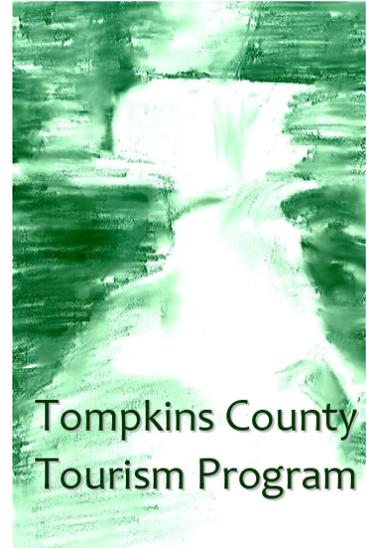


COVER PAGE

2015 Budget Request Form

Tompkins County Tourism Program



I. BASIC INFORMATION

Program: Ithaca/Tompkins CVB

Applicant Organization: Tompkins County Chamber of Commerce

Contact Person: Bruce Stoff

Phone: 607-272-1313 Email: Bruce@VisitIthaca.com

2015 Request: \$924,000 Product Development or Marketing? Marketing

Year	Tourism Program Allocation**	\$ Change	% Change	% of Program Budget*
2010	\$832,688	-\$36,512	-4%	85%
2011	\$890,730	\$49,862	5.6%	82%
2012	\$895,778	\$13,238	1.5%	87%
2013	\$925,776 budget + \$54,030 Tourism Implementation Grant	\$29,988	3.2%	81%
2014	\$957,500	\$31,724	3.4%	88%
Request 2015	\$924,000	-\$33,500	-3.5%	87%

* 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

The CVB supports the county's Strategic Tourism Plan through marketing, sales and visitor services. The three departments work in conjunction with local tourism partners to increase visitation, promote and support the tourism product and enhance the visitor experience. This creates more overnight stays which generates revenue for the tourism program and tax relief for county residents. As the county's designated Tourism Promotion Agency, the CVB receives and manages NYS Tourism Matching funds while representing Tompkins County on tourism matters both regionally and statewide.

III. CHALLENGES & OPPORTUNITIES

1. Increasing midweek occupancy via consumer marketing, convention/meeting sales and group/motor coach sales. Secondary targets are shoulder seasons, sports events.
2. Increasing Visitor Center Traffic via Technology.
3. Implementing a Taughannock Falls Visitor Center.

4. Supporting the 2015 Visitor Profile (Chmura).

IV. BUDGET NARRATIVE

Our 2015 budget request is designed expressly to address the key opportunities and challenges outlined in section III. We must do this efficiently in light of the requested 3.5% budget decrease. We are in good shape to absorb the budget decrease thanks to cost-efficiencies gained in 2013 and 2014. Our move to a smaller, cost effective travel guide; our increased use of efficient digital advertising; and our decision to suspend the Winter Recess promotion will allow us to address the key challenges and opportunities without requesting additional funds. Our focus for 2015:

Midweek Occupancy

Low midweek occupancy is a perennial challenge for the local lodging industry. It's also our largest opportunity for growth. We will continue to fund, monitor and improve the midweek marketing campaign begun in 2014. We will stay committed to improving the program until it generates measurable results in occupancy and room tax revenue (and then we'll expand the program). Shoulder season marketing and promotion will be scaled back somewhat, we suspect investment in warm weather midweeks will produce greater ROI.

Visitor Center Traffic and Technology

Coinciding with the rapid adoption of smartphones, Visitor Center traffic has declined steadily since 2006. Peaking at 19,000 visitors, walk-in traffic declined to 13,838 visitors in 2013, an annual decline of 9%. This is despite an overall increase in visitation, as evidenced by STR hotel data. The trend is concerning because it has impacted our ability to fulfill our visitor services mission as outlined in the strategic plan. This is an emerging issue industrywide and we plan to lead the industry in finding solutions. The ultimate goal is to design a workspace, workforce and workplace tools to change visitor centers from receptive "welcome desks" to broadcast "outreach centers" that use cellular technology, digital information and social media tools to reach travelers wherever they may be. In 2015 we start the process with research, academic outreach (CU, IC, TC3) and staff development. We'll also pursue NYS REDC CFA grants to fund feasibility and implementation studies. Local tourism grants are a backup option. In addition to technical outreach, we will also pursue Dispersed Visitor Services—meeting people in high-traffic locations in the local market, i.e. campus events, attractions, festivals and other tourism program funded activities.

Convention and Meeting Sales

In recent years, the CVB has been challenged in booking convention and meeting business. This is despite increased sales outreach as measured by distributed sales leads. Price and facilities are the chief objections among buyers. While the CVB cannot control price or product quality, it can and will increase its advocacy efforts in development of new and remodeled conference facilities. We will also continue to pursue the sports market as outlined in the Strategic Plan by working with tournament organizers and venue managers at IC, CU, etc. This effort will focus on shoulder seasons, with awareness that team events often outstrip our hotel capacity, resulting in high room rates.

Group Sales/Motor Coach Sales

The CVB will continue its increased sales efforts in the group/motor coach market using targeted group itineraries (culinary, gardening, wine, waterfalls, birding) and direct outreach to tour operators. In addition, we will continue our pursuit of the Chinese group market by pursuing NYC-based operators who cater to this growing market.

Taughannock Falls Visitor Center

Finger Lakes State Parks is developing a small visitor center at the Taughannock Falls Overlook and has requested the CVB to operate it. Barring construction delays, the facility will be operational in fall 2015. The site gives us opportunity to reach tens of thousands of visitors. Staffing costs are covered in 2015 by the elimination of Winter Recess.

