



Tompkins County
DEPARTMENT OF PLANNING

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TO: Budget, Capital and Personnel Committee, Tompkins County Board of Legislators
FROM: Tom Knipe, Senior Planner / Tourism Coordinator
CC: Anne Gossen, Strategic Tourism Planning Board (STPB), Carol Kammen
DATE: March 22, 2016
RE: **Award of Spring 2016 Tourism Grants and Community Celebrations Grants**

Action Requested

Approve STPB recommendations for spring 2016 grant awards in the following grant categories:

- Community Celebrations - \$22,550
- Tourism Marketing & Advertising (TMA) - \$41,352
- New Tourism Initiatives (NTI) - \$43,054
- Tourism Projects (TPG) - \$74,000

Background

The purpose of this memo is to describe the process that the Tompkins County Tourism Program and the STPB followed to develop recommendations for spring 2016 tourism grant awards.

Outreach

A press release announcing the spring 2016 grant funding opportunity in each of the four grant categories listed above was distributed in early January. Past grant recipients, attendees of previous workshops conducted by the Tompkins County Tourism Program or the Tompkins Festivals Program, and members of local email lists were informed via email of the opportunity to apply. Approximately 20 people attended a January grant workshop, and prior to the application deadline the Planning Department provided pre-application guidance to potential applicants upon their request.

Grant Guidelines

Grant guidelines for each of the programs are available to review through these pages on the Tourism Program's website:

www.tompkinscountyny.gov/tourism/celebrations
www.tompkinscountyny.gov/tourism/tmagrant
www.tompkinscountyny.gov/tourism/projectgrants

No major changes have been made to the grant guidelines since spring 2013. Tourism Marketing and Advertising, New Tourism Initiative and Tourism Project Grant applicants use a single unified application form, and eligible applicants for a Tourism Marketing and Advertising grant were again permitted to simultaneously apply for this and one of the other two tourism grant programs. "Implementation of the Tompkins County 2020 Strategic Tourism Plan" was once again a key evaluation factor for review committees and a question on the application.

The application and review process was hosted online again through a partnership with the United Way of Tompkins County.

Brief summaries of the grant requests and award recommendations are attached to this memo. Full grant applications and more detailed summaries are available to review upon request. For information on how to access the full grant applications and summary reports available through the online “Apricot” grant management system please email tknipe@tompkins-co.org or call 607-274-5560.

Applications

39 grant applications were received in this round – 18 for Community Celebrations grants and 21 for tourism grants. Of the 21 tourism grant applications, 13 were dual applications, applying simultaneously for Tourism Marketing and Advertising Grant support AND Tourism Project or New Tourism Initiative Grant support.

Of the 18 Community Celebrations grant applications, three are for new or one-time celebrations, and 15 are from returning applicants. All but one Community Celebrations grant application are recommended for some level of funding. The application not recommended for funding is for Migration Celebration organized by the Cornell Lab of Ornithology; the committee felt that “Celebrations funding should be reserved for smaller community-focused celebrations”.

Of the 21 tourism grant applications, 18 are recommended for funding at some level, with one applicant being encouraged to resubmit in the fall 2016 grant round after more details for the project are in place (Savor the Finger Lakes of Cornell Cooperative Extension of Tompkins County). Funding was particularly tight for Tourism Project Grants, with nearly \$145,000 requested and \$84,000 in available funding. The two applications not recommended for funding are for 5k run events; the grant panel generally felt that these should be operated as fundraisers and should therefore not require grant funding. A balance of funding for the year will be made available in a fall grant round in all grant categories: Tourism Projects Grants (\$10,000), Tourism Marketing and Advertising Grants (\$10,648), and New Tourism Initiative Grants (\$35,946).

Grant Review

Grant review committee members are appointed by the chair of the STPB. The following committee members took part in the spring 2016 review process.

<u>Celebrations</u>	<u>TMA/NTI/TPG</u>
Carol Kammen	David Blake*
Sue Perlmut*	Michael Mellor*
David Blake*	Anne Kellerman*
Carole Schiffman	Stephen Nunley*
Nagiane Lacka	Kelli Cartmill*

*denotes voting member of the STPB.

Review teams were provided scoring rubrics which were valuable guides in the development of grant recommendations. The evaluation criteria for the Tourism Project, New Tourism Initiative and Tourism Marketing and Advertising grants are:

1. Cohesiveness of Proposal
2. Organizational Capacity
3. Project Benefits
4. Project Outcome and Cost
5. Alignment with Strategic Tourism Plan
6. Marketing Plan
7. Other Considerations

The evaluation criteria for Community Celebrations grants are:

1. Cultural and Historic Value
2. Community Value
3. Clarity of Application
4. Ability to Deliver
5. Diversity
6. Sustainability

Grant recommendations

Specific award recommendations along with committee comments are provided in the attached documents. The full STPB voted unanimously to approve grant review committee recommendations at their March 16th meeting.

