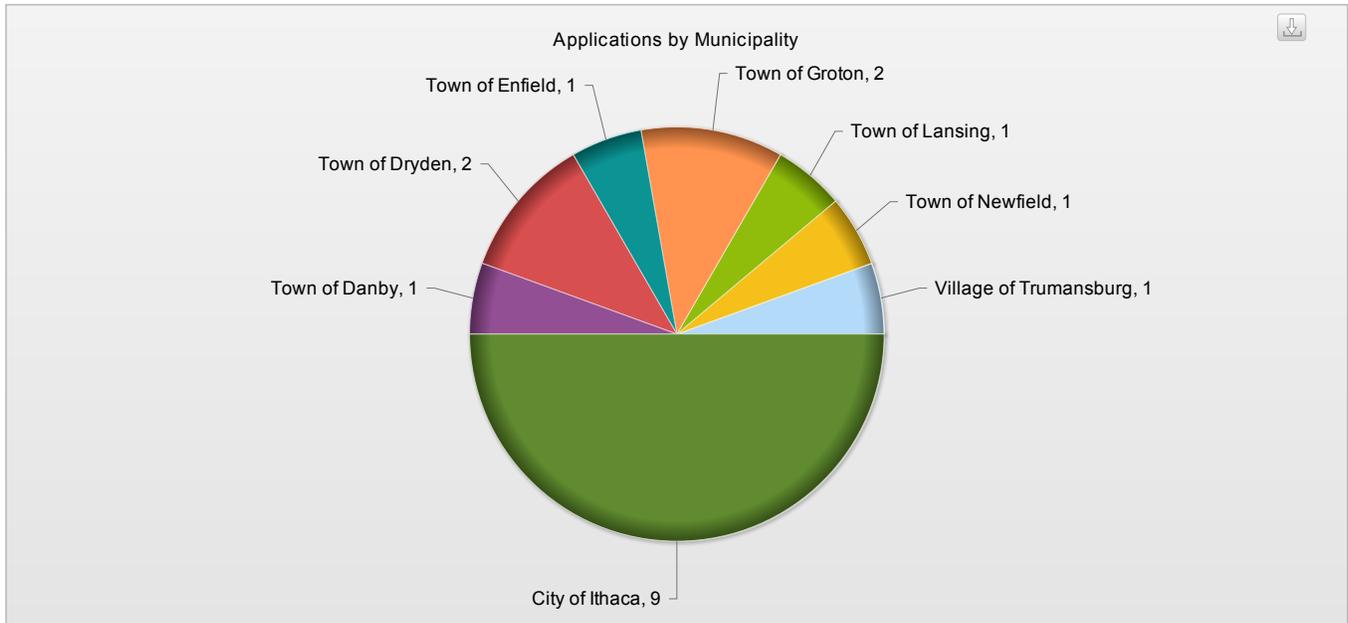
Filters

Funding Cycle Matches Any Of Spring
 Funding Year Equals 2016

Filter Logic

1 and 2

Limit Sections



City of Ithaca	Row Count 9
Town of Danby	Row Count 1
Town of Dryden	Row Count 2
Town of Enfield	Row Count 1
Town of Groton	Row Count 2
Town of Lansing	Row Count 1
Town of Newfield	Row Count 1
Village of Trumansburg	Row Count 1
Total Rows 18	

