



Downtown Ithaca Ambassadors

Tompkins County
Beautification



Program Description

The DIA ambassador program is a **two part** program designed to enhance visitor experience in Downtown Ithaca.

1. Downtown Clean Team
 2. Downtown Hospitality Ambassador Team
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Program History

- Inspired by tourism best practices
 - Partnership with City & CCE
 - Serving visitors
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Our Partners

This program is a partnership of:

- Convention and Visitors Bureau
 - City Department of Public Works
 - TCAT
 - Cornell Cooperative Extension
 - Youth Employment Services City of Ithaca
 - Community Outreach Worker Program (F&CS)
 - Downtown Property Owners and Businesses
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Program Goals & Tactics for Downtown

- Keeping the district in top shape to welcome visitors
- Offer folks an engaging and stress-free visit
- Maintain downtown cleanliness to a high standard
- Provide 7 days a week, 360 days a year supplemental service to the Commons and surrounding downtown area.
- Provide on-the-street/sidewalk visitor concierge service to at least 5,000 visitors each year.
- Provide the companion landscape maintenance service for Commons planters and surrounding downtown beds.

Impact of Program Success on Tourism

- Fulfills components of strategic plan
 - Visitors have a memorable experience
 - Downtown as a destination is inviting
 - Folks will stay, and return
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Clean Team Ambassadors

Clean Team Ambassadors were developed to offer:

- Supplemental cleaning of Downtown
- Over and above normal City service
- Provide high level of cleanliness for visitors
- Year-round coverage; extra hours during peak season



Clean Team Ambassadors & Beautification

Ambassadors maintain:

- 18 in-ground Commons planters
- ~80 moveable Commons planters
- 16 above ground West State St planters



Hospitality Ambassadors

Hospitality Ambassadors were developed to offer:

- On the street concierge service
- Referrals to Downtown Visitors Center
- Supplemental wayfinding



Coming Up

Spring/Summer 2022

- Hospitality Ambassadors back in full swing
 - Job listings going live
 - Beautification refinement
 - Enhanced visibility of teams
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Moving Forward

Looking Ahead to 2023
And Beyond

- Essential Programs for Visitors
 - Foundational Elements of the Tourism Plan
 - Improving service and appearance
 - Streamline operational systems
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Time for Questions and Comments!

Please feel free to reach me at any time at olivia@downtownithaca.com