

Tompkins County Strategic Tourism Planning Board

April 17, 2013 Meeting
3:00 pm – 5:00 pm

Ithaca Tompkins County Convention and Visitors Bureau

Meeting Agenda	Minutes
1) Opener	10 min
2) March STPB Meeting Minutes	3
• ACTION – Approve Meeting Minutes	
3) Chair’s REPORT – Rick Adie	10
4) Discovery Trail PRESENTATION – Nancy Grossman	15
5) Ithaca Commons Construction PRESENTATION – Gary Ferguson	15
6) Tourism Capital Grant Review – Martha Armstrong	20
• ACTION – Recommend Tourism Capital Grants	
7) Airport Control Towers and the Sequester – Ed Marx	5
8) Ticket Center Update	10
9) CVB Monthly REPORT - Fred Bonn	10
10) Budget Committee Report – Rick Adie	10
11) Announcements – All - (time permitting)	

Agenda packet

1. March 2013 STPB meeting minutes
2. 2013 Tourism Capital Grant award recommendations. Read full applications here:
http://www.tcad.org/?page_id=1477
3. March 2013 CVB Report

Next meetings

Wednesday, May 15th
Wednesday, June 19th



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 – March 2013**

1 **Date:** March 20, 2013
 2 **Time:** 3:00-5:00pm
 3 **Location:** Convention and Visitor's Bureau
 4

5 **Attendees:**

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

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8 **Also in attendance:** Carol Chock (County Legislator), Heather Filiberto (TCAD), Carol Kammen (County
 9 Historian, Community Celebrations Chair), Ronda Roaring (ilovethefingerlakes.com), Kathy Wilsea
 10 (Tompkins County Planning Dept.)
 11

12 **Agenda**

- 13 Approval of minutes for February 20, 2013 STPB meeting
- 14 Chair's Report
- 15 Tompkins County Area Development Presentation
- 16 Arts & Culture Organizational Development Grant Review
- 17 Spring 2013 Tourism Grant Review
- 18 CVB Monthly Report
- 19 Announcements

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 21 **Discussion**

22 **The meeting was called to order** at 3:04 PM by the Chair, Rick Adie.
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24 **February 2013 minutes** were accepted without change.
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26 **Chair's Report** – Rick introduced new members Dwight Mengel (Transportation) and Mike Mellor
 27 (Associate) and welcomed visitors Ronda Roaring and Carol Chock. Carol was present to substitute for
 28 Will Burbank today. Rick extended thanks to Tim Joseph, who is retiring as Area Director of Finger Lakes
 29 State Parks and leaving STPB. Rick thanked the STPB committees that reviewed a total of 65 grant
 30 applications and made efforts to keep grants aligned to goals of the Strategic Tourism Plan. The first
 31 meeting on the 2014 budget was held, where discussion included the start of allocation of funds for TCAD,
 32 impact of the Commons redesign, and changes in the hotel inventory. Information will be shared with
 33 members by email on the retreat scheduled for April 20th.
 34

35 **Tompkins County Area Development** – Martha Armstrong and Heather Filiberto were present from
 36 TCAD. Heather reported on economic development and job creation strategies. Their Mission: TCAD is
 37 dedicated to building a thriving and sustainable economy that improves the quality of life in Tompkins
 38 County by fostering the growth of business and employment. Their Vision: A flourishing economy with
 39 exciting innovative firms that inspire and attract a talented workforce. Heather said good jobs come from

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40 expansion of existing businesses, new businesses started by existing entrepreneurs, and attraction of
41 business to our area. In terms of successful businesses, they consider growth potential, wages & benefits,
42 range of types of jobs, commitment to community, and return on investment. Key economic development
43 services provided by TCAT are technical, financial, information/statistical, workforce, and economic
44 development leadership. Challenges include requests for technical assistance, early stage capital, flexible
45 multi-tenant space, next-generation sites, workforce training, and workforce recruitment. Martha pointed
46 out it usually takes 4 to 5 years to develop a new company.

47
48 Responding to member questions, Heather said TCAD has good connections and sharing with Cornell
49 entrepreneur groups, and is trying to facilitate more informal networking so students dialog with
50 entrepreneurs. We need to keep students and graduates here. Cornell has requested networking events,
51 and one was held last week, which was very well attended. The biggest skill hurdle is business planning,
52 as young entrepreneurs especially need this help, but also needed are specialty engineers and technical
53 staff. Tax credit program were from the Empire Zone program and are almost all expired now. TCAD also
54 works with Ithaca College concerning entrepreneurs; Tompkins-Cortland Community College interaction is
55 more about training. Martha works with some area businesses through the Tourism Capital Grant Program,
56 where she examines their business plans, provides feedback, and is available to answer questions.
57 Heather has recently worked with some agriculture-based tourism programs. Paul Tatar said he is involved
58 in setting up some organizational things in regional communities colleges, and pointed out most are local
59 people, so the goal of having graduates stay in the region is very possible with these students. Martha said
60 Carl Haynes (TC3 President) is on the TCAD board of directors, so they interact with TC3. Tom Knipe
61 highlighted the alignment of the TCAD goals of growing high tech businesses with the place-making
62 strategies of the tourism grant programs, as investments that help make us a place where people want to
63 work and live, contributing to quality of life. Carol Chock asked if TCAD and STPB plan to keep the lines of
64 communication open, and Rick replied that this presentation is but a first step.

65
66 Rick introduced Tiffany Gallagher, a new associate member, and noted she participated in the discussions
67 last year about use of tourism funds to support TCAD.

68
69 **Arts & Culture Organizational Development Grant Review** – Brett Bossard provided an overview with
70 the agenda. There are currently six applications for multi-year grants and one request for ongoing support.
71 The Museum of the Earth and Cayuga Nature Center are requesting support associated with a merger.
72 Recommendations moved by Sue Perlgut and seconded by Paul Tatar. Some of the differences between
73 requests and recommended awards were based on requests being very modest for circumstances, or
74 identification of existence of other funding pools. The review team is examining what to do with previously
75 recommended amounts that will not be awarded, and could identify enough for a new application round.
76 Rick pointed out the review team stayed focused on the priorities of the Strategic Tourism Plan, and
77 organizations need to become self-sustaining. **Vote** on motion: Yes 8; No 0; Abstentions 3 (Monagan,
78 Musco, Wiggins).

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Applicant	Request	2013 Recommendation
Cayuga Chamber Orchestra	2013 \$26,880 2014 \$26,880 2015 \$26,880	\$27,000
Hangar Theatre	2013 \$30,000 2014 \$30,000 2015 \$30,000	\$27,000
The History Center in TC	2013 \$30,000 2014 \$30,000 2015 \$30,000	\$27,000
Kitchen Theatre	2013 \$30,000 2014 \$30,000 2015 \$30,000	\$27,000
Museum of the Earth/Cayuga Nature Center	2013 \$60,000 2014 \$60,000 2015 \$60,000	\$40,000

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Sciencenter	2013 \$30,000 2014 \$30,000 2015 \$30,000	\$17,000
State Theatre of Ithaca, Inc.	2013 \$23,773 (contracted)	\$23,773

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Spring 2013 Tourism Grant Review

Celebrations – Carol Kammen (Chair) reported requests far exceeded available funds. 26 applicants were selected. She noted applications are well written, which can be attributed to Tom Knipe’s interaction with organizers. Many of these Celebrations have potential to become big-time events. Rollover from 2012 and some 2013 reserved funds will be used for a fall round of grants. Tim Joseph moved to accept the committee recommendations, seconded by Susie Monagan. **Vote:** passed by unanimous voice vote.