Location 2

Forms

Tourism - Celebrations Application

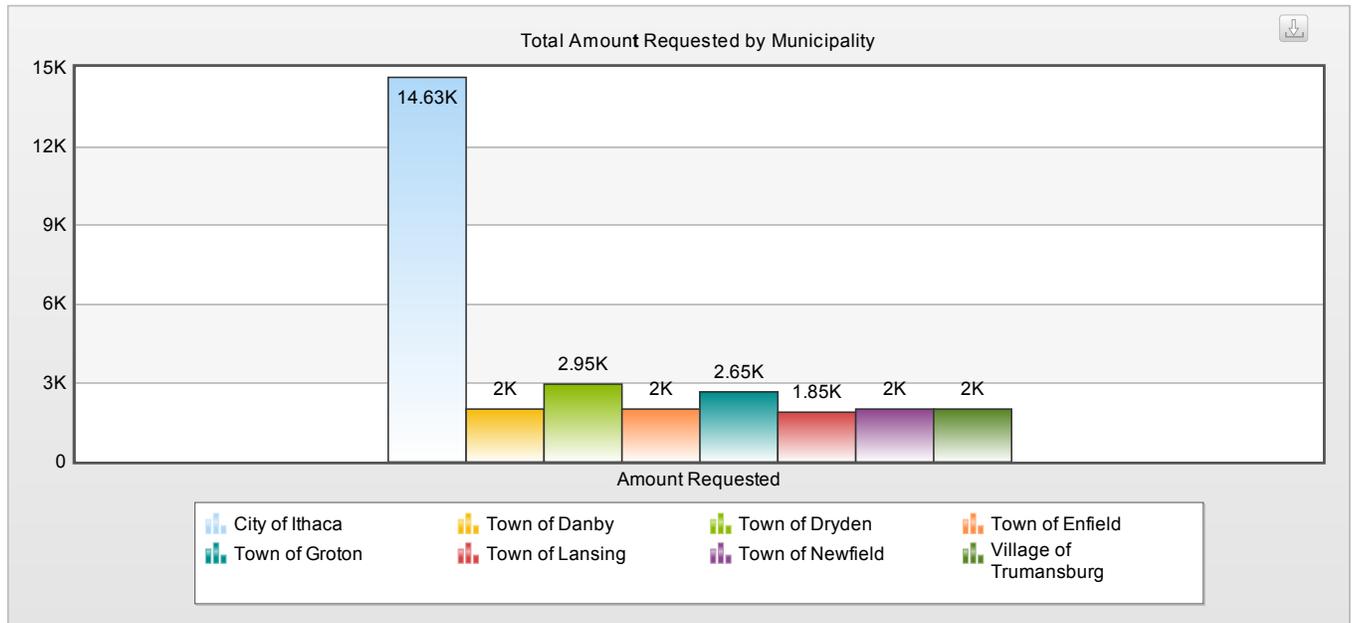
Filters

Funding Cycle Equals Spring
 Funding Year Equals 2016

Filter Logic

1 and 2

Limit Sections



City of Ithaca

Row Count
9

Town of Danby

Row Count
1

Town of Dryden

Row Count
2

Town of Enfield

Row Count
1

Town of Groton

Row Count
2

Town of Lansing

Row Count
1

Town of Newfield

Row Count
1

Village of Trumansburg

Row Count
1

Total Rows 18

Fiscal Sponsor

Forms

Tourism - Celebrations Application

Filters

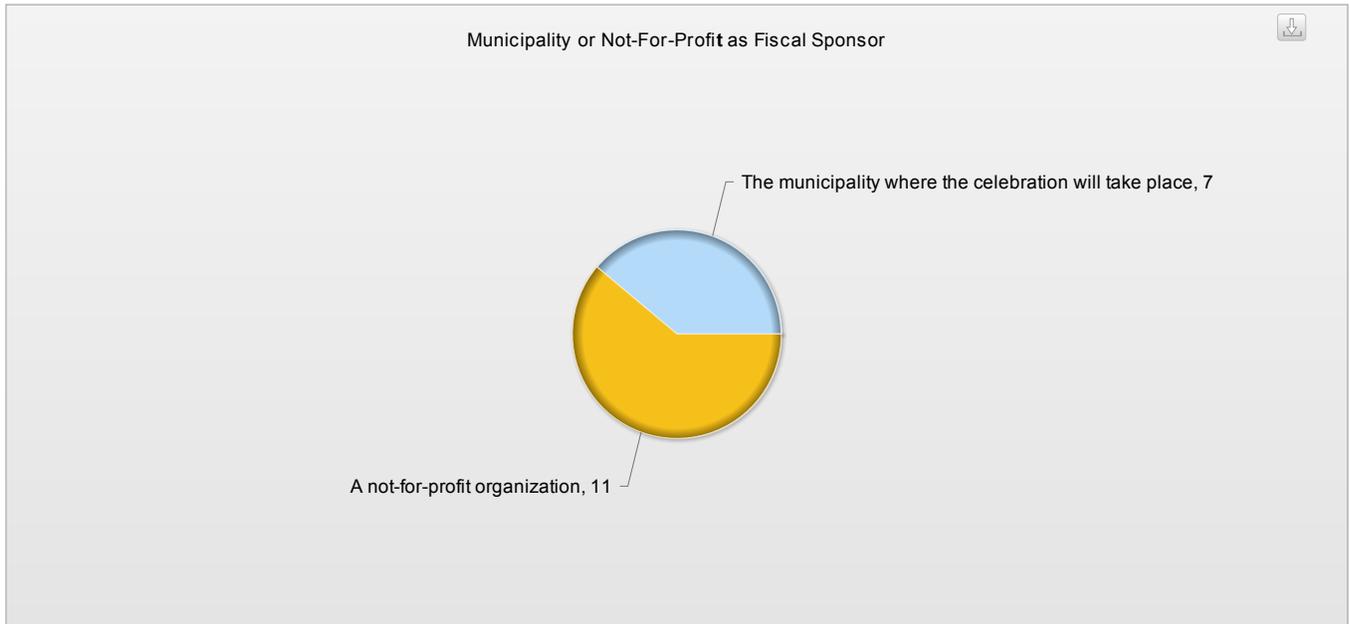
Funding Cycle Equals Spring

Funding Year Equals 2016

Filter Logic

1 and 2

Limit Sections



A not-for-profit organization

Row Count
11

The municipality where the celebration will take place

Row Count
7

Total Rows
18

Budget

Forms

Tourism - Celebrations Application

Filters

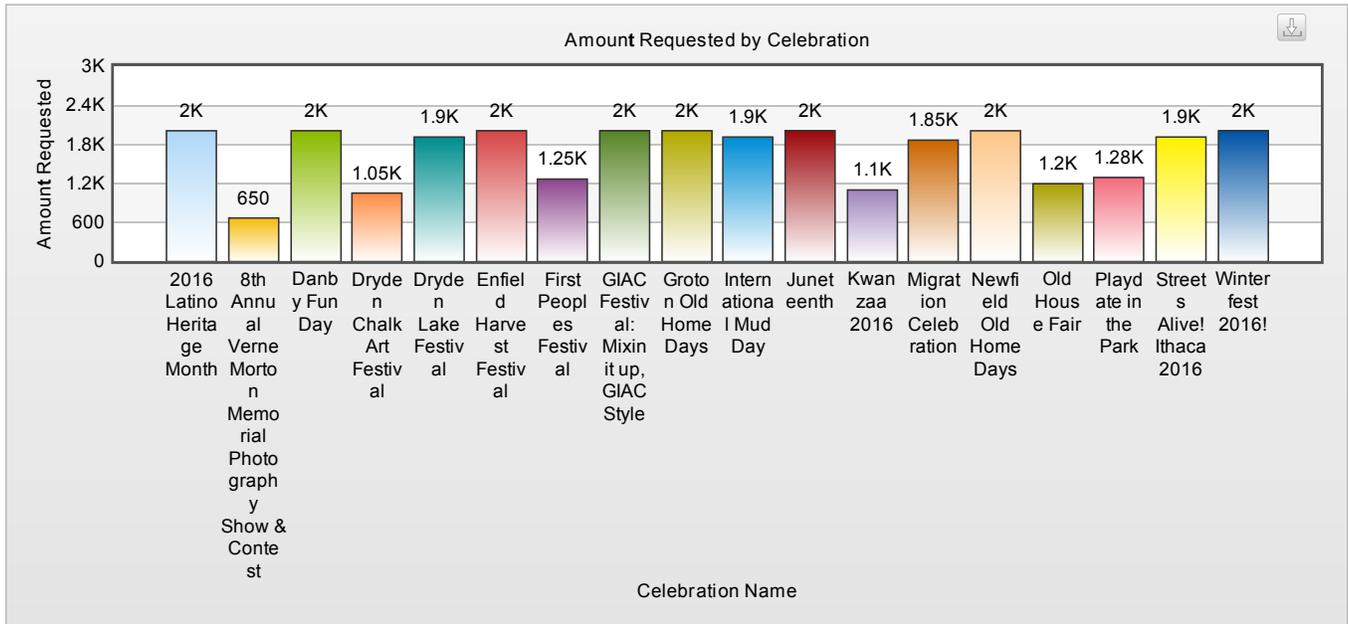
Funding Cycle Equals Spring

