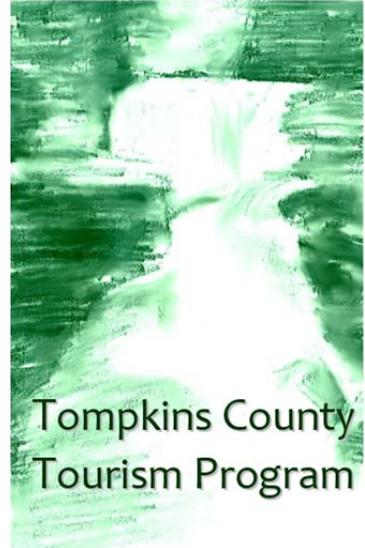


COVER PAGE

2015 Budget Request Form

Tompkins County Tourism Program



I. BASIC INFORMATION

Program: Tompkin County Tourism Partner Award

Applicant Organization: STPB

Contact Person: Richard Adie _____

Phone: 607-257-3436 Email: ra99@cornell.edu

2015 Request: \$ _____ Product Development or Marketing? _____

Year	Tourism Program Allocation**	\$ Change	% Change	% of Program Budget*
2010	\$1000			
2011	\$1000			
2012	0			
2013	\$5000			
2014	\$2000	-\$3000	-60%	100%
Request 2015	\$1000	-1000	-50%	100%

* Enter the % of the total program budget that would come from the Tompkins County Tourism Program.

** Enter modified budget amounts where applicable.

II. PROGRAM DESCRIPTION

Tourism Partner Awards are presented periodically to individuals outside the tourism industry who devote time and effort to bring groups to Tompkins County that result in more than 200 room nights at County lodging facilities. Recipients will be recognized with inscribed pavers at the Cayuga Waterfront trail.

III. CHALLENGES & OPPORTUNITIES

We continue to be challenged by the hospitality industry not submitting nominations. This continues to necessitate that the CVB be identifying potential nominees and the suggesting to the hospitality community that a nomination be submitted.

IV. BUDGET NARRATIVE

We expect in 2015 to recognize at least one or two organizations and have earmarked \$1000 for this purpose.

V. PROGRAM GOALS

To continue to nominate Tompkins Tourism Partners to recognize individuals who have made an impact on the tourism economy. The recognition not only serves as a sincere thank you by the County and CVB, but also helps to inspire others to bring groups to Tompkins County. The public relations gained from the award and public recognition are critical to success.

In the 2020 Strategic Plan this award aligns with the Foundation Focus Area: GROUPS. "Meetings, conferences and group tours are market segments that can build our local tourism economy by bringing business to hotels, restaurants and attractions during off peak periods."

VI. ACHIEVEMENTS

In 2013 we recognized Stu Stein with an award for his many decades of contribution to the Tourism economy. In addition two other awards are in the works: New York State Veterinary Conference and the HEDW Conference

VII. IMPACT OF FUNDING

Given the challenging year we expect in 2015 we are scaling back the budget request and will plan to only nominate two organizations.

VIII. COLLABORATION

Close collaboration with the Tompkins County CVB. The CVB Director of Sales and the Director of the CVB are most aware of the groups that deserve recognition with the Tourism Award. They both meet with the hotel community on a regular basis, so are in a position to encourage nominations.