



**Tompkins County**  
**DEPARTMENT OF PLANNING & SUSTAINABILITY**

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**TO:** Budget, Capital and Personnel Committee of the Tompkins County Legislature  
**FROM:** Tom Knipe, Principal Planner – Tourism Program Director  
**CC:** Anne Gossen, Chair – Strategic Tourism Planning Board (STPB)  
**DATE:** June 23, 2017  
**RE:** **2018 Tourism Program Budget Recommendations**

### **Action Requested**

The purpose of this memo is to describe the recommended 2018 Tompkins County Tourism Program budget, which is funded entirely by hotel room occupancy tax. The STPB voted unanimously in support of this budget at their June 21<sup>st</sup> meeting. The Budget, Capital and Personnel Committee is now asked to vote to recommend the 2018 room tax budget at your July 10<sup>th</sup> meeting. The full Legislature will take action on the budget in the fall at the same time that they vote on the overall county budget.

Detailed 2018 tourism budget requests for each individual program requesting support are available through the following page on the County website: <http://www.tompkinscountyny.gov/tourism/budget/2018budgetrequests>

### **Background – Revenues**

Between April and June, the STPB Budget Committee developed projections of 2017 and 2018 room tax revenues and associated changes in room tax reserves, with input from tourism program administrators and lodging industry experts. 2017 members of the STPB Budget Committee are Susan Stafford (Committee Chair), Kelli Cartmill, Stephen Nunley, Michael Mellor, Josh Friedman and Anne Gossen (STPB Chair). We are maintaining the room tax revenue figure for 2017 at the currently budgeted level - \$2,635,870. Based on actual 2016 revenues, this translates to 6.4% growth in 2017. We are establishing a projection of 4.5% growth for 2018.

These room tax revenue projections are based on analysis of several sources including actual Tompkins County room tax revenues, local hotel industry data from Smith Travel Research (STR), projected increases in local room supply due to hotel construction, and other local conditions, including projected impacts of the County's voluntary collection agreement with Airbnb which took effect July 1, 2016.

It is important to note that while hotel room supply is projected to increase 12.8% in 2017 over a 2015 base and 14.5% over 2016, we are not projecting room tax growth at a rate equal to the anticipated supply increase. This is because we foresee a softening of average daily rate (ADR) and occupancy in 2017, as the market catches up to the new supply. Specifically, two new properties were added to the market towards the end of last year – the 159 room Ithaca Marriott, and the 76 room Holiday Inn Express. In addition, when Hotel Ithaca completes its renovations mid-year this year, they will add back 56 rooms that have been offline for much of last year and this year.

Room tax revenues through the first quarter of 2017 and STR reports through April 2017 are tracking higher year-to-date than budgeted projections – at 12.4% and 8.6% respectively, vs. 6.4% annual projected growth rate. However, first quarter revenues are always the least of all of the four quarters, and the consensus is that it is too early to put too much stock in these strong early results. That said, if revenues were to exceed 6.4% in 2017, the projected year-end reserve balance would grow.

Detailed calculations of revenue projections are available upon request.

### **Background - Reserves**

The expected 2017 year-end unallocated room tax reserve balance is \$72,449. This is 2.7% of revenues. A guiding principal of the STPB Budget Committee has been to maintain a small room tax reserve balance to limit the potential for disruption to tourism programs should revenues come in at less than projected. This reserve figure is after meeting the County's 2017 obligation of \$200,000 to TCAD from room tax, and after reallocating allocated but unspent 2016 funds in four categories: Arts & Culture Organizational Development Grants - \$5,173; Tourism Capital Grants - \$47,337; Community Celebrations - \$3,215, and Strategic Tourism Implementation - \$265,000.

