Amenity	Average Score
Downtown ambassadors	2.25
Ice skating	2.34
Trails for cross country skiing	2.58
Public murals and sculptures	3.14
Historic and natural interpretive signage	3.14
Attractive plantings in public spaces	3.55
Museums	3.64
Free events celebrating local culture and history	3.72
Local theatres for live performance	3.73
Venues for concerts or other performances	3.78
Libraries	3.84
Preservation of historical sites and landmarks	3.86
Farmers markets	3.87
Trails for hiking and biking	4.10
Parks and playing fields	4.13
Access to Cayuga Lake	4.26

Coded Text Responses	# of Comments
Transportation	40
Outdoor Tourism	38
Downtown Ithaca	17
Art Culture and Heritage	16
Beautification Signage Public Art	16
Visitor Services	8
Sports Tourism	6
Agricullinary Tourism	5
Edutourism	5
Festivals	4
Marketing and Advertising	4
Groups	3
Niche	3
Town Gown / Higher Ed	1

Rate the importance of each amenity to your quality of life

Amenities
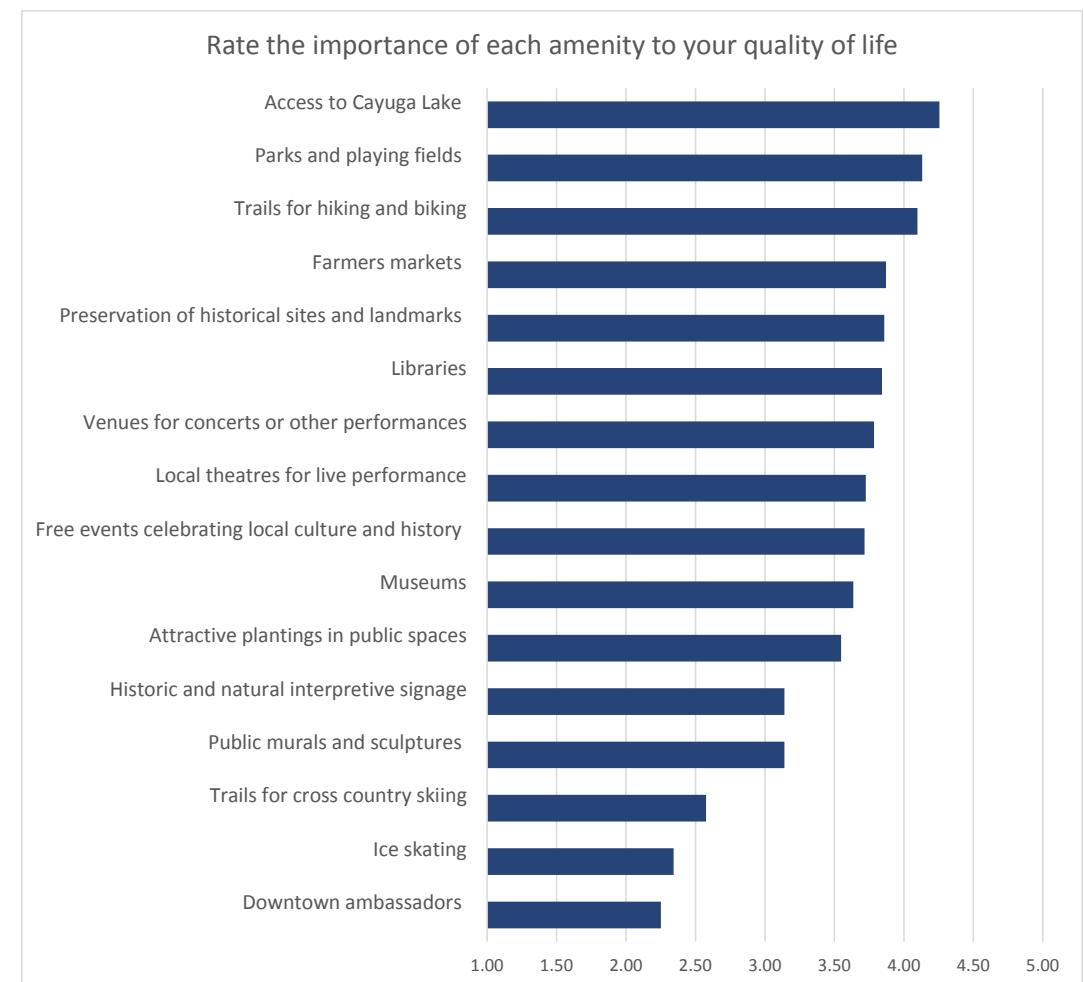
Activity in the past year	Community Survey	Visitor Profile Survey (round)
Fishing	8%	0%
Other	9%	0%
Bird watching	25%	10%
Enjoying a treatment at a local spa	29%	5%
Attending a sporting event	30%	10%
Visiting a historical site or landmark	32%	15%
Biking on a local trail or road	33%	5%
Sightseeing	40%	30%
Experiencing the area's nightlife	42%	10%
Visiting area wineries	46%	25%
Activities on Cayuga Lake (boating or swimming)	47%	20%
Visiting a museum or gallery	47%	20%
Visiting a local farm or orchard	49%	15%
Visiting area breweries, cideries or distilleries	51%	15%
Seeing a live performance or concert at a local theatre	56%	15%
On-campus activities at colleges or universities	58%	50%
Exploring the Farmers Market	61%	30%
Relaxing	61%	40%
Shopping	67%	35%
Attending a special event or festival	69%	30%
Hiking on a local trail	72%	40%
Visiting the Ithaca Commons	75%	40%
Visiting a NY State Park or local park	76%	30%
Visiting gorges and waterfalls	81%	50%
Dining at restaurants	86%	60%

