

2018 **Rochester**

*Legislative
Breakfast*

March 16, 2018

co-sponsored by:

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L I M I T L E S S



New York State
**HOSPITALITY
& TOURISM**
Association

LEGISLATIVE

Roundtable Breakfast

Rochester
Legislative Roundtable Breakfast



March 16, 2018
8:30 - 10:00 a.m.

Program

Introduction of State Leaders

Presentation of State Issues

Mark Dorr, *President, New York State Hospitality & Tourism Association*

Presentation of Local Leaders and Regional Issues

Don Jeffries, *President & CEO of Visit Rochester*

Rich Funke, *New York State Senator, Chair of Senate Tourism Committee*

Corey Dooley, *President of Rochester Hotel Association*
General Manager of Woodcliff Hotel & Spa

Remarks by Tom VanStrydonck, Deputy County Executive

Roundtable Discussion

A special thank you to NYSH&TA's

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Statewide Issues

Short-Term Rentals

NYSH&TA is working toward legislation that would regulate the use of short-term rentals statewide. The legislation, which is currently being updated following numerous meetings with the Senate and Assembly, would require... a short-term rental registry, as well as safety requirements, insurance minimums, and sales and occupancy tax compliance that would put short-term rentals on even footing with hotels, motels, and bed and breakfasts. Currently, short term rentals are largely unregulated outside of New York City. The legislation supported by NYSH&TA would not affect the significant work accomplished in New York City, and would allow municipalities to opt into regulation.

Hotel Liquor License Definition

The Governor's Executive Budget Proposal contained a provision which would change the definition of a hotel under the NYS Alcoholic Beverage Control ("ABC") Law to eliminate the requirement for hotels to have a restaurant in the building of a hotel. **This proposal would allow hotels with just a "market" or "suite shop" in the lobby to obtain a hotel liquor license in New York.** This change would be incredibly beneficial to hotel businesses throughout the State, as they would be able to sell alcohol in the "market" or "suite shop" that guests could then take back to their rooms or other areas of the hotel. **NYSH&TA has been actively seeking to gain support for the proposal in both Houses of the Legislature.** The Senate included this proposal in its one-house budget.

Matching Grants Funding

The Tourism Matching Grant program is a local assistance program that is utilized by the county and regional tourism entities to work in conjunction for advertising, research, promotion and tourism marketing programs. Further, the program leverages private investment, as every dollar expended will be matched by an industry participant to promote, market, and provide jobs across New York. The Tourism Matching Grants Program has been a significant revenue source, and job creator for State and local governments, which has been a critical investment in the tourism industry. **NYSH&TA has requested \$5M in funding for the Tourism Matching Grants Program, which represents a \$1.2 million increase from the Governor's Executive Budget Proposal.** The Senate included and Assembly have included at least the \$5M in their one-house budgets.

Therapy Dog Workgroup

NYSH&TA is supportive of S7319 (Marchione)/ A8926 (Titone), which would require the Commissioner of the Department of Agriculture and Markets to convene a workgroup to study the necessity of statewide standards for the certification, training, and evaluation of therapy dogs. This bill would be a positive step in recognizing the differences between service and therapy animals, and would help to set clear boundaries to the accommodations of therapy dogs.

Call-In Pay Regulations

NYSH&TA submitted technical comments and participated in conversations with the Department of Labor regarding their new Call-In Pay proposed regulations. The comment period for the regulations closed in January, and no further information on the proposed regulations has been released since the comment period closed. Right now, this only includes the Miscellaneous Wage Order.

Tip-Wage Credit Hearings

On January 25th, the Governor announced a series of hearings to examine the elimination of minimum wage tip credits. NYSH&TA will have the opportunity to prepare testimony for the hearing, and voice our opposition to the proposal. **NYSH&TA is also actively working with other like-minded groups in forming opposition to the potential proposal.**

Economic Impact of Tourism in Monroe County

Visit Rochester is the official tourism promotion agency for Greater Rochester and Monroe County. Visit Rochester is a membership organization with over 435 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.

Tourism activities in Monroe County generated an **economic impact of more than \$1 billion** in 2016, according to Tourism Economics, an Oxford Economics Company, for the New York State Department of Economic Development, Division of Tourism.

According to the study, visitor driven expenditures in Monroe County in 2016 totaled **\$1,022,741,000**. That is a compilation of the following indicators:

- Lodging - \$289.4 million
- Recreation - \$49 million
- Food & Beverage - \$309.3 million
- Retail - \$177.6 million
- Transportation - \$190 million
- Second Homes/Vacation Rentals - \$6.5 million

Research results indicated the **tourism impact on Monroe County generated \$77.6 million in local taxes and \$56.9 million in state taxes**. Further, tourism-generated labor income was \$554 million, accounting for **20,125 tourism-related jobs**.

Rochester Issues and Opportunities

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

Changing Community Landscape

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 core benefits the entire community, including visitors.

- In 2017, the Hyatt Regency Rochester completed a transformational multi-million dollar renovation. With the renovation, the Hyatt is now home to national retail brands like Starbucks and Morton's The Steakhouse, along with new dining options and event venues, such as City Terrace.
- The transformation of the iconic Sibley Building continues. Recent updates include completion of residential units and commercial space. Additional plans include a new food court, featuring cuisine from local food trucks. The reimagining of the Sibley Building is significant for meetings and conventions, as we believe that the landmark, when completed, will connect the East End with Main Street and the Convention District.
- Newly-opened Rochester Auto Museum adds new attraction and event space to Main Street. Work is also underway on Alliance Ballroom, which will also add new event space for meetings and conventions.
- New ownership of the Riverside Hotel creates new opportunities and considerations for the meetings and the conventions market.
- The renovation of the Dome in Henrietta also provides great new opportunity to utilize the space for conventions and special events. Of note, the Dome will host Ram Kathu Rochester July, 2018.

Rochester Issues and Opportunities (cont.)

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 Rochester plays as gateway to the Finger Lakes Region. The ROC airport is often one of a visitor's first impressions to Rochester.

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 across a range of market. In 2018, Visit Rochester will relaunch **Recommend Rochester** local influencer identification program. The program will identify local contacts who are involved and active with professional associations and other organizations who can help bring conferences, conventions and competitions to Rochester, NY.

Connected Community

2017 saw the introduction of ridesharing to Rochester, as well as the first full season of Zagster bike sharing in Rochester. Both of these services are a benefit to visitors, and make it easier for guests in our community to explore Monroe County and Greater Rochester.

Craft Beverage and Wine

Our region's craft beverage and wine production continues to attract visitors to the area. Thanks to the Governor's farm brewing act of 2012, there are now two dozen craft breweries in Monroe County, with many more across the Finger Lakes region.

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 400 members representing lodging, retail, restaurants, services, and community organizations. Working together with our members and partners, we strive to provide the best experience to all visitors to our community, including both business and leisure travelers.

About Rochester Hotel Association

The Rochester Hotel Association is a not-for-profit trade organization representing member businesses and individuals in the lodging and hospitality industries in the Rochester and Monroe County areas.

About New York State Hospitality & Tourism Association

The New York State Hospitality & Tourism Association (NYSH&TA) is a not-for-profit trade organization representing nearly 1,100 member businesses and individuals in the lodging and attractions industry.

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