

# Tompkins County Strategic Tourism Planning Board

Wednesday June 15<sup>th</sup>, 2016; 3:00pm – 4:30 pm

**TC3 Extension Center, Classroom 602**

**(TC3 Tioga Place, 118 North Tioga Street, Ithaca Commons)**

## AGENDA

	<b>Start</b>
1. April 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. Principal Planner - Tourism Program Director Position – Ed Marx	3:05
4. Chair’s REPORT – Anne Gossen	3:10
• Stu Stein Heritage Tourism Internship – Welcome to Dylan Tuttle	
5. 2017 Budget Recommendations – Tom Knipe and Sue Stafford	3:15
6. CVB Marketing Update Presentation – Rodney Fleming & Livia Isaacson	3:40
7. Draft Agriculinary Tourism Implementation Plan – Ethan Ashand Tom Knipe	4:00
8. Hospitality Workforce Development Program Annual Report - Diane Bradac	4:15
	END by 4:30

To be followed by:

**Hospitality Star Graduation Ceremony 4:30-5:00pm**

## Agenda Packet

1. April 2017 draft STPB meeting minutes
2. 2017 Tourism Program Budget recommendations. Full budget requests available online:  
<http://www.tompkinscountyny.gov/tourism/budget/2017requests>
3. CVB Monthly Report



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 – April 2016**

1 **Date:** April 20, 2016  
 2 **Time:** 3:00-4:30pm  
 3 **Location:** CVB  
 4  
 5

**Attendees:**

Name	✓	Representation	
Anne Kellerman	✓	At-Large	
Ian Golden	✓	Recreation	
Ethan Ash	✓	Arts-Culture	
John Gutenberger	✓	Cornell	
Lynnette Scofield	✓	Lodging	
Kelli Cartmill	✓	Lodging	
Rita Rosenberg	✓	Agriculture	
David Blake	✓	At-Large	
Andy Zepp	✓	At-Large	
Stephen Nunley	✓	At-Large	
Steve Hugo	✓	At-Large	
Ken Jupiter	✓	At-Large	
Mike Mellor	✓	At-Large	
Anne Gossen	✓	Arts-Culture	7
Sue Stafford	A	TC3	8

Name	✓	Representation
Sue Perlgut	✓	Arts-Culture
Josh Friedman	✓	Arts-Culture
John Spence	✓	CAP, Non-Voting
Dwight Mengel	A	Transportation, Non-Voting
Gary Ferguson	A	DIA, Non-Voting
Jennifer Tavares	✓	Chamber, Non-Voting
Martha Armstrong	✓	TCAD, Non-Voting
VACANT		TC Legislature, Non-Voting
Beverly Baker		Associate Member
Carol Kammen		Associate Member
Jon Reis	✓	Associate Member
Tom Knipe	✓	Staff
VACANT		Staff

9

10 **Also in attendance:** Jim Brophy, NYS-OPRHP; Warren Allmon and Star Bressler, Discovery Trail; Cara  
 11 Nichols, IC; Livia Isaacson and Rodney Fleming, CVB; Chrys Gardener, CCETC.  
 12

13 **Meeting Agenda**

- 14 1. March STPB Meeting Minutes  
 15 2. Privilege of the Floor  
 16 3. Discovery Trail Annual Report  
 17 4. Beautification, Signage and Public Art Strategic Plan – Jennifer Tavares & Chrys Gardener  
 18 5. 2016 Tourism Capital Grants – Martha Armstrong  
 19 6. Chair's REPORT – Anne Gossen  
 20 7. Nominating Committee  
 21 8. Membership & Bylaws Committee  
 22 9. Budget Committee REPORT – Sue Stafford  
 23 10. CVB Quarterly Report – Jennifer Tavares  
 24 11. Staff REPORT – Tom Knipe  
 25

26 **The meeting was called to order at 3:07 PM.**  
 27

28 **March 2016 STPB meeting minutes were approved with no changes.**  
 29

30 **Privilege of the Floor – no speakers.**  
 31

32 **Discovery Trail Annual Report**

33 Star Bressler, the first full time staff Discovery Trail Coordinator, gave the annual Discovery Trail report to  
 34 the STPB. She started by thanking the tourism program for its support, and described DT partners and  
 35 marketing approach. She distributed a printed report with information on Discovery Trail Planning, 2016  
 36 Marketing Goals and Strategies (attached to these minutes). Board members were invited to respond to two  
 37 questions: 1) What do you wish the Discovery Trail would do to attract and engage out of town guests? 2) If  
 38 you have visitors (with children) coming to Ithaca and staying in a hotel how do you find activities and  
 39 events for your visitors? Board members shared their feedback, which will be considered for future  
 40 Discovery Trail marketing activities.  
 41  
 42

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

43 **Beautification, Signage and Public Art Strategic Plan – Jennifer Tavares & Chrys Gardener**  
44 Action: Motion to Adopt the plan - Sue Perlgut. Second – Ken Jupiter. Tompkins County Beautification,  
45 Signage and Public Art Strategic Plan plan adopted by unanimous voice vote.

