

AGENDA –March 21, 2012

Strategic Tourism Planning Board Tompkins County

Wednesday, March 21, 2012
3:00 pm, CVB

Agenda

- January Meeting Minutes - 2 minutes
- Chair's Report – David Sparrow - 5 minutes
- Bylaws Vote – Beverly Baker – 3 minutes
- 2013 Tourism Program budget timeline – 5 minutes
- Spring 2012 Tourism Grant Recommendations
 - o New Tourism Initiatives – Jon Reis – 15 minutes
 - o Tourism Projects – Jon Reis – 15 minutes
 - o Marketing & Advertising – Ken Jupiter – 15 minutes
 - o Community Celebrations – Carol Kammen – 15 minutes
- February CVB Report – Fred Bonn – 5 minutes
- The Ticket Center – discussion of current contract process – Brett Bossard – 10 minutes
- Strategic Tourism Plan survey tutorial – Tom Knipe – 5 minutes

Attached (agenda packet):

1. February, 2012 draft STPB meeting minutes
2. Final STPB Bylaws with recommended changes
3. Spring 2012 Tourism Grant summaries (recommendations to be sent separately)
4. 5-Year tourism grant award histories
5. February CVB Report



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 – February 2012

Date: February 15, 2012
Time: 3:00-5:00pm
Location: Convention and Visitor's Bureau

Attendees:

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Sue Perlgut	✓	Arts-Culture
Anthony Hopson	exc	Ithaca College, Vice-Chair	Sue Stafford	✓	TC3
Beverly Baker	✓	At-Large	Susie Monagan	✓	Arts-Culture
David Sparrow	✓	At-Large, Chair	Tim Joseph	✓	At-Large
Ethan Ash		Arts-Culture	Todd Miner		At-Large
Gary Stewart		Cornell	Brett Bossard	✓	CAP, Non-Voting
Jon Reis	✓	Arts-Culture	Carol Chock	exc	Legislature, Non-Voting
Ken Jupiter	✓	At-Large	Fred Bonn	✓	CVB, Non-Voting
Paul Tatar	exc	Recreation	Gary Ferguson		DIA, Non-Voting
Rick Adie	✓	Lodging	Jean McPheeters	✓	Chamber, Non-Voting
Rita Rosenberg	✓	Agriculture	Martha Armstrong	✓	TCAD, Non-Voting
Scott Wiggins	✓	Lodging	VACANT		Transportation, Non-Voting
Stuart Stein	✓	At-Large	Tom Knipe	✓	Staff

Also in attendance: Kathy Wilsea (Tompkins County Planning Dept.)

Agenda

1. Approval of minutes for January, 2012 STPB meeting
2. Chair's report
3. 2012 STPB meeting schedule and committee assignments – David Sparrow – 5 min
4. Annual conflict of interest disclosure – Tom Knipe
5. 2012 Tourism Capital Grant recommendations – Martha Armstrong – 30 min
6. Proposed STPB Bylaws changes – Beverly Baker – 20 min
7. Grant Evaluation Criteria – pre-review input – Tom Knipe – 10 min
 - o New Tourism Initiatives and Tourism Projects, tourism Marketing & Advertising
 - o Community Celebrations
8. CVB Report – Fred Bonn – 5 min
9. Strategic Tourism Plan Update – 5 min

Discussion

1. **Approval of minutes for January 2012 STPB meeting** – Draft minutes for the January meeting were accepted unanimously without change.
2. **Chair's report** – David Sparrow welcomed Rita Rosenberg, the new Agriculture representative. David asked Beverly Baker to report on the Beautification Committee. Beverly said they will meet again 2/28 for further examination of their plan and she will also report at the March STPB meeting. They have received some comments about the cottage garden look of plantings, so will have discussion on that and if anything can be done in the planting areas during winter. Jean McPheeters said they want to keep the tuning fork area in the best possible condition, since the Commons itself will be subject to a lot of construction over the next two years.
3. **2012 STPB meeting schedule and committee assignments** -- For 2012, PDEQ meetings will remain on the first Wednesday of the month, so STPB meetings will remain on the third Wednesday. David distributed committee assignments.
4. **Annual conflict of interest disclosure** – Tom Knipe passed out disclosure forms, spoke of the process, and asked for updates from members who have changes since last year.

Tompkins County Strategic Tourism Planning Board (STPB)
DRAFT Meeting Minutes – February 2012

5. 2012 Tourism Capital Grant recommendations – Martha Armstrong reported there were eight applicants this round, which is a higher number than usual. Having made commitments for multi-year awards in the past, we now have \$54,000 available. The committee, which consisted of Tim Joseph, Ken Jupiter, Pam Mackesey, a representative from M&T bank, and two TCAD staff members, was concerned about availability of resources to support capital projects already conditionally approved for funding in further years. They selected projects closest to concrete tourism outcomes, and some feasibility studies were not recommended for funding. Concerning multi-year funding, projects are evaluated annually because the applicant has obligations to meet before other payments are considered, and we need to make sure we have adequate funding. If the money were not used, it probably would go into next year's pool. Stu Stein pointed out that heritage tourism at the Eight-Square School House has been discussed for years. Rick Adie said the recaps were well done and useful. He would like information on all types of grants given to these applicants. He recalled that STPB had a prior grant to the State Theatre for restrooms, but others reported it was in 2003 for construction of the handicapped accessible bathroom. Tom agreed to provide histories by organization for the next round of grants. Motion by Stu Stein to pass the committee recommendations on to PDEQ and the County Legislature for funding. Seconded by Tim Joseph. With Scott Wiggins abstaining, motion passed by voice vote.

6. Proposed STPB Bylaws changes were postponed to the end of the meeting.

7. Grant Evaluation Criteria – Tom Knipe reviewed the materials that were distributed with the agenda. Marketing/Advertising has used criteria in the past, and Community Celebrations has used limited criteria. The scoring rubrics are a tool for decision making, not deterministic. For example, the scores are not weighted, and the committee may choose to emphasize certain factors over others in making their recommendations. Anne Kellerman said she has used scoring in the past and found it made decisions more consistent. Scott suggested making it clear that Community Celebrations are not about overnight stays. Brett Bossard recommended that the ROI category be changed to VOI (value on investment). Jon Reis asked if Tom screens applications to make sure they are for the appropriate category, and Tom said he does and also encourages applicants to contact him before applying. Tom will report to STPB this summer on possible changes to guidelines and how we seek applications. In response to a recommendation about adding a report column to the scoring rubric, Tom said he sees that as an administrative effort before the new application round before the new application round for applicants whose projects have been funded previously. Applicants who have failed to report satisfactorily on completed projects will be ineligible.

8. CVB report – Fred Bonn reported the temporary storage container outside CVB is for \$38,000 worth of classroom supplies donated by Staples for teacher gifts during Winter Recess registration. Winter Recess had some media coverage on Binghamton radio and TV when a local resident received an I-pad and \$1,000 Staples gift card. The Winter Recess goal is 450 room nights and 5,000 registrants. The new Travel Guide is at the printers, and will be unveiled 2/27 with a presentation for Tourism Partners at the Wine Center. Matching fund paperwork has been submitted to NYS. Other information was attached to the agenda. Several STPB members attended a City of Ithaca meeting on possible fees for special events. The City would charge festivals for police, DPW workers closing off street, etc. Ithaca Festival and Veterans Day parades would be grandfathered in and have no fees. No formal decisions have been made, and if fees go into effect they would begin in 2013. Fred felt comments at the meeting slowed the process down and will lead to discussion. Scott said some of the fees would be significant, and no events would be scheduled on public holidays. This will trickle down to our larger grant applications, and we need to examine that. Tom reported this would be an emergency fiscal policy for the City and subject to annual review.

9. Strategic Tourism Plan – Tom provided revised schedule with the agenda. A draft plan is scheduled for STPB review in April, discussion at PDEQ in May, and publication in July. He and Anne are winnowing down the comments from the community meeting. Workshop attendees and others will be invited to respond to an online survey, and the draft Plan will be publicized with a 20-day comment period. Anne and Stu pointed out we need to harness the ideas from the community workshop beyond adding a few to the Plan. Tom concurred and shared several initial ideas to be further developed by the Planning & Evaluation Committee.

**Tompkins County Strategic Tourism Planning Board (STPB)
DRAFT Meeting Minutes – February 2012**

10. Proposed STPB Bylaws changes – David welcomed Will Burbank, 2012 chair of PDEQ. Beverly reported for the committee. They examined the bylaws for clarity and to address two major issues: associate members and term limits. Beverly moved to accept the committee’s work as Draft Bylaws. During the discussion period, Beverly explained if the expiration of a voting member’s current appointment makes a total of six or more years served, that member cannot be reappointed (can reapply after one year break, can serve as associate). This will allow us to cycle in new information, keep STPB healthy, support the sentiment favoring term limits revealed in the straw poll of Board members taken in 2009 and re-expressed by members recently, and respond to past comments of PDEQ members. There was also discussion on the language for associate representatives. Discussion yielded some language edits in the document. Scott seconded Beverly’s motion, and it passed by unanimous voice vote to advance this draft. Members will have an opportunity to view the final language at the next STPB meeting before it is forwarded to PDEQ.

10. Announcements: Susie Monagan announced Light in Winter is going forward, and will coincide with State Theatre productions this weekend from Friday – Sunday. They want to keep the name out there while they decide on their future. Sue Perlgut announced performances of Peaches and Bird, a play at the Kitchen Theatre written by Carol Kammen and directed by herself. Beverly said the Community Foundation will honor Carol Kammen on 3/13. Stu Stein reported that The History Center has been made a partner of the Erie Canal Heritage Foundation partnership program. This will provide them with advisory resources, interaction with other groups, and recognition. Rick thanked Mary Rachun and Tom for the Tourism Partner Awards that were presented at the County Legislature meeting last week. Brett Bossard reported CAP has received funding from NYS Council of the Arts, and that will be going out to local grant recipients. Tom reminded members they have an opportunity to comment on the City of Ithaca draft Comprehensive Plan until 3/1. Sue Stafford said the TC3 Hospitality Training program is currently matching up students with training opportunities, and members should contact her if they want an intern.

With no further business, the meeting adjourned at 4:56pm.

Respectfully Submitted,
Kathy Wilsea, Secretary
Tompkins County Planning Department

Next Meetings Scheduled

Wednesday, March 21 – 3pm – CVB

Wednesday, April 18 – 3pm – CVB

BYLAWS

of the

Tompkins County Strategic Tourism Planning Board

With Amendments Proposed 3/21/12 by STPB

Amended by Legislative Resolution Oct. 2008

Amended by Board Resolution No. 29 of 2002

Amended by Board Resolution No. 272 of 2001

Revised and Adopted by the STPB on March 2, 2000

Adopted by Board Resolution No.145 of 2000

Amended by Board Resolution No.231 of 2000

Amended by Board Resolution 338 of 1998

ARTICLE ONE: NAME AND STATUTORY AUTHORITY

- Section 1. Name. The name of this organization shall be the Tompkins County Strategic Tourism Planning Board (STPB).
- Section 2. Organizational Authority. The Tompkins County Strategic Tourism Planning Board is authorized by and operates pursuant to Resolution 339 of 1999 of the Tompkins County Legislature and subsequent resolutions relating to membership and function of the STPB.

ARTICLE TWO: ORGANIZATION AND PURPOSES

- Section 1. Powers and Duties. The purposes of the Tompkins County Strategic Tourism Planning Board (hereinafter referred to as the STPB) shall be:
1. To advise the appropriate committee of the Tompkins County Legislature, as well as the full Tompkins County Legislature, on all aspects of tourism development in Tompkins County.
 2. To review and evaluate the activities of all entities receiving funds from the Tompkins County Room Occupancy Tax and to make recommendations to the entities receiving those funds as well as the Tompkins County Legislature in respect to their most appropriate and effective use. This includes oversight of the Tourism Grant Programs in place to assist events and programs of interest to local residents in attracting a broader audience from outside the County.
 3. To develop, with input and staff support, a tourism policy for review and adoption by the Tompkins County Legislature which shall address all issues raised by reports and information pertinent to all aspects of tourism development.
 4. To advise the Tompkins County Legislature, pursuant to the above clauses, on the allocation of proceeds from the Tompkins County Room Occupancy Tax.

ARTICLE THREE: MEMBERSHIP

- Section 1. Appointment Procedure. Voting Members of the STPB shall be appointed by the Tompkins County Legislature on the recommendations of the appropriate committee of that Board, to represent those segments of the community designated by Resolution 339 of 1999 and subsequent amendments.

a. Voting Members

The STPB shall have 18 voting members as follows:

Two Lodging representatives
One Recreation representative
One Agriculture representative
Four Arts/Culture representatives
One Cornell University representative
One Ithaca College representative
One Tompkins Cortland Community College representative
Seven At-large representatives

b. Non-Voting Representatives

The STPB shall have 7 non-voting representatives from:

The Tompkins County Legislature
Tompkins County Chamber of Commerce
Ithaca / Tompkins County Convention and Visitors Bureau
Governmental Transportation
Tompkins County Area Development
Downtown Ithaca Alliance
Community Arts Partnership

Section 2. Term.

Appointments to the STPB are for three-year terms expiring on December 31st of the third calendar year, or when a successor is appointed. Every effort will be made to stagger terms.

A member may be reappointed to serve no more than two consecutive full terms. A full term will be defined as a period of at least 25 months and no more than 36 months.

If a member is appointed to fill an unexpired vacant term of twenty-four months or less, the member will be eligible to be reappointed to two full three-year terms in addition to the partial term created by the vacancy.

Members who have completed two full terms and subsequently left the board will be eligible to reapply after a minimum of 12 months off of the board.

Designated representatives of Cornell University, Ithaca College and Tompkins Cortland Community College are nominated or recommended by their respective

institutions and their length of service shall be determined by their respective institution.

Section 3. Vacancies.

Vacancies in the membership of the STPB shall be reported by the STPB to the appropriate committee of the Legislature. Recommendations to fill vacancies shall be solicited by the members of that committee from the general public, organizations, departments or agencies affected. Vacancies on the STPB shall be filled pursuant to the appointment process outlined in the Rules of the Legislature.

Section 4. Duties.

Members are expected to attend all STPB meetings; to participate actively in the work of the STPB; to share with the STPB such matters of local or general tourism concerns of the organization, community or agency they represent as they deem appropriate; and to convey to their respective groups such matters as may be deemed relevant.

Section 5. Attendance.

Absences caused by illness or by personal matters of importance should be reported in advance and are excusable. Members absent three times during a calendar year without having been excused will be expected to and asked to resign, and a new member will be recommended as appropriate. Three unexplained consecutive absences shall constitute a resignation, and the seat shall be filled per Local Law 2 of 2004. The Chair of the STPB shall notify the Chair of the appropriate committee of the Tompkins County Legislature of this action, with a copy of the notification sent to the represented agency or group.

Section 6. Associate Members

In order to provide additional expertise or as a supplement to the efforts exerted by STPB members on issues requiring extensive commitments of time and energy, the STPB may recruit individuals interested in and/or knowledgeable about aspects of tourism marketing and/or product development to apply to the STPB to be associate members. Once accepted/appointed, an associate member may serve on committees. Associate members shall be non-voting and may not speak on behalf of the STPB, but on an STPB committee she/he may vote and serve as committee chair.

ARTICLE FOUR: OFFICERS

Section 1. Officers.

There shall be a Chair and Vice-Chair selected from the membership and elected at the first regular meeting of each year.

- Section 2. Duties. The Chair shall prepare and distribute an agenda in advance and shall preside at all meetings; shall review the draft version of the meeting summaries before circulation; and shall have the usual powers and duties of a Chair. The Vice-Chair shall perform these duties in the absence of a Chair.
- Section 3. Election of Officers. Election of officers shall be held at the first regular meeting of each year. The Nominating Committee (see Article Six, Section 2) shall present a slate of officers by the last meeting of each calendar year and nominations may also be made from the floor.
- Section 4. Term of Office. The term of office shall begin at the close of the meeting at which the new officers are elected. No member shall hold more than one office at a time.
- Section 5. Filling of Vacancies. A vacancy in the office of Chair shall be filled by the elevation of the Vice-Chair. The vacancy in the office of Vice-Chair shall be filled by nomination and election within two months.

ARTICLE FIVE: MEETINGS AND PROCEDURES

- Section 1. Meetings. The STPB shall have a minimum of six meetings per year. Additional meetings may be scheduled at the request of the STPB Chair and a list of the year's meetings shall be promulgated at the beginning of the calendar year. Special meetings may be called by the Chair or shall be called upon at the request of the appropriate committee of the Legislature or upon written request of at least five (5) members. The purpose of special meetings shall be stated in the call; at least three days notice shall be given. All meetings of the STPB shall be conducted in conformance with the Open Meetings Law of the State of New York.
- Section 2. Quorum. A quorum shall consist of the majority of the appointed voting members.
- Section 3. Voting. Voting shall be by show of hands or voice vote, unless a roll call is requested. A resolution or other business shall be considered adopted if a majority of votes of all duly authorized members of the STPB present at the meeting are cast in the affirmative, but in no case shall a resolution be passed with less than five members voting in the affirmative. Only those present at meetings are allowed to

vote. There shall be no proxy votes and no telephone votes.

