

## MEMORANDUM

To: Tompkins County Legislature  
 From: Martha Armstrong <marthaa@tcad.org>  
 Date: April 24, 2017  
 Re: Recommendations for 2017 Tourism Capital Grants Applications

At the April 19 Strategic Tourism Planning Board meeting, the STPB reviewed and endorsed recommendations for the Tourism Capital Grant applications summarized in the table below. The table indicates the project value, the request, and the Tourism Capital Grant Review Committee’s recommendation. On the following pages you will find: application briefs with review comments, followed by longer synopses of each application, and other review materials.

Complete applications and supporting materials provided by the applicants are available online at <https://ctk.apricot.info/>. Legislators may login using: tourism@tct.com Password: Tourism (case sensitive).

### Applications and Recommendations Summary

Application	App Type	Project Value	REQUEST		RECOMMENDATION	
			Grant	Award years	Grant	Year
Center for the Arts (Hangar) - Dickens	C	107,500	35,800	2017-18	20,000	2017
Center for Transformative Action (Floating Classroom)* - Study	F	12,360	5,500	2017	5,500	2017
CSMA - 3 <sup>rd</sup> Floor Phase 2	C	85,970	28,500	2017-18	16,500	2017
Finger Lakes Land Trust** - Trail	C	51,700	17,233	2017-18	10,000	2017
Friends of Stewart Park - Pavilion	C	287,280	85,000	2017-18	25,000	2017
Ithaca Youth Bureau - Rink	C	1,007,486	100,000	2017-18	50,000	2017
PRI - Smith Woods	C	80,000	20,000	2017-18	5,000	2017
Sciencenter - Get Fit!	C	150,000	50,000	2017-19	20,000	2017
The Cherry Arts*** - Outfitting	C	120,026	40,000	2017-19	0	
The History Center - Heritage Center	C	86,000	25,000	2017	25,000	2017
<b>TOTAL</b>		<b>1,988,322</b>	<b>407,033</b>		<b>177,000</b>	

F is Feasibility Study, C is Capital Investment grant  
 \* Requested 9,720. This has been reduced by \$3,500 due to receiving a Tourism Marketing grant to cover part of this request; further deducted a \$720 admin cost that is not eligible = 5,500 eligible request.  
 \*\* FLLT requested \$25,500 by mistake – capital grants may fund 1/3 of project value, which is \$17,233.  
 \*\*\* The Cherry Arts showed \$270,026 project value including \$150,000 in-kind value for donated space use. \$120,026 is cash value for this project.

### 2017 TCG Budget

The Tourism Capital Grant program has **\$201,000** available for grants.

- \$177,000 is available to distribute in 2017
- \$24,000 may be awarded for future years through multi-year awards

## Application Briefs with Review Committee Comments

**Overall Comment:** This is an unusually competitive cycle with a record 10 applicants. Total requests exceed \$400,000 and there are only about \$200,000 available. The Review Committee decided not to recommend multi-year awards so that all funding would be available in Year 1 for the 2018 grant cycle.

**Center for the Arts (Hangar Theatre)** In the same vein as a permanent museum exhibit, the Hangar Theatre will build all the necessary components to mount CHARLES DICKENS' A CHRISTMAS CAROL beginning in December 2017. This production will be remounted annually through at least December 2021. Design will begin in April 2017. Construction of sets, props, and costumes will begin in the summer of 2017 and capital equipment including specialized lighting and a secure storage container will be purchased in the coming months.

**Strengths:** Well established organization has a good track record of accomplishing projects; Five year plan backs it up; holiday shows do successfully attract out-of-county visitors; could partner with Downtown Ithaca Alliance to encourage overnight visits through packaging with the Ice Festival or other events; this is a winter activity. **Weaknesses:** Largely drive-to event; modest tourism impact. **Special comment:** not seen as a religious show.

**Center for Transformative Action (Floating Classroom)** The Center for Transformative Action is considering the purchase of a commercial passenger vessel on behalf of one of its sponsored projects, the Cayuga Lake Floating Classroom. The Floating Classroom hopes to expand its target audience by introducing a new or enhanced tourist service to Cayuga Lake in 2018. This proposal would fund a three-part feasibility study during 2017, which would include evaluation of alternative boat and dockage options, development of a professional marketing strategy, and completion of a 5-year business plan.

**Strengths:** Important to maintain tour boat service on the lake; provides tourists access to the water – which is limited; purchasing the boat is expensive and needs study. **Weaknesses:** Applicant did not provide much vision for the tour boat business – after purchasing the boat, what then? The business plan and marketing plan need to focus on the boat tour business, then how that works together with the floating classroom; would like to see a more detailed action plan for the boat tours come out of this study.

**Community School of Music and Arts** With Phase 1 of CSMA's Capital Improvements to the Third Floor (Martha Hamblin Hall) nearly complete, we request support for Phase 2 of the planned multiphase project. We propose to design, purchase and install audio, theatrical lighting, and projection systems, sound absorbers to improve acoustics, new stage decks, and related upgrades. We'll perform a critical mechanical overhaul of our Steinway piano, and purchase furnishings necessary for hosting events. These improvements are essential to enhancing the functionality and desirability of the space for performances, meetings, and other events.

**Strengths:** This next step, Phase 2, will provide some institutional stability to the organization; it builds on previously funded development of this project; CSMA will now be able to generate more revenue and be less grant dependent; does support under-tapped markets such as Fringe Fest; committee could envision a "Hogwarts Dinner" in that historic setting. **Weaknesses:** not keen on supporting the restoration of the Steinway piano – and the piano repair seems like a good target for a small fundraising effort.

**Finger Lakes Land Trust** The Finger Lakes Land Trust's preserve along Lick Brook Gorge hosts one of the most popular sections of the Finger Lakes Trail in Tompkins County. This section connects Buttermilk

Falls State Park through Lick Brook Gorge to Robert H. Treman State Park and is a major recreational resource. Its popularity grows each year. Increased use is resulting in damaging erosion, and degrading the natural area. To protect the beautiful gorge and create a better experience for users, the Land Trust seeks funding to rehabilitate the trails and improve public access. Enhancements include trail stabilization, safer parking, and an informational kiosk.

