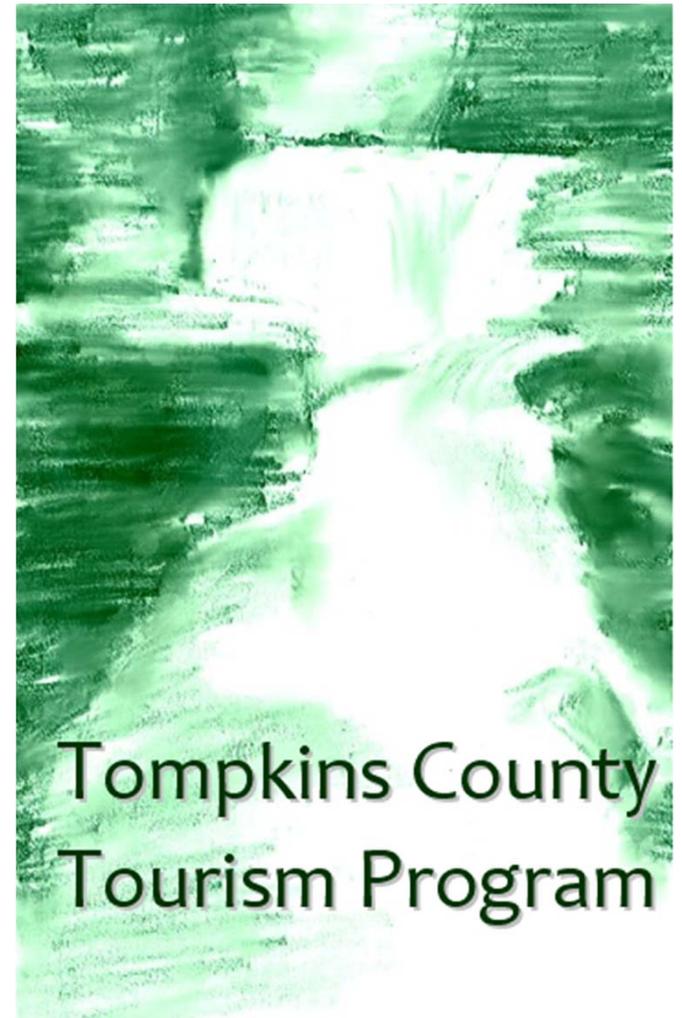


Spring 2014 Tourism Grant Workshop

January 22, 2014



Grant applications, guidelines and forms:

