

Tompkins County Strategic Tourism Planning Board

May 15, 2013 Meeting
3:00 pm – 4:30 pm

Ithaca Tompkins County Convention and Visitors Bureau

Meeting Agenda	Minutes
1) Opener	5 min
2) March STPB Meeting Minutes	3
• ACTION – Approve Meeting Minutes	
3) Chair’s REPORT – Sue Perlgut for Rick Adie	10
4) Workforce Investment Board PRESENTATION – Julia Mattick	20
5) Budget Committee REPORT – Tom Knipe	10
• Summary of 2014 budget projections	
6) STPB Retreat Outcomes and Next Steps - Sue Perlgut, Tom Knipe	30
• STPB Training and Information Needs	
7) CVB Monthly REPORT - Fred Bonn	10
8) Announcements – All - (time permitting)	

Agenda packet

1. April 2013 STPB meeting minutes
2. 2014 Budget Forecast Calculator
3. April 2013 CVB Report
4. STPB Member “Hopes for the Retreat” – results of 4/17 STPB meeting activity
5. STPB Training and Informational Needs – results of brainstorm and dot voting at 4/20 STPB retreat

Next meetings

Wednesday, June 19th

Wednesday, July 17th

STPB is not schedule to meet in August



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 – April 2013**

1 **Date:** April 17, 2013
 2 **Time:** 3:00-5:00pm
 3 **Location:** Convention and Visitor's Bureau
 4
 5

Attendees:

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

7

8 **Also in attendance:** Nancy Grossman (Discovery Trail), Ed Marx (T C Commissioner of Planning, Air
 9 Services Board), Ronda Roaring (ilovethefingerlakes.com), Kathy Wilsea (Tompkins County Planning Dept.)
 10

11 **Agenda**

- 12 Opener – Pair Share
- 13 Approval of minutes for March, 2013 STPB meeting
- 14 Chair's report
- 15 Discovery Trail Presentation
- 16 Ithaca Commons Construction Presentation
- 17 Tourism Capital Grants
- 18 Airport Control Towers and the Sequester
- 19 Ticket Center Update
- 20 CVB Monthly Report
- 21 Budget Committee Report
- 22 Announcements

23
 24 **Discussion**

25 **The meeting was called to order at 3:05 PM.**

26
 27 **Opener** – A Pair Share exercise was conducted, and results will be used for Retreat agenda building.

28
 29 **March 2013 minutes were approved** unanimously with one change: page 2, line 78, change Wiggins to
 30 Hugo in abstentions from ACOD vote.

31
 32 **Chair's Report** – Rick Adie welcomed new member Angela LaPadula. Since the March STPB meeting,
 33 the grant recommendations were presented to the Legislature's Economic Development Committee and
 34 approved by the County Legislature. Rick thanked Jon Reis, Christy Agnese, Sue Perlgut and Brett
 35 Bossard for attending the EDC meeting. At EDC there was some discussion on evaluation of programs,
 36 which will be a topic at STPB Planning and Evaluation Committee. The Retreat will take place 4/20 at
 37 LaTourelle, with the meeting space open at 9:00 and the Retreat beginning at 9:30.
 38

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39 **Discovery Trail Update** – Nancy Grossman thanked STPB for their continued support of the Discovery
40 Trail, which is an organization of seven museums and the Tompkins County Public Library. She provided a
41 slide show of background information, and noted full information is available on their website. Nancy
42 focused her presentation on answers two questions during her visit today. (1) How does the Discovery Trail
43 see their goals fitting into the tourism program and community? Their main goal of providing education has
44 many matches with tourism goals and is of great interest in our community. (2) How does the Tourism
45 Program fit into the overall Discovery Trail picture? Tourism Program marketing and advertising grants
46 allow the Discovery Trail to develop and print brochures, which are distributed throughout NYS. Grants
47 have also been used for website enhancement. Working with CVB, they developed a What's Hot? topic
48 theme for the website, and are targeting the Rochester market to draw visitors. Overall visitor attendance
49 has increased from 699,541 (2010) to 718,088 (2012). She noted the 2012 includes the first reports of
50 visitor numbers from the Plantations Welcome Center.
51

