

Section	Comment	Response
Goals	Goals 3 and 8 in particular: It would be beneficial to more widely publicize the cultural events in our county and to work with the cultural organizations more closely. For example, the Ithaca Shakespeare Company performs outdoors every summer and brings in many people both locally and from out of town, even out of state. Perhaps offer hotel/theatre/restaurant packages to encourage the out-of-town theatre-goers as well as the local ones to spend money at our hotels and restaurants before and after their theatre experiences. Of course there is the Hangar Theatre and others as well. But ISC is especially good at connecting culture and the local parks.	The Arts & Cultural Heritage focus area goals (page 10 of section 8) currently include increased marketing for these organizations.
Tompkins County Tourism Partners	Lower the cost of staying in the area and you may have people stay longer. Peak rates are \$600+ per night in many hotels which is totally outrageous. Create a central area of convenience for people traveling by bus in and out of Ithaca. Maybe a place where they can hail a ride from, use restrooms, wait for a connection.	The county does not have the ability to influence the nightly rates set by local hotels. The Transportation focus area (page 7 of section 8) supports investments in infrastructure to support visitor transportation options which include bus. In addition, the establishment of an intermodal transit center is supported through a proposed action in the plan (page 19 of section 8).
Multiple sections	Improve public transit and bike paths/lanes and walking paths. Summer tourism clogs the roads, lowering quality of life for everyone.	Four transportation goals are proposed in the plan (page 7 of section 8) which should have the effect of reducing congestion. The establishment of an intermodal transit center is supported through a proposed action (page 19 of section 8).
Goals	Actually, have not yet read the plan, but I do have an idea. August is a "dull" month (it seems) in Ithaca. We have Festival, apple festival, chili cook-off, all it seems, to attract bad weather. How about a BBQ competition (yum). Could be run like the chili cook-off and it would certainly be the right time of year. Don't know if the "vegan" culture would be receptive. Proposed it to the COI a few years ago, and did not get any response back.	The Tourism Program seeks to support events that can potentially extend trip length for visitors. The addition of festivals in August may present such opportunities. The Tompkins Festivals program (operated by DIA) will be encouraged to consider your recommendations as they are in communication with many event organizers.
Multiple sections	DRAFT STRATEGIC PLAN 2021-2027 - comments – Steve Stull 11-1-2019 Here are a few comments from my perspective as an artist, arts administrator, and long-time resident of Lansing. Congratulations on a massive undertaking - great work!	No response.

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Multiple sections	<p>COUNTY WIDE: The draft plan does not mention significant effort to develop tourism activities throughout the county. Whenever Ithaca or downtown is mentioned, please consider expanding the area concerned. The bulk of tourism funding and attention goes to organizations and locations in downtown Ithaca and the City of Ithaca, even though outdoor attractions (largely out of the city) are a major reason for visitation. Could a goal of the strategic plan address some ways to help use room tax funds in localities outside of Ithaca? According to the 2010 census, Ithaca represents less than 50% of the population of Tompkins County.</p>	<p>The Tourism Program has supported substantial efforts in rural communities and throughout the county, and continues to encourage the involvement of all parts of the county. A paragraph was added to "Setting the Baseline" section under "Current Local Considerations" to affirm this approach</p>
Multiple sections	<p>ENVIRONMENTAL ACTION: Throughout the draft survey, the beauty of our area and challenges from environmental problems are mentioned regularly. Could the strategic plan give some attention to positive environmental practices, both for tourism product and tourism marketing? There are many ways to make tourism programs and marketing materials more environmentally friendly. Sustainability Tourism was in the last strategic plan.</p>	<p>A proposed action was added to the Planning & Evaluation focus area to "Establish guidance on positive environmental practices for tourism partners"</p>
Multiple sections	<p>BUDGET SPLIT: For 2018, the percentage of room tax budget is roughly 30% for product development and 45% for marketing, with the remainder for "expenses". Is there a goal to limit the percentage of "expenses" so that the room tax isn't used in the future for non-tourism expenses? In 2012 The STPB committee was concerned that additional Room Tax funds would be diverted for non-tourism activities. They predicted that funding TCAD would likely negatively impact funding of tourism activities (which it has). According to the 2020 plan (p. 7) a new formula for the 60/40 split was supposed to be established by 2014. Apparently, the new formula was never established. CVB does a terrific job and has added new visitor centers and has made beautiful upgrades to their East Shore Drive facility. With these enhanced CVB facilities now in place, could the tourism plan shift more available funding to arts and culture organizations, outdoor recreation, agri-culinary efforts, to enhance their tourism offerings? CVB's share of room tax has increased from \$999,826 in 2017 to a proposed \$1,433,000 in 2020.</p>	<p>Budget priorities will be defined annually based on the projected available funding. A proposed action for the Planning & Evaluation focus area (page 21) is to "determine annual priorities for evaluation at the first P&E committee of each year" – this comment will be forwarded to the committee for consideration.</p>

