

APPENDIX A - POSSIBLE ACTIONS

Tompkins County Strategic Tourism Plan - 2012-2020

Critical Actions are not included in this appendix. They are listed in the main body of the 2012-2020 Strategic Tourism Plan. Visit: www.tompkins-co.org/tourism/

Possible Actions are activities that may help achieve the goals established by the Plan, but have not been identified as the top priority actions.

Importance and Feasibility scores are the average of responses from a February 2012 online survey with 171 total respondents. They are on a scale of 1 to 5, with 5 being either "very important" or "highly feasible" and 1 being "very unimportant" or "highly infeasible".

Overarching goals established by the Plan are highlighted in blue. Sub-goals are highlighted in yellow.

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Ag & Culinary	Overarching Goal: Develop Ithaca and Tompkins County as a hub of culinary and agri-tourism.		
Ag & Culinary	Developing Tompkins County as a hub of culinary tourism.		
Ag & Culinary	Catalog and market exceptional culinary activities	4.31	4.38
Ag & Culinary	Research communities with "Best Practices" such as Napa and Sonoma and "Edible" magazine markets, and create a report on culinary tourism lessons for Ithaca	4.09	4.35
Ag & Culinary	Encourage the animators of current exceptional culinary activities to explore the tourist market and link with others and apply for tourism program funding for specific products and initiatives	4.00	4.09
Ag & Culinary	Actively support a tourism role for the Tompkins County Restaurant Association	4.00	3.86
Ag & Culinary	Develop walking or driving tours (pamphlets, apps) of linked culinary attractions	3.96	4.38
Ag & Culinary	Explore the feasibility of cooking classes from famous Ithaca chefs such as Moosewood's David Hirsch	3.96	4.29
Ag & Culinary	Develop formal locavore tours	3.81	3.92
Ag & Culinary	Develop and market Ithaca as the northeast's center for the "locavore" food movement (local foods in local schools, community gardens, CSA's, farm to table association, etc.)	3.80	3.72
Ag & Culinary	Encourage the stability of Fingerlakes Culinary Bounty	3.78	3.70

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Ag & Culinary	Work to attract culinary specialty groups to Ithaca for conferences	3.71	3.88
Ag & Culinary	Document the work of local chefs and growers via video for web content	3.71	4.00
Ag & Culinary	Explore partnership with Wegman's on Culinary Tourism initiatives	3.60	4.12
Ag & Culinary	Develop a mushroom weekend	3.36	3.72
Ag & Culinary	Explore possibility of hiring a coordinator focused on culinary tourism marketing and product development	3.32	3.60
Ag & Culinary	Expanding agritourism.		
Ag & Culinary	Expand and promote farmstays, B&Bs on the farm	4.48	4.44
Ag & Culinary	Study and report on the feasibility of expanding the "trail" concept to beer and other local value-added products	4.14	4.50

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Arts, Culture & Heritage	Overarching Goal: Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes.		
Arts, Culture & Heritage	Capitalizing on local and regional historic assets to develop Ithaca and Tompkins County as an important Heritage Tourism destination.		
Arts, Culture & Heritage	Develop and market existing historic sites more fully, including the Eight-square Schoolhouse, the Enfield Falls mill, and the 1779 Sullivan campaign	3.93	4.32
Arts, Culture & Heritage	Develop linkages to the NYS and National Park Service Erie Canalway programs	3.93	4.25
Arts, Culture & Heritage	Offer training sessions on architecture, local history, urbanism, crafts, and conferences on the history of local settlers, local immigrant groups, American Indians, and ethnic groups (Hispanics, Tibetans, Southeast Asians, etc.	3.54	3.93
Arts, Culture & Heritage	Explore the development of a more visitor-friendly location for the History Museum; Prepare a feasibility study	3.53	3.93
Arts, Culture & Heritage	Capitalizing on local and regional arts assets to develop Ithaca and Tompkins County as the central arts & cultural destination in the Finger Lakes.		
Arts, Culture & Heritage	Establish a unified wayfinding/information program encompassing all the existing arts & cultural assets (e.g. smart phone app, unified signage, mobile phone audio tour)	4.44	4.58
Arts, Culture & Heritage	Support and enhance the organizational operations (e.g. increased staffing and professional standards) of existing cultural institutions.	4.31	4.15
Arts, Culture & Heritage	Promote the expansion and enhancement of existing physical performance, lecture, and exhibition facilities in our community, as well as the development for additional cooperative exhibition/performance spaces	4.03	3.77
Arts, Culture & Heritage	Inventory and market local opportunities to experience traditional trades and local production, such as by developing a 'traditional trades trail' or local products trail.		
Arts, Culture & Heritage	Support the development of programs to both retain current and attract new artists and craftspeople as residents of the County, including live/work studio spaces & talent exchange programs with other regions	3.67	3.69