52 In the comment period, Anne Kellerman asked what visitors were listing as important in the surveys. Nancy
53 responded most learned about the Discovery Trail by word of mouth, which is difficult to target as a form of
54 advertising to expand. A distribution company is used for brochures, which organizes coverage at
55 accommodations and the Thruway rest areas, among other areas. Ronda Roaring asked how the
56 justification for asking for tourism funding in light of the difficulty in tracking "heads in beds". Nancy said
57 they also track website hits and how the hits match out-of-town advertising expenses. Survey-based
58 research does provide some specifics including distance traveled whether visitors are staying in the
59 community overnight. Steven Hugo pointed out a lot of the member organizations shared data in their grant
60 applications and showed numbers of visitors who traveled over 75 miles. Nancy said advertising is
61 focusing on radio and FaceBook this year. Tom Knipe said Ronda's question reflected a focus of the
62 tourism program regarding data and efforts are underway to enhance tracking and reporting for room tax
63 funded programs.
64

65 **Ithaca Commons Construction** – Gary Ferguson reported, starting by showing a video with graphics on
66 the Commons construction and some of the projects being undertaken nearby. Some of the big
67 contributors to the transformation of downtown will be the Argos Inn, Seneca Way mixed use development,
68 and Breckenridge housing. The Commons rebuild will continue through July 2014, during which downtown
69 and the Commons will remain fully accessible – he asked members to make sure others know this. Phases
70 are demolition, installation of utilities (through November 2013) and completion of surface improvements
71 (March 2014 through July 2014). It is expected there will be times when businesses have no water/electric
72 service during the construction period, but it will be kept to a few hours at a time. The project is creating
73 over 1,000 construction jobs and a tremendous amount of tax revenue. Tenants are being sought for the
74 proposed Harold's Square project, which includes a main driver for downtown development – housing.
75 Scott Wiggins issued a reminder to members that we are responsible for filling these new hotels. With this
76 many rooms available, there will be no guaranteed sellouts except Cornell commencement. We need to
77 focus on increasing the leisure market. Gary said downtown is particularly excited about clustering growth.
78 This will be a unique package in a city of our size. Jean McPheeters said luckily these projects are not all
79 the same thing. Discussion occurs at CVB about whether new hotel products will put others out of
80 business, and maybe better use of some land exists for old sites. The Holiday Inn conference center will
81 allow us to bring in groups in the 450+ range. The Holiday Inn will close November 2013 through May 2014,
82 then reopen. The second tower will be completed in 2015. The Marriott construction period will be 15
83 months. Scott pointed out large groups book events a couple years in advance. Rick stressed we need to
84 make people aware the Commons remains open for business.
85

86 **Airport Control Towers and the Sequester** – Ed Marx was present as a member of the Air Services Board.
87 He said our airport is not closing, and schedules remain unchanged. Airlines are committed to maintaining
88 flights. The tower is scheduled to close June 15. The County filed a lawsuit with many others against the
89 FAA, which will go into the 9th Circuit Court in California. The sequestration is affecting towers across the
90 county, furloughing employees one day per week. Ithaca's operations will not be worse than any other. The
91 Elmira tower will control flights to within a few miles of our airport. There are two primary messages: Ithaca
92 airport is operating safely, and schedules remain the same.
93

94 The FAA has two types of towers – staffed by FAA employees and operated under a third-party contract.
95 Elmira has FAA staff. Ithaca has a third-party contract. FAA claims they can break the third-party contracts

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96 but not change the union contracts that are in effect for FAA workers. Ed finds this ironic, since the third-
97 party contracts were developed because the facilities are cheaper to operate.
98