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Multiple sections	<p>MARKETING, PRODUCT, INFRASTRUCTURE: Could marketing expenses and product development be defined? For example: Wayfinding seems as if it could be considered a marketing expense or tourism infrastructure instead of a product. Perhaps a new three-way split should be considered between marketing, product development (tourism projects and activities), and tourism infrastructure (buildings, signage, etc.). Capital grants and TCHC funding could be included in the new infrastructure category.</p>	<p>The terms "Tourism Marketing" and "Tourism Product Development" are defined in the Glossary (page 2 of section 10). The cause for the establishment of the 60/40 split policy was the increase in the county room tax in 2001. A proposed action for the the Planning & Evaluation focus area (page 21) is to "determine annual priorities for evaluation at the first P&E committee of each year" – this comment will be forwarded to the committee for consideration.</p>
Multiple sections	<p>WAGES: The STPB has rightfully commended the CVB for increasing wages to retain high quality employees. The tourism program also supports tourism workforce programs. Is it possible to include a statement that supports the idea of paying workers in the tourism industry a fair wage (including arts, culture, and lodging?) Could grant programs consider wages for workers to be one possible criterion when recommending funding?</p>	<p>A proposed action for the Planning & Evaluation focus area (page 21) is to "review proposed local, state, and federal legislation polices, and programs annually" – this comment will be forwarded to the committee for consideration</p>
Multiple sections	<p>MISSION: According to the draft plan, the Arts & Cultural Organizational "Development" program is for "supporting major arts and cultural assets". This program currently offers much needed general operating support to ten organizations/facilities. This year ACOD funding increased slightly and eligibility requirements were relaxed, but meanwhile both Project Grants and Tourism Marketing Grants were cut significantly, resulting in a net decline of arts and culture funding. Is there another grant program to help "develop" new arts and culture initiatives?</p>	<p>At present, the grants that are listed in Section 4 represent all the grants offered by the Tourism Program. New programs and grants will be developed following the completion of this plan and its endorsement by the County Legislature.</p>
Achievements	<p>Page 1 of section 5 Achievements TYPO -3rd black bullet point should read "dozens (of)"</p>	<p>Typo fixed.</p>
Tompkins County Tourism Program	<p>Page 3 of section 4 – "Market the Arts - promotes visual artists and writers..." Could this be expanded include recording artists, or other performers in recorded media??</p>	<p>The relationship between recording artists and tourism is unclear. We are not aware of a travel segment who is interested in visiting active recording artists.</p>

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Goals	I would like to see the dredging project add acreage to Stewart Park to create a more welcoming and tourist friendly environment. Add boat docks, SUP docks, contract out some attractions/ market space for vendors. Create an amphitheater for outdoor concerts and events. The lake front should be a place people desire to go, not a place to fear stepping into piles of goose poop and foot-thick [expletive deleted]-fudge the first 30 yards of shoreline.	A goal in the Waterfront focus area of the plan is to "support improvements to public facilities along the waterfront including Stewart Park..." It is unclear at this time where the dredge spoils will be deposited.
Multiple sections	Several dozen comments submitted using Track Changes. Comments and responses available upon request	Available upon request.
Multiple sections	One thing that jumps out at me, more of a question...is what about rural areas/towns...no real mention of connections to rural areas. Maybe there needs to be a goal "Beyond the City Lights" – focused on rural towns and exploring rural communities... An Explore Tompkins Towns route map...might be an options...what to do and see in...Tburg, Dryden, etc.	The Tourism Program has supported substantial efforts in rural communities and throughout the county, and continues to encourage the involvement of all parts of the county. A paragraph was added to "Setting the Baseline" section under "Current Local Considerations" to affirm this approach
Goals	Another thought – since we spend a lot on Arts & Culture...I am thinking the write up of that section is weak. Also, I think someone mentioned that the title for that should be clarified...to say Arts and Cultural Attractions and Heritage Tourism – leaving it as Arts and Cultural Heritage...suggests to me that cultural heritage is more about our cultural history and not about our cultural attractions. Also, this section might be broken down into...Arts –museums, artist events (eg Art Trail, Artist Market); Performing Arts – theatre, musical venues, etc. A chart listing of all of our Arts & Culture Attractions might be good to include. And overall, I feel like this section needs to reflect the dollars the tourism dollars we allocate here...and I don't think it does. Additionally, ...it seems we have many competing arts and cultural activities...and I wonder if highlighting by type might help the visitor...Theater, Music, Cinema, Artist connections – maybe this is already done...!	In order to provide the detail requested, a separate "Arts & Culture Tourism Plan" may be required. Data from the visitor profile study revealed that there were other focus areas that are motivating travel to Tompkins County.
Multiple sections	Section 3 & 4 – both have the room tax law – not sure it needs to be repeated in Section 4.	Agree. The quote from the room tax law will be removed from section 4
Tompkins County Tourism Program	Section 4 – page 3 – should agricultural be mentioned under Product Development?	All agricultural work is currently performed by the CVB. A bullet point referring to the Agricultural Tourism position will be added