46  
47 **2016 Tourism Capital Grants – Martha Armstrong**

48 Martha Armstrong presented the recommendations for 2016 Tourism Capital Grant awards, which were  
49 provided in the agenda packet. Board members asked Martha questions about City participation in  
50 supporting the Wharton Studio Project and the details of the study about sports fields.

51  
52 Action: Motion to increase 2016 Tourism Capital Grant budget by \$13,587 (previous year's allocated, but  
53 unspent funds) by David Blake. Second - Stephen Nunley. The budget adjustment was recommended by  
54 unanimous voice vote.

55  
56 Action: Motion by Andy Zepp to accept the 2016 Tourism Capital Grant award recommendations of the  
57 Tourism Capital Grant review committee and forward recommendations to the Legislature. Seconded by  
58 Ethan Ash. Adopted by unanimous voice vote.

59  
60 **Chair's REPORT – Anne Gossen**

61 Anne thanked the committees for all of their hard work.

62  
63 **Nominating Committee**

64 Action: Sue Perlgut presented the Committee's nomination of Ethan Ash for the position of STPB Vice-  
65 Chair, which served as a motion to elect Ethan to the position. Seconded by Ken Jupiter. Nominations  
66 were invited from the floor; no additional nominations were made. Ethan Ash was elected vice chair by  
67 unanimous voice vote.

68  
69 **Membership & Bylaws Committee**

70 Action: Motion to recommend appointment of Cara Nichols, Associate Director, On Campus Recruitment,  
71 Admission at Ithaca College by David Blake- Second – Anne Kellerman. Recommended by unanimous  
72 voice vote. Recommendation will be forwarded to the Legislature for appointment to the STPB.

73  
74 **Budget Committee REPORT**

75 Tom Knipe gave the report for the committee. He described the timeline and process, for budget  
76 development.

77  
78 **CVB Quarterly Report – Jennifer Tavares**

79 Jennifer Tavares gave a brief report about work and progress of the CVB over the last quarter. Ken Jupiter  
80 asked about the CVB's work in admin days at Cornell.

81  
82 **Staff REPORT – Tom Knipe**

83 Tom announced that today is Ethan Ash's birthday and awarded him a "gold star" for board service above  
84 and beyond the call for his work on the Agritourism Workshop. The board also sang "Happy Birthday" to  
85 Ethan.

86  
87 Several board members gave announcements about upcoming events.

88  
89 With no further business, the meeting adjourned at 4:30pm.

90  
91 Respectfully Submitted,  
92 Tom Knipe  
93 Tompkins County Planning Department

94  
95 **Next Meeting Scheduled**

96 May18, 2016  
97  
98



**Tompkins County**  
**DEPARTMENT OF PLANNING**

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**TO:** Tompkins County Strategic Tourism Planning Board (STPB)  
**FROM:** Tom Knipe, Principal Planner – Tourism Program Director  
**DATE:** June 10, 2016  
**RE:** **2017 Tourism Program Budget Recommendations**

### **Action Requested**

The purpose of this memo is to describe the recommended 2017 Tompkins County Tourism Program budget. The STPB is asked to vote to recommend the 2017 tourism budget at either the June 15<sup>th</sup> STPB meeting or, if the board feels that more time is needed before being asked to vote, at the July 27<sup>th</sup> STPB meeting. The Budget, Capital and Personnel Committee of the Legislature will have an opportunity to consider these recommendations at their June 27<sup>th</sup> meeting. The Legislature will take action on the budget this fall at the same time that they vote on the overall county budget.

Detailed 2017 tourism budget requests are available through the following page on the County website: <http://www.tompkinscountyny.gov/tourism/budget/2017requests>

### **Background – Revenues**

Between April and June, the STPB Budget Committee developed preliminary projections of 2016 and 2017 room tax revenues and associated changes in room tax reserves, with input from tourism program administrators and lodging industry experts. 2016 members of the STPB Budget Committee are Susan Stafford (Budget Committee Chair), Kelli Cartmill, Stephen Nunley, Sue Perlmut, and Anne Gossen (STPB Chair). We are maintaining a projection of 5% growth for 2016 using actual 2015 revenues as a base, and establishing a projection of 6% growth for 2017.

2016 and 2017 room tax revenue projections are based on analysis of several sources including actual Tompkins County room tax revenues, local hotel industry data from Smith Travel Research (STR), projected increases in local room supply due to hotel construction, other local conditions, and national industry forecasts by a prominent hotel industry research firm (PKF). Notably, 2016 and 2017 projections are based on reduced supply due to construction at Hotel Ithaca, along with an assumption of increased hotel room supply beginning mid-August, 2016 due to the opening of the new Marriott Hotel at the East end of the Ithaca Commons. Additional expansion of supply in late 2016 is also expected due to the opening of a new Holiday Inn Express on Route 13 in Southwest Ithaca. Detailed calculations of revenue projections are available upon request.

Room tax revenues through the first quarter 2016 and STR reports through April 2016 are tracking close to budgeted projections. Therefore, sticking with a 5% growth rate for 2016 seems appropriate. If revenues were to exceed 5% in 2016, the projected year-end reserve balance would grow a little.

