



Tompkins County
DEPARTMENT OF PLANNING
AND SUSTAINABILITY

Katherine Borgella
Interim Commissioner of Planning
and Sustainability

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TO: Budget, Capital and Personnel Committee, Tompkins County Board of Legislators
FROM: Tom Knipe, Principal Planner / Tourism Program Director
CC: Anne Gossen, Strategic Tourism Planning Board (STPB)
DATE: October 30, 2017
RE: **Award of Fall 2017 Tourism Grants and Community Celebrations Grants**

Action Requested

Approve Fall 2017 grants in the following grant categories:

- Community Celebrations
- Tourism Marketing & Advertising (TMA)
- New Tourism Initiatives (NTI)
- Tourism Projects (TPG)

In addition, approve an expenditure of \$2,000 for grant management software provided by the United Way of Tompkins County.

Background

The purpose of this memo is to describe the process that the Tompkins County Tourism Program and the STPB followed to develop recommendations for the fall 2017 tourism and Community Celebrations grant awards. On October 18th, the STPB voted unanimously to approve the recommendations described herein.

Outreach

A press release announcing the fall 2017 grant funding opportunity in each of the four grant categories listed above was distributed in mid-July. Past grant recipients, attendees of previous workshops conducted by the Tompkins County Tourism Program or the Tompkins Festivals Program, and members of local email lists were informed via email of the opportunity to apply. Approximately twenty people attended a grant workshop, and prior to the application deadline the Department of Planning and Sustainability provided pre-application guidance to several potential applicants upon their request.

Grant Guidelines

Grant guidelines for each of the programs are available to review through these pages on the Tourism Program's website:

www.tompkinscountyny.gov/tourism/celebrations
www.tompkinscountyny.gov/tourism/tmagrant
www.tompkinscountyny.gov/tourism/projectgrants

No major changes have been made to the grant guidelines since 2013.

Summaries of the grant requests and award recommendations are attached to this memo. Full grant applications and more detailed summaries are available to review upon request. For information on how to access the full grant applications and summary reports available through the online *Apricot* grant management system, please email kmccarthy@tompkins-co.org or call 607-274-5560.

Applications and Grant Recommendations

Seventeen grant applications were received in this round — seven for Community Celebrations grants and ten for tourism grants. Of the ten tourism grant applications, five were dual applications, applying simultaneously for Tourism Marketing and Advertising Grant support AND Tourism Project or New Tourism Initiative Grant support.

Specific award recommendations along with committee comments and explanations are provided in the attached summary charts. Five of the seven Community Celebrations grant applications are recommended to be funded. Both of those that are not recommended for funding do not meet the “free and open to all” eligibility threshold, since tickets are sold. Of the ten tourism grant applications, nine are recommended for funding at some level. The project that is not recommended for funding is the “Hair and Self Care Festival”. The applicants will be invited to apply again upon improving their application. Tompkins Festivals Program staff and the Tourism Program Director will reach out to offer support.

The recommended awards allow for a balance of funds to remain unspent in several grant categories. By policy of the STPB, a budget adjustment will be recommended in early 2018 to bring this year’s unspent funds into the 2018 budgets for these programs. Expected 2017 unspent balances are as follows:

- \$1,090 - Community Celebrations
- \$2,135 - Tourism Marketing & Advertising (TMA)
- \$0 - New Tourism Initiatives (NTI)
- \$14,373 - Tourism Projects (TPG)

The primary reason for the unspent balances in Tourism Marketing & Advertising and Tourism Project Grants is the return of funds from an event awarded funding in the spring 2017 round which was later cancelled – the Finger Lakes International Dragonboat Festival.

Grant Review Process

Grant review committee members are appointed by the chair of the STPB. The following committee members took part in the fall 2017 review process.

Celebrations

Carol Kammen (chair)
David Blake*
Carole Schiffman
Nagiane Lacka
Michael Lane
Brett Bossard
Susan Currie

TMA/NTI/TPG

Michael Mellor* (chair)
Anne Kellerman*
David Blake*
Cara Nichols*
Julie Swigart*

*denotes voting member of the STPB

The evaluation criteria for the Tourism Project, New Tourism Initiative, and Tourism Marketing and Advertising grants are:

1. Cohesiveness of Proposal
2. Organizational Capacity
3. Project Benefits
4. Project Outcome and Cost
5. Alignment with Strategic Tourism Plan
6. Other Considerations

The evaluation criteria for Community Celebrations grants are:

1. Cultural and Historic Value
2. Community Value
3. Clarity of Application
4. Ability to Deliver
5. Diversity
6. Sustainability

Apricot Software

The application and review process was hosted online for the fourth year through a partnership with the United Way of Tompkins County. The name of the browser-based software that we use is *Apricot*. This service saves dozens of hours of staff time in data entry; processing; and collating, distributing, and evaluating grant applications, and the United Way has been an excellent, responsive partner. In addition, grant reviewers and applicants have indicated that they appreciate the service. The Tourism Capital Grant program also began using *Apricot* in 2016, which has similarly served to reduce the administrative burden and cost for TCAD to manage that program. A resolution for the 2017 allocation of funding for this service is being brought forward now. The cost of the service this year is \$2,000, and a scope of services is attached to this memo.