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Setting the Baseline	Section 7, page 1 – Place we love, second paragraph, in this section you do not include TC3 with higher ed...in later sections you do...I think it should be consistently included, especially given enrollment issues at the expensive schools, TC3 may be more significant in the future. Change to more than 29,000 students study at Cornell, IC and TC3 (consistent with later reference).	This is a fair point. TC3 will be added to the list. 2018 Enrollment figures: CU: 23,623 IC: 6,517 TC3 2,373 Total: 32,513
Setting the Baseline	Section 7, page 1, second paragraph – insertion of TC3 culinary statement is out of place...I would remove and add it somewhere else...maybe in the Agriculinary section.	Statement will be moved to Agriculinary focus area page
Setting the Baseline	Section 7, page 1, 5th paragraph – word change second sentence...should it be inherent, not inherit??	Typo fixed
Setting the Baseline	Section 7, page 1 – I would move the Natural resources paragraph to above the community pride one...maybe it should come before commercial wine production...	It is unclear why this change should be made.
Setting the Baseline	Section 7 – page 3 – end of page & top of page 4... might help to state that the measures are for 7 years accumulated...not annually.	These objectives are for annual measures. By comparison, annual visitor spending in 2018 was \$227 million and household tax benefit was \$746.
Setting the Baseline	<p>Last paragraph on section 7 page 5 – Agritourism (I would leave off Vineyards, or call it winery tourism...but that is a subset of agritourism in my mind)</p> <p>And here is a reworded paragraph</p> <p>The emergence of the wine industry in the 1970's has put the Finger Lakes on the map worldwide as a destination wine region with over xx wineries and xxx visitors annually. This has driven agritourism throughout the region. While Tompkins County only has a few wineries, we are emerging as a craft beverage destination including beer and cider. Additionally, we are known for the Ithaca Farmers Market – the largest market in the Finger Lakes Region, that features only local farm, food and artisan producers from within a 30 mile radius of Ithaca and which is the cornerstone of Ithaca's local farm to fork movement, including farm to table restaurants. The market is consistently mentioned by visitors as one of the top destinations they visit. Another unique asset in Tompkins County is that we are home to the College of Agriculture & Life Sciences at Cornell which attracts a worldwide audience of academics and students to our community.</p>	<p>The proposed revision nearly triples the length of this paragraph (from 56 to 157 words) making it inconsistent with the remainder of this sub-section. The proposed revised paragraph (97 words) is below:</p> <p>Agritourism - The emergence of the wine industry in the 1970s put the Finger Lakes on the map worldwide as an agritourism destination. While Tompkins County only has a few wineries, we are emerging as a craft beverage destination for beer and cider. Additionally, we are known for the Ithaca Farmers Market – the largest market in the region it is the cornerstone of our local farm to fork movement. Another unique asset in Tompkins County is the College of Agriculture & Life Sciences at Cornell which attracts a worldwide audience of academics and students to our community.</p>