Select any of the following activities you pursued in the last year in Ithaca/Tompkins County.

Activities
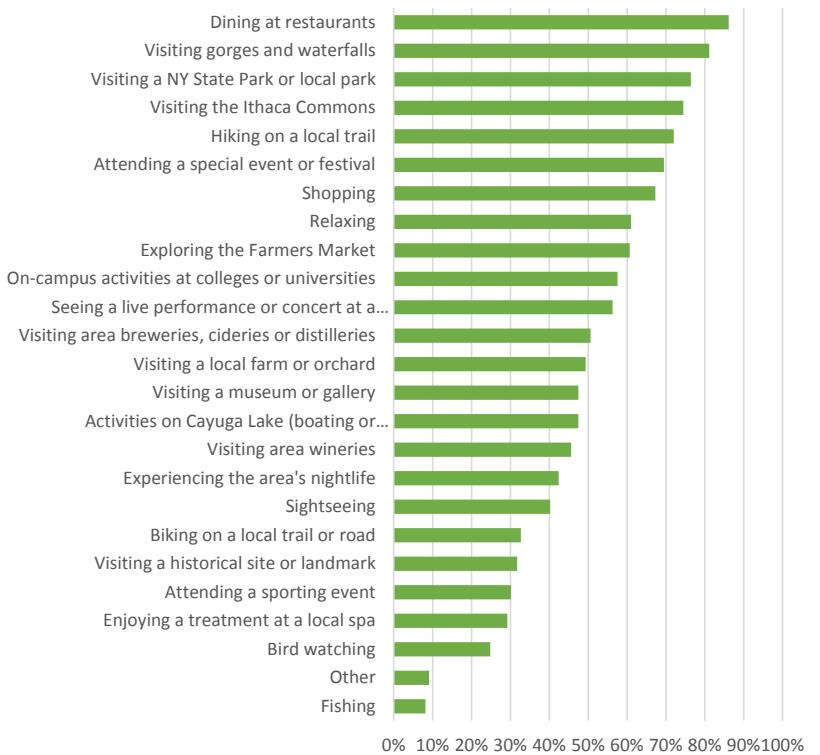
TOTAL RESPONSES **309**

AGE	Percent	ETHNICITY	Percent	EMPLOYMENT	Percent	LOCATION	Percent
17 or younger	0.4%	Asian	2.0%	Employed - working full time	60.3%	City of Ithaca	40.9%
18 - 26	14.9%	Black / African American	2.8%	Employed - working part time	7.6%	Town of Ithaca	18.6%
27 - 40	17.6%	Hispanic / Latino	2.8%	Not employed	1.9%	Town of Ulysses	8.0%
40 - 55	28.0%	Native American	0.0%	Retired	16.0%	Town of Newfield	6.3%
55 - 70	33.0%	Pacific Islander	0.4%	Student	9.9%	Town of Dryden	5.5%
71 or older	6.1%	Two or More Ethnicities	1.6%	Other	4.2%	Town of Lansing	4.2%
		White	85.3%			Village of Cayuga Heights	4.2%
		Other	5.2%			Village of Trumansburg	3.4%
						Town of Enfield	3.0%
GENDER	Percent	HOUSEHOLD INCOME	Percent	TOURISM EMPLOYMENT	Percent	Town of Danby	2.5%
Female	71.7%	Below $50,000	17.1%	Working in Tourism Sector	16.0%	Town of Caroline	2.1%
Male	27.3%	$50,000 to $99,999	29.1%	Not Working in Tourism Sector	84.0%	Town of Groton	0.4%
Other Response	1.1%	$100,000 to $150,000	16.3%			Village of Freeville	0.4%
		Above $150,000	17.8%			Village of Lansing	0.4%
		Prefer not to respond	19.8%				

Demographics

Results from Stakeholder Meeting with Grant Recipients

Tompkins County | Strategic Tourism Plan

April 22, 2019 | Tompkins County Public Library

The Tompkins County Strategic Tourism Planning Board (STPB) began efforts to update the "2020 Strategic Tourism Plan" in August of 2018. Upon the recommendation of the steering committee leading this effort, a stakeholder meeting was organized for non-profits who had received grants from the Tourism Program. An invitation for this meeting was sent to over sixty organizations.

On April 22 Dan Brown facilitated a "Focus Search Process" exercise for organizations who had received grant funding from the Tourism Program. Twenty-one (21) individuals representing sixteen (16) organizations participated. Each individual was asked a series of six questions. Responses were captured and summarized individually and in small groups. Responses were classified as highly representative (5-6 responses), somewhat representative (3-4 responses) unique (single response). Participants assigned dots to vote for the responses they felt were most important.

