

Tompkins County Strategic Tourism Planning Board

June 18, 2014
3:00 pm – 5:00 pm
CVB

Meeting Agenda	Minutes
1. May Meeting Minutes	2
2. Privilege of the Floor	3
3. Chair's Report – Rick Adie	5
4. Staff Report – Tom Knipe	5
5. CVB Monthly Report – Bruce Stoff	10
6. Susie Monagan PRESENTATION - Listening to Artist-Entrepreneurs in the West of Ireland	20
7. CVB Visitor Services Program – Bruce Stoff PRESENTATION and DISCUSSION	30
8. STPB Budget Committee REPORT AND DISCUSSION – Initial 2015 Budget Recommendations	30
9. Comments on recently attended funded events	5

Agenda Packet

- Draft May 2014 STPB Meeting Minutes
- Memo and Attachments – 2015 Tourism Program Budget – Preliminary Recommendations of the STPB Budget Committee

Next Meeting July 16, 2014



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 Draft – May 2014**

1 **Date:** May 21, 2014
 2 **Time:** 3:00-5:00pm
 3 **Location:** State Theatre of Ithaca
 4
 5

Attendees:

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Sue Perlgut	✓	Arts-Culture
Anthony Hopson	✓	Ithaca College	Susie Monagan	✓	Arts-Culture
Ian Golden	✓	Recreation	<i>John Spence</i>	✓	<i>CAP, Non-Voting</i>
Ethan Ash	✓	Arts-Culture	<i>Bruce Stoff</i>	✓	<i>CVB, Non-Voting</i>
John Gutenberger	✓	Cornell	<i>Dwight Mengel</i>	A	<i>Transportation, Non-Voting</i>
Lynette Scofield	✓	Lodging	<i>Gary Ferguson</i>	✓	<i>DIA, Non-Voting</i>
Rick Adie	✓	Lodging	<i>Jean McPheeters</i>	✓	<i>Chamber, Non-Voting</i>
Rita Rosenberg	✓	Agriculture	<i>Martha Armstrong</i>	✓	<i>TCAD, Non-Voting</i>
Andy Zepp	E	At-Large	<i>Will Burbank</i>	✓	<i>TC Legislature, Non-Voting</i>
Stephen Nunley	✓	At-Large	<i>Beverly Baker</i>	A	<i>Associate Member</i>
Steve Hugo	✓	At-Large	<i>Carol Kammen</i>	A	<i>Associate Member</i>
Ken Jupiter	✓	At-Large	<i>Jon Reis</i>	A	<i>Associate Member</i>
Mike Mellor	✓	At-Large	<i>Stuart Stein</i>	A	<i>Associate Member</i>
Anne Gossen	✓	At-Large	Tom Knipe	✓	Staff
Sue Stafford	✓	TC3	Jennifer Turner	✓	Staff
Christy Agnese	✓	At-Large			

7
8

9 **Also in attendance:** Bob Nicholas and Ewan Barr (Tompkins County Airport), Doug Levine (State Theatre)

10
11 **Agenda**

- 12 State Theatre Presentation
- 13 Airport Presentation
- 14 Downtown Ithaca Presentation

15
16 **STPB Business**

- 17 March Meeting Minutes
- 18 Privilege of the Floor
- 19 Chairs Report
- 20 Staff Report
- 21 CVB Monthly Report
- 22 STPB Budget Committee Report
- 23 Coltivare Update
- 24 Ag & Culinary Tourism Task Force Report
- 25 Special STPB Committee to review ACOD program
- 26 Member comments on recently attended funded events

27
28 **The meeting was called to order** at 3:05 PM.

29
30 **State Theatre Presentation** – Doug Levine introduced himself as the Executive Director of the State
 31 Theatre and followed with a presentation. To view the State Theatre presentation, please follow the link.
 32 [http://www.tompkinscountyny.gov/files/tourism/docs/STI%20PPT%20Presentation%20for%20STPB%20Ma](http://www.tompkinscountyny.gov/files/tourism/docs/STI%20PPT%20Presentation%20for%20STPB%20May%202014.pdf)
 33 [y%202014.pdf](http://www.tompkinscountyny.gov/files/tourism/docs/STI%20PPT%20Presentation%20for%20STPB%20May%202014.pdf)
 34