www.tompkinscountyny.gov/tourism

Contact: Tom Knipe, tknipe@tompkins-co.org



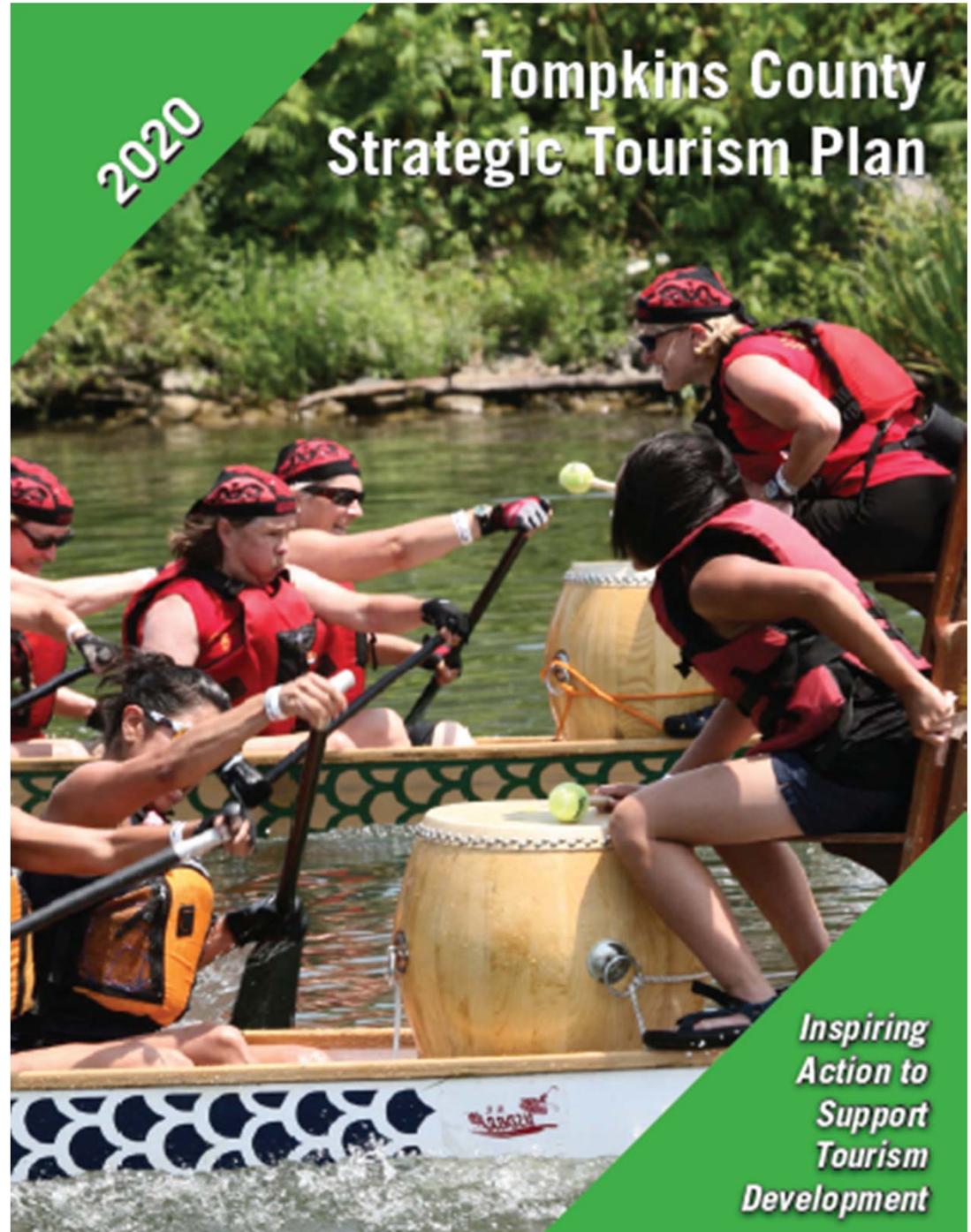
Workshop Agenda

1. Overview of Tourism Program (Tom)
2. Overview of Tourism Industry and Tourism Marketing (Bruce)
3. Description of Tourism Grant Programs
Community Celebrations (Carol), Capital (Martha), ACOD (John), Marketing & Advertising (Tom), New Tourism Initiatives (Tom), Tourism Projects (Tom), Beautification Grants (Tom).
4. Festivals Program Resources (Vicki)
5. Small Group Q&A – 3:10
6. END – 3:30

Tompkins County Tourism Program Overview

- Room Occupancy Tax, STPB, County Legislature
- Economic Development and Quality of Life
- 60/40 Marketing and Product Development
- 2020 Strategic Tourism Plan
 - Align your project/grant application with Tompkins County's Strategic Tourism Plan
 - Aims, Policies, Goals, and Actions

- Stewardship
- Engagement
- Strategy
- Measurement



Provide memorable experiences and legendary service that will educate, delight and relax visitors, compel them to tell others, and motivate repeat visits.

Create demand through excellent marketing of appropriate tourism sites and services, and cultural and recreational assets in Tompkins County.

Present this unique place by building on the special characteristics of its people, culture, history, geography, environment, economic activity, and institutions.

Improve and never harm the quality of life for local residents, businesses, and institutions. Tourism programs should enrich the lives of all who live here.

Improve economic climate through a vibrant tourism program that builds jobs, raises tax revenues, and helps make our county a great place to live, work, and invest.

Encourage development of strong programs and facilities to serve as the tourism "infrastructure" upon which future projects can be developed.

Tompkins County Tourism Aims

Community-Based Tourism = *Placemaking as Economic Development*

“The plan creates a basis for future action and investment on a community-based model of tourism development in which our attraction as a destination is the combination of unique experiences and offerings that also makes Tompkins County a great place to live, work, go to school, retire and grow a business.”