2015 Visitor Profile (Chmura)

The CVB views the Visitor Profile study as the single most important tool we have in promoting county tourism. While the budget situation makes it unlikely for us to commit significant funding to the project, we plan to support the study with extensive in-kind contributions including staff and management.

Technical Assistance to Tourism Partners

We plan to expand our efforts offering technical assistance to partners, taking advantage of staff strengths in areas of hospitality training (Hospitality Stars), web marketing and, increasingly, in social media (assistance with TripAdvisor, Yelp, FourSquare, Google Maps Reviews, OpenTable, etc. We will also continue to support for STPB task forces including ag & culinary, heritage, higher ed, etc., and community efforts like wayfinding, blueway trail, priority trails development, discovery trail site improvements, etc. and aligning these with marketing investments where practical, as outlined in the Strategic Plan.

Budget Details

Income:

The 3.5% funding decrease is challenging but manageable. Once again, cost savings implemented in 2013 and 2014 will allow us to absorb cuts. But we are unable to expand programming which is worrisome in light of a significant increase in room inventory coming in 2016. This fact, coupled with a shift in funding to regional initiatives and away from county programs by New York State, makes this a tight budget.

Matching Funds—We expect a Matching Funds grant of approx. \$60,000 in 2015, down from \$80,000 plus five years ago. Each year, as the designated TPA for Tompkins County, our office applies for a New York State Matching Funds Grant. Our award from NYS needs to be matched dollar for dollar at the County level. Approximately 75% of the total is used for marketing and advertising programs exclusive to Tompkins County. The remaining 25% is mandated for regional programs (Finger Lakes Regional Tourism Council, Cayuga Lake Scenic Byway, Finger Lakes Regional PR program, etc.)

Advertising Revenue—We continue to have success selling advertising in our Travel Guide and websites. In 2015, we anticipate modest gains in ad revenue but we're hesitant to forecast it in the budget. With a new guide format (2014) and new websites (2015), there's too much uncertainty for bold revenue forecasts.

Retail Revenue—We view sales of "Ithaca is Gorges" branded items as a growth area and are investing in inventory, online sales, POS and retail fixtures. Revenue growth will be modest in 2015 but should ramp up in subsequent years.

Expenses:

Administration—This budget holds the line on administrative expenses with decreases in:

Chamber rent—reduced maintenance and utility costs

Chamber administration—anticipated flat salary for new chamber president

Health insurance—reduced costs from healthcare marketplace, lower utilization by staff.

These costs are outlined in detail in the spreadsheet accompanying this document.

Marketing—Our 2015 budget request reflects a continued shift to digital advertising and marketing. These programs are cost-effective, impactful and trackable. They also offer transparent reporting—ideal for publicly funded efforts. We plan to report these numbers in our 2015 goals, when finalized. Line item details:

Websites/Online/Mobile: This covers updates to our desktop/mobile websites and social media sites (VisitIthaca, IthacalsGorges, IthacaMeetings, IthacaEvents, Facebook, Instagram, Pinterest, Twitter) and includes paid SEO for VisitIthaca.com, subscription fees for bulk email services, digital reader response lead generators and other online projects.

Radio/TV: A drastic reduction in this line comes after market tests in 2013 showed us that YouTube video pre-roll ads yielded better results at substantially lower costs. Our only broadcast outlet for 2015 is WXPB in Philly, continuing a longstanding relationship.

Advertising: We will continue the web-based midweek campaign begun in 2014, refining audience and message for maximum result. Target markets remain unchanged from those identified by Chmura. Midweek business remains the county's greatest challenge and growth area so we will invest 80%-90% of our ad budget in the program. Funding for expanded online advertising comes from elimination of costly legacy print advertising, specifically: National Geographic Traveler, Better Homes & Gardens, Food Traveler, USA Today Inserts (Philly market, national market) Family Circle, Celebrity Cooking, Ladies Home Journal, More, and Midwest Living. Additional funds will come from local matching funds (see below).

Local Matching Funds: Roughly \$30,000 of this line will cover production of the annual travel guide. The remainder will be used to support the midweek ad campaign outlined above. Note: all items funded from this budget line carry the "I Love NY" mark.

Regional Matching Funds: This is a pass through of state money to regional programs. In 2015 it will fund FLRTC, CLSB and the regional PR program.

Winter Recess 2015: As previously announced, we are not producing Winter Recess in 2015. After seven years, the event did not grow to generate enough overnight stays to justify the high costs (both time and budget). Eliminating Winter Recess frees approximately \$25,000 which we will reinvest to balance the 2015 budget cuts. It also frees approximately 500 hours for hourly staff which we can use to establish the Taughannock Falls visitor center (See visitor services, below).

Cortland Sports Council: This cooperative marketing project did not come to fruition in 2014. Frankly, we never received details from CSPC on how they planned to spend our money or report on their work, so we didn't proceed. We've included a modest amount in the budget line to fund sports marketing initiatives that arise in 2015 and we will continue our efforts supporting Sports Marketing as outlined in the Strategic Plan. We also remain open to a cooperative program with CSPC and look forward to any proposals they present.

Visitor Services—Visitor Services is a “Foundation Focus Area” in the Strategic Tourism Plan and as such it requires critical attention.