Section	Comment	Response
Setting the Baseline	<p>Section 7 – page 8 – Cannabis – I am a bit concerned that we give cannabis legislation a big paragraph – it will be a highly regulated industry and I do not think many farms will be opening doors for tours. The tourism potential might be via the retail outlets that emerge. So I think the emphasis might be misplaced.</p> <p>Not sure we should be suggesting the college expand research in a strategic tourism plan, nor that local officials be educated...on legalization and licensing in a tourism plan...this is an economic development strategy. It sounds to me like a bunch of giddiness around being able to smoke pot here!</p> <p>Anyhow, I think the tourism impact will be the retail opportunity, less so the farm tour opportunity.</p>	<p>A revised paragraph is below: In 2019, New York State Legislature considered the legalization of cannabis for adult recreational use. While this effort was unsuccessful, proponents of legalization are likely to continue their efforts. It is difficult to say how legalization efforts will impact tourism before the state law has been passed. Cannabis cultivation has the potential to impact our agritourism attractions and agricultural research priorities. In addition, it will be important for local officials to understand how legalization impacts retail and public consumption of cannabis.</p>
Setting the Baseline	<p>Two additional challenges...maybe worth mentioning – at the end of section 7 – perhaps!</p> <p>Given the plethora of tourism venues and attractions...I think there is a need to make sure our supply is not outpacing demand...the various venues suffer from low attendance and that could translate to lower quality.</p> <p>Communication coordination and outreach to promote venues/attractions is also a big issue, maybe more partnerships could be fostered for co-planning and promotion...</p> <p>Also, should there be something about ways to address challenges?? Or is that implied in the goals that follow.</p>	<p>A proposed action for the Planning & Evaluation focus area (page 21) is to “determine annual priorities for evaluation at the first P&E committee of each year” – this comment will be forwarded to the committee for consideration</p>
Goals	<p>Second paragraph – should it say...provide context for instead of on...</p>	<p>Editorial comments will be considered following the resolution of all substantive comments.</p>
Multiple sections	<p>Another general point...where referring to City of Ithaca...I am pretty sure the rule is to capitalize the C in city....</p>	<p>Editorial comments will be considered following the resolution of all substantive comments.</p>
Goals	<p>Page 3 – Diversity & Inclusion...some other potential goals...heritage tourism connections – Freedom Trail...AME Zion church...there is a Freedom trail map somewhere! Also, ID the assets we have – maybe this is an action step – Black History Month, Latino Festival, Dragon Boat....and figure out how to strengthen and promote</p>	<p>A proposed action for the Diversity & Inclusion focus area (page 18) is to "support events and attractions that engage diverse local populations." It seems that the Freedom Trail map would fit this.</p> <p>A new proposed action will be added to "Identify local tourism products which appeal to diverse audiences."</p>

Section	Comment	Response
Goals	<p>Page 8 – waterfront...Second sentence change Ithaca's role to Ithaca's location...avoid using role 2 x in sentence.</p> <p>Another thought about waterfront – obviously Cayuga Lake is our biggest asset... Should there be mention of creeks and gorges...in this section? Or just stick with the lake. Unfortunately, we don't really have too many good creeks for kayaking or canoeing.</p> <p>Non-profit groups...should Ithaca Community Gardens/Project Growing Hope also be mentioned?</p>	<p>Acceptable to change "Ithaca's role" to "Ithaca's location"</p> <p>The focus of this section is on Cayuga Lake. Recreational activities near creeks are covered in the Outdoor Recreation focus area.</p> <p>These non profit groups seem to be focused on a primarily local audience.</p>
Goals	<p>Page 12 – Downtown Ithaca</p> <p>First paragraph – change word...third sentence...improved its public value as a gathering space or destination instead of infrastructure</p> <p>Another comment...downtown suffers also because of loitering by all kinds of people – some of whom may offend visitors...</p> <p>Maybe not so PC to mention this...but I have heard it from the public.</p> <p>Also, mention should be made of Commons plantings...it is what keeps the area from looking abandoned...imagine if there were no plantings! Plantings make a bright and cheery welcoming statement.</p>	<p>Acceptable to change "public infrastructure" to "public gathering space"</p> <p>Re: Loitering - it is not clear what the role of the tourism program would be regarding this matter. The DIA has taken steps to address panhandling through the "pay it forward" program.</p> <p>Add new fourth sentence to 1st paragraph: "Plantings throughout downtown make a bright and cheery welcome to visitors and locals."</p>
Goals	<p>Page 13 – Festivals</p> <p>City requirements for safety may make it onerous for some groups to be downtown or in any city venue. – maybe there is an opportunity to review the event requirements with City events committee...(police, fire, planning, etc. folks that meet to review event applications).</p>	<p>There is a proposed action (page 21) to "annually review local regulatory issues affecting event organizers."</p>
Goals	<p>Page 16 – Beautification...</p> <p>I would take out the Giant reference because it is a new proposal by CAP...not having gotten much community input. As chair of the City Parks Commission, I can say that many folks are not so enamored with Tompkins Giant proposed for Cass Park. The city does not have a policy for art in parks...we will be working on one...to set criteria for what is allowed...so I think it would be wrong to make a reference to something that is not yet fully vetted or endorsed.</p> <p>Eliminate..."consistent with the Giant Theme"...</p>	<p>The previous Strategic Tourism Plan identified the establishment of a public art program as a critical action. Community Art Partnership took this program on and determined the importance of a thematic consistency to generate interest and excitement. As with all artistic installations, it will not satisfy everybody's tastes or expectations.</p>
Goals	<p>Page 17 Conferences</p> <p>-maybe something about promoting/packaging other destinations to conference goers</p>	<p>There is a proposed action (page 22) to "leverage regional partners to create fresh tour products to increase overnight trips."</p>
Goals	<p>Actions – I also think these should be placed with each respective goal section...easier to follow.</p>	<p>Proposed actions will be listed in each focus area and as a full list in the appendix.</p>