35 **Ithaca Tompkins Regional Airport Presentation** – Bob Nicholas introduced Ewan Barr as the lead
 36 consultant for the Ithaca Tompkins Regional Airport as of early 2014. He was brought in to consult for the
 37 airport due to the sequestration that took place in March 2013 that resulted in 14% decline in passengers.
 38 Ewan Barr went on to give a presentation on the Ithaca Tompkins Regional Airport. To view the
 39 presentation on the Ithaca Tompkins Regional Airport click on the following link.
 40 http://www.tompkinscountyny.gov/files/tourism/docs/Ithaca%20Tompkins%20Regional%20Airport_0.pdf

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41 **Airport Presentation Q & A**

42

43 **The two things that come to mind when I think of the airport are the Cornell bus and the fact that**
44 **Ithaca no longer flies into LaGuardia. Can you comment on that?**

45 The traffic was not yielding a high enough percentage on a local level. We are in discussions with one of
46 the carriers to see if there is a way to add service to LaGuardia.

47

48 **Are there any plans to add direct non-stop flights to Atlanta and Chicago?**

49 Chicago is on the radar with the expansion of American Airlines. The airport is in preliminary discussions
50 regarding these locations. Right now we need to show carriers commitment.

51

52 **What leverage does the airport have in dropping parking rates?**

53 Parking rates don't necessarily drive the usage of the airport.

54

55 **Who are the airport's targets for marketing investments?**

56 Key stakeholders are Cornell University and Ithaca College. Cornell has a multi-million dollar travel budget
57 where they allow their faculty to make their own flight plans. We are trying to encourage the faculty to use a
58 booking code to receive discounts in order to track the flights.

59

60 **Are there any plans for marketing to leisure travelers to encourage more inbound tourists to fly?**

61 We are focusing on marketing in all areas.

62

63 **One of my biggest complaints is the invasion of privacy that occurs when luggage is checked. Can**
64 **you comment on this?**

65 We just had a media event where we cut a ribbon introducing the new equipment that was installed last
66 week. This replaced the wand that had to go over every single bag and over all items in passengers
67 luggage which was an invasion of privacy. The new machine processes 255 bags an hour without the
68 necessity of opening the bags which allows 99% of bags to go through the belt without being touched.

69

70 **What can the Tourism Board do to further support the airport?**

71 Helping us market through the area and emphasizing the great service. We would like to further discuss
72 funding opportunities in the future. In addition, years ago it used to be that if one hub closes another would
73 take its place. This is no longer the case. It is critical for a community this size to make sure the airport is
74 functional because if it goes away it will have major impact on the community.

75

76 **The cost to get to and from the airport is a challenge. Can you comment on this?**

77 There are a number of challenges to continue working to try to address. Our focus on the positives points of
78 the experience of flying through the Ithaca Tompkins Regional Airport.

79

80 **Downtown Ithaca Presentation** – Gary Ferguson gave a presentation on downtown Ithaca that included
81 an update on the construction of the Commons. Click on the following link to view his presentation.

82 <http://www.tompkinscountyny.gov/files/tourism/docs/Downtown%20%26%20Tourism%202014.pdf>

83

84 **April 2014 STPB meeting minutes** were approved with no changes

85

86 **Chair's Report** – Rick Adie opened his report with mention of the opportunity to raise a glass to toast
87 Anthony Hopson and Jean McPheeters who are attending their last STPB meeting. A gathering will take
88 place after the meeting. The budget requests are all in; there will be a budget hearing that will follow next
89 week. The Strategic Tourism Planning Board meeting June 18th will focus on the budget presentation that
90 will go to EDC in the 1st part of July. Guidance to submitters was to decrease expenses by 3.5% over the
91 current year's spending in order to carve out money for strategic initiatives. A discussion will take place at
92 the June meeting that will focus on the Visitors Centers. Members were encouraged to tour the Visitors
93 Centers prior to the next meeting.