- [Tompkins County 2020 Strategic Tourism Plan](#)

Tompkins County Tourism Industry*

- +/- 900,000 visitors
- \$174 million in visitor spending
- \$13 million local taxes generated
- \$537 per household tax benefit
- 3,431 direct & indirect jobs

- \$2.1+ million – Room Occupancy Tax

New Grant Funds Spring 2014

Tourism Marketing & Advertising - \$52,000

New Tourism Initiatives - \$75,000

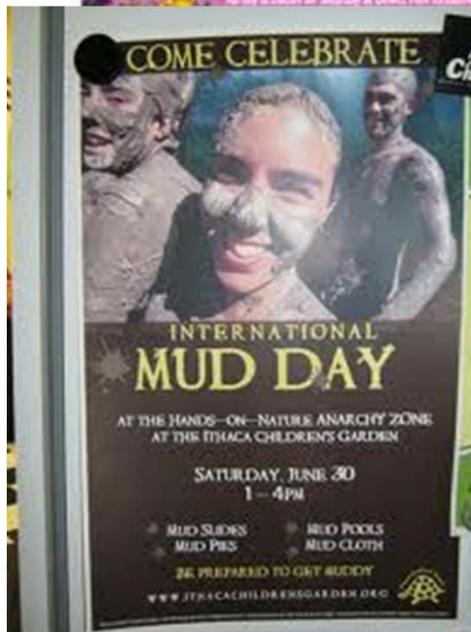
Community Celebrations - \$32,500

Tourism Projects - \$78,000

Application Timeline

- Spring 2014 Schedule
 - Applications due 11am **Friday, February 21**
 - Review by grant committee, STPB, EDC
 - Formal decision by Legislature in April
- ACOD and Tourism Capital Grant programs have different timelines
- Applications online:
www.tompkinscountyny.gov/tourism
- New grant application platform in partnership with United Way for TMA, NTI and TP Grants.

Community Celebrations



- Funded by property tax prior to 2002
- 31 Celebrations funded in 2012
- No explicit requirement to generate overnight stays
- Requests up to \$2,000, \$858 average award
- Dispersed through host municipality
- Administrator: Tom Knipe, TCPD/Tompkins County Tourism Program
- Technical Assistance: Carol Kammen, ckk6@cornell.edu

Tourism Capital Grants

- Administrator:
Martha Armstrong, TCAD, marthaa@lightlink.com
- For major visitor-generating projects.
 - Feasibility studies of potential capital projects
 - Seed money or one-time investments in unique capital projects
 - Ongoing debt funding of building projects
- Projects must facilitate expanded tourism for at least five years
- Applications due 3/14/14

Arts and Culture Organizational Development Grants (ACOD)

Administrator:

John Spence, CAP, director@artspartner.org

- To ensure the vitality of our arts and cultural assets as important players in the county's successful tourism industry and local economy
- Multi-year commitment for strategic planning, strategy implementation, evaluation, capacity building
- Typically \$15,000-\$25,000 per year.
- For established local Arts organizations

Tourism Marketing & Advertising Grants

Technical support:

Bruce Stoff, I/TCCVB, bruce@visitithaca.com

Administrator:

Tom Knipe, Tompkins County Tourism Program

- Marketing and advertising support to generate out of County visits and overnight stays
- Message and delivery consistent with CVB strategy
- \$1,000 - \$5,000, 50/50 cash match
- Winter and mid-week activities encouraged

Tourism Project Grants and New Tourism Initiative Grants

Administrator:

Tom Knipe, Tompkins County Tourism Program

- Events / projects which generate out of town visits and overnight stays.
- Can be, but doesn't have to be, for an event.
- \$1,000 - \$25,000, 2/3 match required
- 3 or fewer years old = New Tourism Initiative
More than 3 years old = Tourism Project
- Winter and mid-week activities encouraged

Tourism Projects (TPG), New Tourism Initiatives (NTI), Tourism Marketing & Advertising (TMA) Grants

- Events, exhibits, and tourism amenities with lasting value
- Strategic Tourism Plan Implementation
- 18x typical ROI
- Average Awards:
 - TMA: \$3,365 (1:1 match)
 - NTI: \$6,925 (2:1 match)
 - TPG: 7,900 (2:1 match)

ROI for Typical Tourism Grants

Grant	Tourism Grant Award	Attendees	Non-resident Attendees	Grant Expense per Attendee	Grant Expense per Non-resident Attendee*	Non-resident Per Trip Spending Multiplier	Spending by Non-residents	ROI: Visitor spending generated per grant dollar
Example Event A	\$2,250	780	234	\$2.88	\$9.62	\$185	\$43,290	\$19.24
Example Event B	\$5,750	1800	540	\$3.19	\$10.65	\$185	\$99,900	\$17.37
Example Festival A	\$13,000	4,000	1240	\$3.25	\$10.48	\$185	\$229,400	\$17.65
Example Festival B	\$12,000	4000	1200	\$3.00	\$10.00	\$185	\$222,000	\$18.50