Focus Area POTENTIAL ACTIONS		IMPORTANCE	FEASIBILITY
Downtown Ithaca Overarching Goal: Enhance downtown Ithaca as a hub of visitor activity.			
Downtown Ithaca Enhancing visitor amenities downtown.			
Downtown Ithaca	Support an enhanced transit spine providing more clearly visible transit links between downtown and Cornell, IC and the West End	4.55	3.90
Downtown Ithaca	Improve or build downtown conference/meeting space to facilitate conferences	4.11	3.39
Downtown Ithaca	Build the Six-Mile Creek Trail and trailhead in downtown Ithaca	3.72	3.86
Downtown Ithaca	Build a history walk in downtown featuring Ithaca history and notable people	3.38	4.21
Downtown Ithaca	Create a joint Discovery Trail presence in downtown (store/storefront/teaser facility)	3.32	3.61
Downtown Ithaca	Build a higher education/community downtown welcome center	3.28	3.29
Downtown Ithaca	Offer ice skating in the center of downtown (Dewitt Park or the Commons), set up like Rockefeller Center in NYC	2.71	2.59
Downtown Ithaca Making downtown easier for visitors to find their way around and use.			
Downtown Ithaca	Install enhanced directional signage downtown for visitors	4.48	4.45
Downtown Ithaca	Promote expanded and consistent hours of operation for stores, museums, and restaurants	4.24	3.66
Downtown Ithaca	Expand downtown markets: Christmas, Farmers, Wine Center	4.04	4.00
Downtown Ithaca	Build ability to close off State Street west of The Commons more easily to support downtown festivals and events	3.55	3.86
Downtown Ithaca	Install interactive electronic kiosks in downtown for visitors	3.34	3.64

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Edu-tourism	Overarching Goal: Increase educational tourism.		
Edu-tourism	Increasing educational tourism.		
Edu-tourism	Offer many edutourism itineraries and packages from guided ones to self-guided	4.20	4.33
Edu-tourism	Offer family edutourism overnight camps packaged with local hotels	3.95	4.19
Edu-tourism	Enrich family hands-on activities at Discovery Trail venues	3.89	4.15
Edu-tourism	Promote multi-lingual accessibility of edutourism offerings	3.79	3.90
Edu-tourism	Provide a demographically color coded catalog available interactively online (families, seniors, etc), including through mobile devices, of a wide spectrum of educational possibilities from learning fire walking and quilt making to studying blues and attending an astrophysics lecture	3.68	3.86
Edu-tourism	Expand Light in Winter and other event-based edutourism products with educational workshops during the year	3.39	3.80
Edu-tourism	Offer mid-week festivals with edu-tourism themes and targeted audiences	3.33	3.10
Edu-tourism	Extend the Floating Classroom to other seasons	3.11	3.05
Edu-tourism	Provide an exclusive shuttle for a fixed tour of educational activities	3.10	3.10