**Strengths:** FLLT is a strong organization and can accomplish the project; trails are a priority of the Strategic Tourism Plan; this trail connects two major NYS gorge parks, and adding signage and information kiosks will help visitors find and appreciate the trail; the Cayuga Trails 50 uses this trail. **Weaknesses:** In the past, the STP decided not to be a "trail maintenance" organization; prefer to focus on signage, not trail maintenance; out-of-county visitorship is very low; only specific groups use this trail; the trail will keep needing repair – what is the plan to take care of it over time?

**Friends of Stewart Park** The Stewart Park Revitalization Project is in Phase 2 of Building Improvements. The City and Friends of Stewart Park are collaborating on these investments. The City is investing \$181,000 in major repairs to the DPW/Wharton Pavilion. FSP is requesting \$85,000 to continue the restoration of the Picnic (Large) Pavilion. The work to be completed in this second phase includes completing the restoration of the 6th and 7th doors (of 7 total), interior painting, foundation repairs, new interior and exterior lighting.

**Strengths:** Demonstrated they can execute projects; the park and waterfront are a top community asset; cannot attract tourists to a place where the buildings are falling apart; improvements will provide benefits for years; the lakefront is underutilized. **Weaknesses:** There needs to be a better understanding of how many out-of-county visitors use the park, it seems mostly to have local use.

**Ithaca Youth Bureau (Rink)** The Ithaca Youth Bureau (IYB) is seeking funds for Phase 2, Year 2 of the Cass Park Rink enclosure. The Rink is 45 years old. Since 2010, the City of Ithaca has invested \$2,676,000 in improvements – to replace the original rink floor and refrigeration system, and to repair and insulate the roof. Phase 2, Year 2 would fully enclose the rink and provide: a dehumidified "conditioned space"; ventilation, insulation; longer season for ice surface; and consistent and improved conditions for spectators and skaters. The fully enclosed Rink will support an extended hockey season and tournaments, as well as use for shoulder season expos and support of waterfront festivals. .

**Strengths:** Of the applications, this project will bring in the most new visitors in the winter; youth hockey is huge here and we are sending all our money to other places; an enclosed rink will allow tournaments to be held here – they stay overnight and spend money at restaurants and shopping. **Weaknesses:** It would be great if this could be accomplished in 2017 rather than 2018.

**Paleontological Research Institute (Smith Woods)** As one of the last remnants of old-growth forest remaining in Central New York, Henry A. Smith Woods is a rare site of ecological, educational, and scientific importance. As the owner of Smith Woods, PRI will purchase and install deer exclusion fencing around Smith Woods to protect sensitive native plant species. PRI will also design, fabricate, and install permanent signage to aid preservation and education. This fencing and signage are the initial phase of a comprehensive management and interpretive plan to preserve, protect, and enhance the educational value of this unique habitat for future generations.

**Strengths:** Good to see a project outside the Ithaca environs; this is an underappreciated asset that definitely needs signage and awareness; want to support the signage, but not the fence.

**Weaknesses:** Don't understand the potential impact on visitorship; would there be any ROI? Not a strong tourism project; focuses on the deer fence.

**Sciencenter Get Fit! Gallery** The Sciencenter proposes “Get Fit!”, an interactive exhibition gallery where children learn about the relationship between food, our bodies, and our environment. The exhibition uses the Finger Lakes region as a backdrop for learning about the arc of food production: transportation, storage, and consumption as a context for making better choices about food. Thematically, the gallery begins with the farm, moves to the farmer's market, and then to the kitchen. In “Get Fit!”, children have the opportunity to play, experiment, and explore topics related to healthy eating and how to apply these concepts to their everyday lives.

**Strengths:** This kind of exhibit is very popular in similar museums; Sciencenter will be able to accomplish the project. **Weaknesses:** change the name – Get Fit! sounds like an exercise program; this is a maintenance project – a new exhibit that will maintain current visitor levels rather than expanding visitorship; this is a very competitive year and Sciencenter has received a high level of County Tourism Program support.

**The Cherry Arts Technical Outfitting** In April, the Cherry Artspace will complete construction in Ithaca’s west end. The Artspace will be a flexible, multidisciplinary venue unique in the region, with two missions: 1) to provide low-cost, high-end space to a variety of Ithaca arts companies; 2) to create new theater works in-house with a collective of Ithaca-based theater professionals, diversifying and enriching the theater landscape. The Cherry Arts will rent the Artspace for \$1/year, and must outfit the building with lights, sound, video, seating, drapes, platforms and so on. This grant requests support for this outfitting, which is underway.

**Strengths:** diversity of what they want to present in this space; “black box” flat floor theater allows flexibility; there are some elements of partnering with the other theater activities in the community. **Weaknesses:** Do they have capacity to complete the project? Can the community sustain another theater? This is a large grant for an unproven concept; the organization needs a business plan – needs to show at least what next year will look like, i.e. events and revenue; the organization needs to demonstrate fundraising capacity.

**The History Center (Heritage Education Center)** We seek funding to develop final architectural (construction documents) and detailed exhibit drawings for the proposed "heritage education center" that will be located in the current Tompkins Trust Company bank on the Commons. The documents will need to be completed by the end of 2017 so that bids can go out to line up contractors to start work as soon as the bank moves in the spring of 2018. The heritage education center will include the downtown visitors welcome center operated by the CVB; exhibit space will orient visitors to Tompkins County.

**Strengths:** Completely aligns with the County’s Heritage Tourism implementation plan; location is highly visible and people know where it is; a larger, more visible Visitors’ Center is a strong component of the project; the bank building will likely be a good space for the History Center; a permanent home for the History Center will be good for the community. **Weaknesses:** This is a complex project, taking over a building and turning it into a museum, there need to be many people involved to make it happen, so that puts volatility into the equation.

**Synopses of each application are on pages 5-15.**

**Synopsis** Center for the Arts (Hangar Theatre)

**2017 Hangar Theatre's A CHRISTMAS CAROL**

**Type** Capital Investment Grant

**Agency Annual Operating Budget** \$1,747,118

**Grant Request** \$35,800

**Project Value** \$107,500

**Summary**

In 2013, the Hangar Theatre solidified a 5-year Long-Range Plan including expanding Hangar produced programming with the addition of an annual family holiday event in the winter of 2017. The regional market is ripe for a holiday offering that will attract local audiences, tourists, and school classes.