### **2018 Budget Requests**

The Tompkins County Tourism Program solicited detailed budget requests from tourism programs and heard presentations from each program at a May 31<sup>st</sup> meeting at TC3 Tioga Place. Program administrators and grant committee chairs were asked to limit their 2018 requests to a 1.5% increase from their adopted 2017 room tax allocations. One program – the Ithaca Tompkins County Convention and Visitors Bureau – was invited to submit a budget request for up to 4.5% growth, the same as the projected rate of room tax growth. The STPB Budget Committee differentiated the guidance for the CVB because of its role as the core marketing program that supports all tourism partners and segments, and also because of a perceived need to enhance opportunities for wage growth to support employee attraction and retention.

All programs responded to the budget target guidance, and budget requests included narrative responses using a standard form and financial figures using a spreadsheet template. Requesters also provided clear annual goals and measures of achievement, along with information on how the requested budget will support implementation of the 2020 Strategic Tourism Plan.

Several programs requested less than the budget guidance allowed. The New Tourism Initiative, Tourism Project, and Tourism Marketing and Advertising Grant programs requested either flat or reduced funding. This is in light of recent level of demand for these programs, and to maximize funding in the Strategic Tourism Implementation budget line. In addition, flat funding was requested in the County Historian line, and no 2018 funding was requested in the Recognition Awards line because there is adequate funding for this program in the 2017 budget to fund the program's needs.

In addition to base requests, programs were allowed to submit room tax over target requests (RTOTRs). Three programs submitted RTOTRs:

- \$20,000 – Convention and Visitors Bureau (CVB); for purchase of *Arrivalist* software to enhance the CVB's ability to track the impact of its messaging and maximize return on its marketing investments.
- \$6,000 – Arts & Culture Organizational Development Grant (ACOD) Program; to restore funding that would be available in aggregate for grants to funding levels available in 2015.
- \$6,000 – CAP Public Art; to equally match private funding for public art in 2018 with a goal of funding the purchase and installation of a major new piece of public art.

Following budget presentations, the STPB Budget Committee explored possible budget approaches, weighed opportunities presented by each program and developed 2018 budget recommendations. The full STPB approved these recommendations unanimously at their June 21<sup>st</sup> meeting.

### **Summary – 2018 Tourism Budget Recommendations**

- All programs are recommended to receive base funding at the amounts requested.
- All three of the RTOTRs are recommended to be funded:
  - CVB - \$20,000
  - ACOD - \$6,000
  - Public Art - \$6,000
- \$135,000 is set aside for Strategic Tourism Implementation (see summary in the following section).
- Strategic Planning and Staffing – The Principal Planner / Tourism Program Director will continue to support the program at 37.5 hours per week. Other support for the program in the County Planning Department is provided through the “County 10%” side of the room tax budget. No employment contract is in place yet for 2018, but for the purpose of developing the overall tourism program budget, wage growth of 2.25% was assumed.
- TCAD – The agreed-upon room tax contribution to TCAD in 2018 is \$205,000. 2018 is the final year of the six year arrangement for County general operating funding for TCAD. In all, over those six years, 55% of the County’s support for TCAD will have come from room tax, and 45% will have come from the general fund. Most likely in fall 2017, the County will begin to explore options for County support to TCAD in 2019 and beyond.

### **Strategic Tourism Implementation Funds**

A special budget line is recommended to be funded again in 2018 for Strategic Tourism Implementation (STI). The guiding concept is to set aside a flexible portion of room tax funds to take advantage of timely and meaningful opportunities to implement the 2020 Strategic Tourism Plan, and related tourism implementation plans. Links to current STI program guidelines and strategic planning documents are available via this page on the County’s website: <http://www.tompkinscountyny.gov/tourism/tourism/plan>

\$100,000 is budgeted for STI in 2017, and the \$265,000 which was allocated but unspent in 2016 is recommended to be reallocated to the 2017 budget, bringing the total 2017 STI budget to \$365,000. Of this, the STPB has previously voted to recommend that \$150,000 be dedicated to the Wayfinding Signage program. In addition to this set-aside, three other projects have already been funded by the Legislature this year: Tourism Program Communications - \$3,500; CVB Agriculinary Tourism - \$30,000; and Heritage Education Center - \$35,500. This leaves a balance of \$146,000 available for new STI grants in 2017. Adding the recommended 2018 allocation of \$135,000 would yield a total of \$281,000 in STI funding available between mid-2017 and the end of 2018.