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Lakes, Trails, Parks, Gorges	Overarching Goal: Expand outdoor and other tourism related to our outstanding natural amenities: Cayuga Lake, gorges and waterfalls, trails, parks, and natural areas.		
Lakes, Trails, Parks, Gorges	Increasing lake, inlet and gorge access for visitors.		
Lakes, Trails, Parks, Gorges	Monitor impacts of hydrilla and support control efforts	4.81	4.22
Lakes, Trails, Parks, Gorges	Enhance maps and signage to waterfront access points	4.62	4.69
Lakes, Trails, Parks, Gorges	Expand waterfront-based commercial activity	3.92	3.65
Lakes, Trails, Parks, Gorges	Offer multi-day, multi-lake (and canal), multi-experience mini cruises with night stops at B&Bs	3.59	3.62
Lakes, Trails, Parks, Gorges	Add second tour boat on the inlet such as the MV Manhattan	3.11	3.14
Lakes, Trails, Parks, Gorges	Supporting the further development and visibility of the off-street multi-use path and foot trail network throughout the County.		
Lakes, Trails, Parks, Gorges	Enhance the availability of information on Tompkins County's trails (possibly brochures and web-based maps), targeting specific outdoor enthusiast groups (day-hikers, through-hikers, family hikers, mountain bikers, cross country skiers, trail runners)	4.48	4.58
Lakes, Trails, Parks, Gorges	Repair and reopen the Cascadilla Creek Trail from downtown to Cornell	4.13	3.73
Lakes, Trails, Parks, Gorges	Expand the Dryden Lake rail-trail and S. Hill Rec Way, and other multi-use paths in the County	4.00	3.74
Lakes, Trails, Parks, Gorges	Develop the Finger Lakes Trail and Emerald Necklace as a through-hiker destination through enhanced services, facilities and marketing	3.95	3.95
Lakes, Trails, Parks, Gorges	Develop hotel to walking trail connections	3.86	3.83
Lakes, Trails, Parks, Gorges	Provide visitor amenities along the Cayuga Waterfront Trails and Black Diamond Trail	3.77	4.00
Lakes, Trails, Parks, Gorges	Establish a trails weekend in Ithaca as a marketing tool	3.49	4.18
Lakes, Trails, Parks, Gorges	Provide winter walking marketing	3.45	3.76
Lakes, Trails, Parks, Gorges	Enhancing the draw of parks, natural areas and public outdoor spaces that are tourist destinations.		

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Lakes, Trails, Parks, Gorges	Develop interpretative materials, visitor amenities, and enhanced parking at Ithaca Falls	3.89	3.75
Lakes, Trails, Parks, Gorges	Offer concerts on the lake in the City parks similar to concerts in the Park in NYS Parks	3.84	4.05
Lakes, Trails, Parks, Gorges	Promote lesser known gorges like Upper Treman	3.83	4.20
Lakes, Trails, Parks, Gorges	Market Stewart Park as a hub of waterfront activity	3.81	3.81
Lakes, Trails, Parks, Gorges	Enhance Cayuga Nature Center	3.50	3.68
Lakes, Trails, Parks, Gorges	Develop Ithaca Motion Picture Project in Stewart Park	3.49	3.32
Lakes, Trails, Parks, Gorges	Develop day camps at state Parks	3.11	3.43
Lakes, Trails, Parks, Gorges	Develop sleigh rides in the gorges	2.54	2.53
Lakes, Trails, Parks, Gorges	Developing Tompkins County as the Adventure Capital of the Mid-Atlantic.		
Lakes, Trails, Parks, Gorges	Develop a consistent, comprehensive marketing and brand strategy targeting adventure tourists and outdoor recreation enthusiasts	4.38	4.19
Lakes, Trails, Parks, Gorges	Support the development of new adventure tourism and outdoor recreation related events which hold the potential to draw large numbers of visitors, especially during off-peak season.	4.24	4.00
Lakes, Trails, Parks, Gorges	Work to attract and support bicycle tour companies to consider Ithaca as the home/center of Finger Lakes bicycle touring	4.00	4.27
Lakes, Trails, Parks, Gorges	Conduct a study of marketing and infrastructure requirements to become a world-class bicycle touring destination	3.87	4.13
Lakes, Trails, Parks, Gorges	Support improved access to winter adventure sports (cross-country skiing, snowshoeing, winter camping, snowmachining) on Hammond Hill, Connecticut Hill and other public lands	3.75	3.94
Lakes, Trails, Parks, Gorges	Explore marketing tie-ins with Greek Peak	3.67	4.27
Lakes, Trails, Parks, Gorges	Create a new winter outdoor marketing campaign featuring winter sports like cross country skiing, ice carving, ice climbing, sledding, ice kites, winter hiking, ice fishing, snow shoes	3.65	4.12
Lakes, Trails, Parks, Gorges	Provide guided or self-guided tours of winter wonderlands such as the Plantations, Cayuga Nature Center, the various gorges and falls	3.47	3.80