We need financial support to create a large-scale physical production that can be used year-after-year. Planning and implementation of this annual holiday show will include developing a study guide for visiting school groups, building sets, props and costumes, and purchasing specialized lighting equipment and a secure storage container to protect the physical production when not in use.

By increasing arts and cultural offerings in the winter, Hangar Theatre will strengthen the tourism infrastructure of Ithaca and Tompkins County. CHARLES DICKENS' A CHRISTMAS CAROL will be a major tourism asset – in the same vein as a permanent museum exhibition, the Hangar Theatre's production of CHARLES DICKENS' A CHRISTMAS CAROL will be a permanent annual event.

**Schedule** A CHRISTMAS CAROL will begin performances December 5, 2017.

**Strategic Tourism Plan Goals Addressed by this project**

- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes
- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events
- Visitor Services - Provide effective visitor services and customer service at points of visitor contact

**Strategic Tourism Plan Critical Action Addressed by this project** – none

<b>Total Attendance (Current)</b>	0
<b>Out of County Visitor Attendance (Current)</b>	0
<b>% of Current Out of County Visitors</b>	n/a
<b>Total Attendance (Yr 3 Projected)</b>	7,100
<b>Out of County Visitor Attendance (Yr 3 projected)</b>	1,800
<b>% of 3yr Projected Out of County Visitors</b>	25%

**Tourism Grants previous 3 years**

2014: ACOD - \$27,000

2015: ACOD - \$27,000; M&A - \$3,700; TPG - \$12,500 (fiscal sponsor)

2016: ACOD - \$24,500; M&A - \$5,000

2017: ACOD - \$24,500; NTI - \$7,500

**Can accept award over 2 years?** yes **Over 3 years?** no

**Synopsis** Center For Transformative Action (Floating Classroom)

**Floating Classroom Edu-Tourism Feasibility Study**

**Type** Feasibility Study Grant

**Agency Annual Operating Budget** \$ 1,300,000

**Grant Request** \$9,720

**Project Value** \$ 12,360

**Summary** The Center for Transformative Action is considering the purchase of a commercial passenger vessel on behalf of one of its sponsored projects, the Cayuga Lake Floating Classroom. The Floating Classroom hopes to expand its target audience by introducing a new or enhanced tourist service to Cayuga Lake in 2018. This proposal would fund a three-part feasibility study during 2017, which would include evaluation of alternative boat and dockage options, development of a professional marketing strategy, and completion of a 5-year business plan.

Since 2004, the Floating Classroom has chartered the MV Haendel from Ithaca Boat Tours (IBT), complementing peak tourist periods with mid-week, spring, and fall educational cruises. However, challenges within IBT have become increasingly impactful to us, and our Advisory Board has made a commitment to obtaining our own vessel before the 2018 cruise season. One option is to purchase the MV Haendel, and the owner is interested in this possibility. While we have a firm understanding of IBT's finances, as well as our own, there are many questions to be answered with respect to the advantages and challenges of this acquisition. Further, it is possible that an alternative vessel will prove to be the better option. These questions will be the focus of our proposed feasibility study.

This work will advance the priorities of the Tompkins County Strategic Tourism Plan by creating more access to Cayuga Lake and more collaboration with lake-based recreation businesses, while strengthening the educational mission of the Floating Classroom.

**Schedule** six month timeline, completed by the fall of 2017.

**Strategic Tourism Plan Goals Addressed by this project**

- Edutourism - Increase educational tourism
- Outdoor - Expand outdoor recreation and other tourism related to our outstanding natural amenities
- Marketing - Maximize the effectiveness of destination marketing, advertising, and public relations

**Strategic Tourism Plan Critical Action Addressed by this project - Yes**

- We expect to directly address Critical Action #8 (coordinate edu-tourism with higher-ed conferences).
- We hope to address Critical Action #10 (complete Blueway Trail), by providing more lake access options, and potentially a ferry service, which would make the Blueway more accessible.

**Total Attendance (Current)** 3,000

**Out of County Visitor Attendance (Current)** 1,200

**% of Current Out of County Visitors** 40%

(Note: The Feasibility Grant application does not require 3-year projections of attendance.)

**Tourism Grants previous 3 years**

2015 New Tourism Grant Initiative \$1,800

**Synopsis** Community School of Music and Arts  
**Third Floor Performance Space Capital Improvements: Phase 2**  
**Type** Capital Investment Grant

**Agency Annual Operating Budget** \$ 551,657  
**Grant Request** \$ 28,500  
**Project Value** \$ 85,970

**Summary** Designed in 1928 for the Fraternal Order of Eagles, our building anchors the eastern periphery of the Ithaca Commons and the third floor is quite special – an architectural treasure unlike any other performance venue in Tompkins County. With Phase 1 of CSMA’s Capital Improvements to the Third Floor nearly complete, we request support for Phase 2 to enhance the functionality and desirability of the space for performances, meetings, and other events.

Targeting infrastructure, Phase 2 will greatly enhance the space’s capacity to attract visitors and generate revenue. Currently, theatrical systems are lacking or in poor condition. Acoustically, the room is very reverberant. There is no projector or projection screen. We propose to install quality audio equipment, theatrical lighting, a multimedia projection system, and sound absorbers. The Steinway grand piano (Model A, c. 1926), considered one of Ithaca’s finest instruments, is in critical need of mechanical renovation. Once the work is completed, the piano should be good for another 75 years and highly desirable for concert use. Moveable equipment to be purchased includes: new stage decks; lectern; portable tables and chairs necessary for hosting events.

**Schedule** Complete by summer 2018.

**Strategic Tourism Plan Goals Addressed by this project**

- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes
- Downtown Ithaca - Enhance downtown Ithaca as a hub of visitor activity
- Groups - Expand meetings, conferences and group tours

**Strategic Tourism Plan Critical Action Addressed by this project - Yes**

The project supports two Critical Actions #17 (support specialty festivals that are indoors in the winter) and # 18 (develop Tompkins as an LGBTQ destination, including weddings).