Section 4. Summary of Meetings. A summary of the meeting shall be prepared by the STPB, or by agreement, by a staff person assigned to the STPB by Tompkins County.

Section 5. Special Orders. Each resolution, recommendation or report that is directed to a particular department, agency, or group shall specify to whom it is directed and to whom written copies are to be forwarded. It shall be the duty of the Chair of the STPB, or, by agreement, a staff person of Tompkins County, to transmit any and all such resolutions, recommendations, or reports.

ARTICLE SIX: COMMITTEES

Section 1. Summary of Committees

The standing committees shall be the Nominating Committee, the Membership & Bylaws Committee and the Budget Committee. Other committees, composed of at least two voting members of the STPB, may be created by the STPB Chair.

The committees shall perform such duties as may be delegated to them by the establishing motion or by the Chair. Committees other than standing committees may select such advisors from outside the membership as they may deem necessary to perform their tasks. Committees may only be abolished by the entity that creates them. Committees are permitted to conduct business by phone and email. Committee chairs are appointed by the STPB Chair, except the Nominating Committee chair who is chosen by vote of Nominating Committee members.

Section 2. Committee Descriptions

The Budget Committee will consist of at least four voting members, and will be responsible for reviewing room occupancy tax revenues and projections, evaluating budget proposals, and drafting annual Tourism Program budget recommendations with Tompkins County staff support.

The Nominating Committee shall consist of at least three voting members. It shall be appointed annually by vote of the STPB membership and it shall be responsible for presenting a slate of officers no later than the last regular meeting of the year. A member other than a prospective officer shall serve as chair of the Nominating Committee.

The Membership & Bylaws Committee shall consist of at least

three voting members and shall recruit and recommend new STPB members and associate members and pursue board development initiatives as needed and recommend revisions to bylaws as needed.

Tourism grant programs will have grant review committees consisting of at least two voting members and will be responsible for reviewing grant proposals and developing funding recommendations based on established criteria.

ARTICLE SEVEN: CONSULTANT AND STAFF SUPPORT

Tompkins County may provide staff support to the STPB. A consultant or other outside support service may be retained only upon approval of the appropriate committee of the Tompkins County Legislature.

ARTICLE EIGHT: PARLIAMENTARY AUTHORITY

The rules contained in the most recent edition of **Robert's Rules of Order**, Revised, shall govern the STPB in all cases to which they are applicable and when they are not superseded by State or County laws, these bylaws, or any special rules of order adopted by the STPB.

ARTICLE NINE: ESTABLISHMENT AND AMENDMENT OF BYLAWS

These bylaws shall be considered established upon approval by the Tompkins County Legislature. Recommendations to amend these bylaws may occur at any regular meeting of the STPB by a two-thirds vote of appointed voting members, provided that the need for the amendment has been discussed at a previous meeting and a draft amendment has been circulated to all STPB members prior to the voting meeting. Recommendations shall be submitted to the appropriate committee of the Tompkins County Legislature for recommendation to the full Legislature for approval.

Spring 2012 New Tourism Initiative Grant Applications

Applicant	Project Title	Description	Request	Event?	Date(s)
Cayuga Lake Scenic Byway	Cayuga Lake Scenic Byway Geocache Trail	Establishes a new 15-site trail of caches in Seneca, Cayuga and Tompkins Counties. Geocaching is akin to modern treasure-hunting with GPS devices and a passionate following who is willing to travel and stay overnight to collect custom stamps. Upon completing the trail, cachers will pick up custom coins from visitors centers. Modeled after successful geocache trail along the Seaway Trail.	\$2,000	No	Start June 2012
Cayuga Lake Watershed Network	2012 Canyou Canoe Cayuga	First annual long-distance paddle event with four Cayuga Lake start locations, ending at Cass Park. Limited to 100 boats in Year1, to grow to perhaps 250 people. Collaborating with local clubs and IC/Cornell. A model is Adirondack Canoe Classic. Targeted marketing to enthusiasts. Will link with Cayuga Lake Blueway Trail Planning efforts.	\$3,600	Yes	9/8/2012
Center for Environmental Sustainability	2012 Earthdance Ithaca	Two-day festival to foster world peace and justice through dance. 3rd year. One of two sites in the NE; part of time-synchronized celebrations in 50 countries. Music, several types of dance, video feed from other sites. Vision is to establish Ithaca as major regional Earthdance site, to become a unique annual draw. Significant local partnerships.	\$9,300	Yes	6/1-11/29, 2012
Community Arts Partnership	2012 Spring Writes: The Finger Lakes Literary Festival	3rd annual 3-day literary celebration in early May with readings, an open-mic, workshops, panel discussions, and book signings. Coincides with TCPL book sale. Two audiences: professional writers/presenters and the general public. 2,200 participants expected, with 25% from out-of-county. Has received NTI and TMA grants. USE: artists.	\$4,500	Yes	5/4-6, 2012
Cornell Cooperative Extension TC	2012-2013 Wine, Dine, Play & Stay	Monthly fine dining events on local farms featuring local food and beverage. Uses local food/agritourism as entry to entice further exploration. New Tourism Initiative grant in 2011 expanded harvest dinners to include optional three day overnight itineraries. Request is to further that effort and develop a new winter weekend event.	\$9,000	Yes	May 2012 - March 2013
Downtown Ithaca Alliance	2012 Restaurant Week in Tompkins County	Countywide culinary event offering fixed price lunches and dinners over x weeks. 22 participating restaurants in winter 2011 event. Expanding to two events in fall and winter 2012. Goal is 6,000 participants, 900 from out-of-County. Vision for financial sustainability through restaurant fees. Received 2011 NTI grant. Also requesting a TMA grant in this round.	\$7,500	Yes	Fall/Winter 2012
Dryden Lake Festival	2012 Dryden Lake Festival	3rd annual festival with triathlon, exhibits, lectures, music, car cruise. 3,000-4,000 expected attendees. Grant to support bigger name music act to expand out of County draw. Also applying for \$2,000 Community Celebrations Grant. Total grant funds requested from Tourism Program: \$3,900.	\$3,900	Yes	7/28/2012

Spring 2012 New Tourism Initiative Grant Applications

Applicant	Project Title	Description	Request	Event?	Date(s)
Hangar Theatre	2013 Winter Village Bluegrass Festival	3rd year of Ithaca's bluegrass festival with both intimate and larger audience performances, workshops, jam sessions. Goal is to continue transition/expansion to downtown. 2013 plans include more bands, further diversification of venues and expansion of room nights. Well-networked, niche market. Vision for growth. Received NTI and TMA grants for 2012 Festival.	\$15,000	Yes	1/24-27, 2013
Ithaca Fringe Festival	2013 Ithaca Fringe Festival	First annual theatre festival with innovative, daring and diverse acts chosen competitively to perform in various venues in Ithaca over one week in April. Draws on success of Fringe Festivals in NYC, Toronto, Pittsburgh. Creates a temporary, intense community of performers, volunteers and audience members. Vision for growth. Targeted marketing.	\$20,000	Yes	4/1/2013
Ithaca Motion Picture Project	2012 International Fantastic Film Festival	First annual three-day film festival presenting a series of unreleased films, thematic retrospective, film competition, and presentations by significant industry guests. The "fantastic" genre includes sci-fi, fantasy, violent thriller, and suspense. Directed by former organizer of the Strasbourg Fantastic Film Festival. 2012 retrospective is 'Ozploitation and Beyond'. Year one attendance of 600-1000; 15% from out of Tompkins County. Vision for growth. Also applying for a TMA grant.	\$15,160	Yes	11/16-18, 2012
St. Catherine of Siena Church	2012 International Peace Fest	Two-day family friendly celebration of international peace. Music, international arts vendors, food, local beverages, kids activities. Serves as welcome event to international students and their families from IC and Cornell. 1,400 participants and 180 volunteers in 2011.	\$5,000	Yes	9/15-16, 2012
The History Center	2013 Cayuga Trails 50	Inaugural annual national-class 50 mile trail run in Treman and Buttermilk Falls State Parks starting and ending at the Ithaca Brewery. Cash purse ensures regional/national draw. Historical elements of Enfield Falls, grist mill, CCC camp, old Indian trails add value. Clear, targeted marketing strategy. Goal of 400 room nights. Also applying for TMA grant.	\$12,000	Yes	6/8/2013

TOTAL REQUESTS \$106,960
2012 AVAILABLE FUNDS \$66,445
DIFFERENCE (\$40,515)

Tourism Project Grant Applications - Spring 2012

Applicant	Project Title	Description	Request	Event?	Date(s)
Cayuga Nature Center	2012 Great Hall - Permanent Exhibition - second phase	Modular exhibits using refurbished taxidermy collection showing the story of life around Cayuga Nature Center and interconnections among earth, life and humanity. Displays to be visually united, seasonally changeable, and use social interaction and sounds from the Lab of O. Target audience is families and children ages 4-11. Partially funded fall 2011. Requesting remainder of funds for original project plus enhanced "green" building features and interactive systems. CNC has received Marketing, Project, Capital and ACOD funds.	\$10,000	No	May - October 2012
Downtown Ithaca Alliance	2012 Downtown Ithaca Winter Festival	Ice carving competition, FL Wine Center event, chowder cook-off, artist market. 7,500 participants; goal to increase to 10,000. 15% from out-of-county. Packages planned. Also applying for Marketing Grant. USE: Event Production. Received Marketing and Project Grants in 2011.	\$15,000	Yes	12/6-8, 2012
Ithaca Children's Garden	Bulb Labyrinth Memorial Garden	A garden labyrinth with 3-seasons of flowering bulbs and perennials, sculpture, and accessible winding stone pathway memorializing perinatal loss. Significant funds raised to date through individual donations. Targeted marketing will attract labyrinth aficionados, flower bulb enthusiasts, and those affected by perinatal loss. Fits with Ithaca Children's Garden strategic plan to add to visitor draw.	\$10,000	No	
Ithaca Shakespeare Company	2012 Summer Season: The Ithaca Shakespeare Company	Production enhancements (sound, set and stage design, fight choreography) for the 10th annual summer Shakespeare festival. Two productions at Cornell Plantations. 4,000 attendees in 2011; estimate 360 room nights. Long-term vision for growth. Also applying for a Marketing Grant.	\$16,000	Yes	9/12-29, 2012
Paleontological Research Institution	Did Dinosaurs Poop? Your Prehistoric Digestion Connection	Design, development, and fabrication of a family friendly exhibit of dinosaur digestion to run during fall and winter. Marketing focused on out-of-County. PRI has received Marketing, Project, ACOD and capital grants in the past.	\$8,525	No	September 2012 - January 2013
Social Ventures, Inc	2012 Finger Lakes International Dragon Boat Festival	7th annual Dragonboat race and festival. Expanding in 2012 to two days, incorporating other paddle sport events to enhance draw, and hiring part-time coordinator to enhance financial sustainability, professional site management. Substantially revised application to respond to advice and technical assistance from Festivals Program, CAP, and County Tourism Coordinator. Vision for continued growth. Past recipient of Project, NTI and Community Celebrations grants.	\$20,000	Yes	7/14/2012

Tourism Project Grant Applications - Spring 2012

Applicant	Project Title	Description	Request	Event?	Date(s)
The History Center	Switched On: Tompkins County and The Birth of the Moog Synthesizer	History Center exhibit about the development of the Moog synthesizer by R.A Moog in Trumansburg and its global impact. With marketing support, anticipate 800 out-of-County visits to the exhibit. Target demographic is music history and synthesizer buffs and youth interested in hip-hop (exhibit to run concurrently with TCPLF Hip Hop program). Also applying for Marketing Grant. USE: exhibit panels.	\$5,000	No	March – June, 2013
The History Center	2012 Ithaca Scottish Games & Celtic Festival	5th annual 2-day event at Stewart Park featuring official Scotch and Irish-themed contests (pipe and drum solos, bagpipe bands, Irish Step Dance, Highland dance, Scottish Heavy Athletics, rugby, 5k race), sheep herding, massed bands, spinners guild, and other Celtic talent. Goal of 4,500 attendees in 2012; roughly 1,000 overnigheters in 2011. Long-term plan for continued growth.	\$23,250	Yes	6/30-7/1, 2012
Tompkins County Public Library Foundation	2012 IthaCasts: Greece and Rome in Cornell's Plaster Cast Collection	Coordinated exhibits, talks, and programming around rare plaster cast collection of Roman and Greek sculpture. Target audience is anyone interested in art, archaeology, history or restoration. USE: speaker fees, brochure. The Library Foundation is a new applicant, and is also applying for a Project grant for a different project.	\$1,990	Yes	Oct. 2012
Tompkins County Public Library Foundation	2013 The Hip Hop Experience	Spring 2013 cultural festival and arts programming in honor of the 40th anniversary of the creation of hip-hop. Features Cornell Library's unique hip-hop archive collection. Grant would expand festival to include notable performers and artists, several events. Significant partnerships. 1,500 attendees, 25% from out of town. Vision is to build infrastructure for an annual event.	\$8,000	Yes	3/2013 - 6/2013

TOTAL REQUESTS	\$117,765
2012 AVAILABLE FUNDS	\$69,103
DIFFERENCE	(\$48,662)

Spring 2012 Tourism Marketing Advertising Grant Applications

Applicant	Project Title	Description	Request	Event?	Date(s)
Cayuga Lake Wine Trail	2012 Holiday Shopping Spree	Organized wine tours for 3,000 people over two three-day weekends in November and early December. Includes transportation packages. Six mile Creek Vineyard is included. 31 room nights in 2011 from coordinated hotel packages. Data collection through reservation system. USE: Marketing campaign focused on affluent 30-65 year old women in Syracuse, Binghamton, Rochester and Buffalo using print, radio and TV.	\$5,000	Yes	11/16-18 & 11/30-12/2, 2012
Cayuga Nature Center	CayugaNatureCenter.org Website Enhancements	Refinements and upgrades to Cayuga Nature Center website, and development of a 5-page mobile website to Significant match. CNC has received several project, marketing and capital grants. USE: web development consultant to implement.	\$1,375	No	Start May 2012
Community Arts Partnership	2012 Spring Writes: The Finger Lakes Literary Festival	3rd annual 3-day literary celebration in early May with readings, an open-mic, workshops, panel discussions, and book signings. Coincides with TCPL book sale. Two audiences: professional writers/presenters and the general public. Has received NTI and TMA grants. 2,200 participants expected, with 25% from out-of-county. USE: radio, other marketing to Syracuse, Rochester, S. Tier.	\$2,750	Yes	5/4-6, 2013
Downtown Ithaca Alliance	2012 Downtown Ithaca Winter Festival	Ice carving competition, FL Wine Center event, chowder cook-off, artist market. 7,500 participants; goal to increase to 10,000. 15% from out-of-county. Packages planned. Also applying for Project Grant. USE: radio and print in Rochester, Syracuse, Pennsylvania, S. Tier. Received Marketing and Project Grants in 2011.	\$3,000	Yes	12/6-8, 2012
Downtown Ithaca Alliance	2012 Restaurant Week in Tompkins County	Countywide culinary event offering fixed price lunches and dinners over x weeks. 22 participating restaurants in winter 2011 event. Expanding to two events in fall and winter 2012. Goal is 6,000 participants, 900 from out-of-County. Vision for financial sustainability through restaurant fees. USE: Received 2011 NTI grant. Also requesting an NTI grant in this round.	\$6,000	Yes	Fall/Winter 2012
Hangar Theatre	2012 Bountiful Ithaca Package	First Fall season Mainstage production: "The Trip to the Bountiful". Marketing campaign will target alumni. 4,000 visitors anticipated; goal of 30+ room nights. Past recipient of Capital, ACOD, Marketing grants. USE: brochures, web, and email.	\$3,000	Yes	9/6-15, 2012
Hangar Theatre	Year-Round Hangar Theatre Marketing Brochure and Hospitality Partner Program	New upscale "About the Hangar Theatre" brochure to promote the Hangar as a destination and identify regional attractions. Designed for a long useful life. Target market is the "discerning" traveler. Past recipient of Capital, ACOD, Marketing grants. USE: design and printing.	\$5,000	No	