Focus Area POTENTIAL ACTIONS		IMPORTANCE	FEASIBILITY
Lakes, Trails, Parks, Gorges	Bring a Tough Mudder race to Ithaca	3.47	3.60
Lakes, Trails, Parks, Gorges	Develop a new ice climbing venue and related marketing tools	3.33	3.20
Lakes, Trails, Parks, Gorges	Establish a geocaching trail	3.31	4.00
Lakes, Trails, Parks, Gorges	Market carp fishing to foreign tourists	2.87	3.40
Lakes, Trails, Parks, Gorges	Develop an igloo building contest	2.69	3.50
Lakes, Trails, Parks, Gorges	Develop ice skiing with sail/parachute on Dryden Lake	2.64	3.13
Sports	Overarching Goal: Increase sports tourism.		
Sports	Increasing sports tourism.		
Sports	Develop budget and staffing requirements for sports tourism sales and marketing initiative	3.92	4.25
Sports	Collaboratively market sports facilities for tournaments of all kinds (Cornell, IC, TC3, The Rink/The Field, Cass Park)	3.75	3.67
Sports	Implement sports marketing program supported by Sports Council	3.69	4.08
Sports	Participate in sports-related tradeshows (such as TEAMS)	3.38	3.85
Sports	Offer public roller skating	2.54	3.38

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Sustainability Overarching Goal: Develop Ithaca and Tompkins County as a Sustainability Tourism destination.			
Sustainability Marketing Tompkins County as a Sustainability Tourism destination.			
Sustainability	Launch public relations and marketing programs tied to Sustainability Tourism	4.20	4.36
Sustainability	Develop targeted campaign to attract more green-oriented meetings and conferences	4.16	4.31
Sustainability Greening the Tompkins County tourism product.			
Sustainability	Institute best practices and recognition program for green meetings and festivals	4.00	4.42
Sustainability	Launch a Tompkins County green business identification program	3.85	4.28
Sustainability	Launch a Tompkins County carbon offset program for visitors	3.44	3.96
Sustainability Developing sustainability tourism attractors and attractions.			
Sustainability	Grow Sustainability Tourism attraction partners and programs	4.20	4.32
Sustainability	Develop sustainability education tours, itineraries and packages	4.12	4.35
Sustainability	Develop funding for Sustainability Tourism related projects	4.04	3.92
Sustainability	Participate actively in development of a Sustainability Center	3.96	4.12

Focus Area POTENTIAL ACTIONS		IMPORTANCE	FEASIBILITY
Undertapped Niche	Overarching Goal: Grow undertapped niche visitor markets and experiences.		
Undertapped Niche	Expanding undertapped niche markets.		
Undertapped Niche	Perform accessibility survey and assessment to develop an understanding of visitor accessibility issues	4.05	4.33
Undertapped Niche	Develop birding, wildlife, and flower based tours, events and itineraries.	4.05	4.14
Undertapped Niche	Develop and implement strategies for African-American, Asian, and Native American and other ethnically focused tourism, including festivals, attractions, venues, tours, packages and itineraries	4.05	3.81
Undertapped Niche	Develop elder hostel tours (Road Scholar) and other tours, festivals and events targeted at seniors	3.85	4.09
Undertapped Niche	Develop unique indoor winter tournaments, trade shows and gatherings such as around chess, Lego, weaving, quilting, knitting, Frisbee, skateboarding, storytelling	3.71	4.09
Undertapped Niche	Support new and expanded family-oriented museums and attractions and more evening activities for children and families	3.67	3.55
Undertapped Niche	Support healing-arts and yoga-based tourism products	3.50	3.81
Undertapped Niche	Establish a youth hostel and/or a hostel for Finger Lakes Trail through-hikers and bicycle tourists	3.48	3.65
Undertapped Niche	Expand niche competitions held in Ithaca, such as Baristas, ice-cream sundae-making, juggling, ice-carving	3.32	3.90
Undertapped Niche	Develop an Ithaca wellness resources inventory and promote local wellness opportunities with an educational slant for visitors	3.26	3.65
Undertapped Niche	Offer pet and animal-based workshops and other pet-oriented tourism products, including dog-based tourism	3.00	3.48
Undertapped Niche	Develop car, airplane and boat-based shows, races and gatherings	2.60	3.33
Undertapped Niche	Offer nature and wildlife photography seminars and workshops	4.00	4.32
Undertapped Niche	Market Ithaca as a wedding destination in the off-season		
Undertapped Niche	Develop a fraternity and sorority house tour	1.88	3.22

