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2017 Budget request Form

Tompkins County Tourism Program

I. BASIC INFORMATION

Program: New Tourism Initiative Grants

Applicant Organization: New Tourism Initiative Grants Review Committee

Contact Person: Tom Knipe

2017 Request: \$79,000 for Marketing Programs

Year	Tourism Program Allocation	\$ Change	% Change	% of Program Budget
2012	\$66,445			100%
2013	\$73,090	\$6,645	10.0%	100%
2014	\$75,300	\$2,210	3.0%	100%
2015	\$75,300	\$0	0%	100%
2016	\$79,000	\$3,700	4.9%	100%
2017	\$79,000	\$0	0%	100%

II. PROGRAM DESCRIPTION

New Tourism Initiative Grants support new tourism generating initiatives and projects as well as other tourism projects that have been operating for three years or less. A project may qualify for New Tourism Initiative Grants if it has been operating for more than three years but has not applied for a grant from this program in the past.

III. CHALLENGES AND OPPORTUNITIES

The fact that this particular grant program is intended for new projects is both the challenge and the opportunity. New Projects are inherently difficult to judge as it relates

to future success. On the other hand we very much want to encourage new projects, particularly in shoulder seasons and weekdays.

IV. BUDGET NARRATIVE

\$79,000 in funding is requested, no increase from 2016, but still maintaining a 4%+ annual average increase from 2012. Funds will be used to support NewTourism Initiative Grant proposals which meet all the grant guidelines and support the 2020 Tourism Plan.. Grant Guidelines and details are available on the Tourism Program's website: www.tompkinscounty.gov/tourism. Only \$43,000 of last years budget of \$79,000 was used in the Spring round, with the remainder being held for the Fall. The overall budget request for all three grant programs will reflect a 1.5% increase over 2016. This program as well as the Tourism Project grant program will remain flat in order to increase the TMA budget request back to historic levels.

V. PROGRAM GOALS

Increase funding to new Tourism initiatives and projects.

Invest in projects that contribute to tourism demand during shoulder seasons and weekday, versus weekends.

Encourage New Tourism initiative applicants to reach toward being self sustaining within the three year window of this grant program.

VI. ACHIEVEMENTS

This past Spring's awards reflect the goals toward shoulder season demand with events like Ithaca Underground and Wizarding Weekend as well as mid week activities such as the Thursday evening Ithaca Famers Market's "Ithaca Night Market".

VII. IMPACT OF FUNDING

Less funding for the New Tourism Initiative Grant program would reduce the number of projects we can invest in that keep us unique and interesting: That help our Tourism program evolving.

VIII. COLLABORATION

We have combined the committees for all three Tourism Grant Programs. The result is that each applicant, some of whom apply for more than one grant program, are all reviewed by the same group. We think this has benefited the thought process and

allowed us to more accurately distribute funds where they seem to most benefit the respective programs as well as support the overall 2020 Strategic Tourism Plan.

We are also considering pooling all the funds into one large grant pool that can then be distributed in the specific areas where demand is higher in one year and/or where it seems most beneficial to plan goals.