Spring 2012 Tourism Marketing Advertising Grant Applications

Applicant	Project Title	Description	Request	Event?	Date(s)
Ithaca Motion Picture Project	2012 International Fantastic Film Festival	First annual three-day film festival presenting a series of unreleased films, thematic retrospective, film competition, and presentations. The "fantastic" genre includes sci-fi, fantasy, violent thrillers, and suspense. Directed by former organizer of the Strasbourg Fantastic Film Festival. 2012 retrospective is 'Ozploitation and Beyond'. Year one attendance of 600-1000; 15% from out of Tompkins County. Vision for growth. Also applying for an NTI grant.	\$2,600	Yes	11/16-18, 2012
Ithaca Shakespeare Company	2013 Winter Season	Facebook and radio ad campaigns promoting February 2013 production of the Merchant of Venice. First winter season sold out in 2012; expanding to 1,000 next year. Affluent, educated target market. Small out of county attendance in year one; hoping to grow out-of-county in year two.	\$1,500	Yes	Feb. 2013
Cayuga Lake Triathlon	2013 Cayuga Lake Triathlon	Out-of-County marketing support for August 2013 triathlon. 750-800 athletes, plus 1,800 spectators and volunteers. Lots of advance marketing; 2012 event is already sold out; athletes coming from 24 states and Canada. Good data collection and reporting. USE: design fees, print ads in Triathlete Magazine.	\$2,250	Yes	8/4/2013
Kitchen Theatre Company	Kitchen Theatre Website Enhancement and Marketing Campaign	Website redesign to enhance visitor draw, ease of ticket purchasing, identification of nearby restaurants & accommodations and mobile compatibility. Also, online advertising targeted at theatre buffs and alums. Past Capital and ACOD grant recipient. USE: web design consultant, and ad campaign.	\$5,000	No	August 2012 - July 2013
New Mercury Theatre of NY	2012 1776 The Days of Revolution	3-day living history event in Trumansburg with costumed street performers, vendors, military reenactors, and a musical play. 750-1,500 attendees. Packaging with wineries and B&Bs. Audience: history buffs, and music & theatre audiences. USE: radio, print, web.	\$2,500	Yes	8/3-5, 2012
Paleontological Research Institution	2012 MuseumoftheEarth.org Website Enhancements	Refinements and upgrades to PRI's website, and development of a mobile website. Significant match. PRI has received several project, marketing and capital grants. USE: web development consultant	\$4,938	No	Start May 2012
State Theatre of Ithaca, Inc.	State Theatre Website Upgrade and Enhancement Project	Redesign of www.stateofithaca.com to incorporate social media, mobile website capability, video, and a content management system. 45,000-50,000 patrons per year; up to 1/2 purchase tickets online. Goal is to further enhance the out-of-County draw of headliner shows. USE: local web design consultant.	\$5,000	No	Start summer 2012

Spring 2012 Tourism Marketing Advertising Grant Applications

Applicant	Project Title	Description	Request	Event?	Date(s)
The History Center	2013 Cayuga Trails 50	Innaugural annual national-class 50 mile trail run in Treman and Buttermilk Falls State Parks starting and ending at the Ithaca Brewery. Cash purse ensures regional/national draw. Historical elements of Enfield Falls, grist mill, CCC camp, old Indian trails add value. Clear, targeted marketing strategy. Goal of 400 room nights. Also applying for NTI grant.	\$5,000	Yes	6/8/2013
The History Center	Switched On: Tompkins County and the Birth of the Moog Synthesizer	History Center exhibit about the development of the Moog synthesizer by R.A Moog in Trumansburg and its global impact. With marketing support, anticipate 800 out-of-County visits to the exhibit (40% of 2000 total visits). Target demographic is music history and synthesizer buffs and youth interested in hip-hop. Also applying for Project Grant.	\$1,500	No	March – June, 2013
TOTAL REQUESTS			\$56,413		
2012 AVAILABLE FUNDS			\$50,699		
DIFFERENCE			(\$5,714)		

Spring 2012 Community Celebrations Grant Applications

Applicant	Project Title	Description	Request	Date(s)
City of Ithaca	2012 GIAC Festival	Annual GIAC street festival with neighborhood vendors, games, performances, helmet give-away and community agencies. Celebrates GIACs multiculturalism: caribbean food and performances, taiko drumming, african dance, hip hop. 600-1,000 attendees. USE: performers, flyers, dance floor.	\$2,000	6/9/2012
City of Ithaca	2012 Juneteenth	Commemorates freedom from slavery and celebrates African American heritage. Vendors, community service organizations, local bands, youth performance, food. 1200 expected attendees. Significant match and partnerships. USE: local bands, entertainment, food, printing, ads.	\$2,000	6/16/2012
City of Ithaca	2012 Boricua Afro Americano	3rd annual artistic and cultural event celebrating Latino and Puerto Rican history and culture. Vendors, music, children's activities. 2,000 attendees. USE: performers, website, teen workers.	\$2,000	7/28/2012
City of Ithaca	2012 StreetsAlive	Free community-wide celebration of city streets as livable community spaces. A loop of city streets is closed to traffic and open to people of all stripes for biking, walking, rolling and performances. Based on Ciclovía/Open Streets model event. Celebrates cultural diversity, sustainability, and history of street life. 1,500+ expected attendees for first annual event. Significant partnerships and match. USE:	\$2,000	9/17/2012
City of Ithaca	2012 First Peoples' Festival	Celebration of indigenous culture with traditional music, crafts, displays, storytelling, dancing, hands-on-displays and foods. Located in downtown Ithaca in partnership with the Apple Harvest Festival. 1,500 attendees. Significant match. USE: dancers, singers, storytellers.	\$2,000	9/28/2012
City of Ithaca	2012 Annual Latino Heritage Month Celebration	Month long series of cultural events centered around Latino art, music, dance, theatre, book readings, food demonstrations at various venues in the City of Ithaca, reaching 500-750 people. USE: local musicians and performers, educational materials.	\$2,000	09/15/2012-10/15/2012
City of Ithaca	2012 Congo Square Market	4th annual market at Southside Community Center with music, food, dance and other African and Latino culturally-themed activities. Tibetan-themed activities also planned for this year. Concept drawn from Congo Square in New Orleans. 1,500 attendees over 17 weeks. USE: talent, food, graphic design, flyers.	\$1,500	

Spring 2012 Community Celebrations Grant Applications

Applicant	Project Title	Description	Request	Date(s)
City of Ithaca	2012 Food Justice Summit	Multicultural celebration and educational event to showcase local agriculture and the unique culinary and cultural identity of local land and people. Music, performers, food demonstrations, art, speakers and workshops. Many partnerships, significant match. USE: performers, food, banner.	\$2,000	9/21-23, 2012
City of Ithaca	2012 Ithaca Greek Festival	First annual free celebration of Greek culture and heritage. Open two day event with live music, cooking presentations, dance performances, presentations of Greek history in Ithaca. 3,000+ attendees. USE: band, food, tents, ads, flyers.	\$2,000	9/7-8 2012
City of Ithaca	2012 Ithaca Silent Movie Month	Month-long celebration of the 100th anniversary of the Wharton's arrival in Ithaca with exhibits, displays, screenings, tours of local silent film history sites, and filmmaking activities for kids. Hope to make this an annual event. USE: actors, live music at silent film screenings, food, space rental, video/sound.	\$2,000	10/1/2012
City of Ithaca	2012 "Anarchy Zone" Play Day Extravaganza	Kickoff celebration for a new natural play feature of the Ithaca Children's Garden inspired by "adventure playground" models. Brings together food families, art, nature and spontaneous creativity, construction, collaboration and community. Several aspects of local culture featured. 150-300 children and adults. USE: banner, ads, flyers, teaching artists.	\$2,000	6/9/2012
City of Ithaca	2012 Rhiner Festival	Community Celebration of music, theatre, food and art highlighting the history of Ithaca's West End/Waterfront District. Historic installations, roving musicians, historic "soup kitchen". 1,000-2,500 attendees. USE: play, food, banners, ads.	\$2,000	9/8/2012
City of Ithaca	Historic Dedication of the SSCC Gym	One-time rededication of the Southside Community Center gym honoring the story of Brud Holland. African-American cultural program with dance, poetry and music, photo and literature exhibit. 300 attendees. USE: talent, invitations and postage, plaque, exhibition materials.	\$1,944	9/13/2012
Town of Danby	2012 Danby Fun Day	Annual event with firehouse games, prizes, live music, history exhibit, food and a parade. 800-1,000 attendees. USE: bands, newspaper ads, posters, exhibits.	\$1,185	7/14/2012

Spring 2012 Community Celebrations Grant Applications

Applicant	Project Title	Description	Request	Date(s)
Town of Dryden	2012 Dryden Lake Festival	3rd annual festival with agriculture and history exhibits, music, local artist exhibits, bird viewing. 3,000-4,000 expected attendees. Living history component. USE: bands and Kid Zone items. Significant match. Also applying for \$3,900 New Tourism Initiatives Grant. Total grant funds requested from Tourism Program: \$3,900.	\$2,000	7/28/2012
Town of Enfield	2012 Enfield Harvest Festival	37th annual celebration with music, food, presentations, exhibits, vendors, games, community quilt making, ping-pong ball drop, book fair. 2012 features "Button Up Enfield", highlighting energy-saving options. USE: musicians, food, ball-drop pilot.	\$1,900	9/22/2012
Town of Groton	2012 McLean's Happening in the Hamlet	BBQ, fire dep't activities, local crafts, tractor show, hay wagon ride, presentations about historic buildings and landmarks, historical exhibits, kids games, goat bingo, iron chef competition, cake wheel, duck race, community bonfire and music. 200-300 expected attendees. USE:	\$1,800	5/12/2012
Town of Ithaca	2012 Living History: Experiencing The Civil War	One-time Civil War historical reenactment by Civil War Sesquicentennial Commemoration Commission on VFA grounds on Route 13 South of Ithaca. Encampment, music, historical displays. USE: group fees, printing.	\$900	9/25-26, 2012
Town of Lansing	2012 Lansing Harbor Festival	6th annual festival organized by the Lansing Community Council drawing 3,000 to 5,000 attendees to Myers park in mid-August. Free, demonstrations and vendors, highlights North Log Cabin project and volunteerism. USE: Local musical acts, bird science display, floating classroom. Large match.	\$2,000	8/11/2012
Town of Lansing	2012 East Shore Festival of the Arts	3rd annual celebration of the arts in Lansing. 4 events between May 21 and July 25: opening & closing nights, an art show and an artists market. 36 artists, 500 people at opening, 2,500 people to view art show. USE: local talent/entertainment, newspaper.	\$1,420	05/11/2012-07/25/2012
Town of Lansing	2012 Ludlowville Park "Unplugged" Concert Series	2nd annual series of three Friday acoustical concerts in the bandstand in Ludlowville Park. Site of silent movies. 200-300 attendees. USE: performers.	\$925	07/13, 07/20 and 07/27/2012

Spring 2012 Community Celebrations Grant Applications

Applicant	Project Title	Description	Request	Date(s)
Town of Newfield	2012 Newfield Old Home Days	Newfield's largest event of the year. includes 5k race, parade, live bands, carnival, craft booths. Local historical theme adopted each year; collectible booklet distributed. 1,500-2,000 attendees. USE: live bands, awards, entertainment, radio advertising.	\$2,000	9/12/2012
Village of Groton	2012 Groton Olde Home Days	77th annual Groton celebration with local vendors, artisans, musicians, food. Special history event at Smith Corona site. 4,500 attendees. USE: local talent, advertising, banners, historical building floats.	\$2,000	8/9-11, 2012
Village of Trumansburg	2012 Tru-Ulysses Winter Festival	Holiday festival small town style. Horse & carriage rides, entertainers, music, historic home tours. 800-900 attendees. USE: performers, food, ads, website.	\$1,500	12/1-2, 2012
TOTAL REQUESTS			\$43,074	
2012 AVAILABLE FUNDS			\$26,600	
DIFFERENCE			(\$16,474)	

Tompkins County Tourism Grants 2007-2011 - Sorted by Grant Type

Year Awarded	Grant Type	Recipient	Use	Award
2007	Arts & Cultural	Cayuga Chamber Orchestra	Arts & Cultural Stabilization	\$22,000
2007	Arts & Cultural	Light in Winter	Arts & Cultural Stabilization	\$22,000
2007	Arts & Cultural	PRI- Museum of the Earth	Arts & Cultural Stabilization	\$22,000
2007	Arts & Cultural	State Theatre (HI)	Arts & Cultural Stabilization	\$22,000
2007	Arts & Cultural	The History Center	Arts & Cultural Stabilization	\$30,000
2007	Arts & Cultural	Hangar Theatre	Arts & Cultural Stabilization	\$32,500
2007	Arts & Cultural	Kitchen Theatre	Arts & Cultural Stabilization	\$39,680
2008	Arts & Cultural	Light in Winter	ACOD	\$22,000
2008	Arts & Cultural	Cayuga Chamber Orchestra	ACOD	\$23,275
2008	Arts & Cultural	PRI- Museum of the Earth	ACOD	\$30,000
2008	Arts & Cultural	The History Center	ACOD	\$30,000
2008	Arts & Cultural	Kitchen Theatre	ACOD	\$34,000
2008	Arts & Cultural	State Theatre (HI)	ACOD	\$37,000
2008	Arts & Cultural	Hangar Theatre	ACOD	\$37,500
2009	Arts & Cultural	Sciencenter	ACOD	\$10,000
2009	Arts & Cultural	State Theatre	ACOD	\$16,000
2009	Arts & Cultural	PRI- Museum of the Earth	ACOD	\$18,000
2009	Arts & Cultural	Cayuga Chamber Orchestra	ACOD	\$18,700
2009	Arts & Cultural	Kitchen Theatre	ACOD	\$22,400
2009	Arts & Cultural	The History Center	ACOD	\$23,200
2009	Arts & Cultural	Hangar Theatre	ACOD	\$24,000
2009	Arts & Cultural	Cayuga Nature Center	ACOD	\$28,000
2010	Arts & Cultural	PRI- Museum of the Earth	ACOD	\$15,000
2010	Arts & Cultural	Sciencenter	ACOD	\$16,000
2010	Arts & Cultural	State Theatre	ACOD	\$17,000
2010	Arts & Cultural	Kitchen Theatre	ACOD	\$21,264
2010	Arts & Cultural	Cayuga Chamber Orchestra	ACOD	\$21,373
2010	Arts & Cultural	The History Center	ACOD	\$21,458
2010	Arts & Cultural	Hangar Theatre	ACOD	\$22,600
2010	Arts & Cultural	Cayuga Nature Center	ACOD	\$25,000
2011	Arts & Cultural	PRI- Museum of the Earth	ACOD	\$15,300
2011	Arts & Cultural	Sciencenter	ACOD	\$16,320
2011	Arts & Cultural	Kitchen Theatre	ACOD	\$21,689
2011	Arts & Cultural	Cayuga Chamber Orchestra	ACOD	\$21,800
2011	Arts & Cultural	The History Center	ACOD	\$21,887
2011	Arts & Cultural	State Theatre	ACOD	\$22,850
2011	Arts & Cultural	Hangar Theatre	ACOD	\$23,052
2011	Arts & Cultural	Cayuga Nature Center	ACOD	\$25,000
2007	Community Celebrations	Town of Enfield	Women's Christian Temperance Union Celebration	\$300
2007	Community Celebrations	Town of Groton	2007 Annual Halloween Party	\$400
2007	Community Celebrations	City of Ithaca	Historical Display of African Americans in Ithaca	\$500
2007	Community Celebrations	Village of Groton	2007 Winterfest	\$700
2007	Community Celebrations	City of Ithaca	Armenian Folk Music Workshop & Performance	\$1,000
2007	Community Celebrations	City of Ithaca	Cinco de Mayo Festival	\$1,200
2007	Community Celebrations	Town of Newfield	Finnish Heritage Concert 2007	\$1,200
2007	Community Celebrations	City of Ithaca	Lakefest 2007	\$1,300
2007	Community Celebrations	Town of Groton	Happenin' in the Hamlet 2007	\$1,400
2007	Community Celebrations	City of Ithaca	Lunar New Year Celebration	\$1,500
2007	Community Celebrations	Town of Lansing	Celebrating Community Stewardship for Cayuga Lake	\$1,500
2007	Community Celebrations	City of Ithaca	GIAC Community Festival	\$1,650

