



# THE DOWNTOWN ITHACA AMBASSADOR PROGRAM

Budget Request  
April 2021

# 2022 Downtown Ithaca Ambassadors

## Enhancing the Visitor Experience

- 2022 Budget Request:
  - \$36,790 (base)
  - \$7,859 (over budget)
- Clean Team
  - 5 hours a day, 7 days a week
  - Year Round
- Hospitality
  - 4 hours a day, 7 days a week
  - 30 weeks - May through October



# 2022 Clean Team Ambassadors

- 5 hours a day (with over budget request)
- 7 days a week
- 52 weeks a year
  
- **Wages for 1,820 hours**  
**(Trash, litter patrol, watering ,weeding, Commons area maintenance)**
- **Supplies and uniforms**
- **Extra ordinary storage- cost for a storage container**
- **All staff at or above living wage**

# 2022 Hospitality Ambassadors

- 4 hours a day
  - 7 days a week
  - 30 weeks (May - October)
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- **Restores program**
  - **Provides 840 hours**
  - **Cost: \$14,850**



# 2021 Hospitality Ambassadors

What would it take to put something together Summer 2021?

**Coverage 4 hours a day, 7 days a week, 15 weeks**

$\$17.68 \times 4 \times 7 = \$495$  per week = \$7,425

**Coverage 4 hours a day, 4 days a week, 15 weeks**

$\$17.68 \times 4 \times 4 = \$283$  per week = \$4,245

**Volunteer coverage, 2 hour shifts, 4 days a week, 15 weeks**

est. 4 hours a month of DIA staff time for volunteer management  
assumes volunteers can be recruited and can work weekend shifts  
assumes 2 volunteers per day; 120 volunteer slots

# Opportunities Moving Forward

- General maintenance during pandemic
  - Looking toward a post-COVID world
- Maintaining hospitality presence without designated staff
- Operating program with reduced funding