Special Projects: With physical visitation declining at our flagship Visitor Center on East Shore Dr., (we believe this is directly related to the rise of smartphones), we must rethink the workspace, workforce and workplace tools we use in visitor services. The Segway scooter project funded in 2014 was a step in this direction, but on further reflection its \$16,000 price tag was too high a capital cost for a seasonal, weather dependent device so it was removed from the 2014 work plan. Instead, we plan to take a data-driven approach to the situation, using academic experts and REDC-grant-funded research to explore solutions. We haven't projected grant income in the budget (yet) but we have included \$9,000 in a Special Projects line to begin the process regardless of NYS grants.

DVC Rent: We've budgeted \$14,000 for shared Visitor Center space with CAP and DIA. We are renegotiating the lease at year end, this represents a best-guess of the new cost. In 2014, the cost breakdown is: CVB \$ \$13,793 and DIA \$6,000. CAP's share (for the office portion) is billed separately.

Retail Sales (cost of goods, fixtures): We have doubled these two lines to a combined \$10,700 in an effort to ramp up retail sales revenue. Out of an abundance of caution, we are conservatively budgeting a \$300 increase in 2015 revenues from this effort.

Taughannock Falls Visitor Center: Though this is not a standalone budget line, we plan to be operating a small info center at the Falls Overlook beginning sometime in fall 2015. This is contingent on construction. We anticipate paying rent under \$1,000 with staffing costs of \$100 per day. The elimination of Winter Recess frees roughly \$5,000 of staff/salary time to cover operational costs for 2015.

Group Sales—The 2105 budget reflects a continued emphasis on the group tour market with \$19,770 earmarked for trade shows and associated travel. We also have \$10,000 earmarked for FAM trips (local and ALB/ROC). The local FAM proved successful in 2013 and 2014, generating group sales bookings worth more than \$100,000 in economic impact (at this time). Central to our group sales effort is our continued attendance at appointment-based tradeshows (Connect, ABA Marketplace, PBA, OMCA, Active America China, NAJ, ESSAE) to continue to build relationships with decision makers.

V. PROGRAM GOALS

Final Program Goals to Come.

At the suggestion of STPB, the CVB contracted with Cornell Cooperative Extension on an evaluation and goal-setting program in 2014. The process will be complete in summer 2014 with results implemented for use in calendar 2015. These goals will measure CVB performance by department at key stages of the “visitor transaction.” While the measurables will be different from prior years, the overall objectives remain unchanged.

Goal 1: *Increase Midweek Overnight Stays in the conference, group tour and individual leisure (FIT) markets.*

Likely measurables: increased group/conference lead generation, increased group/conference contacts, increased relationships with group/meeting planners, bookings “clicked” on VisitIthaca midweek promotion page.

Strategic Plan Foundation Focus: Groups, Marketing & Advertising, Town Gown. Critical Actions: 24-28.

Goal 2: *Increase usage of VisitIthaca.com, IthacaEvents, and associated websites and maintain CVB properties as the key portals for travel to Ithaca & Tompkins County.*

Likely measurables: increase in overall page views, increase in click-thrus from ads to VisitIthaca, increase in click-thrus from VisitIthaca to partner websites, increase in inbound links from partner websites and travel websites, Google page ranking.

Strategic Plan Foundation Focus: Festivals, Marketing & Advertising, Town Gown. Critical Actions: 2, 5, 6, 8, 16, 23, 27, 28, 33, 35

Goal 3: Provide enhanced visitor services and increase outreach to larger numbers of travelers to increase customer satisfaction, drive additional spending and encourage extended/repeat visits.

Likely measurables: increase in number of physical visits, increase in number of e-visits, increase in CVB VS attendance at Tourism Program-funded events, increase in number of compliments from guests, increase attendance at Hospitality Stars and similar training programs.

Strategic Plan Foundation Focus: Downtown Ithaca, Town Gown, Visitor Services, Festivals. Critical Actions: 8, 30, 31, 33, 35, 36, 37

VI. ACHIEVEMENTS

Notable achievements in 2013 and early 2014 include:

- Smooth change in directorship from Fred Bonn to Bruce Stoff without disruption to staff or programming.
- Successful negotiations out of the state-mandated BassMaster fishing tournament without damage to Ithaca's relationship with NYSESD, ILNY and Executive. The event would have disrupted student return in August, 2014. Ithaca remains in a position to market itself successfully to anglers.
- Introduction of a cost-effective smaller travel guide that saves the CVB and Tourism Program \$50,000 annually.
- Timely analysis of the local AirBnB market that gave County Government the hard data necessary for evaluation and action.
- Emergency funding to CAP in the form of additional rent payments to help keep the organization operating during the closure of the Ticket Center.
- Coordination with CAP and DIA on the operation of the Downtown Visitor Center, a low cost-high impact space that helps all three organizations achieve their missions without undue expense.
- Successful launch of the IthacaFork website promoting culinary tourism. Funded by the Tourism Program, this site achieves a highly visible goal outlined in the 2020 Strategic Tourism Plan.
- Successful implementation of the Finger Lakes Beer Trail Grant that will help us achieve our goal of marketing our community as one that supports local and sustainable agricultural and beverage products.
- Successful launch of a new niche-market-themed effort in group/motorcoach sales with eight tours booked thus far in 2014 worth more than \$100,000 in local economic impact.
- Supported six Tourism Grant funded events/projects with technical assistance to improve the impact of their visitor-oriented marketing.
- Began VisitIthaca brand guideline effort to improve branding consistency
- To be completed by New Year, 2015: Redesigned, mobile-friendly VisitIthaca.com and IthacaEvents.com.

Goals and Results as Outlined in the 2014 Budget Request:

Goal 1: Increase conference/group midweek room nights 7%

Result: Not achieved, midweek occupancy rates decreased slightly, from 54.4% to 53.3%

Goal 2: Increase sales leads contacted by Group Sales

Result: Achieved, the sales staff distributed 63 vetted sales leads, up from 59 in 2012.