99 **Tourism Capital Grants** – Rick said the committee recommendations will be addressed individually due to
100 the number of members who will potentially abstain from voting. Martha Armstrong provided a quick review
101 of the projects. Full review data had been provided with the agenda. Martha said the review committee
102 viewed applications in terms of Strategic Plan goals, and gave priority to construction over feasibility studies.
103 New this year was the first time an organization reapplied for a project that had already received funding
104 (Skate Park), and receipt of two interlinked feasibility studies (History Center). The Tourism Capital Grant
105 program has \$85,000 available in 2013. The total grant pool is \$185,000 with \$100,000 allotted to future
106 multi-year awards (2014-2016).
107

Application	Request	Recommend	Recommend Years
Community School of Music & Arts 3 rd Floor performance space Moved Hugo, 2 Wiggins, vote Yes unanimously	\$8,160	\$8,000	2013
Hangar Theatre: Hangar for All Seasons Phase 2 Moved Wiggins, 2 Agnese, vote Yes 15/ No 0/ Abstain 1 (Hugo)	\$9,800	\$5,000	2013
History Center: Feasibility of partnership with IAHF/Tommy Moved Tatar, 2 Kellerman, vote Yes unanimously	\$15,000	\$7,500	2013
History Center: Feasibility of partnering with Ithaca Motion Picture Project Moved Reis, 2 Tatar, vote Yes unanimously	\$15,000	\$7,500	2013
Sciencenter: prototyping of Galaxy Golf Moved Ash, 2 Reis, vote Yes 15/ No 0 /Abstain 1 (Musco)	\$25,000	\$12,500	2013
Museum of the Earth 10 th Anniversary Museum Enhancements * Move Wiggins, 2 Reis, vote Yes unanimously	\$68,680	\$32,000	\$12,000 (2013) \$20,000 (2014)
Skate Park Expansion (reapply) Move (\$0 funding) Wiggins, 2 Nunley, vote Yes unanimously	\$50,000	\$0	
State Theatre bathroom expansion and renovation Move Hugo, 2 Stafford ** Vote Yes unanimously after discussion	\$89,000	\$42,000	\$12,000 (2013) \$10,000 (2014) \$20,000 (2015)
Stewart Park Rehabilitation Phase 1 Building Improvements Move Ash, 2 Tatar, vote Yes 15/ No 0/ Abstain 1 (Wiggins)	\$120,000	\$70,050	\$20,500 (2013) \$15,000 (2014) \$25,000 (2015) \$10,000 (2016)
TOTAL	\$400,640	\$185,000	

108
109 * Discussion on Museum of the Earth: These are permanent exhibits, although related to the anniversary.
110 Rick reported on a conversation he had this morning with Tom Knipe and Sue Perlmut. This application was
111 not known to other grant committees who made recommendations that were passed at STPB last month and
112 have been approved by the Legislature. If this capital grant passes, MOE will have received grants from four
113 programs in Spring 2013, totaling \$80,000. Before next spring's grant round, STPB needs to discuss this
114 scenario, develop means of sharing information between grant review committees, and examine whether a
115 policy should be developed for annual organizational maximums in gross awards across all grant programs.
116

117 ** State Theatre bathroom: Stu Stein asked if we need to address previous discussions about participation
118 in Ithaca Ticket Center prior to voting. Martha said there are no established criteria regarding use of the
119 Ticket Center, so she could not block the application. Brett said ITC participation is a factor in ACOD grants,
120 but not part of capital grants. Moved on to Ticket Center Update, then returned to this topic for vote.

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Ticket Center Ithaca Update -- Brett Bossard reported a visioning meeting was held on Friday 4/12. TCI partners have voiced concerns about the model being used, and the State Theatre wants to use their own system beginning this June which will have an impact on the funding model because a large portion of funding comes through ticketing fees. TCI received has major funding from the tourism program over the years, and also gets subsidies from the Community Arts Partnership. A working group will be formed shortly to explore the various possibilities for changing the Ticket Center model in depth. In the short-term, the Ticket Center will remain open. The contract with the vendor is being renegotiated, and new partners sought. Brett said there are three areas for visioning: technology, location and staffing. He has been unable to identify the main objection the State Theatre has to TCI. Tom Knipe voiced the importance of the Tourism Program being actively engaged in helping find a solution to this issue. Ethan Ash reported he has been working on shared services models with Cooperative Extension. There was discussion on Friday about whether this is about TCI or shared services. All seemed to be on board on the shared services concept, including the State, and this will form a foundation for the working group's coming efforts.

