

Tompkins County Strategic Tourism Planning Board

October 16, 2013

3:00 pm – 5:00 pm

CVB

Meeting Agenda	Minutes
1) September STPB Meeting Minutes	3 minutes
• ACTION – Approve Meeting Minutes	
2) Chair’s REPORT – Rick Adie	5 minutes
3) Privilege of the Floor	3 minutes
4) Fall 2013 Tourism Grants	20 minutes
• ACTION – Recommend Fall 2013 Community Celebrations Grants – Carol Kammen	
• ACTION – Recommend Fall 2013 New Tourism Initiative Grants – Jon Reis	
• ACTION – Recommend Fall 2013 Tourism Marketing & Advertising Grants – Ethan Ash	
5) Tourism Partner Award Recommendations	5 minutes
• ACTION – Recommend 2013 Tourism Partner Awards – Rick Adie	
6) Membership & Bylaws Committee Report – Sue Perlgut	10 minutes
• ACTION – Recommend appointment of new members and returning members	
7) Beautification Program Annual REPORT – Dan Klein, Jean McPheeters	20 minutes
8) Ticket Center Ithaca Report	15 minutes
• Jon Spence – Status Report	
• Tom Knipe and Rick Adie – Report on County response	
9) TC3 Culinary Tourism Initiative PRESENTATION – Sue Stafford	20 minutes
10) Room tax revenues REPORT – Tom Knipe	5 minutes
11) AirBnB Report and Discussion – Tom Knipe	10 minutes

Agenda Packet

- September draft meeting minutes
- Fall 2013 grant recommendations
- Tourism Partner Award nominations
- Current STPB Member list
- STPB Member applicant list
- Room tax revenues summary through Q3 2013
- Room tax FAQ sheet

Next Meetings

Wednesday, November 20th; STPB is not schedule to meet in December



MISSION:

The Strategic Tourism Planning Board is charged by the Tompkins County Legislature with providing oversight and strategic direction for tourism initiatives that *promote economic development* and *enhance the quality of life* in Tompkins County.

**Tompkins County Strategic Tourism Planning Board (STPB)
DRAFT Meeting Minutes – September 2013**

1 **Date:** September 18, 2013
 2 **Time:** 3:00-5:00pm
 3 **Location:** Convention and Visitor's Bureau
 4
 5

Attendees:

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Mike Mellor	✓	At-Large
Anthony Hopson	✓	Ithaca College	Susie Monagan	E	Arts-Culture
Christy Agnese	E	At-Large			
Ethan Ash	E	Arts-Culture	<i>John Spence</i>	✓	<i>CAP, Non-Voting</i>
Gary Stewart	E	Cornell	<i>Vacant Bruce Stoff</i>	✓	<i>CVB, Non-Voting</i>
Jon Reis	✓	Arts-Culture	<i>Dwight Mengel</i>	A	<i>Transportation, Non-Voting</i>
Miriam Musco	✓	At-Large	<i>Gary Ferguson</i>	✓	<i>DIA, Non-Voting</i>
Paul Tatar	E	Recreation	<i>Jean McPheeters</i>	A	<i>Chamber, Non-Voting</i>
Rick Adie	✓	Lodging	<i>Martha Armstrong</i>	A	<i>TCAD, Non-Voting</i>
Rita Rosenberg	✓	Agriculture	<i>Will Burbank</i>	✓	<i>TC Legislature, Non-Voting</i>
Scott Wiggins	✓	Lodging	<i>Anne Gossen</i>	A	<i>Associate Member</i>
Stephen Nunley	✓	At-Large	<i>Beverly Baker</i>	A	<i>Associate Member</i>
Steve Hugo	✓	At-Large	<i>Ken Jupiter</i>	A	<i>Associate Member</i>
Stuart Stein	✓	At-Large	<i>Mike Mellor</i>	✓	<i>Associate Member</i>
Sue Perlgut	✓	Arts-Culture	<i>Tiffany Gallagher</i>	A	<i>Associate Member</i>
Sue Stafford	✓	TC3	<i>Tom Knipe</i>	✓	<i>Staff</i>

7

8 **Also in attendance:** Ronda Roaring (ilovethefingerlakes.com), Kristy Mitchell (CVB), Stephanie Vann
 9 (CVB), Sarah Imes (CVB), Mary Lou Szabol (Tompkins County Planning Dept.)

10
 11 **Agenda**

- 12 Approval of minutes for July, 2013 STPB meeting
- 13 Chair's Report
- 14 Privilege of the Floor
- 15 Annual TPA Designation
- 16 Nominating Committee
- 17 CVB Monthly Report
- 18 CVB Report on Ithaca Farm to Table Culinary Tourism Initiative
- 19 Ticket Center Report
- 20 Planning and Evaluation Committee Report
- 21 CVB Director Search Update
- 22 Membership & Bylaws Committee – Responses to survey and recruitment update
- 23 Announcements

24
 25 **Discussion**

26 **The meeting was called to order** at 3:07 PM.

