

# COVER PAGE

## 2017 Budget request Form

### Tompkins County Tourism Program

#### I. BASIC INFORMATION

Program: Tourism Marketing and Advertising Grants

Applicant Organization: Tourism Project Grant Review Committee

Contact Person: Tom Knipe

2017 Request: \$55,000 for Marketing Programs

Year	Tourism Program Allocation	\$ Change	% Change	% of Program Budget
2012	\$50,669			100%
2013	\$54,444	\$3,775	7.5%	100%
2014	\$52,220	-\$2,224	-4.1%	100%
2015	\$48,000	-\$4,220	-8.1%	100%
2016	\$52,000	\$1,400	2.9%	100%
2017	\$55,000	\$3,000	5.8%	100%

#### II. PROGRAM DESCRIPTION

Tourism Marketing and Advertising Grants provide marketing assistance to non-profit organizations for general or specific event support. Recipients of these grants are required to match the funds as 50/50 cash and to coordinate all marketing with the CVB so as to reinforce the overall message to the visitor market.

#### III. CHALLENGES AND OPPORTUNITIES

The challenges and opportunities for this grant program include identifying and encouraging those applicants whom canniest support the 2020 Strategic Tourism Plan and coordinate with the overall marketing messages of the CVB. For the most part this

is being done and having sufficient funding for this program supports those opportunities.

#### **IV. BUDGET NARRATIVE**

\$55,000 in funding is requested, a 5.8%% increase over last year but only a .01% increase from the 2013 budget. We would like to encourage applicants to take advantage of this program because we feel that marketing dollars enhance the chance of success of each project and these funds are matched 50/50. To help compensate for the increase in the TMA grant program the overall budget request for all three grant programs will reflect only a 1.5% increase over 2016. The Tourism Project grant program as well as the New Tourism Initiative grant program will remain flat in order to help increase the TMA budget request back to historic levels. Funds will be used to support Tourism Project Grant proposals which meet all the grant guidelines. Grant Guidelines and details are available on the Tourism Program's website: [www.tompkinscounty.gov/tourism](http://www.tompkinscounty.gov/tourism).

#### **V. PROGRAM GOALS**

Continue to encourage new applicants as well as on-going projects and events to apply for TMA funding. This program requires a 50/50 match so effectively doubling the marketing dollars. Success can be measured by using all of the budget, including the additional funds.

Continue to coordinate with the CVB so that the additional marketing dollars add to the overall marketing message being sent to visitors. Monitor each grant to insure that marketing is being coordinated with the CVB

#### **VI. ACHIEVEMENTS**

New applications are a goal and an achievement of the TMA grant program. For the Spring round of 2016 new applicants that were also funded included Cherry Arts, a new theatre program, Ithaca Night Market, a new endeavor of the Ithaca Farmers Market and Wizarding Weekend, a highly successful project of Press Bay Alley which hopefully, with TMA assistance, will become an annual event.

The TMA program to require coordination of marketing efforts with the CVB is highly successful. In addition to maintaining a common marketing theme for all this program also help professionalize the marketing efforts of those applicant in need of advice and consultation.

## **VII. IMPACT OF FUNDING**

The TMA grant program requires 50/50 cash matching. As a result we would like to encourage more use of this program as it doubles the marketing dollars being spent. The total of the three tourism grant programs request is only 1.5%. effectively increasing this program slightly at the expense of the others. To reduce the budget for this program would in turn reduce the overall grant program budget.

## **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.