Tourism Capital Grants (continued) -- Actions to move and second the grant recommendation for the State Theatre were reiterated by Hugo and Stafford. Passed by unanimous voice vote.

Budget Committee – Rick reported this committee has met concerning the 2014 budget. Budget Request Forms will be sent to administrators this week. Tom Knipe pointed out that we will ask committee chairs for the Tourism Marketing and Advertising, New Tourism Initiatives/Tourism Projects and Community Celebrations.review committees to make budget requests again this year.

With no further business, the meeting adjourned at 5:09pm.

Respectfully Submitted,
Kathy Wilsea, Secretary
Tompkins County Planning Department

Approved by STPB on _____, 2013

Next Meetings Scheduled
Wednesday, May 15 – 3pm
Wednesday, June 19 – 3pm

Tompkins County Tourism Program 2014 Budget Forecast Summary

<u>2012 Revenues</u>	<u>Comment</u>
\$2,090,000	Actual room tax revenue 2012*
<u>\$2,036,716</u>	Budgeted room tax revenue 2012
\$53,284	

<u>2013 Approved Budget</u>	<u>Comment</u>
\$2,138,552	Budgeted room tax revenue 2013
<u>\$162,322</u>	Budgeted use of reserves
\$2,300,874	Established 2013 Budget incl. STI

<u>2013 Revised Year End</u>	<u>Comment</u>
\$2,194,500	Revenue reforecast 2013
<u>\$2,138,552</u>	Budgeted room tax revenue 2013
\$55,948	Back to reserves from 2013

<u>2014 Room Tax Revenue Projection</u>	<u>Comment</u>
\$2,194,500	Revenue reforecast 2013
<u>\$109,725</u>	+5% projected growth over 2013
\$2,304,225	Revenue projection 2014

<u>2014 Reserves</u>	<u>Comment</u>
\$47,261	Effective 2013 year end reserves
<u>\$77,000</u>	Desired 2014 year-end reserves (3%)
-\$29,739	Reserve replenish 2014

<u>Change in Tourism Program Budget</u>	<u>Comment</u>
\$2,153,874	2013 Tourism Program Budget***
<u>\$2,274,486</u>	2014 Tourism Program Budget**
5.6%	Increase 2013-2014

<u>2013 Revised Revenue</u>	<u>Comment</u>
\$2,090,000	Actual room tax revenue 2012
<u>\$104,500</u>	+5% projected growth 2013
\$2,194,500	Room tax revenue reforecast 2013

<u>2013 Year End Reserves</u>	<u>Comment</u>
\$156,000	12/31/12 unallocated reserves from County
\$55,948	Anticipated back to reserves 2013
-\$14,687	Allocated/Unspent to 2013 Modified Budget
\$197,261	Projected 2013 year end reserves

<u>2013 Effective Year End Reserves</u>	<u>Comment</u>
\$197,261	Projected 2013 year end reserves
-\$150,000	2014 County payment to TCAD
\$47,261	Effective Projected 2013 year end reserves

<u>2014 Tourism Program Budget</u>	<u>Comment</u>
\$2,304,225	Projected 2014 revenues
-\$29,739	Reserve replenish 2014
\$2,274,486	2014 Tourism Program Budget**

<u>2014 County 10%</u>	<u>Comment</u>
\$2,274,486	2014 Tourism Program Budget**
<u>\$230,423</u>	10% of projected 2014 revenues
\$2,044,064	2014 Budget minus County 10%