Section	Comment	Response
Goals	<p>I am thinking that we could introduce a broader tourism initiative that includes cannabis... Wellness, or Well-being...to include herbalism (we have lots of experts in the community), also spa or yoga retreats.</p>	<p>It is too early to know how cannabis legalization will impact tourism locally. If a state law legalizing cannabis is passed, it may be appropriate for a work group to consider the local impacts. Yoga and wellness may be classified as niche group travel opportunities. This would fit under the "conference and group" focus area.</p>
Goals	<p>Another concept that is missing, might be part of outdoor recreation is ecotourism...lots could fit under that umbrella.</p> <p>Also, what about the Sustainability initiative that was being promoted – Ithaca as a hub for sustainability initiatives....</p>	<p>I would view 'ecotourism' as a sub-set of Outdoor Recreation. It is not clear how this sustainability initiative would relate to this plan.</p>
Goals	Wayfinding	<p>The plan supports the wayfinding signage as proposed in 2014</p>
Multiple sections	<p>Is there a more explicit way to tie the Tourism Plan & Econ Development Strategy more tightly together. Consider adding a paragraph. With goals of infrastructure, workforce and jobs. People don't always think of both together.</p>	<p>Paragraph to add in "Tompkins County Tourism Program" Section 4 The Tourism Program coordinates its efforts with the county's Comprehensive Plan and Economic Development Strategy. The Tourism Program director participates in quarterly Economic Development Collaborative meetings held by Tompkins County Area Development. In addition, this plan is intended to be consistent with the principals and policies established in the 2015 Tompkins County Comprehensive Plan.</p>
Goals	<p>Think about including Value Added Agriculture in plan. State's first farm meadery, in Town of Dany, got its licence recently.</p>	<p>Added "Value added agriculture" in 7th goal in this focus area.</p>

Section	Comment	Response
Multiple sections	<p>One of the things I've experienced in city government is the ongoing need to educate and communicate about tourism issues. Too often tourism is disparaged as providing only low wage jobs. In fact tourism is intended to support broader goals of the municipality. Consider some reference to some way to support this in plan.</p> <p>Strengthen partnerships with other municipalities and partners. Don't lose sight of other municipal efforts, such as City parks and recreation plan.</p>	<p>There is an existing goal in P&E focus area which addresses this issue.</p>
Multiple sections	<p>Caroline has a strong commitment to retaining rural character. Experiences with the extension of the SHRW Trail, it seems like some part of the community fears tourism as a threat to quality of life and character of community. Plan should show how tourism can support rural communities, with attention to maintaining the quality of life in these places. One example might be Brockton Market.</p>	<p>The Tourism Program understands the importance of retaining the character of rural communities. A paragraph was added to "Setting the Baseline" section under "Current Local Considerations" to clarify tourism in rural communities</p>
Multiple sections	<p>Focus on access to Cayuga Lake. Not just access, but quality - with HABs. Make sure that it is not ignored in the plan.</p>	<p>It is beyond the scope of the tourism program to address the causes of HABs. However, some visitors and residents are unaware of this hazard and this can place them at risk. New action added: Support efforts to communicate water quality issues that affect Cayuga Lake to visitors and residents in a timely manner.</p>
Setting the baseline	<p>Emerging Trends & Challenges – Add traffic as a challenge. Often traffic occur on peak visitor days such as IC and Cornell events, downtown festivals, and on weekends as tourists move through town and especially through the West Ends of Ithaca to access the waterfront and boating and the State Parks. While Ithaca traffic may not look like a problem to visitors from large cities, it can degrade the visitor experience and congestion along route 13 can create an unpleasant barrier between the downtown area and the Farmer's Market, the waterfront district, and Stewart and Cass parks. Walkers and bikers are perhaps the most inconvenienced or put-off by congestion and impacts the Outdoor Recreation priority focus area.</p>	<p>Sentence added: Automobile traffic on peak visitation days can degrade visitor experience and create unpleasant barriers between parts of the county.</p>

