

Attachment A

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, March 31, 2021 – 8:00 a.m.
Via Zoom as allowed by the Governor’s Executive Order

Board Member Attendance:	Present	Excused	Absent
Bob Bennett, Homewood Suites by Hilton Victor - Chair of the Board		X	
David Hutchings, Sonnenberg Gardens – Vice Chair of the Board	X		
Lenore Friend, Finger Lakes Community College - Board Secretary	X		
Steven Laros, Fairfield Inn & Suites Geneva - Board Treasurer		X	
Mike Kauffman, Eastview - Immediate Past Chair of the Board		X	
Mike Roeder, Ravenwood Golf	X		
Sheryl Mordini, 1795 Acorn Inn Bed and Breakfast	X		
Steve Fuller, Bristol Mountain	X		
Carl Carlson, Cheerful Valley Campgrounds	X		
Frank Riccio, Cobblestone Creek Country Club			X
Meg Joseph, Ganondagan State Historic Site; Friends of Ganondagan	X		
Russ Kenyon, Kenyon & Kenyon			X
Mark Gilbride, Lazy Acre Alpacas	X		
Dan Marshall, Ontario County Board of Supervisors, Town of South Bristol	X		
Lori Proper, The Lake House at Canandaigua		X	
Krista Johns, 41 Lakefront – a trademark collection by Wyndham	X		
Charles Parkhurst, Lyons National Bank	X		

Staff: Valerie Knoblauch, Julie Maslyn, David Lee, Melissa Knoblauch, Tracey Burkey
Guests: Berkeley Young (Young Strategies), Chris DeBolt (Ontario County Administrator)

Call to Order – David Hutchings called the meeting to order at 8:00 am

Official Business

Lenore Friend moved to accept the minutes of the February Board meeting; Mark Gilbride seconded the motion. All those present voted in favor of the motion.

Valerie had presented the Financial reports which reflected the P and L for February, the Balance Sheet as of February 28, 2021 showing the maturation of the CDs and the balances in the bank accounts at \$1,141,367.04. This includes all the reserve accounts and the PPP forgiven loan of \$95,995. Charles Parkhurst moved to accept the financial reports of the February Board meeting, Carl Carlson seconded the motion. All those present voted in favor of the motion.

Sheryl Mordini moved to accept the Credit Card report as of 3/24/2021, Dan Marshall seconded the motion. All those present voted in favor of the motion.

Strategic Planning – Presentation by Berkeley Young, Young Strategies, DestinationNext. Berkeley let us know that as a County we had 89 individuals respond to our survey (great results), also that we have the highest overall assessment of any community that Young Strategies has done.

Executive Committee Report – David Hutchings brought up the subject of grant funding opportunities. Charles Parkhurst made a motion to authorize the President to pursue Grant Funding opportunities as presented through Economic Development sources (CARES); NYS Matching Funds or other NYS Funds; American Relief Act, etc. Mike Roeder seconded the motion; all present approved the motion.

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Audit/Finance Committee – no report

Nominating Committee – No meeting, no report.

Governance Committee – No meeting, no report

Marketing/Partnership/Visitor Services Report Valerie reported that the new website is getting ready to launch hopefully towards the end of April. We are participating in National Tourism week mostly through social media channels. National Tourism week is May 2nd through May 8th. We will have our new travel guide coming out digitally, in the first week of May.

President’s Report Valerie briefly reported on the Top Three Things and indicated that they would be sent via email.

National Heritage Area. Valerie presented a paper on the National Heritage Area for the Finger Lakes. This was from a presentation to the Finger Lakes Regional Tourism Council. There was a brief discussion. *Dan Marshall made a motion to support a resolution in cooperation with the Ontario County Planning Department that the Finger Lakes Region become a National Heritage Area.*

Chris DeBolt the new Ontario County Administrator spoke about the very beginning stages of talking about opportunities that Bill Carpenter from Rochester Transit Services (RTS) is trying to find for funding for area transportation, which could lead to funding for **trolley like services** (like those in Lake George), that could benefit our County as a whole. He was asking that our board lend its support as well.

Charles Parkhurst made a motion to support opportunities that may lead to more funding for area transportation, and that Valerie can write a letter of support to accompany the County Administrator’s application. Dan Marshall seconded the motion; all present approved the motion.

Old Business

Ontario County Public Hearing on 3rd Party Food Service Delivery Fees, limiting. April 1, 2021; 6:30 p.m. Valerie provided the White Paper on this, Chris DeBolt reported that the Board of Supervisors has already decided that they will take the public comments and consider them, delaying the vote until a later time.

New Business

There was discussion on the Occupancy Tax renewal and the legislation that has been sent to Senator Pamela Helming and Assemblyman Jeff Gallahan. Valerie asked if the board wanted to retain its position of supporting a tax on all properties (eliminating the 4 rooms and more) and if they had any questions about the change in funding from 95% to tourism promotion to a broader look at revenues to be used for water quality, parks, recreation, etc. The discussion covered the concept that FLVC would need some funding stability in this scenario, and while we have a great relationship with the “current” County that we would want to make sure that there is a consistent, reliable investment in tourism through our organization. Where we have seen other organizations get handicapped is if this goes up and down and requires politicking to make it happen. Again, our investment message and relevancy message still rings loudly, for Ontario County to be competitive, there must be ample resources. The board indicated that they were still in favor of this position.

Adjourn – *Charles Parkhurst made a motion to adjourn the meeting at 9:57 a.m. Sheryl Mordini seconded the motion. All present approved the motion.*

DESTINATION **NEXT**

Multi-User Diagnostic Assessment: Ontario County

March 31, 2021

**"If you build a place people want to visit,
you build a place where people want to live.**

**"If you build a place where people want to live,
you'll build a place where people want to work.**

**"If you build a place where people want to work,
you'll build a place where business has to be.**

**"And if you build a place where business has to be,
you'll build a place where people have to visit."**

—Maura Gast, Irving, TX, CVB and DMAI Chair, July 2009.

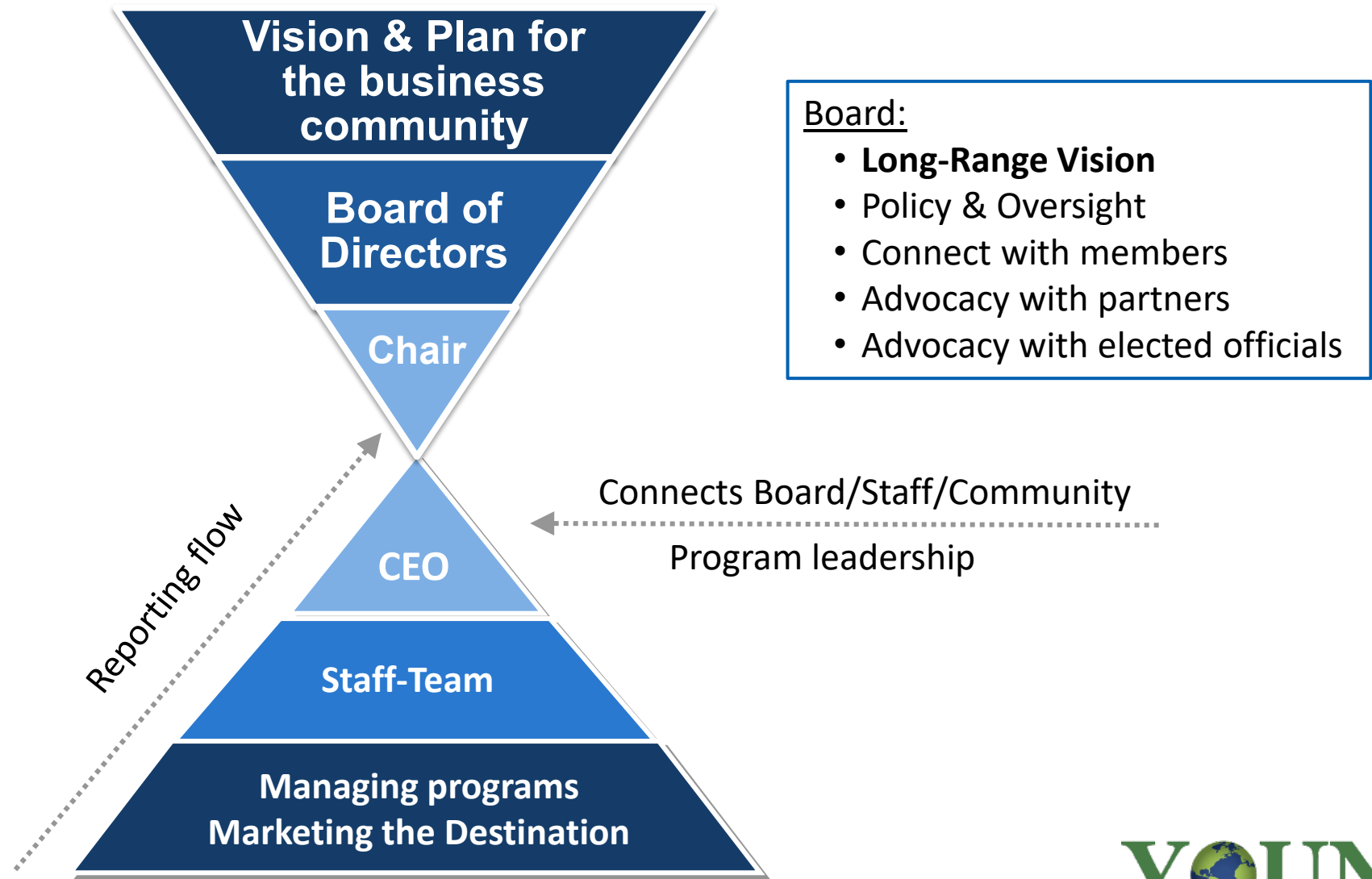
Within community:

The role of a economic development

& Management

The role of a Destination Marketing  Organization (DMO)

Best Practices for DMO Structure

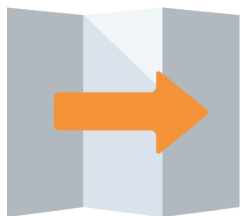




DestinationNEXT

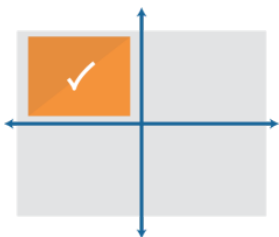
Vision:

Provide destination organizations with a powerful assessment tool and practical actions and strategies for sustainable success in a dramatically changing world



Futures Study

- 75 trends & 55 strategies
- 433 respondents in 52 countries



Scenario Model & Assessment Tool

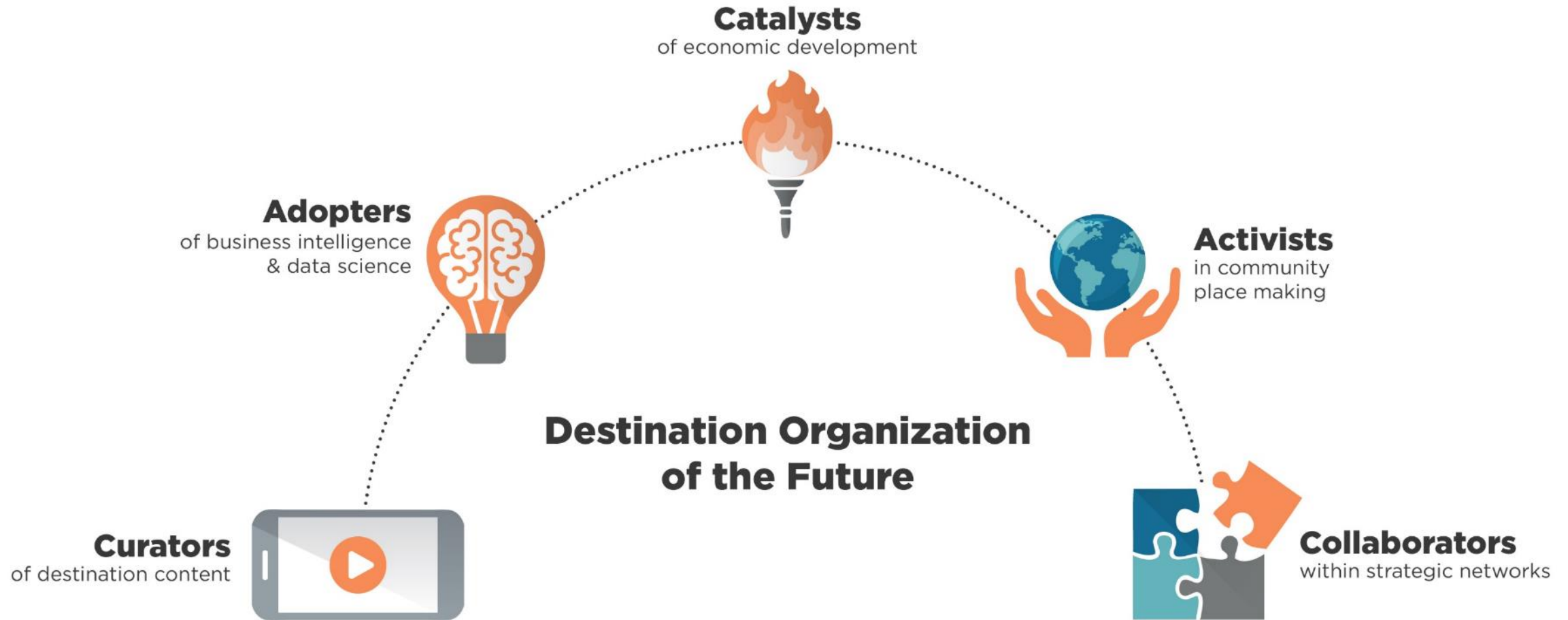
- 4 unique scenarios
- 201 detailed assessments in 11 countries

DMO of the Future

Priorities for New Destination Organization Start-up

Rank	Role
1	Brand marketing
2	Destination and product development
3	Meeting and convention sales
4	Broader economic development
5	Destination information resource
6	Industry advocate and association leader
7	Leisure sales (group tour and independent)
8	Visitor experience servicing
9	Major event partner/developer
10	Convention services
11	Venue management and operations

Re-engineering the DMO



Purpose of Diagnostic Tool

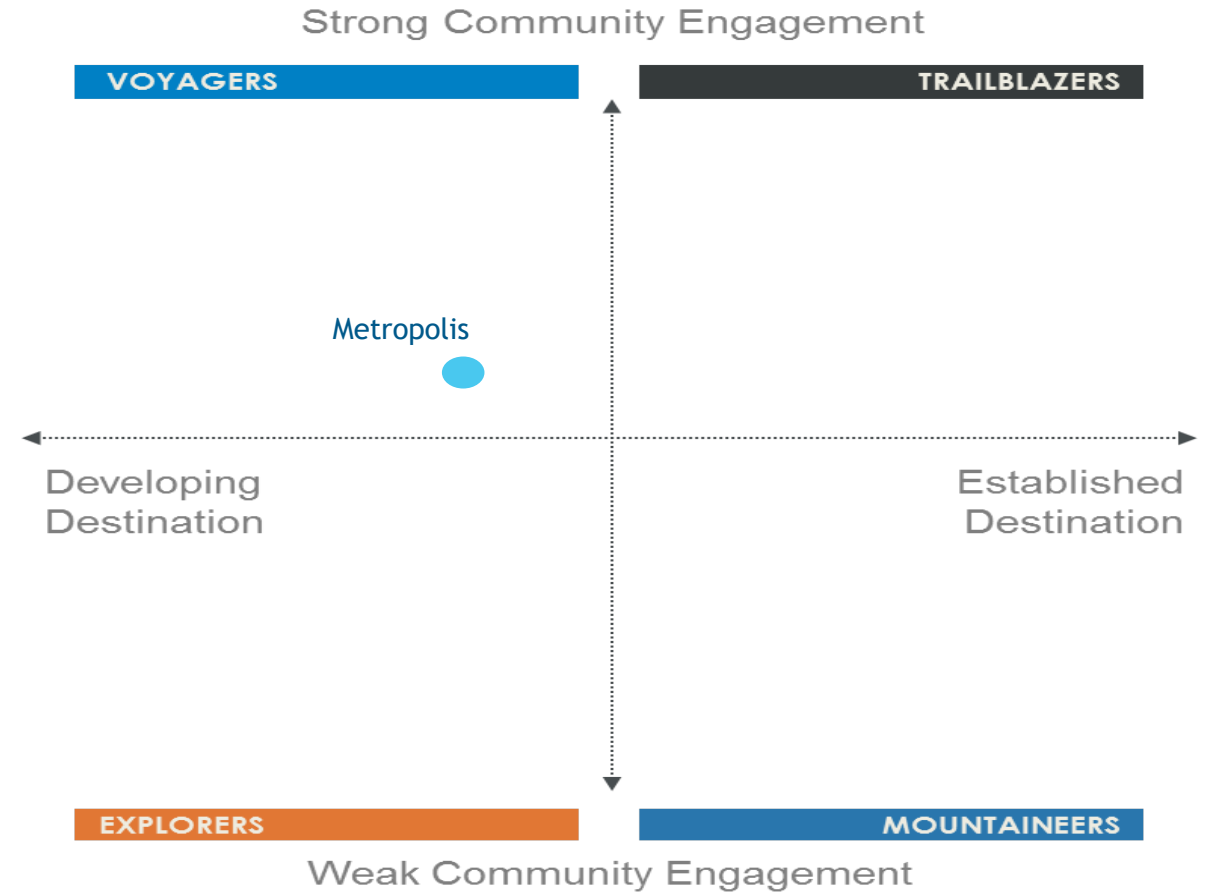
Scenario model intended to be

- strategic diagnostic tool
- not a benchmarking index to rank DMOs, CVBs or destinations

Objective self-assessment to help identify priorities and strategies for the future

Two criteria:

- Destination Strength
- Community Support & Engagement



SCENARIO MODEL





Destination Strength Variables

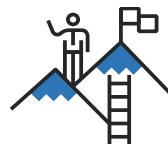
To measure the strength of a destination, we created 10 unique variables that make up what a destination needs to attract visitors. These variables contain several questions to determine how the destination is performing on each variable.