Project	Request	Recommendation
2013 Boricua Afro American Festival	\$2,000	\$750
2013 Celebrate Cayuga Lake	\$1,500	\$1,200
2013 First People’s Festival	\$2,000	\$1,100
2013 Food Justice Summit	\$2,000	\$600
2013 International Mud Day	\$1,700	\$1,000
2013 Juneteenth	\$2,000	\$1,200
2013 Kwanzaa	\$1,695	\$1,000
2013 Latino Heritage Month Celebration	\$2,000	\$1,200
2013 Light & Lake Water Parade	\$1,700	\$1,200
2013 State Theatre of Ithaca’s 85 th Birthday Celebration	\$2,000	\$800
2013 Streets Alive! Ithaca	\$2,000	\$1,000
2013 The GIAC Festival	\$1,275	\$1,200
2013 T C Veteran’s Day Parade and Ceremony	\$2,000	\$1,000
2013 Gad!Zukes! Zucchini Festival	\$500	\$500
2013 Danby Fun Day	\$1,605	\$1,600
2013 Dryden Lake Festival	\$2,000	\$1,600
2013 Enfield Harvest Festival	\$1,950	\$1,600
2013 Happenein in the Hamlet	\$850	\$850
2013 Verne Morton Memorial Photography Show & Contest	\$720	\$720
2013 East Shore Festival of the Arts	\$1,060	\$1,060
2013 Lansing Harbor Festival	\$2,000	\$1,600
2013 Finishing Touches Craft Fair	\$569	\$569
2013 Newfield Old Home Days	\$2,000	\$1,600
2013 Apples, Arts and Antiques	\$1,155	\$500
2013 Migration Celebration	\$2,000	\$500
2013 Tru-Ulysses Winter Festival	\$2,000	\$1,600

89 *Not recommended for funding:* 2013 Bike to Work Day, 2013 Groundswell’s Local Food & Farming Festival,
90 2013 Heart of the Finger Lakes: Tasting & Tapas Showcase, 2013 “Music and a Movie” at Myers,
91

Tourism Marketing & Advertising – Christy Agnese reported for the committee (Ethan Ash chaired). The application for the Museum of the Earth 10th Anniversary Celebration will be considered separately. The committee seriously considered if applications matched the Strategic Tourism Plan, especially the goal of drawing out-of-towners to our hotels. Some funds were saved for a fall grant round. Christy moved the committee recommendations (*except* Museum of the Earth Anniversary), and Steve Hugo seconded. Susie Monagan commented on the State of The Art Gallery not being selected, and Christy said committee members thought continuation of First Friday events would be preferable. **Vote** on motion: Yes 8; No 0; Abstentions 3 (Monagan, Musco, Wiggins).

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Project	Request	Recommendation
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2014 Cayuga Lake Triathlon	\$3,395	\$3,395
2013 Cayuga Wine Trail Holiday Shopping Spree	\$5,000	\$5,000
2014 Cayuga Wine Trail Say Cheese	\$5,000	\$3,000
2013 CanYou Canoe Cayuga?	\$1,000	\$1,000
2013 The Gardener's Trail	\$1,750	\$1,750
2013 Restaurant Week in TC	\$5,000	\$5,000
Fresh Air for Families: Compost to Cuisine	\$2,200	\$2,200
Winter Village Music Festival and Camps	\$2,000	\$2,000
2013 Ithaca International Fantastic Film Festival	\$2,600	\$2,600
2014 Cayuga Trails 50	\$2,650	\$2,650
Spring Writes: The 2013 Finger Lakes Literary Festival	\$3,250	\$3,250
2013 Downtown Ithaca Winter Festival & Ice Rink	\$3,000	\$3,000
2013 Finger Lakes International Dragon Boat Festival	\$1,500	\$1,500
Ithaca Scottish Games & Celtic Festival	\$1,925	\$1,925

102 *Not recommended for funding:* 2013 Gorgeous Art Near Ithaca's Gorges, 2013 Dryden Lake Festival
 103 Triathlon, 2013 SewGreen Regional Market, Behind the Camera: T C During the Wharton Studio Era
 104

105 **New Tourism Initiative and Tourism Project Grants** – Steve Hugo reported for the committee (Jon Reis
 106 chaired). Committee members scored and weighted applications prior to their meeting, then reviewed 8 of
 107 each type at the meeting. They saved a small amount for a fall grant round. Steve moved the committee
 108 recommendations *except* Museum of the Earth 10th Anniversary Celebration, Paul Tatar seconded. Only
 109 Cayuga Trails 50 is a totally new event. Tom Knipe had spoken with other interested organizations that did
 110 not apply in the spring round, and he will continue to work with them. **Vote** on motion: Yes 6; No 0;
 111 Abstentions 5 (Joseph, Monagan, Musco, Perlgut, Wiggins).
 112

	Project	Request	Recommendation
NTI	2013 CanYou Canoe Cayuga?	\$3,200	\$3,000
NTI	2013 The Gardener's Trail	\$2,250	\$1,500
NTI	2013 Restaurant Week in T C	\$7,000	\$5,500
NTI	Fresh Air for Families: Compost to Cuisine	\$10,000	\$8,000
NTI	Winter Village Music Festival and Camps	\$15,000	\$13,500
NTI	2013 Ithaca International Fantastic Film Festival	\$18,600	\$13,500
NTI	2014 Cayuga Trails 50	\$12,050	\$12,050
NTI	Behind the Camera: TC During the Wharton Studio Era	\$10,025	\$6,000
TPG	Spring Writes: The 2013 Finger Lakes Literary Festival	\$5,800	\$3,000
TPG	2013 Downtown Ithaca Winter Festival & Ice Rink	\$20,000	\$13,513
TPG	2013 Finger Lakes International Dragon Boat Festival	\$21,990	\$12,000
TPG	Ithaca Scottish Games & Celtic Festival	\$18,805	\$11,500
TPG	Raising the Dead: The Art and Science of John Gurche	\$10,310	\$6,000
TPG	Mars Rover Exhibit	\$25,000	\$13,500
TPG	Summer 2013 Shakespeare Festival	\$17,120	\$11,500

113 **TMA and TPG for Museum of the Earth 10th Anniversary Celebration** – The full grant application was
 114 distributed for this discussion. Steve reported the TPG application was for \$10,000 and the committee
 115 recommends a grant of \$5,000. Committee members felt having Laurie Anderson perform would bring
 116 visitors from outside the County. Christy reported the application was not highly relevant to this specific
 117 event and the request for TMA funds was \$3,000 for print and \$2,000 for online. Following discussion with
 118 NTI/TPG committee members, who are more familiar with the performer, TMA finds it acceptable to
 119 recommend a grant of \$3,000 for the event with these stipulations: to be used \$2,000 for print and \$1,000 for
 120 online advertising, all targeted outside Tompkins County. Christy moved to award \$3,000 in Tourism
 121 Marketing & Advertising funds, which was seconded by Steve. Steve moved to award \$5,000 in Tourism
 122

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123 Project Grant funds, which was seconded by Christy. The performer sold out the State Theatre during a
 124 Light in Winter performance, and Fred expects this to draw from the Rochester and aging Baby Boomers
 125 markets. Steve pointed out although several applications are for one-time events, one visit could bring
 126 people back. Brett said this anniversary event at the Museum of the Earth received the only arts project grant
 127 from the Regional Economic Development Council. **Vote** on joint motions: passed unanimously. All grants
 128 recommended today will go to the County Legislature’s Economic Development Committee on April 4.
 129

	Project	Request	Recommendation
TMA	10 th Anniversary Celebration of the Museum of the Earth	\$5,000	\$3,000
TPG	10 th Anniversary Celebration of the Museum of the Earth	\$10,000	\$5,000

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 131 **Convention & Visitors Bureau Report** – Fred Bonn provided materials with the agenda and reported the
 132 occupancy trend that is declining did show a drop in January, but it is not as serious as expected. January
 133 2013 was the third-best January on record. Many school districts had to adjust their break dates because of
 134 storm closures, so Winter Recess did not grow as they had hoped. This year was the second-best
 135 registration year, but the room nights goal was not reached. Stephanie Vann is the new CVB staff member.
 136

137 **Announcements:** Carol Chock: The County received a request for representatives to attend the NYS
 138 Regional Fish & Wildlife Management Board at DEC in Cortland. Tompkins County can send three
 139 representatives – sportsman, landowner, and legislator or designee. Steve Hugo expressed an interest.
 140 Susie Monagan: She uses an old survey of Tompkins County arts organizations in her work teaching theatre
 141 arts at IC. It is eleven years old, and she suggested redoing it, as STPB could use the data in our grants
 142 work. Rick said that will become part of the discussion expected about the timeliness of repeating the
 143 Chmura Study.