### **Background - Reserves**

The unallocated room tax reserve balance reported by County Finance is \$201,504. This is after meeting the County's 2016 obligation of \$125,000 to TCAD from room tax, but before modifying 2016 budgeted revenues downward by about \$9,000, and before reallocating previous years allocated but unspent 2015 funds in three categories: Arts & Culture Organizational Development Grants - \$2,173; Tourism Capital Grants - \$13,587; and Strategic Tourism Implementation - \$100,000. Given these factors, the real unallocated reserve balance is expected to be at about \$78,000 by the end of 2016. This is 3.1% of revenues. A guiding principal of the STPB Budget Committee has been to maintain a small room tax reserve balance of around 3% to limit the potential for disruption to tourism programs should revenues come in at less than projected.

### **2017 Budget Request Process**

The Tompkins County Tourism Program solicited budget requests from tourism programs and heard presentations from each program at a May 23<sup>rd</sup> meeting at TC3 Tioga Place. Program administrators and committee chairs were asked to limit their 2017 requests to a 1.5% increase from their adopted 2016 room tax allocations.

One new program was invited to submit a budget request directly for the first time – the Public Art Grant program administered by the Community Arts Partnership. This program was established to implement a critical action from the 2020 Strategic Tourism Plan, and was successfully piloted in 2016 using previous years' room tax funds allocated to public art and held in a reserve account at the Chamber of Commerce.

All programs responded to the budget target guidance, and budget requests included:

- Standard budget request form and budget worksheet template.
- Information on how the requested budget will support implementation of the 2020 Strategic Tourism Plan.
- Clear program goals and measures of achievement.

Note that for the purposes of developing budget requests the New Tourism Initiative, Tourism Project, and Tourism Marketing and Advertising Grant Programs budgets were aggregated, and the 1.5% growth available across the three programs combined was allotted to the Tourism Marketing and Advertising Grant Program based on need in that grant category, while holding the budgets flat for New Tourism Initiative Grant and Tourism Project Grant programs. Flat funding was also requested in the County Historian and Recognition Awards lines.

In addition to base requests, programs were allowed this year to submit over target requests. Four programs submitted over target requests:

- Beautification and Signage - \$5,200 to support increased costs of maintaining new Commons planters.
- Convention and Visitors Bureau CVB – \$40,000 in two OTRs: one for \$15,000 to support additional technical marketing assistance to tourism partners, and one for \$25,000 to support competitive salaries and response to the new FLSA overtime rules.

- Community Celebrations - \$287 to bring the budget to a round number.
- Hospitality Workforce Development (WIB) - \$45,000 to establish a new Certified Tourism Ambassador (CTA) program.

Following budget presentations, the STPB Budget Committee explored several possible budget schemes, weighed opportunities presented by each program and developed 2017 budget recommendations.

### **Summary – 2017 Tourism Budget Recommendations**

- All programs which submitted budget requests are recommended to receive base funding at the amounts requested.
- Two of the four OTRs are recommended to be funded:
  - Community Celebrations - \$287
  - CVB - \$40,000
- The OTR for the Beautification & Signage Program is not recommended to be funded. The work on planters on the Ithaca Commons is recommended to be funded in 2017 out of the CCETC reserve account for the Beautification Program, rather than through an OTR.
- The OTR of \$45,000 for the Certified Tourism Ambassador program is not recommended for funding at this time. There is interest in the concept, but there is consensus that it is still too early to budget for this. Program administrators will be encouraged to continue pursuing conversations with possible vendors and pulling together details of a CTA program tailored to our area, so that a concrete opportunity can be considered in the future.
- \$100,000 is set aside for Strategic Tourism Implementation (see summary in the following section).
- Strategic Planning and Staffing – The Senior Planner / Tourism Coordinator position in County Planning has been reclassified to Principal Planner / Tourism Program Director and base hours increased from 35 to 37.5 hours. Corresponding increases in salary and fringe for this position are supported by Tourism Program funding. Other administrative support for the program is provided though the “County 10%” side of the room tax budget. Combined these changes will support the Planning Department in providing overall leadership for the County Tourism Program and better capturing opportunities to take the overall program to the next level through grant-writing and additional leveraging of tourism resources, implementation of the 2020 Strategic Tourism Plan and related sector-specific plans, strategic planning, evaluation, technical assistance, communications, and research.
- TCAD – The room tax contribution in 2017 is \$200,000 and is shown in the "County" section of the attached room tax budget. It will rise to \$205,000 in 2018.

### **Strategic Tourism Implementation funds**

A special budget line is recommended to be funded again in 2017 for Strategic Tourism Implementation (STI). The guiding concept is to set aside a flexible portion of room tax funds to take advantage of timely and meaningful opportunities to implement the 2020 Strategic Tourism Plan. Three projects were funded in 2013 through this line: the IthacaFork.com Farm to Fork Culinary Tourism Initiative, electronic kiosks for the new Ithaca Commons, and the Tompkins County Wayfinding and Interpretive Signage Plan. Last year, \$50,000 out of the \$150,000 in budgeted funds was allocated to a new Visitor Profile Study.

\$165,000 in Strategic Tourism Implementation funds is budgeted in 2016, and the \$100,000 which was allocated but unspent in 2015 is recommended to be reallocated to the 2016 budget, bringing the total 2016 budget to \$265,000. Of this, the STPB has voted to recommend that \$100,000 be dedicated to the Wayfinding Signage program, along with an additional \$50,000 in 2017.