27
 28 **Opener** - Rick introduced Mary Lou Szabol (TC Planning Dept.), Mike Mellor who's starting his 4 month
 29 term today and will renew for a 3 Yr. term, and John Spence who's officially joining as Executive Director of
 30 the Community Arts Partnership.

31
 32 **July 2013 minutes were approved** unanimously without change.

33
 34 **Chair's Report** – Rick reported on the budget. We presented to EDC for the second time in early August
 35 and also presented the revision to our revenue projections and answered questions. They are still very
 36 interested in our strategic priorities. Joe Mareane presented the budget to the County last night, including
 37 the Tourism Program budget. Update on the Cornell Local Roads Program – the College of Engineering
 38 and the Dean of the College of Agriculture and Life Sciences have joined and submitted a bid to NYS to

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39 continue Cornell's and the County's involvement in the Local Roads Program. We're safe for 2014, next
40 contract commences in October 2014. Gary Stewart helped pull this together at Cornell.
41 Four letters of support included in the Agenda Packet: 1) funding from the NYS Market New York Program
42 to form a regional sports marketing partnership with Tompkins and Cayuga Counties; 2) funding from the
43 Southern Tier Regional Economic Development Council for the Stewart Park Renovation Project, thanks to
44 Scott for keeping up on this; 3) funding for a Storm Water Control and Mitigation Project at Taughannock
45 Falls State Park Overlook; 4) funding from the Southern Tier Regional Economic Development Council for
46 TC3's Farm to Bistro Program, which Sue will present to the entire board next month.

47
48 **Privilege of the Floor** – Ronda Roaring (ilovethefingerlakes.com) registered a concern about Ithaca's
49 brochures being lost in the displays at Warner's Rest Area on I-90. She also discussed the similarities
50 between the CVB website and her website and stated that she is concerned about competition between the
51 sites.

52
53 **Annual TPA Designation** – Tom reported that NYS requires a designated TPA to obtain annual matching
54 funds. Tompkins County has contracted with the Tompkins County Chamber of Commerce to provide
55 destination marketing services through December 31, 2015. A legislative resolution has been drafted
56 granting the ITCCVB the official TPA designation for Tompkins County for state fiscal year 2013-14 Motion
57 for STPB to recommend the designation by Stu, seconded by Stephen Nunley, and approved unanimously.

58
59 **Nominating Committee** – Stu Stein, Scott Wiggins, Jon Reis, and Anthony Hopson agreed to have their
60 names put forward to serve on the 2013 Nominating Committee. Their job is to present a slate of officers at
61 the first regular meeting of 2014. Motion to appoint the committee by Steve Hugo, seconded by Sue
62 Stafford, and approved unanimously.

63
64 **CVB Report and 2014 Travel Guide Proposal** – Bruce reported that a NYS-sponsored Bass Fishing
65 Tournament is coming to Ithaca August 19- 24, 2014, which is also Cornell Freshman week; he has
66 registered his concern regarding the timing with the State. The STR Report for August is skewed due to
67 Fairfield Inn's rooms being counted as open for the entire month of August, but YTD Revenue is still up
68 2.5%.

69 Bruce and Kristy discussed the options and costs of printed material vs. online marketing. Media change is
70 worldwide, more people are surfing the Internet and using Smart phones. On the CVB website, they're
71 collecting data on visitors, devices used, geographic locations, search terms, keywords, social media and
72 websites searched. Visitors Guide is expensive to produce, outdated quickly. As more businesses are
73 listed, guide gets bigger. Much of the info is available online, so print is redundant. We want to keep the
74 good content and info. Propose a smaller guide similar to the Waterfall Guide, which contains good info
75 and graphics. Take content from Chmura study of top items. Omitting free business listings could cause a
76 backlash from merchants but savings can be better utilized to invest in online marketing, group sales,
77 conferences and meetings. Build up web presence with more adaptive website, strengthen ways of
78 speaking with public, and provide additional online outreach. Invest where most effective. Simpler
79 publication would decrease costs for edits and staff. Advertising revenue may stay the same; it would be
80 the same number of copies distributed, and same size in proportion to the size of the overall piece. Jon
81 questioned the placement of the guide among other publications and Scott voiced concern that the guides
82 are lost in the racks at visitors centers. Rick suggested that a future Chmura-like study include: how
83 people originated their trip, where would directories go? With a general consensus for approval evidenced
84 by comments, the CVB will proceed and keep STPB in the loop.

85
86 **Ithaca Farm to Table Culinary Tourism Initiative** – Kristy Mitchell presented on this initiative. She discussed
87 the culinary tourism sector and the economic impact of restaurants circulating local monies. She showed
88 the IthacaFork.com website. Click on "farms" for info on suppliers to restaurants, tours, U-Pick, packages
89 and deals with mapping elements such as farms close to dining, hotels offering dining packages, multi night
90 stays, stay and dine. CVB is working on launch packets, B&Bs on a different website, and promoting Ithaca
91 as "Foodiest Town in America" (Bon Appetit) to drive room nights.