144 Scott Wiggins: A waterfront cleanup will be held from Cass Park to Stewart Park on 3/30. Anyone who
 145 wants to participate with his workgroup can meet at the large pavilion at Stewart Park at 9 AM.

146 Ronda Roaring: She has been accepted as a member of the Society of American Travel Writers, and is the
 147 only writer from the Finger Lakes in this organization.

148 Paul Tatar: Bus groups are scheduled to come here for fishing, and NBC and ESPN will film here this
 149 summer.

150 Tom Knipe: Jon Reis has suggested that we have a calendar of all events we help fund. Fred thought it
 151 would be appropriate for CVB staff to help with this.

152
 153 With no further business, the meeting adjourned at 5:02pm.

154
 155 Respectfully Submitted,
 156 Kathy Wilsea, Secretary
 157 Tompkins County Planning Department

158
 159 Approved by STPB on _____, 2013
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161 **Next Meetings Scheduled**
 162 Wednesday, April 17 – 3pm
 163 Wednesday, May 15 – 3pm



Business expansion, retention and attraction

MEMORANDUM

To: STP Board
From: Martha Armstrong <marthaa@lightlink.com>
Date: April 11, 2013
Re: Nine Tourism Capital Grant applications for review 4/17/13

2013 Tourism Capital Grants Grant Cycle

Page 1 and 2 of this memorandum provides a summary of the review process and resulting recommendations of the Review Committee. More detail is provided in the following pages.

Applications

At their April 2 meeting, the Review Committee made the recommendations summarized in the table on page 2. The table indicates the project value, the request, and the recommendation. A synopsis of each application is on pages 3-11. Complete applications and supporting materials provided by the applicants are available online at TCAD's website – please go to the following url: http://www.tcad.org/?page_id=1477

Funds

In 2013, year-one of this grant cycle, there are \$85,000 available to award, and total funds available is \$185,000 over 4 years. The Committee was challenged by nine applications requesting over \$400,000. The committee recommends allotting \$40,500 of the year-one funds to feasibility studies, with \$44,500 going to capital grants. The capital projects are allotted multi-year awards valuing an additional \$100,000 spread from year 2014-2016. Multi-year funding and recommendations are detailed on page 13.

Review

The committee made a preliminary ranking of the applications using a scoring grid. Generally, capital projects (27.0 to 28.2 points out of 35) scored higher than feasibility studies (21.7 to 24.0 points). This reflects the immediate, tangible results of a capital project. During their meeting, the committee had a robust discussion about strengths of the various applications. The committee ultimately decided to award approximately half of each request to each applicant. Among capital projects, Stewart Park was prioritized because of its very strong alignment with the Tourism Strategic Plan objectives. CSMA's feasibility study was prioritized given the potential to significantly increase visitorship through development of their project.

Specific review comments are at the bottom of each application synopsis on pages 3-11. Program information for reviewers is on pages 12-16.

Application Summary

Application	App* Type	Project Value	Requested Grant	Requested distribut'n years	Rec Grant	Rec Years
CSMA: 3 rd Floor performance space	FS	8,160	8,160	2013	8,000	2013
Hangar Theatre: Hangar for All Seasons Phase 2	FS	9,800	9,800	2013	5,000	2013
History Center: Feasibility of partnership with IAHF/Tommy	FS	23,000	15,000	2013	7,500	2013
History Center: Feasibility of partnering with Ithaca Motion Picture Project	FS	23,000	15,000	2013	7,500	2013
Sciencenter: prototyping of Galaxy Golf	FS	29,020	25,000	2013	12,500	2013
Museum of the Earth 10 th Anniversary Museum Enhancements	C	241,180	68,680	2013-2014	32,000	12,000 (2013) 20,000 (2014)
Skate Park Expansion – re-apply**	C	376,296	50,000	2013	0	
State Theatre bathroom expansion and renovation	C	267,000	89,000	2013-2015	42,000	12,000 (2013) 10,000 (2014) 20,000 (2015)
Stewart Park Rehabilitation Phase 1 Building Improvements	C	415,100	120,000	2013- 2015	70,500	20,500 (2013) 15,000 (2014) 25,000 (2015) 10,000 (2016)
Total			400,640		185,000	

* FS is Feasibility Study, C is Capital grant application

** The Skate Park submitted a re-application to the program this year. The Skate Park was awarded \$60,000 in 2011. While the Committee was supportive of this project, it received the lowest ranking. Given that other worthy applications were only allotted about half of their requests, the committee did not feel it could add more funds to the Skate Park this year. (\$60,000 is over half of the Skate Park’s overall request of \$110,000.)

General Note: The Tourism Capital Grant program has **\$85,000** available in **2013**. The total grant pool is \$185,000 with \$100,000 allotted to future multi-year awards (2014-2016). See page 13 for the multi-year awards worksheet.

Synopsis of Community School of Music and Arts (CSMA)'s Feasibility Study: Design and Budget Concept Study of Third Floor Performance Space

Background: CSMA's primary focus is arts education. CSMA also hosts gallery nights and public performances. Overall attendance is about 12,000 annually. CSMA's 1920's building houses the historic Fraternal Order of Eagles ballroom on the third floor. This performance venue can seat an audience of 350, and has a history of hosting popular national acts as well as local performances. Recent and current uses of the space related to tourism include Light In Winter, the Fringe Festival (theatre), Ithaca Comedy FEST, Spring Writes, Winter Village Bluegrass Festival (kids' bluegrass academy), and weddings (including a same-sex marriage). Recent shows have drawn 15-20% of audience from outside the County, and just over 3% from greater than 75 miles away. When CSMA purchased their building in 1998 they invested in upgrades to the third floor including: new heating and cooling, renovated bathrooms, replacement dance floor, upholstery and closets. They have also invested \$45,000 in repairing the elevator. Over the past year CSMA has put significant effort into improving their organization and operations. This includes refinancing the building to reduce and manage expenses, focusing on program development, and strengthening their board. They are currently working to re-brand the organization.

Project: The proposed feasibility study will analyze and prioritize improvements to the third floor Eagles ballroom. The goal is to improve functionality and attractiveness of this grand space. The study will prepare preliminary design concepts and costs to replace the historic windows, upgrade electric services, improve acoustics, finishes and energy conservation, and identify other needed improvements. Architect John Snyder, a board member, proposes to prepare the study.

Request: \$8,150 for consultant fees and related reimbursable expenses

Schedule: 10 weeks

Supports Tourism Strategic Plan:

page 20: Develop as a central arts, culture and heritage destination

page 21: Enhance downtown as a hub of visitor activity

page 22: Increase educational tourism

page 29 Grow festivals and events

page 30: Expand meeting, conferences and group tours

Critical actions page 36 and 37:

- Support specialty indoor festivals in the Winter
- Develop as an LGBTQ destination, including for weddings

Recent County Tourism grants 2011 to 2012

2012 New Tourism Initiative grant, \$11,000 for the Ithaca Fringe Festival

Review Committee Comments: Study focuses on issues that need to be addressed to make the space a viable, and marketable, performance space. These include adequate electric, acoustics, green room, screen for projection. Adds space for larger conference-use, potentially attracted by Holiday Inn conference expansion. Near future Marriott Hotel for meeting use. Replaces space lost when Women's Community Building taken down. Good size for many national acts that can't fill the State Theatre. Real multi-use potential compared to the theaters with elevated seating. Organization has been able to fundraise for building improvements in the past. Good potential to draw more visitors.