The following pages represent the results of the stakeholder meeting. Each page includes the question posed to participants and a ranked list of responses. Each response indicates the number of dot votes and its classification as highly representative (HR), somewhat representative (SR), or unique (U). Underlined responses received the highest number of dot votes.

1) What is the most effective thing the Tourism Program does?

- <u>Grant making (variety in topics & audiences, well managed) (12 - HR)</u>
- Good branding of Ithaca (methods, messaging) (2 - SR)
- Community enrichment (2 - SR)
- Festivals & events (1 - SR)
- Strategic Plan (1 - SR)
- Engagement w/ partners (0 -SR)
- Trainings (0 - SR)
- Not sure what Tourism Program does (0 - U)
- How to get on grant review panel? (0 - U)
- Beautification (0 - U)

2) What one thing would you change or add to the County's Tourism Program?

- Helping smaller organizations publicize for larger area beyond County – financially & w/ expertise (9 - HR)
- Maps / Schedules together of events upcoming (and past) even on STPB website or County (5 - HR)
- Better self-promotion of tourism program to distinguish from DIA, Chamber, etc. (4 - HR)
- Better transportation for tourists (3 - U)
- Coordinate among organizations around County (like Chamber Business After Hours) (2 - HR)
- Strategic importance of (downtown) City of Ithaca vs outlying municipalities – more assistance beyond city (1 - U)
- Encourage current residents to be better ambassadors to help spread info about county (events & places) let locals spread the word (1 - U)
- Better signage for parking – esp. in Ithaca (0 – HR)
- Comprehensive waterfront strategy – mapping parks, restaurants, etc. beyond each specific location (0 – HR)
- Clearer instructions/guidance of what's likely to be funded (0 – SR)
- Better use of data to evaluate performance (0 – U)
- Greater emphasis on wellness for tourism (yoga festival, etc.) (0 – U)
- Activities supported by Tourism Program relate directly to tourism (0 – U)

3) What do you think we should do to increase winter & mid-week travel demand to Ithaca & Tompkins County?