Brand



Accommodation



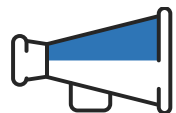
**Attractions &
Entertainment**



**Conventions &
Meeting Facilities**



Events



**Sports & Recreation
Facilities**



**Communication
Infrastructure**



Mobility & Access



Air Access



**International
Readiness**



Community Alignment Variables

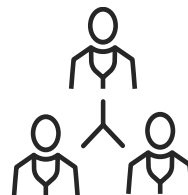
Similar to Destination Strength, 10 variables were created to measure how strong the alignment is within the community to ensure that tourism is seen as a vital economy.



**Organization
Governance Model**



**Partnership
Strength**



Industry Support



**Local Community
Support**



**Regional
Cooperation**



Workforce



Hospitality Culture



**Policy & Regulatory
Environment**



**Funding Support
& Certainty**



**Economic
Development**

Scenario Model



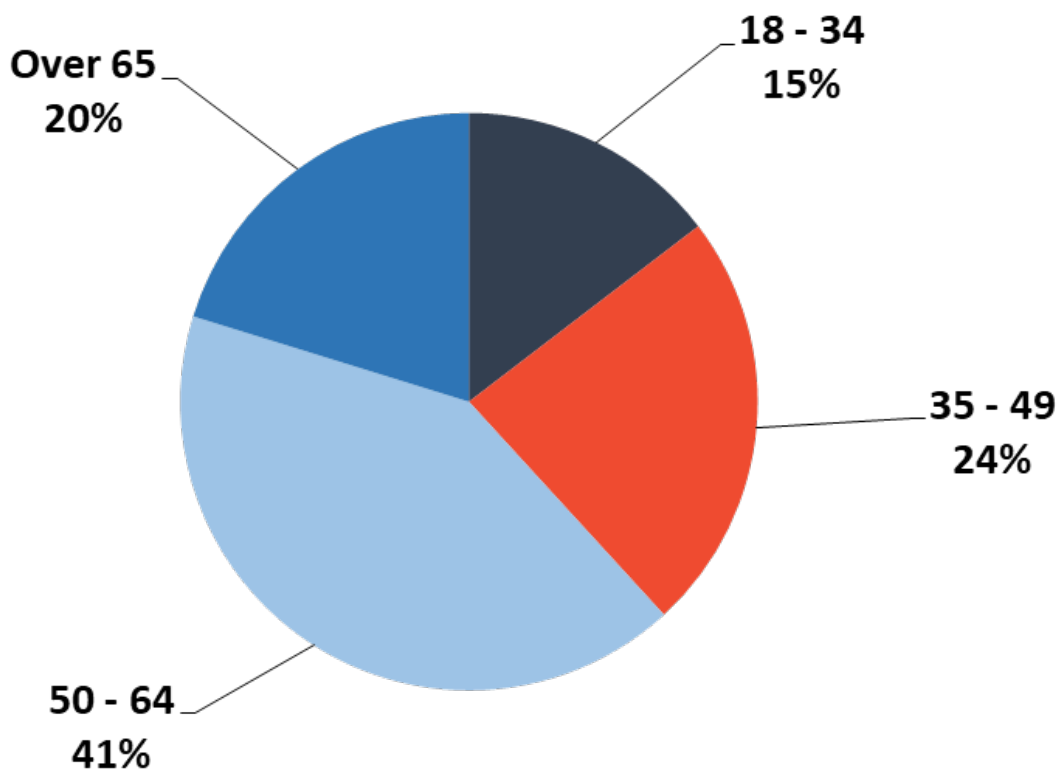
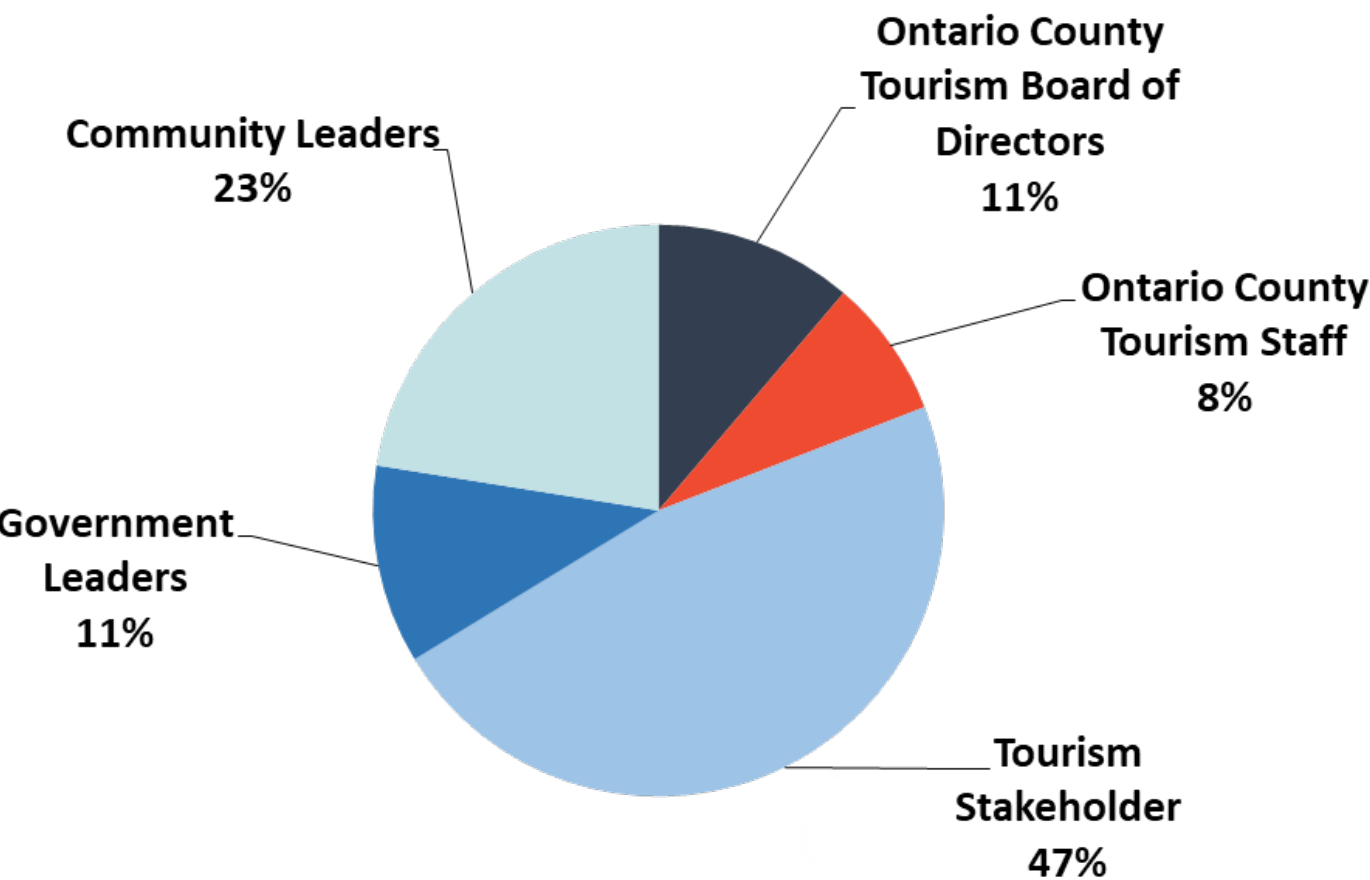
DESTINATION **NEXT**