Synopsis of Hangar Theatre's Feasibility Study: A Hangar for All Seasons Phase II

Background: The Center for the Arts at Ithaca, aka the Hangar Theatre, was incorporated in 1964. The theater opened in 1975. Until 2009, the theater was a summer-only facility that both lacked weatherization, and tended to flood every winter. In 2009 to 2010, The Hangar underwent a major renovation that included winterization of the theater, and improved a number of major deficiencies in the building's safety and function. That \$4 million project was supported by the Tourism Capital Grant program with an \$84,000 grant for architectural design and a \$100,000 grant toward construction. Annual attendance includes 30,000 Mainstage, KIDDSTUFF and CaberETC audiences, 5,000 educational participants, and 4,500 attending rental events. About 25% are from outside Tompkins County and 5% from greater than 75 miles away.

Project The Hangar proposes an architectural feasibility study, by HOLT Architects, to examine three potential steps to fulfill the potential of the year-round theater. These are:

- winterizing the production shop
- improving lobby space
- increasing parking

The study will evaluate design options and costs at the concept level. The board and management find this study is critical to preparing their five-year business plan.

Request: \$9,800 -- \$8,500 for consultant, \$1,300 for Hangar staff admin and research

Schedule: 8 weeks

Supports Tourism Strategic Plan:

- pages 19 & 20: Supports arts cultural and heritage tourism, particularly critical action (#5 page 36): " support existing arts collaborative vehicles and develop new collaborative marketing platforms and programs for arts and cultural institutions."
- Page 27 and critical action (#17 page 36): "support the expansion and development of specialty festivals in the indoors in the winter"

Recent Tourism Grants 2011 to 2012

- 2011 and 2012 ACOD operational support: \$46,565 total
- 3 marketing grants: \$ 11,000 total
- Pass through for Winter Bluegrass Festival 2011and 2012: \$23,250 total

Review Committee Comments: Liked the goal of attracting an additional 5,000 audience to non-summertime programming. Supportive of Hangar's long-range planning process. Would like to see the shop winterized to extend the Mainstage performance season, not just rentals of the space. Nice next step, but some concern of donor fatigue and ability to carry out another major investment.

Synopsis of The History Center's Feasibility Study: Partnership with the Ithaca Aviation Heritage Foundation Tommy

Background: The History Center (formerly the DeWitt Historical Society) was founded in 1935. Its mission is helping “people use the tools of history to understand the past, gain perspective on the present, and play informed roles in shaping the future.” Annually, about 7,500 people visit The History Center’s home plus about 1,000 students attend the Eight Square Schoolhouse program. The Ithaca Aviation Heritage Foundation (IAHF) was created to find and restore an original Thomas Morse Scout, “Tommy,” plane manufactured in Ithaca in 1918. Restoration should be complete in 2015. THC and IAHF have entered into a Memorandum of Understanding to explore a partnership between the organizations. The hope is to display the Tommy in its home location. Other regional flight museums have expressed interest in housing the Tommy.

Project: The History Center (THC) is currently seeking new space for their operations, including new museum space. THC has been discussing the possibility of partnering with the IAHF to house and display the Tommy plane once restoration is complete. This study would explore many aspects related to that possibility – physical, programmatic, and business operations. Likely consultant is Mary Kay Ingenthron. Results will help inform THC’s second proposed study, which examines sharing museum space with the IMPP. THC board recently completed a strategic plan. They will use these studies to consider requirements for their future operating-plan and space needs.

Request: \$15,000 toward the \$23,000 study effort

Schedule: June to September 2013

Tourism Strategic Plan THC identified

- page 19 & 20: Develop as a central arts, culture and heritage destination including: “the full opportunity to create a heritage tourism program has not been developed.”
- page 19 measurable objective: Increase heritage tourism by 50% by 2020

In addition TCAD identified the following

- page 20: Develop new collaborative marketing platforms and programs for arts and cultural institutions
- page 20 & Critical Action #4 (page 36): develop... local industrial historic sites including “airplanes”
- page 22: Increase educational tourism – including measurable objective “increase Discovery Trail visitation”

Recent Tourism Grants 2011 to 2012

- Project grants for Scottish Games, Dear Amelia, Switched-On, Cayuga Trails: \$44,000 total
- Community Celebrations: Rhiner fest \$2,000
- Marketing: Switched-On \$1,500

Review Committee Comments: Strengths: THC has a new strategic plan; project aligns with STP’s strategic plan; collaboration between the Tommy and THC; Tommy is likely a strong tourist attraction; realistic schedule. If going to be a tourist draw needs to incorporate a lot of history. Support the three organizations coming together (THC, IMPP, Tommy).

Synopsis of The History Center's Feasibility Study: Partnership with the Ithaca Motion Picture Project Museum

Background: The History Center (formerly the DeWitt Historical Society) was founded in 1935. Its mission is helping “people use the tools of history to understand the past, gain perspective on the present, and play informed roles in shaping the future.” Annually, about 7,500 people visit The History Center’s home plus about 1,000 students attend the Eight Square Schoolhouse program. The Ithaca Motion Picture Project (IMPP) was incorporated in 2009. They have worked with the City of Ithaca to secure use of the former Wharton Studio Building (now used for storage) as a movie museum. IMPP now has an MOU with the City and seeks a full license for this use. IMPP recently completed a preliminary feasibility study for the Wharton Studio Museum, funded by this Tourism program. IMPP is also partners in the Stewart Park Rehabilitation Action Plan. THC and IMPP have collaborated on several exhibits in recent years.

Project: The History Center is currently seeking new space for their operations, including new museum space. The History Center has been discussing the possibility of partnering with the IMPP to share museum space for exhibits and related programs. This study would explore many aspects related to that possibility – physical, programmatic, and business operations. The study will incorporate results from the proposed Tommy study. Likely consultant is Mary Kay Ingenthron. THC board recently completed a strategic plan. They will use both these studies to consider requirements for their future operating-plan and space needs.

Request: \$15,000 toward the \$23,000 study effort

Schedule: October to December 2013

Tourism Strategic Plan THC identified

- page 19 & 20: Develop as a central arts, culture and heritage destination including: “the full opportunity to create a heritage tourism program has not been developed.”
- page 19 measurable objective: Increase heritage tourism by 50% by 2020

In addition TCAD identified the following

- page 20: Develop new collaborative marketing platforms and programs for arts and cultural institutions
- Critical Action #6 (page 36): Inventory... underutilized cultural assets such as the region’s cinema...
- Critical Action #11 (page 36): Support the Stewart Park Rehabilitation Action Plan

Recent Tourism Grants 2011 to 2012

- Project grants for Scottish Games, Dear Amelia, Switched-On, Cayuga Trails: \$44,000 total
- Community Celebrations: Rhiner fest \$2,000
- Marketing: Switched-On \$1,500

Review Committee Comments: strengths: THC has a new strategic plan; project aligns with STP’s strategic plan; strong collaboration between the IMPP, Tommy, and THC – transformative idea; explores attractions in Stewart Park -- extends season; Stewart Park is in accessible location for diverse community (walkable and bus service); good scope of work for consultant and good schedule. Study will consider THC needs as well as possible collaboration.

Synopsis of Sciencenter's Feasibility Study: Prototyping Galaxy Golf

Background The Sciencenter was founded in 1983. It currently attracts about 98,000 visitors annually -- 43% are from outside the County and 38% are from greater than 75 miles away. In 2003, the original Galaxy Golf course was constructed to increase outdoor activities and to provide activities for teenagers who had aged-out of the other Sciencenter exhibits. The Capital Grants program contributed \$25,000. The course averaged about 3,850 players per year. However, that number has decreased as the course has deteriorated in recent years.

Project The Sciencenter seeks to completely renovate, expand and professionalize the course based on lessons learned from operating the original course, as well as responding to guest comments. The Sciencenter will pre-study the following elements: enhanced aesthetics, accessibility, weather dependency, weatherization, and design flaws and functionality. The Sciencenter will work with a consultant, likely Harris Miniature Golf Courses Inc., to provide course design services. The requested project support will pay for the Sciencenter's exhibit unit to prototype the course holes (obstacles) and related exhibits, for feedback during the 2013 season, and refinement by spring of 2014. Related study activities include considering the landscaping, sun and rain protection, concessions, and the business plan for the new course.

