

2017 Legislative

Roundtable Breakfast

ROCHESTER

Friday, May 5, 2017

8:30 - 10:00 a.m.

Woodcliff Hotel & Spa

co-sponsored by:



Rochester Legislative Roundtable Breakfast

Friday, May 5, 2017
Woodcliff Hotel & Spa

Program

8:30 a.m.

Registration & Breakfast Buffet

9:15 - 10:00 a.m.

Introduction of State Leaders

Presentation of State Issues

Mark Dorr, President, NYS Hospitality & Tourism Association

Remarks by Deputy County Executive Tom VanStrydonck

Introduction of Local Leaders

Presentation of Local Issues

Don Jeffries, President & CEO, Visit Rochester

Roundtable Discussion with State and Local Elected Officials

Sponsors



# LEGISLATIVE

# Roundtable Breakfast

## 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.

## 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

## Short-term Rentals

A special thank you to NYSH&TA's  
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## About Visit Rochester

Visit Rochester is the official tourism promotion agency for Greater Rochester and Monroe County. Visit Rochester is a membership organization with over 425 members representing lodging, retail, restaurants, services, and community organizations. As a sales and marketing organization, Visit Rochester works on initiatives to attract conventions, meetings, and leisure tourists; and to support economic development. Visit Rochester's role is that of a leader working with stakeholders to promote Monroe County and the Greater Rochester area improving the economic well-being and quality of life.

## Economic Impact of Tourism in Monroe County

Tourism activities in Monroe County generated an economic impact of more than \$1 billion in 2015, according to Tourism Economics, an Oxford Economics Company, for the New York State Department of Economic Development, Division of Tourism. This marked the **second year in a row** that the economic impact of tourism topped \$1 billion.

According to the study, visitor driven expenditures in Monroe County in 2015 totaled **\$1,005,205,000**. That is a compilation of the following indicators: Lodging - \$283 million; Recreation - \$47 million; Food & Beverage - \$294 million; Retail - \$178 million; Transportation - \$194 million; Second Homes/Vacation Rentals - \$6.3 million.

Research results indicated the **tourism impact on Monroe County generated \$76.1 million in local taxes and \$55.7 million in state taxes**. Further, direct tourism-generated labor income was \$319 million, accounting for 13,881 direct tourism jobs. **The total of direct, indirect and induced tourism jobs in Monroe County is 19,851.**

## Issues and Opportunities for 2017

Visit Rochester would like to acknowledge some of the success and developments our industry has experienced – much with assistance from New York State, the County of Monroe and the City of Rochester.

## Downtown Development

Continued development and the investment of millions of dollars into Rochester's downtown area, offer great potential for both the meetings and convention business and leisure travelers. A vibrant downtown will benefit our entire community, including visitors.

- The Hyatt Regency Rochester is in the midst of a multimillion-dollar transformation.
- At the end of 2016, Geva Theatre Center debuted a multimillion-dollar renovation.
- Progress continues on the Sibley Square project, which when completed we believe will connect the East End with Main Street and the Convention District.
- Further downtown development is also planned for Parcel 5, an important plot of land in the center of the former Midtown Plaza.
- Also at the former Midtown Plaza, Tower 280 has breathed new life into downtown. The recently completed project offers residential, commercial and retail spaces for downtown visitors, including the new Branca Midtown restaurant.
- A planned expansion of CGI Communications will further transform Main Street. Expansion plans include a classic car museum.

## **Airport Update**

The major enhancements underway at the Greater Rochester International Airport will more strongly position our region for additional air service, and will enhance the important role we Rochester plays as gateway to the Finger Lakes Region.

## **Meetings and Conventions**

The Visit Rochester meetings and convention sales team continues to identify new opportunities to promote Rochester as a top destination choice for meeting planners. Team members build and retain relationships with contacts on a local, regional and national level to secure leads and booked business.

Some of the unique groups meeting in Rochester in 2017 include:

- Ancient Accepted Scottish Rite of Freemasonry 2017
- SPIE Optifab
- Church Ushers Association National Conference

In 2017, Visit Rochester will also deepen relationship with the Monroe County Sports Commission. Sports events bring thousands of visitors to our community all year long.

## **Milestone Anniversaries**

2017 marks several significant milestone anniversaries including the centennial of women's suffrage in New York State and the bicentennial of construction on the Erie Canal. Celebrations and recognition for these milestones will be underway throughout the year.

## **Craft Beverage and Wine**

Our region's craft beverage and wine production continues to attract visitors to the area. Recent legislation, including the "brunch bill" and the state's creation of the Rochester Craft Beverage Trail, support this industry and will engage more visitors.

## **Canadian Market and International Visitors**

Visit Rochester is confident that Canadian and overseas markets will continue to be an important source of business into Greater Rochester and the Finger Lakes region. Leisure visitors, commercial travelers and conference attendees arrive daily from around the world. We continue to closely monitor the Canadian exchange rate and border crossings.



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