Multi-User Diagnostic Assessment: Ontario County

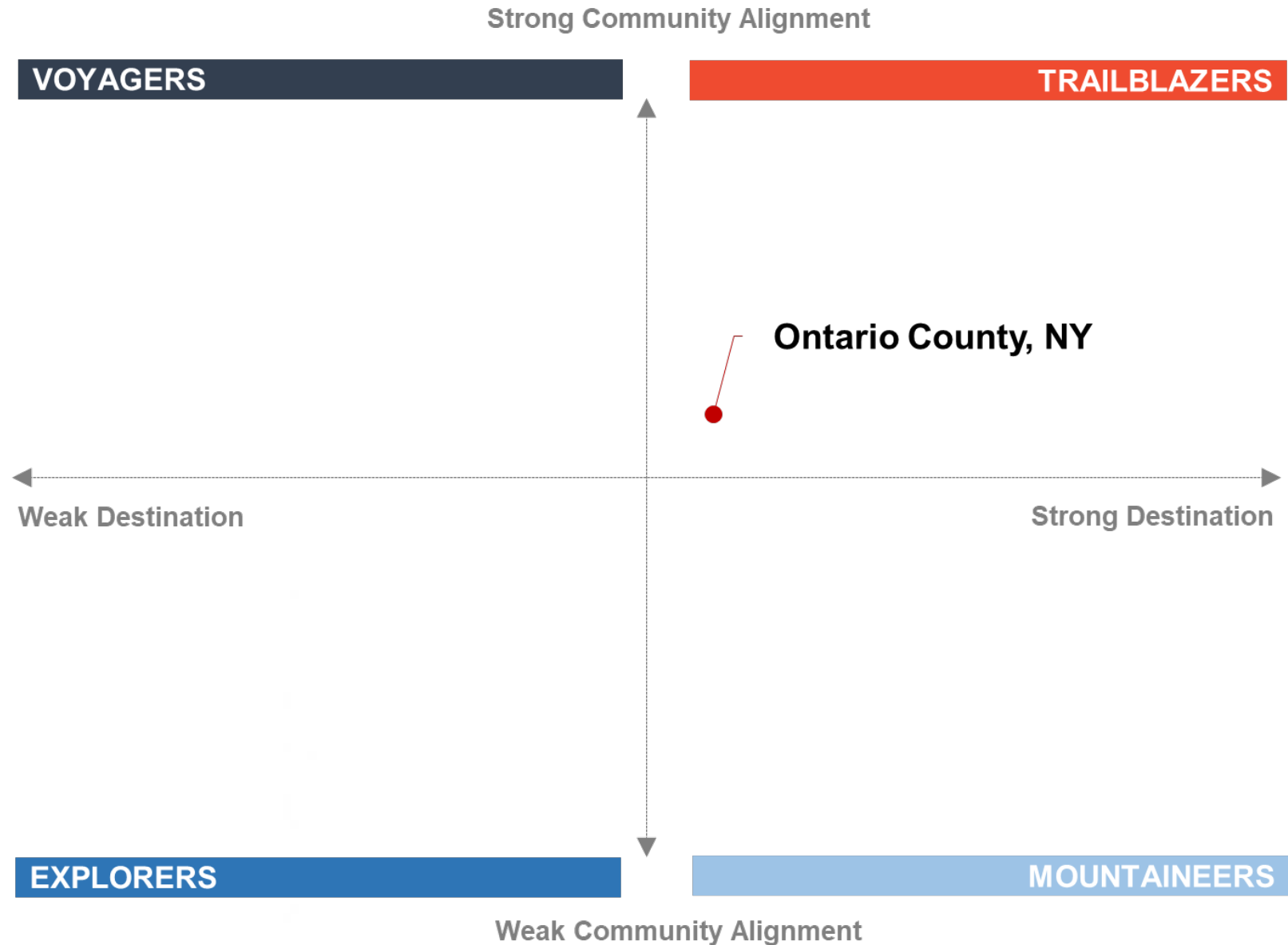
March 31, 2021

Demographic Breakdown of Responses

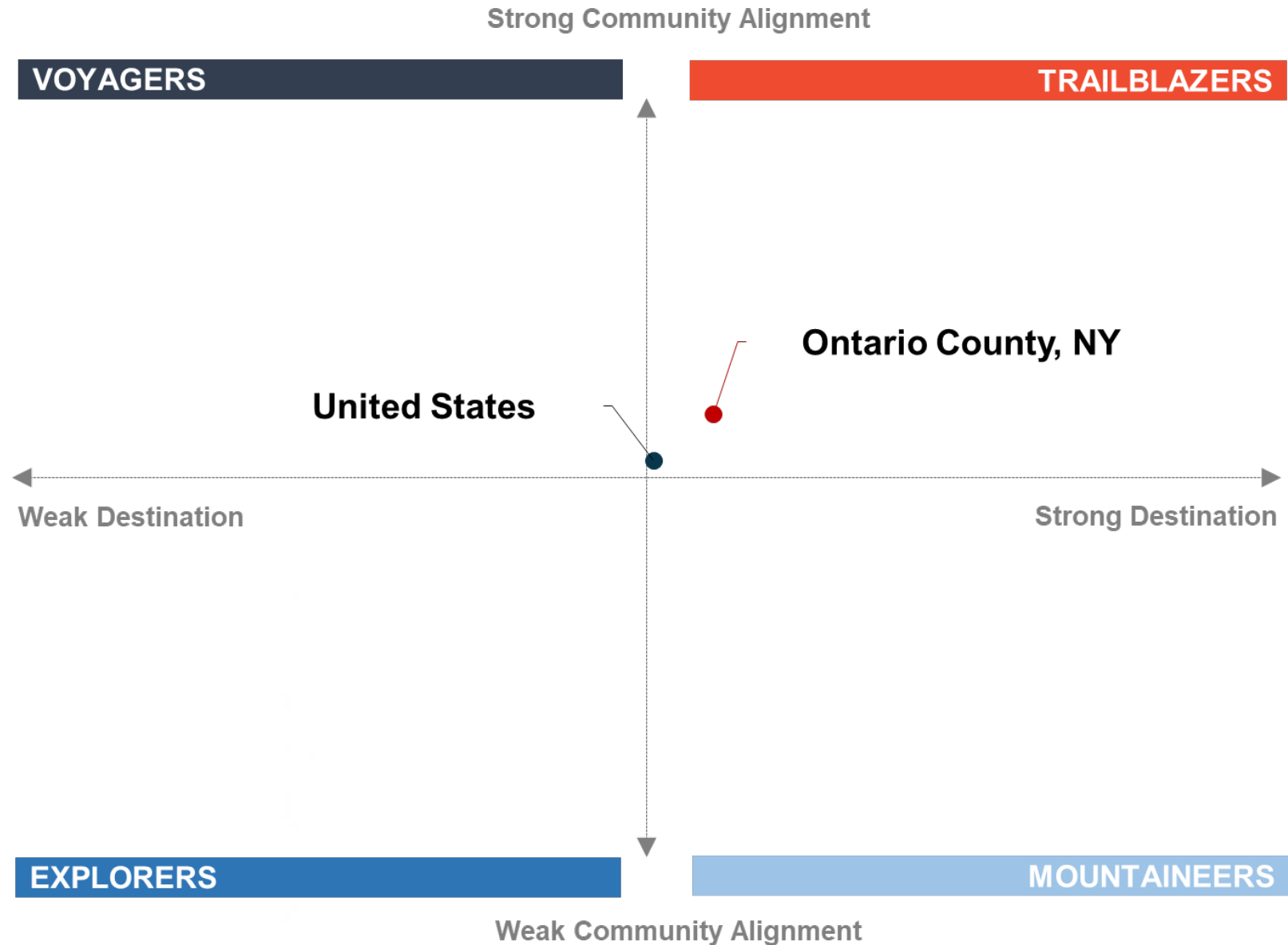
A total of 89 individuals responded to the survey, as broken down below.