It is expected that proposals utilizing the available STI funding will come forth this year and next. STI funding is available for projects that directly implement *Critical Actions* from the 2020 Strategic Tourism Plan or projects coming directly out of related implementation plans (Agriculinary Tourism, Heritage Tourism, Outdoor Recreation Tourism, etc), along with strategic initiatives directed by Tourism Program staff. The chart on the following page provides a detailed summary of funding and expected allocations, along with a list of possible proposals that we may see come forward for support through the established process in 2017 and 2018. These are all potential projects that are the result of several years of work by the Tompkins County Tourism Program and its partners.

### Strategic Tourism Implementation Funding

2017 Budget Allocation	\$100,000	<i>Budgeted</i>
2017 Budget Adjustment	\$265,000	<i>Adding previous year's allocated but unspent funds</i>
New 2017 Total Budget with Adjustment	\$365,000	
2018 Recommended Budget Allocation	\$135,000	
Subtotal	\$500,000	<i>2017 and 2018 combined budget</i>

### Strategic Tourism Implementation Expected Allocations

Wayfinding and Interpretive Signage	\$150,000	<i>STPB voted to recommend; not yet formally awarded</i>
Tourism Program Communications	\$3,500	<i>Approved early 2017</i>
CVB Agriculinary Tourism	\$30,000	<i>Awarded early 2017</i>
Heritage Education Center	<u>\$35,500</u>	<i>Awarded early 2017</i>
Subtotal	<u>\$219,000</u>	<i>STPB recommendations/awards - all combined</i>
Difference - 2017 budget minus commitments	\$146,000	<i>Available for new STI grants in 2017</i>
2018 Recommended Budget Allocation	<u>\$135,000</u>	
Subtotal	<b>\$281,000</b>	<i>Available for new STI grants 2017 &amp; 2018 combined</i>

### \*Strategic Tourism Implementation Possible 2017 and 2018 Proposals

Heritage Education Center Building	?	<i>For code-related improvements in 2018</i>
Outdoor Recreation Tourism Implementation	?	<i>New initiatives coming out of plan</i>
HI Heritage Tourism Implementation	?	<i>Proposal expected from Historic Ithaca fall 2017</i>
Agriculinary Tourism Implementation	?	<i>Continuation of 2017 STI grant funded initiative</i>
Downtown Conference Center Feasibility	?	<i>A proposal may come forth for Phase II Feasibility</i>
Downtown Conference Center Implementation	?	<i>STI is a possible initial source if project advances</i>
Visitor Profile Study	?	<i>Additional funds may be needed for this project</i>
Wayfinding Implementation	?	<i>Additional funds may be needed for this project</i>
Strategic Initiatives Directed by TCTP Staff	?	<i>Staff-directed strategic initiatives are possible</i>

*\*note: no funds yet allocated or earmarked for these projects. This list includes only known potential proposals. Other eligible projects may also exist, and may come forward with proposals.*

### Contact Information

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Anne Gossen, STPB Chair, [annegossen@gmail.com](mailto:annegossen@gmail.com)

Susan Stafford, STPB Budget Committee Chair, [StaffordS@tc3.edu](mailto:StaffordS@tc3.edu)

Tompkins County Tourism Program website: [www.tompkinscountyny.gov/tourism](http://www.tompkinscountyny.gov/tourism)

### Attachments:

- Tompkins County Tourism Program Descriptions (one page)
- 2018 Tourism Program Recommended Budget – Detailed (three pages)
- 2018 Tourism Program Recommended Budget – Summary (one page)
- 2001-2017 Room Tax Revenue and Reserve Balance History