Source: Tom Knipe, drawn from recent grant reports

Soft ROI

Tourism Grant Investments Also Help Build Social Capital

- Local Leadership Capacity
- Vibrant Community & Sense of Place
- Strong Institutions
- Skills and Relationships to build the next great community-based tourism product

Match Requirements

50% cash match for Tourism Marketing and Advertising Grant

50% total budget (cash and in-kind) for Community Celebrations Celebrations

67% total budget for NTI/TPG (cash and in-kind).

In-kind = professional services, retail value of donated goods, not general volunteers

Beautification Grants

Administrator:

Chrys Gardener, Beautification
Program/CCETC, cab69@cornell.edu

Public beautification projects in Tompkins County
(outside of the City of Ithaca), by or with a
municipality

- Gardens, plantings, signage, landscaping
- Typically \$2,000 or less, 50/50 match, rolling grant cycle

TOMPKINS FESTIVALS

A Resource for
Tompkins County
Event Planners



<http://tompkinsfestivals.com/>

“The Tompkins Festivals program is designed to assist tourism generating events in Tompkins County, New York, by providing technical assistance, equipment, and access to common information, so that events can thrive in the community.”

Festivals Program

Technical support:

Vicki Taylor, Downtown Ithaca Alliance,
vickit@downtownithaca.com

www.tompkinsfestivals.com

1. Tompkins County Event Planning Guide
2. Technical assistance for your event
3. Shared equipment
4. Event Planning Workshops – next one is Tuesday February 5th on grant writing.



Thank You Tourism Partners!

Spring 2014 application guidelines and forms available online:

www.tompkinscountyny.gov/tourism

Photo: 2012 Tourism Partner Award Recipients

Contacts

Tom Knipe, Tompkins County Planning Department/Tourism Program, tknipe@tompkins-co.org, 607-274-5560

Bruce Stoff, Ithaca/Tompkins County Convention and Visitors Bureau bruce@visitithaca.com , 607-272-1313

Martha Armstrong, Tompkins County Area Development marthaa@lightlink.com, 607-273-0005

John Spence, Community Arts Partnership director@artspartner.org, 607-273-5072 x19

Carol Kammen, Tompkins County Historian ckk6@cornell.edu, 607-273-5298

Chrys Gardener, Beautification Program/Cornell Cooperative Extension cab69@cornell.edu , 607-272-2292 x123

Vicki Taylor-Brous, Festivals Program/Downtown Ithaca Alliance vickit@downtownithaca.com, 607-277-8679

Tompkins County Tourism Program

Application Technical Instructions

New Tourism Initiative, Tourism Project and Tourism Marketing and Advertising Grants

Grant applications for these three programs are now accepted ONLY through the online Community Impact Manager (CIM) grant management system. Applications will not be accepted by any other method. Tompkins County has partnered with the United Way of Tompkins County to provide this browser-based application in order to increase the Tourism Program's capacity for program evaluation and streamline our grant-making processes. Details on how to create a user account and how to access the tourism grant application are below. Technical assistance is also available by contacting the grant administrator:

Tom Knipe
Senior Planner / Tourism Coordinator
Tompkins County Planning Department
tknipe@tompkins-co.org, 607-274-5560

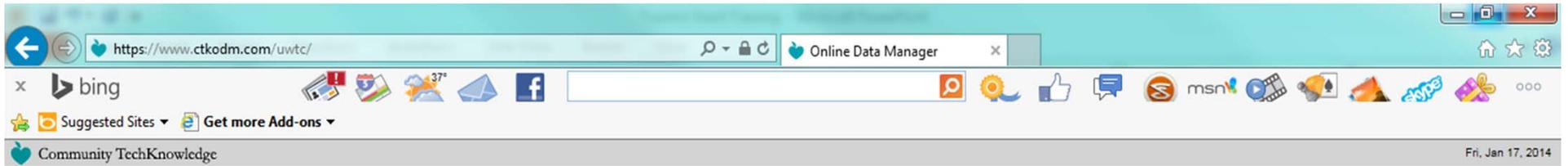
Creating an Account on Community Impact Manager (CIM):

1. Go to <https://www.ckodm.com/uwtc/>
2. If you do not already have a username and password, login using:
Username: **apply**
Password: **apply**
3. On the left-hand side of the screen, under Create New, click "Agency Intake"
4. Complete the Agency Intake form
5. Your account will be activated by the United Way.