Goal 3: Increase traffic to VisitIthaca.com

Result: Significantly overachieved, total visits climbed to 446,000 +25%

Goal 4: Expand social media presence

Result: Facebook likes increased +28% from 11,351 in 2012 to 14,571, but fell short of an optimistic goal of 20,000.

Goal 5: Increase Visitor Center traffic

Result: Not achieved, hence the focus on this area in 2015 and beyond.

Goal 6: Three “top-10” listings and host a major media tour

Result: Overachieved with 12 “top-10s” and multiple media visits

VII. IMPACT OF LOSS OF FUNDING

Additional budget cuts at this point would cut into core programs that directly support the 2020 Tourism Plan. If required, we would cut as follows:

Visitor Services:

We would reduce hours at our two visitor centers. Every 10% decrease hours would save \$7,500 to \$9,000.

Marketing:

We would cut travel/trade shows, then cut advertising, websites and online (paid search, banner, SEO, email). This could provide flexible savings from \$5,000 to \$50,000.

Group Sales

We would cut travel and trade shows. Though this would seriously damage our group/meeting sales effort, it would save up to \$19,000.

VIII. COLLABORATION

We have worked closely with the following organizations also funded by room-tax:

- Community Arts Partnership – The CVB has provided funding in the form of additional rent payments to aid CAP in the transition out of the Ticket Center. We are working together on a complete rebuild of IthacaEvents.com which will be funded and administered through the CVB to enhance its use in tourism, as outlined in the 2020 Strategic Plan. We also share services and space at our shared visitor information space on the Commons.
- Downtown Ithaca Alliance – shared visitor center (above), ongoing partnerships and collaborative ventures relating to Visitor Services, festival promotion and general vitality of downtown Ithaca
- Cayuga Lake Wine Trail – cooperative advertising and grant consulting
- Cayuga Lake Scenic Byway – cooperative advertising, grant consulting and board service
- State Theatre – several promotions / contests we’ve sponsored have featured the State Theatre
- Ithaca Scottish Games – cooperative advertising and marketing program for 2013 festival
- Kitchen Theatre – cross promotion, marketing
- Hangar Theatre – cross promotions, marketing programs and the ways we can facilitate group tour block and midweek ticket purchases.
- Discovery Trail – consulting re. marketing and advertising programs

- Cayuga Lake Triathlon – visitor information services and welcome information athletes, marketing grant consultation.
- Finger Lakes Dragon Boat Festival – visitor information services and welcome information for teams
- Cayuga SUP Cup—grant consulting, marketing, cross promotion
- Grassroots Festival – cross promotion, marketing, co-promotion and market analysis / demographic analysis
- Museum of the Earth/Cayuga Nature Center – consulting re. grant applications
- Cayuga Trails 50 Race – grant consulting
- International Fantastic Film Festival – grant consulting, PR consulting, marketing and promotion consulting.
- New York State Parks – Path through History, ice climbing grant partnership
- NETMA! – monthly meetings were created to facilitate dialog and information sharing between our industry partners
- TC3.biz - / Workforce NY – Collaboration and hosting annual Hospitality Star training, annual FAM Tour for regional and local tourism offices, joint hospitality training with downtown merchants, City of Ithaca Parking.

ITHACA-TOMPKINS COUNTY CVB

2015 Budget Request - Tompkins County Tourism Program

For previous years budgets, used modified budget amounts.

CATEGORY	2012 Budget	2013 Budget	2014 Budget	2015 Request	Notes
REVENUE/INCOME - CVB					
Room Tax	839,503	859,671	892,500	864,000	
County Room Tax for NYS Matching Funds:	44,785				
Local Matching Funds - 75% (Travel Guide, ILNY Ads)		49,578	45,750	45,000	
Regional Matching Funds 25% (CLSB, FLRTC, Reg. PR)		4,527	15,250	15,000	
Finger Lakes Tourism Alliance	11,500	12,000			
Total Room Tax Support	895,788	925,776	953,500	924,000	(\$33,500) 3.5% reduction as requested
NYS Matching Funds	44,785	66,105	61,000	60,000	
Def. from Prev Year	68,386	26,480	-	30,000	3% safety cushion unspent from 2014
Ad Revenue Travel Guide	39,000	34,000	37,000	30,000	
Ad Revenue Websites		3,000	6,000	10,000	Growth area
Retail Sales		7,500	8,700	9,000	Growth area
Misc/Cooperative Advertising	6,500	20,000	15,000		
Grant Income	3,750	54,030	40,500		
Interest Income		80	11	10	
Total Income	1,058,209	1,136,971	1,121,711	1,063,010	(58,701)
TOTAL TCTP*	\$895,788	979,806	953,500	924,000	
TCTP Share	84.7%	86.2%	85.0%	86.9%	
EXPENSE - CVB					
ADMINISTRATION					
Payroll	62,869	66,240	\$ 66,866	68,700	Director (partial, not allocated to departments)
Incentives/Bonuses	4,600	5,000	5,000	5,000	
Payroll Taxes	29,506	34,629	31,496	35,830	
Retirement	15,075	16,920	15,750	18,460	
Health Insurance	18,000	20,000	23,000	15,000	Healthcare Marketplace, low employee usage
Travel	5,250	5,500	6,250	6,000	
Insurance	4,499	5,000	5,000	6,000	
Rent (East Shore Office and Visitor Center)	87,199	88,843	90,619	86,700	Reduced Maintenance Costs
Chamber Administration	39,563	36,785	39,426	39,340	President, business manager (partial,) see supporting docs
Computer Maintenance	10,000	10,000	9,500	10,000	
Telephone	7,500	7,000	6,000	5,250	
Equipment	12,500	13,500	8,500	8,700	Laptops, postage meter, copier, furniture
Software	8,000	5,000	5,500	6,500	IDSS, MS, Adobe
Meetings & Conferences	5,000	4,000	3,000	3,000	
Office Expense	14,000	13,050	14,750	13,000	Cleaning service, office supplies
Dues & Subscriptions	6,000	6,000	5,500	4,750	STR Report, NYSDMO, NYSHTA/TIC, NYSTPA, USTA, DMAI
Audit	3,750	4,075	6,250	3,750	
Staff Development	2,250	1,750	2,250	2,250	
Subtotal	335,561	343,292	344,657	338,230	(6,427)

