

**CAYUGA COUNTY CONVENTION AND VISITORS BUREAU**  
**EXECUTIVE DIRECTOR'S REPORT**  
**March 6, 2018**

**Meetings, etc.**

- 2/6, Equal Rights Heritage Center mtg.
- 2/7, Staff mtg.
- 2/8, Finger Lakes Sweet Treat Trail organizational mtg.
- 2/26, CrowdRiff user generated content platform demo
- 2/27, e-learning meeting with A. Bornheim, VantEdge e-learning
- 2/27, Equal Rights Heritage Center mtg.
- 3/1, pre-board mtg. with M. Eriksen
- 3/2, Employee Handbook conference call
- 3/5, e-learning mtg with Chamber

**Public Relations**

Press Tours

- 2/15 & 2/16, Renee Gordon, Philadelphia Sun, African American & Women's Rights History interests, -Seward House, Tubman Home, Willard Chapel, Fort Hill Cemetery & Springside Inn tours.

Editorial Placements

- 1/19/18, *The 50 Best Places to Visit in the USA*, Best Products, 647K unique monthly visits, Long Point Winery, Village of Aurora, Aurora Inn highlights - **direct result of press tour.**
- February 2018, *A Sommelier's Guide to the Best Wine Region You've Never Heard of*, Fathom, 617k unique monthly visits, Inns of Aurora & Heart & Hands highlights
- 2/12/18, *A new Generation of Winemakers is taking Finger Lakes Wines Beyond Riesling*, Plate, 12,119 unique monthly visitors, Heart & Hands feature
- 2/13/18, *Spring Break Road Trips Your Crew Will Love*, New Jersey Family, 94.5 unique monthly visitors, Tubman Home highlight
- Spring 2018, *Luxury Included: Our Four Diamond Tour*, Member Connection, 875,000+ readers, Inns of Aurora

Presentations

- 3/5, Stryker Homes

#### Misc

- 2/22, WAUB interview
- FANY video

#### **Professional Development**

- 2/21, Wednesday Morning Roundtable (Meg & Maureen)

#### **Inquiries**

- See Inquiry report in BOD packet

#### **Occupancy/RevPar/ADR**

- Occupancy for January 2018 was 31.5%
- ADR for January was \$87.95
- RevPar for January was \$27.67

#### **E-marketing**

- February e-marketing report included in packets
- February e-blast, with Cabin Fever theme sent to 31,524 emails, included in packet
- 2479 unique visits to tourcayuga.com for the month of February, 5148 unique visits ytd (up 3%).

#### **Audit**

- Cuddy & Ward has completed our 2017 Audit and have provided draft financial statements to me to review.
- The 2017 Audit will be presented to the CCCVB Audit & Finance Committee on March 27.
- The 2017 Audit will be presented to the full board for approval at the April 3 board meeting.
- The 2017 Audit will be presented to the County Planning Committee on April 10.

### **Occupancy Tax Law**

Every three years the County Occupancy Tax Local Law comes up for renewal and 2018 is the renewal year. The resolution has been drafted and submitted by the County Attorney.

- April 10 - Request County Planning Committee sponsor resolution
- April 24- Resolution goes before full Legislature and Public Hearing set
- May 22, Public Hearing - if there are no questions the law could be voted on at that time. If there are questions, the resolution would normally go back to Committee to address those questions.
- Law expires September 21, 2018

### **Finger Lakes Sweet Treat Trail**

This year's Sweet Treat Trail will have 19 members. The Spring kick-off will be April 14 & 15 as part of Va Va Bloom at Dickman Farms and the Fall Kick off will be held on September 7 at the Schweinfurth Art Center as part of First Friday. The trail will be open May 5-November 25, 2018. The new brochure and other promotional items are currently in the works.

### **2018 Cayuga County Visitors Guide**

Our 2018 Visitors Guide is currently at the printer and will be ready for distribution before tourism season is in full swing. 50,000 guides are being printed for use as our primary inquiry response piece, for distribution at shows and information centers.

### **Upcoming Activities**

- March 9, CCCVB Education Committee mtg.
- March 12, Tourism Action Day, Albany
- March 17-25, Meg on vacation
- March 26-18, Julie Setzer, tour operator fam tour
- March 27, CCCVB Audit & Finance Committee mtg.

### **Misc. items in packet**

- Group Sales Report
- Proposed Mission Statement
- Equal Rights Heritage Center letter draft