Accessing Your Tourism Grant Application(s):

**Please see above instructions to create an account. Once your account is activated:

1. Go to <https://www.ckodm.com/uwtc/>
2. Login in using your unique username and password.
3. On the left-hand side of the screen, under My Folders, click your agency name.
4. Click "Agency Information" or "Program Information" to view past applications
5. Click "View Application" to access current grant applications.
6. To create a new application form, click "Tompkins County Tourism Grant" on the left-hand side and then click "Create New".
7. To edit an application, click the "Edit" button to the right of application name
8. **Be sure to click "Save" in the upper right-hand of the screen often, as forms do not save automatically.**
9. Do not click "Submit Application" until all your application forms are complete. Submitting will lock the application forms. (If you have submitted your application and need it to be re-opened, please contact the grant administrator.) The submit button is located on the left-hand side of the "View Application" page.
10. Submit your application by 11am, Friday, February 21st for the spring 2014 grant round.



Username: Password:

Remember me [Forgot Password?](#)

If you do not have a username and password, log in using:
Username- apply
Password- apply

Browser address bar: <https://www.ckodm.com/odmexpress/4.3/myodm/> My ODM Dashboard

Navigation Menu

- Create New
 - Agency Intake** (highlighted with a red circle)
 - Nomination Form
 - Verizon Equipment
 - Reservation Request Form
- Virtual Office
 - Calendar
 - Library
 - My ODM
 - Personal Messages
- Logout

My ODM Dashboard

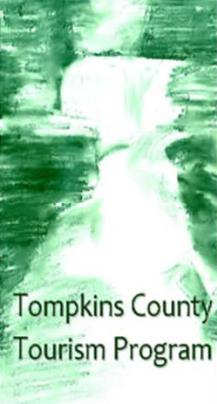
UWTC and Tompkins County Partnership

Jan 8th, 2014

United Way of Tompkins County has partnered with the Tompkins County Tourism Program to support the Tompkins County Tourism Grants on Community Impact Manager.

Tompkins County Tourism Program

Dec 23rd, 2013



Tompkins County Tourism Program

The Tompkins County Tourism Program offers several grant programs which are funded by local hotel room occupancy tax. Grants are awarded once or twice annually by the Tompkins County Legislature, upon the recommendation of the Strategic Tourism Planning Board (STPB). The mission of the STPB is to provide oversight and strategic direction for tourism initiatives that promote economic development and enhance the quality of life in Tompkins County.

Grant-funded projects align with the [2020 Tompkins County Strategic Tourism Plan](#) and successful grant recipients must acknowledge support in promotional materials with the following phrase: "This program was made possible by a grant from the Tompkins County Tourism Program."

For grant guidelines and resources visit the [Tompkins County Tourism Program website](#).

Applying Agencies

Jan 8th, 2014

To create your agency profile, click
“Agency Intake” under “Create New”.

Applying Agencies Jan 8th, 2014

Welcome!

Grant applications are currently being accepted for the **Tompkins County Tourism Program for New Tourism Initiatives, Tourism Projects and Tourism Marketing and Advertising Grants.**

Returning Agencies:
Please access your files through your folder located in the My Folders Section to the left of this screen. All application forms will be located through the View Application Button. Please take the time to review your existing Agency Intake Form and make any updates.

New Agencies:
Click **HERE** to create a brand new Agency Intake. The Save button will become activated after completing a "Duplicate Check" as you will note on the top of the Agency Intake Form. On the Agency Intake Form you will identify the agency's specific username and password, UWTC will then activate you as a user and then you will be able to return to your application by using your individual username and password.

Application Instructions:
After you login, on the left-hand side of the screen, under My Folders, click your agency name then "View Application" to access current grant applications.