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Beautification, Signage & Public Art	Overarching Goal: Beautify our community with plantings, signage and public art.		
Beautification, Signage & Public Art	Increasing the perception of Ithaca and Tompkins County as an outstandingly beautiful community and enhancing the appeal of gardens and plantings.		
Beautification, Signage & Public Art	Develop beautification priorities and principles for gateways and central places to insert in the City's Comprehensive Plan and for new public works projects that may arise	4.06	4.12
Beautification, Signage & Public Art	Coordinate with City of Ithaca on the City's comprehensive plan to ensure adequate water connections and planters in the Commons area and other city gateways	3.88	3.94
Beautification, Signage & Public Art	Increase staffing of the Beautification Program	3.81	3.60
Beautification, Signage & Public Art	Install drip watering systems in strategic areas	3.53	3.29
Beautification, Signage & Public Art	Establish a system to share goals and successes of beautification programs between and among the rural towns	3.53	3.88
Beautification, Signage & Public Art	Research joining a Benchmarking Organization, such as America in Bloom, in order to have an outside evaluation of our community	3.50	4.12
Beautification, Signage & Public Art	Create a design standard for gardens within areas covered by the Beautification Program: The Commons, City gateways, business sidewalk planters	3.12	3.81
Beautification, Signage & Public Art	Maximizing volunteer support and community awareness of the Beautification, Signage and Public Art Program.		
Beautification, Signage & Public Art	Create a program to honor volunteers for the Beautification Program	4.06	4.56
Beautification, Signage & Public Art	Develop and implement an annual PR/media strategy for the Beautification Program	3.24	4.06
Beautification, Signage & Public Art	Explore the implementation of a service-learning program and determine its feasibility	3.06	3.69
Beautification, Signage & Public Art	Reinvigorating the role of public art in beautification.		
Beautification, Signage & Public Art	Enhancing wayfinding for key destinations.		
Beautification, Signage & Public Art	Compile a local signage regulation information document	3.76	4.56
Beautification, Signage & Public Art	Include multilingual signs in signage plan	3.41	4.13

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Festivals	Overarching Goal: Grow the visitor attraction and positive impacts of vibrant festivals and events.		
Festivals	Increasing overnight stays and secondary spending from events.		
Festivals	Identify potential event needs/opportunities and encourage entrepreneurship in these areas through grant funding	4.07	4.40
Festivals	Establish common performance metrics and evaluation system for festivals including attendance, room occupancy, economic impact, and an assessment of stability	3.93	4.36
Festivals	Conduct community and comparative research to assess need for additional events, and what can be changed from existing program	3.80	4.20
Festivals	Fine-tune grant scoring to favor events that produce overnight stays, secondary spending, do not compete, and occur in the off/fringe-season or mid-week	3.79	4.29
Festivals	Promoting collaboration and resource sharing in event production.		
Festivals	Create platforms for collaboration between events including databases, volunteers, service contractors and businesses	4.50	4.69
Festivals	Make equipment purchases to be shared between festivals and events; develop systems for storage, insurance, and contracts for ownership	4.44	4.75
Festivals	Conduct an assessment of the need and feasibility for an Event Center	4.00	4.50
Festivals	Improving festival and event marketing.		
Festivals	Develop packages between events, accommodations, dining, edutourism activities and other activities in new and creative ways	4.50	4.53
Festivals	Develop cooperative marketing campaigns beyond 90 miles for events	4.27	4.53
Festivals	Provide festival attendees with visitor information and welcome bags to include future opportunities and coupons	3.79	4.14
Festivals	Develop itineraries and packages to area attractions for event-goers to encourage extended visitor stays	4.43	4.50
Festivals	Engage area campuses to develop events to encourage out of town visitation	4.23	4.31
Festivals	Improving event-supporting education and infrastructure.		