92
93 **Ticket Center** – John Spence reported on the status of the Ticket Center. He met with the users group and
94 discussed the problems at the Ticket Center; several are justified. What would work? Per CAP
95 bookkeeper: under current scenario, projected deficit of \$58,000 by end of 2013. Board decided to close

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96 immediately, possibly 10/1/13. User group requested that IC and Cayuga Chamber Orchestra be
97 supported until the end of 2013. Positives: revenue coming in if staying open, 69% of revenue left with
98 State and Kitchen Theatre, reduce staff – 1 FT, PT support for IC and CCO. Consider for assets: moving
99 over to a new system, help with rent on Commons location, asset value of current hardware – printers and
100 scanners. Decided not to pay Tickets.com until 2014. Contract is for \$50,000/ year. CAP has paid \$12,500
101 for one quarter and would owe \$37,500. Contract is actually for another 4 years. John notified Tickets.com.
102 representative, to explain that the business doesn't exist right now. Rep requested written confirmation to
103 company counsel in California with a copy to him; letter was received. Relationship has been positive,
104 hope it remains that way. Contract will be broken at end of 2013, recognize that CAP owes \$37,500. CAP
105 is the only name on the contract and so, John hasn't asked the County, other users, or STPB for financial
106 assistance. Explore one possible substitution– a ticket portal at the Visitors Center? General discussion of
107 CAP and the Ticket Center in previous years: tourism, leverage for grants, big investment made by STPB.
108 Need to consider rent of Visitors Center, lease held by CAP. Measured approach and come back next
109 month. May not hear from Tickets.com until June, 2014; may take some time. CAP has subsidized Ticket
110 Center for years, audit over 5 years identified \$33,000 in debt. Solutions from STPB standpoint, 3 issues to
111 be addressed: ACOD requirement and ACOD funds for Kitchen and State for second half of year, CAP
112 deficit and rent for CVB. A group will discuss this and report. Rick noted that the community should be
113 proud of CAP's service over the years.

114
115 **Planning and Evaluation Committee** – Tom gave a preview of an implementation status report on the
116 one-year old Strategic Tourism Plan. Of the 37 critical actions, we're on plan for 27 and off plan for 10,
117 mostly for time issues (medium term instead?). What should the STPB role be in the next 12 months in
118 supporting the implementation of the plan? At the October Committee meeting, a report will summarize:
119 where should STPB focus its energy; possibly in 4 different areas: Town/Gown Tourism connection,
120 Agriculture & Culinary Tourism, Arts & Culture & Heritage Tourism, and Festivals.

121
122 **CVB Director Search Update** – Anthony Hopson reported that the search was down to 12 prospects,
123 phone interviews narrowed the pool to 6; during the next phase, these 6 will meet in person with the
124 committee and during the final phase, a smaller group will give presentations of their visions to the
125 community. Won't meet 10/15 date, but process is moving along very well.

126
127 **Membership & Bylaws Committee** – Sue Perlgut summarized the survey results of the Board self-
128 assessment and comments made: 17 people took survey – 12 Voting Members, 3 Non-voting or Ex-officio,
129 and 2 Associate Members. This information will be used in the membership committee, looking at new
130 applicants for membership. More females than males responded this year (by 1). Second biggest group
131 changed to 21-35 year olds. 4 seats are open: Arts & Culture, Lodging, Recreation, 1 At-Large. Board
132 should encourage people to serve – who would be a good fit. Last year's applicants will be contacted to
133 see if they're still willing to serve and will be in the pool. We're looking for Committee chairs – which
134 committees would you like to be on and chair; notify Sue or Rick.

135
136 **Member Items** – Gary Ferguson updated on Phase 2 of the Commons Construction Project. It will end
137 before Thanksgiving, start up again March 1, be done by August 1, 2014. In Phase 3, will see trees
138 planted, pavilions built, and an interactive kiosk. Some businesses are doing well, some aren't.

139
140 With no further business, the meeting adjourned at 4:45pm.

141
142 Respectfully Submitted,
143 Mary Lou Szabol, Administrative Assistant
144 Tompkins County Planning Department

145
146 Approved by STPB on _____, 2013

147
148 **Next Meeting Scheduled**
149 Wednesday, October 16 – 3pm

150
151

Fall 2013 Community Celebrations SUMMARY OF GRANT APPLICATIONS and AWARD RECOMMENDATIONS