Budget Implications

All Tourism Program grants are funded by hotel room occupancy tax, and funds for these awards are available in the 2016 Tourism Program budget.

Contact Information

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Carol Kammen, Community Celebrations Committee Chair, 607.273-5298, ckk6@cornell.edu
Tompkins County Tourism Program website: www.tompkinscountyny.gov/tourism

Attached:

- 2016 Spring Tourism Grant Applications – SUMMARY
- 2016 Spring Community Celebrations Applications - SUMMARY

Spring 2016 Community Celebrations Grant Recommendations

Celebration Name:	Group Name:	Municipality:	Expected Attendance	Event Date(s)	Amount Requested	Amount Recommended	Committee Comments
Streets Alive! Ithaca 2016	CTA, Bike Walk Tompkins	City of Ithaca	7000	05/01/2016 , 9/20/2016	\$1,900	\$1,500	Strong history. Well attended event. Strong diversity and sustainability.
Playdate in the Park	Child Development Council	City of Ithaca	1500	06/07/2016	\$1,281	\$1,000	Strong attendance. Consider incorporation of historic elements of Stewart Park into the celebration.
Migration Celebration	Cornell Lab of Ornithology	Town of Lansing	1000	09/17/2016	\$1,850	\$0	Great event. May be a better fit for other tourism grant programs. Celebrations funding should be reserved for smaller community-focused celebrations.
Danby Fun Day	Danby Volunteer Fire Company	Town of Danby	1200	07/09/2016	\$2,000	\$1,600	Classic rural community celebration.
Dryden Lake Festival	Dryden Lake Festival	Town of Dryden	700	07/23/2016	\$1,900	\$1,600	Classic rural community celebration.
Dryden Chalk Art Festival	Dryden Parents Promoting Positive Change	Town of Dryden	200	05/29/2016	\$1,050	\$750	New event.
Enfield Harvest Festival	Enfield Community Council, Inc.	Town of Enfield	650	10/01/2016	\$2,000	\$1,500	Classic rural community celebration. Food is an ineligible expense.
GIAC Festival: Mixin' it up, GIAC Style	Greater Ithaca Activities Center (GIAC)	City of Ithaca	600	06/04/2016	\$2,000	\$1,600	Strong community component. Historical component could be enhanced.
Groton Old Home Days	Groton Old Home Days Committee	Town of Groton	3000	08/18/2016- 08/21/2016	\$2,000	\$1,600	Classic rural community celebration.
Old House Fair	Historic Ithaca	City of Ithaca	900	09/17/2016	\$1,200	\$1,000	Strong historical elements. Please encourage broad community participation.
International Mud Day	Ithaca Children's Garden	City of Ithaca	550	06/25/2016	\$1,900	\$1,600	Popular community event with demonstrated success.
2016 Latino Heritage Month	Latino Civic Association of Tompkins County	City of Ithaca	750	09/15/2016- 10/15/2016	\$2,000	\$2,000	Growing celebration with demonstrated success.
First Peoples' Festival	Multicultural Resource Center	City of Ithaca	2500	10/01/2016	\$1,250	\$1,250	Important celebrations of Native American heritage.
Newfield Old Home Days	Town of Newfield	Town of Newfield	1200	07/29/2016- 07/30/2016	\$2,000	\$1,800	Classic rural community celebration. Strong application. Strong historical component.
Juneteenth	Southside Community Center	City of Ithaca	2000	09/09/2016	\$2,000	\$1,600	Good community event; reflects historical component. Committee wonders about September timing. Timely reporting, please!
Kwanzaa 2016	Southside Community Center	City of Ithaca	100	12/31/2015	\$1,100	\$1,000	Please work to enhance promotion of the event to the entire community, such as through community listserves.
8th Annual Verne Morton Memorial Photography Show & Contest	Town of Groton	Town of Groton	300	08/19/2016- 08/20/2016	\$650	\$650	Reasonable request. History of success.
Winterfest 2016!	Trumansburg Chamber of Commerce	Village of Trumansburg	1100	12/03/2016	\$2,000	\$500	Please ensure that the event is open and accessible to people of all religious backgrounds and is not focused on Christmas themes. Please be more explicit about how you will work to promote diversity through this winter community celebration.
				Requests / Awards	\$30,081	\$22,550	
				Available	\$34,200	\$34,200	
				Difference	\$4,119	\$11,650	