Funding Year Equals 2016

Filter Logic

1 and 2

Limit Sections



Celebration Name	Total Celebration Budget	Amount Requested	Portion of Total Budget Requested
2016 Latino Heritage Month	\$12,000.00	\$2,000.00	17%
8th Annual Verne Morton Memorial Photography Show & Contest	\$1,677.00	\$650.00	39%
Danby Fun Day	\$6,335.00	\$2,000.00	32%
Dryden Chalk Art Festival	\$3,022.00	\$1,050.00	35%
Dryden Lake Festival	\$5,475.00	\$1,900.00	35%
Enfield Harvest Festival	\$6,300.00	\$2,000.00	32%
First Peoples' Festival	\$0.00	\$1,250.00	0%
GIAC Festival: Mixin' it up, GIAC Style	\$4,230.00	\$2,000.00	47%
Groton Old Home Days	\$10,500.00	\$2,000.00	19%
International Mud Day	\$5,000.00	\$1,900.00	38%
Juneteenth	\$9,660.00	\$2,000.00	21%
Kwanzaa 2016	\$2,940.00	\$1,100.00	37%
Migration Celebration	\$9,930.00	\$1,850.00	19%
Newfield Old Home Days	\$11,000.00	\$2,000.00	18%
Old House Fair	\$6,438.00	\$1,200.00	19%
Playdate in the Park	\$3,296.00	\$1,281.00	39%
Streets Alive! Ithaca 2016	\$26,930.00	\$1,900.00	7%
Winterfest 2016!	\$11,250.00	\$2,000.00	18%

Total Rows
18

Funding Impact

Forms

Tourism - Celebrations Application

Filters

Funding Cycle Equals Spring

Funding Year Equals 2016

Filter Logic

1 and 2

Limit Sections

Celebration Name	Amount Requested	Impact of Reduced Funding
2016 Latino Heritage Month	2000.00	The most direct impact will likely be in event programming. We would have to reduce the number of performers or find lower cost artists. As a small volunteer-run organization with a long history of programming events, the LCA is experienced in 'making things work', working with community partners and being imaginative in our program development. We are grateful for any grant funding we receive and are committed that it be put to good use, contributing to the enhanced quality of the event as a showcase of Latino/a culture in our community.