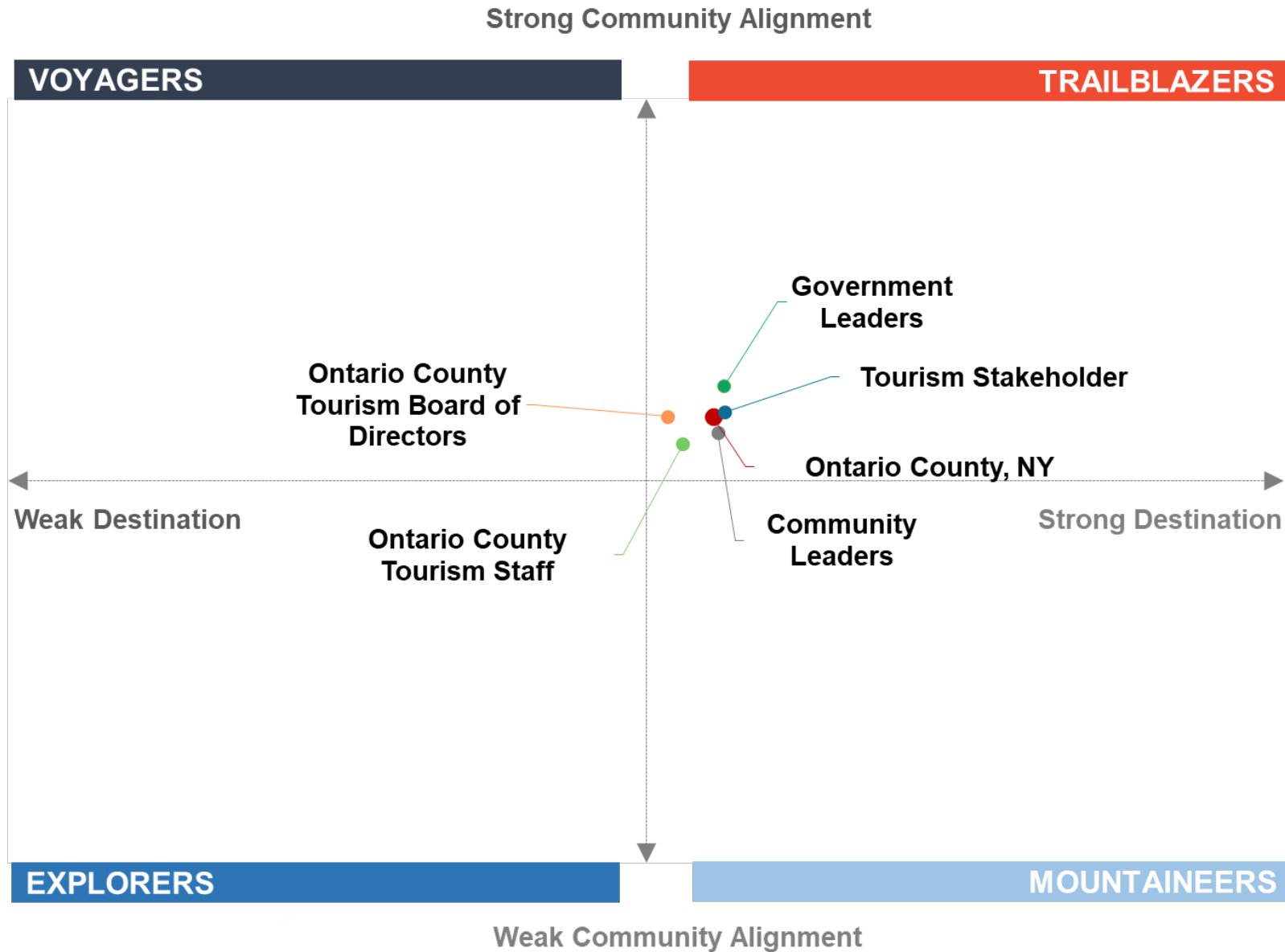
Overall Assessment



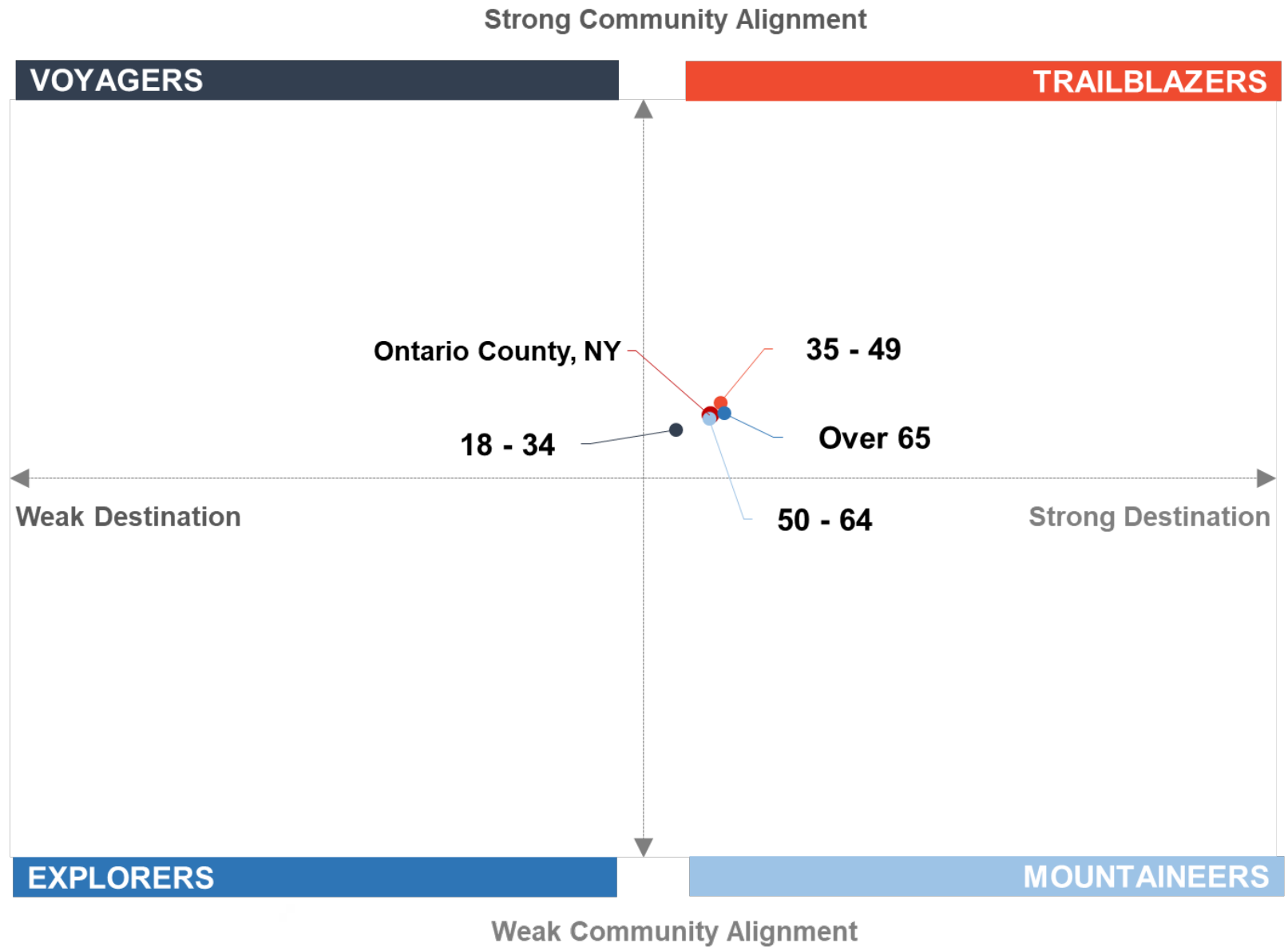
Overall Assessment



Stakeholder Groups



Age Groups





Destination Strength Variables

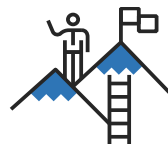
To measure the strength of a destination, we created 10 unique variables that make up what a destination needs to attract visitors. These variables contain several questions to determine how the destination is performing on each variable.



Brand



Accommodation



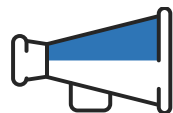
**Attractions &
Entertainment**



**Conventions &
Meeting Facilities**



Events



**Sports & Recreation
Facilities**



**Communication
Infrastructure**



Mobility & Access







Air Access



**International
Readiness**

Destination Strength Rankings



		Relative Importance	Perceived Performance
	Attractions & Entertainment	1 st	2 nd
	Brand	2 nd	1 st
	Accommodation	3 rd	3 rd
	Mobility & Access	4 th	9 th

Destination Strength – Report Card



Variable	Relative Importance (0-100%)		Perceived Performance (1-5 scale)		
	Industry Average	Ontario County, NY	Industry Average	Ontario County, NY	Standard Deviation
Attractions & Entertainment	10.8%	11.1%	3.6	4.1	0.5
Brand	10.4%	11.0%	3.5	4.1	0.5
Accommodation	10.5%	10.7%	3.5	3.8	0.5
Mobility & Access	10.1%	10.6%	3.0	3.2	0.4
Communication & Internet Infrastructure	10.0%	10.5%	3.2	3.5	0.5
Events	9.8%	10.2%	3.6	3.6	0.5
Destination Access	9.1%	9.9%	3.1	3.2	0.5
Convention & Meeting Facilities	9.8%	9.6%	3.1	3.4	0.5
Outdoor Recreation & Sports Facilities	9.5%	9.1%	3.2	3.6	0.5
International Readiness	10.0%	8.3%	3.1	2.6	0.4

DESTINATION STRENGTH - Ontario County, NY

3.57

INDUSTRY AVERAGE DESTINATION STRENGTH

3.36

RESULTING SCENARIO

TRAILBLAZERS

Note

Green signifies **overperforming** by greater than 0.2.

Yellow signifies **underperforming** by greater than 0.2 but less than 0.4.

Red signifies **underperforming** by greater than 0.4.