# Current Programs - Tompkins County Tourism Program

The Tompkins County Tourism Program currently funds the following programs. *Updated 2017.*

## **Product Development (known as the 40%)**

- **Beautification, Signage & Public Art** improve way finding signage to direct travelers to key destinations and beautify communities to welcome visitors, especially at gateways.
- **Arts & Culture Organizational Development Grants** strengthen large existing arts and culture organizations with long term financial planning and development tools.
- **Community Celebrations Grants** support observances, commemorations, jubileations, inaugurations, presentations, or other “red letter days” or salutes that have meaning for the community.
- **Workforce Development/TC3 Customer Service** creates a career ladder for entry-level jobs in the tourism industry and provides training to improve the visitors’ experience.
- **Community Arts Partnership – Assistance with CAP Operating Expenses** strengthens the visibility of Tompkins County’s thriving arts community.
- **Festivals Program** provides technical assistance, coordination, and resource sharing for local festivals at a macro level to enhance their effectiveness.
- **Tourism Project Grants** support tourism-generating single projects.
- **County Historian** provides a historical connection to today’s tourism events and projects.
- **CAP Public Art Program** supports the creation of public art in Tompkins County
- **Tourism Capital Grants** expand major visitor-generating facilities, and fund feasibility studies for potential projects.

## **Government Tax Administration**

- **County 10%** NYS law permits the County to retain 10% of room tax collections for administration and auditing of room tax funds.

## **Marketing (known as the 60%)**

- **Convention and Visitors Bureau (CVB)** enhances economic development through promotion of local activities and assets to visitors as well as residents. The CVB is the County’s designated Tourism Promotion Agency.
- **Tourism Marketing and Advertising Grants** help promote events and projects likely to attract visitors in a manner consistent with the CVB’s marketing strategy.
- **Discovery Trail** provides collective marketing for eight local organizations that have a dual mission of education and tourism promotion: PRI- Museum of the Earth, Cornell Lab of Ornithology, Cornell Plantations, Herbert F. Johnson Museum of Art, Cayuga Nature Center, Sciencenter, The History Center, and Tompkins County Public Library.
- **New Tourism Initiative Grants** support significant new tourism generating initiatives that flow from and are consistent with the Strategic Tourism Plan.
- **Market the Arts** collectively markets Tompkins County’s artists and features them on one website to allow them to sell their work; includes but is not limited to the members of the Greater Ithaca Art Trail.
- **Tompkins Tourism Partner Award** recognizes volunteer efforts to attract large groups, meetings or conventions to Tompkins County.

## **Flexible (not part of the 60/40 split)**

- **Strategic Planning and Staffing** provides overall leadership for the Tourism Program, maximizes program effectiveness and reduces volunteer STPB workload on program administration through sustainable staffing, leadership, research and strategic planning.
- **Strategic Tourism Implementation** supports significant implementation of the 2020 Strategic Tourism Plan, related tourism implementation plans, and other strategic priorities established by the STPB.