Tompkins County Tourism Grants 2007-2011 - Sorted by Grant Type

2007	Community Celebrations	City of Ithaca	Latino Heritage Month Celebrations 2007	\$1,650
2007	Community Celebrations	City of Ithaca	Juneteenth 2007	\$1,800
2007	Community Celebrations	Town of Newfield	Newfield Old Home Days 2007	\$1,800
2007	Community Celebrations	City of Ithaca	Rededication WWI Veteran's Memorials at Dewitt Park	\$2,000
2007	Community Celebrations	Town of Ithaca	Permanent Historic Information-Tutelo Park	\$2,000
2007	Community Celebrations	Town of Ithaca	Tutelo Festival 2007	\$2,000
2008	Community Celebrations	Town of Lansing	2008 Lansing Fishing Derby	\$433
2008	Community Celebrations	Town of Lansing	2008 Early History of Bicycling	\$500
2008	Community Celebrations	Town of Danby	Recognizing Danby's Rural	\$578
2008	Community Celebrations	Village of Groton	2009 Groton Winterfest	\$750
2008	Community Celebrations	City of Ithaca	Rededication of Memorials-Dewitt	\$1,000
2008	Community Celebrations	Town of Lansing	2008 Myers Park Concert Series	\$1,000
2008	Community Celebrations	Town of Newfield	2008 Schoolhouse Reunion	\$1,000
2008	Community Celebrations	City of Ithaca	2008 Rock the Arts Festival	\$1,200
2008	Community Celebrations	City of Ithaca	2009 Slush Fest	\$1,200
2008	Community Celebrations	Town of Groton	2008 Happenin' in the Hamlet	\$1,200
2008	Community Celebrations	City of Ithaca	2008 Summertime Block Party	\$1,500
2008	Community Celebrations	City of Ithaca	2009 Lunar New Year Festival	\$1,500
2008	Community Celebrations	Town of Newfield	2008 Newfield Old Home Days	\$1,500
2008	Community Celebrations	Village of Groton	2008 Groton Olde Home Days	\$1,500
2008	Community Celebrations	Town of Enfield	2008 Enfield Harvest Festival	\$1,640
2008	Community Celebrations	Town of Ithaca	Celebrating Community on Cayuga Lake	\$1,700
2008	Community Celebrations	Village of Trumansburg	2008 Mainstreetscape Celebration	\$1,900
2008	Community Celebrations	Village of Trumansburg	2008 Trumansburg Winter Festival	\$1,900
2008	Community Celebrations	City of Ithaca	2008 Latino Heritage Month	\$2,000
2008	Community Celebrations	Town of Ithaca	2008 Tutelo Homecoming Festival	\$2,000
2008	Community Celebrations	Town of Lansing	2008 Farm City Day	\$2,000
2009	Community Celebrations	Town of Groton	2009 Annual Halloween Celebration	\$200
2009	Community Celebrations	City of Ithaca	2009 Pumpkin Jam & Scarecrow Jubilee	\$400
2009	Community Celebrations	Town of Dryden	Marking Bethel Grove	\$400
2009	Community Celebrations	Town of Lansing	2009 Lansing Youth Fishing Derby	\$400
2009	Community Celebrations	Village of Groton	January 16, 2010 - Groton Winterfest	\$470
2009	Community Celebrations	City of Ithaca and Town of Dryden	2009 Greater Ithaca Area Quilt Show	\$500
2009	Community Celebrations	Town of Groton	2009 Happenin' in the Hamlet	\$700
2009	Community Celebrations	Town of Danby	2009 Danby Fun Day & Parade	\$900
2009	Community Celebrations	City of Ithaca	January 18, 2010 - Martin Luther King, Jr. Day of Celebration	\$1,000
2009	Community Celebrations	City of Ithaca	2009 GIAC Community Festival	\$1,000
2009	Community Celebrations	City of Ithaca	Juneteenth 2009	\$1,000
2009	Community Celebrations	Village of Trumansburg	2009 Main Streetscape Completion and Street Dance	\$1,000
2009	Community Celebrations	Town of Groton	May 7-8, 2010 - McLean Happenin' in the Hamlet	\$1,100
2009	Community Celebrations	City of Ithaca	Latino Heritage Month Celebration 2009	\$1,200
2009	Community Celebrations	Village of Groton	2009 Groton Olde Home Days	\$1,200
2009	Community Celebrations	City of Ithaca	2009 West End Festival	\$1,400
2009	Community Celebrations	Town & Village of Dryden	2009 Dryden's Old Home Days	\$1,400
2009	Community Celebrations	Town of Enfield	2009 Enfield Harvest Festival	\$1,400
2009	Community Celebrations	Town of Ithaca	2009 Ithaca Celebrate Agriculture	\$1,400
2009	Community Celebrations	Town of Lansing	2009 Harbor Festival	\$1,400

Tompkins County Tourism Grants 2007-2011 - Sorted by Grant Type

2009	Community Celebrations	Town of Newfield	2009 Newfield Old Home Days	\$1,400
2009	Community Celebrations	Village of Trumansburg	December 4-5, 2009 - Tru-Ulysses Winter Festival	\$1,500
2009	Community Celebrations	City of Ithaca	Rededication of Memorials in DeWitt Park	\$2,000
2010	Community Celebrations	Town of Ithaca	Rededication of Veterans' Cemetery	\$300
2010	Community Celebrations	Town of Groton	2010 Annual Halloween Celebration	\$350
2010	Community Celebrations	City of Ithaca	2011 Lunar New Year Celebration	\$500
2010	Community Celebrations	City of Ithaca	2011 From Civil Rights to Global Human Rights- A Community Celebration of the Local Struggle for	\$500
2010	Community Celebrations	Town of Enfield	2010 Enfield Elementary School Celebrating 51 Years	\$500
2010	Community Celebrations	City of Ithaca	2010 Celebrating Youth in the Arts	\$550
2010	Community Celebrations	City of Ithaca	2010 Congo Square Market	\$800
2010	Community Celebrations	Village of Groton	2010 Sesquicentennial Celebration of Village	\$800
2010	Community Celebrations	Town of Danby	2010 Danby Fun Day	\$910
2010	Community Celebrations	City of Ithaca	2010 Cayuga Lake Community-Build	\$1,000
2010	Community Celebrations	Town of Lansing	2010 Myers Park Concerts	\$1,050
2010	Community Celebrations	Town of Lansing	2010 Lansing Harbor Fest	\$1,200
2010	Community Celebrations	City of Ithaca	2011 Martin Luther Kings, Jr. Day of Celebration - A Day On, Not Off	\$1,250
2010	Community Celebrations	Village of Trumansburg	2010 Tru-Ulysses Winter Festival	\$1,250
2010	Community Celebrations	Community School of Music and Arts	Banner	\$1,590
2010	Community Celebrations	Town of Enfield	2010 Enfield Harvest Festival	\$1,770
2010	Community Celebrations	City of Ithaca	2010 Juneteenth African American Heritage Celebration	\$2,000
2010	Community Celebrations	City of Ithaca	2010 West End Waterfront Rhiner Festival	\$2,000
2010	Community Celebrations	City of Ithaca	2010 Latino Heritage Month Celebration	\$2,000
2010	Community Celebrations	Town of Caroline	2010 Caroline Open House	\$2,000
2010	Community Celebrations	Town of Dryden	2010 Dryden Lake Festival	\$2,000
2010	Community Celebrations	Town of Newfield	2010 Newfield Old Home Days	\$2,000
2011	Community Celebrations	City of Ithaca	Asian Lunar New Year Celebration	\$500
2011	Community Celebrations	Village of Groton	2011 Groton Winterfest	\$600
2011	Community Celebrations	Town of Danby	Danby Fun Day 2011	\$800
2011	Community Celebrations	City of Ithaca	Kwanzaa at Southside Community Center	\$910
2011	Community Celebrations	City of Ithaca	2012 MLK Jr. Day of Celebration	\$935
2011	Community Celebrations	City of Ithaca	2011 Congo Square Market	\$1,000
2011	Community Celebrations	City of Ithaca	2011 Tomp. Co. Veterans Day Parade	\$1,000
2011	Community Celebrations	City of Ithaca	GIAC Community Festival- A Cultural Fusion	\$1,000
2011	Community Celebrations	City of Ithaca	2011 Juneteenth African American Heritage Celebration	\$1,000
2011	Community Celebrations	Town of Lansing	Ludlowville Park "unplugged" Concert Series	\$1,000
2011	Community Celebrations	Village of Trumansburg	Bicentennial Birthday Jubilee of the Ulysses Philomathic Library	\$1,150
2011	Community Celebrations	Town of Groton	2011 McLean's Happening in the Hamlet	\$1,300

Tompkins County Tourism Grants 2007-2011 - Sorted by Grant Type

2011	Community Celebrations	Village of Groton	25th Anniversary Celebration of Habitat for Humanity of Tompkins & Cortland Counties (HTCHFH)	\$1,300
2011	Community Celebrations	City of Ithaca	Annual Latino Heritage Month Celebration 2011	\$1,500
2011	Community Celebrations	Town of Dryden	2011 Dryden Lake Festival	\$1,500
2011	Community Celebrations	Village of Groton	2011 Groton Olde Home Days	\$1,500
2011	Community Celebrations	Village of Trumansburg	2011 Tru-Ulysses Winter Festival	\$1,500
2011	Community Celebrations	City of Ithaca	2011 Boricua Afro Americano Festival (Puerto Rican Festival)	\$1,700
2011	Community Celebrations	Town of Lansing	2011 East Shore Festival of the Arts	\$1,765
2011	Community Celebrations	Town of Enfield	2011 Enfield Harvest Festival	\$1,800
2011	Community Celebrations	Town of Newfield	2011 Newfield Bicentennial Celebration	\$2,000
2011	Marketing & Advertising	Hangar Theatre	2nd Winter Village Bluegrass Festival	\$1,000
2011	Marketing & Advertising	The History Center	2011 Ithaca Scottish Games & Celtic Festival	\$1,500
2011	Marketing & Advertising	Ithaca Shakespeare Company	Ithaca Shakespeare Company 2012 Season	\$2,000
2011	Marketing & Advertising	PRI- Museum of the Earth	WHALES: From the Depths of the National Geographic Archives	\$2,500
2011	Marketing & Advertising	Cayuga Nature Center	MapleFestival 2012	\$3,000
2011	Marketing & Advertising	Downtown Ithaca Alliance	2011 Tompkins County Restaurant Week	\$3,000
2011	Marketing & Advertising	Downtown Ithaca Alliance	2011 Downtown Ithaca Winter	\$3,000
2011	Marketing & Advertising	Cayuga Lake Triathlon	2012 Cayuga Lake Triathlon	\$4,000
2011	Marketing & Advertising	PRI- Museum of the Earth	2011 Cruisin' the Fossil Freeway	\$4,250
2011	Marketing & Advertising	Cayuga Nature Center	2011 CNC Website Enhancements	\$5,000
2011	Marketing & Advertising	Hangar Theatre	2011 Hangar Theatre Year-Round Regional Marketing	\$5,000
2007	Marketing and Advertising	Ithaca Theatre Collective	The Ithaca Theatre Collective: Marketing Ithaca as a Theater Destination	\$2,200
2007	Marketing and Advertising	Community Arts Partnership	Greater Ithaca Art Trail New Marketing Plan 2007	\$2,400
2007	Marketing and Advertising	Ithaca Asian American Association	2008 Dragon Boat Festival	\$2,500
2007	Marketing and Advertising	Ithaca Downtown Partnership	Targeted Marketing Campaign 2007	\$3,000
2007	Marketing and Advertising	Ithaca Downtown Partnership	Finger Lakes Wine Center	\$5,000
2008	Marketing and Advertising	Ithaca Triathlon Club	2009 Cayuga Lake Triathlon	\$1,000
2008	Marketing and Advertising	Town of Ulysses	Trumansburg Select.com	\$1,000
2008	Marketing and Advertising	Cayuga Wine Trail	2008 Grapehound Wine Tour	\$1,804
2008	Marketing and Advertising	Ecovillage at Ithaca, Inc.	Podcar City Sustainable Transportation Conference	\$2,000
2008	Marketing and Advertising	Tap Legacy Foundation	2009 Finger Lakes Tap Dance Festival	\$2,000
2008	Marketing and Advertising	Ithaca Festival	Ithaca Festival Program Insert	\$2,500
2008	Marketing and Advertising	Finger Lakes GrassRoots Festival	2008 Finger Lakes GrassRoots	\$3,000
2008	Marketing and Advertising	State Theatre (HI)	Ithaca Theatre Collective	\$3,000
2008	Marketing and Advertising	Cayuga Wine Trail	2008 September Harvest Wine Fest	\$4,000
2008	Marketing and Advertising	Ithaca Triathlon Club	2009 Cayuga Lake Triathlon	\$4,000
2008	Marketing and Advertising	NYS Brewers Association	2008 Ithaca Brew Fest	\$4,000
2008	Marketing and Advertising	Ithaca Downtown Partnership	Ithaca Downtown BID Web Site and Campaign	\$4,250
2008	Marketing and Advertising	Light in Winter	2009 Light in Winter Festival	\$4,369
2008	Marketing and Advertising	PRI- Museum of the Earth	Hatching the Past: Dinosaur Eggs & Babies	\$4,500
2008	Marketing and Advertising	Finger Lakes Wine Center	Grand Opening	\$5,000

Tompkins County Tourism Grants 2007-2011 - Sorted by Grant Type

2008	Marketing and Advertising	PRI- Museum of the Earth	Charles Darwin After the Origin	\$5,000
2009	Marketing and Advertising	Ithaca Triathlon Club	2009 Cayuga Lake Triathlon	\$1,000
2009	Marketing and Advertising	Community Arts Partnership	May 7-8, 2010 - Finger Lakes Literary Arts Fest	\$1,375
2009	Marketing and Advertising	Finger Lakes Finns	2009 Finn Funn Weekend	\$1,500
2009	Marketing and Advertising	Tompkins County Quilter's Guild	Traditions and Beyond 2009 Quilt	\$1,500
2009	Marketing and Advertising	PRI- Museum of the Earth	October 3, 2009 - February 21, 2010 Amber: Letting the Past Shine	\$2,250
2009	Marketing and Advertising	Cayuga Wine Trail	2009 Grapehound Wine Tour	\$4,000
2009	Marketing and Advertising	Light in Winter	2009 Light in Winter Festival	\$4,369
2009	Marketing and Advertising	Community Arts Partnership	October 10, 2010 - Arts Trail	\$5,000
2009	Marketing and Advertising	Finger Lakes Wine Center	Finger Lakes Wine Center Grand Opening	\$5,000
2009	Marketing and Advertising	Finger Lakes Wine Center	Finger Lakes Wine Center 2009	\$5,000
2009	Marketing and Advertising	Ithaca Triathlon Club	2010 Cayuga Lake Triathlon	\$5,000
2009	Marketing and Advertising	Light in Winter	Light in Winter Festival	\$5,000
2009	Marketing and Advertising	PRI- Museum of the Earth	2009 Forest Journey Exhibit	\$5,000
2009	Marketing and Advertising	PRI- Museum of the Earth	Charles Darwin After the Origin	\$5,000
2010	Marketing and Advertising	Historic Ithaca	2010 Central NY Window Preservation Conference	\$750
2010	Marketing and Advertising	BioDevelopments	2010 Ithaca Scottish Games & Celtic Festival	\$1,250
2010	Marketing and Advertising	PRI- Museum of the Earth	The aMAIZEing Story of Corn	\$1,500
2010	Marketing and Advertising	Downtown Ithaca Alliance	2010 Downtown Ithaca Festival of Ice	\$2,000
2010	Marketing and Advertising	Cayuga Lake Scenic Byway	Marketing Campaign and website upgrades	\$2,500
2010	Marketing and Advertising	Cayuga Lake Watershed	Cayuga Eco-Cruise Pilot	\$2,500
2010	Marketing and Advertising	Cayuga Wine Trail	2010 Greyhound Wine Tour & Friends	\$2,500
2010	Marketing and Advertising	Cayuga Lake Wine Trail	"Say Cheese" along the Cayuga Lake Wine Trail	\$3,000
2010	Marketing and Advertising	Community Arts Partnership	Spring Writes: the 2011 Finger Lakes Literary Festival	\$3,000
2010	Marketing and Advertising	State Theatre	2010- Dan Zanes & Friends Performance	\$3,000
2010	Marketing and Advertising	Ithaca Triathlon Club	2011 Cayuga Lake Triathlon	\$3,400
2010	Marketing and Advertising	Cayuga Wine Trail	2010 Holiday Shopping Spree	\$4,000
2010	Marketing and Advertising	Finger Lakes Wine Center	Preliminary Marketing brochure	\$5,000
2010	Marketing and Advertising	Light in Winter	2011 Light in Winter	\$5,000
2010	Marketing and Advertising	PRI- Museum of the Earth	2010 One Fish, Two Fish, Old Fish, New Fish Exhibit	\$5,000
2007	New Tourism Initiative	Ithaca Downtown Partnership	Finger Lakes Wine Center	\$14,370
2008	New Tourism Initiative	NYS Brewers Association	2008 Ithaca Brew Fest	\$15,000
2008	New Tourism Initiative	Finger Lakes Wine Center	Temporary Interim Director & Fundraiser	\$25,000
2009	New Tourism Initiative	Finger Lakes Wine Center	Start-Up Cost Assistance	\$10,000
2009	New Tourism Initiative	Finger Lakes Wine Center	Temporary Interim Director & Fundraiser	\$25,000
2011	New Tourism Initiative	The History Center	2011 West End Waterfront Rhiner Festival	\$2,000
2011	New Tourism Initiative	Community Arts Partnership	2011 Spring Writes: The Finger Lakes Literary Festival	\$4,000
2011	New Tourism Initiative	Cornell Cooperative Extension	2011-2012 Harvest Dinners on the Farm- Wine, Dine, Stay, & Play	\$5,000
2011	New Tourism Initiative	Downtown Ithaca Alliance	Restaurant Week in Tompkins County 2011-2013	\$5,000
2011	New Tourism Initiative	Hangar Theatre	2nd Winter Village Bluegrass Festival	\$11,250