**Total Attendance (Current)** 31,568  
**Out of County Visitor Attendance (Current)** 3,962  
**% of Current Out of County Visitors** 13%  
**Total Attendance (Yr 3 Projected)** 35,500  
**Out of County Visitor Attendance (Yr 3 projected)** 4,500  
**% of 3yr Projected Out of County Visitors** 13%

**Tourism Grants previous 3 years**

2014 Tourism Capital Grant, \$55,000  
2014 (Fall) New Tourism Initiatives Grant, \$9,000; and Tourism Marketing and Advertising Grant \$1,000, as fiscal sponsor for the 2015 Ithaca Fringe Festival  
2016 Arts/Culture Organization Development (ACOD), \$7,000

**Can accept award over 2 years?** yes **Over 3 years?** no

**Synopsis** Finger Lakes Land Trust

**2017 Connecting Tompkins County's Gorge Parks: Enhancing Public Access at Lick Brook**

**Type** Capital Investment Grant

**Agency Annual Operating Budget** \$ 1,107,930

**Grant Request** \$17,233 (This is 1/3 project value; FLLT mistakenly asked for 25,500 in the application)

**Project Value** \$ 51,700

**Summary** The Finger Lakes Land Trust's preserve along Lick Brook Gorge hosts one of the most popular segments of the Finger Lakes Trail in Tompkins County. This section connects Buttermilk Falls State Park through Lick Brook Gorge to Robert H. Treman State Park and is a major recreational resource for visitors and residents alike. Lick Brook is visited year-round by tourists and residents who want a glimpse of Ithaca's famous gorges. Over 580,000 visits were recorded at Treman and Buttermilk State Parks last year, many of these same visitors also hike Lick Brook.

Group events are hosted at Lick Brook by local organizations and Red Newt Racing uses the trails as part of a larger trail network to host the Cayuga Trails race. The event brings an estimated 400 entrants and 500 visitors/volunteers into the community, providing additional financial impact.

The popularity of this section continues to grow each year. Increased use is resulting in damaging erosion and degrading the natural area. To protect the beautiful gorge and create a better experience for users, the Land Trust seeks funding to rehabilitate the trails and improve public access. Major preserve enhancements include trail stabilization, creating safer parking, and building an informational kiosk.

**Schedule** Begin in the late summer 2017; 18 months to complete.

**Strategic Tourism Plan Goals Addressed by this project**

- Outdoor - Expand outdoor recreation and other tourism related to our outstanding natural amenities
- Sports - Increase sports tourism-Cayuga lake, gorges and waterfalls, trails, parks, and natural areas
- Sustainability - Develop Ithaca and Tompkins County as the preeminent Sustainability Tourism destination in New York State

**Strategic Tourism Plan Critical Action Addressed by this project - Yes**

Critical Action #9: "Support the completion of priority multi-use trails and connections between these and existing foot path systems, and support tourism enhancing features..."

**Total Attendance (Current)** 12,500

**Out of County Visitor Attendance (Current)** 1,250

**% of Current Out of County Visitors** 10%

**Total Attendance (Yr 3 Projected)** 13,250

**Out of County Visitor Attendance (Yr 3 projected)** 2,000

**% of 3yr Projected Out of County Visitors** 15%

**Tourism Grants previous 3 years**

2015 - two grants from the Tompkins County Tourism Program to support the creation and marketing of [gofingerlakes.org](http://gofingerlakes.org)

**Can accept award over 2 years?** yes **Over 3 years?** no

**Synopsis Friends of Stewart Park (FSP)**

**2017 Picnic Pavilion Phase 2**

**Type** Capital Investment Grant

**Agency Annual Operating Budget** \$145,000

**Grant Request** \$85,000

**Project Value** \$287,280

**Summary** For Phase 2 of Stewart Park Building Improvements, the City is spending \$181,000 on major roof repairs and other restoration for the DPW Maintenance (Wharton Studio) Building. FSP is requesting \$85,000 to continue Picnic Pavilion (aka the Large Pavilion) restoration. The project is comprised of 3 main tasks: door-windows, painting, lighting. First, we will complete the restoration of doors 6 and 7 (of 7 total door-window units). Then, FSP will work with the City and Historic Ithaca staff to determine repairs and preparation needed prior to interior painting, select paint color and lighting fixtures, and determine associated small repairs needed to complete this phase of building restoration.

The Picnic Pavilion is the home of the Stewart Park Day Camp and rented most summer evenings and weekends for parties, weddings, fundraisers and special events. For many visitors and park users it is the public face of the park. It is a heavily used, wood frame structure that is 120 years old and located on an exposed lakefront site. These conditions, in combination with deferred maintenance, have created the need for immediate investment in building maintenance and improvements. The City, with County Tourism Program support, along with the efforts of hundreds of volunteers and the Friends of Stewart Park's planning and fundraising efforts have turned the tide.

**Schedule** This work will be completed by mid-May when 2018 Pavilion rentals begin.

**Strategic Tourism Plan Goals Addressed by this project**

- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes
- Sports - Increase sports tourism-Cayuga lake, gorges and waterfalls, trails, parks, and natural areas
- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events

**Strategic Tourism Plan Critical Action Addressed by this project - Yes**

#9: Support the completion of priority multi-use trails and connections between these and existing footpath systems, and support tourism-enhancing features for priority trails. Stewart Park is a key destination and staging area for the Cayuga Waterfront Trail and the linked Black Diamond Trail.

#10: Complete and support implementation of the Cayuga Lake Blueway Trail Plan. Stewart Park will host two Blueway Trail landings and associated facilities including signs, parking, boat storage and launching.

#11: Support the Stewart Park Rehabilitation Plan. Restoring the park buildings and in particular the Picnic Pavilion is key to revitalizing the park.