Section	Comment	Response
Goals	<p>Add to Transportation & Connectivity Goals:</p> <ul style="list-style-type: none"> -Promote active transportation (biking and walking) as an excellent way to explore our downtown, campuses, and gorges. -Work with lodging and transportation providers to deliver clear information to visitors on alternative transportation options. Subsidize such options where feasible. -Ensure that tourism funding and programs aligns with ITCTC's Long-range transportation plan, the TCAT strategic plan and the City's comprehensive plan as it relates to transportation. -Consider ways to support or promote a downtown bus circulator that could dovetail with a new convention center and provide good (potentially free) mobility for visitors around town and ease the burden on downtown parking. 	<p>Added "Promote active transportation (walking and biking) as an excellent way to explore downtown Ithaca, college campuses, and gorges" as an action.</p> <ul style="list-style-type: none"> - There is an existing proposed action to "Create a transportation communication strategy for visitors" address the 2nd proposed goal. - Statement to coordinate with other plans added as follows "Looking ahead, the Tourism Program has the capability to leverage local investments to improve transportation for visitors to our county in alignment with the county's 2040 Long Range Transportation Plan and other local plans. " - There is an existing proposed action to "Evaluate the creation of a fully accessible shuttle service between Cornell University and downtown Ithaca and other destinations"
Multiple sections	<p>As the director of the nonprofit Discover Cayuga Lake, I am submitting a few brief comments on the draft Tompkins Count Strategic Tourism Plan for 2021 to 2017. Our entire crew is excited to be involved in the continuing development of Tompkins County's tourism plan, and look forward to working with partners throughout the sector in coming years to make the goals articulately a reality.</p> <p>The draft plan is well written and, with clear focus areas. Objectives within each category are also concrete and reasonable, so I'll limit my comments to four thoughts that may be helpful. Thank you for your time,</p> <p>Bill Foster, Director, Discover Cayuga Lake.</p>	<p>No response.</p>

Section	Comment	Response
Multiple sections	<p>1. Ecotourism as a Guideline: Over the past two years, we have sought to gain understanding of ways in which we can integrate the experiential education aspects of our “Floating Classroom” program into our newer tourism program. Naturally, this led us to the concepts of educational tourism and “ecotourism”. Ecotourism, in particular, is something we hope to explore in greater depth. The concept involves a great deal more than simply incorporating environmental education into our presentations. It values regional cultural components and seeks to bring benefit to the host community, and this is very well aligned with our work, given that our organizational mission is to provide access and opportunities for our community. By design, our tourism efforts need to financially underwrite our ability to offer free and low cost opportunities on the lake for local youth and community members, as well as career exploration options for older youth. Additionally, as we host youths and adults from every corner of our community on the boat, we hope we can reflect that diversity of culture and experience in what we present to visitors to the region. Given the richness of natural features, cultural heritage, institutions, resources and community-minded organizations in Tompkins County, I would like to suggest that “ecotourism” be considered as a possible future focal point for development, in parallel with Agritourism, Heritage Tourism and Outdoor Recreation. Or, perhaps as a guiding value for tourism in the county.</p>	<p>One value in the plan is to "present our inclusive, accessible, vibrant, and sustainable community" - in this regard the plan reinforces the importance of sustainability which is one of the principals of the County's Comprehensive Plan. It is not clear how ecotourism would be substantially different from the existing focus areas established in the plan at this time.</p>
Multiple sections	<p>2. We greatly appreciate being recognized as one of the significant achievements over the past 8 years (2011 to 2019), but we also want to make sure that everyone knows that Discover Cayuga Lake is a nonprofit organization. We are presently a project of the nonprofit Center for Transformative Action, but are presently applying for independent 501(c)(3) status. As such, we also intend to be part of the active group of non-profit organizations that work with the City to enhance the waterfront, and the Waterfront Trail experience, noted on page 8 of Section 8.</p>	<p>Discover Cayuga Lake was added to the Waterfront focus area section of the plan</p>
Goals	<p>3. We are happy to see as a goal, “Increase visual and physical access to Cayuga Lake through collaborative efforts with municipal and private stakeholders”. We are very interested in working with other lake access providers, such as fishing and sailing charters, other tour businesses and the paddling community to create a “one stop shopping” resource where visitors could quickly view and select the lake experience that is right for them. While our vessel, Teal, is a powered craft, we have lent support to the formative Blueway Trail project, and hope to be able to actively support paddle powered access to the lake in the future. We see this as entirely complementary to the opportunities we offer, and a matter of equitable access for people of all abilities, as well.</p>	<p>Add proposed action to "explore ways to collaboratively promote lake-oriented experiences for visitors"</p>

