

## **Strategic Tourism Planning Board / Tompkins County Tourism Program**

### Diversity, Equity, Inclusion, and Belonging Statement

#### STATEMENT

Our goal is to foster a sense of belonging in all of our community members, industry employees, and visitors as we implement the tourism program.

The STPB will apply the values of diversity, inclusion, and equity in conducting all business including the recruitment of board members, program administration, and consideration of funding applications.

We will encourage participation of diverse populations in all of our activities without regard but not limited to the following traits: national origin, language, race, color, ethnicity, gender, age, ability, sexual orientation, gender identity or socio-economic status.

We will foster a culture of inclusion that encourages collaboration, flexibility and fairness.

We will consistently work toward greater equity to guarantee fair treatment, access, and opportunity.

We will encourage all of our current and future partners throughout the tourism sector to ascribe to these values and work within their organizations and businesses to promote them.

#### DEFINITIONS

Diversity - all the ways in which people differ.

Equity - fair treatment, access, opportunity and advancement for all people, striving to identify and eliminate barriers.

Inclusion - act of creating environments in which any individual or group can feel welcomed, respected, supported and valued to fully participate.

Partner – organizations that receive funding from room occupancy tax or other support from the Tompkins County Tourism Program.

APPROVED by the Strategic Tourism Planning Board on September 21, 2022