Municipality	Organizers	Celebration	Projected Attendance	Dates	Request	Recomm endation	Grant Review Committee Comments
City of Ithaca	International Youth Arts & Culture (IYAC) Festival	2014 International Youth Arts & Culture (IYAC) Festival	300	5/2/2014	\$2,000	\$1,000	<i>Organized by youth. Lots of students involved. Provides opportunity for youth event organizers to grow event direction skills over time.</i>
City of Ithaca	Dorothy Cotton Jubilee Singers	2014 Dorothy Cotton Jubilee Singers Presents: Voices of the Abolitionists	200	5/4/2014	\$975	\$975	<i>Clear historical elements. Civil War Commission is a supporter. Focus is on local abolitionists.</i>
City of Ithaca	First Street Mosaic Project	2014 First Street Mosaic Project	425	01/25, 03/08, 04/05 & 04/19 and 08/16-08/17/2014	\$2,000	\$600	<i>Celebrations funding to focus on educational materials and promotion for installation event. Encourage culminating event / installations to be a large community gathering.</i>
City of Ithaca	Ithaca Children's Garden	2014 Fire & Ice Festival	400-600	2/8/2014	\$2,000	\$1,300	<i>Historic and community value. Unique winter offering. Family-oriented, large turnout in first year.</i>
City of Ithaca	Ithaca Asian American Associaton (IAAA)	2014 Lunar New Year Celebration	200-300	1/25/2014	\$1,400	\$1,300	<i>Diverse celebration of asian cultures. Encourage ample publicity downtown and cooperation with TCAT for transportation to the Johnson Museum.</i>
City of Ithaca	Southside Community Center	2014 Juneteenth	1000	6/21/2014	\$2,000	\$1,325	<i>Large community gathering. Interesting new cultural component, with addition of an author talk. Interesting historical reenactment elements.</i>
Village of Groton	Village of Groton	2014 Groton Winterfest	400-500	2/8/2014	\$975	\$975	<i>Traditional rural celebration. Important to small community. Good matching funds. Good season to encourage activity.</i>
Total Requests/Awards					\$11,350	\$7,475	
Retained from Spring Round					\$4,051	\$4,051	
Prior Year Allocated / Unspent					\$3,424	\$3,424	
Total Available					\$7,475	\$7,475	
Difference					(\$3,875)	\$0	

**Fall 2013 Grant Application Summary and Award Recommendations
Tourism Marketing and Advertising (TMA) and New Tourism Initiative (NTI) Grants**

Grant Program	Applicant	Project Title	TMA Request	NTI Request	Total Request	TMA Recommend	NTI Recommend	Total Recommend	Event Details (assuming recommended funding levels)								
									Event?	Date(s)	Projected Attendance	% Out of County (OOC)	OOC Participants	Grant \$ per participant	Grant \$ per OOC participant	Avg. per trip visitor spending	Ratio of grant \$ per OOC to per trip spending
NTI	Ithaca Shakespeare	2014 The Tempest at the Hangar Theatre	\$0	\$10,000	\$10,000	\$0	\$6,040	\$6,040	Y	02/14-02/23/2014	1,200	15%	180	\$5.03	\$33.56	\$185	5.5
TMA/NTI	City of Ithaca / Comet Skateboards	2014 Ithaca Skate Jam	\$5,000	\$4,000	\$9,000	\$5,000	\$4,000	\$9,000	Y	4/26/2014	5,000	50%	2500	\$1.80	\$3.60	\$185	51.4
TMA	Cayuga Lake Wine Trail	2014 - 22nd Annual Wine & Herb Festival	\$5,000	\$0	\$5,000	\$4,000	\$0	\$4,000	Y	04/25-04/27/2014 and 05/02-05/04/2014	3,400	90%	3060	\$1.18	\$1.31	\$185	141.5
TMA	PRI / Museum of the Earth	2014 Family Fun with Dr. Scott from PBS's Dinosaur Train	\$5,000	\$0	\$5,000	\$4,174	\$0	\$4,174	Y	05/17-05/18/2014	1,000	56%	560	\$4.17	\$7.45	\$185	24.8

	Requests	
	TMA	NTI
Total Requested / Recommended	\$15,000	\$14,000
Retained from Spring Round	\$10,950	\$10,040
Prior Year Allocated /	\$2,224	\$0
Total Fall 2013 Funds Available	\$13,174	\$10,040
Difference*	(\$1,826)	(\$3,960)

	Recommendations	
	TMA	NTI
	\$13,174	\$10,040
	\$10,950	\$10,040
	\$2,224	\$0
	\$13,174	\$10,040
	\$0	\$0

*Available for Fall 2013 Grant Round

Fall 2013 Grant Application Summary and Review Committee COMMENTS
Tourism Marketing and Advertising (TMA) and New Tourism Initiative (NTI) Grants

