



Tompkins County
DEPARTMENT OF PLANNING AND SUSTAINABILITY

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TO: Housing & Economic Development Committee (HED)
FROM: Nick Helmholdt, Principal Planner / Tourism Program Director
DATE: November 22, 2019
RE: **October & November Tourism Program Update**

UPDATE

The first draft of the update to the Strategic Tourism Plan was released for public comment on October 23. The comment period closed on November 11. The draft plan has also been presented to the Economic Development Collaborative (a quarterly meeting hosted by TCAD), and the Planning Advisory Board. The Steering Committee has reviewed the comments and proposed modifications to the plan. The final draft of the plan will be presented to STPB at its January 16 meeting.

Eighteen pre-applications were submitted for the Arts & Cultural Organization Development (ACOD) grant before the October 31 deadline. Seventeen organizations were invited to submit full applications. The deadline for full applications is December 16.

The STPB Membership and Bylaws committee has been active in recruiting and interviewing new members. The committee presented a slate of new members to the STPB at the November meeting.

The STPB Agriculinary Tourism committee organized a workshop for agricultural businesses focused on feasibility studies on November 7 at the Tompkins County Chamber of Commerce. Nineteen participants registered for the workshop.

On November 14 a meeting of the Tompkins County Parks and Trails Network was held at the Public Library. Twenty-eight people representing a wide range of organizations and municipalities participated in the meeting.

YEAR TO DATE FUNDING BY ORGANIZATION

	Room Tax Recipient (top 30, sorted by 3-year total)	2017	2018	2019 YTD
1	Tompkins County Chamber of Commerce	\$1,035,826	\$1,088,818	\$1,394,543
2	Tompkins County	\$368,338	\$483,101	\$403,201
3	Tompkins County Area Development	\$212,839	\$218,260	\$201,962
4	Cornell Cooperative Extension of Tompkins County	\$104,388	\$103,904	\$117,282
5	Downtown Ithaca Alliance	\$78,165	\$119,358	\$76,613
6	The History Center	\$111,500	\$85,000	\$57,000
7	Community Arts Partnership	\$72,280	\$83,600	\$85,554
8	Sciencenter	\$82,115	\$55,000	\$40,000
9	Friends of Stewart Park	\$25,000	\$40,000	\$74,000
10	Paleontological Research Institution	\$41,050	\$37,100	\$49,030
11	Kitchen Theatre Company	\$40,000	\$35,000	\$47,000
12	Hangar Theatre	\$49,500	\$20,000	\$43,500

13	TC Workforce Investment Board	\$31,363	\$43,008	\$32,504
14	State Theatre of Ithaca	\$25,000	\$53,500	\$27,500
15	Discovery Trail	\$37,694	\$38,259	\$19,000
16	Town of Dryden	\$1,700	\$27,600	\$51,500
17	Ithaca Children's Garden	\$23,200	\$47,311	\$6,500
18	Cayuga Chamber Orchestra	\$20,000	\$23,000	\$26,000
19	Historic Ithaca	\$1,000	\$56,150	\$11,765
20	Discover Cayuga Lake	\$0	\$59,850	\$3,500
21	Ithaca Youth Bureau	\$50,000	\$10,475	\$0
22	Cinemapolis	\$13,500	\$18,370	\$18,370
23	Ithaca Shakespeare Company	\$24,627	\$13,000	\$8,500
24	Community School of Music and Arts	\$23,500	\$10,000	\$10,000
25	Wharton Studio Museum	\$15,100	\$23,600	\$0
26	Wizards Weekend	\$15,000	\$19,100	\$4,500
27	Ithaca Tompkins Regional Airport	\$30,000	\$0	\$0
28	Running to Places	\$0	\$15,000	\$15,000
29	Ithaca Underground	\$12,800	\$9,600	\$4,500
30	Ithaca Festival	\$4,000	\$13,100	\$8,000

*PRI merged with Cayuga Nature Center in 2013.

FUNDING COMMITMENTS

None currently.

EVENT CALENDAR

These upcoming events have been funded through the Tompkins County Tourism Program (listed chronologically).

Organization	Event	Start Date	End Date
Southworth Library Association	Dryden Holiday Celebration	12/7	12/7
Ithaca Concert Band	A Year of Free Concerts	1/1/2020	12/31/2020
Greater Ithaca Activities Center (GIAC)	Martin Luther King Jr. Community Breakfast Celebration & Black History Month Community Talent Show Celebration	1/18	2/14
Dorothy Cotton Jubilee Singers	Community Martin Luther King Celebration	1/23	1/23
Ithaca Children's Garden	Festival of Fire and Ice	2/8	2/8
Groton Recreation	Groton Cabin Fever Festival	3/7	3/7
Triphammer Arts	Figures in the Landscape: A Day of Public Art-Making	5/9	5/9

ROOM TAX REPORT

	Total Room Tax		Hotels (> 10 Rooms)		B&Bs (< 11 Rooms)	
	2018	2019	2018	2019	2018	2019
Q1	\$311,725	\$324,584	\$266,971	\$268,503	\$44,754	\$56,081
Q2	\$732,497	\$782,432	\$642,589	\$666,741	\$89,909	\$115,691
Q3	\$1,039,520	\$995,164	\$926,213	\$878,621	\$113,307	\$116,544
Q4	\$796,894		\$731,975		\$64,920	
Add'l Rev.*	\$43,945	\$49,345				
Total	\$2,924,581	\$2,151,525	\$2,567,747	\$1,813,865	\$312,890	\$288,316

*Additional Revenue = Tax collected outside of current quarter.