

NEW YORK'S THIRD LARGEST INDUSTRY NOW SUSTAINS **957,000+ NYS JOBS**

Averaging over 25,000 new jobs for 8 consecutive years (+222,000 since 2010)!

TOURISM IS EVERYBODY'S BUSINESS



NEW YORK'S ECONOMIC SUCCESS STORY **TOURISM**

FEB. 26, 2020

TOURISM ADVOCACY DAY

ALBANY, NY

NYS tourism is NOT A BUDGET EXPENSE, it is an INVESTMENT in economic growth.
In 2018, tourism generated \$1,000,000,000 more in NYS tax revenues than 2010!

TOURISM PAYS DIVIDENDS
NEW YORK STATE HOSTS
253,000,000 VISITORS* ANNUALLY

They spend **\$71.8 Billion*** at NYS businesses,
generating **\$8.9 Billion*** in NYS tax revenues
and creating **\$114.7 Billion*** in total economic impact

**2018 statistics, most recent data available - 8th consecutive record setting annual performance.*

ENGAGING YOUR LAWMAKERS, PROTECTING YOUR INDUSTRY, INFLUENCING CHANGE

————— **See back side for issues** —————

2020 ISSUES

Matching Grants Program Seeking Total Funding of \$4.4 Million - SUPPORT

The tourism matching grants program is a state-funded local assistance program utilized by county and regional tourism entities to work in conjunction for advertising, research, promotion and tourism marketing programs. The program leverages private investment, with state matching grants to promote and market the great state of New York. There is an allocation of \$3.8 million for the program in the Governor's FY 2020 Executive Budget Proposal; **we are seeking total funding of \$4.4 million (the same amount approved in last year's final budget).**

Short-Term Rental Legislation for Upstate NY - SUPPORT

The industry is supportive of legislation, A.2928 (Fahy). This legislation addresses concerns that NYSH&TA has related to unregulated short-term rentals outside of New York City. It requires short-term rentals to pay the same sales and occupancy taxes as the rest of the industry. In addition, it would require basic safety requirements and actual insurance coverage in short-term rentals. **This is now more than just a hotel industry issue.** *Also needing to be addressed:*

- Tentrr - "Airbnb for camping" with over 260 locations in New York State
- Harvest Host - A membership for RVers that provides free RV camping at over 700 wineries, breweries, distilleries, farms, museums, and other locations.

Starting the School Year Before September - OPPOSE

Assemblymember Lifton carries legislation (A07113) that would allow local school districts to begin their school year prior to September. **This legislation would severely hurt the tourism industry**, as Labor Day weekend is one of the busiest weekends of the year.

Tourism Improvement Districts - SUPPORT

Authorizes a county or a city with a population of one million or more in the state of New York to form a Tourism Improvement District. Authorized activities would include additional services required for tourism promotion and enhancement of the district.

Ski Safety/Energy Efficiency Improvements

While Ski Areas of New York (SANY) strongly supports and encourages the use of helmets by skiers, existing legislation would impose onerous fines on ski area operators. SANY will continue to work closely with the Legislature to support a more reasonable helmet safety bill. In light of the Governor's climate change initiatives in the Executive Budget proposal, SANY will seek capital funding for energy efficiency improvements at ski areas.

ADA Website Lawsuits

Several law firms are suing certain business sectors for having web sites that are not ADA compliant. The business is usually a small business that is not even aware they are not in compliance. The industry is looking for a bill that gives a business a grace period to get in compliance with ADA regulations.

Prevailing Wage - OPPOSE

Albany is considering several proposals to extend the public works' "prevailing wage mandate" to the construction work component of private sector projects receiving state and/or local economic development assistance. This mandate will drive up costs and could have a significant, adverse impact on the state's economic development efforts, particularly in tourism destination areas.

I Love New York Program - \$2.5 million in Governor's Budget - SUPPORT

The "I Love NY" program itself provides statewide marketing strategies establishing partnerships and implementing programs to encourage visitation. There is an allocation of \$2.5 million for the program in the Governor's Executive Budget Proposal.