<u>3% Growth Guidance</u>	<u>Comment</u>
3%	2014 Growth Guidance for 2014 Requests
<u>\$1,940,019</u>	2013 Budget minus County 10%***
\$1,998,220	2014 Budget minus Cty 10% with 3% guidance
<u>\$2,044,064</u>	2014 Budget minus County 10%
\$45,844	Possible 2014 set-aside for strategic initiatives

*2012 Revenues include payment of back tax

**Includes Budget for Existing Programs, Staffing and County 10%

***Does not include STI Grants which came out of 2013 reserves



Ithaca/Tompkins County Convention & Visitors Bureau (CVB)

Report to:

Strategic Tourism Planning Board

May 15, 2013

Submitted by: Fred Bonn, Director

MARKET UPDATE:

Ithaca Marriott / Urgo – The developers continue to work with the City, and it's my understanding that they are very close to, or have already, been able to negotiate terms regarding parking in the Green Street garage. I would expect that we will hear of a scheduled ground breaking in the next month.

Tompkins County Sustainability Center – A ribbon cutting was held on May 9 to open this newest attraction in Tompkins County. Located at 111 North Albany Street, this space is devoted to highlighting efforts in our community to reduce our carbon footprint and, as my grandfather would say, "leave it better than we found it".

MARKETING AND PROMOTION:

Farm 2 Fork Culinary Grant – Kristy Mitchell is launching our Farm 2 Form Culinary project. She is distributing an RFP for relevant website design, and will be working with Coop. Extension on a program to provide restaurant patrons with culinary experiences that recognize the farms from which ingredients were harvested/raised and how that process influences the menus of the participating restaurants.

:30 Sec. / :15 Sec. TV & Social Media Video – We are in the process of selecting a company to work with us on developing a pair of new spots for TV and Social Media usage. We expect to begin shooting in the next few weeks.

Book Direct widget on VisitIthaca.com – On April 1 we launched a new widget on VisitIthaca.com that allowed users of our site to actually book their room. We have experienced significant problems with the widget's lack of tracking tools pertaining to actual room bookings. We have canceled the service and are in the process of finalizing a repayment.

TCAT Guide for Travelers – Jodi LaPierre has been working with Tom Knipe and staff at TCAT to produce a more user-friendly design for the TCAT map. After it is produced, we will work to have it featured at local B&B's, Inns and Hotels as well as at our info centers.

Tompkins County Bike Map – A very popular item in our visitor center is a map of Tompkins County biking routes. We are working on integrating some additional information to make it more user-friendly for travelers.

Brochure Exchange – On Thursday, May 9 we held our annual Brochure Exchange, a program recently recognized by Sustainable Tompkins, and had 20 tourism partners participate.

Hospitality Star Training – The annual training for front line staff to improve customer service skills and to provide an opportunity to learn more about things to do and see in Ithaca and Tompkins County will be held June 18 & 19. This is a free program produced jointly by TC3, Tompkins County Workforce Development, and our office. For more information or to register someone: <http://www.tompkinsworkforceny.org/hospitality%20star%20brochure.pdf>

MEETINGS / CONFERENCES, TOUR GROUPS AND ATHLETIC EVENTS:

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 currently have 9 companies registered to attend.

ESSAE Trade Show – Mary Rachun will be in Saratoga May 30 to attend the annual tradeshow for the Empire State Society of Association Executives. This

Sales Manager – I am very pleased to announce that Sarah Imes has accepted our offer to be the next Sales Manager at the Ithaca CVB. Sarah is very experienced having worked in catering at Ithaca College Dining Services, the Hilton Garden Inn in Ithaca and most recently Country Inn & Suites in Ithaca. We are thrilled to have her part of our team. Her skills will be especially valuable as we recruit more group tour, meeting, corporate retreat and conference business to our community.

ADMINISTRATION:

2014 Budget – I have submitted our 2014 Budget request to the STPB. Tourism Grant Administrators were asked to hold to a 3% increase in funding request. I will be making a presentation to the STPB Budget Committee on May 20.