Tompkins County Tourism Grants 2007-2011 - Sorted by Grant Type

2011	New Tourism Initiative	Ithaca Motion Picture Project	Silent Film Exhibition 2011	\$13,000
2011	New Tourism Initiative	Finger Lakes Wine Center	Finger Lakes Wine 101: Archival Data Base Development and Implementation	\$24,000
2011	Project Grants	PRI- Museum of the Earth	2011 Cruisin' the Fossil Freeway	\$4,000
2011	Project Grants	Cayuga Nature Center	2011 Enhance animal enclosures and develop new signage	\$7,000
2011	Project Grants	Ithaca Shakespeare Company	2011 Summer Season: The Ithaca Shakespeare Company	\$11,000
2011	Project Grants	Downtown Ithaca Alliance	2011 Downtown Ithaca Winter	\$15,000
2011	Project Grants	The History Center	2011 Ithaca Scottish Games & Celtic Festival	\$15,000
2008	Tourism Capital	Kitchen Theatre	New Location Costs	\$13,000
2008	Tourism Capital	Cayuga Nature Center	Feasibility Study- Detail Design for Facility	\$13,500
2008	Tourism Capital	Cayuga Waterfront Trail Initiative	Feasibility Study- Stewart Park Rehabilitation Action Plan	\$15,000
2008	Tourism Capital	Hangar Theatre	Renovation Project	\$50,000
2008	Tourism Capital	Finger Lakes Wine Center		\$110,000
2009	Tourism Capital	Ithaca Children's Garden		\$14,800
2009	Tourism Capital	Kitchen Theatre	Kitchen Theatre Feasibility #2	\$21,000
2009	Tourism Capital	Cayuga Nature Center	2009 capital award - up to \$100,000	\$25,000
2009	Tourism Capital	Hangar Theatre	2009 capital award - up to \$100,000	\$34,000
2010	Tourism Capital	Ithaca Motion Picture Project		\$5,500
2010	Tourism Capital	Dorothy Cotton Institute		\$7,500
2010	Tourism Capital	Chamber Foundation	Stewart Park Building Study	\$15,000
2010	Tourism Capital	PRI- Museum of the Earth	Climate Exhibit	\$20,000
2010	Tourism Capital	Hangar Theatre	2009 capital award - up to \$100,000	\$25,000
2010	Tourism Capital	Kitchen Theatre	2009 capital award - up to \$100,000	\$25,000
2010	Tourism Capital	Finger Lakes Wine Center		\$50,000
2011	Tourism Capital	Cayuga Nature Center	Cayuga Nature Center Capital Improvements for Enhanced Programming - 2011 multi-year	\$13,000
2011	Tourism Capital	Cayuga Nature Center	Cayuga Nature Center Capital - 2009 Contract - 2009 multi-year award	\$25,000
2011	Tourism Capital	Hangar Theatre	Renovations for All-Season Operations, improvements, and site-	\$25,000
2011	Tourism Capital	Kitchen Theatre	A Bold New Space	\$25,000
2011	Tourism Capital	Sciencenter	Sciencenter: Marcellus Shale	\$25,000
2011	Tourism Capital	Social Ventures	Ithaca Skate Park Renovation	\$27,000
2011	Tourism Capital	PRI- Museum of the Earth	Interactive Glacier exhibit	\$30,000
2007	Tourism Project	Cayuga Lake Wine Trail	The Grapehound Wine Tour 2007	\$1,000
2007	Tourism Project	Tompkins County Chamber of Commerce	Downtown Visitors Center Signage & Kiosk	\$1,200
2007	Tourism Project	The History Center	2007 Summer in the Finger Lakes Exhibition	\$2,000
2007	Tourism Project	PRI- Museum of the Earth	Along the Shores of Time: Highlights from a National Monument Fifty Million Years in the Making	\$2,500
2007	Tourism Project	Tompkins County Chamber of Commerce	Ice Cream Sundae Public Relations for 2007	\$2,500
2007	Tourism Project	Community Arts Partnership	Greater Ithaca Art Trail New Marketing Plan 2007	\$2,600
2007	Tourism Project	Ithaca Theatre Collective	The Ithaca Theatre Collective: Marketing Ithaca as a Theater Destination	\$2,800

Tompkins County Tourism Grants 2007-2011 - Sorted by Grant Type

2007	Tourism Project	Ithaca Downtown Partnership	2007 Downtown Ithaca's Parade of Ice Celebration	\$6,000
2007	Tourism Project	Ithaca Asian American Association	2007 Annual Finger Lakes International Dragon Boat Festival	\$12,000
2007	Tourism Project	Tompkins County Chamber of Commerce	Winter recess- budget replenish	\$15,000
2008	Tourism Project	Social Ventures	National Dance Week-Ithaca 2008	\$1,000
2008	Tourism Project	Cayuga Wine Trail	2008 Grapehound Wine Tour	\$2,000
2008	Tourism Project	Cornell Cooperative Extension	Ithaca/Tompkins County Restaurant Week	\$5,000
2008	Tourism Project	Tap Legacy Foundation	2009 Finger Lakes Tap Dance Festival	\$6,000
2008	Tourism Project	PRI- Museum of the Earth	Hatching the Past: Dinosaur Eggs & Babies	\$8,000
2008	Tourism Project	Cayuga Wine Trail	September Harvest Wine Fest	\$10,000
2008	Tourism Project	Ithaca Asian American Association	2009 Finger Lakes International Dragon Boat Festival	\$10,000
2008	Tourism Project	Ithaca Downtown Partnership	Downtown Ithaca Holiday Festival	\$10,000
2008	Tourism Project	Cayuga Nature Center	Cayuga Nature Center Improvements	\$13,000
2008	Tourism Project	Downtown Ithaca Alliance	UPGRADES FOR VISITORS PROJECT	\$13,000
2008	Tourism Project	Finger Lakes GrassRoots Festival	2008 Finger Lakes GrassRoots	\$15,000
2009	Tourism Project	Cornell Cooperative Extension	2009 Green Buildings Open House	\$1,625
2009	Tourism Project	Finger Lakes Finns	2009 Finn Funn Weekend	\$2,000
2009	Tourism Project	Cayuga Wine Trail	2009 Greyhound Wine Tour	\$3,000
2009	Tourism Project	Downtown Ithaca Alliance	2009 Downtown Ithaca Holiday	\$7,500
2009	Tourism Project	Light in Winter	2010 Light in Winter Festival	\$9,000
2009	Tourism Project	PRI- Museum of the Earth	2009 Forest Journey Exhibit	\$9,000
2009	Tourism Project	Ithaca Asian American Association	4th Annual Finger Lakes International Dragon Boat Festival	\$15,000
2010	Tourism Project	Cayuga Lake Wine Trail	2010 Greyhound Wine Tour & Friends	\$2,000
2010	Tourism Project	PRI- Museum of the Earth	Darwin Days 2011- Baba Brinkman	\$2,300
2010	Tourism Project	Cayuga Lake Wine Trail	"Say Cheese" along the Cayuga Lake Wine Trail	\$2,500
2010	Tourism Project	The History Center	<i>Dear Friend Amelia: A Civil War Tale</i>	\$2,500
2010	Tourism Project	Light in Winter	2010 Light in Winter Festival	\$7,000
2010	Tourism Project	Chamber Foundation	Interpretive Panels- Waterfront Trail Phase 3	\$8,000
2010	Tourism Project	Downtown Ithaca Alliance	2010 Downtown Ithaca Festival of Ice	\$9,000
2010	Tourism Project	BioDevelopments	2010 Ithaca Scottish Games & Celtic Festival	\$10,000
2010	Tourism Project	PRI- Museum of the Earth	2001 One Fish, Two Fish, Old Fish, New Fish	\$10,000
2010	Tourism Project	Ithaca Asian American Association	2011 Finger Lakes International Dragon Boat Festival	\$16,517
2011	Tourism Project	Cayuga Nature Center	CNC Great Room - Permanent Exhibition	\$3,637
2011	Tourism Project	Ithaca Shakespeare Company	Spring 2012 Season	\$6,380

Tompkins County Tourism Grants 2007-2011 - Sorted by Recipient

Year Awarded	Grant Type	Recipient	Use	Award
2010	Marketing and Advertising	BioDevelopments	2010 Ithaca Scottish Games & Celtic Festival	\$1,250
2010	Tourism Project	BioDevelopments	2010 Ithaca Scottish Games & Celtic Festival	\$10,000
2007	Arts & Cultural Stabilization	Cayuga Chamber Orchestra	Arts & Cultural Stabilization	\$22,000
2008	Arts & Cultural Stabilization	Cayuga Chamber Orchestra	ACOD	\$23,275
2009	Arts & Cultural Stabilization	Cayuga Chamber Orchestra	ACOD	\$18,700
2010	Arts & Cultural Stabilization	Cayuga Chamber Orchestra	ACOD	\$21,373
2011	Arts & Cultural Stabilization	Cayuga Chamber Orchestra	ACOD	\$21,800
2010	Marketing and Advertising	Cayuga Lake Scenic Byway	Marketing Campaign and website upgrades	\$2,500
2011	Marketing & Advertising	Cayuga Lake Triathlon	2012 Cayuga Lake Triathlon	\$4,000
2010	Marketing and Advertising	Cayuga Lake Watershed	Cayuga Eco-Cruise Pilot	\$2,500
2007	Tourism Project	Cayuga Lake Wine Trail	The Grapehound Wine Tour 2007	\$1,000
2010	Marketing and Advertising	Cayuga Lake Wine Trail	"Say Cheese" along the Cayuga Lake Wine Trail	\$3,000
2010	Tourism Project	Cayuga Lake Wine Trail	"Say Cheese" along the Cayuga Lake Wine Trail	\$2,500
2010	Tourism Project	Cayuga Lake Wine Trail	2010 Greyhound Wine Tour & Friends	\$2,000
2008	Tourism Capital	Cayuga Nature Center	Feasibility Study- Detail Design for Facility	\$13,500
2008	Tourism Project	Cayuga Nature Center	Cayuga Nature Center Improvements	\$13,000
2009	Arts & Cultural Stabilization	Cayuga Nature Center	ACOD	\$28,000
2010	Arts & Cultural Stabilization	Cayuga Nature Center	ACOD	\$25,000
2011	Arts & Cultural Stabilization	Cayuga Nature Center	ACOD	\$25,000
2011	Marketing & Advertising	Cayuga Nature Center	2011 CNC Website Enhancements	\$5,000
2011	Marketing & Advertising	Cayuga Nature Center	MapleFestival 2012	\$3,000
2011	Project Grants	Cayuga Nature Center	2011 Enhance animal enclosures and develop new signage	\$7,000
2011	Tourism Capital	Cayuga Nature Center	Cayuga Nature Center Capital - 2009 Contract - 2009 multi-year award	\$25,000
2011	Tourism Capital	Cayuga Nature Center	Cayuga Nature Center Capital Improvements for Enhanced Programming - 2011 multi-year award	\$13,000
2011	Tourism Project	Cayuga Nature Center	CNC Great Room - Permanent Exhibition	\$3,637
2009	Tourism Capital	Cayuga Nature Center	2009 capital award - up to \$100,000	\$25,000
2008	Tourism Capital	Cayuga Waterfront Trail Initiative	Feasibility Study- Stewart Park Rehabilitation Action Plan	\$15,000
2008	Marketing and Advertising	Cayuga Wine Trail	2008 September Harvest Wine Fest	\$4,000
2008	Marketing and Advertising	Cayuga Wine Trail	2008 Grapehound Wine Tour	\$1,804
2008	Tourism Project	Cayuga Wine Trail	September Harvest Wine Fest	\$10,000
2008	Tourism Project	Cayuga Wine Trail	2008 Grapehound Wine Tour	\$2,000
2009	Tourism Project	Cayuga Wine Trail	2009 Greyhound Wine Tour	\$3,000
2010	Marketing and Advertising	Cayuga Wine Trail	2010 Holiday Shopping Spree	\$4,000
2010	Marketing and Advertising	Cayuga Wine Trail	2010 Greyhound Wine Tour & Friends	\$2,500
2009	Marketing and Advertising	Cayuga Wine Trail	2009 Grapehound Wine Tour	\$4,000
2010	Tourism Capital	Chamber Foundation	Stewart Park Building Study	\$15,000
2010	Tourism Project	Chamber Foundation	Interpretive Panels- Waterfront Trail Phase 3	\$8,000
2007	Community Celebrations	City of Ithaca	Historical Display of African Americans in Ithaca	\$500
2007	Community Celebrations	City of Ithaca	Armenian Folk Music Workshop & Performance	\$1,000
2007	Community Celebrations	City of Ithaca	Cinco de Mayo Festival	\$1,200
2007	Community Celebrations	City of Ithaca	Lakefest 2007	\$1,300

Tompkins County Tourism Grants 2007-2011 - Sorted by Recipient

Year Awarded	Grant Type	Recipient	Use	Award
2007	Community Celebrations	City of Ithaca	Lunar New Year Celebration	\$1,500
2007	Community Celebrations	City of Ithaca	GIAC Community Festival	\$1,650
2007	Community Celebrations	City of Ithaca	Latino Heritage Month Celebrations 2007	\$1,650
2007	Community Celebrations	City of Ithaca	Juneteenth 2007	\$1,800
2007	Community Celebrations	City of Ithaca	Rededication WWI Veteran's Memorials at Dewitt Park	\$2,000
2008	Community Celebrations	City of Ithaca	2008 Rock the Arts Festival	\$1,200
2008	Community Celebrations	City of Ithaca	2008 Summertime Block Party	\$1,500
2008	Community Celebrations	City of Ithaca	2008 Latino Heritage Month	\$2,000
2008	Community Celebrations	City of Ithaca	2009 Lunar New Year Festival	\$1,500
2008	Community Celebrations	City of Ithaca	Rededication of Memorials-Dewitt	\$1,000
2008	Community Celebrations	City of Ithaca	2009 Slush Fest	\$1,200
2010	Community Celebrations	City of Ithaca	2011 Lunar New Year Celebration	\$500
2010	Community Celebrations	City of Ithaca	2011 From Civil Rights to Global Human Rights- A Community Celebration of the Local Struggle for Human Rights	\$500
2010	Community Celebrations	City of Ithaca	2011 Martin Luther Kings, Jr. Day of Celebration - A Day On, Not Off	\$1,250
2010	Community Celebrations	City of Ithaca	2010 Congo Square Market	\$800
2010	Community Celebrations	City of Ithaca	2010 Juneteenth African American Heritage Celebration	\$2,000
2010	Community Celebrations	City of Ithaca	2010 West End Waterfront Rhiner Festival	\$2,000
2010	Community Celebrations	City of Ithaca	2010 Celebrating Youth in the Arts	\$550
2010	Community Celebrations	City of Ithaca	2010 Latino Heritage Month Celebration	\$2,000
2011	Community Celebrations	City of Ithaca	2011 Congo Square Market	\$1,000
2011	Community Celebrations	City of Ithaca	2011 Tomp. Co. Veterans Day Parade	\$1,000
2011	Community Celebrations	City of Ithaca	GIAC Community Festival- A Cultural Fusion	\$1,000
2011	Community Celebrations	City of Ithaca	Annual Latino Heritage Month Celebration 2011	\$1,500
2011	Community Celebrations	City of Ithaca	2011 Juneteenth African American Heritage Celebration	\$1,000
2011	Community Celebrations	City of Ithaca	2011 Boricua Afro Americano Festival (Puerto Rican Festival)	\$1,700
2011	Community Celebrations	City of Ithaca	2012 MLK Jr. Day of Celebration	\$935
2009	Community Celebrations	City of Ithaca	January 18, 2010 - Martin Luther King, Jr. Day of Celebration	\$1,000
2009	Community Celebrations	City of Ithaca	2009 GIAC Community Festival	\$1,000
2009	Community Celebrations	City of Ithaca	2009 Pumpkin Jam & Scarecrow Jubilee	\$400
2009	Community Celebrations	City of Ithaca	Juneteenth 2009	\$1,000
2009	Community Celebrations	City of Ithaca	Latino Heritage Month Celebration 2009	\$1,200
2009	Community Celebrations	City of Ithaca	2009 West End Festival	\$1,400
2009	Community Celebrations	City of Ithaca	Rededication of Memorials in DeWitt Park	\$2,000
2010	Community Celebrations	City of Ithaca	2010 Cayuga Lake Community-Build	\$1,000
2011	Community Celebrations	City of Ithaca	Kwanzaa at Southside Community Center	\$910
2011	Community Celebrations	City of Ithaca	Asian Lunar New Year Celebration	\$500
2009	Community Celebrations	City of Ithaca and Town of Dryden	2009 Greater Ithaca Area Quilt Show	\$500
2009	Marketing and Advertising	Community Arts Partnership	October 10, 2010 - Arts Trail	\$5,000