The balance of 2016 STI funding is expected to be made available later in 2016 for projects that directly implement *Critical Actions* from the 2020 Strategic Tourism Plan or projects coming directly out of related implementation plans (Agriculinary Tourism, Heritage Tourism, Outdoor Recreation Tourism, etc), along with strategic initiatives directed by the Tourism Program. In addition, several thousand additional dollars are expected to be needed to complete a Visitor Profile Study in 2016. Combining funds from 2016 and 2017, after expected funding for the Wayfinding project and the remaining funding for the Visitor Profile Study are deducted, a total of about \$190,000 to \$200,000 will be available in the next year and a half for Strategic Tourism Implementation.

### **Contact Information**

Tom Knipe, Tompkins County Planning Department, [tknipe@tompkins-co.org](mailto:tknipe@tompkins-co.org), 607-274-5560

Anne Gossen, STPB Chair, [annegossen@gmail.com](mailto:annegossen@gmail.com)

Susan Stafford, STPB Budget Committee Chair, [StaffordS@tc3.edu](mailto:StaffordS@tc3.edu)

Tompkins County Tourism Program website: [www.tompkinscountyny.gov/tourism](http://www.tompkinscountyny.gov/tourism)

### Attachments:

- Tompkins County Tourism Program Descriptions (one page)
- 2017 Tourism Program Recommended Budget – Detailed (three pages)
- 2017 Tourism Program Recommended Budget – Summary (one page)
- 2001-2016 Room Tax Revenue and Reserve Balance History

## Current Programs

The Tompkins County Tourism Program currently funds the following programs.

### **Product Development (known as the 40%)**

- **Beautification, Signage & Public Art** improve way finding signage to direct travelers to key destinations and beautify communities to welcome visitors, especially at gateways.
- **Arts & Culture Organizational Development Grants** strengthen large existing arts and culture organizations with long term financial planning and development tools.
- **Community Celebrations Grants** support observances, commemorations, jubileations, inaugurations, presentations, or other “red letter days” or salutes that have meaning for the community.
- **Workforce Development/TC3 Customer Service** creates a career ladder for entry-level jobs in the tourism industry and provides training to improve the visitors’ experience.
- **Community Arts Partnership – Assistance with CAP Operating Expenses** strengthens the visibility of Tompkins County’s thriving arts community.
- **Festivals Program** provides technical assistance, coordination, and resource sharing for local festivals at a macro level to enhance their effectiveness.
- **Tourism Project Grants** support tourism-generating single projects.
- **County Historian** provides a historical connection to today’s tourism events and projects.
- **Strategic Planning and Staffing** maximizes tourism program effectiveness and reduces volunteer STPB workload on program administration through sustainable staffing, leadership and research.
- **Tourism Capital Grants** expand major visitor-generating facilities, and fund feasibility studies for potential projects.

### **Marketing (known as the 60%)**

- **Convention and Visitors Bureau (CVB)** enhances economic development through promotion of local activities and assets to visitors as well as residents. The CVB is the County’s designated Tourism Promotion Agency.
- **Tourism Marketing and Advertising Grants** help promote events and projects likely to attract visitors in a manner consistent with the CVB’s marketing strategy.
- **Discovery Trail** provides collective marketing for eight local organizations that have a dual mission of education and tourism promotion: PRI- Museum of the Earth, Cornell Lab of Ornithology, Cornell Plantations, Herbert F. Johnson Museum of Art, Cayuga Nature Center, Sciencenter, The History Center, and Tompkins County Public Library.
- **New Tourism Initiative Grants** support significant new tourism generating initiatives that flow from and are consistent with the Strategic Tourism Plan.
- **Market the Arts** collectively markets Tompkins County’s artists and features them on one website to allow them to sell their work; includes but is not limited to the members of the Greater Ithaca Art Trail.
- **Tompkins Tourism Partner Award** recognizes volunteer efforts to attract large groups, meetings or conventions to Tompkins County.

### **Government Tax Administration**

- **County 10% NYS law** permits the County to retain 10% of room tax collections for administration and auditing of room tax funds.