Empire State Tourism Conference – Most of the Ithaca CVB staff attended a two day conference in Niagara Falls on May 2 & 3. Sessions ranged from workshops on social media and web analytics to hearing from key personal at USA Travel and I Love New York.

FINGER LAKES REGION

Finger Lakes Beer Trail – We received our signed contract from Empire State Development and are in the process working with supporting counties to secure our float for the grant (it's a reimbursable grant)

NEW YORK STATE

Governor Cuomo's Tourism Summit – I was fortunate enough to be asked to attend the Governor Cuomo's Tourism Summit in Albany on Wed. May 8. As many of you have already read there were several significant announcements on new initiatives in the form of advertising, visitor experience and infrastructure that were made. Most notable are the following:

- **\$60 million in tourism funding** - the highest level of tourism funding in decades, making New York State third in the country in tourism funding. Last year, the state invested \$19 million in tourism funding.
- **New I LOVE NY marketing campaign with Port Authority and MTA to promote Upstate NY tourism destinations:** \$2 million dollars' worth of advertising space on subways, bus and commuter rail systems and at airport arrival points and kiosks to promote Upstate tourism.
- **The MTA/I LOVE NY Partnership** will result in more 7,000 advertising spaces throughout the MTA subway, bus and commuter rail systems, New York City buses, Metro North LIRR trains
- **New Welcome Centers at Border and Interstate Crossings:** The centers will serve as hubs of information about the State's tourism assets and attractions
- **New Taste NY Marketing Efforts:** Taste NY products will be sold at strategically located rest stops across the State
- **New Tourism Information for Decision-Makers:** Empire State Development will be a clearinghouse for tourism metrics, offering New York's businesses a place to go for information on how to best market to visitors and attract tourists.
- **I LOVE NY in Times Square:** The Times Square Alliance has agreed to give the state space at the Visitors Center to help market state attractions to the more than 400,000 tourists that pass through Times Square every year.
- **I LOVE NY LGBT:** Market NYS to the LGBT community, which accounts for approximately \$70 billion in tourism spending in the U.S. every year.

Smith Travel Report for Tompkins County – March, 2013

Occupancy (%)	2013	Year To Date	
	Mar	2012	2013
This Year	53.3	48.8	47.5
Last Year	52.4	45.1	48.8
Percent Change	1.6	8.2	-2.8

Demand	2013	Year To Date	
	Mar	2012	2013
This Year	25,580	67,874	66,119
Last Year	25,165	62,693	67,874
Percent Change	1.6	8.3	-2.6

ADR	2013	Year To Date	
	Mar	2012	2013
This Year	130.11	118.49	123.82
Last Year	122.75	113.32	118.49
Percent Change	6.0	4.6	4.5

Revenue	2013	Year To Date	
	Mar	2012	2013
This Year	3,328,139	8,042,318	8,187,080
Last Year	3,089,127	7,104,353	8,042,318
Percent Change	7.7	13.2	1.8

Ithaca / Tompkins County CVB Dashboard – Mar. 2013

Visitor Information Services – April. 2013

Requests for information fulfilled in April: 1030 (13% over 2012)

YTD Requests for information through April: 3366 (2% over 2012)

Visitor Center Traffic - Apr. 2013:

- East Shore Drive: 488 (-25% over 2012)
- Downtown Visitor Center: 279 (+5% over 2012)

VisitIthaca.com Stats - April. 2013

April	2013	2012	Change	2013	2012	Change
	Desktop	Desktop		Mobile	Mobile	
Unique Visits	26265	23036	14%	2793	1760	58.69
Pageviews	120884	104700	15.46%	21006	12713	65.23%
Pages/Visit	3.61	3.61	0	6.12	6.04	1.3%
Avg. Time on Site	4:03	4:03	0	2:07	2:54	7:12
Year to Date						
Unique Visits	81942	74524	9.95	8742	3097	182%
Pageviews	400811	349428	14.70%	63421	38046	66%
Pages/Visit	3.72	3.62	2.80%	5.98	5.61	6.63
Avg. Time on Site	3:42	3:51	-3.87	2:20	2:28	-5.61