Grant Program	Applicant	Project Title	NTI COMMITTEE COMMENTS	TMA COMMITTEE COMMENTS
NTI	Ithaca Shakespeare	2014 The Tempest at the Hangar Theatre	Clear, well-written application. Proposal to grow audience in winter. Includes vacation package with local lodging properties. Cost per participant is high, but project shows potential to be a destination event with these shows as the primary reason for visitation. Potential for tie-in with Teacher's Winter Recess. Only Shakespeare offering in the area. Budget shows strong match; administrator to follow up on status of match funding. Long-term, may be some limits to growth potential. Want to encourage activity at the Hangar Theatre. Future idea to enhance draw: bring equity actors? Good Cornell and IC collaboration through use of student actors.	N/A
TMA/NTI	City of Ithaca / Comet Skateboards	2014 Ithaca Skate Jam	Strong ROI and growth potential. Clearly a popular new tourism offering drawing an undertapped demographic. Overnight stay possibilities. City of Ithaca role as fiscal agent demonstrates City support. Time of year is good. "Destination" event. Strong social media presence with 41,000 likes. Aligns with Strategic Tourism Plan around sports tourism and undertapped niche tourism. Strong earned media potential. Some risk management and event logistics concerns to be addressed through contract.	New, exciting potential for viral marketing and organic growth. Sports/adventure tourism and sustainability alignment. Ithaca "feel". Earned media potential for the community. Local business support component. Weather concern...grant administrator will request that a rain date be established. Crowd management...as the event grows, where will spectators be on Buffalo Street hill? More thinking on event logistics would enhance the potential for overall success. Application scores highly on potential ROI. Use of marketing funds to bring in talent to draw additional participants is a concept the committee wishes to pilot with this application.
TMA	Cayuga Lake Wine Trail	2014 - 22nd Annual Wine & Herb Festival	N/A	Project is supportive of agritourism, and important to continue to support the Cayuga wine trail. Some concern about potential for this particular project to attract overnight stays in the County vs. adjacent counties. Event is not currently in a growth phase, may benefit from innovation, new concepts to draw new growth. Funding is contingent on demonstration of formal partnership/package with Tompkins County hotels.
TMA	PRI / Museum of the Earth	2014 Family Fun with Dr. Scott from PBS's Dinosaur Train	N/A	Demonstrated potential to draw day-trippers. Combination of many activities. Aligns with STPB's expressed wish to support merger with CNC and growth of overall draw of the Museum of the Earth and Cayuga Nature Center. Encourage package development with Tompkins County hotels to encourage overnights. Funding contingent on more detailed articulation of marketing budget, to be verified by grant administrator.

Tompkins County Legislative Recognition
STPB/ Convention & Visitor Bureau
Tompkins Tourism Partner Award

Name of Individual/
Organization to be Recognized AMANDA MOTT
Name of Group/Event NYS Veterinary Conference

Address 52 113 Schurman Hall
VEC Ithaca, NY 14853

Telephone Number (607) 253-3200

E-Mail amm36@cornell.edu

Date Meeting Occurred June 17-19, 2013

Business Brought to Ithaca Annual conference.

Estimated Number of Room Nights 270

Hotels Impacted Best Western, Hampton Inn,
Comments Ramada Inn, Country Inn + Suites

Nominated by: MARY E. RACHUN, Director of Sales

Affiliation CVB

Address 904 E. Shore Drive
Ithaca, NY 14850

Telephone Number (607) 272-1313 Ext. 235

E-Mail Mary e visitithaca.com

STPB Action _____

Date _____

Comments _____

Tompkins County Legislative Recognition
STPB/ Convention & Visitor Bureau
Tompkins Tourism Partner Award

RECEIVED MAY 02 2013

Name of Individual/
Organization to be Recognized Tony Damiani and Jeff Christian
Name of Group/Event H.E.D.W. Conference

Address 120 Maple Avenue
Ithaca NY 14853

Telephone Number 607-255-7347

E-Mail ard1@cornell.edu, jrc42@cornell.edu

Date Meeting Occurred 4/27-5/1/2013

Business Brought to Ithaca 250+ person conference, wine
tours, dine around to local restaurants

Estimated Number of Room Nights 500+

Hotels Impacted The Statler Hotel, The Holiday Inn
Comments _____

Nominated by: Alycia Dalton

Affiliation Sales Manager, The Statler Hotel

Address 130 Statler Drive
Ithaca, NY 14853

Telephone Number 607-254-2600

E-Mail amd68@cornell.edu

STPB Action _____

Date _____

Comments _____

Nomination Form Procedures and Guidelines

Please mail nomination form to:

Tompkins County
Strategic Tourism and Planning Board
125 East Court St.
Ithaca, NY 14850

Criteria:

- *Recipient must be a county resident. Recipient can be an individual, business, university department or association. If not an individual the organization must be located within the county.
- *Recipient can not be an individual paid to solicit group business for their hotel, city, town or county. Examples of individual excluded would be hotel sales managers, convention bureau staff.
- *Recipient must have brought a minimum of 200 room nights to the community (weddings excluded)
- *Award may also be given on a one time basis to give recognition to annual pieces of business.
- *Nominations will be accepted from local hotels, the CVB and from board members of the STPB.