94

95 **Staff Report** - The Tourism Capital Grants have passed the Legislature. Staff attended the CFA workshop
96 that included discussions on funding opportunities for partners and the possibility of outreach on future
97 projects. As members of the Southern Tier Economic Development Councils Tourism Working Group, both

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98 Tom Knipe and Bruce Stoff have been invited to take part in discussions regarding challenges and
99 opportunities related to attracting more international visitors upstate. This supports the development of
100 strategies under the Governor's new priority, called 'Global New York', which will be part of this year's CFA
101 process. The Heritage Tourism Task Force has scheduled a first meeting date. The evaluation project of the
102 CVB is continuing to move forward with preliminary results going to the P&E committee this summer.
103

104 **CVB Monthly Report** – Bruce Stoff reported that the CVB was successful in meeting the 3½% decreased
105 target in their 2015 budget request. Motor coach sales have reached eight booked tours so far this year.
106 Mary Rachun attended a conference in New York City for Chinese tour operators in which she presented a
107 CVB-produced book called the Story of Ithaca that was in Mandarin and English. The CVB hosted an open
108 house at the downtown visitors center which features a new mural. Bruce also share the new STR
109 numbers.
110

111 **Coltivare Update** – Coltivare is currently under construction. Sue Stafford announced that Denis Boucher
112 has been hired as the new Director of Operations. He has taught culinary arts and has a degree from the
113 CIA. The hiring process is underway to recruit new management and team members. Enrollment for fall is
114 currently the fastest paced of any of the other programs on campus. Marketing for increased enrollments
115 into the program have included a posting of 4 new videos on the website as well road trips with admissions
116 staff and printed brochures. Projected enrollment for fall is expected at 60-70 students.
117

118 **Ag & Culinary Tourism Task Force Report** – Rita Rosenberg. Discussions at the May meeting centered
119 around creating authentic and unique experiences for visitors. A list of research topics was created.
120 Members are looking into local and regional agriculture & culinary efforts and identifying best practices and
121 what efforts do not work. A resource list of local Ag & Culinary contacts is also being compiled.
122

123 **Special STPB Committee to review ACOD program** – Rick Adie announced that the Arts and Culture
124 Organizational Development Grant program will undergo review and has asked that STPB Members
125 representing Arts & Culture participate along with a member of the County Legislature, program staff and
126 STPB leadership. This effort will consist of two or three meetings over the next several months to develop
127 responses to emergent questions within the program around purpose, eligibility and funding.
128

129 **Member comments on recently attended events** – Rick Adie mentioned an online survey is available for
130 use in providing feedback on funded events. Members discussed and provided positive feedback on
131 recently attended events as the Fringe Festival, Spring Writes, Dinosaur Train and Skate Jam. Tom Knipe
132 mentioned several upcoming events: Restaurant Week May 31st – June 8th, Cayuga Trails 50 on June 1st,
133 GIAC Festival on June 14th. Members mentioned the Hospitality Star Program June 17-18. The Hospitality
134 Star Program is free to employers and includes lunch. The Ithaca Festival is hosting its 1st Ithaca Film
135 Festival that will take place on June 1st from 1-5 pm.
136

137 With no further business, the meeting adjourned at 4:55pm.
138

139 Respectfully Submitted,
140 Jennifer Turner, Administrative Assistant
141 Tompkins County Planning Department
142

143 **Next Meeting Scheduled**
144 Wednesday, June 18, 2014



Tompkins County
DEPARTMENT OF PLANNING

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Edward C. Marx, AICP
Commissioner of Planning
and Community Sustainability

Telephone (607) 274-5560
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TO: Strategic Tourism Planning Board (STPB)
FROM: Tom Knipe, Senior Planner / Tourism Coordinator
DATE: June 13, 2014
RE: **2015 Tourism Program Budget - Preliminary Recommendations of the STPB Budget Committee**

Action Requested

The purpose of this memo is to describe the preliminary 2015 Tompkins County Tourism Program budget and the process used to develop it. The STPB will review these recommendations at your June 18th meeting and will be asked to vote to recommend the 2015 Tourism Program budget at your July 17th meeting.

Link: 2015 tourism budget requests are available through the following page on the County website:
<http://www.tompkinscountyny.gov/tourism/budget/2015requests>

Background – Revenues

Between April and June, the STPB Budget Committee developed preliminary projections of 2014 and 2015 room tax revenues and associated changes in room tax reserves, with input from tourism program administrators and lodging industry experts. 2014 members of the STPB Budget Committee are Rick Adie (Chair), Christy Agnese, Stephen Nunley, Sue Perlgut and Sue Stafford. We are currently maintaining a projection of 5% growth for 2014 and establishing a projection of 5% growth for 2015, using actual 2013 revenues as a base.