**Spring 2016 Grant Requests Award Recommendations - Tompkins County Tourism Program
New Tourism Initiative, Tourism Project, and Tourism Marketing and Advertising Grants**

Applicant Organization	Project Title	Requests				Award Recommendations			
		New Tourism Initiative Grant Request	Tourism Project Grant Request	Tourism Marketing and Advertising Grant Request	Total Funds Requested	New Tourism Initiative Grant Award Recommend	Tourism Project Grant Award Recommend	Tourism Marketing and Advertising Grant Award Recommend	Total Award Recommend
The Cherry Arts, Inc.	2016 CHERRY SEASON	\$8,000		\$2,500	\$10,500	\$0		\$2,500	\$2,500
Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	\$8,250		\$3,650	\$11,900	\$6,000		\$3,650	\$9,650
Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	\$2,500		\$1,056	\$3,556	\$2,500		\$1,056	\$3,556
Ithaca Farmers Market	Ithaca Night Market	\$4,620		\$2,913	\$7,533	\$4,620		\$2,913	\$7,533
Wizarding Weekend	2016 Wizarding Weekend	\$20,000		\$5,000	\$25,000	\$15,500		\$5,000	\$20,500
The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	\$14,434			\$14,434	\$14,434			\$14,434
Cooperative Extension Association of Tompkins County	[2016/2017][Savor the Finger Lakes]	\$5,000			\$5,000	push to fall round			\$0
Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	\$5,000			\$5,000	\$0			\$0
Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show			\$6,925	\$6,925			\$5,000	\$5,000
Primitive Pursuits - Cornell Cooperative Extension of TC	2016 Regional Marketing for Overnight Camp			\$3,000	\$3,000			\$3,000	\$3,000
Ithaca Festival	2016 Ithaca Festival		\$24,000	\$1,000	\$25,000		\$8,500	\$1,000	\$9,500
Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human Marketing		\$6,365	\$3,973	\$10,338		\$0	\$3,973	\$3,973
Paleontological Research Institution	2017_MotE_ Buzz Saw Sharks		\$14,770	\$2,890	\$17,660		\$5,000	\$2,890	\$7,890
Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival		\$15,000	\$2,500	\$17,500		\$10,000	\$2,500	\$12,500
Wharton Studio Museum	2016 Ithaca Fantastik		\$25,000	\$2,600	\$27,600		\$13,000	\$2,600	\$15,600
Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival		\$3,500	\$3,270	\$6,770		\$3,500	\$3,270	\$6,770
Paleontological Research Institution	2016_Fox_Trot		\$2,240	\$1,038	\$3,278		\$0	\$0	\$0
The History Center in Tompkins County	2016 Ithaca Celtic Festival		\$8,500	\$2,000	\$10,500		\$2,000	\$2,000	\$4,000
Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?		\$2,400		\$2,400		\$2,000		\$2,000
Sciencenter	2016 Sciencenter Make Some Noise!		\$25,000		\$25,000		\$23,000		\$23,000
Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival		\$18,000		\$18,000		\$7,000		\$7,000
	Requests	\$67,804	\$144,775	\$44,315	Awards	\$43,054	\$74,000	\$41,352	
	Available	\$79,000	\$84,000	\$52,000	Available	\$79,000	\$84,000	\$52,000	
	Difference	\$11,196	(\$60,775)	\$7,686	Difference	\$35,946	\$10,000	\$10,648	

**Spring 2016 Grant Requests Award Recommendations - Tompkins County Tourism Program
New Tourism Initiative, Tourism Project, and Tourism Marketing and Advertising Grants**