MARKETING & PR					
Payroll	99,852	105,205	106,837	103,608	
Travel	5,900	4,250	7,000	7,000	
Website/On-Line/Mobile	45,000	44,000	45,000	42,000	Updates/maintenance VisitIthaca, IthacaEvents, social sites
Postage	22,000	33,411	34,000	25,000	Savings from smaller Travel Guide
Workshops for Partners	1,500	1,000	1,500	1,500	
Misc. Marketing Expenses	5,000	2,500	2,000	5,000	
Tradeshows	13,000	6,000	8,000	8,000	
Staff Development	1,750	1,500	2,250	3,000	
Radio/TV	40,000	48,250	43,000	6,000	WXPB Philly. No other broadcast media.
Advertising	50,000	46,250	35,000	67,750	Digital ads, social media ads
Comm. Photographer/Video	2,000	1,750	1,000	4,000	
Misc. PR Expenses	5,700	1,500	1,000	1,200	
Local Matching Funds (75%) Travel Guide, <i>Collateral, Misc ILNY ads</i>	98,839	99,158	91,500	90,000	Approx \$40k to travel guide, remainder for ILNY ads
Regional Matching Funds (25%) FLRTC, CLSB, Reg PR	32,946	33,053	30,500	30,000	FLRTC, CLSB, Regional PR Program
Winter Recess	22,000	25,000	19,000	-	
Beer Trail Grant Expenses			40,500		
Culinary Grant Expenses		54,030	-	-	
Special Projects -- Travel Guide					
Special Events/Projects (Cortland Sports Council, other)	2,500	2,000	8,000	2,700	
Subtotal	447,987	508,856	476,087	396,758	(79,329) Minimal impact: \$59K from WR, grants. \$20k from smaller travel guide
VISITOR SERVICES					
Payroll	114,644	120,791	120,614	124,839	
DVC Rent	11,300	11,670	12,020	14,000	Elimination of WR allows 700 hrs to staff Tough Falls VC
Travel	2,200	2,000	2,200	3,000	
Staff Development	1,000	750	700	2,300	
Furnishing	500		400	2,000	Retail fixtures, POS system
Cost of Goods Sold	6,500	6,000	5,000	8,700	Investment for increased revenue
Advertising	750	750	500	5,400	Ads for retail, visitation
Special Projects	1,500	1,200	1,200	9,000	Feasibility/research on digital visitor services
Segway / Mobile Info Center		0	16,500		
Subtotal	138,394	143,161	159,134	169,239	10,105
GROUP SALES					
Payroll	92,455	97,412	99,383	108,463	
Online Marketing	6,500	1,500	2,000	3,000	
EmpowerMINT, Dues, Subscriptions	4,000	6,000	6,200	2,000	Eliminating EmpowerMINT, Adding dues: ABA, PBA, ESSAE
Misc. Sales Expenses	5,500	4,000		4,000	
Tradeshows	4,000	12,000	12,000	10,000	Conference sales and group tour sales including ABA, Heartland, ESSAE, NAJ, OMCA, DONYS, PBA
Travel	15,000	7,000	7,000	9,770	Housekeeping, better tracking of show exps/vs travel exps
Staff Development	750	750	750	1,750	
Hosting/Site Inspection				1,500	
Promotional Items	2,000	1,500	1,500	3,000	Gifts--Chinese market
Advertising	5,000	4,500	3,000	5,300	
Motor Coach FAM Tour	13,000	7,000	5,000	5,000	2013 FAM generated 2 sales so far, worth \$10k in lodging reve
Albany / ROC FAM			5,000	5,000	
Subtotal	148,205	141,662	141,833	158,783	16,950
TOTAL EXPENSE	1,070,147	1,136,971	1,121,711	1,063,010	
TOTAL TCTP*	895,788	979,806	953,500	924,000	
TCTP share	83.7%	86.2%	85.0%	86.9%	
P/L REVENUE LESS EXPENSE	\$ (11,938.00)	\$ -	\$ -	\$ -	

*TCTP-Tompkins County Tourism Program

ITHACA-TOMPKINS COUNTY CVB
2015 Budget Request - Tompkins County Tourism Program

Legacy View: All employee compensation is lumped in ADMIN, Budgeted & Actual Expenses Included

For previous years budgets, used modified budget amounts.

