

2017 Legislative

Roundtable Reception

ITHACA

Thursday, April 13, 2017

8:30 a.m. - 10 a.m.

La Tourelle Resort & Spa

co-sponsored by:



Program

8:30 a.m.

Registration & Breakfast Buffet

9:00 a.m.

Welcome:

Introduction of State Leaders

Presentation of State Issues

Mark Dorr, *NYS Hospitality & Tourism Association, President*

Introduction of Local Leaders

Presentation of Local Issues

Peggy Coleman, *Ithaca/Tompkins County Convention & Visitors Bureau
Vice President, Tourism and Community Relations*

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Roundtable Reception

New York State Hospitality & Tourism Association

The New York State Hospitality & Tourism Association (NYSH&TA) is a not-for-profit trade organization representing nearly 1,000 lodging properties, totaling over 122,000 guest rooms. The Association provides: **representation and advocacy** on behalf of the industry before state lawmakers and regulatory agencies; **resources** in the form of money-saving programs and networking opportunities; **educational offerings** that help members best serve their customers.

As you have read over the past few weeks, this year's budget process was not a smooth one, but at the end of the day the tourism industry and the small business community did realize some nice successes. Below are some of the highlights

2017-2018 Enacted Budget Tourism Funding

- Matching Grants - \$4,515,000 (an additional \$700,000). *Special thank you to Senate Tourism Chair, Richard Funke, for making this possible and working on this issue since January.*
- Taste NY - \$1,100,000
- Market New York - \$7,000,000
- Market New York funding \$8 million (for State Operations from previous projects)
- REDC Round 7 funding: \$150 million
- Cultural arts and Public Spaces fund, including for tourism purposes: \$10 million
- I Love NY: \$2.5million
- Economic development initiatives in the State, including efforts to promote New York as a tourist destination - \$69.5 million
- Finger Lakes Tourism Alliance - \$200,000

Ridesharing

This issue is a big win for the tourism industry statewide. NYSH&TA supported this item provided there were common-sense regulations in place. This was an issue at all of the Legislative Breakfasts held throughout the state, and NYSH&TA is glad to see this get done.

Small Business Package

NYSH&TA is working to introduce legislation that will benefit the tourism industry as a whole, and small businesses particularly. Topics for this package may include:

- Training Wage/Seasonal Workforce;
- Ski Equipment Tax Credit;
- Tax Credits for Hiring Youth or Seasonal Workers

A special thank you to NYSH&TA's
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Visitor spending in Tompkins County is over \$195 million and generates more than \$10.8 million in state taxes and \$14.5 million in local taxes. Over 3,500 of our residents are employed in the tourism industry. Beyond the direct tourism industry, every property owner in Tompkins County benefits through the nearly \$660 in tax savings generated annually by visitor spending.

The goal of the Tompkins County Tourism Program, in partnership with the Ithaca/Tompkins County Convention and Visitors Bureau, is to maintain steady annual visitor growth by 5% each year through 2020.

To accomplish this goal the following issues need to be addressed:

- Implementing an effective wayfinding and gateway signage program to better facilitate visitor flow and community appeal.
- Improving visitor access to Cayuga Lake and lakefront tourism infrastructure development to support the Sustainable Tompkins County vision.
- Facilitating national promotions and immigration policies to drive greater levels of international tourism to the USA.
- Supporting the need for ride sharing such as Uber and Lyft as a transportation option across New York State.
- Formulating strategies for the development of a downtown Ithaca conference center to facilitate incremental economic development in off peak season.
- Formulating strategies around the complexities of safely linking the core downtown business district to the Ithaca Farmers Market and the Waterfront Trail.



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