

Downtown Ithaca STPB Presentation

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Downtown Ambassadors



Ambassador Program: Clean Team



- 6 Part-time “clean team” ambassadors who work first shift (9am-1pm) and second shift (1pm-5pm) 7 days a week/most of the year
- These ambassadors walk the 5 zones within the BID and walk an average of 10,000 steps per shift
- The clean team is also responsible for the green work that takes place within the BID (in conjunction with CCE)

Ambassador Program: Clean Team Cont'd

- Graffiti removal is an ongoing process. A call to property owners is going out in the coming days to combat the issue
- Most recently Baby Bank Alley was cleaned and approximately 1 ton of trash was removed for an upcoming placemaking project



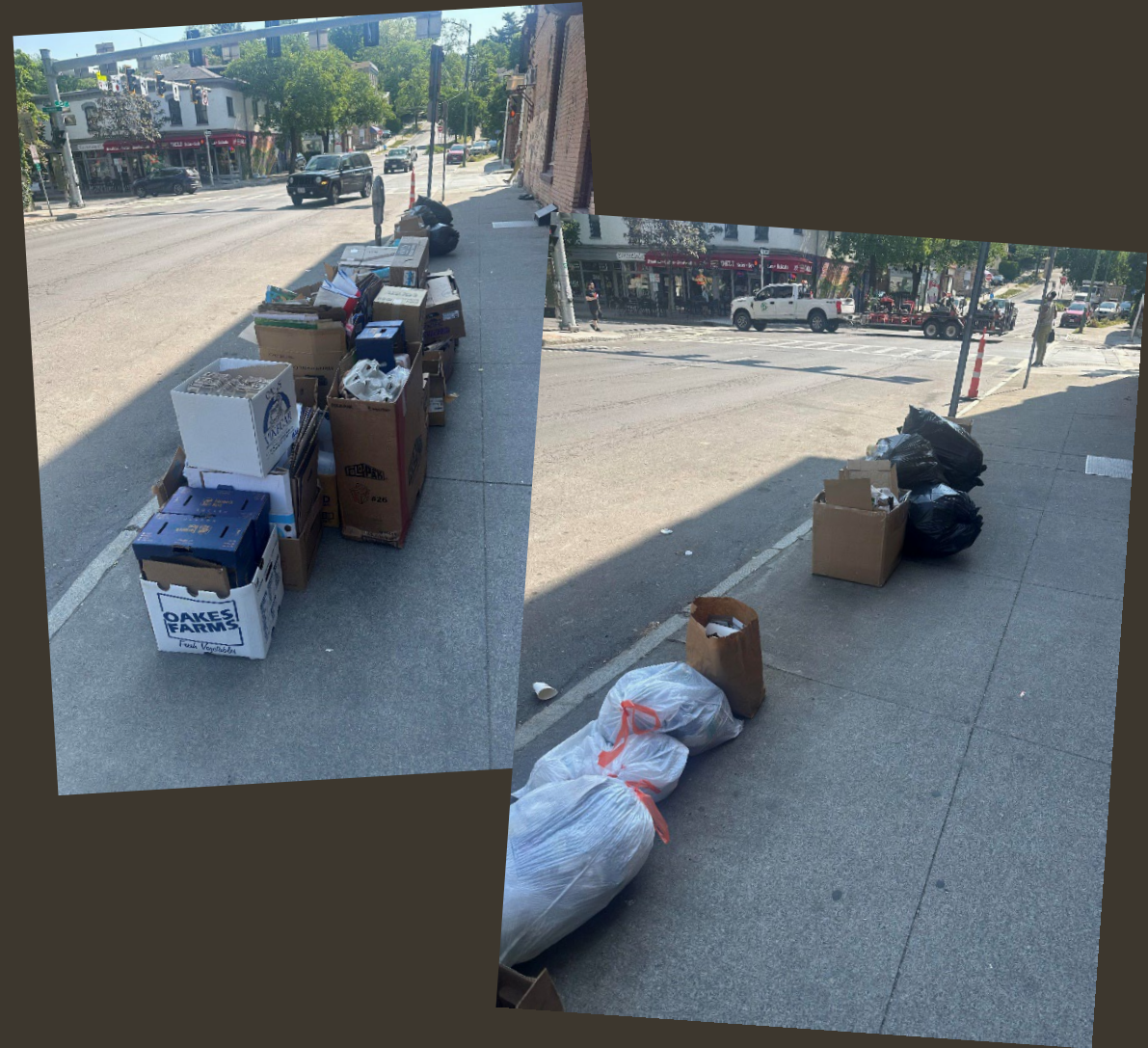
Ambassador Program: Hospitality Team

- 2 Part-time Hospitality Ambassadors work 7 days a week (seasonally) on The Commons Monday-Friday 12pm-5pm and Saturdays & Sundays 11am – 5pm
- Hospitality Ambassadors serve as the “Downtown Concierge” and direct visitors to the Visitor's Center, shops, restaurants, and entertainment



Issues & Challenges

- Placemaking Budgetary Constraints – it's easy to clean an alley, but turning a space into something that people will enjoy can cost a lot of money
- Homelessness – As the weather gets nice, the homeless population increases downtown; there are a limited number of resources to address this
- Trash – More enforcement is needed from the City of Ithaca (we are in ongoing talks to address this). We often come across trash, clean it up at our time and expense, and then the trash will appear again with no enforcement for the offense



Festivals Program



Equipment Lending

- The equipment lending program consists of all types of equipment from tables/chairs to igloo drink coolers and gas generators.
- So far in 2023: we have loaned out:
 - 210 tables
 - 320 tents
 - 21 Igloo Coolers
 - 15 Military Coolers
 - 22 Sign Boards
 - 180 Stanchions

Thanks to the Festivals Program organizations putting on events have saved an estimated **\$73,865.00** so far in 2023!

Educational Series

Online Webinar/Hybrid Sessions

- In the Fall of 2023, a series of online Webinar/Hybrid Sessions (with Q&A) will be launched
- The sessions will be recorded and posted on our website for anyone to access
- These sessions will help event planners gear up for the 2024 planning season

Topics that will be covered in these sessions are:

1. Safety
2. Fundraising
3. Marketing
4. Permitting

Technical Assistance

- The DIA assists event planners and organizers with budgeting, staffing, logistics, and marketing
- We teach event planners and organizers how to apply for an event permit, developing trash/recycling/compost plans, and crowd control
- We provide equipment and safety lending on equipment (when applicable)
- We educate event planners and organizers on alcohol laws, health code, food vending laws, security plans, electrical plans, and building code
- Finally, we assist with venue scouting and sponsorship advice
- Each year we strive to assist at least 65 event planners and organizers and are a little less than halfway to that goal as of this month

Issues & Challenges

- **Space for Equipment** – Currently we utilize a shared space with the City of Ithaca that is small, not easily accessible, and cannot fit the growing need for equipment
- **Additional restrictions** being implemented by the City, State, etc. means additional pressure on event budgets, making this program more vital than ever in supporting and supplementing events
- **Event Safety** – Needing additional specialized security to supplement City resources. We have recently invested time and energy in a security company startup so that our events always have the needed coverage

QUESTIONS?