Currently there are no other mini-golf courses in Tompkins County. The Sciencenter estimates that the new course will attract about 8,000 golfers annually.

Request \$25,000

Schedule The entire pre-study is scheduled over 12 months, prototyping from month 2-11.

Tourism Strategic Plan (the Sciencenter did not identify critical actions from the Strategic Plan in their application – TCAD identified the following)
page 20: Develop as a central arts, culture and heritage destination
page 22: Increase educational tourism – including measurable objective “increase Discovery Trail visitation”

Recent Tourism Grants 2011 to 2012

- 2010 to 2012 ACOD operational support: \$48,966 total
- 2 capital grants: \$ 80,000 total (Marcellus Shale and Animal Gallery)

Review Committee Comments: Like extending the mini golf season by providing weather protection. Maturing institution that needs major renovations, and better attractions to keep fresh. Discussed that funding a study being done by the in-house exhibits unit is not the same as funding administrative overhead (which is ineligible).

**Synopsis of Museum of the Earth's (MOTE)
Capital Grant: 10th Anniversary Museum of the Earth Enhancements**

Background The Museum of the Earth (MOTE) is one of the County's major museums. In 2012 they had 27,600 visitors, 56% are from outside Tompkins County and 27% from greater than 75 miles away. About 6,000 visitors are children.

Project The MOTE will design, build, and install three groups of exhibits:

- Lobby exhibits: new exhibit on the history of PRI; an upgrade to the right whale exhibit
- Early Learners Initiative (for 2-5 year olds): Jurassic World Play Lab; Outdoor Dig Site
- Our Dynamic Climate: Coral Reef; From Forest to Electricity; Human Impact

Exhibits will primarily be designed and developed by the MOTE's exhibit unit with contributions from two specialty fabricators -- Adirondack Studios and Exploration Playgrounds. Total project value is \$241,280. A large grant has been received toward the Climate exhibit. Tourism funds will support the Early Learners and Lobby exhibits. It is projected that the new exhibits will increase annual attendance to 40,000 when they open, then attendance will decrease until the true growth plateau is reached.

Request \$68,680

Schedule Lobby exhibits will be created and installed summer 2013; Early Learning exhibits will be developed over the fall and winter for installation in spring 2014. Then the Climate exhibit will be created for installation spring of 2015.

Tourism Strategic Plan (the MOTE did not identify critical actions from the Strategic Plan in their application – TCAD identified the following)

page 20: Develop as a central arts, culture and heritage destination

page 22: Increase educational tourism – including measurable objective “increase Discovery Trail visitation”

Recent Tourism Grants 2011 to 2012

- 2011 and 2012 ACOD operational support: \$30,906 total
- 3 marketing grants: \$ 11,300 total
- 3 project grants: \$10,438 total

Review Committee Comments: Focus on 2-5 year olds and education good; clear presentation of costs and schedule; part of 10th anniversary \$1 million campaign – have already raised 56%. Maturing institution that needs major renovations, and better attractions to keep fresh.

**Synopsis of Skate Park's
Capital Project: Re-application for support of the Skate Park Expansion**

Background: The Skate Park applied for \$100,000 in 2011, resulting in a \$60,000 award. The current application provides an update of the project's progress and requests additional funds toward construction in 2014. The Ithaca Skate Park is owned by the City of Ithaca. It was built in the mid 1990's. The Tem Skate Fund (TSF) is a group of dedicated skaters who helped advocate and design the original park and continue to be a force in the local skating community. A 12,000 square foot skate park is considered large enough to be a destination skate park. At 15,000 sf, Ithaca's park is large enough to be an attraction. However, until recent investment in drainage, the park experienced significant flooding, and it has outdated and unsafe obstacles. The Ithaca Skate park currently attracts about 9,000 visitors annually. Of those, the majority is from outside the County, and 20% are from greater than 75 miles away. It is estimated that the new investments would help attract an additional 4,500 visitors in year one and more than double visitorship by year three. The renovated park will support creation of annual contests, video premiers, and team demonstration events as well as increase attraction of day-to-day visitors. Skateboarding is an attraction to both youth and young adults. The renovated skate park will be the only skate park of its caliber in a 5 hour driving radius. Three types of tourists to be attracted are: the Road Crew Trip (17 to 21 year olds); the Young Professional Skateboarder (22 to 36 years old); the Family. The Tem Skate Fund is dedicated to creating and marketing this improved skate park.

Project: The 2011 design intended to replace part of the existing park. The City has since invested in drainage so that the entire original park will remain. The 2013 design proposes 9,000 SF of renovations to the existing park plus a 12,000 SF addition to the park. The final cost is slightly scaled back from the 2011 proposal -- reduced about 10% (\$30,000). A top skate park designer, Grindline, has completed the plans. The City Engineering Department is facilitating the contract and will manage construction. The City has committed \$100,000; TCG \$60,000; TSF raised another \$117,000; current gap is \$122,000.

Request: \$50,000 toward total \$396,845 project cost

Schedule: bid the construction in early 2014; grand opening July 2014.

Tourism Strategic Plan

- page 23: Improves a public park
- Page 25: supports sports tourism
- Page 26: supports sustainability tourism
- Page 27 supports untapped niche markets
- Page 36 Critical Action #12:... strategy for attracting new sporting events and tournaments

Recent Tourism Grants 2011 Tourism Capital Grant \$60,000

Review Committee Comments: Low overall draw, but a good percent stay overnight; only attraction in that part of town; like the different (younger) tourism market; unique attraction. Having awarded \$60,000 in 2011, and given that other worthy applications only getting about half of their requests, did not feel could add more funds to the Skate Park this year.

Synopsis of State Theatre's Capital Grant: Bathroom Expansion and Renovation

Background: The State Theatre opened in 1928 and is considered a significant architectural landmark in New York State. Since the State Theatre of Ithaca Inc. purchased the historic theatre in 2009, it has invested over \$200,000 in improvements to the auditorium, box office, and backstage facilities. The State has averaged over 43,000 ticket sales per year over the past 5 years. Zip code analysis indicates about 30% out-of-County sales and 11% from greater than 75 miles away.

Project: In 2012, the State Theatre studied how to expand and improve the bathroom facilities using the existing footprint of the current second floor bathrooms and maintaining historic integrity of the design. The resulting design and cost estimate are in the application. The State has a 1,600 seat capacity. Adding more bathroom fixtures is critical to improving the audience experience at State Theatre events. Outdated restrooms are the most common complaint from patrons. The State is now raising funds to complete the construction documents and build the new bathroom facilities.

Request: \$89,000 toward the total project cost of \$267,000

Schedule: Construction will take about 3 months. If early fundraising is successful it may occur summer of 2013, if fundraising takes longer, construction will likely be summer of 2014.

Tourism Strategic Plan (the State Theatre did not identify critical actions from the Strategic Plan in their application – TCAD identified the following that reflect improving the State Theatre's overall experience – though not specifically the bathrooms.)

page 20: Develop as a central arts, culture and heritage destination

page 21: Enhance downtown as a hub of visitor activity

page 29 Grow festivals and events

Critical actions page 36, # 17:

- Support specialty indoor festivals in the Winter

Recent Tourism Grants 2011 to 2012

- 2011-2012 ACOD operating support: \$47,700 total
- 2012 Feasibility study for bathrooms: \$3,780

Review Committee Comments: Have started raising funds for this project, and written 3 other grant requests; State Theatre fits strongly into STP strategic plan; truly a year-round venue; new bathrooms will greatly improve the visitor experience. Not sure if bathrooms will increase tourist visitorship, but local attendance may go up and improve the State's revenues – which is important. Follows on 2012 feasibility study.