2014 and 2015 room tax revenue projections are based on analysis of several sources including Tompkins County room tax revenues to date, local hotel industry data from Smith Travel Research, projected increases in local room supply due to hotel construction, other local conditions, and national industry forecasts by a prominent hotel industry research firm. Detailed calculations of the unallocated reserve balance and revenue projections are available upon request.

We will be watching the room tax revenues closely over the next month. First quarter 2014 room tax revenues showed a decrease of 3% from the first quarter of 2013. If second quarter revenues are also weaker than anticipated, these preliminary budget recommendations will need to be revisited. We expect to have second quarter results available before the 7/17 meeting when STPB will be asked to vote on a recommended budget.

Background - Reserves

The current unallocated reserve balance is just over \$45,000 (from County Finance). This is after meeting the County's 2014 obligation of \$150,000 to TCAD from room tax. The unallocated reserve balance is expected to grow to nearly \$63,000 by the end of 2014. This anticipated growth in the reserve balance is mostly due to the elimination of the Ticket Center expense in 2014. The recommended 2015 budget places spending at about \$10,000 less than revenues in order to add this amount to unallocated reserves. This would grow projected unallocated room tax reserves to about \$73,000 by the end of 2015, which is 3.1% of revenues. This will meet a goal of keeping reserves above 3%.

Budget Request Process

The Tompkins County Tourism Program solicited budget requests from tourism programs and heard presentations from each program at a May 28th meeting at TC3 Tioga Place. All STPB Budget Committee members were present. Program administrators and committee chairs were asked to limit their 2015 requests to a 3.5% reduction from their adopted 2014 room tax allocations. All programs responded to the budget target guidance, and each budget request 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.

Following budget presentations, the STPB Budget Committee explored several possible budget schemes, weighed opportunities presented by each program and developed preliminary 2015 budget recommendations.

Outline - 2015 Tourism Budget Recommendations

- The following programs are funded at the target level of -3.5%: Arts & Culture Organizational Development Grants, Beautification, Signage and Public Art; Tourism Capital Grants; Community Arts Partnership General Operating Support and Market the Arts; Festivals Program; CVB; and Discovery Trail.
- Several lines are restored to flat with 2014 levels: Community Celebrations Grants, Tourism Project Grants, Hospitality Workforce Investment, and New Tourism Initiative Grants.
- The Historian stipend is increased to \$7,500.
- Two programs requested less than the budget target, in line with anticipated need: Tourism Marketing and Advertising Grants and Recognition Awards. These are funded at the requested amounts.
- Funding for the Ticket Center is at zero as the Ticket Center is no longer in operation.
- \$150,000 is set aside for Strategic Tourism Implementation.
- \$900 in funding for STPB board development (travel, training, etc) is made available for the first time in 2015. These funds will go through the tourism administration budget within the Planning Department.
- Strategic Planning and Staffing – program funds needed for this function are reduced 1.4% due to expectation of reduced fringe rates and flat salaries. A 75/25 split between program funds and “County 10%” funds to support tourism administration services by the Tompkins County Planning Department is maintained.
- TCAD – The room tax contribution in 2015 is \$60,000 and is shown in the "County" section of the tourism budget. It will rise to \$125,000 in 2016; \$200,000 in 2017; and \$205,000 in 2018.

Strategic Tourism Implementation funds

A special budget line is recommended to be funded for Strategic Tourism Implementation. 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. There is no funding in 2014 for Strategic Tourism Implementation. 2015 Strategic Tourism Implementation funds are not earmarked for specific projects. A process for award of these funds will be established in late 2014 or early 2015.

Contact Information

Tom Knipe, Tompkins County Planning Department, 607-274-5560

Rick Adie, STPB Chair and Budget Committee Chair, 607-254-2545

Tompkins County Tourism Program website: <http://www.tompkins-co.org/tourism/>

Attachments:

- Tompkins County Tourism Program Descriptions (one page)
- 2014 Tourism Program Recommended Budget – Detailed (three pages)
- 2001 – 2013 History of Room Tax Revenues and Reserve Balances (one page)

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.