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Festivals	Develop model strategies for effective parking and transportation for events including shuttles, venue modification, traffic assistance	4.67	4.53
Festivals	Review existing event sites and develop site maps/plans; evaluate additional investment required for infrastructure	4.43	4.36
Festivals	Educate local hospitality professionals with enewsletters, and a weekly printable bulletin with event happenings	4.40	4.47
Festivals	Work with municipalities to ensure events are not a fiscal or staffing burden	4.29	4.29
Festivals	Provide technical assistance on nuts and bolts of event coordination to enhance existing events and provide entrepreneurs with start-up assistance.	4.29	4.79
Festivals	Provide workshops and a network for area event planners	4.29	4.29
Festivals	Enhance accessibility of events to all members of the public through signage, booth design, transport, ASL, website development and low-cost, sliding-scale or scholarship entries	4.23	4.38
Festivals	Develop the Youth Events Mentoring Program with area teens by providing opportunities for internships in events	4.14	4.43
Festivals	Develop the Planittompkins.com website to become a comprehensive event planners' site in Tompkins County	3.92	4.23
Festivals	Continue to update and refine the Tompkins County Events Manual	3.77	4.23

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Groups	Overarching Goal: Expand meetings, conferences and group tours.		
Groups	Growing meeting & conference activity.		
Groups	Continue to attend appointment based tradeshow	3.44	4.10
Groups	Build a convention center	2.90	2.82
Groups	Expanding group tours.		
Groups	Increase presence at Motorcoach tradeshow (more shows, purchase sponsorships)	3.80	4.27
Groups	Sponsor midweek bus tours, with unique offerings, from NYS, Buffalo, Rochester, Syracuse, Hudson Valley, Toronto targeting seniors	3.53	3.86
Groups	Develop direct contact with travel agencies to bring groups to the area		

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Marketing & Advertising	Overarching Goal: Maximize the effectiveness of destination marketing, advertising, and public relations.		
Marketing & Advertising	Maximizing the effectiveness of destination advertising.		
Marketing & Advertising	Expand technical marketing assistance to tourism attractions and businesses	4.56	4.60
Marketing & Advertising	Create a system and/or venue of sharing information about large group visits and events to communicate marketing and packaging opportunities between amongst tourism industry partners	4.30	4.09
Marketing & Advertising	Expand Public Radio Underwriting (Albany, Scranton/WB, Binghamton, Buffalo)	4.11	4.20
Marketing & Advertising	Expand TV advertising (Rochester, Buffalo, Albany, Scranton/WB, Binghamton, Syracuse)	3.78	4.10
Marketing & Advertising	Expand international, multi-language appeal of VisitIthaca Website	3.60	4.09
Marketing & Advertising	Expand coop advertising opportunities with partners (ie. radio donuts in ROC)	3.56	4.20
Marketing & Advertising	Expand the use of demographically targeted sample itineraries and organized packages, for example, "60 things parents should do in Ithaca Empty Nest Package"	3.30	4.00
Marketing & Advertising	Provide marketing support to under-tapped events and products	3.10	3.82
Marketing & Advertising	Organize coupon books, stay and save discounts	2.80	3.82
Marketing & Advertising	Develop a marketing campaign around villages and hamlets in Tompkins County	2.60	3.82
Marketing & Advertising	Develop creative people-focused marketing campaigns along the lines of "Ithacans are Gorgeous"	2.50	3.82
Marketing & Advertising	Taking advantage of new marketing platforms as they emerge.		
Marketing & Advertising	Develop common cell phone app system for destination information such as Aztec or QR.	3.82	4.25
Marketing & Advertising	Develop student social network reunion weekends	3.44	4.00
Marketing & Advertising	Develop links/internships with Dept. of Communications at Cornell and Ithaca College Park School to stay abreast of emerging platforms	3.18	4.00

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Marketing & Advertising	Enhancing earned media / PR for Tompkins County as a destination.		
Marketing & Advertising	Attract a athletic event w/ significant (cable) media coverage	2.82	3.25
Marketing & Advertising	Retain PR agency to assist with developing marketing around priority product development focus areas	2.82	4.08
Marketing & Advertising	Increasing outside funding for tourism marketing.		
Marketing & Advertising	Apply for tourism marketing funds from other NYS funding source (ie. Ag and Markets, Canal Corp.,	4.20	4.09
Marketing & Advertising	Apply for tourism marketing funds from Federal source (i.e.. TRIPS, Erie Canal Herit. Corridor)	4.20	4.18
Marketing & Advertising	Enhancing the value of regional and state tourism marketing efforts and relationships.		
Marketing & Advertising	Finger Lakes Tourism Alliance - remain active and provide leadership	4.25	4.44
Marketing & Advertising	Finger Lakes Tourism Promotion Agencies - actively participate	4.13	4.44
Marketing & Advertising	Support efforts to consolidate regional tourism destination marketing	4.00	4.11
Marketing & Advertising	Support efforts related to restructuring of I Love NY program	4.00	3.90
Marketing & Advertising	Develop an "All the things to do on the way to Niagara Falls" Trail	3.89	3.90
Marketing & Advertising	Champion the Cayuga Lake Scenic Byway	3.25	4.00