Section	Comment	Response
Setting the Baseline	<p>4. Emerging Trends/Climate Change & the Waterfront: The waterfront, and Cayuga Inlet is perhaps the single most vulnerable location in Tompkins County with respect to climate change. Increasing extreme weather events will exacerbate sediment loading and potentially cause increase flood damage to development. Boat is also endangered by increasingly variable channel conditions. On top of that, climate and human activity are introducing new species such as hydrilla, which have the potential to severely detract from the aesthetics and use of the waterfront. Attention needs to be paid to maintaining and stabilizing the Inlet waterway.</p>	<p>Statement added to reflect the vulnerability of the waterfront and the Inlet.</p>
Multiple sections	<p>5. Transportation options within the City: We strongly support “an evaluation of options to improve downtown transportations connections to benefit visitors” noted as a goal on page 11 of Section 8. We have learned that there is a significant disconnect between downtown Ithaca and the waterfront. With the development of the Waterfront Trail, we hope this can be overcome with new transit connections. We would also like to suggest the creation of a hub at the end of the trail, near Allen Treman Marina, the lake, the Hangar Theater and the dog park. Perhaps a tactical placemaking project that would include transportation, promotion and situating a food truck in this location would be a benefit to all.</p> <p><input type="checkbox"/></p>	<p>The proposal for a tactical placemaking project will be referred to the beautification committee for consideration.</p>
Multiple sections	<p>Transportation: I would love to see some support for remote parking and public transport that goes to key sites. Perhaps supporting a downtown circulator that is low cost or no cost that goes quickly to key downtown locations and a remote parking area. Would also love to see more support for pedestrians. Specifically in timing of traffic lights. Touristic destinations have quick activated stop lights where, if a pedestrian presses the walk button, the light will change within 10 seconds. This is the commitment we need for pedestrians to feel valued and encouraged to walk. Similarly, Lime bike ridership and local economic development will soar if we have a network of protected bike lanes. That will be a major tourist attraction! Let's also not forget about people who travel to Ithaca by bus. We want to support that mode of transport and make it easy for them to get around without relying on a car.</p>	<p>Remote parking and a downtown shuttle (aka circulator) are currently supported in existing proposed actions. A new action was established to "Promote active transportation (walking and biking) as an excellent way to explore downtown Ithaca, college campuses, and gorges."</p>