## 2017 Tompkins County Tourism Program Budget

### STPB Budget Committee Recommendations

#### PRODUCT DEVELOPMENT

	2014	2015	2016	2016	2016	2017	2017	2017	% change
	<u>Modified</u>	<u>Modified</u>	<u>Adopted</u>	<u>Adjustments</u>	<u>Modified</u>	<u>Requested</u>	<u>OTR</u>	<u>Recommended</u>	<u>2016 adopted to 2017 recommended</u>
<b>Function</b>									
Arts and Cultural Organizational Development									
Direct Funding	196,755	197,173	200,000	2,173	202,173	203,150	0	203,150	1.6%
<u>Program Management (CAP)</u>	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>		<u>10,000</u>	<u>10,000</u>	<u>0</u>	<u>10,000</u>	0.0%
Subtotal	208,654	207,173	210,000	2,173	212,173	213,150	0	213,150	1.5%
Beautification & Signage									
Direct Funding	128,081	123,616	127,243		127,243	134,475	5,200	134,475	5.7%
<u>Program Management (Chamber)</u>	<u>8,495</u>	<u>8,180</u>	<u>8,200</u>		<u>8,200</u>	<u>3,000</u>	<u>0</u>	<u>3,000</u>	-63.4%
Subtotal	136,576	131,796	135,443		135,443	137,475	5,200	137,475	1.5%
Tourism Capital Grants									
Direct Funding	186,493	204,978	191,000		208,000	197,266	0	197,266	3.3%
<u>Program Management (TCAD)</u>	<u>20,722</u>	<u>13,960</u>	<u>16,000</u>		<u>12,587</u>	<u>12,839</u>	<u>0</u>	<u>12,839</u>	-19.8%
Subtotal	209,370	218,938	207,000	13,587	220,587	210,105	0	210,105	1.5%
Community Arts Partnership-Operating Asst.	39,250	37,876	40,000		40,000	40,600	0	40,600	1.5%
Community Celebrations	32,548	32,548	34,200		34,200	34,713	287	35,000	2.3%
Tourism Project Grants	78,300	78,300	84,000		84,000	84,000	0	84,000	0.0%
Festivals	25,750	24,849	25,594		25,594	25,978	0	25,978	1.5%
Hospitality Workforce Development (WIB)	30,000	30,000	30,900		30,900	31,363	45,000	31,363	1.5%
County Historian	5,500	7,500	7,500		7,500	7,500	0	7,500	0.0%
<u>Public Art Grants</u>					<u>0</u>	<u>4,060</u>	<u>0</u>	<u>4,060</u>	new line
Subtotal	211,348	211,073	222,194		222,194	228,214		228,501	2.8%
Grand Total-Product Development	765,948	768,979	774,637		790,397	788,944		789,231	1.9%
% of total	40.3%	41.3%	40.7%		41.2%	40.8%		40.0%	

<b>MARKETING</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2016</b>	<b>2016</b>	<b>2017</b>	<b>2017</b>	<b>2017</b>	<b>% change</b>
<b>Function</b>	<b>Modified</b>	<b>Modified</b>	<b>Adopted</b>	<b>Adjustments</b>	<b>Modified</b>	<b>Requested</b>	<b>OTR</b>	<b>Recommen ded</b>	<b><u>2016</u> <u>adopted</u> <u>to 2017</u> <u>recommen</u> <u>ded</u></b>
<b>Convention and Visitors Bureau (CVB)</b>									
CVB Tourism Marketing Operations									
Personnel (salaries and fringe)	468,946	485,900	502,921		502,921	566,200	34,500	600,700	19.4%
Supplies and Materials	72,500	63,200	56,450		56,450	56,676	0	56,676	0.4%
Downtown Visitor Center Rent	<u>12,020</u>	<u>14,000</u>	<u>14,000</u>		<u>14,000</u>	<u>16,400</u>	<u>0</u>	<u>16,400</u>	17.1%
Subtotal	553,466	563,100	573,371		573,371	639,276	34,500	673,776	17.5%
Administration - Chamber-Shared									
Staff – Mgmt, HR, Accounting	39,426	39,340	41,418		41,418	43,500	0	43,500	5.0%
Facilities – Rent & Util, Shared Maint., Taxes	<u>90,619</u>	<u>86,700</u>	<u>88,900</u>		<u>88,900</u>	<u>83,000</u>	<u>0</u>	<u>83,000</u>	-6.6%
Subtotal	130,045	126,040	130,318		130,318	126,500	0	126,500	-2.9%
Marketing & PR Program Costs									
Regional Matching Funds Match*						65,000	0	65,000	
Other Marketing & PR Costs						217,000	0	219,500	
Subtotal Marketing & PR						282,000		284,500	
Program Costs:									
Marketing & PR	366,250	287,950	300,444		300,444	282,000	2,500	284,500	-5.3%
Visitor Services	26,500	30,400	62,200		62,200	62,000	3,000	65,000	4.5%
Group Sales	<u>46,450</u>	<u>50,320</u>	<u>48,000</u>		<u>48,000</u>	<u>48,500</u>	<u>0</u>	<u>48,500</u>	1.0%
Subtotal	442,200	373,870	416,144		416,144	392,500	5,500	398,000	-4.4%
Gross CVB Budget	1,130,711	1,063,010	1,119,833		1,119,833	1,158,276	40,000	1,198,276	7.0%
Less: Program Revenue/Applied Reserves	<u>168,211</u>	<u>139,010</u>	<u>171,011</u>		<u>171,011</u>	<u>198,450</u>		<u>198,450</u>	16.0%
Subtotal--CVB Allocation	957,500	924,000	948,822		948,822	959,826		999,826	5.4%
Subtotal--CVB Allocation Minus Regional Matching Funds						894,826		934,826	
<b>Other Marketing Programs</b>									
Marketing and Advertising Grants	52,220	48,000	52,000		52,000	55,000	0	55,000	5.8%
New Tourism Initiative Grants	75,300	75,300	79,000		79,000	79,000	0	79,000	0.0%
Discovery Trail	37,360	36,055	37,137		37,137	37,694	0	37,694	1.5%
Recognition Awards	2,000	1,000	1,000		1,000	1,000	0	1,000	0.0%
Market the Arts	<u>10,600</u>	<u>10,200</u>	<u>10,500</u>		<u>10,500</u>	<u>10,650</u>	<u>0</u>	<u>10,650</u>	1.4%
Sub-total Other Marketing	<u>177,480</u>	<u>170,555</u>	<u>179,637</u>		<u>179,637</u>	<u>183,344</u>		<u>183,344</u>	2.1%
Grand Total--Tourism Marketing	1,134,980	1,094,555	1,128,459		1,128,459	1,143,170		1,183,170	4.8%
% of total	59.7%	58.7%	59.3%		58.8%	59.2%		60.0%	1.2%