## 2018 Tompkins County Tourism Program Budget

### Requests & STPB Budget Committee Recommendation

#### PRODUCT DEVELOPMENT

	2014	2015	2016	2017	2017	2017	2018	2018	2018	
	<u>Adopted</u>	<u>Adopted</u>	<u>Adopted</u>	<u>Adopted</u>	<u>Adjustments</u>	<u>Modified</u>	<u>Requested</u>	<u>RTOTR</u>	<u>Recommend</u>	<u>% change from 2017 approved</u>
<b>Function</b>										
Arts and Cultural Organizational Development										
Direct Funding	196,755	189,519	200,000	203,150			206,347	6,000	212,347	
Program Management (CAP)	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>			<u>10,000</u>	<u>0</u>	<u>10,000</u>	
Subtotal	206,755	199,519	210,000	213,150	5,173	218,323	216,347	6,000	222,347	4.3%
Beautification & Signage										
Direct Funding	128,081	123,616	127,243	134,475		134,475	136,369		136,369	
Program Management (Chamber)	<u>8,495</u>	<u>8,180</u>	<u>8,200</u>	<u>3,000</u>		<u>3,000</u>	<u>3,000</u>		<u>3,000</u>	
Subtotal	136,576	131,796	135,443	137,475		137,475	139,369	0	139,369	1.4%
Tourism Capital Grants										
Direct Funding	186,493	179,966	191,000	197,266		197,266	200,000		200,000	
Program Management (TCAD)	<u>20,722</u>	<u>19,996</u>	<u>16,000</u>	<u>12,839</u>		<u>12,839</u>	<u>13,260</u>		<u>13,260</u>	
Subtotal	207,215	199,962	207,000	210,105	47,337	257,442	213,260	0	213,260	1.5%
Community Arts Partnership-Operating Asst.	39,250	37,876	40,000	40,600			41,209	0	41,209	1.5%
Community Celebrations	32,548	32,548	34,200	35,000	3,215	38,215	35,500	0	35,500	1.4%
Tourism Project Grants	78,300	78,300	84,000	84,000		84,000	84,000	0	84,000	0.0%
Festivals	25,750	24,849	25,594	25,978		25,978	26,368	0	26,368	1.5%
Hospitality Workforce Development (WIB)	30,000	30,000	30,900	31,363		31,363	31,833	0	31,833	1.5%
County Historian	5,500	7,500	7,500	7,500		7,500	7,500	0	7,500	0.0%
Public Art Grants				<u>4,060</u>		<u>4,060</u>	<u>4,121</u>	<u>6,000</u>	<u>10,121</u>	149.3%
Subtotal	233,103	211,073	222,194	228,501		228,501	230,531	6,000	236,531	3.5%
Grand Total-Product Development	783,649	742,349	774,637	789,231	55,725	844,956	799,507	12,000	811,507	2.8%
% of total	40.8%	40.4%	40.7%	40.0%		41.7%	39.6%		39.6%	