2015 Tompkins County Tourism Program Budget

STPB Budget Committee Recommendation to STPB - 6/11/14

PRODUCT DEVELOPMENT	2011	2012	2013	2014	2014	2014	2015	2015	% Change 2014 Adopted to 2015
	Modified Budget	Modified Budget	Modified Budget	Adopted	Proposed To/From Reserves	Proposed Modified	Requested	Recommended	
Function									
Arts and Cultural Organizational Development									
Direct Funding	178,673	178,673	198,210	196,755		196,755			
Program Management (CAP)	<u>22,100</u>	<u>22,100</u>	<u>10,000</u>	<u>10,000</u>		<u>10,000</u>			
Subtotal	200,773	200,773	208,210	206,755	1,899	208,654	199,519	199,519	-3.5%
Beautification, Public Art & Signage									
Direct Funding	124,897	121,009	124,398	128,081		128,081			
Program Management (Chamber)	<u>7,865</u>	<u>8,000</u>	<u>8,200</u>	<u>8,495</u>		<u>8,495</u>			
Subtotal	132,762	129,009	132,598	136,576		136,576	131,796	131,796	-3.5%
Tourism Capital Grants									
Direct Funding	155,456	175,788	187,950	186,493		186,493			
Program Management (TCAD)	<u>17,273</u>	<u>19,532</u>	<u>14,832</u>	<u>20,722</u>		<u>20,722</u>			
Subtotal	172,729	195,320	202,782	207,215	2,155	209,370	199,960	199,962	-3.5%
Community Arts Partnership-Ticket Center	21,755	21,755	21,755	21,755	-21,755	0	0	0	-100.0%
Community Arts Partnership-Operating Asst.	37,000	37,000	38,110	39,250		39,250	37,876	37,876	-3.5%
Community Celebrations	26,600	26,600	35,024	32,548		32,548	31,409	32,548	0.0%
Tourism Project Grants	62,017	69,103	76,013	78,300		78,300	75,560	78,300	0.0%
Festivals	25,000	25,000	25,000	25,750		25,750	24,849	24,849	-3.5%
WIB/TC3 Customer Service Program	30,000	30,000	30,000	30,000		30,000	28,950	30,000	0.0%
County Historian	<u>5,000</u>	<u>5,000</u>	<u>5,500</u>	<u>5,500</u>		<u>5,500</u>	5,500	7,500	36.4%
Subtotal	207,372	214,458	231,402	233,103		211,348	204,143	211,073	-9.5%
Grand Total-Product Development	713,636	739,560	774,992	783,649	-17,701	765,948	735,418	742,349	
% of total		40.8%		40.8%		40.3%	40.2%	40.4%	

MARKETING

Function	2011	2012	2013	2014	2014	2014	2015	2015	
	<u>Modified Budget</u>	<u>Modified Budget</u>	<u>Modified Budget</u>	<u>Adopted</u>	<u>Proposed To/From Reserves</u>	<u>Proposed Modified</u>	<u>Requested</u>	<u>Recommended</u>	
Convention and Visitors Bureau (CVB)									
CVB Tourism Marketing Operations									
Personnel (salaries and fringe)	450,054	436,001	485,203	468,946		468,946			
Supplies and Materials	61,100	65,995	69,075	72,500		72,500			
Downtown Visitor Center Rent	<u>11,000</u>	<u>11,330</u>	<u>11,670</u>	<u>12,020</u>		<u>12,020</u>			
Subtotal	522,154	513,326	565,948	553,466		553,466			
Chamber Support									
Staff	38,630	39,563	36,785	39,426		39,426			
Facilities	<u>85,158</u>	<u>87,199</u>	<u>88,843</u>	<u>90,619</u>		<u>90,619</u>			
Subtotal	123,788	126,762	125,628	130,045		130,045			
Program Costs:									
Marketing	286,000	277,250	270,200	366,250		366,250			
Public Relations	10,200	4,350	16,750	3,000		3,000			
Visitor Services	11,000	11,100	11,500	26,500		26,500			
Group Sales	39,250	<u>38,750</u>	<u>44,250</u>	<u>46,450</u>		<u>46,450</u>			
Subtotal	346,450	331,450	342,700	442,200		442,200			
Gross CVB Budget	992,392	971,538	1,034,276	1,130,711		1,130,711			
Less: Program Revenue/Applied Reserves	<u>109,842</u>	<u>75,750</u>	<u>120,500</u>	<u>168,211</u>		<u>168,211</u>			
Subtotal--CVB Allocation	882,550	895,788	913,776	957,500		957,500	924,000	924,000	-3.5%
Other Marketing Programs									
Marketing and Advertising Grants	50,699	50,699	54,444	52,220		52,220	48,000	48,000	-8.1%
Finger Lakes Tourism Alliance*	11,500	11,500	12,000	0		0	0	0	
New Tourism Initiative Grants	62,015	66,445	73,090	75,300		75,300	72,665	75,300	0.0%
Discovery Trail	35,734	36,270	36,270	37,360		37,360	36,055	36,055	-3.5%
Recognition Awards	0	3,000	2,000	2,000		2,000	1,000	1,000	-50.0%
Market the Arts	<u>10,000</u>	<u>10,000</u>	<u>10,300</u>	<u>10,600</u>		<u>10,600</u>	10,200	10,200	-3.8%
Sub-total Other Marketing	169,948	<u>177,914</u>	<u>188,103</u>	<u>177,480</u>		<u>177,480</u>	<u>167,920</u>	<u>170,555</u>	-3.9%
Grand Total--Tourism Marketing	1,052,498	1,073,702	1,101,879	1,134,980		1,134,980	1,091,920	1,094,555	-3.6%
% of total		59.2%		59.2%		59.7%	59.8%	59.6%	