Destination Strength – Stakeholder Report Card



Variable	Perceived Performance (1-5 scale)					
	Ontario County, NY	Ontario County Tourism Board of Directors	Ontario County Tourism Staff	Tourism Stakeholder	Government Leaders	Community Leaders
Attractions & Entertainment	4.1	3.9	4.2	4.0	4.2	4.2
Brand	4.1	3.9	4.2	4.1	4.2	4.1
Accommodation	3.8	3.6	4.0	3.8	3.7	3.7
Mobility & Access	3.2	3.1	2.7	3.3	3.2	3.3
Communication & Internet Infrastructure	3.5	3.2	3.3	3.6	3.4	3.5
Events	3.6	3.5	3.4	3.6	3.8	3.5
Destination Access	3.2	3.0	3.0	3.2	3.4	3.5
Convention & Meeting Facilities	3.4	3.3	3.8	3.5	3.4	3.3
Outdoor Recreation & Sports Facilities	3.6	3.4	3.5	3.7	3.7	3.6
International Readiness	2.6	2.4	2.5	2.6	2.6	2.6

DESTINATION STRENGTH - Ontario County, NY	3.57
INDUSTRY AVERAGE DESTINATION STRENGTH	3.36

RESULTING SCENARIO **TRAILBLAZERS**

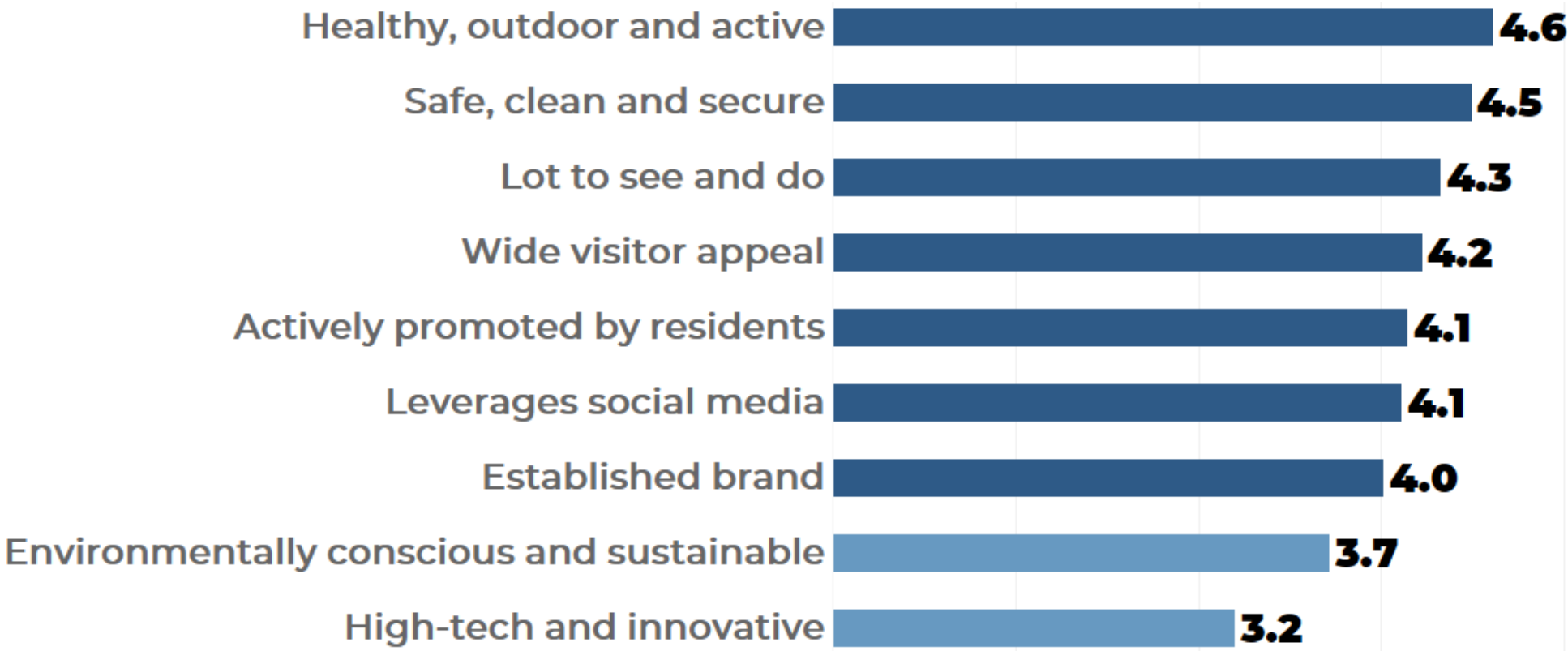
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Attractions & Entertainment



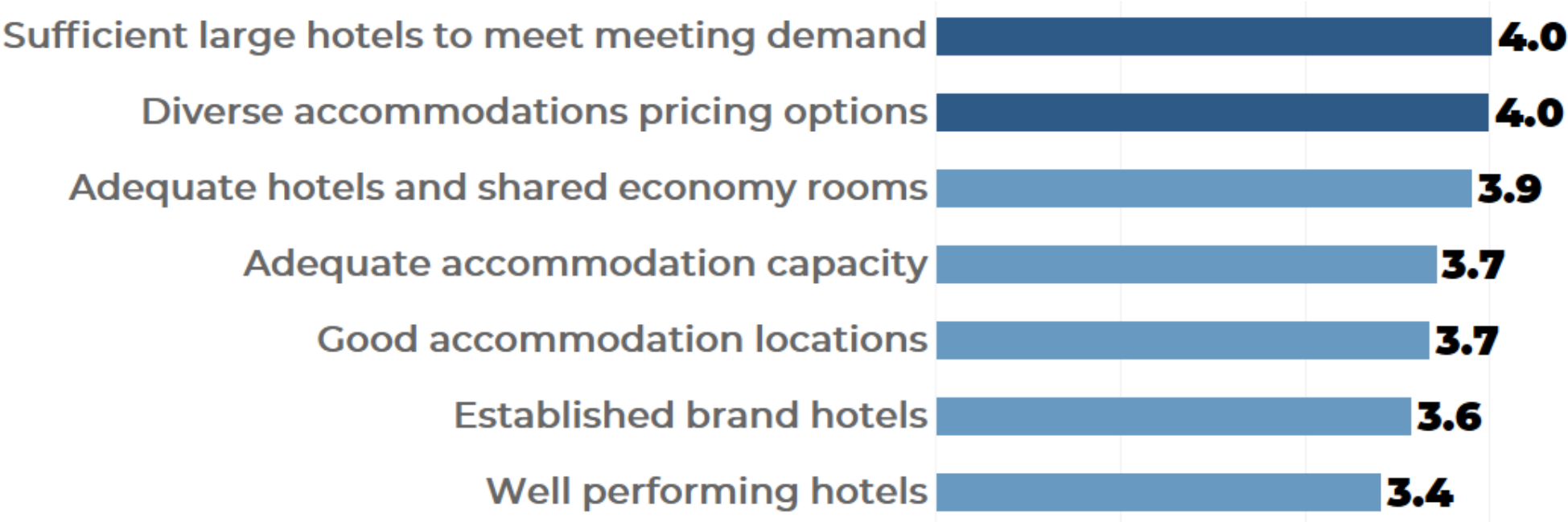
Note
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Brand