CATEGORY	2012 Budget	2012 actual	2013 Budget	2013 Budget	2013 Actual	2014 Budget	2015 Request	Notes
REVENUE/INCOME - CVB								
Room Tax	839,503	839,503	859,671	859,671	859,671	892,500	864,000	
County Room Tax for NYS Matching Funds	44,785	44,785					45,750	
Local Matching Funds - 75% (Travel Guide, ILNY Adv)			49,578	49,578	49,579	45,750	45,000	
Regional Matching Funds 25% (CLSB, FLRTC, Reg. PR)			4,527	4,527	16,527	15,250	15,000	
Finger Lakes Tourism Alliance	11,500	11,500	12,000	12,000				
Total Room Tax Support	895,788	895,788	925,776	925,776	925,777	953,500	924,000	(\$33,500) 3.5% reduction as requested
NYS Matching Funds	44,785	44,785	66,105	66,105	66,105	61,000	60,000	
Def. from Prev Year	68,386	68,386	26,480	26,480	24,083	-	30,000	3% safety cushion unspent from 2014
Ad Revenue Travel Guide	39,000	17,571	34,000	34,000	41,945	37,000	30,000	
Ad Revenue Websites		2,462	3,000	3,000	1,056	6,000	10,000	Growth area
Retail Sales	6,500	6,243	7,500	7,500	9,631	8,700	9,000	Growth area
Misc/Cooperative Advertising	3,750	190	20,000	20,000	1,000	15,000		
Grant Income		82	54,030	54,030	27,015	40,500		
Interest Income			80	80	85		10	
Total Income	1,058,209	1,035,506	1,136,971	1,136,971	1,096,695	1,121,711	1,063,010	(\$58,701)
TOTAL TCTP*	5895,788	5895,788	5979,806	5979,806	5925,777	5953,500	5924,000	
TCTP Share	84.7%	86.5%	86.2%	86.2%	84.4%	85.0%	86.9%	
EXPENSES - CVB								
ADMINISTRATION								
Payroll	369,820	352,348	389,648	389,648	376,724	393,700	405,610	
Incentives/Bonuses	4,600	5,750	5,000	5,000	6,065	5,000	5,000	
Payroll Taxes	29,506	30,487	34,029	34,029	34,629	31,496	35,830	
Retirement	15,075	14,309	16,920	16,920	14,243	15,750	18,460	
Health Insurance	18,000	12,257	20,000	20,000	19,900	23,000	15,000	Healthcare Marketplace, low employee usage
Travel	5,250	5,925	5,500	5,500	4,635	6,250	6,000	
Insurance	4,499	4,352	5,000	5,000	4,922	5,000	6,000	
Rent (East Shore Office and Visitor Center)	87,199	87,119	88,843	88,843	88,843	90,619	86,700	Reduced Maintenance Costs
Chamber Administration	39,563	39,563	36,785	36,785	36,785	39,426	39,340	
DVC Rent	11,330	11,500	11,670	11,670	14,670	12,020	14,000	
Computer Maintenance	10,000	7,953	10,000	10,000	9,693	9,500	10,000	
Telephone	7,500	5,376	7,000	7,000	5,127	6,000	5,250	Laptops, postage meter, copier, furniture
Equipment	12,500	16,059	13,500	13,500	9,086	8,500	8,700	IDSS, MS, Adobe
Software	8,000	4,200	5,000	5,000	6,248	5,500	5,500	Cleaning service, office supplies
Meetings & Conferences	5,000	2,507	4,000	4,000	2,253	3,000	3,000	STR Report, NYS/DMO, NYSHITA/TIC, NYSTPA, USTA, DMAI
Office Expense	14,000	14,531	13,050	13,050	11,509	14,750	13,000	
Dues & Subscriptions	6,000	5,098	6,000	6,000	3,881	5,500	4,750	
Audit	3,750	3,450	4,075	4,075	3,550	6,250	3,750	
Staff Development	2,250	2,508	1,750	1,750	1,296	2,250	2,250	
Subtotal	653,842	625,291	678,370	678,370	650,649	683,511	689,140	5,629
MARKETING & PR								
Travel	5,900	11,321	4,250	4,250	8,582	7,000	9,000	
Website/On-Line/Mobile App	45,000	41,184	44,000	44,000	50,279	45,000	40,000	Updates/maintenance Visitthica, IthacaEvents, social sites
Postage	22,000	31,974	33,411	33,411	28,225	34,000	25,000	Savings from smaller Travel Guide
Workshops for Partners	1,500	378	1,000	1,000	50	1,500	1,500	
Misc. Marketing Expenses	5,000	5,246	2,500	2,500	1,610	2,000	5,000	
Tradeshows	13,000	8,704	6,000	6,000	14,681	8,000	8,000	
Staff Development	1,750	2,595	1,500	1,500	1,127	2,250	3,000	
Radio/TV	40,000	41,698	48,250	48,250	30,851	43,000	6,000	WXPX Philly. No other broadcast media.
Advertising	50,000	37,733	46,250	46,250	28,376	35,000	67,750	Digital ads, social media ads
Comm. Photographer/Video	2,000	0	1,750	1,750	2,700	1,000	4,000	
Misc. PR Expenses	5,700	1,021	1,500	1,500	1,206	1,000	1,200	
Local Matching Funds (75%) Travel Guide, Collateral, Misc. ILNY ads	98,839	110,170	99,158	99,158	99,158	91,500	90,000	Approx \$40k to travel guide, remainder for ILNY ads
Regional Matching Funds (25%) FLRTC, CLSB, Reg PR	32,946	32,946	33,053	33,053	33,053	30,500	30,000	FLRTC, CLSB, Regional PR Program
Winter Recess	22,000	25,973	25,000	25,000	19,629	19,000		
Beer Trail Grant Expenses					10,020	40,500		
Culinary Grant Expenses			54,030	54,030	15,187	-		
Special Projects -- Travel Guide			2,000	2,000	475	8,000	2,700	
Special Events/Projects (Cortland Sports Council, other)	2,500	3,466	2,000	2,000	475	8,000	2,700	
Subtotal	348,135	354,408	403,651	403,651	356,041	369,250	293,150	(76,100) Minimal impact: \$59k from WR, grants. \$20k from smaller travel guide
VISITOR SERVICES								
Travel	2,200	2,919	2,000	2,000	2,504	2,200	3,000	
Staff Development	1,000	485	750	750	1,499	700	2,300	
Furnishing	500	588				400	2,000	Retail fixtures, POS system
Cost of Goods Sold	6,500	5,389	6,000	6,000	9,032	5,000	8,700	Investment for increased revenue
Advertising	750	0	750	750	1,000	500	5,400	Ads for retail, visitation
Special Projects	1,500	125	1,200	1,200	27	1,200	9,000	Feasibility/research on digital visitor services
Segway / Mobile Info Center			0	0		16,500		
Subtotal	12,450	9,516	10,700	10,700	14,062	26,500	30,400	3,900
GROUP SALES								
Online Marketing	4,000	401	1,500	1,500	535	2,000	3,000	
EmpowerMINT, Dues, Subscriptions	5,500	0	6,000	6,000		6,200	2,000	Eliminating EmpowerMINT, Adding dues: ABA, PBA, ESSAE
Misc. Sales Expenses	4,000	3,455	4,000	4,000	2,587		4,000	
Tradeshows	15,000	11,513	12,000	12,000	5,505	12,000	10,000	Conference sales and group tour sales
Travel	6,500	5,657	7,000	7,000	8,673	7,000	9,770	Housekeeping, better tracking of show exps/vs travel exps
Staff Development	750	225	750	750	77	750	1,750	
Hosting/Site Inspection					176		1,500	
Promotional Items	2,000	3,108	1,500	1,500	544	1,500	3,000	Gifts--Chinese market
Advertising	5,000	2,918	4,500	4,500	1,565	3,000	5,300	
Motor Coach FAM Tour	13,000	3,184	7,000	7,000	6,221	5,000	5,000	2013 FAM generated 2 sales so far, worth \$10k in lodging reve
Albany / ROC FAM						5,000	5,000	
Subtotal	55,750	30,461	44,250	44,250	25,882	42,450	50,320	7,870
TOTAL EXPENSE	1,070,177	1,019,677	1,136,971	1,136,971	1,046,635	1,121,711	1,063,010	
TOTAL TCTP*	895,788	895,788	979,806	979,806	925,777	953,500	924,000	
TCTP share	83.7%	87.9%	86.2%	86.2%	88.5%	85.0%	86.9%	
P/L REVENUE LESS EXPENSE	\$ -	\$ 15,829.66	\$ -	\$ -	\$ 50,060.12	\$ -	\$ -	