**COMBINED PRODUCT DEVELOPMENT & MARKETING**

	2014	2015	2016	2016	2016	2017	2017	2017	% change
	<u>Modified</u>	<u>Modified</u>	<u>Adopted</u>	<u>Adjustments</u>	<u>Modified</u>	<u>Requested</u>	<u>OTR</u>	<u>Recommended</u>	<u>2016 adopted to 2017 recommended</u>
<b>County</b>									
Contribution to County for programmatic support and tax administration (County 10%)	226,034	235,407	249,531		248,667	263,587	0	263,587	5.6%
Strategic Planning & Staffing	80,169	79,106	78,710		78,710	104,751	0	104,751	33.1%
Tompkins County Area Development (TCAD)	<u>150,000</u>	<u>60,000</u>	<u>125,000</u>		<u>125,000</u>	<u>200,000</u>	<u>0</u>	<u>200,000</u>	60.0%
Grant Total-- County	456,203	374,513	453,241		452,377	568,338	0	568,338	25.4%
Strategic Tourism Implementation	<u>0</u>	<u>150,000</u>	<u>165,000</u>	<u>100,000</u>	<u>265,000</u>	<u>142,000</u>		<u>100,000</u>	-39.4%
Product Development and Marketing	1,900,928	1,863,534	1,903,096		1,918,856	1,932,114	90,487	1,972,401	3.6%
<b>TOTAL EXPENSES</b>	2,357,131	2,388,048	2,521,337		2,636,233	2,642,452		2,640,739	4.7%
<b>REVENUES AND RESERVES</b>									
Projected Room Tax Revenues	2,260,335	2,354,070	2,495,315		2,486,670	2,635,870		2,635,870	5.6%
Projected Use of Reserves	<u>96,796</u>	<u>33,977</u>	<u>26,022</u>		<u>149,563</u>	<u>6,582</u>		<u>4,869</u>	-81.3%
Total Budget Available to County and Programs	<u>2,357,131</u>	<u>2,388,048</u>	<u>2,521,337</u>		<u>2,636,233</u>	<u>2,642,452</u>		<u>2,640,739</u>	4.7%
Unallocated Reserve Balance (From County Finance)				Balance April '16					
Projected Year-End Unallocated Reserve Balance	62,863	97,065	71,042	201,504	77,964	71,382		73,095	
% of revenues	2.8%	4.1%	2.8%		3.1%	2.7%		2.8%	

\*The 2017 budget includes the room tax portion of regional matching funds as an independent line for the first time

**2017 Tompkins County Tourism Program Budget - Preliminary Recommendation**

**Summary--Room Tax Budget, 2011-2017 Recommended**

	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2016</b>	<b>2017</b>	<b>Change</b>
	<b><u>Modified</u></b>	<b><u>Modified</u></b>	<b><u>Modified</u></b>	<b><u>Modified</u></b>	<b><u>Modified</u></b>	<b><u>Adopted</u></b>	<b><u>Modified</u></b>	<b><u>Recomm</u></b>	<b><u>2016 Adopted</u></b> <b><u>to 2017 Recomm</u></b>
<b>Expenses</b>									
Product Development	707,886	739,560	774,992	765,948	768,979	774,637	790,397	789,231	14,594
Tourism Marketing	1,068,498	1,073,702	1,101,879	1,134,980	1,094,555	1,128,459	1,128,459	1,183,170	54,711
County Allocation/STPB Staffing	<u>224,051</u>	<u>278,058</u>	291,689	306,203	314,513	328,241	327,377	368,338	40,096
TCAD			-	150,000	60,000	125,000	125,000	200,000	75,000
Strategic Tourism Implementation			<u>147,000</u>	<u>-</u>	<u>150,000</u>	<u>165,000</u>	<u>265,000</u>	<u>100,000</u>	(65,000)
Total	2,000,435	2,091,320	2,315,561	2,357,131	2,388,048	2,521,337	2,636,233	2,640,739	119,402
<b>Revenue</b>									
Current Year Collections	1,859,659	2,036,716	2,152,700	2,260,335	2,354,070	2,495,315	2,486,670	2,635,870	140,555
Applied Reserves	<u>140,776</u>	<u>54,604</u>	<u>162,861</u>	<u>96,796</u>	<u>33,977</u>	<u>26,022</u>	<u>149,563</u>	<u>4,869</u>	(21,154)
Total	2,000,435	2,091,320	2,315,561	2,357,131	2,388,048	2,521,337	2,636,233	2,640,739	119,402