Tompkins County Tourism Grants 2007-2011 - Sorted by Recipient

Year Awarded	Grant Type	Recipient	Use	Award
2010	Marketing and Advertising	Community Arts Partnership	Spring Writes: the 2011 Finger Lakes Literary Festival	\$3,000
2011	New Tourism Initiative	Community Arts Partnership	2011 Spring Writes: The Finger Lakes Literary Festival	\$4,000
2009	Marketing and Advertising	Community Arts Partnership	May 7-8, 2010 - Finger Lakes Literary Arts Fest	\$1,375
2007	Marketing and Advertising	Community Arts Partnership	Greater Ithaca Art Trail New Marketing Plan 2007	\$2,400
2007	Tourism Project	Community Arts Partnership	Greater Ithaca Art Trail New Marketing Plan 2007	\$2,600
2010	Community Celebrations	Community School of Music and Arts	Banner	\$1,590
2008	Tourism Project	Cornell Cooperative Extension	Ithaca/Tompkins County Restaurant Week	\$5,000
2009	Tourism Project	Cornell Cooperative Extension	2009 Green Buildings Open House	\$1,625
2011	New Tourism Initiative	Cornell Cooperative Extension	2011-2012 Harvest Dinners on the Farm- Wine, Dine, Stay, & Play	\$5,000
2010	Tourism Capital	Dorothy Cotton Institute		\$7,500
2008	Tourism Project	Downtown Ithaca Alliance	UPGRADES FOR VISITORS PROJECT	\$13,000
2010	Marketing and Advertising	Downtown Ithaca Alliance	2010 Downtown Ithaca Festival of Ice	\$2,000
2010	Tourism Project	Downtown Ithaca Alliance	2010 Downtown Ithaca Festival of Ice	\$9,000
2011	Marketing & Advertising	Downtown Ithaca Alliance	2011 Tompkins County Restaurant Week	\$3,000
2011	Marketing & Advertising	Downtown Ithaca Alliance	2011 Downtown Ithaca Winter	\$3,000
2011	New Tourism Initiative	Downtown Ithaca Alliance	Restaurant Week in Tompkins County 2011-2013	\$5,000
2011	Project Grants	Downtown Ithaca Alliance	2011 Downtown Ithaca Winter	\$15,000
2009	Tourism Project	Downtown Ithaca Alliance	2009 Downtown Ithaca Holiday Festival	\$7,500
2008	Marketing and Advertising	Ecovillage at Ithaca, Inc.	Podcar City Sustainable Transportation Conference	\$2,000
2009	Marketing and Advertising	Finger Lakes Finns	2009 Finn Funn Weekend	\$1,500
2009	Tourism Project	Finger Lakes Finns	2009 Finn Funn Weekend	\$2,000
2008	Tourism Project	Finger Lakes GrassRoots Festival	2008 Finger Lakes GrassRoots Festival	\$15,000
2008	Marketing and Advertising	Finger Lakes GrassRoots Festival	2008 Finger Lakes GrassRoots Festival	\$3,000
2008	Marketing and Advertising	Finger Lakes Wine Center	Grand Opening	\$5,000
2008	New Tourism Initiative	Finger Lakes Wine Center	Temporary Interim Director & Fundraiser	\$25,000
2008	Tourism Capital	Finger Lakes Wine Center		\$110,000
2010	Marketing and Advertising	Finger Lakes Wine Center	Preliminary Marketing brochure	\$5,000
2010	Tourism Capital	Finger Lakes Wine Center		\$50,000
2011	New Tourism Initiative	Finger Lakes Wine Center	Finger Lakes Wine 101: Archival Data Base Development and Implementation	\$24,000
2009	Marketing and Advertising	Finger Lakes Wine Center	Finger Lakes Wine Center Grand Opening	\$5,000
2009	Marketing and Advertising	Finger Lakes Wine Center	Finger Lakes Wine Center 2009	\$5,000
2009	New Tourism Initiative	Finger Lakes Wine Center	Temporary Interim Director & Fundraiser	\$25,000
2009	New Tourism Initiative	Finger Lakes Wine Center	Start-Up Cost Assistance	\$10,000
2007	Arts & Cultural Stabilization	Hangar Theatre	Arts & Cultural Stabilization	\$32,500
2008	Arts & Cultural Stabilization	Hangar Theatre	ACOD	\$37,500
2008	Tourism Capital	Hangar Theatre	Renovation Project	\$50,000
2009	Arts & Cultural Stabilization	Hangar Theatre	ACOD	\$24,000
2009	Tourism Capital	Hangar Theatre	2009 capital award - up to \$100,000	\$34,000
2010	Arts & Cultural Stabilization	Hangar Theatre	ACOD	\$22,600

Tompkins County Tourism Grants 2007-2011 - Sorted by Recipient

Year Awarded	Grant Type	Recipient	Use	Award
2010	Tourism Capital	Hangar Theatre	2009 capital award - up to \$100,000	\$25,000
2011	Arts & Cultural Stabilization	Hangar Theatre	ACOD	\$23,052
2011	Marketing & Advertising	Hangar Theatre	2011 Hangar Theatre Year-Round Regional Marketing	\$5,000
2011	Marketing & Advertising	Hangar Theatre	2nd Winter Village Bluegrass Festival	\$1,000
2011	New Tourism Initiative	Hangar Theatre	2nd Winter Village Bluegrass Festival	\$11,250
2011	Tourism Capital	Hangar Theatre	Renovations for All-Season Operations, improvements, and site-work	\$25,000
2010	Marketing and Advertising	Historic Ithaca	2010 Central NY Window Preservation Conference	\$750
2007	Marketing and Advertising	Ithaca Asian American Association	2008 Dragon Boat Festival	\$2,500
2007	Tourism Project	Ithaca Asian American Association	2007 Annual Finger Lakes International Dragon Boat Festival	\$12,000
2008	Tourism Project	Ithaca Asian American Association	2009 Finger Lakes International Dragon Boat Festival	\$10,000
2009	Tourism Project	Ithaca Asian American Association	4th Annual Finger Lakes International Dragon Boat Festival	\$15,000
2010	Tourism Project	Ithaca Asian American Association	2011 Finger Lakes International Dragon Boat Festival	\$16,517
2009	Tourism Capital	Ithaca Children's Garden		\$14,800
2007	Marketing and Advertising	Ithaca Downtown Partnership	Finger Lakes Wine Center	\$5,000
2007	New Tourism Initiative	Ithaca Downtown Partnership	Finger Lakes Wine Center	\$14,370
2007	Tourism Project	Ithaca Downtown Partnership	2007 Downtown Ithaca's Parade of Ice Celebration	\$6,000
2008	Marketing and Advertising	Ithaca Downtown Partnership	Ithaca Downtown BID Web Site and Campaign	\$4,250
2008	Tourism Project	Ithaca Downtown Partnership	Downtown Ithaca Holiday Festival	\$10,000
2007	Marketing and Advertising	Ithaca Downtown Partnership	Targeted Marketing Campaign 2007	\$3,000
2008	Marketing and Advertising	Ithaca Festival	Ithaca Festival Program Insert	\$2,500
2010	Tourism Capital	Ithaca Motion Picture Project		\$5,500
2011	New Tourism Initiative	Ithaca Motion Picture Project	Silent Film Exhibition 2011	\$13,000
2011	Marketing & Advertising	Ithaca Shakespeare Company	Ithaca Shakespeare Company 2012 Season	\$2,000
2011	Project Grants	Ithaca Shakespeare Company	2011 Summer Season: The Ithaca Shakespeare Company	\$11,000
2011	Tourism Project	Ithaca Shakespeare Company	Spring 2012 Season	\$6,380
2007	Marketing and Advertising	Ithaca Theatre Collective	The Ithaca Theatre Collective: Marketing Ithaca as a Theater Destination	\$2,200
2007	Tourism Project	Ithaca Theatre Collective	The Ithaca Theatre Collective: Marketing Ithaca as a Theater Destination	\$2,800
2008	Marketing and Advertising	Ithaca Triathlon Club	2009 Cayuga Lake Triathlon	\$1,000
2008	Marketing and Advertising	Ithaca Triathlon Club	2009 Cayuga Lake Triathlon	\$4,000
2010	Marketing and Advertising	Ithaca Triathlon Club	2011 Cayuga Lake Triathlon	\$3,400
2009	Marketing and Advertising	Ithaca Triathlon Club	2009 Cayuga Lake Triathlon	\$1,000
2009	Marketing and Advertising	Ithaca Triathlon Club	2010 Cayuga Lake Triathlon	\$5,000
2007	Arts & Cultural Stabilization	Kitchen Theatre	Arts & Cultural Stabilization	\$39,680
2008	Arts & Cultural Stabilization	Kitchen Theatre	ACOD	\$34,000
2008	Tourism Capital	Kitchen Theatre	New Location Costs	\$13,000
2009	Arts & Cultural Stabilization	Kitchen Theatre	ACOD	\$22,400
2009	Tourism Capital	Kitchen Theatre	Kitchen Theatre Feasibility #2	\$21,000
2010	Arts & Cultural Stabilization	Kitchen Theatre	ACOD	\$21,264
2010	Tourism Capital	Kitchen Theatre	2009 capital award - up to \$100,000	\$25,000
2011	Arts & Cultural Stabilization	Kitchen Theatre	ACOD	\$21,689

Tompkins County Tourism Grants 2007-2011 - Sorted by Recipient

Year Awarded	Grant Type	Recipient	Use	Award
2011	Tourism Capital	Kitchen Theatre	A Bold New Space	\$25,000
2007	Arts & Cultural Stabilization	Light in Winter	Arts & Cultural Stabilization	\$22,000
2008	Arts & Cultural Stabilization	Light in Winter	ACOD	\$22,000
2008	Marketing and Advertising	Light in Winter	2009 Light in Winter Festival	\$4,369
2009	Marketing and Advertising	Light in Winter	Light in Winter Festival	\$5,000
2009	Marketing and Advertising	Light in Winter	2009 Light in Winter Festival	\$4,369
2009	Tourism Project	Light in Winter	2010 Light in Winter Festival	\$9,000
2010	Marketing and Advertising	Light in Winter	2011 Light in Winter	\$5,000
2010	Tourism Project	Light in Winter	2010 Light in Winter Festival	\$7,000
2008	Marketing and Advertising	NYS Brewers Association	2008 Ithaca Brew Fest	\$4,000
2008	New Tourism Initiative	NYS Brewers Association	2008 Ithaca Brew Fest	\$15,000
2007	Arts & Cultural Stabilization	PRI- Museum of the Earth	Arts & Cultural Stabilization	\$22,000
2007	Tourism Project	PRI- Museum of the Earth	Along the Shores of Time: Highlights from a National Monument Fifty Million Years in the Making	\$2,500
2008	Arts & Cultural Stabilization	PRI- Museum of the Earth	ACOD	\$30,000
2008	Marketing and Advertising	PRI- Museum of the Earth	Hatching the Past: Dinosaur Eggs & Babies	\$4,500
2008	Marketing and Advertising	PRI- Museum of the Earth	Charles Darwin After the Origin	\$5,000
2008	Tourism Project	PRI- Museum of the Earth	Hatching the Past: Dinosaur Eggs & Babies	\$8,000
2009	Arts & Cultural Stabilization	PRI- Museum of the Earth	ACOD	\$18,000
2009	Marketing and Advertising	PRI- Museum of the Earth	2009 Forest Journey Exhibit	\$5,000
2009	Marketing and Advertising	PRI- Museum of the Earth	Charles Darwin After the Origin	\$5,000
2009	Marketing and Advertising	PRI- Museum of the Earth	October 3, 2009 - February 21, 2010 Amber: Letting the Past Shine Through	\$2,250
2009	Tourism Project	PRI- Museum of the Earth	2009 Forest Journey Exhibit	\$9,000
2010	Arts & Cultural Stabilization	PRI- Museum of the Earth	ACOD	\$15,000
2010	Marketing and Advertising	PRI- Museum of the Earth	2010 One Fish, Two Fish, Old Fish, New Fish Exhibit	\$5,000
2010	Marketing and Advertising	PRI- Museum of the Earth	The aMAIZEing Story of Corn	\$1,500
2010	Tourism Capital	PRI- Museum of the Earth	Climate Exhibit	\$20,000
2010	Tourism Project	PRI- Museum of the Earth	2001 One Fish, Two Fish, Old Fish, New Fish	\$10,000
2010	Tourism Project	PRI- Museum of the Earth	Darwin Days 2011- Baba Brinkman	\$2,300
2011	Arts & Cultural Stabilization	PRI- Museum of the Earth	ACOD	\$15,300
2011	Marketing & Advertising	PRI- Museum of the Earth	WHALES: From the Depths of the National Geographic Archives	\$2,500
2011	Marketing & Advertising	PRI- Museum of the Earth	2011 Cruisin' the Fossil Freeway	\$4,250
2011	Project Grants	PRI- Museum of the Earth	2011 Cruisin' the Fossil Freeway	\$4,000
2011	Tourism Capital	PRI- Museum of the Earth	Interactive Glacier exhibit	\$30,000
2009	Arts & Cultural Stabilization	Sciencenter	ACOD	\$10,000
2010	Arts & Cultural Stabilization	Sciencenter	ACOD	\$16,000
2011	Arts & Cultural Stabilization	Sciencenter	ACOD	\$16,320
2011	Tourism Capital	Sciencenter	Sciencenter: Marcellus Shale Exhibition	\$25,000
2008	Tourism Project	Social Ventures	National Dance Week-Ithaca 2008	\$1,000
2011	Tourism Capital	Social Ventures	Ithaca Skate Park Renovation	\$27,000
2009	Arts & Cultural Stabilization	State Theatre	ACOD	\$16,000
2010	Arts & Cultural Stabilization	State Theatre	ACOD	\$17,000
2010	Marketing and Advertising	State Theatre	2010- Dan Zanes & Friends Performance	\$3,000
2011	Arts & Cultural Stabilization	State Theatre	ACOD	\$22,850
2007	Arts & Cultural Stabilization	State Theatre (HI)	Arts & Cultural Stabilization	\$22,000
2008	Arts & Cultural Stabilization	State Theatre (HI)	ACOD	\$37,000

Tompkins County Tourism Grants 2007-2011 - Sorted by Recipient

Year Awarded	Grant Type	Recipient	Use	Award
2008	Marketing and Advertising	State Theatre (HI)	Ithaca Theatre Collective	\$3,000
2008	Tourism Project	Tap Legacy Foundation	2009 Finger Lakes Tap Dance Festival	\$6,000
2008	Marketing and Advertising	Tap Legacy Foundation	2009 Finger Lakes Tap Dance Festival	\$2,000
2007	Arts & Cultural Stabilization	The History Center	ACOD	\$30,000
2007	Tourism Project	The History Center	2007 Summer in the Finger Lakes Exhibition	\$2,000
2008	Arts & Cultural Stabilization	The History Center	ACOD	\$30,000
2009	Arts & Cultural Stabilization	The History Center	ACOD	\$23,200
2010	Arts & Cultural Stabilization	The History Center	ACOD	\$21,458
2010	Tourism Project	The History Center	<i>Dear Friend Amelia: A Civil War Tale</i>	\$2,500
2011	Arts & Cultural Stabilization	The History Center	ACOD	\$21,887
2011	Marketing & Advertising	The History Center	2011 Ithaca Scottish Games & Celtic Festival	\$1,500
2011	New Tourism Initiative	The History Center	2011 West End Waterfront Rhiner Festival	\$2,000
2011	Project Grants	The History Center	2011 Ithaca Scottish Games & Celtic Festival	\$15,000
2007	Tourism Project	Tompkins County Chamber of Commerce	Downtown Visitors Center Signage & Kiosk	\$1,200
2007	Tourism Project	Tompkins County Chamber of Commerce	Ice Cream Sundae Public Relations for 2007	\$2,500
2007	Tourism Project	Tompkins County Chamber of Commerce	Winter recess- budget replenish	\$15,000
2009	Marketing and Advertising	Tompkins County Quilter's Guild	Traditions and Beyond 2009 Quilt Show	\$1,500
2009	Community Celebrations	Town & Village of Dryden	2009 Dryden's Old Home Days	\$1,400
2010	Community Celebrations	Town of Caroline	2010 Caroline Open House	\$2,000
2008	Community Celebrations	Town of Danby	Recognizing Danby's Rural Cemeteries	\$578
2010	Community Celebrations	Town of Danby	2010 Danby Fun Day	\$910
2011	Community Celebrations	Town of Danby	Danby Fun Day 2011	\$800
2009	Community Celebrations	Town of Danby	2009 Danby Fun Day & Parade	\$900
2010	Community Celebrations	Town of Dryden	2010 Dryden Lake Festival	\$2,000
2011	Community Celebrations	Town of Dryden	2011 Dryden Lake Festival	\$1,500
2009	Community Celebrations	Town of Dryden	Marking Bethel Grove	\$400
2007	Community Celebrations	Town of Enfield	Women's Christian Temperance Union Celebration	\$300
2008	Community Celebrations	Town of Enfield	2008 Enfield Harvest Festival	\$1,640
2010	Community Celebrations	Town of Enfield	2010 Enfield Harvest Festival	\$1,770
2010	Community Celebrations	Town of Enfield	2010 Enfield Elementary School Celebrating 51 Years	\$500
2011	Community Celebrations	Town of Enfield	2011 Enfield Harvest Festival	\$1,800
2009	Community Celebrations	Town of Enfield	2009 Enfield Harvest Festival	\$1,400
2007	Community Celebrations	Town of Groton	2007 Annual Halloween Party	\$400
2007	Community Celebrations	Town of Groton	Happenin' in the Hamlet 2007	\$1,400
2008	Community Celebrations	Town of Groton	2008 Happenin' in the Hamlet	\$1,200
2010	Community Celebrations	Town of Groton	2010 Annual Halloween Celebration	\$350
2011	Community Celebrations	Town of Groton	2011 McLean's Happening in the Hamlet	\$1,300
2009	Community Celebrations	Town of Groton	2009 Annual Halloween Celebration	\$200
2009	Community Celebrations	Town of Groton	2009 Happenin' in the Hamlet	\$700
2009	Community Celebrations	Town of Groton	May 7-8, 2010 - McLean Happenin' in the Hamlet	\$1,100
2007	Community Celebrations	Town of Ithaca	Permanent Historic Information- Tutelo Park	\$2,000
2007	Community Celebrations	Town of Ithaca	Tutelo Festival 2007	\$2,000
2008	Community Celebrations	Town of Ithaca	2008 Tutelo Homecoming Festival	\$2,000