To create a new application form, click "**Tompkins County Tourism Grant**" on the left-hand side and then click "Create New" to access the Application Form. To edit an application, click the "Edit" button to the right of application name

Be sure to click "Save" in the upper right-hand of the screen often, as forms do not save automatically. Do not click "Submit Application" until all your application forms are complete. Submitting will lock the application forms. If you have submitted your application and need it to be re-opened, please contact **Tom Knipe at 607-274-5560**. The submit button is located on the left-hand side of the "View Application" page.

If you have accidentally saved duplicate applications or reports, please contact United Way to clean-up your folders before submission. Contact **Alison Twang at ahtwang@uwtc.org or call 272-6286 with any questions.**

Thank you.

Search Bulletins

CIK Community TechKnowledge

You can also click the link in the "Applying Agencies" bulletin to create your Agency Intake form. You can find application instructions here as well.

Navigation Menu

Create New

- Agency Intake
- Nomination Form
- Verizon Equipment
- Reservation Request Form

Virtual Office

- Calendar
- Library
- My ODM
- Personal Messages

Logout

Agency Intake

Duplicate Check Print Save Delete New Close

Administrative Info

Status	<input type="text"/>
*Agency Username	<input type="text"/>
*Agency Password	<input type="text"/>
Registering for: (hold Ctrl Key to select more than one)	Tompkins County Tourism Program United Way of Tompkins County

Agency Details

*Agency/Organization Name	<input type="text"/>
EIN#	<input type="text"/>
Fiscal Year Start Date	<input type="text"/> / <input type="text"/> / <input type="text"/>
Fiscal Year End Date	<input type="text"/> / <input type="text"/> / <input type="text"/>
Website	http:// <input type="text"/>
Agency Address	
Street	<input type="text"/>
City	<input type="text"/>

After completing the Agency Intake form, click “Duplicate Check” and then “Save.” Contact Alison Twang at ahtwang@uwtc.org or Meg Cole at mcole@uwtc.org or (607) 272-6286 to activate your account.

https://www.ckodm.com/odmexpress/4.3/myodm/ My ODM Dashboard [Report] Tourism

Navigation Menu

- Report Center
- Create New
 - Nomination Form
 - Verizon Equipment
 - Reservation Request Form
- Virtual Office
 - Calendar
 - Library
 - My ODM
 - Personal Messages
- Logout

My ODM Dashboard

Welcome, CTK

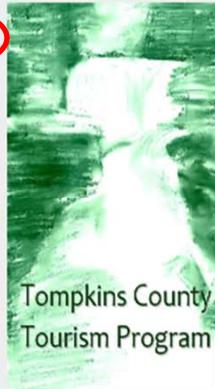
My Dashboard
My Preferences
My Folders

Last Login: 1/17/2014

UWTC and Tompkins County Partnership Jan 8th, 2014

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Tompkins County Tourism Program Dec 23rd, 2013



Tompkins County Tourism Program

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For grant guidelines and resources visit the [Tompkins County Tourism Program website](#).

My Folders  

CTK Agency (Restricted)

My Calendar  

January 2014

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Today is January 17, 2014

My Reports  

No Reports Saved

Tompkins County Tourism Grant Reviewers Dec 20th, 2013

To start a new application or view past applications, click your agency name Under "My Folders."

Navigation Menu

- Report Center
- Create New
 - Nomination Form
 - Verizon Equipment
 - Reservation Request Form
- Virtual Office
 - Calendar
 - Library
 - My ODM
 - Personal Messages
 - Logout

CTK Agency (Restricted) Add to MyODM Agency Intake

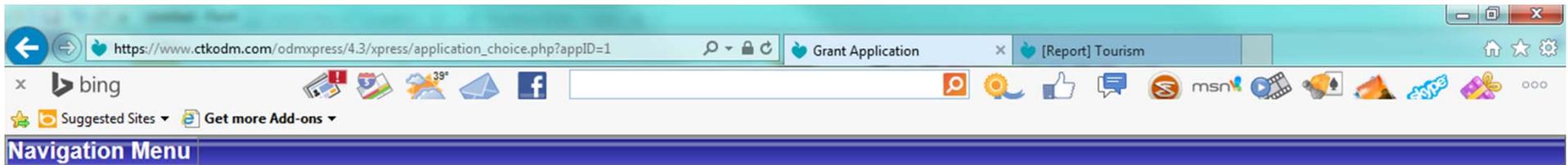
- Create New -

Existing Agency Information Forms

View Application Print Forms View / Hide All

Agency Name	Website	City
CTK Agency (Restricted)	No value in field	Ithaca
UWTC Speakers Information Form (1)		

Click “View Application” to access current grant applications. Click “Program Information” or “Agency Information” to access past applications.