		Award			
Applicant Organization	Project Title	Total Award Recommend	Committee Comments	Out of County Attendance	Dates
The Cherry Arts, Inc.	2016 CHERRY SEASON	\$2,500	Marketing grant award is supported to attract visitors. Efforts to establish additional space are applauded. Tourism value is yet unproven; please come back once a little more established.	200	09/01/16 - 05/31/17
Ithaca Underground	2016-2017 Ithaca Underground Events: Big Day In, Naked Noise and November Music Series (NMS)	\$9,650	Shoulder season. Niche audience. Good past use of funds.	525	Three events: November, Dec, April
Cayuga Lake Watershed Network	Cayuga Lake SUP Cup 2016	\$3,556	Strong past use of funds. On its way to financial sustainability. Good packaging and marketing.	160	July 29 to 31, 2016
Ithaca Farmers Market	Ithaca Night Market	\$7,533	Reasonable ask. Fit with Agritourism focus. Supports small business. Encourage package development with hotels, B&Bs and other attractions. History of success with other grants. Encourage partnership with DIA/co-marketing of Night Market and Thursday night concert series.	125	06/02/16 - 9/1/16
Wizarding Weekend	2016 Wizarding Weekend	\$20,500	Comment move to weekend. Not sure about overnights.	8400	10/29/16
The History Center in Tompkins County	Tompkins County Heritage Tourism: Branding, Developing and Marketing	\$14,434	Direct outcome of our heritage tourism planning efforts. Well-written application. Please confirm that staffing expense in budget is special project staffing, not part of operating support.	1050	lasting
Cooperative Extension Association of TC	[2016/2017][Savor the Finger Lakes]	\$0	Many project details are in flux. Encourage to apply in the fall round instead. Like the focus on agritourism and craft beverage. Consistency in marketing and event format will be important to long term success. Encourage to apply for TMA funds, as well.	100	TBD
Ithaca Shakespeare Company Inc	2016 Ithaca Shakespeare 5K Run and Renaissance Festival	\$0	5k should really be a fundraiser, which is ineligible. Renaissance Festival has potential; would like to see it develop and then perhaps reapply.	100	June 25, 2016
Center for the Arts at Ithaca	2016 Come for the Gorges, Stay for a Show	\$5,000	Good track record last year. Encourage additional partnerships to be developed over time. Tracking mechanism is applauded. Please continue this and report on the results. \$5k is the maximum TMA award.	7900	06/16/16 - 08/13/16
Primitive Pursuits - Cornell Cooperative Extension of TC	2016 Regional Marketing for Overnight Camp	\$3,000	Willing to try this. Location of camp is outside county borders, but parents of campers are likely to stay in Ithaca. Funds should go towards encouraging parents to stay in Ithaca and Tompkins County, not exclusively promoting the camp.	67	Four weeks in 2016: 07/10/16-07/15/16.
Ithaca Festival	2016 Ithaca Festival	\$9,500	An important community festival, which has historically primarily a local festival. Promotion of the festival as a reason to visit Ithaca is encouraged. Please develop data and evaluation to show tourism impact.	15000	June 3-5, 2016
Tompkins County Public Library Foundation	2016 Exploring Human Origins: What it Means to be Human Marketing	\$3,973	Marketing grant is supported.	4790	11/23/2016-02/28/2017
Paleontological Research Institution	2017_MotE_ Buzz Saw Sharks	\$7,890	Please tap tourism potential of wrap-around events and partnerships like shark-themed films, shark-themed products at area bars and restaurants, etc. Ithaca Shark week?	10500	Exhibit. May-Sept 2017.
Downtown Ithaca Alliance	2016 Downtown Ithaca Ice Festival	\$12,500	Encourage building in other revenue sources to promote sustainability of the event. Ticketing methodology needs work...lines too long? Tap tourism potential of wrap-around events and partnerships Frozen, the movie; Anna, Elsa themed tie-ins? Reindeer on the commons as must-do photo opp?	3600	12/08/2016-12/10/2016
Wharton Studio Museum	2016 Ithaca Fantastik	\$15,600	Unique festival with growth and PR potential at an otherwise slower time of year. Encourage movement towards financial sustainability.	930	11/09/2016 to 11/13/2016
Community Arts Partnership of Tompkins County	2016 Spring Writes Literary Festival	\$6,770	Unique offering. Reasonable request. Well-written application. Encourage increase of overnight stays through packaging. Look for additional ideas to generate additional revenue, such as charging for events.	150	04/28/16 to 05/01/16
Paleontological Research Institution	2016_Fox_Trot	\$0	Would the 5k work best as a fundraiser? Timing not ideal.	85	09/18/16
The History Center in Tompkins County	2016 Ithaca Celtic Festival	\$4,000	Established festival with clear tourism impact. Encourage collaboration with other Irish and Celtic themed businesses in town.	1000	October 15th, 2016
Cayuga Lake Watershed Network	2016 Can You Canoe Cayuga?	\$2,000	Connection to Blueway Trail is great. Especially with start and finish in one location now, consider building more of a festival around the event with paddling demos, food trucks, music, vendors, etc.	45	09/11/2016
Sciencenter	2016 Sciencenter Make Some Noise!	\$23,000	Permanent nature of the exhibit and strong history of success with past grants make this a strong project. Pairing with Lab of O is encouraged.	35000	lasting
Ithaca Shakespeare Company Inc	2016 Summer Shakespeare Festival	\$7,000	Good past use of funds and grant reporting. Request is for equity actor, fight choreographer and sound system. Encourage movement towards financial sustainability. Can other funds be raised for some of these elements?	1400	July 14-31, 2016