### Tompkins County Hotel Room Occupancy Tax Revenues 2001-2016

Quarter	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Q1	80,227	82,981	125,579	146,117	154,478	166,984	190,237	224,245	185,733	205,629	198,559	249,508	246,795	239,394	255,511	272,677
Q2	159,057	188,101	269,348	302,502	306,373	357,732	389,309	425,802	411,982	450,117	462,564	515,379	530,995	518,257	588,301	
Q3	237,120	325,523	402,308	439,543	459,899	532,705	609,916	652,904	613,173	642,496	688,976	712,305	742,300	791,531	816,604	
Q4	173,243	252,605	321,522	350,683	396,604	434,023	506,389	500,553	482,818	493,815	566,231	558,170	586,547	607,263	673,415	
<b>TOTAL</b>	649,646	849,209	1,118,757	1,238,845	1,317,354	1,491,443	1,695,852	1,803,504	1,693,706	1,792,057	1,916,329	2,035,361	2,106,637	2,156,446	2,333,832	
ADDITIONAL TAX	12,651	1,268	18,028	1,107	28,210	32,791	42,400	-8,616	(22,625)	-8,759	5,102	45,069	42,079	107,084	34,425	1,403

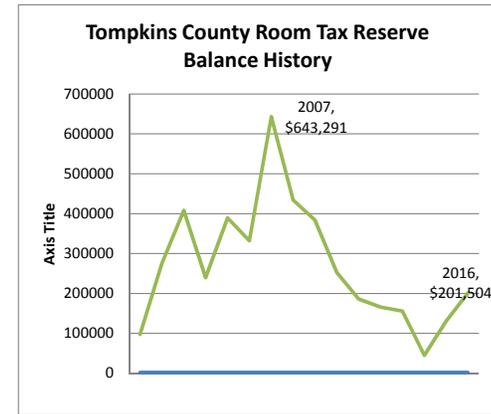
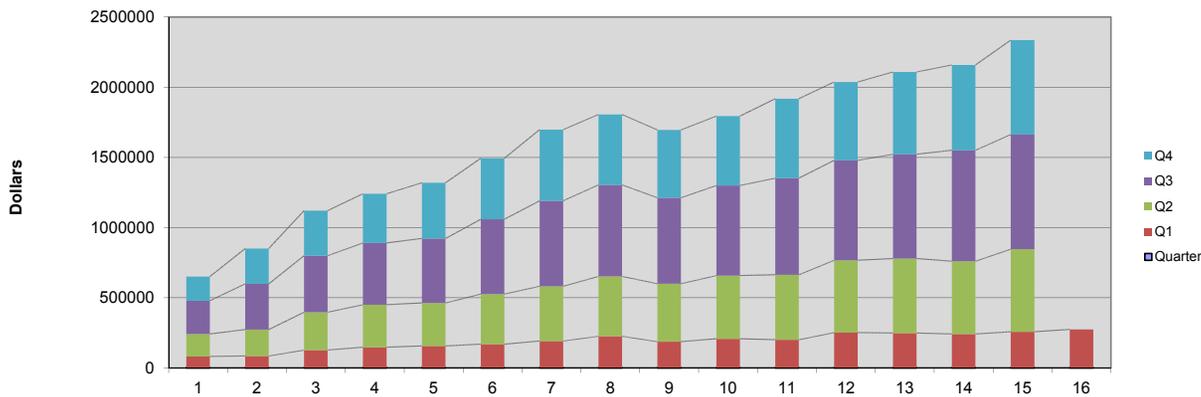
COLLECTED DURING QUARTER (i.e. NOT FOR CURRENT QUARTER)

<b>TOTAL Revenue</b>	662,297	850,477	1,136,784	1,239,952	1,345,564	1,524,234	1,738,251	1,794,887	1,671,081	1,783,299	1,921,431	2,080,430	2,148,716	2,263,529	2,368,257	
<b>Budgeted Revenue</b>	617,850	683,300	1,115,530	1,220,000	1,349,200	1,328,865	1,461,752	1,773,138	1,552,161	1,700,000	1,859,659	2,036,716	2,152,700	2,260,335	2,373,352	
<b>Revenue Growth</b>		28.4%	33.7%	9.1%	8.5%	13.3%	14.0%	3.3%	-6.9%	6.7%	7.7%	8.3%	3.3%	5.3%	4.6%	

**Actual minus** (Actual revenue less budgeted revenue; does not include expenditure side)

<b>Budgeted</b>	44,447	167,177	21,254	19,952	(3,636)	195,369	276,499	21,749	118,920	83,299	61,772	43,714	(3,984)	3,194	(5,095)	
<b>Reserve Balance</b>	(Reserve balances from County CFO)															
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
	97,973	275,409	408,360	239,978	389,484	332,253	643,291	434,692	384,202	252,411	186,228	165,892	156,000	45,162	131,042	201,504

Tompkins County Hotel Room Occupancy Tax By Quarter 2001-2016



Note - 2016 reserve balance figure does not include funds to be rebudgeted in 2016 to TCG, ACOD & STI. Actual current reserve balance after 2016 budget adjustments is \$85,744.

## June 2016 CVB Update

### *Personnel Updates, Transitions & Professional Development*

The search continues for our VP Tourism & Community Relations/CVB Director role. A finalist candidate is visiting us this week, and other candidates continue to submit materials and express interest in the position.