**Total Attendance (Current)** 36,577

**Out of County Visitor Attendance (Current)** 1,829

**% of Current Out of County Visitors** 5%

**Total Attendance (Yr 3 Projected)** not provided

**Out of County Visitor Attendance (Yr 3 projected)** not provided

**% of 3yr Projected Out of County Visitors** not provided

**Tourism Grants previous 3 years**

2015 Stewart Park Buildings: Five Year Priority Building Maintenance and Program Implementation Work Plan (\$20,000 Planning and Feasibility Study with \$20,000 City Cash Match)

**Can accept award over 2 years?** yes **Over 3 years?** no

**Synopsis Ithaca Youth Bureau (IYB)**

**2017 Cass Park Ice Rink Enclosure - Phase 2, Year 2**

**Type** Capital Investment Grant

**Agency Annual Operating Budget** \$3,112,527

**Grant Request** \$100,000

**Project Value** \$1,007,486

**Summary** The Rink is 45 years old and since 2010, the City of Ithaca has invested \$2,676,000 in improvements, \$1,226,000 to replace the original rink floor and refrigeration system; and \$1,350,000, fixing the deteriorating roof and ceiling insulation. Phase 2, Year 2 would fully enclose the rink, providing: a dehumidified "conditioned space"; ventilation, insulation, and adaptations for climate change; longer season for ice surface; consistent and improved conditions for spectators and skaters; and additional opportunities to produce revenue throughout the year. There is a vision and design for Phase 3, including additional locker rooms and restrooms, new activity room, and doubling the lobby space.

The hockey season could be extended by 1-2 weeks per year for the first 3 years, adding 1-2 tournaments a year, increasing the current number of out-of-town tournament families per season from 2,160 families to about 4,000 per season who visit restaurants, gas stations, and stay overnight for multi-day tournaments. After the ice hockey season is over, an enclosed rink would provide space for kayak, camping, cycling, triathlon or paddle board expos during the early spring months (April and May). It could be used to provide dry land clinics. It also could provide indoor space for festivals such as The Dragon Boat Festival, housing information, festival, or craft area, drawing more out-of-town visitors.

**Schedule** Start mid-March 2018 and conclude in mid-June 2018.

**Strategic Tourism Plan Goals Addressed by this project**

- Sports - Increase sports tourism-Cayuga lake, gorges and waterfalls, trails, parks, and natural areas
- Outdoor - Expand outdoor recreation and other tourism related to our outstanding natural amenities
- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events

**Strategic Tourism Plan Critical Action Addressed by this project - Yes**

# 17: Support the expansion and development of specialty festivals in the indoors in the winter. An enclosed rink would provide space for kayak, camping, cycling, triathlon or paddle board expos during the early spring months (April and May). It could also be used to provide dry land clinics.

# 22: Assist existing large festivals and events on succession planning, financial sustainability, and enhancing their tourism impact. The Dragon Boat Club hosts a July event and an enclosed rink could be used for information or secondary weather location for visitors.

**Total Attendance (Current)** 33178

**Out of County Visitor Attendance (Current)** 9,900

**% of Current Out of County Visitors** 30%

**Total Attendance (Yr 3 Projected)** 39,378

**Out of County Visitor Attendance (Yr 3 projected)** 14,176

**% of 3yr Projected Out of County Visitors** 36%

**Tourism Grants previous 3 years**

Ithaca Bike Rental (IBR), Fall 2014, New Tourism Initiative, \$8,000.00

IBR, Fall 2014, Tourism Marketing and Advertising, \$2000.00

IBR, Fall 2015, New Tourism Initiative, \$5,000.00

IBR, Fall 2016, New Tourism Initiative, \$5,000.00

**Can accept award over 2 years?** yes **Over 3 years?** no

**Synopsis** PRI

**2017 Smith Woods Preservation**

**Type** Capital Investment Grant

**Agency Annual Operating Budget** \$2,300,000

**Grant Request** \$20,000

**Project Value** \$80,000

**Summary** As one of the last remnants of old-growth forest remaining in Central New York, Henry A. Smith Woods (in Trumansburg) is a rare site of ecological, educational, and scientific importance. Two factors currently threaten the integrity and future of the woods: deer grazing and human foot traffic from people wandering off of the established trails. As the owner of Smith Woods, PRI will purchase and install deer exclusion fencing around Smith Woods to protect sensitive native plant species. PRI will also design, fabricate, and install permanent signage to aid preservation and education. This fencing and signage are the initial phase of a comprehensive management and interpretive plan to preserve, protect, and enhance the educational value of this unique habitat for future generations.

Signage will consist of an information kiosk at the newly installed gate and trail head at the southeast corner (closest to the ShurSave) and a trio of signs at the northwest corner gate and trail head where visitors access the wood and trails from Cemetery Street. The proposed signage will include a trail map, park usage policies and guidelines, educational information about native species, old-growth forests, awareness of sensitive areas, and other information.

**Schedule** Completion is estimated for spring of 2018.

**Strategic Tourism Plan Goals Addressed by this project**

- Outdoor - Expand outdoor recreation and other tourism related to our outstanding natural amenities
- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes
- Edutourism - Increase educational tourism

**Strategic Tourism Plan Critical Action Addressed by this project** - None

**Total Attendance (Current)** 50,000 (for PRI)

**Out of County Visitor Attendance (Current)** 25,000 (for PRI)

**% of Current Out of County Visitors** 50%

**Total Attendance (Yr 3 Projected)** no data yet for Smith Woods

**Out of County Visitor Attendance (Yr 3 projected)** no data yet for Smith Woods

**% of 3yr Projected Out of County Visitors**

**Tourism Grants previous 3 years**

Smithsonian Permanent Exhibit

Cayuga Nature Center Lodge

Smithsonian Temporary Exhibit - Vanished Worlds

Buzzsaw Sharks Temporary Exhibit

Darwin Days Celebrations Grant

**Can accept award over 2 years?** yes **Over 3 years?** no

**Synopsis** Sciencenter  
**2017 Get Fit! Gallery**

**Type** Capital Investment Grant

**Agency Annual Operating Budget** \$2,200,000

**Grant Request** \$50,000

**Project Value** \$150,000

**Summary** The Sciencenter proposes “Get Fit!”, an interactive exhibition gallery where children learn about the relationship between food, our bodies, and our environment. The exhibition uses the Finger Lakes region as a backdrop for learning about the arc of food production: transportation, storage, and consumption as a context for making better choices about food. Thematically, the gallery begins with the farm, moves to the farmer's market, and then to the kitchen. In “Get Fit!”, children have the opportunity to play, experiment, and explore topics related to healthy eating and how to apply these concepts to their everyday lives.

