



TOUR
CAYUGA
in the FINGER LAKES

What is a DMO?

Destination Management Organization

Tour Cayuga Governance

Tour Cayuga is guided by a Board of Directors, comprised of 19–21 dedicated community leaders, business owners, and tourism professionals who represent the diverse cultural, historical, and economic interests of Cayuga County. A team of five tourism professionals carries out the Board's strategic plan, turning vision into action.

Role

DMO's work in partnership with local government, businesses, and the community to improve the attractiveness and competitiveness of their destination.



Why are DMOs Important?



Residents sustain businesses – visitors grow businesses.

DMO's enhance the competitive advantage of our local businesses and this helps drive a stronger county economy.

With intimate knowledge about Cayuga County, Tour Cayuga help tourists understand what makes the area special and unique.

How we do it

- Offer assistance in business development
- Run a grant program to grow county events
- Provided resources to improve Goggle Business Listings
- Promote our destination's unique stories
- Elevating local history in a relevant modern way
- Drive long lasting business growth
- Engage Cayuga County communities to discuss the value of tourism



Tourism & Cayuga County's Economy

Reducing tourism funding risks cutting local tax revenue.

The current law states the allocation is **5%** for admin services to the county and **95%** for the tourism office. The proposed change is for **5%** for the admin services, **20%** to be retained by the county for allocation at their discretion and **75%** to the tourism office.

Resulting in a 20% budget cut to the tourism office

Tourism is not an expense, It is an investment.

- **\$9 MILLION** in sales tax for Cayuga County for every \$1 Million utilized by the tourism office.  **\$1 = \$9**
Return on investment
- Funds are generated by the tourism office (for the tourism office) to sustain and grow Cayuga County's economic growth.  **1,541**
Jobs
-  **\$157 Million**
in visitor dollars

Protecting tourism is protecting economic health

- **Economic Vitality:** Drives sales tax growth and supports local jobs
- **Civic Pride:** Celebrates local identity and enhances resident pride
- **Cultural Enrichment:** Promotes heritage, arts, and local experiences
- **Social Impact:** Connects communities through events and storytelling
- **Environmental Stewardship:** Encourages sustainable practices and educates visitors.



Potential cuts that would have to be made

- **Grant programs** that help local county businesses to create experiences ready for visitors, students and residents
- **Grant programs** that deliver targeted accelerator and incubator sessions, equipping county cultural and historical sites with the strategies, tools, and partnerships needed to achieve long-term financial self-sufficiency
- **Ending production** of the Cayuga County Magazine, a source of community pride
- **Ending programs** such as the Pride of Place Campaign, Cayuga Cuisine, Treasures Along the Erie Canal App, Hibercation, and Make it Count



In Conclusion

Cayuga County is outpacing regional growth, gaining a larger slice of the tourism economy and returning more revenue to local government. This upward trend directly correlates with **sustained tourism investment**. Reducing the tourism budget now would put this momentum and Cayuga's hard-won regional and national gains at risk.