Facebook – as of 5/10/13

- Lifetime “Likes” – 12,405 (+252 in last month)

Group Sales Activity – March 2013

Leads Distributed	5
Prospects Generated	32
Sales Kits Distributed	21
Prospects converted to Leads	5
Groups Assisted/Serviced	17
Site Visits Conducted	3

Lead Status Report – April 2013 – due to a software glitch I will need to provide this month’s report at our meeting on Wednesday, May 15.

STPB Retreat “Hopes”

STPB members expressed the following “hopes” for the April 20th, 2013 board retreat in a pair-share activity that opened the April 17th, 2013 STPB meeting

Compiled by Tom Knipe, 4/18/13

About Board Relationships and Board Function:

Get to know people on the board
Create synergy, team work
Encourage participation
Get to know other board members
Getting to know other board members
Getting to know everyone
Keeping on task for the year
Know other board members
Develop tone or theme for the year
Get to know other board members
Get to know people on the board much better to have a more “real” discussion
Understand each member’s abilities and points of view to bring to the STPB
Getting to know other board members
Set tone for coming
How can we stay on track for our responsibilities
Board cohesion/knowledge of each other
Get to know board members better.
Develop cohesion
Members get to know more about one another
Everyone feels empowered – More
Consider how to be more effective in their process, e.g., committee function
Bringing new members along – strengths of all members
Help people get to know each other better
STPB have a sense of ability to be effective as a functioning, active board
Everyone is very encouraged to participate/more open for participation
Contributing to board

About Training/Information Needs

What is everybody doing?
What I can do to help?
New board members brought to speed
Develop elevator speech
Clarification of real responsibilities – where do we fit in the County government?
Find out what you would like most to happen.
Getting familiar with tourism actions & goals to see that they match
Clarify responsibilities of board members

Revisiting mission
Increase knowledge of board
Understand what other like-type cities are doing to attract tourism
Tourism Board understand role of overseeing tourism program
Clarify responsibilities of board in larger scope of government
Learn more about objectives of board
Time to evaluate how we are doing

About Potential Board Work/Action

Select four critical actions to focus upon
What are board priorities for next 2 to 4 years.
How will those priorities change our scope of work
Identify partners who will pick up on goals.
Development of tourism advocacy beyond board meetings
How we can each contribute to objectives
Action plan of things to do outside of meetings
Figure out what the committee work is going to accomplish outside monthly meetings
STPB identifies its most valuable roles for the County and the value of what it is doing
Figure out what we are doing is effective through outside evaluation
How STPB can help implement Strategic Plan
What else can we do to get others interested in tourism outside of grant time
What we are capable of?
Look at overarching goals – is work fitting?
Identify partners
Identify partners to do heavy lifting
How can board help with hands-on implementing of Strategic Plan
Plan for evaluation
How to engage other organizations for benefit
Find better and more efficient ways of engaging existing grantees
Clear plan for committee work
Find what is most valuable for the oversight function of the advisory board
Find most effective practices
Less planning and more doing, for committee work and evaluation
Are committees supporting objectives?

About the Strategic Tourism Plan

Get the news out, be more forward on implementing the Tourism Plan.
Priority of Strategic Plan objectives
Make sure we concentrate on action steps for upcoming Strategic Plan
Know what will be done differently after priorities are identified
Insure we have a good sense of how our grants align with our strategic strategy
Align our grants to Strategic Plan
Some of the critical actions get addressed – specificity
Focus on more than just broad framework – be specific when discussing things like critical actions.
Discussion isn't just about framework, but specific plans with short-term goals
Revisit goals for new board members

About Programmatic “Priorities”