The Gallery will include: photos of Finger Lakes agriculture; a mini-farmer’s market with large bins that hold grains, cups, bowls, and scales; an interactive game to sort healthy foods from foods to eat occasionally; a healthy plate “puzzle”; an interactive activity to learn miles required to transport food ingredients, to find the shortest route from farm to table.

**Strategic Tourism Plan Goals Addressed by this project**

- Edutourism - Increase educational tourism
- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes
- Ag and Culinary - Develop Ithaca and Tompkins County as a regional hub of culinary and agritourism

**Schedule** Planning / Design by March 2018; Prototyping / Formative Evaluation by July 2018; Gallery preparation / infrastructure by December 2018; Fabrication by July 2019; Opening: August 2019.

**Strategic Tourism Plan Critical Action Addressed by this project** - None

**Total Attendance (Current)** 104,116

**Out of County Visitor Attendance (Current)** 46,642

**% of Current Out of County Visitors** 45%

**Total Attendance (Yr 3 Projected)** 102,263

**Out of County Visitor Attendance (Yr 3 projected)** 39,883

**% of 3yr Projected Out of County Visitors** 39%

**Tourism Grants previous 3 years**

Capital 2014	Golf Construction - \$25,000
Project 2014	Curiosity Corner Science Park - \$14,000
Capital 2015	Sagan Planet Walk - \$25,000
Project 2015	Curiosity Corner - \$18,327
Capital 2016	Sustainability Gallery and Garden - \$48,115
Project 2016	Make Some Noise! Sound exhibits - \$23,000

**Can accept award over 2 years?** yes **Over 3 years?** yes

**Synopsis** The Cherry Arts, Inc.  
**2017 Cherry Artspace Outfitting**  
**Type** Capital Investment Grant

**Agency Annual Operating Budget** \$25,000

**Grant Request** \$40,000

**Project Value** \$120,026 cash expenses (total \$270,026 includes \$150,000 in-kind value of donated space)

**Summary** In April, the Cherry Artspace will complete construction in Ithaca's west end. The Cherry Arts will rent the Artspace for \$1/year, and must outfit the building with lights, sound, video, seating, drapes, platforms and so on. This grant requests support for this outfitting, which is underway.

The Artspace will be a flexible, multidisciplinary venue unique in the region, with two missions: 1) to provide low-cost, high-end space to a variety of Ithaca arts companies, helping them thrive and grow, and creating a unique space where diverse art forms and their audiences intermingle; 2) to create new theater works in-house with a collective of Ithaca-based theater professionals. Focusing on innovative, unusual forms, this work is already diversifying and enriching the Central Tier theater landscape.

The Cherry Arts' own programming will make up a minority of Artspace ticket sales. The company will partner with a diverse group of Ithaca arts companies including: Civic Ensemble, the Hangar Theater's Lab Company, as well as producers of opera, circus, puppetry, burlesque, and music. In fall 2017 we will launch our first full season of four Cherry Arts shows in the Artspace, alongside shows produced by a variety of partners. The Artspace is a small venue, and annual attendance may top out around 7,000-9,000. We anticipate reaching that goal in a few years via our strong network of partnerships. We will continue our robust out-of-county marketing strategy.

**Schedule** Once fully funded, the outfitting project can be completed in under six weeks.

**Strategic Tourism Plan Goals Addressed by this project**

- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes
- Niche - Grow under-tapped niche visitor markets and experiences
- Festivals and Events - Grow the visitor attraction and positive impacts of vibrant festivals and events

**Strategic Tourism Plan Critical Action Addressed by this project** None

**Total Attendance (Current)** 1,000

**Out of County Visitor Attendance (Current)** 100

**% of Current Out of County Visitors** 10%

**Total Attendance (Yr 3 Projected)** 9,000

**Out of County Visitor Attendance (Yr 3 projected)** 1,200

**% of 3yr Projected Out of County Visitors** 13%

**Tourism Grants previous 3 years -**

2016 Tompkins County Tourism Marketing Grant: \$2,500

**Can accept award over 2 years?** yes **Over 3 years?** yes

**Synopsis** The History Center

**2017 "Heritage Education Center" Architectural/Exhibit Construction Documents and Administration**

**Type** Capital Investment Grant

**Agency Annual Operating Budget** \$387,767

**Grant Request** \$25,000

**Project Value** \$86,000

**Summary** We seek funding to develop full architectural and exhibit construction drawings for the proposed "heritage education center" that will be located in the current Tompkins Trust Company bank on the Commons. The documents will need to be completed by the end of 2017 so that construction can start as soon as the bank moves in the spring of 2018. The History Center is leading a project to bring several complementary non-profits together to become a new heritage education center for Ithaca and Tompkins County. This new collaborative entity will serve as a community hub that celebrates our rich history, heritage and culture in an exciting, synergistic way.

Three main goals are to 1) build community by offering opportunities to deepen connections among County residents through sharing of narratives and place based initiatives; 2) engage the public in a vibrant exploration of our unique community through history, heritage and cultural lenses; and 3) orient visitors to tourism, specifically heritage tourism, opportunities. Key partners include The History Center, the County Convention & Visitors Bureau, Community Arts Partnership, Historic Ithaca, Dorothy Cotton Institute, Ithaca Aviation Heritage Foundation, Wharton Studio Museum, the Discovery Trail and the Sustainability Center. County Government is also an involved partner as the potential building owner.

**Schedule** This phase will roughly be May - December 2017.

**Strategic Tourism Plan Goals Addressed by this project**

- Downtown Ithaca - Enhance downtown Ithaca as a hub of visitor activity
- Arts, Culture, Heritage - Develop Ithaca and Tompkins County as a central arts, cultural and heritage tourism destination in the Finger Lakes
- Visitor Services - Provide effective visitor services and customer service at points of visitor contact

**Strategic Tourism Plan Critical Action Addressed by this project** Yes

The creation of a heritage education center provides a foundation for working toward numerous goals and strategies in the Tompkins County Heritage Tourism Implementation Plan. The Heritage Tourism Plan is a new Strategic Initiative of the STP Board and on par with the 2020 Strategy's critical action steps.