*TCTP-Tompkins County Tourism Program

Tompkins County Chamber of Commerce

5/8/14

for 2015 budget

\$ 40,318 JMcP

	2003 actual costs	2004 actual costs	2005 actual costs	2006 actual costs	2007 actual costs	2008 actual costs
Debt Service on mortgage	\$ 25,860	\$ 25,079	\$ 24,157	\$ 12,372	\$ 13,422	\$ 33,746
Principal			\$ 8,468	\$ 16,879	\$ 30,000	\$ 11,921
Property Taxes	\$ 8,764	\$ 10,670	\$ 11,198	\$ 11,088	\$ 15,400	\$ 22,281
Utilities	\$ 9,408	\$ 8,160	\$ 10,056	\$ 11,581	\$ 10,288	\$ 9,160
Maintenance	\$ 19,621	\$ 16,691	\$ 16,033	\$ 17,901	\$ 27,622	\$ 26,568
Insurance--Bldg & flood	\$ 6,720	\$ 6,420	\$ 6,739	\$ 6,848	\$ 9,708	\$ 4,307
Building Admin	\$ 5,000	\$ 4,800	\$ 6,000	\$ 5,757	\$ 5,921	\$ 6,025
Restricted Building Maintenance						
carpeting		\$ 3,000				
HVAC	\$ 4,919	\$ 12,000	\$ 2,000			
airduct cleaning	\$ 700		\$ 700			
windows	\$ 3,850					
storm damage	\$ 4,800					
exterior cleaning	\$ 868	\$ 303	\$ 830	\$ 2,000		
exterior painting						\$ 5,940
interior painting						
general repairs						\$ 3,068
gutters	\$ 524		\$ 600			
exterior lighting						
Total	\$ 91,034	\$ 87,123	\$ 86,781	\$ 84,426	\$ 112,361	\$ 123,016
CVB space	60%	60%	55%	67%	67%	60%
Actual/Projected space cost	\$ 54,620	\$ 52,274	\$ 47,730	\$ 56,228	\$ 74,832	\$ 73,810
Rent	\$ 54,000	\$ 55,000	\$ 56,000	\$ 60,000	\$ 77,655	\$ 80,000
Difference between actual costs and rental charge; NOTE that this also covers depreciation	\$ (620)	\$ 2,726	\$ 8,270	\$ 3,772	\$ 2,823	\$ 6,190
Square footage cost	\$ 20.72	\$ 21.11	\$ 21.50		\$ 18.02	\$ 20.48