COMBINED PRODUCT DEVELOPMENT & MARKETING

	2011	2012	2013	2014	2014	2014	2015	2015	
	<u>Modified Budget</u>	<u>Modified Budget</u>	<u>Modified Budget</u>	<u>Adopted</u>	<u>Proposed To/From Reserves</u>	<u>Proposed Modified</u>	<u>Requested</u>	<u>Recommended</u>	
County									
Contribution to County for programmatic support and tax administration (County 10%)	185,966	203,672	213,855	226,034		226,034	237,335	237,335	5.0%
STBP Staff/Tourism Coordination	43,392	74,386	77,834	80,169		80,169	79,106	79,106	-1.3%
Tompkins County Area Development (TCAD)	0	0	0	150,000		150,000	60,000	60,000	-60.0%
Grant Total-- County	229,358	278,058	291,689	456,203		456,203	376,441	376,441	-17.5%
Strategic Tourism Implementation			147,000	0		0	150,000	150,000	
Product Development and Marketing	1,766,134	1,813,262	1,876,872	1,918,629		1,900,928	1,827,337	1,836,904	-4.3%
TOTAL EXPENSES	1,995,492	2,091,320	2,315,561	2,374,832		2,357,131	2,353,779	2,363,346	-0.5%
REVENUES AND RESERVES									
Projected Room Tax Revenues	1,859,659	2,036,716	2,152,700	2,260,335		2,260,335	2,373,352	2,373,352	5.0%
Projected Use of Reserves		54,604	162,861	114,497		96,796	-19,573	-10,006	
Total Budget Available to County and Programs		2,091,320	2,315,561	2,374,832		2,357,131	2,353,779	2,363,346	-0.5%
Unallocated Reserve Balance (From County Finance)			Balance 1/1/13	Balance 4/25/14					
Projected Year-End Unallocated Reserve Balance		251,111	156,276	45,162		62,863	82,436	72,869	
% of revenues		12.3%	7.3%	2.0%		2.8%	3.5%	3.1%	

* 2013 and prior, FLTA included as revenue line in CVB budget; beginning in 2014, all regional cooperative marketing (including FLTA) is directly in the CVB budget.

**A negative number in this line represents putting that amount back into reserves from current year's revenues.

Tompkins County Hotel Room Occupancy Tax Revenues 2001-2014

Quarter	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Delta 13-14
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	-3.00%
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		
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		
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		
TOTAL	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		
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		

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

TOTAL Revenue	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		
Budgeted Revenue	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	2,138,552		
												Modified '13	2,152,700		

INTO RESERVES (Actual revenue less budgeted revenue; does not include expenditure side)

	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)		
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Reserve Balance (Reserve balances from County CFO)

12/31/2001	12/31/2002	12/31/2003	12/31/2004	12/31/2005	12/31/2006	12/31/2007	12/31/2008	12/31/2009	12/31/2010	8/3/2011	4/27/2012	1/1/2013	4/1/2014
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