<b>MARKETING</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2017</b>	<b>2017</b>	<b>2018</b>	<b>2018</b>	<b>2018</b>	<b>% change from 2017 approved</b>
<b>Function</b>	<b>Adopted</b>	<b>Adopted</b>	<b>Adopted</b>	<b>Adopted</b>	<b>Adjustments</b>	<b>Modified</b>	<b>Requested</b>	<b>RTOTR</b>	<b>Recommend</b>	
<b><i>Convention and Visitors Bureau (CVB)</i></b>										
CVB Tourism Marketing Operations										
Personnel (salaries and fringe)	468,946	485,900	502,921	600,700		600,700	620,250		620,250	3.3%
Supplies and Materials	72,500	63,200	56,450	56,676		56,676	79,475		79,475	40.2%
Downtown Visitor Center Rent	<u>12,020</u>	<u>14,000</u>	<u>14,000</u>	<u>16,400</u>		16,400	<u>17,500</u>		<u>17,500</u>	6.7%
Subtotal	553,466	563,100	573,371	673,776		673,776	717,225		717,225	6.4%
Administration - Chamber-Shared										
Staff – Mgmt, HR, Accounting	39,426	39,340	41,418	43,500		43,500	48,500		48,500	11.5%
Facilities – Rent & Util, Shared Maint., Taxes	<u>90,619</u>	<u>86,700</u>	<u>88,900</u>	<u>83,000</u>		83,000	<u>90,000</u>		<u>90,000</u>	8.4%
Subtotal	130,045	126,040	130,318	126,500		126,500	138,500		138,500	9.5%
Marketing & PR Program Costs										
Regional Matching Funds Match*				65,000		65,000	68,228		68,228	
Other Marketing & PR Costs				<u>219,500</u>		<u>219,500</u>	<u>212,728</u>		<u>212,728</u>	
Subtotal Marketing & PR				284,500		284,500	280,956		280,956	
Program Costs:										
Marketing & PR	366,250	287,950	300,444	284,500		284,500	280,956	20,000	300,956	5.8%
Visitor Services	26,500	30,400	62,200	65,000		65,000	39,000	0	39,000	-40.0%
Group Sales	<u>46,450</u>	<u>50,320</u>	<u>48,000</u>	<u>48,500</u>		48,500	<u>42,200</u>	0	<u>42,200</u>	-13.0%
Subtotal	442,200	373,870	416,144	398,000		398,000	362,156	20,000	382,156	-4.0%
Gross CVB Budget	1,130,711	1,063,010	1,119,833	1,198,276		1,198,276	1,217,881		1,237,881	3.3%
Less: Program Revenue/Applied Reserves	<u>168,211</u>	<u>139,010</u>	<u>171,011</u>	<u>198,450</u>		198,450	<u>173,063</u>		<u>173,063</u>	-12.8%
Subtotal--CVB Allocation	957,500	924,000	948,822	999,826		999,826	1,044,818		1,064,818	6.5%
Subtotal--CVB Allocation Minus Regional Matching Funds				934,826		934,826	976,590		996,590	6.6%
<b><i>Other Marketing Programs</i></b>										
Marketing and Advertising Grants	52,220	48,000	52,000	55,000		55,000	50,000		50,000	-9.1%
New Tourism Initiative Grants	75,300	75,300	79,000	79,000		79,000	74,000		74,000	-6.3%
Discovery Trail	37,360	36,055	37,137	37,694		37,694	38,259		38,259	1.5%
Recognition Awards	2,000	1,000	1,000	1,000		1,000	0		0	-100.0%
Market the Arts	<u>10,600</u>	10,200	<u>10,500</u>	<u>10,650</u>		10,650	<u>10,800</u>		<u>10,800</u>	1.4%
Sub-total Other Marketing	<u>177,480</u>	<u>170,555</u>	<u>179,637</u>	<u>183,344</u>		183,344	<u>173,059</u>		<u>173,059</u>	-5.6%
Grand Total--Tourism Marketing	1,134,980	1,094,555	1,128,459	1,183,170		1,183,170	1,217,877	20,000	1,237,877	4.6%
% of total	59.2%	59.6%	59.3%	60.0%		58.3%	60.4%		60.4%	

**COMBINED PRODUCT DEVELOPMENT & MARKETING**

	2014	2015	2016	2017	2017	2017	2018	2018	2018	% change from 2017 approved
	<u>Adopted</u>	<u>Adopted</u>	<u>Adopted</u>	<u>Adopted</u>	<u>Adjustments</u>	<u>Modified</u>	<u>Requested</u>	<u>RTOTR</u>	<u>Recommend</u>	
<b>County</b>										
Contribution to County for programmatic support and tax administration (County 10%)	226,034	237,335	249,531	263,587		263,587	275,448		275,448	4.5%
Strategic Planning & Staffing	80,169	79,106	78,710	104,751		104,751	107,653		107,653	2.8%
Tompkins County Area Development (TCAD)	<u>150,000</u>	<u>60,000</u>	<u>125,000</u>	<u>200,000</u>		<u>200,000</u>	<u>205,000</u>		<u>205,000</u>	2.5%
Grant Total-- County	456,203	376,441	453,241	568,338		568,338	588,101		588,101	3.5%
Strategic Tourism Implementation	<u>0</u>	<u>150,000</u>	<u>165,000</u>	<u>100,000</u>	<u>265,000</u>	<u>365,000</u>	<u>135,000</u>		<u>135,000</u>	35.0%
Product Development and Marketing	1,918,629	1,836,904	1,903,096	1,972,401	55,725	2,028,126	2,017,384	32,000	2,049,384	3.9%
<b>TOTAL EXPENSES</b>	2,374,832	2,363,346	2,521,337	2,640,739	320,725	2,961,464	2,740,485	32,000	2,772,485	5.0%
<b>REVENUES AND RESERVES</b>										
Projected Room Tax Revenues	2,260,335	2,373,352	2,495,315	2,635,870		2,635,870	2,754,484		2,754,484	4.5%
Projected Use of Reserves	<u>114,497</u>	<u>-10,006</u>	<u>26,022</u>	<u>4,869</u>	<u>320,725</u>	<u>325,594</u>	<u>-13,999</u>		<u>18,001</u>	
Total Budget Available to County and Programs	<u>2,374,832</u>	<u>2,363,346</u>	<u>2,521,337</u>	<u>2,640,739</u>	<u>320,725</u>	<u>2,961,464</u>	<u>2,740,485</u>		<u>2,772,485</u>	5.0%
Unallocated Reserve Balance (From County Finance)	Balance April 2017					72,449				
Projected Year-End Unallocated Reserve Balance	45,162	72,869	71,042	73,095		72,449	87,094		54,448	
% of revenues	2.0%	3.1%	2.8%	2.8%		2.7%	3.2%		2.0%	

