

TOURISM ACTION DAY

March 11-12, 2019



TIC

TOURISM INDUSTRY COALITION

Tourism is the *heart* of the Economy

Presented by the NYS Tourism Industry Coalition

2019 TIC Lobby Day

Where tourism industry professionals from across the state meet with elected officials to discuss the benefits derived in communities statewide from tourism, including economic growth, job creation, and small business success.

TOURISM = GROWTH

Your Support is vital! Continued investment in the tourism industry allows New York State to:

- Compete effectively in the highly competitive global tourism industry
- Grow the statewide economy
- Grow regional workforces and housing
- Renew the vitality and well-being of local economies

TOURISM PAYS DIVIDENDS

The tourism industry in New York State generates:

\$67.6 Billion

Direct Spending

\$8.5 Billion

State & Local Taxes

\$36.5 Billion

Tourism Industry Wages

\$112 Billion

Total Economic Impact

Tourism Matching Grants

The Tourism Matching Grants program is a local assistance program utilized by county and regional tourism entities to work in conjunction with the state for advertising, research, promotion and tourism marketing programs. The program leverages the public/private investment system, as the state matches every local dollar spent to promote tourism. There is an allocation of \$3.85 million for the program in the Governor's Executive Budget Proposal; we are seeking total funding of \$5 million.

I Love New York Program

The "I Love NY" program itself provides statewide marketing strategies establishing partnerships and implementing programs to encourage visitation. Competition from other states who market in New York remains a concern, and New York must continue to market and maintain all the resources and destinations it has to offer. There is an allocation of \$3.85 million for the program in the Governor's Executive Budget Proposal; **we are seeking total funding of \$3 million.**

Small Business Central to Economic Well-Being

The Tourism Industry Coalition asks the state's elected officials to weigh heavily any legislation that would add additional burdens (both legal and regulatory) to the state's small businesses. From ski areas, to campgrounds, to hotels, independent owner/operators are challenged daily with running their businesses while complying with New York's evolving complex tax and regulatory structure. Tourism sustains over 780,000 jobs in New York State, and its total economic impact is \$112 billion. We are that you be mindful to protect the backbone of the state's economy and help business to thrive and grow in New York State.

Film and Television Tax Incentive

Ever since the New York State Film and Television Production Tax Incentive program was first introduced in 2004, it has been a major engine for the state's economy, bringing jobs to working-class families, union members, and small businesses. We ask that you continue to support this program.

TIC Also Supports the Following Proposals

- Taste New York \$1,100,000
- Market New York \$8,000,000
- Round 8 of the Regional Economic Development Council (REDC) Program \$150,000,000

TIC MEMBERS

Campground Owners of New York
Cayuga County Office of Tourism
Destination Marketing Corp. for Otsego County
Discover Albany
Discover Long Island
Discover Saratoga
Dutchess Tourism, Inc.
Finger Lakes Regional Tourism Council
Finger Lakes Tourism Alliance
Hotel Association of NYC
Ithaca/Tompkins County CVB

Lake George Regional Chamber of Commerce & CVB
MANY: the Museum Association of New York
NYS Tourism Industry Association
NYC & Company
NYS Destination Marketing Organizations
NYS Hospitality & Tourism Association
Oneida County Tourism
Ski Areas of New York State, Inc.
Sullivan County Visitors Association, Inc.
The Business Council of New York State, Inc.
Visit Rochester
Visit Syracuse