Synopsis of Chamber of Commerce Foundation's Capital Grant: Stewart Park Rehabilitation – Phase 1 Building Improvements

Background: The Phase 1 Building Improvement project builds on two past feasibility studies: the 2009 Stewart Park Rehabilitation Action Plan and the 2011 Stewart Park Building Rehabilitation Study. (Both studies were funded by the Tourism Capital Grant program.) Stewart Park, formerly Renwick Park was purchased by the City of Ithaca in 1921. Friends of Stewart Park (FSP) estimate the park has 150,000 visitors annually with about 25% from outside the County, and 15% from greater than 75 miles away. Users of the park come for rest and recreation, attend major events, walk trail, watch birds, attend camp, and rent facilities for private parties.

Project: The historic buildings in the park have suffered from years of deferred maintenance. As the first of 4 phases of building restoration, the Phase 1 Building Improvements will restore parts or all of three buildings: the Boathouse, the Small Pavilion, and the Large Pavilion. The City has invested \$125,000 in the complete reconstruction of the Small Pavilion. The Friends of Stewart Park and the City successfully applied for \$75,000 in State funds to add a set of stairs to the Boathouse to allow use of the second floor. FST now seek to raise funds to restore the Large Pavilion including the roof, columns, window-door units, lighting and signs, and painting.

Request: \$120,000 toward the overall Phase 1 cost of \$415,100

Schedule: Fundraising and construction documents during 2013. Replace roof and columns spring of 2014. Continue fundraising as needed. Aim to complete all projects by 2015.

Supports Tourism Strategic Plan:

page 19 & 20: Develop ... a central arts, cultural, and heritage tourism destination

page 23 & 24: Expand outdoor recreation and other tourism related to ... Cayuga lake...trails, parks...

page 29 & 30 Grow the visitor attraction ... of vibrant festivals and events

Critical actions page 36:

- #11 Support the Stewart Park Rehabilitation Action Plan

Recent Tourism Grants 2011 and 2012

2012 Stewart Park Landscape Rehab study \$10,000

2012 Cayuga Waterfront Trail Initiative Interpretive Panels and Crew Cove Overlook \$20,000

Review Committee Comments: Stewart Park is the major public access to the lake especially for visitors to the Ithaca area; the pavilion can be used for weddings – an improved pavilion will support fancier weddings; strong community support; strong alignment with the Tourism strategic plan; may expand shoulder season use of the park; critical to get the roof replaced to preserve the historic building.

INFORMATION FOR REVIEWERS

Tourism Capital grants program fund status

As of March 2013, there is **\$85,000 available for grants** in 2013. I recommend that up to another \$100,000 may be committed for future years through multi-year awards.

What is on the horizon?

This program now officially has a single round annually.

I expect there will continue to be strong applicant interest for the next several years. Most of the feasibility studies we have funded over the past several years are likely to generate eligible capital projects in the next several years.

Other Information

This is the second year the committee used a scoring grid. The grid was adjusted slightly based on last year's use, and the addition of the Tourism Strategic Plan as a criteria. This is intended as a discussion guide, not a point system to determine the awards. (See grid attached)

For your information, also enclosed are:

- Multi-year grant worksheet with current commitments
- Criteria for Grants from the application guide
- Conflict of Interest policy

The scoring grid is at the end of the packet.

TCAD Tourism Capital Grants Review Committee members:

For April 2, 2013:

- Andy Sciarabba (TCAD), Chair
- Carol Chock (TC Leg)
- Steve Hugo (STP) – recused from discussion of hangar
- Ken Jupiter (Assoc STP)
- Rita Rosenberg Barber (STP)
- Steve Snyder (TCAD)

Excused:

- Howard Hartnett (TCAD) (excused – illness)
- Mary Kane (TCAD) (excused – travel)

Staff:

Martha Armstrong (admin)
Ina Arthur (scribe)

Tourism Capital Grants Multi-Year Grants Worksheet

	Year	award	2013	2014*	2015*	2016*	2017*
Total budget			201,180	205,204	209,308	213,494	217,764
TCAD Admin expenses			13,783	14,059	14,340	14,627	14,919
2012 Admin adjustment			2,397				
Awards budget est			185,000	191,145	194,968	198,867	202,845
Cay Nat Ctr '09	2009	100,000	0	25,000			
Hangar capital	2009	100,000	25,000				
Kitchen capital	2009	100,000	25,000				
Cay Nat Ctr '11	2011	100,000	25,000	25,000	12,000		
Sciencetr Animal Rm	2012	30,000	10,000	5,000			
CWTI Waterfront Trail	2012	20,000	10,000				
FLLT boardwalk	2012	20,000	5,000				
Committed			100,000	55,000	12,000	0	0
Availbale for new grants			85,000	136,145	182,968	198,867	202,845
	Proj		Recommend				
	Value	Request	2013	2014	2015	2016	2017
CSMA 3rd Floor Auditorium	8,150	8,150	8,000				
Hangar Theatre	9,800	9,800	5,000				
Hist Ctr/IMPP	23,000	15,000	7,500				
Hist Ctr/Tommy	23,000	15,000	7,500				
SciCtr Galaxy Golf	29,020	25,000	12,500				
MOTE 10th Anniversary	241,180	68,680	12,000	20,000			
Skate Park re-apply	396,845	50,000	0				
State Theatre bathrooms	267,000	89,000	12,000	10,000	20,000		
Stewart Park Ph 1 Buildings	415,100	120,000	20,500	15,000	25,000	10,000	
Total		400,630	85,000	45,000	45,000	10,000	
* budget for 2014 to 2017 escalated at 2%							
Edition: April 10, 2013							

A reminder...the Criteria for the Grant...from the application guide:

These grants will focus on major visitor-generating projects such as a new meeting center, the State Theater, and museums. Development of outdoor recreation attractions is a priority of the Tourism program. The funds can be used for:

- feasibility studies of potential capital projects
- seed money or one-time investments in unique capital projects
- ongoing debt funding of building projects

It is intended that funds for all three types of uses will be available each year. The fund cannot be used to refinance existing debt.

Eligibility

Applicant Eligibility: large, tourist/visitor generating not-for-profit or public-purpose projects. Examples of projects include the Finger Lakes Wine Center, the Hangar Theatre renovation, and museum exhibits at the Museum of the Earth and the Sciencenter. The grants are to fund investments in capital projects that will facilitate tourism for a minimum of five years.

Project Eligibility

A. *Capital Investment Projects*: New construction and renovation projects are eligible. The project may provide expansion or renovation to existing facilities, or may be a totally new facility. The fund will usually participate at the \$25,000 level or higher. Funds may contribute up to one third of eligible costs that include:

- acquisition of land
- acquisition, construction, and renovation of buildings
- acquisition of furnishings, equipment, permanent exhibitions, and other capital improvements designed to serve or promote tourism over a minimum of five years.

B. *Feasibility Studies*: Grants may fund up to 100% of a feasibility study.

Evaluation Criteria

A. *Capital Investment Projects*:

The application must demonstrate

- financial feasibility of the project
- organizational capacity to make the project a success
- likelihood of
 - improved visitor experience and/or
 - increased visitors to the facility and/or
 - visitors increasing their length of stay in order to visit the facility

B. *Feasibility Studies*:

The application must demonstrate

- preliminary research that supports proceeding to a full scale feasibility study
- organizational commitment to the project being studied
- possibility of
 - improved visitor experience and/or
 - increased visitors to the facility and/or
 - visitors increasing their length of stay in order to visit the facility

Worksheet for the Tourism Capital Grants Program
Tompkins County Tourism Program

INTENT OF PROGRAM

Tompkins County's vibrant arts, cultural, and recreational community makes it stand out as special place in Upstate New York. Its reputation as a tourist destination in the Finger Lakes region is partially contingent on the continued success and growth of that community. Through the funding of capital investments and feasibility studies, this

program intends to ensure the improvement and development of these assets as important players in the County's successful tourism industry, as well as our local economy. This continued support recognizes the growing importance of tourism as a generator of jobs, taxes and income, while enriching the quality of life for Tompkins County residents.

APPLICATION SCORING

For the purposes of the application review, each committee member should complete a copy of this worksheet based on their opinion of each application submitted for funding. The resulting score will help (1) facilitate conversations at the committee meeting and (2) weigh the decisions regarding the amount of funding awarded to each applicant.