Budget Implications

All Tourism Program grants are funded by hotel room occupancy tax, and funds for these awards are available in the 2017 Tourism Program budget.

Contact Information

Tom Knipe, Tompkins County Planning Department, 607.274.5560, tknipe@tompkins-co.org
Carol Kammen, Community Celebrations Committee Chair, 607.273-5298, ckk6@cornell.edu
Tompkins County Tourism Program website: www.tompkinscountyny.gov/tourism

Attached:

- 2017 Fall Tourism Grant Applications – SUMMARY
- 2017 Spring Community Celebrations Applications – SUMMARY
- Scope of Services – United Way Grant Management Software

Fall 2017 Tourism Grant Applications - Tompkins County Tourism Program

10/12/2017

Applicant Organization	Project Title	Tourism Marketing				Tourism Marketing			
		Tourism Project Request	New Tourism Initiative Request	and Advertising Request	Total Funds Requested	Tourism Project Recommend	New Tourism Initiative Recommend	and Advertising Recommend	Total Funds Recommend
Cooperative Extension Association of Tompkins County	2018 Savor the Finger Lakes		\$3,800		\$3,800		\$3,800		\$3,800
Ithaca Children's Garden	2018 Discovery Docks		\$18,370		\$18,370		\$14,850		\$14,850
Free Will Awareness	Hair and Self Care Festival		\$25,000	\$5,000	\$30,000		\$0	\$0	\$0
Ithaca Tompkins Regional Airport	2018 China Welcome		\$25,000	\$5,000	\$30,000		\$25,000	\$5,000	\$30,000
The Cherry Arts, Inc.	2018 Production Enhancement		\$6,000	\$2,000	\$8,000		\$3,000	\$2,000	\$5,000
Ithaca Shakespeare Company Inc	SHREW at the Hangar Theatre	\$11,000		\$1,000	\$12,000	\$11,000		\$1,000	\$12,000
Paleontological Research Institution	2018 Skulls	\$4,250		\$250	\$4,500	\$3,000		\$250	\$3,250
Kitchen Theatre Company	2017 KTC Marketing			\$5,000	\$5,000			\$5,000	\$5,000
Ulysses Community Council	Trumansburg Walking Tour Brochure			\$750	\$750			\$750	\$750
Cayuga Wine Trail, Inc.	2018 CeleBrunch			\$5,000	\$5,000			\$5,000	\$5,000
	Requests	\$15,250	\$78,170	\$24,000	Awards	\$14,000	\$46,650	\$19,000	\$79,650
	Available	\$28,373	\$46,650	\$21,135	Available	\$28,373	\$46,650	\$21,135	\$96,158
	Difference	\$13,123	(\$31,520)	(\$2,865)	Difference*	\$14,373	\$0	\$2,135	\$16,508

Calculation - Available Funding Fall 2017 TPG

	NTI	TMA
Remaining from Spring Round	\$18,373	\$18,135
Spring 2017 Funds Returned	\$12,000	\$3,000
Apricot	(\$2,000)	\$0
Potential Budget Transfer		
Available	\$28,373	\$21,135

**Unallocated funds to be re-budgeted to 2018, augmenting 2018 funding availability.*

Fall 2017 Tourism Grant Applications - Tompkins County Tourism Program

10/30/2017

Applicant Organization	Project Title	Total Funds Recommend	Project Date(s)	Committee Comments
Cooperative Extension Association of Tompkins County	2018 Savor the Finger Lakes	\$3,800	2/17/18- 2/18/18	Strong application. Off season. Engaged in cooperative marketing. Supportive of Agriculinary Tourism growth.
Ithaca Children's Garden	2018 Discovery Docks	\$14,850	2018	This is an investment in an attraction that is growing and developing.
Free Will Awareness	Hair and Self Care Festival	\$0	9/20/18- 9/23/18	The committee does not have confidence that this event will generate new tourism.
Ithaca Tompkins Regional Airport	2018 China Welcome	\$30,000	2018-2019	There has been a strong increase in Chinese visitors and this would help the community to better welcome this major visitor market. Closely aligned with Critical Actions in the 2020 Strategic Tourism Plan.
The Cherry Arts, Inc.	2018 Production Enhancement	\$5,000	2/15/18- 4/30/18	Marketing grant is funded in full. The Cherry has shown the ability to create unique programming and has been successful in establishing a new space which could develop into an attraction over time.
Ithaca Shakespeare Company Inc	2018 TAMING OF THE SHREW at the Hangar Theatre	\$12,000	3/21/18- 3/25/18	March - good timing in the sense that there is room in the calendar, although attendance could be impacted by weather. Evidence of organizational development. Quality performance.
Paleontological Research Institution	2018 Skulls	\$3,250	May-Sept, 2018	The committee understand that the Museum needs to invest in new exhibits and supports this. Would like to see stronger marketing with identification of audience, and higher marketing request in the future. The committee recommends that the P&E Committee look into a formal evaluation of the overall Museum of the Earth program, looking at audience, attendance, marketing.
Kitchen Theatre Company	2017 KTC Marketing	\$5,000	Spring 2018	Strong application. Good use of marketing funds. New leadership at the Kitchen is outstanding.
Ulysses Community Council	Village of Trumansburg Walking Tour Brochure	\$750	n/a	Modest request. Trumansburg is an outstanding attraction and we are pleased to support the community's marketing efforts.
Cayuga Wine Trail, Inc.	2018 CeleBrunch	\$5,000	6/3/2018	People who participating in the Wine Trail events have historically generated some visitation to Tompkins County hotels. The Wine Trail is an important local attraction that should be supported.