\*The 2017 budget includes the room tax portion of regional matching funds as an independent line for the first time.

\*\*A negative number in this line represents putting that amount back into reserves from current year's revenues.



**2018 Tompkins County Tourism Program Budget - Preliminary Recommendation**

**Summary--Room Tax Budget, 2012-2018 Recommended**

	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>Change</b>
	<b><u>Adopted</u></b>	<b><u>Adopted</u></b>	<b><u>Adopted</u></b>	<b><u>Adopted</u></b>	<b><u>Adopted</u></b>	<b><u>Adopted</u></b>	<b><u>Recommend</u></b>	<b><u>2017 Adopted</u></b> <b><u>to 2018 Recomm</u></b>
<b>Expenses</b>								
Product Development	739,560	762,529	783,649	742,349	774,637	789,231	811,507	22,276
Tourism Marketing	1,070,702	1,099,655	1,134,980	1,094,555	1,128,459	1,183,170	1,237,877	54,707
County Allocation/STPB Staffing	<u>264,798</u>	291,689	306,203	316,441	328,241	368,338	383,101	14,764
TCAD			150,000	60,000	125,000	200,000	205,000	5,000
Strategic Tourism Implementation		<u>147,000</u>	<u>-</u>	<u>150,000</u>	<u>165,000</u>	<u>100,000</u>	<u>135,000</u>	<u>35,000</u>
Total	2,075,060	2,300,874	2,374,832	2,363,346	2,521,337	2,640,739	2,772,485	131,747
<b>Revenue</b>								
Current Year Collections	1,938,695	2,138,552	2,260,335	2,373,352	2,495,315	2,635,870	2,754,484	118,614
Applied Reserves	<u>136,365</u>	<u>162,322</u>	<u>114,497</u>	<u>(10,006)</u>	<u>26,022</u>	<u>4,869</u>	<u>18,001</u>	<u>13,133</u>
Total	2,075,060	2,300,874	2,374,832	2,363,346	2,521,337	2,640,739	2,772,485	131,747

### Tompkins County Hotel Room Occupancy Tax Revenues 2001-2017

Quarter	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Q1	80,227	82,981	125,579	146,117	154,478	166,984	190,237	224,245	185,733	205,629	198,559	249,508	246,795	239,394	255,511	272,677	306,561
Q2	159,057	188,101	269,348	302,502	306,373	357,732	389,309	425,802	411,982	450,117	462,564	515,379	530,995	518,257	588,301	613,413	
Q3	237,120	325,523	402,308	439,543	459,899	532,705	609,916	652,904	613,173	642,496	688,976	712,305	742,300	791,531	816,604	876,679	
Q4	173,243	252,605	321,522	350,683	396,604	434,023	506,389	500,553	482,818	493,815	566,231	558,170	586,547	607,263	673,415	696,084	
<b>TOTAL</b>	649,646	849,209	1,118,757	1,238,845	1,317,354	1,491,443	1,695,852	1,803,504	1,693,706	1,792,057	1,916,329	2,035,361	2,106,637	2,156,446	2,333,832	2,458,853	
ADDITIONAL TAX	12,651	1,268	18,028	1,107	28,210	32,791	42,400	(8,616)	(22,625)	(8,759)	5,102	45,069	42,079	107,084	34,425	19,043	