Sarah and Jennifer are collaborating regarding the department staffing needs for Group Sales. A revised role description is in process, and we anticipate an opening being advertised soon to round out this department.

The Visitor Services Department has made new hires: Cameron Willette comes to us from Ithaca College. A familiar name, Dustin James, worked for us about five years ago and was looking for night and weekend shifts to supplement his full-time job. He started back this past weekend. Jodi is continuing to look for additional team members of if you know of anybody interested, have them contact her.

The entire full-time CVB team attended the Empire State Tourism Conference in Clayton, NY from May 2-4. Team members networked with over 200 statewide industry colleagues while taking in educational sessions focused on the theme, "The Future is Now."

### *Visitor Profile Study Update*

The client committee interviewed two firms on May 26<sup>th</sup>. Additional information and a proposal revision has been requested from one firm. We hope to make a decision and move this project forward before the end of June, and appreciate the committee members who have contributed to the process.

### *Marketing Team Updates*

#### **2016 Email Marketing Sweepstakes:**

Our Ithaca Luxury Gorges Getaway Sweepstakes campaign is officially finished! The winner of our sweepstakes, Carolyn Settlow, a mother of three from New Jersey, will be taking this much needed romantic luxury vacation with her husband Robert.

The six week campaign broke our record for lowest CPA (Cost Per Acquisition) of email addresses, and garnered us an additional 3,867 email newsletter subscribers. This brings our total email subscriber list to over 34,000 people.

#### *Our record-breaking stats here:*

3,867: New Email Subscribers

\$6,500: Total Campaign Cost

\$1.68: 2016 Sweepstakes CPA (Cost Per Acquisition)

34,415: Total Email Subscribers

\$5-8: Average Email Marketing/Sweepstakes Campaign CPA

\$3.50: 2015 Email Marketing "Summer Sweepstakes" Campaign CPA

#### **Major PR Hit:**

Through our pitching efforts, Redbook Magazine (2,224,953 subscribers) included the Finger Lakes region in their June print travel feature, "Truly Worth-It Girlfriend Getaways". The writer mentions the rolling hills and vineyards across the region's lakes and suggests that readers stay in Ithaca at [La Tourelle](#). She also refers to [Six Mile Creek Vineyard](#), [Buttermilk Falls](#), the [Ithaca Farmers Market](#), [Moosewood](#) and [Just a Taste](#) restaurants, among other regional locations.

## **Facebook**

We have reached a milestone 30,000 Facebook Fans as of June 7, 2016! Facebook continues to be a major engagement driver, and we're constantly exploring ways to engage our rapidly growing fan-base.

## **IthacaEvents.com**

The Ithaca Events website has been fully configured, and we are now in the process of transferring data from the current website onto the new platform. We are paying close attention to venue and event information that may be outdated or irrelevant, so that we can launch a fresh, uncluttered site, with better navigation and a cleaner look and feel later this month.

## **New Social Campaign:**

As some of you may have seen, the Ithaca CVB has officially launched "*Ithaca is People*," the first Instagram completely ran by the people who know it best: our residents. Each week, these "takeovers" highlight the faces, stories, and quirks that make Ithaca & Tompkins County what it is. These residents are also featured on a weekly introductory Facebook post and highlighted across all social mediums to drive traffic to our Instagram account. Early results are outpacing any social growth we've experienced, and we're excited by the potential of this campaign.

## **Group Sales Updates**

Sales Manager Sarah Imes reported that Landmark Touring has booked two groups for 2017 since last report. Four new leads have gone out since last month's STPB report, and all are still active. Projected room nights for all leads was 149, economic impact was \$49,095.

Sarah also hosted Mario Poulin from Voyages Rockland Travel on a personal FAM to help him prepare for the group he was bringing mid-month; she then assisted Mario in escorting his group during the downtown portion of their tour. Received a glowing follow up email from Mario about how the tour was a success and thanking Sarah for the CVB's support!

Sarah is leading our CVB team and tourism partners in coordinating a proposal to host the NYS Tourism Industry Association annual conference. Ithaca has never hosted, and this is a group that appreciates unique and creative conference opportunities. Stay tuned!

## **Visitor Services Highlights**

Jodi has been exploring Certified Ambassador Training programs with Diane Bradac and Julia Mattick. Costs are coming in as they finalize programs what would be a good match for the community. Two members of the visitor services team will be participating in this year's Hospitality Star program scheduled for June 14-15.

Visitor Services distributed over 9000 travel guides through two brochure exchanges and winery distribution held in May. Walk in traffic and online chats have seen a significant increase due to the season kicking off. We will have final numbers in next month's quarterly report.

Jodi is continuing to work with a national team to help plan Destination Marketing Association International's annual Visitor Services Summit to be held in Colorado Springs, CO in September.

**April STR Report**

The April 2016 STR Report is in and it's a good one. Looking good YTD, construction at Hotel Ithaca reflected in the dip in Supply (supply is down -3.4%).

+7.3% on occupancy

+5.5% on ADR

+3.7% on Demand

+9.4% on Revenue

*That makes us up year to date:*

+6.6% on occupancy

+2.1% on ADR

+3.0% on Demand

+5.2% on Revenue

Nice jump in occupancy year to date from last month.