Tompkins County Tourism Grants 2007-2011 - Sorted by Recipient

Year Awarded	Grant Type	Recipient	Use	Award
2008	Community Celebrations	Town of Ithaca	Celebrating Community on Cayuga Lake	\$1,700
2009	Community Celebrations	Town of Ithaca	2009 Ithaca Celebrate Agriculture	\$1,400
2010	Community Celebrations	Town of Ithaca	Rededication of Veterans' Cemetery	\$300
2007	Community Celebrations	Town of Lansing	Celebrating Community Stewardship for Cayuga Lake	\$1,500
2008	Community Celebrations	Town of Lansing	2008 Early History of Bicycling	\$500
2008	Community Celebrations	Town of Lansing	2008 Lansing Fishing Derby	\$433
2008	Community Celebrations	Town of Lansing	2008 Myers Park Concert Series	\$1,000
2008	Community Celebrations	Town of Lansing	2008 Farm City Day	\$2,000
2009	Community Celebrations	Town of Lansing	2009 Harbor Festival	\$1,400
2009	Community Celebrations	Town of Lansing	2009 Lansing Youth Fishing Derby	\$400
2010	Community Celebrations	Town of Lansing	2010 Myers Park Concerts	\$1,050
2010	Community Celebrations	Town of Lansing	2010 Lansing Harbor Fest	\$1,200
2011	Community Celebrations	Town of Lansing	2011 East Shore Festival of the Arts	\$1,765
2011	Community Celebrations	Town of Lansing	Ludlowville Park "unplugged" Concert Series	\$1,000
2007	Community Celebrations	Town of Newfield	Finnish Heritage Concert 2007	\$1,200
2007	Community Celebrations	Town of Newfield	Newfield Old Home Days 2007	\$1,800
2008	Community Celebrations	Town of Newfield	2008 Schoolhouse Reunion	\$1,000
2008	Community Celebrations	Town of Newfield	2008 Newfield Old Home Days	\$1,500
2010	Community Celebrations	Town of Newfield	2010 Newfield Old Home Days	\$2,000
2011	Community Celebrations	Town of Newfield	2011 Newfield Bicentennial Celebration	\$2,000
2009	Community Celebrations	Town of Newfield	2009 Newfield Old Home Days	\$1,400
2008	Marketing and Advertising	Town of Ulysses	Trumansburg Select.com	\$1,000
2007	Community Celebrations	Village of Groton	2007 Winterfest	\$700
2008	Community Celebrations	Village of Groton	2008 Groton Olde Home Days	\$1,500
2008	Community Celebrations	Village of Groton	2009 Groton Winterfest	\$750
2010	Community Celebrations	Village of Groton	2010 Sesquicentennial Celebration of Village	\$800
2011	Community Celebrations	Village of Groton	2011 Groton Winterfest	\$600
2011	Community Celebrations	Village of Groton	2011 Groton Olde Home Days	\$1,500
2011	Community Celebrations	Village of Groton	25th Anniversary Celebration of Habitat for Humanity of Tompkins & Cortland Counties (HTCHFH)	\$1,300
2009	Community Celebrations	Village of Groton	January 16, 2010 - Groton Winterfest	\$470
2009	Community Celebrations	Village of Groton	2009 Groton Olde Home Days	\$1,200
2008	Community Celebrations	Village of Trumansburg	2008 Mainstreetscape Celebration	\$1,900
2008	Community Celebrations	Village of Trumansburg	2008 Trumansburg Winter Festival	\$1,900
2010	Community Celebrations	Village of Trumansburg	2010 Tru-Ulysses Winter Festival	\$1,250
2011	Community Celebrations	Village of Trumansburg	2011 Tru-Ulysses Winter Festival	\$1,500
2011	Community Celebrations	Village of Trumansburg	Bicentennial Birthday Jubilee of the Ulysses Philomathic Library	\$1,150
2009	Community Celebrations	Village of Trumansburg	2009 Main Streetscape Completion and Street Dance	\$1,000
2009	Community Celebrations	Village of Trumansburg	December 4-5, 2009 - Tru-Ulysses Winter Festival	\$1,500



Ithaca/Tompkins County Convention & Visitors Bureau (CVB)

Report to:

Strategic Tourism Planning Board

March 21, 2012

Submitted by: Fred Bonn, Director

MARKET UPDATE

Fairfield Inn – The project is on schedule to break ground the end of March.

Additional Hotels – Based on several conversations from several different sources I would suspect that there will be another hotel project announced within the next three or four months. There is continuing buzz about a hotel in the downtown core, along the Elmira Road as well as in Lansing.

MARKETING AND PROMOTION

Winter Recess 2012 – I can't thank the CVB staff enough for working so hard to make this year's event a success. Staples' donation of +\$40,000 of classroom supplies left teachers in awe and it was a huge factor in our achieving record attendance. Some key results is that the ratio of local and out-of-town teachers continues move in a positive direction (Attendees came from 311 cities in 15 States) and that 74% of attendees are "planning" or "have planned" a return trip to Ithaca this year. Feedback from participating businesses has never been more positive. 75% of local teachers said that they visited a local business for the first time because due to the Winter Recess promotion I have attached a report providing more in-depth detail.

New York State Matching Funds – On Friday, March 9 we received the check for our New York State Matching Funds Grant. This year's grant \$44,785 will enable us to participate in the regional PR program and support expanded TV advertising in Rochester and Buffalo.

Facebook.com/VisitIthaca – Some very effective Facebook Advertising campaigns have helped kick our "likes" to a new level. Currently we have over 7,000 followers with only 515 of them coming from the Ithaca market. We will be running a contest for the next two weeks for a Girlfriends Get-Away Weekend in Ithaca in an effort to continue building this base.

Ottawa Outdoor Adventure Show – I will be traveling to Ottawa this weekend to exhibit at this show for the first time.

Toronto Outdoor Adventure Show – I attended this show last month where we were able to earn almost 200 email addresses and distribute 550 copies of our travel guide. It was also very clear that Canadians consumer confidence is very high and that Ithaca and the Finger Lakes are making strong gains in terms of our brand identity.

2012 Travel Guide – On Tuesday, March 14, I was informed that there was a significant error with the 2012 Travel Guide. It seems that an entire page of advertising was omitted. The six businesses affected have been contacted and at the time of writing this report we are still developing our strategy on how we will make good in the error. Staff and I met with Art and Anthropology, the graphic design company for the guide, to review how this error took place and how the project was mishandled. I will have much greater detail for the board at our meeting on March 21.

GROUP SALES

Heartland Travel Showcase – Mary Rachun attended this appointment based tradeshow in Nashville last month. She met with 24 tour companies and she is in the process of following up on 5 or 6 quality leads from the show.

NYS Public High School Athletic Assoc. – Boys and Girls State Swimming Championships – I'm thrilled to announce that Ithaca College's new Athletic and Events Center will be the site of the NYS Girls and Boys State Swimming

Championships in 2012 and 2013. The girls state meet will be the third weekend in November this year and the boys championship will be in March next year. (exact date TBD). I'd like to recognize Diane Hicks Hughes, swim coach at Lansing High, for being the individual who really made this happen with support from our office.

Active America China – We will be attending a very targeted appointment based group tour conference in Minneapolis in May. Active America China will provide us an opportunity to meet with high end tour companies from China that are interested in touring US Cities that are home to major universities. We are working cooperatively with The Corning Museum of Glass, who is experience with these groups and is already a major draw for the China Market, to develop two and three day tour packages that would be based in Ithaca.

VISITOR SERVICES

Hospitality Star Customer Service Training Program – Dates for this annual hospitality frontline staff customer service training have been set for June 19 and 20. The program is free to Tompkins County tourism related businesses and organizations. Please speak with me if you or any of your staff are interested in attending.

Requests for Information – We are seeing a dramatic increase in the number of requests for travel information in our office with weekly requests up between 75% and 100% over last year. If this trend continues we may need to look at a budget adjustment to cover postage expense.

REGIONAL UPDATE – .

Finger Lakes TPA Regional PR Program – As noted above, with our receipt of the NYS Matching Funds Grant we will now be able to participate in the cooperative Public Relations program. Quinn and Company, a NYC based PR firm, is the agency of record for this project and we have a strong history of working well with them.

NEW YORK STATE TOURISM

Tourism Action Day – I was able to attend this annual event in Albany on March 6. What made this year's event special for me this year was the fact that I was able to work with Sue Stafford of TC3's Hospitality Program, to have three of her students join me for legislative appointments. Anna Tamashuk, Meghan Carl, Brandon Horigan and TC3 Class Advisor Marcia Waffner, joined me for meetings with NYS Sen. O'Mara, NYS Sen. Nozzolio, and NYS Assm. Lifton. It was awesome to see these young men and women, who have committed themselves to the travel and hospitality industry, speak with passion and personal experience about why this industry is so key to the economic health of our state.

EARNED MEDIA AND PUBLIC RELATIONS – attached to my report are clippings from recent media stories that our office has had a hand in.

Winter Recess 2012 Numbers

(estm. as of 3-14-12)

Topline:

This was a record year with 5,512 attendees from 311 cities in 15 states. Perfect weather (unusually warm and snowless) plus a fantastic incentive/welcome gift from Staples led to the record numbers.

Overall attendance was up 32% from 2011

- Out-of-county traffic was up 48%, more than twice the increase of in-county
- Out-of-county attendance continues to increase as a percent of overall traffic

Total room-nights were up 13.7% from 2011

- Strong increase in overnight stays likely due to weather
- We're seeing a two-year decline in overnight guests as a percent of overall attendance, likely due to weak midweek and second weekend programming

	2012	2011	Change
Total Reg	5,512	4,162	+32.4%
VITs	1,874	1,420	+32.0%
Pets	3,638	2,742	+32.7%
Stayed in Hotel/B&B	505 [9.2% of all attendees]	457 [11.1% of all attendees]	+10.5%
Total Room nights	366	322	+13.7%
In county	3,026 [54.9% of all reg]	2,484 [59.7% of all reg]	+21.8%
Out-of-county	2,486 [45.1% of all reg]	1,678 [40.3% of all reg]	+48.1%
Web Page Views	72,314	81,426	-11.2%*
Web Unique Users	11,264	12,292	-8.4%*

Attendees from 311 cities in 15 States: CO, CT, DE, GA, MA, MD, ME, MI, NC, NJ, NY, OH, PA, VA, VT

*Webstats decline: This is due to a later start (Jan vs Dec) and fewer initial hits to the Staples/Verizon giveaway contest. This was year-two on the contest so there was less of a frenzy. Importantly, web traffic exceeded 2011 levels from mid January onward and the Staples/Verizon contest ultimately attracted 10% more entrants than 2011.

	2011	2010	Change
Total Reg	4162	3265	+27.5%
VITs	1420	1187	+19.6%
Pets	2742	2078	+31.9%
Stayed in Hotel/B&B	457 [11.1% of all attendees]	411 [12.6% of all attendees]	+11.2%
Total Room nights	322	287	+12.2%
In county	2484 [59.7% of all reg]	2058 [63% of all reg]	+20.7%
Out-of-county	1678 [40.3% of all reg]	1207 [37% of all reg]	+39.0%
Web Page Views	81,426 [Google stats]	Not avail.	
Web Unique Users	12,292 [Google stats]	Not avail.	

Attendees from 15 States: AZ, CA, CT, DE, IN, MA, MD, MI, NJ, NY, OH, PA, TN, TX, VT

Winter Recess Scale

2012: 92 scheduled events, 249 total businesses (retail, dining, lodging, event organizer)

Breakdown:

95 Retail & Service

102 Wine & Dine

20 Lodging

32 Event Organizers (not counted above)

2011: 90 scheduled events, 208 total businesses (retail, dining, lodging, event organizer)

Breakdown:
73 Retail & Service
78 Wine & Dine
23 Lodging
34 Event Organizers (not counted above)

2010: 93 events, 163 total businesses (retail, dining, lodging, event organizer)

Highlights:

Unlike 2011, which was beset by two major winter storms, Winter Recess 2012 was blessed by 10 days of ideal, often springlike weather.

Overall marketing efforts were effective, though none were homeruns.

- The Staples/Verizon school supply generated 2,750 entrants 10% more than 2011.
- Email marketing was again successful with spikes in web traffic following each email.
- Direct phone/fax to schools was successful and trackable. We could watch cities "light up" on Google Analytics as calls were made.
- While successful, our marketing efforts must be enhanced to reach and convert new visitors. We're largely preaching to the choir.

Programming was again soft this year. Winter Recess 2012 had one major midweek concert (Cowboy Junkies) but the group didn't generate marquee appeal. The show was ½ sold out.

The CVB offered a BOGO ticket program for hotel guests to see the show. This generated 10 additional overnight stays. A stronger act would have sold more tickets/rooms.

Earned Media:

Winter Recess 2012 generated 19 local and regional news stories. Outlets included:

AAA Horizons Magazine

WSTM CNY Central NBC 3 Syracuse (Sat AM news)

WSYR ABC 9 Syracuse (Mon AM news)

WENY ABC Elmira

WBNG CBS Binghamton (two stories)

WBGH ABC/NBC Binghamton

YNN News 10

Gannett Southern Tier (ITH Journal, BGM Press/Sun, ELM Star/Gazette (total 5 stories)

WHCU Radio (two stories)

Syracuse Post Standard (two stories)

Syracuse New Times

Lansing Star Online

Lodging Report

Short of 2009 (when Chili Cookoff moved to weekend 2), this was our best year ever. Properties reported 366 room-nights, up 13.7% from 2011.

20 properties offered lodging deals (down from 23 in 2011). All but one succeeded in selling rooms.

Lowest advertised room rates ranged from \$49 to \$115 per night, but most properties offered two-tier pricing with higher weekend rates. So the average price range was higher, \$54-\$123.

Winter Recess median booked rate: \$104.00

Winter Recess business continued to become less concentrated among top properties. Ten properties offering ave. rates of \$94-\$114 earned 63% of room-nights. In 2011, six properties offering ave. rates from \$89-\$100 earned 63% of room-nights. In 2010, five properties earned 76% of all overnights.

2012 Room Sales Breakdown by Rate

Ave. Rate	Number of Properties	Room/nights
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\$49-\$69	2	20
\$77-\$97	7	135
\$99-\$114	7	179
\$115+	4	36

Winter Recess 2012 Gross Lodging Revenue: \$36,724

Winter Recess Lodging Growth

Year	Bookings	Room Nts	Guests	
2012	239	366	505	+13.7% from 2011
2011	218	322	457	
2010	199	287	411	
2009	260	428	614	Cook-off Weekend 2
2008	204	350	515	Taj Mahal, Lyle Lovett, Comedy at State
2007	119	244	295	

Projections: Future room growth lies in marquee entertainment names midweek (2008) and strong weekend-2 programming (2009).