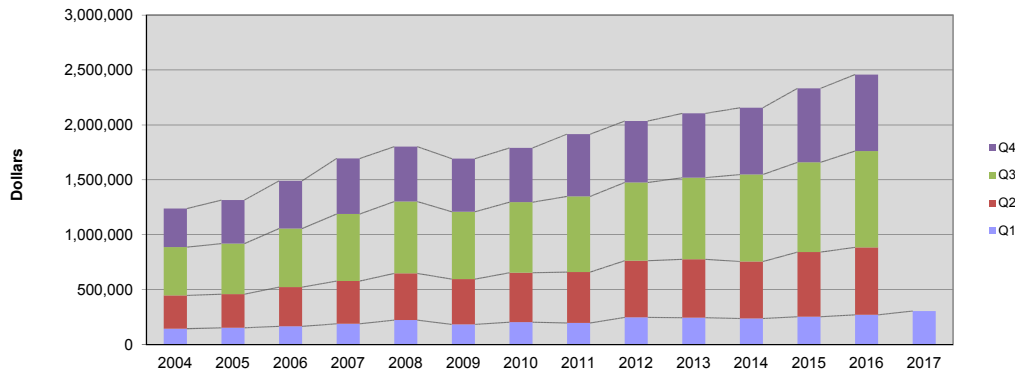
COLLECTED DURING QUARTER (i.e. NOT FOR CURRENT QUARTER)

<b>TOTAL Revenue</b>	662,297	850,477	1,136,784	1,239,952	1,345,564	1,524,234	1,738,251	1,794,887	1,671,081	1,783,299	1,921,431	2,080,430	2,148,716	2,263,529	2,368,257	2,477,896	
<b>Budgeted Revenue</b>	617,850	683,300	1,115,530	1,220,000	1,349,200	1,328,865	1,461,752	1,773,138	1,552,161	1,700,000	1,859,659	2,036,716	2,152,700	2,260,335	2,373,352	2,495,315	2,635,870
<b>Revenue Growth</b>		28.4%	33.7%	9.1%	8.5%	13.3%	14.0%	3.3%	-6.9%	6.7%	7.7%	8.3%	3.3%	5.3%	4.6%	4.6%	

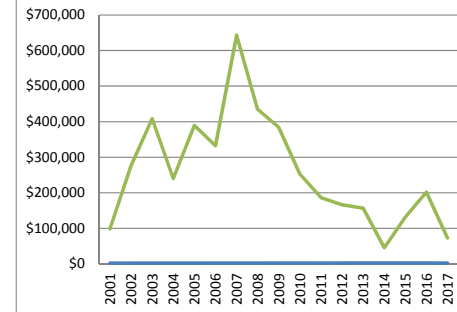
Actual minus (Actual revenue less budgeted revenue; does not include expenditure side)

<b>Budgeted</b>	44,447	167,177	21,254	19,952	(3,636)	195,369	276,499	21,749	118,920	83,299	61,772	43,714	(3,984)	3,194	(5,095)	(17,419)	
<b>Reserve Balance</b> (Reserve balances from County CFO)	97,973	275,409	408,360	239,978	389,484	332,253	643,291	434,692	384,202	252,411	186,228	165,892	156,000	45,162	131,042	201,504	72,449

Tompkins County Hotel Room Occupancy Tax Revenues By Quarter 2004-2017



Tompkins County Room Tax Reserve Balance History



Note - 2016 reserve balance figure does not include funds to be rebudgeted in 2016 to TCG, ACOD & STI  
2017 reserve balance includes the recommended rebudgeted figures for 2017