Clear idea of priorities of how to spend limited funds for this year
Determine what priorities are for existing programs and new opportunities
What are priorities for the Strategic Plan?
What direction are we going in in coming years
Understand and identify what is the core of the program and make sure that is done
Identify what is necessary and don't lose that as program gets more complicated
Next ___ fishing tournament TV show in Ithaca
Weighting priorities – existing vs new in Strategic Plan
Identify overarching priorities
Highest priorities for year with limited funds
Continue support for the Discovery Trail
Solid priorities that will guide us
Re-evaluate strategic objectives
Prioritize funding for the year
Identification of and support for “the core”
Increase Ithaca sphere of influence (geographic outreach)

About the retreat

Professional in tone and scope
Starts & ends on time

Other

Data driven!
How these decisions will influence the board

STPB Training and Informational Needs 4/20/2013 Board Retreat Outcomes

This document summarizes the outcomes of an activity at the recent retreat of the Strategic Tourism Planning Board (STPB). First, working in small groups, the sixteen STPB Members who attended the retreat at La Tourelle brainstormed responses to the following question:

What specific training/informational needs does that board have that could potentially be provided in the next year?

Next, the groups shared their ideas out and everyone worked together to lump ideas into categories. Following this, participants voted using dots for those amongst eight categories that they felt should be priorities of the STPB to pursue in the near-term. The eight categories that emerged are: best practices research, tourism industry education, board communication portal, grant project monitoring, funding for board development, external communications strategy, process for learning, and STPB budget education.

The more specific ideas that relate to each of these categories and the results of the dot voting exercise are below. A follow up activity will be conducted at the May 15th STPB meeting to call out relationships between these ideas and to develop clear priorities for the board to work on in the next year. This activity is known as Affinity Diagramming.

BEST PRACTICES RESEARCH – 19 dots

Examples of successful communities learning

Connect to DIA, City visits

Research what other cities like us – probably a little larger – are doing for tourism attraction.

All of us reporting from other communities as we visit.

What are other tourism boards and regional organizations doing?

TOURISM INDUSTRY EDUCATION – 16 dots

Bring in people from outside to teach us about their areas of expertise, community

Presentations to board on key subjects, like agri-tourism, culinary tourism, sports tourism, cultural tourism.

Better understand hotel business, challenges, opportunities. Meet with innkeepers.

Learning about hoteling, private sector

What is economic development and how does tourism fit?

BOARD COMMUNICATION PORTAL – 12 dots

Use tech: message boards, etc. to share info, ask questions, vet grant questions, etc.

Web portal for the board with info like grantees progress and evaluation

Better reporting back to the board on people who get funding (e.g., TCAD's review of multi-year grants back to STPB as well as Legislature).

Create a means for all the committees to reconcile their objectives. Communication among the committee – full understanding of aims and objectives

GRANT PROJECT MONITORING – 12 dots

Board members could adopt granting organizations and help Tom hold hands.

Board member on grant committees should visit grant application entities.

Board members attend more events and activities supported by STPB programs.

Create a calendar of events that have County Tourism funding (next month) for awareness.

Formalize auditing of County Tourism-funded events, exhibit openings, etc. Make sure administration or board member at these events to see how County represented and quality of the event.

FUNDING FOR BOARD DEVELOPMENT – 8 dots

Small board development budget – courses, retreats, facilitators

Human Services Coalition has great board development courses

Board recruitment ongoing process – committees, associates, board members

EXTERNAL COMMUNICATION STRATEGY – 7 dots

Expand role of advocacy – focused on advocacy for tourism

Develop an elevator speech for what the STPB does

PROCESS FOR LEARNING – 6 dots

Tutorials – co-learning, teaching each other

Look at packed monthly agenda for more room for learning/creativity

Training on best practices in funding and grants administration (CAP/TCAD/Tom participate in Funders lunch . . . convey more info to the entire board, especially review committees)

STPB BUDGET EDUCATION – 4 dots

Better knowledge of numbers. Budget, occupancy, room growth.

Learning about budgeting process.