Fall 2017 Celebrations Grant Applications - Tompkins County Tourism Program

Applicant Organization	Celebration Name	Municipality	Expected Attendance	Start Date	End Date	Amount Requested	Funds	Committee Comments
							Recommen ded	
PRI	2018 Darwin Days	Town of Ithaca	450	02/11/2018	02/17/2018	\$2,000	\$0	Tickets are sold for certain events so this does not meet the "free and open to all" eligibility requirement for Community Celebrations Grants. \$1,000 for space rental seems high.
Ithaca Children's Garden	2018 Fire & Ice	City of Ithaca	700	02/03/2018	02/03/2018	\$1,750	\$1,750	Great family-centered Celebration. Attendance has increased every year -- great news for a winter event. Applicant does excellent job inviting other community organizations to participate.
Dryden Town Historical Society	2018 Homestead Heritage Fair	Town of Dryden	300	10/05/2018	10/06/2018	2,000	\$2,000	Good opportunity to support a small rural community-centered heritage celebration. The committee recommends expanded marketing.
Newfield Music Series at Mill Park	2018 Newfield Music Series	Town of Newfield	900	06/01/2018	09/30/2018	\$775	\$775	Excellent detailed application. First time request. Expanding to 6 concerts, which shows growth. Diverse in terms of food and music offerings, and smart choices made re: taking advantage of free community resources. Local partners. Great entry under Lessons Learned.
Multicultural Resource Center	2018 Sister Friends	City of Ithaca	375	03/16/2018	03/16/2018	\$1,500	\$0	Tickets are sold so this does not meet the "free and open to all" eligibility requirement for Community Celebrations Grants. It is a luncheon not a Celebration. Also, it is popular and always sells out so it is likely to do OK without these funds. Committee does think it's a great event and loves the diversity, but not appropriate for this grant.
Dorothy Cotton Jubilee Singers	Quilt: Underground Railroad	City of Ithaca	850	05/11/2018	05/11/2018	\$2,000	\$2,000	This group has a history of putting on excellent events with great pull. Free admission to the State Theatre is rare--shows effort to attract large audience. Diverse performers/audience. Minor concerns about historical accuracy to be addressed through consultation with Quilter's Guild Historian.
Groton Recreation	2018 Cabin Fever	Village of Groton	500	03/03/2018	03/03/2018	1,000	\$1,000	Popular winter event. Groton is doing a great job of growing attendees & events, this year in particular with the County Bicentennial. Detailed application.
Requests/Awards Available						\$11,025	\$7,525	
Difference						(\$2,410)	\$1,090	

United Way of Tompkins County



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Tompkins County Tourism Planning Board Grants Management Scope of Services

September 25, 2017

Contact: Kelsey Rossbach, Director of Community Impact

United Way of Tompkins County Apricot For Funders Key Elements:

- Customizable User Interface
- Customizable Form Creations (Grant applications, Reviewer Scorecards, Grant/Outcomes Reporting, Award Tracking, Automatic Email Triggers)
- Custom Grant Review Process
- Program Specific Data Tracking Capabilities
- Real-time Reports on Consumers, Demographics and Service Provision
- Output/Outcome Data Collection
- Online Database Accessibility - Compliance with HIPAA, Safe Harbor & Other Data Privacy Guidelines
- Custom Reporting Capabilities
- Import/Export Capabilities

UWTC Staff Support

- Community Impact Assistant, Director of Community Impact, Finance Director

Annual Fee: \$2,000

- Grant Maintenance
 - Opening/Closing/Reporting
 - Grant Award and Decline Tracking
- Custom Form Creation and Revisions
 - Grant Application(s)
 - Reviewer Scorecards
 - Reporting Tool(s)
 - Data Reports
 - Scorecards
 - Email Triggers
- Custom Bulletin Creations and Updates
- General Technical Assistance
 - Update custom training guide
 - Host/Support Apricot Trainings (If Requested)
- UWTC Finance/Administration

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