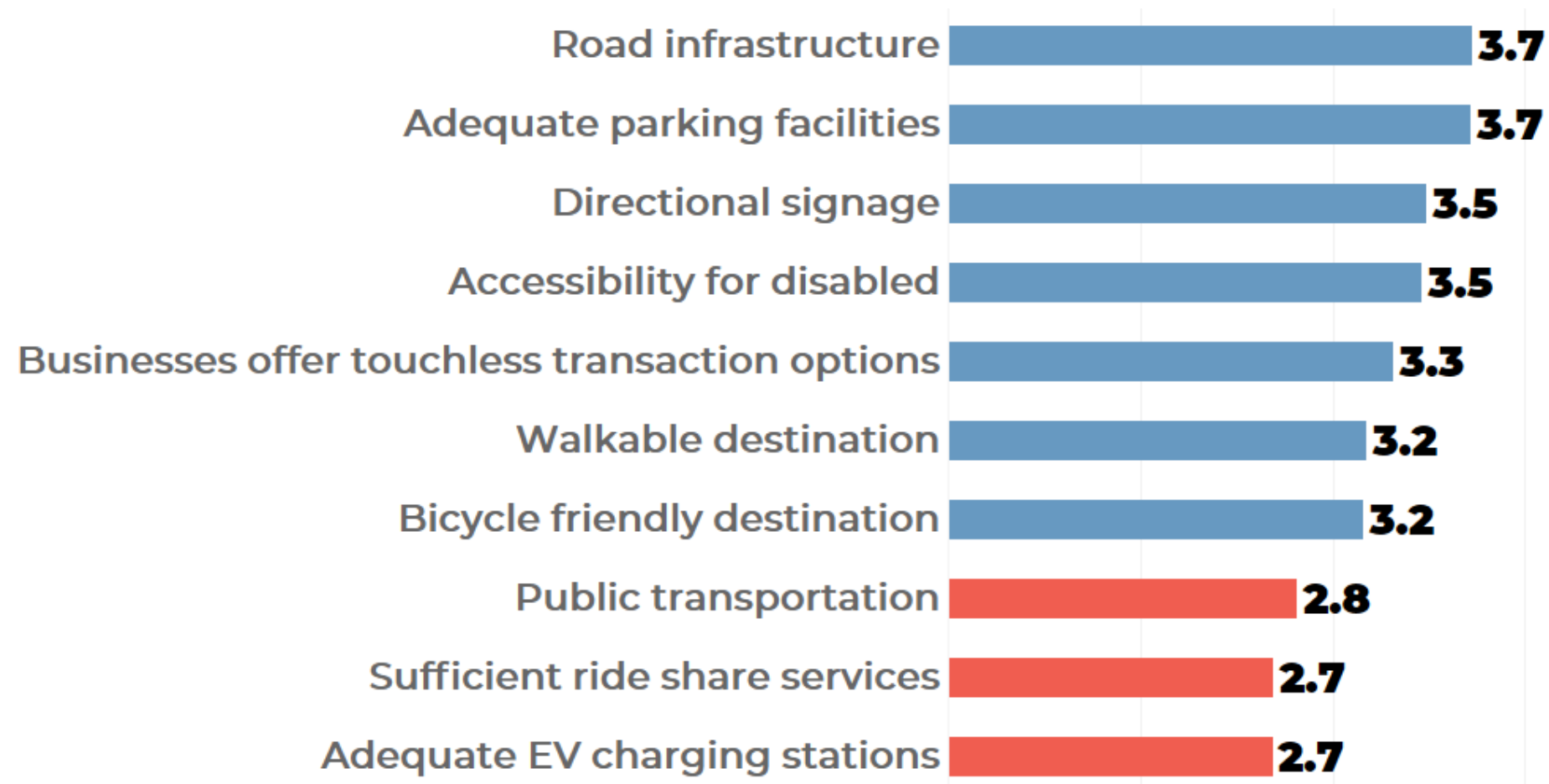
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Accommodation



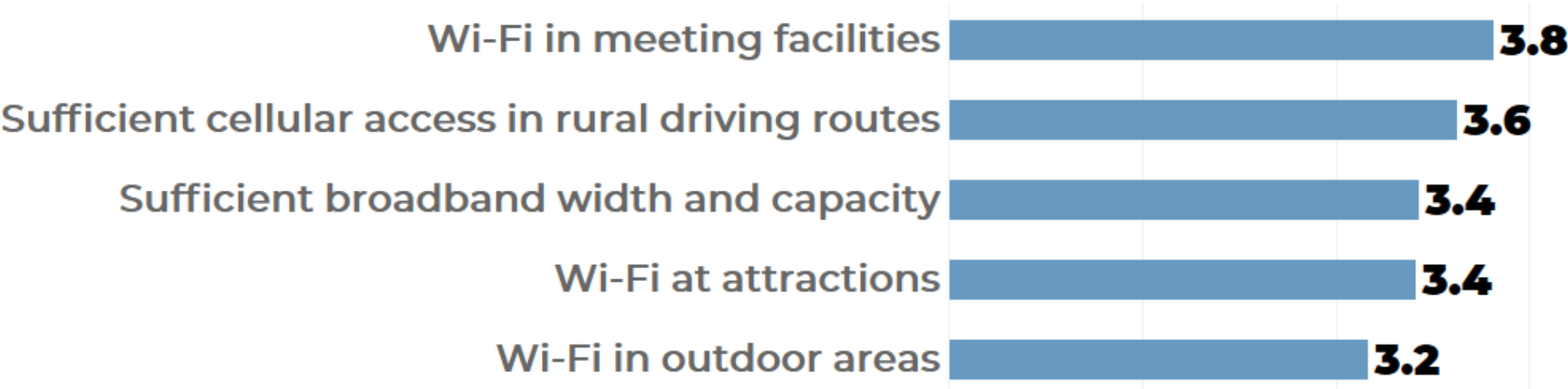
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Mobility & Access



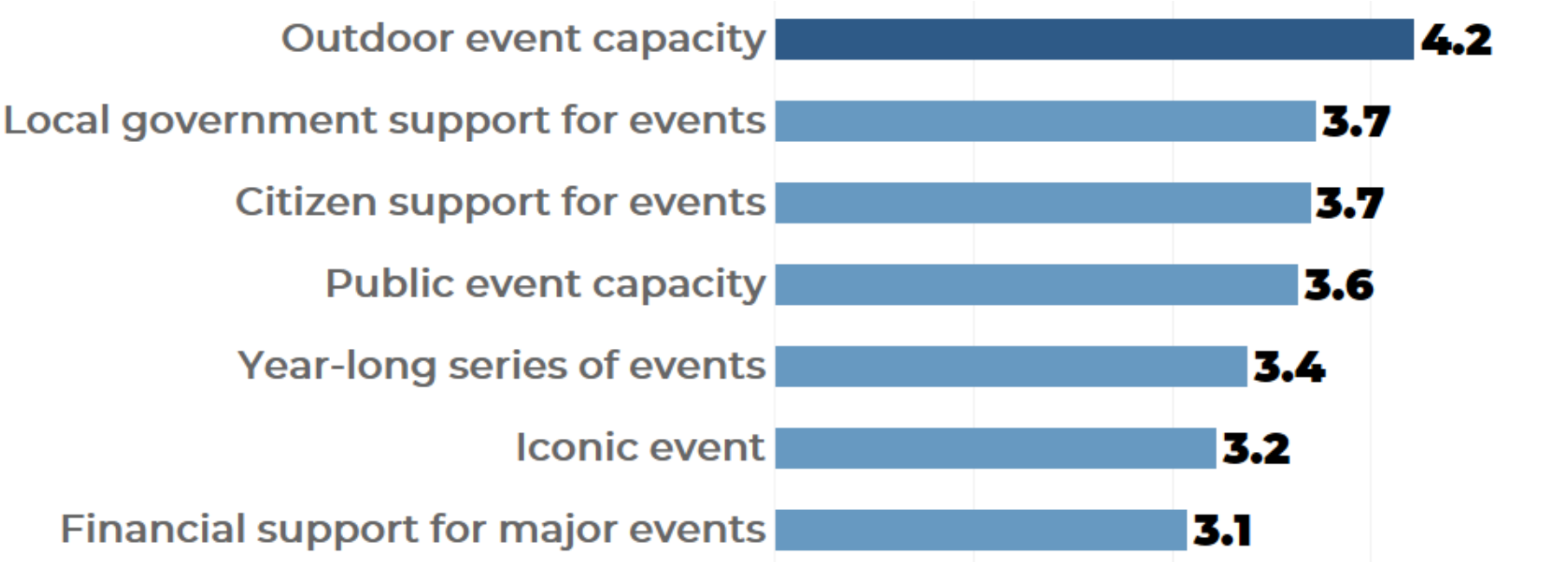
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Communication & Internet Infrastructure



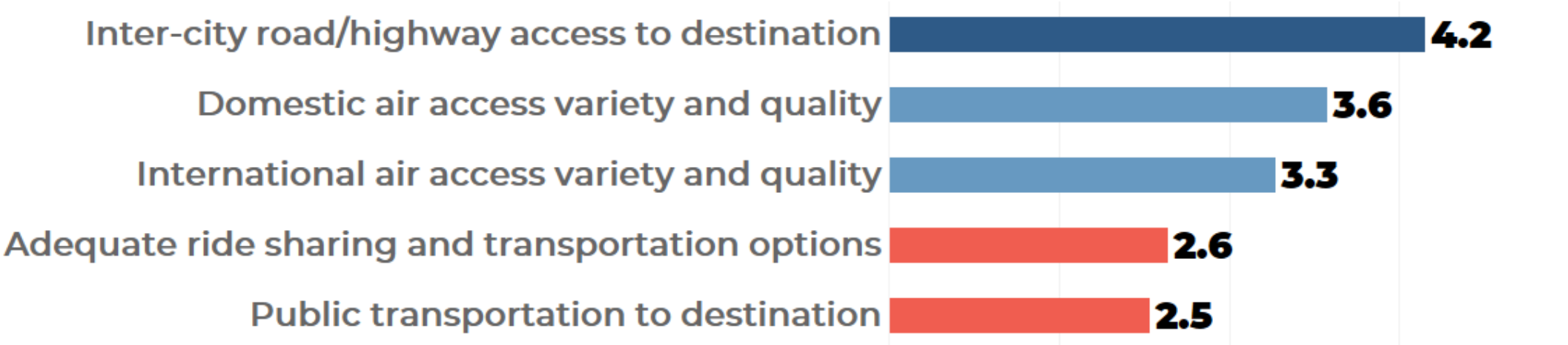
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Events



