RESOLUTION NO. *DOC ID: 6774*

Award of First Round of 2017 Strategic Tourism Implementation Funding

WHEREAS, the Tompkins County Legislature accepted the 2020 Strategic Tourism Plan on September 18th, 2012, and

WHEREAS, in 2016 the Tompkins County Strategic Tourism Planning Board (STPB) adopted an Agriculinary Tourism Implementation Plan and a Heritage Tourism Implementation Plan, each of which further identifies priority actions for implementing the 2020 Strategic Tourism Plan, and

WHEREAS, Tompkins County has established a dedicated funding source for implementing the 2020 Strategic Tourism Plan, known as the Strategic Tourism Implementation fund, and

WHEREAS, the Tompkins County Heritage Center project and Convention and Visitors Bureau (CVB) Agriculinary Tourism Implementation project are eligible for funding as Strategic Tourism Implementation projects, and

WHEREAS, the STPB established a category in the Strategic Tourism Implementation program for projects that have been identified by the STPB and the County's Tourism Program as priorities which are best suited for implementation internally by program staff, and

WHEREAS, staff leadership for the Tourism Program is provided by the Tompkins County Planning Department, and

WHEREAS, the STPB has developed a scope of work for the Tourism Program Communications project, and

WHEREAS, the STPB has voted to recommend funding in full for each of the three projects under consideration for funding, and

WHEREAS, Strategic Tourism Implementation funding exists within the hotel room occupancy tax-funded Tourism Program budget for 2017, now therefore be it

RESOLVED, on recommendation of the Budget, Capital, and Personnel Committee, That the following projects are awarded 2017 Strategic Tourism Implementation funding:

Applicant / Project	Award
Tompkins County Chamber of Commerce / Ithaca Tompkins County Convention and Visitors Bureau *CVB Agriculinary Tourism Implementation*	$30,000
The History Center in Tompkins County *Tompkins County Heritage Center*	$35,500

RESOLVED, further, That the Tompkins County Planning Department is authorized to spend up to $3,500 out of the Strategic Tourism Implementation Program budget, account 6475.54492 to contract with a qualified design firm to assist with Tourism Program communications activities,

RESOLVED, further, That the County Administrator or his designee be and hereby is authorized to sign any

agreements pertaining to the aforementioned projects.

SEQR ACTIONS:

TYPE II - 20 and Type II-3 (CVB Agriculinary Tourism Implementation)

TYPE II - 21 (Tompkins County Heritage Center)

TYPE II - 20 (Tourism Program Communications Project)