



TOURISM

INDUSTRY COALITION OF NEW YORK STATE

Albany County CVB
Michele Vennard

Campground Owners of NY
Donald Bennett, Jr.

Canal NY
Vicky Daley/Rick Rivers

Cooperstown/Otsego County Tourism
Deborah Taylor

Dutchess County Tourism
Mary Kay Vrba

Finger Lakes Tourism Alliance
Cynthia Kimble

*Finger Lakes Wine Country Tourism
Marketing Association*
Morgen McLaughlin

Hotel Association of New York City
Joseph Spinnato, Esq., CAE

Ithaca/Tompkins County CVB
Fred Bonn

Long Island CVB & Sports Commission
R. Moke McGowan

Museum Association of NY
Anne Ackerson

New York Power Authority
Steve Ramsey

New York Wine & Grape Foundation
Jim Trezise

NYC & Company
George Fertitta

NYS Destination Marketing Organizations
Peggy Coleman

NYS Hospitality & Tourism Association
Jan Marie Chesterton

NYS Restaurant Association
Rick Sampson

NYS Tourism Promotion Agencies Council
Valerie Knoblauch

NYS Travel & Vacation Association
Jim Walter

Oneida County Tourism
Kelly Blazosky

Ski Areas of New York, Inc.
Scott Brandl

Sullivan County Visitors Association, Inc.
Roberta Byron-Lockwood

The Business Council of New York State, Inc.
Heather Jung

Honorable Andrew Cuomo
Governor, New York State
Executive Chamber
State Capitol
Albany, NY 12224

November 9, 2012

Dear Governor Cuomo:

As administrator of the Tourism Industry Coalition of New York State (TIC), I would like to thank you for your efforts over the past year to promote tourism throughout every region of the State. From the additional I Love NY ad campaign funding made available through NY Open for Business, to the funding made available for our state's Pathway Through History (PTH) initiative and beer and wine trails, we applaud your efforts and for recognizing tourism as a way to grow our economy and create jobs.

The tourism industry stands ready to continue this momentum into next year, and advocates for the continuation of the NY Open for Business funding initiatives, as well as round 3 of the successful Regional Economic Development Council process, of which \$3 million is dedicated solely for tourism proposals.

In addition, the industry is encouraged by the PTH initiative that will connect historic and cultural attractions throughout New York State. The \$1 million for heritage tourism marketing will help raise awareness for museums, historic sites, and various cultural institutions. Ultimately, this money will help promote tourism, economic development, and create jobs.

Going forward, these three programs are critical to the continued success of tourism marketing and promotion across New York. In addition to these all important initiatives that your Administration has provided, the industry would like to see \$15 million for I Love NY marketing in the 2013-14 State Budget.

We believe this is the minimum level necessary to operate efficiently and remain competitive with our neighboring states. Additionally, an investment such as this in the tourism industry secures a return on investment that studies have shown time and time again that for every \$1 invested in tourism \$7 is generated for the State via various tax collections.

To that end, the Tourism Matching Grant Program is a local program which provides focused support that is matched locally and used to market more specific attractions New York has to offer. It is our position that \$5 million be made available in 2013-2014 State Budget.

The tourism industry in New York is an unparalleled industry that is a combination of creating and maintaining jobs, as well as providing the State with a return on its investment no other industry can offer. In New York State, 1 out of every 13 jobs in private employment is a tourism job. The tourism industry is a part of each region of the State, providing employment to all levels from management to minimum wage.

Thank you in advance for your attention to this request. If you have any questions or additional comments, please do not hesitate to contact me.

Sincerely,



Jan Marie Chesterton
TIC Administrator
President, New York State Hospitality & Tourism Association

CC: Robert Megna, NYS Division of Budget Director
Leecia Eve, Deputy Secretary for Economic Development
Harvey Cohen, Senior VP Chief Marketing Officer, NYS Empire State Development