Section	Comment	Response
Goals	<p>In the 08- Goals section under WATERFRONT, might Wharton Studio Museum (WSM) be included in the list of nonprofit organizations "working with the City to enhance the waterfront" given WSM's work to install interpretive signage on all four of Stewart Park's main buildings (with Tompkins County Tourism Program support) and its long-standing plans to develop the historic lakefront Wharton Studio building in Stewart Park into a cultural and recreational destination -- the Wharton Studio Gallery & Park Center -- which includes a cafe. WSM has spearheaded an inter-county Finger Lakes Film Trail with George Eastman Museum in Rochester and the Case Research Laboratory/Cayuga Museum in Auburn, which will bring visitors to Ithaca to visit WSM's permanent exhibit in the TCHC, and eventually the Wharton Studio Gallery & Park Center.</p>	<p>Wharton Studio Museum was added to the Waterfront focus area section of the plan</p>
Multiple sections	<p>In the 08-Goals section under ARTS & CULTURAL HERITAGE, Tompkins Center for History and Culture is mentioned, but I think it actually needs to be described. What is the TCHC and how is it a "cornerstone of heritage tourism in our community?" Yes, it's home to the county's historical society -- The History Center -- but it's more than that (describing the TCHC has always been a challenge!) Perhaps all the Partners could be listed here or in the Glossary. I was a bit surprised that the TCHC, given it's a county-driven endeavor, was not given more heft in the plan; and even more so because the center was included as a goal in the 2020 plan!</p>	<p>The description of the TCHC was revised to add detail about the project. The glossary entry for TCHC was revised to list other partner organizations.</p>
Multiple sections	<p>From where I sit, Ithaca's role in early film should be noted as something to exploit -- in the best sense of the word. There are very few historic sites in Tompkins County to visit and the Wharton Studio building, one of only a handful of motion picture studios still standing from that era, is one of them. It's an important artifact from a time when filmmaking was an emerging art form and industry, and Ithaca was a real player in this story. This once bustling motion picture studio's authenticity has strong potential to attract tourists. In 2020, Cornell University Press will publish a book about the Wharton Studio. And there's a new comic book set against the backdrop of the Wharton Studio era, etc. :-). More broadly, preservation and Historic Ithaca's leadership in that area -- as evidenced by its work with Friends of Stewart Park to restore the Cascadilla Boathouse -- should be noted in the plan, since historic buildings are disappearing, thereby diminishing the county's architectural landscape.</p>	<p>Statement added to third paragraph of "Arts & Cultural Heritage" focus area in "Goals" section as follows, "Our county has a unique history which features early filmmaking and aviation - topics with the potential to attract the interest of visitors."</p>
Achievements	<p>1. Under the ST programs and from 2017-2019, Historic Ithaca and the History Center offered three classes and trained more than 35 Heritage Ambassadors (will get exact number). I would like to see that listed as an accomplishment on Page 1 of Section: 05-Achievements 2011-2019.</p>	<p>Statement added</p>

Section	Comment	Response
Goals	<p>2. Page 10 of section: 08-Goals, agree with all of them. However, it would be great to see a mention of the organizations that are in the Tompkins Center for History and Culture represented here and in one sentence. For example: "The recently established Tompkins Center for History and Culture is the cornerstone of heritage tourism in our community and is the home of partner organizations that represent a broad spectrum of arts and culture groups."</p>	Statement added.
Tompkins County Tourism Partners	<p>3. Page 20 of section: 08-Goals, many of the Proposed Actions for Arts & Cultural Heritage are to be led by a "Core Partner" and I believe that the "Core Partners" are listed on Page 1 of section: 09-Tompkins County Tourism Partners. Of that group, I'd like to see a stronger alignment of those "core partners" as Arts & Culture Heritage leaders. There are 15 activities total with 12 for the Core Partner to lead; 3 for the STPB. I would recommend that another Core Partner be added to the top of list on Page 1 of section: 09 to include the Tompkins Center for History and Culture. While we recognize there is not a dedicated staff person per se at the moment, the organizations present, especially the History Center, have taken a lead in all these activities with Historic Ithaca playing a significant role. The strength in accomplishing these activities will come with partnering with other core partners such as the CVB, DIA, etc.</p>	The TCHC was moved to the list of Core Partners
Goals	<p>4. Specifically, on Page 21 of section: 08-Goals, the item "Support cultural programming and marketing geared toward LGBTQIA+ audiences" should lead us to another entry which is geared towards ethnic and cultural groups. I understand that LGBTQIA is a priority, for certain but I'd like to see other groups included in a broad statement as an activity.</p>	The proposed action was revised.

Section	Comment	Response
Multiple sections	<p>5. Comment: While we understand that arts and heritage tourism does not always bring in the largest amount of out-of-town tourists and often, must partner with another tourism initiative, I believe some of the strategies will work best when the core partners work together with a dedicated plan. It cannot be an afterthought. While Tompkins County is rich in history, we possess very few historic sites and houses in which to do programming, we are losing our historic buildings and must come up with ways to present history, heritage, culture and the arts differently and creatively. There are many of us doing the work at a local level with limited resources and would hope this Strategic Plan will give us more opportunities to present and partner. The Tompkins Center for History and Culture is a significant investment by the county government and it is the hope that this will be the basis for the arts and heritage activities and initiatives listed here.</p>	<p>The plan currently lists an overall goal to "foster collaboration among tourism partners to achieve common goals." It is clear that the TCHC will be an essential source of these collaborative efforts.</p>