TRACE

A E D W - 2013

**Tompkins County Strategic Tourism Planning Board (STPB)
2013 List of Members**

Name	Phone	Email	Representation	First Start Date	Current Appointment Date	Current Term Start	Term Expires
Rita Rosenberg	345-2579	barber.rita@gmail.com	Agriculture	2/7/2012	2/7/2012	1/1/2012	12/31/2014
Susie Monagan	274-3915	susiemonagan@gmail.com	Arts-Culture	5/19/2009	2/7/2012	1/1/2012	12/31/2014
Rick Adie	254-2545	ra99@cornell.edu	Lodging	4/20/2004	2/7/2012	1/1/2012	12/31/2014
Sue Stafford	844-8222 x4456	StaffordS@tc3.edu	TC3	4/20/2011	2/7/2012	1/1/2012	12/31/2014
Sue Perlgut	272-3224	scperl@verizon.net	Arts-Culture	1/18/2011	12/18/2012	1/1/2013	12/31/2015
Anne Kellerman	319-5406	kellerman@prodigy.net	At-Large	1/18/2011	12/18/2012	1/1/2013	12/31/2015
Stephen Nunley	272-0403	stephen.nunley@gmail.com	At-Large	1/23/2013	12/18/2012	1/1/2013	12/31/2015
Miriam Musco	201-396-2517	miriammusco@yahoo.com	At-Large	1/23/2013	12/18/2012	1/1/2013	12/31/2015
Steven Hugo	273-7600	sh@holt.com	At-Large	1/23/2013	12/18/2012	1/1/2013	12/31/2015
Anthony Hopson	274-3111	ahopson@ithaca.edu	Ithaca College	5/18/2010	12/18/2012	1/1/2013	12/31/2015
Ethan Ash	280-7133	ethan.s.ash@gmail.com	Arts-Culture	10/18/2011	10/18/2011	1/1/2011	12/31/2013
Michael Mellor	301-758-3898	mjwm@me.com	At-Large	9/17/2013	9/17/2013	1/1/2011	12/31/2013
Christy Agnese	274-5769	cagnese@ithaca.edu	At-Large	10/17/2012	10/16/2012	1/1/2011	12/31/2013
Jon Reis*	272-1966	jon@jonreis.com	Arts-Culture	12/21/1999	1/18/2011	1/1/2011	12/31/2013
Stuart Stein*	273-3500	sws8@cornell.edu	At-Large	12/4/2001	1/18/2011	1/1/2011	12/31/2013
Scott Wiggins*	273-5012	cariba@lightlink.com	Lodging	12/21/1999	1/18/2011	1/1/2011	12/31/2013
Gary Stewart	255-4908	gjs28@cornell.edu	Cornell University	8/5/2003	1/18/2011	1/1/2011	12/31/2013
Paul Tatar*	387-5474	Fishnprof@aol.com	Recreation	12/21/1999	1/18/2011	1/1/2011	12/31/2013
Ex-Officio / Non-Voting Members							
Will Burbank		wburbank@tomkins-co.org	Legislature, Non-Voting				Annual
John Spence	273-5072 x1	director@artspartner.org	CAP, Non-Voting				Ongoing
CVB Staff	272-1313		CVB, Non-Voting				Ongoing
Gary Ferguson	277-8679	gary@downtownithaca.com	DIA, Non-Voting				Ongoing
Jean McPheeters	273-7080	jean@tomkinschamber.org	Chamber, Non-Voting				Ongoing
Martha Armstrong	273-0005	marthaa@lightlink.com	TCAD, Non-Voting				Ongoing
Dwight Mengel	274-5605	Dwight.Mengel@dfa.state.ny.us	Government Transportation				Ongoing
Tom Knipe	274-5560	tknipe@tomkins-co.org	Staff				Ongoing
Associate STPB Members							
Anne Gossen	319-5012	annegossen@gmail.com	Associate				
Ken Jupiter	272-4902	15steps@danica.com	Associate				
Beverly Baker	272-2537	bb@bakertravel.net	Associate				
Tiffany Gallagher		tgallagher@HartHotels.com	Associate				
Carol Kammen		cck6@cornell.edu	Associate				

*going off the board at the end of 2013 due to term limits

2014 New Applicants - Strategic Tourism Planning Board

First	Last	Employer	Other Affiliations	Representation
Andrew	Zepp	Finger Lakes Land Trust	TC Planning Advisory Board, NYS Regional Open Spaces Committees, Cayuga Waterfront Trail Project	Recreation
Ken	Jupiter	15 Steps - Co- Owner	Former STPB Member	At-Large/ Arts & Culture
Lynnette	Scotfield	William Henry Miller Inn, Owner/ Innkeeper	United Way, Board Member of Professional Assn. of Innkeepers, Advisory Board Member of Sciencecenter	Lodging
Anne	Gossen	Self-employed Museum Consultant	Arts Council of Princeton, Harvard Alumni Interviewer	Arts & Culture/ At-Large
Ian	Golden	Finger Lakes Running Company	Event director - Cayuga Trails 50	Recreation
John	Gutenberger	Cornell University Community Relations	CLBT, DIA, ITCTC, TCCOC, PAB, PRI/MOE	Cornell University

Current STPB Members applying for re-appointment to a new three year term starting January 1, 2014

First	Last	Employer	Other Affiliations	Representation
Ethan	Ash			Arts & Culture
Christy	Agnese			At-Large
Michael	Mellor			At-Large