Grant Application

Status: Not Yet Submitted

[Instructions](#)

[Print Application](#)

[Submit Application](#)

[View Doc Folder](#)

Application Forms

[Show All Forms](#)

[Agency Intake](#)

[Tompkins County Tourism Application](#)

Application Instructions

Welcome.

Grant applications are currently being accepted for the **Tompkins County Tourism Program for New Tourism Initiatives, Tourism Projects and Tourism Marketing and Advertising Grants.**

To create a new application form, click "Tompkins County Tourism Grant" on the left-hand side and then click "Create New"

To edit an application, click the "Edit" button to the right of application name

Be sure to click "Save" in the upper right-hand of the screen often, as forms do not save automatically.

Do not click "Submit Application" until all your application forms are complete. Submitting will lock the application forms.

(If you have submitted your application and need it to be re-opened, please contact **Tom Knipe at 607-274-5560.**) The submit button is located on the left-hand side of the "View Application" page.

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To create a new application form, click "Tompkins County Tourism Grant." To update your Agency Intake form, click "Agency Intake."

The screenshot shows a web browser window with the following elements:

- Address Bar:** https://www.ckodm.com/odmexpress/4.3/xpress/application_choice.php?appID=1&showStep=1
- Browser Tabs:** Grant Application, [Report] Tourism
- Navigation Menu (Left):**
 - Grant Application**
 - Status: Not Yet Submitted
 - Instructions
 - Print Application
 - Submit Application
 - View Doc Folder
 - Application Forms**
 - Show All Forms
 - Agency Intake
 - Tompkins County Tourism Application
- Main Content Area (Right):**
 - Tompkins County Tourism Application** (Title)
 - Dropdown menu: Tompkins County Tourism Application
 - Buttons: Create New (circled in red), Browse
 - Instructions: Tompkins County Tourism Application
 - Message: You have not filled out this form.

To start your application, click “Create New.”

The screenshot shows a web browser window with the URL https://www.ctkodm.com/uwtc/tompkins_county_tourism_application.php?parentDocId=1&Act. The page title is "Tompkins County Tourism Application". In the top right corner, there is a toolbar with buttons for "Spell Check", "Print", "Save", "Delete", "New", and "Close". The "Save" button is circled in red. Below the toolbar, the form displays the following information:

Test Agency
Agency/Organization Name : Test Agency
Street : 7 Oak St (Agency Intake)

Application Guidelines

Tompkins County Tourism Program - Tourism Project, New Tourism Initiative and Tourism Marketing & Advertising Grant Application

Please take time to read the application guidelines before you begin. Review all of the questions before you begin. Answer each question as clearly, completely and concisely as possible. Your responses must fit within the designated word limits. [Click here to view Application Guidelines and Resources.](#)

Applicant and Project Information

Applicant Information	
Applicant Organization	Test Agency
Submission Date	/ /
Format for Project Title: [YEAR in which project will take place] [PROJECT NAME]	
Applicant Head of Organization	Frank N Stein
Head of Organization Email	

The browser's address bar at the bottom shows the URL: https://www.ctkodm.com/uwtc/tompkins_county_tourism_application.php?parentDocId=1&ActiveProgram=2

Be sure to click “Save” regularly, as forms do not save automatically. Your account will be logged out after 90 minutes of inactivity and any unsaved changes will be lost.

Navigation Menu

- Grant Application
- Status: Not Yet Submitted
- Instructions
- Print Application
- Submit Application
- View Doc Folder
- Application Forms
- Show All Forms
- Agency Intake
- Tompkins County Tourism Application

All Application Forms

▼ Create New Browse

Agency Intake	
✓ Test Agency	Edit
Tompkins County Tourism Application	
✓ 2014 Festival	Edit

Summary of Records Started

100% Complete

- Total Records Started: 2
- Records Missing Required Data:

To edit an existing form, click “Edit.” Do not click “Submit Application” until your application is complete. Submitting will lock your application forms. If you need your application re-opened, please contact Tom Knipe at 607-274-5560 or tknipe@tompkins-co.org.