**Total Attendance (Current)** 30,000

**Out of County Visitor Attendance (Current)** 12,000

**% of Current Out of County Visitors** 40%

**Total Attendance (Yr 3 Projected)** 72,600

**Out of County Visitor Attendance (Yr 3 projected)** 29,766

**% of 3yr Projected Out of County Visitors** 41%

**Tourism Grants previous 3 years**

Intermediary for the past few years for Celtic Games awards.

2016 "Tompkins County Heritage Tourism: Branding, Developing and Marketing."

**Can accept award over 2 years?** No **Over 3 years?** No

## INFORMATION FOR REVIEWERS

### **Tourism Capital Grants program fund status**

As of March 2017, there is \$201,000 available in the program's fund for grants – \$177,000 is available for grants in 2017. I recommend that up to another \$24,000 may be committed for future years through multi-year awards.

### **What is on the horizon?**

This program has a single round annually.

2017 is a highly competitive year. I expect there will continue to be strong applicant interest for the next several years. Most of the feasibility studies we have funded over the past several years are likely to generate eligible capital projects in the next several years.

### **Other Information**

The Review Committee completes a scoring grid online in Apricot. The averaged results from all the reviewers' scores helps guide the reviewers' discussion; it is not a point system to determine the awards.

Also enclosed are:

- Multi-year grant worksheet with current budget and commitments
- History of the Tourism Capital grants awards since inception (by recipient)
- Criteria for Grants from the application guide
- The review committee's Conflict of Interest Policy

### **TCAD Tourism Capital Grants Review Committee members:**

April 2017:

- Jennifer Tavares (STP/TCAD) [abstained from discussion/vote on Heritage Education Center application]
- Jim Dennis (TC Legislature)
- Kelli Cartmill (STP)
- Ken Jupiter (STP) chair
- Steve Hugo (STP)
- Steve Snyder (TCAD)
- Tom Carr (TCAD)



## Detailed History of Awards 2003 to 2016

Table covers 3 pages

	Tourism Capital Grants Awardees	Year	Award	Project Value	
1	Cayuga Nature Center Feas	2008	13,500	13,500	f
2	Cayuga Nature Center 1	2009	100,000	357,752	c
3	Cayuga Nature Center 2 (PRI)	2011	100,000	450,000	c
4	Cayuga Nature Center: Cayuga Lake Past and Present Exhibit (PRI)	2014	40,000	241,180	c
	subtotals		253,500	1,062,432	
5	City of Ithaca: Lake Street Public Park Enhancement	2015	20,000	240,000	c
6	CSMA: 3 <sup>rd</sup> Floor performance space	2013	8,000	8,160	f
7	CSMA: 3 <sup>rd</sup> Floor Performance Space Phase 1	2014	55,000	165,400	c
	subtotals		63,000	173,560	
8	CWT Phase 2	2005	5,000	115,000	c
9	CWT Stewart Park Rehab Action Plan	2008	15,000	15,000	f
10	CWT Cayuga Waterfront Trail: panels and Overlook	2012	20,000	76,500	c
	subtotals		40,000	206,500	
11	Dorothy Cotton Institute	2010	7,500	7,500	f
12	Downtown Ithaca Alliance (Conf Ctr)	2016	40,000	44,000	f
13	Finger Lakes Land Trust: Emerald Necklace enhancement	2012	20,000	76,550	c
14	Hangar Theatre	2003	9,000	9,000	f
15	Hangar Theatre	2008	84,000	84,000	f
16	Hangar Theatre Capital	2009	100,000	3,100,000	c
17	Hangar Theatre: Hangar for All Seasons Phase 2	2013	5,000	9,800	c
	subtotals		198,000	3,202,800	
18	History Center	2006	10,000	10,000	f
19	History Center: Feasibility of partnership with IAHF/Tommy	2013	7,500	23,000	f
20	History Center: Feasibility partner Ithaca Motion Picture Project	2013	7,500	23,000	f
	subtotals		25,000	56,000	
21	Ithaca Children's Garden	2009	14,800	500,000	c
22	Ithaca Children's Garden: Edible Forest Garden Phase 1	2014	34,000	102,809	c
23	Ithaca Children's Garden: Very Hungry Caterpillar Boardwalk Study	2015	16,000	16,170	f
	subtotals		64,800	618,979	
24	Ithaca Farmers Market	2005	10,000	51,630	c
25	Ithaca Farmers Market Bathroom Trailer	2015	5,000	31,000	c
	subtotals		15,000	82,630	

26	Ithaca Skate Park	2011	60,000	435,340	c
27	Ithaca United Soccer Club (Fields study)	2016	5,000	9,995	f
28	Kitchen Theatre Feas 1	2008	13,000	13,000	f
29	Kitchen Theatre Capital	2009	100,000	1,202,800	c
30	Kitchen Theatre Feas 2	2009	21,000	21,000	f
	subtotals		134,000	1,236,800	
31	PRI- Museum of Earth- Building Expansion	2003	125,000	7,000,000	c
32	PRI MOTE Climate Exhibit	2010	50,000	150,000	c
33	PRI Museum of the Earth 10 <sup>th</sup> Anniversary Museum Enhancements	2013	32,000	241,180	c
34	PRI MoTE Smithsonian exhibits	2015	50,000	392,445	c
	subtotals		257,000	7,783,625	
35	Sciencenter Golf	2003	25,000	150,000	c
36	Sciencenter Ocean	2005	20,000	90,000	c
37	Sciencenter Outdoor	2006	60,000	200,000	c
38	Sciencenter Marcellus Drilling Exhibit	2011	50,000	220,000	c
39	Sciencenter: Expansion Live Animal Gallery	2012	30,000	120,000	c
40	Sciencenter: prototyping of Galaxy Golf	2013	12,500	29,020	f
41	Sciencenter: Mini-Golf Construction	2014	25,000	307,400	c
42	Sciencenter: Sagan Walk Expansion	2015	25,000	110,000	c
43	Sciencenter (Sustainability)	2016	48,115	144,347	c
	subtotals		295,615	1,370,767	
44	State Theatre (Historic Ithaca) Phase 2	2003	125,000	720,300	c
45	State Theatre bathroom expansion and improvements	2012	3,780	3,780	f
46	State Theatre bathroom expansion and renovation	2013	42,000	267,000	c
47	State Theatre (Lobby)	2016	9,000	15,200	f
	subtotals		179,780	1,006,280	
48	Stewart Park Building Study	2010	15,000	15,000	f
49	Stewart Park Landscape Rehab Study	2012	10,000	17,000	f
50	Stewart Park Rehabilitation Phase 1 Building Improvements	2013	70,500	415,100	c
51	Stewart Park Buildings Five Year Priority Plan	2015	20,000	39,490	f
	subtotals		115,500	486,590	
52	Tompkins Planning: Cayuga Lake Blueway Trail: Design Study	2014	10,000	18,000	f
53	Tompkins Planning (Blueway)	2016	33,480	121,343	c
	subtotals		43,480	139,343	
54	Wharton - Ithaca Motion Picture Project	2009	5,500	5,500	f
55	Wharton Studio Museum (Exhibits)	2016	9,050	9,050	f
	subtotals		14,550	14,550	

