

Memorandum

To: Planning, Development and Environmental Quality Committee
From: Julia Mattick, Workforce Development Director
Date: May 22, 2018

Subject: Resolution – Acceptance of Strategic Tourism Planning Board Strategic Tourism Implementation Grant – Visitor Journey A2D Ambassador Training Program – Tompkins County Workforce Development Board

1. Action Requested:

A resolution is being submitted to the Planning, Development and Environmental Quality Committee for review and approval. This resolution also requires approval by the Legislature.

2. Background:

The Tompkins County Workforce Development Board has been awarded grant funding from the Strategic Tourism Planning Board Strategic Tourism Initiatives Grant Program to implement the Visitor Journey A2D Tourism Training Program developed by Visitor Engagement Academy. This program provides a combination of ambassadorship, customer service and tourism product knowledge training. This initiative is a collaborative of the Convention and Visitors Bureau and the Tompkins County Workforce Development Board.

3. Financial Implications:

There is no additional local funding requested for this initiative.