2009 actual costs	2010 actual costs	2011 actual costs	2012 actual costs	2013 budget	2013 actual costs (not audited)	2014 budget	2014 est & act. (as of 5/14)
\$ 36,706	\$ 35,232	\$ 32,171	\$ 30,358	\$33,000	\$ 29,045	\$ 27,822	\$ 27,822
\$ 16,286	\$ 17,287	\$ 18,960	\$ 20,071	\$19,342	\$ 21,384	\$ 22,608	\$ 22,608
\$ 23,944	\$ 24,322	\$ 25,204	\$ 25,800	\$26,000	\$ 26,092	\$ 27,000	\$ 26,613
\$ 11,951	\$ 8,819	\$ 10,632	\$ 8,230	\$11,000	\$ 12,380	\$ 11,000	\$ 14,225
\$ 28,204	\$ 26,251	\$ 22,278	\$ 18,942	\$24,000	\$ 20,538	\$ 22,000	\$ 21,026
\$ 7,633	\$ 6,769	\$ 6,724	\$ 6,100	\$7,230	\$ 6,085	\$ 6,000	\$ 6,174
\$ 6,333	\$ 6,250	\$ 7,600	\$ 6,631	\$6,500	\$ 6,219	\$ 6,600	\$ 6,327
				\$8,000	\$ 8,016	\$ 5,000	\$ -
		\$ 219	\$ 150	\$500		\$ 1,000	\$ 2,000
		\$ 1,200		\$1,000		\$ 5,000	\$ 1,500
		\$ 1,500	\$ 3,275	\$1,500			
							\$ -
				\$8,000	\$ 11,139	\$ 200	\$ 1,500
				\$4,000		\$ 4,000	\$ 4,500
		\$ 9,859	\$ 2,280	\$2,000		\$ 5,000	\$ 2,500
		\$ 1,500	\$ 2,775				
						\$ 12,000	\$ 1,688
\$ 131,057	\$ 124,930	\$ 137,847	\$ 124,612	\$ 152,072	\$ 140,899	\$ 155,230	\$ 138,483
60%	60%	60%	60%	60%	60%	60%	60%
\$ 78,634	\$ 74,958	\$ 82,708	\$ 74,767	\$ 91,243	\$ 84,539	\$ 93,138	
\$ 82,400	\$ 84,048	\$ 85,158	\$ 87,119	\$88,843	\$88,843	\$90,620	
\$ 3,766	\$ 9,090	\$ 2,450	\$ 12,352	\$ (2,400)	\$ 4,304	\$ (2,518)	
\$ 21.10	\$ 21.10	\$ 22.76	\$ 23.28	\$23.74	\$24.74	\$24.22	

2015 proposed budget
\$ 26,528
\$ 23,901
\$ 27,500
\$ 13,500
\$ 21,500
\$ 6,300
\$ 6,375
\$ 5,000
\$ 2,000
\$ 2,000
\$ 2,750
\$ 2,300
\$ 2,500
\$ 2,000
\$ 144,154
60%
\$ 86,492
\$86,700
\$ 208
\$23.17

*est based on 1st 6 mos.

*est based on 1st 6 mos.

CVB public areas

maintenance contract

needs to be done annually

tower windows

trim work on metal and doors

CVB public areas

JM
5/13/14

**Compensable Support to CVB by Tompkins County
2015 Budget**

<u>Administrative Costs</u>	<u>Total Salary</u>	<u>Fringe</u>	<u>Total</u>	<u>CVB Share</u>	<u>Note</u>	<u>Allocated to CVB</u>
Chamber President	\$90,000	\$21,600	\$111,600	16%	<i>a</i>	\$17,856.00
Business Manager	<u>\$49,500</u>	\$11,880	\$61,380	35%	<i>b</i>	\$21,483
Total Shared Administrative	\$139,500			22%		\$39,339

<u>Building Costs</u>	<u>Square Feet</u>			<u>CVB Share</u>	<u>Cost (at \$23.17 psf)</u>		
	<u>CVB</u>	<u>Chamber</u>	<u>Total</u>		<u>CVB</u>	<u>Chamber</u>	<u>Total</u>
1st Floor Programmed Space	2,281	0	2,281	100%	\$52,851	\$0	\$52,851
1st Floor Common Space	<u>448</u>	<u>393</u>	<u>841</u>	53%	\$10,380	\$9,106	\$19,486
Subtotal 1st Floor	2,729	393	3,122	87%	\$63,231	\$9,106	\$72,337
2nd Floor Programmed Space	0	970	970		\$0	\$22,475	\$22,475
2nd Floor Common Space	<u>1,013</u>	<u>1,101</u>	<u>2,114</u>	48%	<u>\$23,471</u>	<u>\$25,510</u>	<u>\$48,981</u>
Subtotal 2nd Floor	1,013	2,071	3,084	33%	\$23,471	\$47,985	\$71,456
Grand Total	3,742	2,464	6,206	60%	\$86,702	\$57,091	\$143,793
					60%	40%	
					adjusted to \$86,700		

Notes:

a) Share of cost based on 2012 Time Study for president.

b) Based on 2013 Time Study.

c) Interior square footage. Note that this makes SF cost look higher. Commercial sf rates go to outside walls.

Reasonable adjustment measured to exterior walls would be to adjust by 1.025%, making per square foot cost = \$23.75

d) I asked for \$86,700 in the budget request. The difference of \$2 is a rounding error.

doors and/or doorframes in 2015, repaint some areas including metal trim, and possibly recarpet parts of the CVB. But are building costs are estimated to come down because we have finished some major maintenance (exterior painting) and other projects came in at much less than planned (exterior lighting). However, our restricted maintenance costs are estimated to come down in 2015 because needed projects should not be as expensive in 2015.