56	Wine Center Feasibility Ph1	2004	5,000	10,000	f
57	Wine Center Feasibility Ph 2	2005	7,500	7,500	f
58	Wine Center	2007	160,000	502,220	c
subtotals			172,500	519,720	
<b>Totals 2003-2016</b>			<b>2,024,225</b>	<b>18,773,961</b>	
<b>Capital Grant Stats</b>					
<b>Capital:</b> award range: 5,000 to 160,000			median award	median proj value	
33 projects			\$40,000	\$220,000	
			Average Award	Average proj value	
			\$50,300	\$554,760	
<b>Feasibility Grant Stats</b>					
<b>Feasibility:</b> award range 3,780 to 21,000* (*there was one feasibility award of 84,000 for architectural drawings – these are now defined as capital projects)			median award	median proj value	
25 projects			\$10,000	\$15,000	
			Average Award	Average proj value	
			\$14,573	\$18,675	

2017 is the 14th year of operating the program.

Criteria for the Grant...from the application guide:

The Tourism Capital Grants Program focuses on major visitor-generating projects such as theaters, museums, and other major cultural and recreational attractions. The funds can be used for:

- Design, renovation, and new building projects
- Investments in unique permanent (minimum 5-year life) installations such as exhibits
- Feasibility studies of potential capital projects

The fund cannot be used to refinance existing debt, or for operating expenses.

### **Eligibility**

Applicant Eligibility: large, tourist/visitor generating not-for-profit or public-purpose projects. Examples of projects include the Sciencenter Touch Tank permanent exhibit, the Hangar Theater renovations for winter operations, the Museum of the Earth new building, and visitor amenities for the Cayuga Waterfront Trail. The organization must track where visitors are from in order to establish tourism impact. The organization must market to visitors beyond Tompkins County.

### Project Eligibility

A. *Capital Investment Projects:* New construction and renovation projects are eligible. The project may provide expansion or renovation to existing facilities, or may be a totally new facility. The fund will usually participate at the \$25,000 level or higher. Funds may contribute up to one third of eligible costs that include:

- Acquisition of land
- Acquisition, construction, and renovation of buildings
- Acquisition of furnishings, equipment, permanent exhibitions, and other capital improvements designed to serve or promote tourism over a minimum of five years
- Design services for the project

B. *Feasibility Studies:* Studies should potentially lead to a capital investment as described above. Grants may fund up to 100% of a feasibility study. Eligible projects include:

- Concept level design and cost estimates
- Tourism plan for a capital project
- Business plan for a capital project
- *Not eligible: fundraising feasibility study*

### **Evaluation Criteria**

A. *Capital Investment Projects:*

The application must demonstrate

- Financial feasibility of the project
- Organizational capacity and commitment to make the project a success
- Likelihood of
  - increased visitors to the facility and/or
  - improved visitor experience and/or
  - visitors increasing their length of stay in order to visit the facility

B. *Feasibility Studies:*

The application must demonstrate

- Preliminary research that supports proceeding to a full scale feasibility study
- Organizational commitment to the project being studied, including evidence of investment
- Possibility of
  - increased visitors to the facility and/or
  - improved visitor experience and/or
  - visitors increasing their length of stay in order to visit the facility

**Evaluation criteria for all applications include:**

- Organizational capacity and commitment to carry out the project
- Likelihood of the project to increase or improve tourism over five years
- Project/organization role in the Tompkins County tourism industry
- Benefits/cost -- return on investment
- Value of project to community
- Contribution to the County's Strategic Tourism Plan

## **Tourism Capital Grant Review Committee Conflict of Interest Policy**

The Tourism Capital Grant Review Committee members (hereafter called members) are encouraged to play active roles in their communities by serving as board members or otherwise being involved with a wide spectrum of organizations. This means that, from time to time, potential conflicts of interest or the appearance of such conflicts will inevitably arise. It is the committee's policy to deal with such conflicts in as open and appropriate a way as possible.

Conflicting involvements include but are not limited to the following: members serving as board members of applicant organizations, immediate family of members serving as board members of organizations affected by the committee's decisions, members or their immediate family being employed by or doing business with such organizations. Serving on an advisory board to an applicant organization should be disclosed, but is generally not considered a conflict of interest that requires recusal. In rare instances, working for an organization that has made a major contribution to an applicant organization may be considered a conflict of interest.

In case of such conflicts or the appearance thereof, such members are expected to disclose the conflict at the earliest practicable time. Such disclosure shall be made a matter of record. Once such a disclosure has been made, the remaining committee members will determine whether or not there is a potential conflict of interest. Should it be so considered, the member involved shall:

- abstain from voting and shall not participate in the discussion other than to answer specific factual questions that may be raised by other members.
- not attempt to exert his or her personal influence with respect to the matter, either at or outside the meeting.
- be prepared to excuse himself or herself from the room while the matter is discussed and voted on if asked to do so by the committee or committee chair.
- If the member involved is a paid staff of an organization with a current application, that member should recuse themselves from all meetings and discussions of applications during that funding cycle of grant awards and at least for six months.

The minutes of such meeting shall reflect that a disclosure was made and that the member having a possible conflict abstained from voting.

All candidates for membership on the committee should be advised of this policy prior to assuming their responsibilities as members.