- <u>Packaging: partner w/ other cities & destinations (3 - HR)</u>
- <u>Create Events: build a convention center (3 - HR)</u>
- <u>Create Events: combo indoor & outdoor (3 - HR)</u>
- Packaging: provide incentives, discounts (2 - HR)
- Packaging: work w/ college admission tours (2 - HR)
- Packaging: thematic / collaborative (2 - HR)
- Create Events: educational (2 - HR)
- A list of winter resources (2 - HR)
- Packaging … (0 – HR)
    - o Involve hotels & colleges
    - o Group sales
    - o Marketing assistance
- Create Events … (0 – HR)
    - o Embrace the cold / slush festival
    - o Film
    - o Focus on seniors
    - o Winter wellness
    - o Ice climbing
    - o Light in Winter (combine science and arts)
- Winter Recess for a different group (0 – ?)

[packaging total: 9, create events total: 8]

4) What do you think we should do to improve collaboration with Cornell Univ., Ithaca College, & TC3?

- <u>Identify campus connections to foster collaboration (7 - HR)</u>
- <u>Incentivize campus community members to get off their hills (7 - HR)</u>
- Address transportation challenges (2 - HR)
- Explore possibility of County Tourism internships re: graphic design, marketing, event planning to offer free assistance to nonprofits (2 - U)
- Tourism packets made available to new students, staff etc. (1 - HR)
- Make some of the academic institution's programs event and workshops more accessible to public (1 - SR)
- Integrate academic research / study into events such as at festivals, etc. mixing academic with fun of events (1 - SR)
- Affordable training for hospitality workers / TC3 (1 - U)
- Develop communication strategies to cross-promote local events / assets (0 – HR)

5) What can your organization do to present our community as an inclusive, accessible, vibrant & sustainable destination?

- <u>Co-promotion (collaborative programming & marketing efforts, promotional materials) (6 - HR)</u>
- Help train folks (in our organizations) to better understand and navigate cultural differences (4 - U)
- Offer free or discounted programming (2 - HR)
- Offer unique, multi-cultural experiences, shows, events & entertainment (2 - HR)
- Host community forums to gather feedback (and discuss "hot topics") (2 - SR)
- Make connections across communities w/in the County (2 - SR)
- People/visitors appreciate places that understand their culture & heritage (1 - HR)
- Tap into expertise of organizations who are skilled at creating inclusive & accessible environments (1 - U)
- Multicultural activities reflecting both local and national trends/aspects (0 – HR)
- Representing our diverse population (both in terms of planning & highlighting numerous narratives) (0 – SR)
- Targeting both out-of-county visitors + our own residents (0 – SR)
- Assessment of how accessible our destinations & events are (0 – SR)
- Generate collective impact experiences that are inclusive of: art, science, culture, entertainment, etc. (0 – U)
- Provide technical assistance for packaging involving hotels, restaurant, travel (0 – U)
- Ask attendees what multicultural activities/events would interest them (0 – U)
- Have roundtables on what does it mean to be inclusive or accessible (0 – U)
- Market recurring events & new events (0 – U)
- Rack card / central location for programming (0 – U)

6) What do you think we should do to cultivate events & attractions that leverage our local & regional assets?

- <u>Provide tools for leveraging more money (8 - HR)</u>
- Create regional connections outside Tompkins County (3 - HR)
- Support local organizations and facilitate collaboration (2 - HR)
- Decide what "unique / characteristic" means (2 - HR)
- Support more "authentic" experiences (2 - SR)
- Determine who we are trying to attract (1 - SR)
- Identify barriers to participation (i.e. transportation) (1 - U)
- Develop more venues for events (1 - U)
- Market more widely outside of region (1 – U)
- Create more buzz among potential visitors (0 – HR)
- Build accessibility beyond downtown Ithaca (i.e. transportation) (0 – HR)
- Identify more funders (0 – SR)
- Emphasize & create large events (0 – SR)
- Fund experts to interpret our local resources / assets (0 – U)
- Bring Ithaca Festival back to lake (0 – U)
- Develop new events that are truly unique / distinctive (0 – U)
- Integrate "town" and "gown" more (0 – U)