8th Annual Verne Morton Memorial Photography Show & Contest	650.00	As always the funding from this grant will provide advertising, which is essential to our success. We are asking for less money this year as we have acquired enough reusable signs and banners over time, as well as some other supplies, that we should not need to budget for more for several years.
Danby Fun Day	2000.00	With less money we would reduce the number of local bands unless they agreed to donate part of their time. We would also reduce the size and scope of the history exhibits. Finding, enlarging, etc. of old photographs of the stations, departments, and community is a large fraction of the Celebrations Grant request.
Dryden Chalk Art Festival	1050.00	We would like to provide chalk to the artist participating in the chalking portion of the event to ensure all who want to chalk have the tools to participate properly. It is important to have some type of entertainment to attract the public while the chalk art pieces are being created. We feel live music is necessary to draw a crowd to create the atmosphere to stay longer. If we did not have the funds for the music and equipment requirements for live entertainment less people may attend. If we don't have some additional funds for printed media we may reach less people. If we had to remove part of the festival it would be the number of entertainers and the various types of advertising which cost money. We would rely on free advertising sites only.
Dryden Lake Festival	1900.00	Reduced funding would limit the amount of performers we would be able to hire. The festival would be much smaller and would draw fewer community members out.
Enfield Harvest Festival	2000.00	If less funding was granted than the amount of time the band played music would be shortened or if no funding then a live band would not be available at the Festival. It was been brought to the Council's attention that live band(s) draw more attendees.
First Peoples' Festival	1250.00	We would need to figure out how to raise the revenue as our festival already operates with a small budget. We may have to decrease the number of performers and workshop presenters. This would have a negative impact on the ways we build awareness and educate the community about Indigenous culture.
GIAC Festival: Mixin' it up, GIAC Style	2000.00	The most significant impact of receiving less funding than requested would be to decrease the number of performing acts and/or attractions that appear/are available at the festival.
Groton Old Home Days	2000.00	With less funds, we would have to reduce some of the events we would like to provide to the community.
International Mud Day	1900.00	With reduced funding we would still carry out the event, however would have less funding to hire contracted performers.
Juneteenth	2000.00	Slavery has forged the foundation for music in African American life, as it was the soundtrack of the struggle in the fields, the secret story that told the way to freedom, and to celebrate life. We reflect and celebrate that history on Juneteenth through music. The musical performances will be centerpiece of our event. Music attracts people to all the other activities, entertains the adults as the children enjoy the other activities of the day. In the case of reduced funding we would request the performers to give us a bigger discount. We would reduce the amount of professional entertainers and use more semi pro and amateur artists.
Kwanzaa 2016	1100.00	It is important that the performers and food be of excellent quality. It is difficult to celebrate the successes of the African American community and get high quality professionals on a small budget. Given the event has already reduced in size to one day instead of seven; the quality of the food and performers would be diminished with decreased funding.
Migration Celebration	1850.00	It would limit our ability to <ul style="list-style-type: none"> • Provide transportation and lunch for underserved audiences • Bring in the Cornell Raptor Program with live hawks and eagles • Provide t-shirts that identify volunteers who are serving as guides and helping to lead activities.
Newfield Old Home Days	2000.00	We rely on funding from the Community Celebrations Grant to provide free entertainment to attendees. That entertainment is what draws many attendees and keeps them on the grounds for a longer time period. The lack of funding would directly affect the level of entertainment we can provide and would limit us to groups willing to perform for free. With less funding we would also have to limit the level of paid advertising (i.e. no paid print ads and decrease radio ads).
Old House Fair	1200.00	If we received less funding than requested, we would be forced to secure far more sponsorships and these may not be available. We would also not be able to pay for the professional presenters who are skilled individuals that offer much to our day of programming and demonstrations, so we would have to cut back on the number of professional presenters.
Playdate in the Park	1281.00	At Child Development Council, we are very committed to making this the best celebration of young children, growing families, and early childhood educators. While less funding would require a restructured budget, we would not go without the offerings and experiences that will make the day special. We want to make this a sustainable event for the community for years to come. We would need to seek increased funding through direct contributions.
Streets Alive! Ithaca 2016	1900.00	We would have to redirect funds to cover event intersection management by the Ithaca Police Department and have less capacity to host live music and market the event. Surveys show that quality live music is a big draw of the event and we hope to increase that component of the event but will adapt, as needed. Without the rental of a cargo van, we will not have as much capacity to provide tables, tents and other equipment for business and non-profits at the event. If we did not receive these funds, we would reduce the number of hosted activities.
Winterfest 2016!	2000.00	A reduction in funding would mean reducing the scope, and impact, in the overall festival. Reduced funds will mean less entertainment and outreach. Also it would greatly reduce the amount of advertising, such as radio advertising, which would in turn reduce the amount of attendees.

Total Rows
18