2014 Former Round Not Selected Applicants - Strategic Tourism Planning Board

First	Last	Employer	Other Affiliations	Representation
Scott	Callan	The History Center	Discovery Trail, Association of Fundraising Professionals	Arts-Culture
Rob	de la Fuente	Ithaca College Annual Fund	Cornell, Johnson Museum, Kitchen Theatre, SPCA	At-Large
David	Dier	William Henry Miller Inn	State Theatre	Arts-Culture
Joseph	Gaylord	American Crafts by Robbie Dein	DIA, Commons, CSMA	At-Large
Kelly	Makosch	Finger Lakes Land Trust	Big Brothers, Big Sisters, Family Reading Part., SPCA	Recreation
Matthew	Montague	Clarity Corporate Growth	FLTA, Lansing Library	At-Large
William Bryan	Olson	Bandwagon Brewpub		At-Large
Robert	Proehl	Buffalo Street Books		Arts-Culture
Karen	Rodriguez		Fall Creek PTA	Arts-Culture
Monika	Roth	CCETC	North America and NYS Farmers Direct Marketing Assocs/	Agriculture
Sally	Taylor	GE	Ithaca Ballet	At-Large
Robert	Thomas	Taughannock Aviation		At-Large
Baruch	Whitehead	Ithaca College School of Music	GIAC, Dorothy Cotton Jubilee Singers, IC High School Gospel Festival	
Jaime	Wolffe	Hangar Theatre	IPEI, Mira's Movement, IYC, West End-Waterfront, Cinemopolis, IYHA, IMPP	Arts-Culture
Teri	Tarshus	Visions Hotel	CHA, Rotarian, Zontian, CARS Board, Innkeeper	

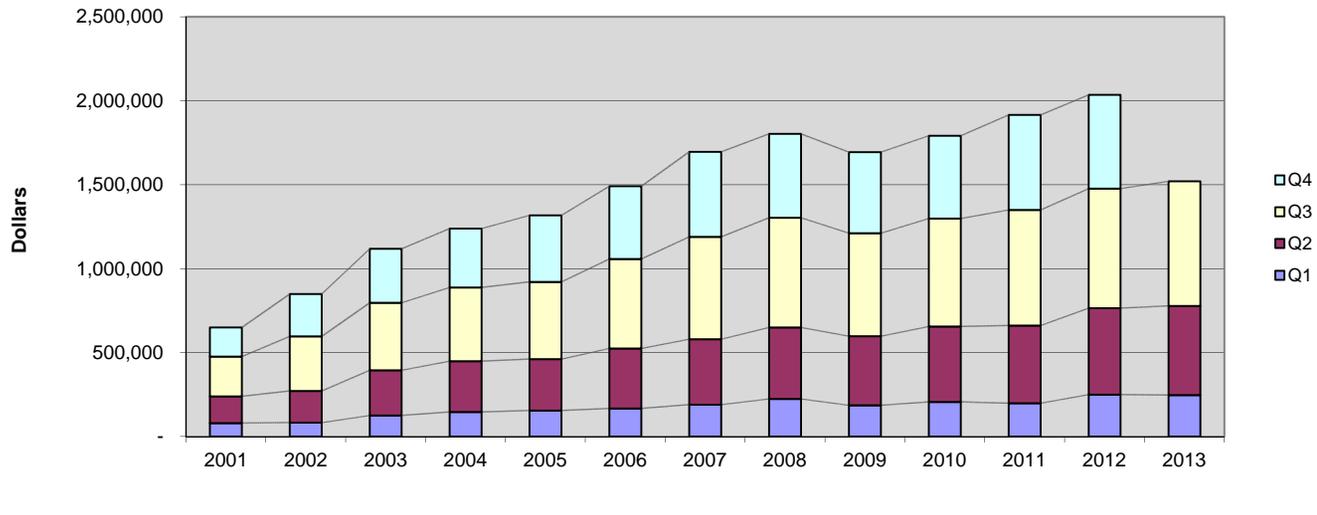
Tompkins County Hotel Room Occupancy Tax Revenues 2001-2013

Quarter	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Q1	80,227	82,981	125,579	146,117	154,478	166,984	190,237	224,245	185,733	205,629	198,559	249,508	246,795
Q2	159,057	188,101	269,348	302,502	306,373	357,732	389,309	425,802	411,982	450,117	462,564	515,379	530,995
Q3	237,120	325,523	402,308	439,543	459,899	532,705	609,916	652,904	613,173	642,496	688,976	712,305	742,300
Q4	173,243	252,605	321,522	350,683	396,604	434,023	506,389	500,553	482,818	493,815	566,231	558,170	
TOTAL	649,646	849,209	1,118,757	1,238,845	1,317,354	1,491,443	1,695,852	1,803,504	1,693,706	1,792,057	1,916,329	2,035,361	
ADDITIONAL TAX	12,651	1,268	18,028	1,107	28,210	32,791	42,400	-8,616	(22,625)	-8,759	5,102	45,069	14,506

COLLECTED DURING QUARTER (i.e. NOT FOR CURRENT QUARTER)

TOTAL Revenue	662,297	850,477	1,136,784	1,239,952	1,345,564	1,524,234	1,738,251	1,794,887	1,671,081	1,783,299	1,921,431	2,080,430	
Budgeted Revenue	617,850	683,300	1,115,530	1,220,000	1,349,200	1,328,865	1,461,752	1,773,138	1,552,161	1,700,000	1,859,659	1,938,695	
													Modified '12 2,036,716
INTO RESERVES	(Actual revenue less budgeted revenue; does not include expenditure side)												
	44,447	167,177	21,254	19,952	(3,636)	195,369	276,499	21,749	118,920	83,299	61,772	43,714	
Reserve Balance	(Reserve balances from County CFO)												
	12/31/2001	12/31/2002	12/31/2003	12/31/2004	12/31/2005	12/31/2006	12/31/2007	12/31/2008	12/31/2009	12/31/2010	8/3/2011	4/27/2012	1/1/2013
	97,973	275,409	408,360	239,978	389,484	332,253	643,291	434,692	384,202	252,411	186,228	165,892	156,000

Tompkins County Hotel Room Occupancy Tax By Quarter 2001-2013



Tompkins County, NY

Collection of Hotel Room Occupancy Tax

Frequently Asked Questions

Full text of Tompkins County Code pertaining to room occupancy tax is available online:
<http://ecode360.com/8412556>

Who is required to collect hotel room occupancy tax in Tompkins County?