Winter Recess 2012, Estimated Economic Impact

Total Event					
Chmura Visitor Profile Spending Category	Out-of-County Day Trip Spending	Out-of-County Hotel Spending	Out of County Stay w/ Friends & Family Spending	Tompkins Cnty Resident Spending	Totals
Food & Drink	\$ 66,154	\$ 49,995	\$ 27,778	\$ 178,642	\$ 322,569
Lodging	\$ -	\$ 36,996	\$ -	\$ -	\$ 36,996
Shopping	\$ 73,118	\$ 35,855	\$ 19,057	\$ 98,802	\$ 226,832
Local Transport	\$ 10,445	\$ 10,100	\$ 4,845	\$ 14,970	\$ 40,360
Entertain & Attracts	\$ 10,445	\$ 2,525	\$ 2,584	\$ 42,914	\$ 58,468
Other	\$ 17,409	\$ 1,515	\$ 969	\$ -	\$ 19,893
Total	\$ 177,572	\$ 136,986	\$ 55,233	\$ 335,328	\$ 705,119

2011 Estimated Economic Impact: \$546,400

Smith Travel Report for Tompkins County – January, 2012

Occupancy (%)	2012	Year To Date	
	Jan	2011	2012
This Year	43.4	37.2	43.4
Last Year	37.2	39.3	37.2
Percent Change	16.6	-5.2	16.6

Demand	2012	Year To Date	
	Jan	2011	2012
This Year	20,790	17,826	20,790
Last Year	17,826	18,807	17,826
Percent Change	16.6	-5.2	16.6

ADR	2012	Year To Date	
	Jan	2011	2012
This Year	110.91	104.74	110.91
Last Year	104.74	95.37	104.74
Percent Change	5.9	9.8	5.9

Revenue	2012	Year To Date	
	Jan	2011	2012
This Year	2,305,872	1,867,135	2,305,872
Last Year	1,867,135	1,793,643	1,867,135
Percent Change	23.5	4.1	23.5

Ithaca / Tompkins County CVB Dashboard – February 2012

Visitor Information Services – January 2012

Requests for information fulfilled in Feb: 1029, (+147%)
 YTD Requests for information through Feb: 1804, (+112%)

Visitor Center Traffic - Jan. 2012:

East Shore Drive: 168 (-16%)
 Downtown Visitor Center: 301 (+4%)

VisitIthaca.com Stats - Feb. 2012 & YTD Feb. 2012

February 2012	2012	2011	
Visits	22,242	21,479	3.55%
Pageviews	81,550	80,950	0.74%
Pages/Visit	3.67	3.77	-2.71%
Avg. Time on Site	3:49	3:32	8.10%
YTD Feb. 2012	2012	2011	
Visits	40,878	39,975	2.26%
Pageviews	145,770	148,382	-1.76%
Pages/Visit	3.57	3.71	-3.93%
Avg. Time on Site	3:41	3:27	6.50%

Facebook – as of 3/14/12

- Lifetime “Likes” – 7,009

Group Sales – Feb. 2012

Leads Distributed	8
Prospects Generated	24
Sales Kits Distributed	24
Prospects converted to Leads	3
Groups Assisted/Serviced	4
Site Visits Conducted	2

Group Sales Lead Status Report – February, 2012

Lead sent date	Event account	Event status	Event start date	Event end date	Total Requested Room Nights	Multiplier	Economic Impact	Source
2/16/2012	InterTek	Booked	4/23/2012	4/28/2012	300	260	\$78,000	Accommodation Referral
11/21/2011	Nonviolent Crisis Intervention Training	Booked	4/30/2012	5/3/2012	40	260	\$10,400	Email Request
5/12/2011	Brett Larson Tour Group	Booked	5/8/2012	5/10/2012	75	353	\$26,475	ABA
10/6/2011	Rochester Chrome Divas	Booked	6/1/2012	6/2/2012	20	260	\$5,200	Call-in
2/17/2012	Germano Wedding	Booked	6/8/2012	6/9/2012	20	353	\$7,060	Local Referral
11/29/2011	Wechsler Wedding	Booked	7/13/2012	7/14/2012	100	353	\$35,300	Call-in
10/25/2011	Taggart Wedding Reception/Guest Rooms	Booked	7/21/2012	7/22/2012	200	353	\$70,600	Local Referral
12/6/2011	Klippel Wedding	Booked	8/9/2012	8/10/2012	40	353	\$14,120	Call-in
1/12/2012	Barnes Wedding	Booked	8/17/2012	8/18/2012	200	353	\$70,600	Local Referral
12/8/2011	September 2012 legal Training	Booked	9/19/2012	9/24/2012	140	260	\$36,400	Repeat Business
11/21/2011	Nonviolent Crisis Intervention Training	Booked	10/8/2012	10/11/2012	40	260	\$10,400	Email Request
1/26/2012	Turkey Shoot- Varsity Tournament	Booked	11/2/2012	11/4/2012	200	250	\$50,000	Repeat Business
1/26/2012	Turkey Shoot- JV Tournament	Booked	11/9/2012	11/11/2012	200	250	\$50,000	Repeat Business
2/29/2012	Road Scholar	Definite	6/11/2012	6/14/2012	60	260	\$15,600	Repeat Business
12/1/2011	Carefree Capers	Definite	10/2/2012	10/5/2012	26	353	\$9,178	ABA
1/27/2012	NYS PHSSA Girls Swimming/Diving Championships	Definite	11/15/2012	11/16/2012	300	250	\$75,000	Ithaca College
2/6/2012	NYS PHSSA Girls Swimming/Diving Championships	Definite	11/21/2013	11/22/2013	300	250	\$75,000	Ithaca College
10/25/2011	UCMA Spring 2012 Conference	Tentative	6/6/2012	6/7/2012	40	260	\$10,400	Repeat Business
2/17/2012	Pittsburgh Motorcoach Group	Tentative	7/10/2012	7/11/2012	52	353	\$18,356	ABA
9/12/2011	National Club Baseball Association	Awaiting Client Response	5/10/2012	5/12/2012	300	260	\$78,000	Connect
3/9/2012	Rochester Chrome Divas	Re-issue	6/1/2012	6/2/2012	20	260	\$5,200	Email Request
2/2/2012	Mary Kay Sales Leaders 32nd Fall Retreat	Awaiting Client Response	10/5/2012	10/6/2012	80	260	\$20,800	Call-in
4/26/2011	Institute for Traffic Safety Management & Research Walk/Bike Conference	Postponed by organizer	5/1/2012	5/2/2012	100	260	\$26,000	ESSAE
9/7/2010	Executive Board Meeting	Lost	5/2/2012	5/4/2012	140	260	\$36,400	CVB Generated
8/17/2011	Pharmacists Society of the State of NY	Lost	5/30/2012	6/2/2012	175	260	\$45,500	ESSAE
10/26/2010	MTA Gathering	Lost - lack of participation	6/18/2012	6/21/2012	240	260	\$62,400	Email Request
7/26/2008	CSEA Retiree Delegates Conference 2012	Lost - lack of meeting space	8/19/2012	8/23/2012	100	260	\$26,000	CVB Generated
3/30/2009	NYS Public Employees Federation	Withdrew	10/11/2012	10/17/2012	240	260	\$62,400	CVB Generated
8/30/2011	Medical Retreat	Cancelled	9/27/2012	9/28/2012	120	260	\$31,200	Email Request

Teachers Take a Recess

By Brennan Smith

February 20, 2012 Updated Feb 20, 2012 at 11:28 PM EST

Ithaca, NY (WBNG Binghamton) across the northeast are enjoying a classes, but they're not the only and having a good time away from

Teachers from six states and 130 Ithaca their vacation destination this

The Ithaca Tompkins County Visitors Bureau welcomes to Ithaca for a sixth year for a Teachers Recess.



Many students week off of ones relaxing the classroom.

cities are making week.

Convention and educators back program called

"It's like a national convention for teachers, but there's no work involved. It's all spa parties, wine trail tours, shows, theater, relax, sleep in late, have a good time, and enjoy the restaurants," said Bruce Stoff from the Ithaca Tompkins County Convention and Visitor's Bureau.

By the time the week is over, the CVB expects to have registered a record-breaking 5,500 educators.

"There's not a lot of events out there where they can celebrate teaching. We looked around, and we can't find anything like this in the country, so it's a really unique chance that teachers have to come out and be among their friends in a city that gets what education is all about," said Stoff.

From auto repairs to pedicures, businesses are opening their doors.

"They get to mingle with people they know or They also get to meet some of the local owners, and they also get to see Satori, they can come anytime of the year to relax," Fishel from Satori Day Spa and Salon.

With the end of the school year in sight, week of relaxation gives them the boost they success to the classroom.



around the city

may not know. business which is a place said Sheryl

teachers say the need to bring

"I know for my own students, sometimes I want them to succeed so much that it hurts. Sometimes it stresses me out a little bit, so I really do enjoy getting to get away and relax a little bit, and that's what this week is all about," said Renee Fox, a teacher from the Owego Free Academy.

The Ithaca Teacher Recess is expected to bring in a \$500,000 to local tourism.

It runs from last Friday through this coming Sunday.

<http://www.wbng.com/news/local/Teachers-Take-a-Recess-139775453.html>

Photo Gallery of Life's So Sweet Teachers Tour in Trumansburg



Darlynn Overbaugh, owner of Life's So Sweet Chocolate shop in Trumansburg, pours chocolate during a free tour and tasting for teachers and their friends on Tuesday February 21, 2012. Her business is one of more than 200 to take part in the Ithaca Loves Teachers weeklong event. The businesses give teachers freebies and discounts to show their appreciation for their public service. Stephen D. Cannerelli / The Post-Standard



Enjoying a tasting at the Life's So Sweet Chocolate shop in Trumansburg, are (L-R) Syracuse School District special education teachers Katie Beckstrand and Jillian Scanlon and occupational therapist Andrea Bova. They were enjoying a free tour and tasting for teachers and their friends on Tuesday February 21, 2012. The chocolate shop is one of more than 200 businesses to take part in the Ithaca Loves Teachers weeklong event. The businesses give teachers freebies and discounts to show their appreciation for their public service. Stephen D. Cannerelli / The Post-Standard



Syracuse School District occupational therapist Andrea Bova asks Darlynn Overbaugh, owner of Life's So Sweet Chocolate shop in Trumansburg, what her favorite chocolate was during a free tour and tasting for teachers and their friends on Tuesday February 21, 2012. Listening on the left are special education teachers Katie Beckstrand and Jillian Scanlon. Her business is one of more than 200 to take part in the Ithaca Loves Teachers weeklong event. The businesses give teachers freebies and discounts to show their appreciation for their public service. Stephen D. Cannerelli / The Post-Standard



Darlynn Overbaugh, owner of Life's So Sweet Chocolate shop in Trumansburg, explains the different types of chocolates while Ruth Carpenter does a shelling during a free tour and tasting for teachers and their friends on Tuesday February 21, 2012. Her business is one of more than 200 to take part in the Ithaca Loves Teachers weeklong event. The businesses give teachers freebies and discounts to show their appreciation for their public service. Stephen D. Cannerelli / The Post-Standard

http://photos.syracuse.com/post-standard/2012/02/teachers_enjoy_a_tour_and_tast_7.html

Gannett Southern Tier:
Ithaca Journal
Binghamton Press & Sun Bulletin
Emlira Star Gazette
[story ran in all three papers]
2/13/12

Owego teacher wins Winter Recess prize

Briefly in Business

Ithaca -- Owego teacher Kim Ripic is the grand prize winner of a statewide giveaway hosted by Ithaca's Winter Recess teachers festival.

On Valentine's Day, Ripic will receive an iPad2 for her personal use, courtesy of Verizon Wireless and the New York State Association for Computers and Technology in Education. In addition, her school, Owego Free Academy, will share \$1,000 worth of Staples gift cards to purchase classroom and [office supplies](#). The prize is timely. Owego Free Academy is still recovering from devastating flooding this past fall.

She has been a high school English teacher for the last 20 years and has as worked in the Owego district for 13 years.

The sixth annual Ithaca Winter Recess runs Feb. 17-26 and includes a calendar of 92 events with dining, spa and shopping discounts at 217 Ithaca-area businesses. Roughly 5,000 educators and family members are expected. Information is online at IthacaLovesTeachers.com.

<http://www.theithacajournal.com/article/20120213/BUSINESS/202130326/BRIEFLY-BUSINESS-Owego-teacher-wins-Winter-Recess-prize-?odyssey=mod%7Cnewswell%7Ctext%7CFRONTPAGE%7Cp>

Owego Teacher Gets Prize

Owego Teacher Gets Prize



A teacher at Owego Free Academy received a high-tech Valentine's Day gift Tuesday afternoon.

Kimberly Ripic has been an english teacher at OFA for the past 13 years. She recently entered an online sweepstakes to win an I Pad 2 from Verizon Wireless and the New York State Association for Computer and Technology n Education. The contest helps promote Ithaca's Winter Recess Teachers Festival this month. Out of the 2,700 people who entered, Ripic was the lucky grand prize winner. Thanks to Ripic winning, OFA also received \$1,000 in gift cards from Staples that will be used to buy school and office supplies.

Kimberly says, "I felt like doing 50 cartwheels and that I'd never won anything before. And that I've been saving my money for one. From my birth and christmas."

Fred Bonn says, "Given the very strong link between Ithaca and Owego, we know the struggles that Owego has had due to the flooding it was extra extra special to be able to present this today."

And being Valentine's Day, chocolates were also given out.

<http://www.newschannel34.com/news/local/story/Owego-Teacher-Gets-Prize/1T-nFm-i-kKFaiRF-QG4XQ.csp?autoplay=1>

Ithaca's Annual Teacher's Week

Laura Caso

ITHACA (WENY)--- Thousands of educators are expected to visit Ithaca today for school supplies.

Ithaca's sixth annual Winter Recess Teachers Week kicks off today.

Organizers expect about 5 thousand educators to attend the event.

More than 200 local business participate and offer discounts and Staples is giving away 34 thousand dollars in supplies to the first 1-thousand teachers who check in.

The goal of the event is to get school supplies in the classroom.

Registration and check in begin today at 10 and continues until the 26th.

There are two locations, Ithaca/Tompkins Convention and Visitors Bureau and the Down Town Visitors Center.

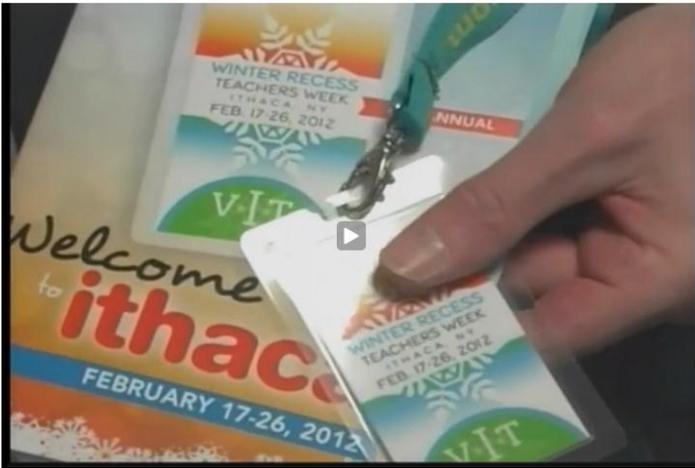
For more information visit: IthacaLovesTeachers.com

<http://www.weny.com/News-Local.asp?ARTICLE3864=9164007>

Winter Recess Teachers Fest Gives Economic Boost to Ithaca (VIDEO)

Renata Stiehl

February 17, 2012



ITHACA (WENY) -- The city of Ithaca is rolling out the red carpet, offering a week of perks, incentives and discounts - just for teachers and their families.

It's the 6th annual Winter Recess Teachers Fest, offering a getaway for teachers, and an economic shot in the arm for Ithaca.

"Judging by this morning's traffic, I think it's going to be a big year for us," said Bruce Stoff, Communications Manager for the Ithaca/Tompkins Convention and Visitors Bureau.

Five-thousand teachers from New York and surrounding states are arriving in Ithaca for the Winter Recess, which runs from February 17 through the 26th. During that time, Ithaca is a haven for teachers to get away from the classroom, and enjoy the city with all it has to offer.

"We have over 200 businesses, I think it's 217 businesses that are offering deals this week, everything from pedicures to auto repair. Basically everything you do in town, everything you'd buy or shop for is on sale for teachers this week," Stoff explains.

A cheery welcome sign greets teachers as they check in, where they receive their "Very Important Teacher" or VIT pass, and a booklet listing all the participating businesses and discounts, along with a calendar of events. Staples was also on hand, giving each teacher an armload of free school supplies.

Hallie Snowman, 11th and 12th grade physics at Ithaca High School, and even though it's in her city, she still sees the Winter Recess as an opportunity to get away.

"I think it's great, Ithaca is gorgeous, but yeah, it's great, everywhere you go you see teachers, and everyone is really excited," Snowman said.

Ithaca Beer Company is just one of the participating businesses. The brewery gets to show off its product, and offer an experience it hopes will bring visitors back year after year.

“We extend the free tasting and tour policy to everyone who comes in the door, we also offer free soda tastings for kids and families, anyone who doesn't want to drink alcohol, and we're providing free private tour so the facility to show people how we make everything," said Tasting Room Manager Mike Benz. Benz also says since Ithaca Beer started participating in Winter Recess three years ago, they've started to see teachers come back to the brewery the next time they visit Ithaca.

The Ithaca/Tompkins Conference and Visitors Bureau says the Winter Recess event brings in about a half million dollars to the local economy.

If you're a teacher, you can still register for this year's Winter Recess - just visit <http://www.ithacalovesteachers.com/>

<http://www.weny.com/News-Local.asp?ARTICLE3864=9164009>

Winter recess brings educators to Ithaca

By: Web Staff



TOMPKINS COUNTY, N.Y. -- Ithaca is toasting teachers at the annual Winter Recess. And this year, they're getting more than an apple for their efforts.

Staples has donated more than 16,000 classroom supplies to the educators who attend. Organizers said the truckload of tape, scissors, white boards and other items is worth about \$50,000.

More than 5,000 teachers from about a dozen states are expected to attend this year's recess. It's a week of special deals, treats and events for a sometimes underappreciated crowd.

Bruce Stoffl, of the Ithaca Visitors Bureau said, "We looked around the country and there's no city that celebrates teachers with a weeklong festival, or any big major festival. So we decided to be the first."

Nancy Thompson, a Belle Sherman Elementary Teacher said, "The teachers are all talking about it and emailing each other. They're excited."

Winter Recess runs until the 26th. For more information visit www.ithacalovesteachers.com.

http://centralny.ynn.com/content/top_stories/574193/winter-recess-brings-educators-to-ithaca/