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Town Gown	Overarching Goal: Enhance collaboration and partnership on tourism related initiatives between tourism partners and our institutions of higher education.		
Town Gown	Enhancing collaboration and partnership between Cornell University, Ithaca College and TC3.		
Town Gown	Encourage faculty talks to community/visitor audiences	3.95	4.15
Town Gown	Package and promote a week of academic classes for adult tourists that is attractive, affordable, and available during the winter	3.95	3.58
Town Gown	Package and promote educational workshops on niche educational topics such as knitting, spinning, quilting, wine education, agritopics, sustainability	3.90	4.10
Town Gown	Connect IC and Cornell based lectures with leisure travel	3.84	4.10
Town Gown	Publicize observatory tours	3.28	4.05
Town Gown	Organize fireside chats, educational and otherwise, in the hotels	3.00	3.74
Town Gown	Offer a history course on growth of higher education institutions with associated tours	2.63	3.84

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Transportation	Overarching Goal: Develop Ithaca as a model of sustainable transportation for tourists		
Transportation	Enhancing transit and active transportation services and amenities to develop Ithaca and Tompkins County as a model of sustainable transportation for tourists.		
Transportation	Improve regulation of taxi service	4.45	3.27
Transportation	Offer Get Around Ithaca app to promote parking once and walking, biking, or using the bus	4.42	4.50
Transportation	Establish/enhance tourist-oriented bike rentals / bike share downtown, at the waterfront and at Cornell	4.42	4.33
Transportation	Support the development of safe cycling routes for casual cyclists including the Ithaca Neighborhood Greenways plan	4.38	4.31
Transportation	Provide a TCAT loop bus linking common tourist destinations	4.25	3.67
Transportation	Establish representation for tourism at various transportation stakeholders' meetings and ensure incorporation of tourism in transportation planning	4.23	4.15
Transportation	Support outside grant applications to aid transportation efforts	4.20	4.27
Transportation	Market Ithaca as a destination where you can get around without a car	3.92	3.67
Transportation	Support events that encourage active transportation	3.92	3.92
Transportation	Promote airline and coach packages	3.91	3.67
Transportation	Conduct feasibility study of expanding comfortable bus transportation from tourist source cities	3.73	3.73
Transportation	Develop a "wow" bike tourist attraction such as bike lift or 3rd generation bike sharing	3.50	3.42
Transportation	Develop an East Hill funicular	3.33	2.75
Transportation	Develop a tourist oriented pedi-cab service between downtown hotels and common downtown tourist destinations	3.23	3.31
Transportation	Develop a comprehensive, turnkey, how-to guide for tour bus operators to include drop off and waiting locations, driver perks, suggested tour itineraries. Coordinate with relevant agencies to establish designated tour bus drop off and parking sites		

Focus Area	POTENTIAL ACTIONS	IMPORTANCE	FEASIBILITY
Visitor Services	Overarching Goal: Provide effective visitor services and customer service at points of visitor contact.		
Visitor Services	Providing effective visitors services.		
Visitor Services	Develop a community welcome program for "events" (signage, banners)	4.40	4.18
Visitor Services	Create a community Welcome Wagon program to be distributed to parent homes of new college students	3.73	3.50
Visitor Services	Develop a Seasonal Info Center at Taughannock Falls	3.64	3.92
Visitor Services	Develop a strategy for attractive options to business travelers after 5:30	3.33	3.73
Visitor Services	Offer half day bus tour intro for incoming students/families.	3.30	3.91
Visitor Services	Develop a Mobile Info Center	3.10	4.18
Visitor Services	Improving customer service at point of contact with visitors to Tompkins County.		
Visitor Services	Conduct a comparative study of hospitality workforce characteristics and apply lessons learned	3.38	3.38
Visitor Services	Certify tour operators	3.25	3.50