Any person or business renting out a room or rooms for short-term (less than 30 days) stay in “a building or portion thereof which is regularly used and kept open as such for the lodging of guests” must collect and pay room occupancy tax to Tompkins County. This includes traditional hotels, apartment hotels, motels, guest houses, inns and cottages, and facilities known as bed-and-breakfasts (whether or not meals are served). This definition includes private homeowners who rent a room in their home or who rent their entire home to visitors using such services as Airbnb, Craigslist or other online short-term rental marketing and/or booking sites. However, homeowners who rent out their private home for only one or two specific weekends a year (such as college graduation weekends) may not be required to register for the room tax as they may not meet the “regularly used and kept open” definition in the law.

From the [Airbnb list of Policies](#): *“If you're an Airbnb host, you must make sure to be in compliance with all applicable laws, Tax requirements, and rules and regulations that may apply to your Accommodations, including, but not limited to, zoning laws and laws governing rentals of residential and other properties”.*

What is the occupancy tax rate in Tompkins County?

Guests of properties with 10 or fewer rooms pay 3% of the room rental fee, and guests of properties with 11 or more rooms pay 5% of the room rental fee.

How do I collect the occupancy tax?

The lodging operator must state and collect the occupancy tax separately from the rental fee. The operator then collects the occupancy tax from the guest(s) on behalf of the County and holds it on behalf of the County until such time as occupancy tax payment is due.

How do I pay the occupancy tax?

STEP ONE is to register as a lodging property by filling out and returning a simple one-page form. Download the Certification of Registration form from the [Finance Department website](#) or call or email to request that the form be sent to you. Return the completed form to the Tompkins County Finance Department via email, US Mail, Fax or hand delivery.

Tompkins County Department of Finance
Attn: Helen Beach, Finance Manager
125 E. Court St.
Ithaca, NY 14850
Email: hbeach@tom-pkins-co.org
Phone: (607) 274-5545
Fax: (607) 274-5580

STEP TWO is to send in payment to the Finance Department along with a simple return (format provided to registrants). Returns and payments are due quarterly, based on the schedule below.

- 1st Quarter payments due by March 20th (for tax collected December of previous calendar , January and February)
- 2nd Quarter payments due by June 20th (for tax collected March, April, May)
- 3rd Quarter payments due by September 20th (for tax collected June, July, August)
- 4th Quarter payments due by December 20th (for tax collected September, October, November)

Are any types of stay exempt from paying occupancy tax?

Yes. Permanent residents (defined by law as staying more than 30 days) are exempt, as are certain types of stays for religious, charitable or educational purposes and New York State and United States government-related stays. Guests at properties charging less than \$4 per day are also exempt. Documentation verifying exemption(s) must be provided by qualifying guests to the establishment who will keep it on file for review by the County if and when the County requests such documentation.

How is payment of occupancy tax enforced?

The County has a number of powers it may use to compel lodging operators to collect and pay occupancy tax, from requesting a court judgment to issuing a warrant through the Sherriff or placing a lien on property. The penalty for late payment is 10% of the occupancy tax owed plus interest at the rate of 1.5% per month. In addition, operators failing to comply with occupancy tax may be charged with a misdemeanor, the punishment for which is a fine of not more than \$1,000 or imprisonment not exceeding one year, or both.

What about sales or income tax?

The Tompkins County Finance Department does not collect sales tax or income tax. Please contact the New York State Department of Finance for information regarding collection and payment of sales tax. Please contact the IRS regarding payment of income tax.

Where does the money from the occupancy tax go?

By law, occupancy tax revenues are used for tourism development initiatives in Tompkins County. The County invests room tax dollars in a variety of programs and projects that promote economic development and enhance quality of life in Tompkins County through tourism. Registered operators also have access to a number of promotional tools and other helpful services provided by the Ithaca Tompkins County Convention and Visitors Bureau. For a description of the Tompkins County Tourism Program, including a link to the Tompkins County 2020 Strategic Tourism Plan, please visit: www.tompkins-co.org/tourism or contact Senior Planner/Tourism Coordinator Tom Knipe, 607-274-5560, tknipe@tompkins-co.org

More questions about occupancy tax registration and payment?

- The full text of Tompkins County Code dealing with hotel room occupancy tax (Chapter 150, Article II of Tompkins County Code) is available online: <http://ecode360.com/8412556>
- For questions regarding registration and payment, Contact Helen Beach at the Tompkins County Department of Finance, 607-274-5545, hbeach@tompkins-co.org