Applicant Organization:	CSMA	Hangar	HC/Tommy	HC/IMPP	SciCtr	MOTE	Skatepk	State	StewPk
Organizational capacity to carry out the project									
Likelihood of the project to increase or improve tourism over five years									
project/organization role in the TC tourism industry (fits STP Strategy?)									
Benefits/Cost -- Return on Investment									
Value of Project to Community									
Contribution to the County's Strategic Tourism Plan									
"Gut" reaction to application									
TOTAL POINTS									

Score 0 (poor) to 5 (excellent/high) for each criteria.
If you have a direct conflict of interest for a project, do not score that project.

Tourism Capital Grant Review Committee Conflict of Interest Policy

The Tourism Capital Grant Review Committee members (hereafter called members) are encouraged to play active roles in their communities by serving as board members or otherwise being involved with a wide spectrum of organizations. This means that, from time to time, potential conflicts of interest or the appearance of such conflicts will inevitably arise. It is the committee's policy to deal with such conflicts in as open and appropriate a way as possible.

Conflicting involvements include but are not limited to the following: members serving as board members of applicant organizations, immediate family of members serving as board members of organizations affected by the committee's decisions, members or their immediate family being employed by or doing business with such organizations. Serving on an advisory board to an applicant organization should be disclosed, but is generally not considered a conflict of interest that requires recusal. In rare instances, working for an organization that has made a major contribution to an applicant organization may be considered a conflict of interest.

In case of such conflicts or the appearance thereof, such members are expected to disclose the conflict at the earliest practicable time. Such disclosure shall be made a matter of record. Once such a disclosure has been made, the remaining committee members will determine whether or not there is a potential conflict of interest. Should it be so considered, the member involved shall:

- abstain from voting and shall not participate in the discussion other than to answer specific factual questions that may be raised by other members.
- not attempt to exert his or her personal influence with respect to the matter, either at or outside the meeting.
- be prepared to excuse himself or herself from the room while the matter is discussed and voted on if asked to do so by the committee or committee chair.
- If the member involved is a paid staff of an organization with a current application, that member should recuse themselves from all meetings and discussions of applications during that funding cycle of grant awards and at least for six months.

The minutes of such meeting shall reflect that a disclosure was made and that the member having a possible conflict abstained from voting.

All candidates for membership on the committee should be advised of this policy prior to assuming their responsibilities as members.



Ithaca/Tompkins County Convention & Visitors Bureau (CVB)

Report to:

Strategic Tourism Planning Board

April 17, 2013

Submitted by: Fred Bonn, Director

MARKET UPDATE:

Ithaca Marriott – Urgo was successful in obtaining their requested abatement from the Tompkins County IDA and they remain hopeful that they will be able to secure a ground breaking in the next several weeks.

Fairfield Inn – Began hiring their operational staff. Jack Murphy has been brought on board as the General Manager and Melena DelVeccio as the Director of Sales. They have pushed their opening back to September.

Ithaca Commons – Simply AWESOME!!! (need I say more?)

Cayuga Lake Blueway Trail Workshop – There is a two day workshop being held to obtain public input on the development of the Cayuga Lake Blueway Trail on April 24 & 25. Here is a link to an online survey that is being conducted; <https://www.surveymonkey.com/s/GJCMBGG> I have also attached a pdf of the registration form and schedule of events for the workshop.

Market Performance – February 2013 saw a slight drop in occupancy from 2012 but as was the case last month, when viewed historically it was a pretty good month.

- Feb. 2013= 50.3
- Feb. 2012= 51.3
- Feb. 2011= 47.0
- Feb. 2010= 49.6
- Feb. 2009= 44.5
- Feb. 2008= 53.2
- Feb. 2007= 43.5

MARKETING AND PROMOTION:

WXPB Radio & Digital – From now through the end of June we have an integrated campaign running on WXPB highlighting local concerts, festivals and wine trail events. This consists of underwriting messages, sponsorships and a digital campaign on the WXPB website.

Food Traveler Magazine – Kristy Mitchell was able to secure some fire sale rates in this publication. We will be featured on the back cover, in the guts of the magazine with an article on Finger Lakes wine and as well as their digital version. This is the big summer issue (can you say “beach reading”) and our message will be focused on our culinary and farm to table initiatives.

Ottawa Outdoor Adventure Show – Kristy Mitchell attended this consumer show in Ottawa March 15 & 16 and was successful in obtaining over 374 contest entries containing email addresses. She also distributed over 500 copies of our travel guide.

New York City Green Festival – We were able to negotiate a great rate on a booth for the Green Festival at the Javits Center in April 20 & 21. We will be working with the Sustainability Center and Local First Ithaca to showcase Ithaca and Tompkins County as a green travel destination.

Facebook – We surpassed 12,000 likes on our Facebook page. Our performance continues to be very strong with some of our posts achieving strong viral rates (3.5% or better) and we are often reaching audience of more than 7,000 with our posts.

Finger Lakes Beer Trail Grant – We received, signed and returned our contract for our grant which approved our marketing plan and revised timeline. The promotion will take place the entire month of Feb. 2014.

Farm to Table Culinary Tourism Grant – Per approved grant funding level, we revised the budget and have re-submitted for final approval.

MEETINGS / CONFERENCES, TOUR GROUPS AND ATHLETIC EVENTS:

Active America China – Mary Rachun had 27 appointments with tour companies serving Chinese travelers. It was a successful show and we continued to develop quality relationships. We highlighted Cornell, the fact that we are an ideal halfway stop between NYC and Niagara Falls and are an easy day trip / hub and spoke to the Corning Museum of Glass and the Destiny Mall in Syracuse.

FAM Tour for Motor Coach – Plans are being finalized for our second annual familiarization tour for owners of motor coach companies which will be held June 10 to 12. We expect to have 12 to 15 companies attend.

ADMINISTRATION:

2014 Budget – The Strategic Tourism Planning Board is beginning the 2014 budget request process. Grant Administrators have met with the STPB Budget Committee and we expect to be provided revenue projections and grant guidelines on April 12. Our 2014 budget request is due May 10.

Content and Earned Media Specialist – Stephanie Winston Vann started on April 1st and is off to a flying start managing and enhancing content on VisitIthaca.com as well as contributing to our social media campaigns.

Sales Manager – We are in the process of recruiting a new Sales Manager to support Mary Rachun, Director of Sales. We have received a few qualified applicants but may need to adjust our timeline in order to have a stronger pool to work with.

Empire State Tourism Conference – Staff and I will be attending this conference in Niagara Falls on May 1 to 3. This event is open to anyone involved or interested in travel and tourism in New York State.

Link to the presentations and seminars: <http://www.nystva.org/presentations-and-seminars>

Online registration link: <http://www.nystva.org/estc>

Smith Travel Report for Tompkins County – February, 2013

Occupancy (%)	2013	Year To Date	
	Feb	2012	2013
This Year	50.3	46.9	44.4
Last Year	51.3	41.5	46.9
Percent Change	-1.9	13.0	-5.3

Demand	2013	Year To Date	
	Feb	2012	2013
This Year	21,789	42,709	40,539
Last Year	22,158	37,781	42,709
Percent Change	-1.7	13.0	-5.1

ADR	2013	Year To Date	
	Feb	2012	2013
This Year	124.37	115.98	119.86
Last Year	121.14	110.03	115.98
Percent Change	2.7	5.4	3.3

Revenue	2013	Year To Date	
	Feb	2012	2013
This Year	2,709,837	4,953,191	4,858,941
Last Year	2,684,170	4,156,872	4,953,191
Percent Change	1.0	19.2	-1.9

Ithaca / Tompkins County CVB Dashboard – Mar. 2013

Visitor Information Services – Mar. 2013

Requests for information fulfilled in Mar: 2508 (-31% over 2012)

YTD Requests for information through Mar: 5246 (-4% over 2012)

Visitor Center Traffic - Mar. 2013:

- East Shore Drive: 282 (-18% over 2012)
- Downtown Visitor Center: 254 (-11% over 2012)

VisitIthaca.com Stats - March. 2013

March	2013	2012		2013	2012	
	Desktop	Desktop	Change	Mobile	Mobile	Change
Unique Visits	23,064	21,270	8.4%	2,569	1,375	86.8%
Pageviews	122,387	98,958	23.7%	17,981	10,396	72.9%
Pages/Visit	4.19	3.73	12.6%	5.83	5.55	4.9%
Avg. time on Site	3:52	3:52	0.0%	2:11	2:28	-11.2%
Year to Date						
Unique Visits	57,561	52,959	8.7%	6,010	1,371	338.0%
Pageviews	279,927	244,728	14.3%	42,415	25,333	67.4%
Pages/Visit	3.77	3.63	4.0%	5.92	5.42	9.2%
Avg. time on Site	3:32	3:45	-5.8%	2:16	2:17	0.0%

Facebook – as of 4/10/13

- Lifetime “Likes” – 12,153 (+263 in last month)

Group Sales Activity – March 2013

Leads Distributed	6
Prospects Generated	45
Sales Kits Distributed	34
Prospects converted to Leads	6
Groups Assisted/Service	11
Site Visits Conducted	2

Lead Status Report – March 2013

Lead sent date	Event account	Event status	Event start date	Event end date	Total Requested Room Nights	Multiplier	Economic Impact	Source
3/20/2012	YMCA State Swimming Championships	Booked	3/14/2013	3/16/2013	375	250	\$93,750	Local Referral
3/21/2012	Fulton County YMCA Fying Fish	Booked	3/14/2013	3/17/2013	64	250	\$16,000	Local Referral
3/23/2012	Saratoga Springs YMCA Stingrays	Booked	3/15/2013	3/17/2013	120	250	\$30,000	Local Referral
8/3/2012	Fry Wedding	Booked	5/9/2013	5/11/2013	60	353	\$21,180	Local Referral
6/6/2012	Liu/Jacob Wedding	Booked	5/17/2013	5/18/2013	20	353	\$7,060	Call-in
7/23/2012	D'Amato Wedding	Booked	5/17/2013	5/18/2013	80	353	\$28,240	Call-in
2/13/2013	Duffy Wedding	Booked	6/14/2013	6/15/2013	140	353	\$49,420	Call-in
2/25/2013	Philadelphia Flying Phoenix Dragon Boat Team	Booked	7/12/2013	7/13/2013	30	250	\$7,500	Call-in
9/12/2012	Rally New England	Booked	7/22/2013	7/22/2013	80	260	\$20,800	Call-in
11/16/2012	J. Brown Wedding	Booked	8/9/2013	8/10/2013	75	353	\$26,475	Local Referral
10/10/2012	Lane Wedding	Booked	10/4/2013	10/5/2013	30	353	\$10,590	Local Referral
4/20/2012	Engineering Development Forum 2012	Booked	6/15/2014	6/18/2014	67	260	\$17,420	Cornell University
2/17/2012	Germano Wedding	Booked	6/8/12	6/9/2012	20	353	\$7,060	Local Referral
2/19/2009	Brinn Wedding	Booked						
3/6/2013	State Theatre-Golden Dragon Acrobats	Definite	3/16/2013	3/16/2013	15	260	\$3,900	Call-in
1/23/2013	Cruzando Continentes	Definite	5/7/2013	5/7/2013	12	238	\$2,856	Email Request
2/13/2013	Weinberger Family Reunion	Definite	6/20/2013	6/22/2013	90	353	\$31,770	Call-in
1/4/2013	Spies Wedding	Definite	7/26/2013	7/27/2013	60	353	\$21,180	Local Referral
1/11/2013	Conrado Wedding	Definite	8/2/2013	8/3/2013	100	353	\$35,300	Call-in
1/14/2013	Durham Wedding	Definite	8/23/2013	8/24/2013	120	353	\$42,360	Call-in
1/28/2013	IC Alumni Weekend 2013 Room Blocks	Definite	10/11/2013	10/12/2013	400	260	\$104,000	Ithaca College
2/7/2013	Turkey Shoot Varsity Tournament	Definite	11/1/2013	11/2/2013	200	250	\$50,000	Repeat Business
2/7/2013	Turkey Shoot JV Tournament	Definite	11/8/2013	11/9/2013	200	250	\$50,000	Repeat Business
2/6/2012	2013 NYSPHSSA Girls Swimming/Diving Championships	Definite	11/21/2013	11/23/2013	300	250	\$75,000	Ithaca College
1/23/2013	NYSPHSSAA Boys State Swimming Championships	Definite	2/27/2014	3/1/2014	455	250	\$113,750	CVB Generated
1/30/2013	NCAA Regional Diving Meet	Definite	2/28/2014	3/2/2013	180	250	\$45,000	Ithaca College
3/6/2013	Warwick Valley Track	Definite	2/28/2014	2/28/2014	11	250	\$2,750	Accommodation Referral
10/10/2012	Cayuga Bird Blub Conference	Definite	9/19/2014	9/20/2014	150	260	\$39,000	Local Referral
11/20/2012	Ithaca CVB FAM Room Block	Definite	6/10/2013	6/11/2013	50	238	\$11,900	CVB Generated
7/17/2012	Ohio Motor Coach Mystery Tour	Awaiting Client Response	6/17/2013	6/20/2013	95	238	\$22,610	CVB Generated
11/28/2012	American Society of Hand Therapists BOD Meeting	Awaiting Client Response	7/18/2013	7/20/2013	29	260	\$7,540	Email Request
1/15/2013	EduStat University	Awaiting Client Response	7/28/2013	7/30/2013	550	260	\$143,000	Call-in
10/16/2012	TT Tours	Awaiting Client Response	9/13/2013	9/14/2013	60	238	\$14,280	ABA
1/2/2013	Intl. Tissue Elasticity Conference	Awaiting Client Response	9/22/2013	9/28/2013	545	260	\$141,700	Email Request
3/6/2013	Golden Dragon Acrobats	Lead	3/16/2013	3/17/2013	15	250	\$3,750	Local Referral
2/13/2013	Duffy Wedding	Lead	6/14/2013	6/16/2013	140	353	\$49,420	Call-in
2/13/2013	Weinberger Family Reunion	Lead	6/20/2013	6/23/2013	90	353	\$31,770	Call-in
2/25/2013	Philad Flying Phoenix	Lead	7/12/2013	7/14/2013	30	250	\$7,500	Call-in
3/6/2013	Warwick Valley Track Team	Lead	2/28/2014	2/29/2013	11	250	\$2,750	Call-in
4/2/2013	NC Scenic Trail Conf	Lead	8/27/2015	8/29/2013	200	250	\$50,000	CVB Referral
7/26/2012	NYS Snowmobile Association	Lost	4/24/2014	4/26/2014	1400	260	\$364,000	NYMeetings.com
9/4/2012	Masterson-Robinson IC Reunion	Postponed by organizer	8/23/2013	8/24/2013	50	353	\$17,650	Ithaca College
9/26/2011	Sons of Union Veterans of the Civil War	Withdrew	5/9/2013	5/11/2013	120	260	\$31,200	Local Referral
9/24/2012	Eastern Zone Age Group Championships	Cancelled	8/6/2013	8/11/2013	5000	250	\$1,250,000	Ithaca College

Cayuga Lake Blueway Trail Plan Workshops

Help plan a new water trail on Cayuga Lake

Wednesday April 24

11:00-5:00 – Site tours and work sessions

6:00 pm – Public presentation and
keynote address

Tompkins County Public Library
Borg-Warner Room
101 E. Green Street, Ithaca

Thursday April 25

8:30-12:30 and 2:00-4:30 – Site tours
and work sessions

12:30 pm – Public presentation and
keynote address

Cayuga Village Hall
6205 Railroad Street, Cayuga

For more information, contact:

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Thomas Knipe, tknipe@tompkins-co.org, Tompkins County Senior Planner

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