Note
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Destination Access



Note
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Convention & Meeting Facilities



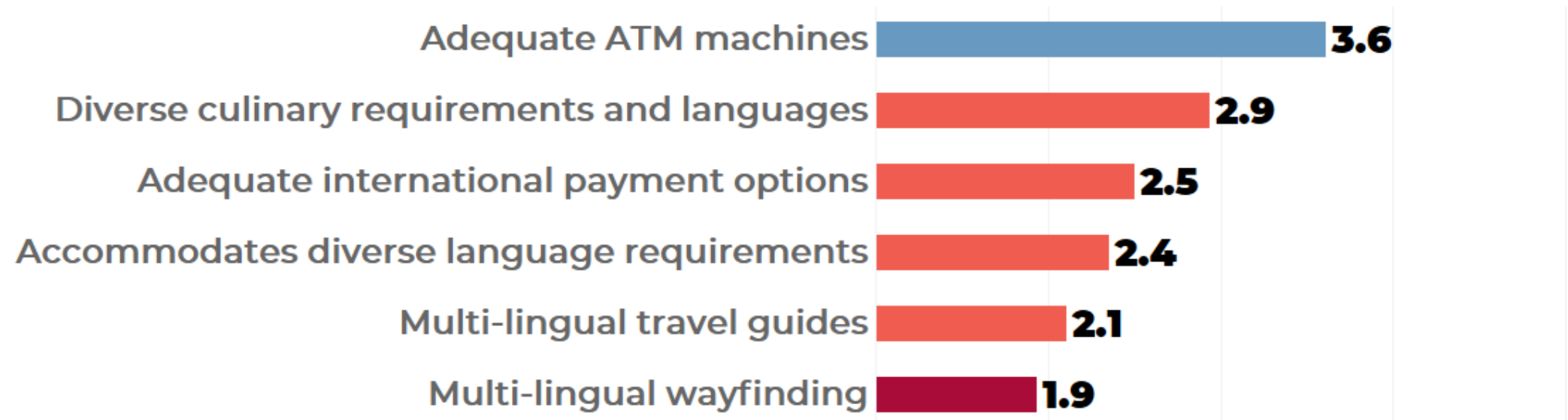
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Outdoor Recreation & Sports Facilities



Note
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

International Readiness



Note
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree



Community Alignment Variables

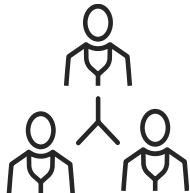
Similar to Destination Strength, 10 variables were created to measure how strong the alignment is within the community to ensure that tourism is seen as a vital economy.



**Organization
Governance Model**



**Partnership
Strength**



Industry Support



**Local Community
Support**



**Regional
Cooperation**



Workforce



Hospitality Culture



**Policy & Regulatory
Environment**



**Funding Support
& Certainty**



**Economic
Development**

Community Alignment Rankings



Policy & Regulatory Environment

1st

5th



Local Community Support

2nd

9th



Partnership Strength

3rd

2nd



Hospitality Culture

4th

6th

Community Alignment – Report Card



Variable	Relative Importance (0-100%)		Perceived Performance (1-5 scale)		
	Industry Average	Ontario County, NY	Industry Average	Ontario County, NY	Standard Deviation
Policy & Regulatory Environment	10.1%	10.2%	3.7	4.0	0.5
Local Community Support	10.3%	10.2%	3.6	3.6	0.5
Partnership Strength	9.1%	10.1%	3.6	4.2	0.4
Hospitality Culture	10.3%	10.1%	3.8	3.9	0.6
Sustainability	0.0%	10.1%	0.0	3.8	0.5
Workforce	10.2%	10.1%	3.2	3.6	0.5
Economic Development	10.3%	10.0%	4.0	4.0	0.5
Funding Support & Certainty	10.1%	9.9%	3.3	3.4	0.5
Regional Cooperation	10.1%	9.7%	3.8	4.1	0.6
Organization Governance Model	9.5%	9.5%	3.8	4.2	0.5

COMMUNITY ALIGNMENT - Ontario County, NY	3.88
INDUSTRY AVERAGE COMMUNITY ALIGNMENT	3.55

RESULTING SCENARIO TRAILBLAZERS

Note
Green signifies **overperforming** by greater than 0.2.
Yellow signifies **underperforming** by greater than 0.2 but less than 0.4.
Red signifies **underperforming** by greater than 0.4.

Community Alignment – Stakeholder Report Card



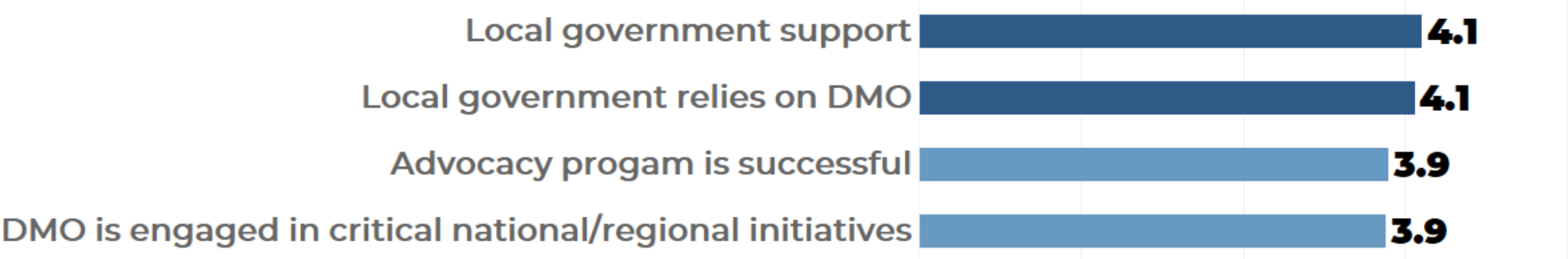
Variable	Perceived Performance (1-5 scale)					
	Ontario County, NY	Ontario County Tourism Board of Directors	Ontario County Tourism Staff	Tourism Stakeholder	Government Leaders	Community Leaders
Policy & Regulatory Environment	4.0	4.0	4.0	4.0	4.3	3.9
Local Community Support	3.6	3.7	3.7	3.6	3.6	3.6
Partnership Strength	4.2	4.2	4.1	4.2	4.3	4.0
Hospitality Culture	3.9	3.8	4.0	4.0	3.9	3.7
Sustainability	3.8	3.7	3.6	3.8	3.8	3.9
Workforce	3.6	3.6	3.2	3.7	3.9	3.6
Economic Development	4.0	3.9	3.8	4.1	4.2	3.9
Funding Support & Certainty	3.4	3.6	3.1	3.4	3.9	3.4
Regional Cooperation	4.1	4.3	4.0	4.2	4.3	3.9
Organization Governance Model	4.2	4.2	4.1	4.2	4.4	4.1

COMMUNITY ALIGNMENT - Ontario County, NY	3.88
INDUSTRY AVERAGE COMMUNITY ALIGNMENT	3.55

RESULTING SCENARIO TRAILBLAZERS

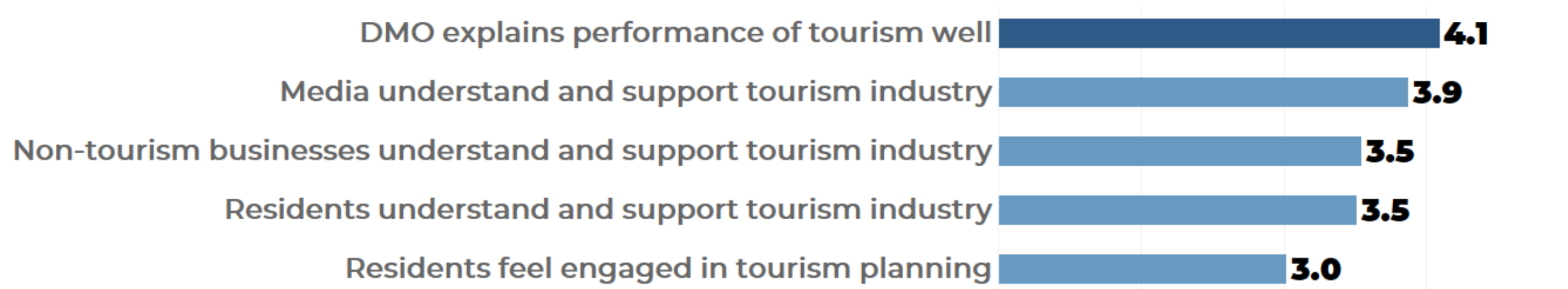
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Policy & Regulatory Environment



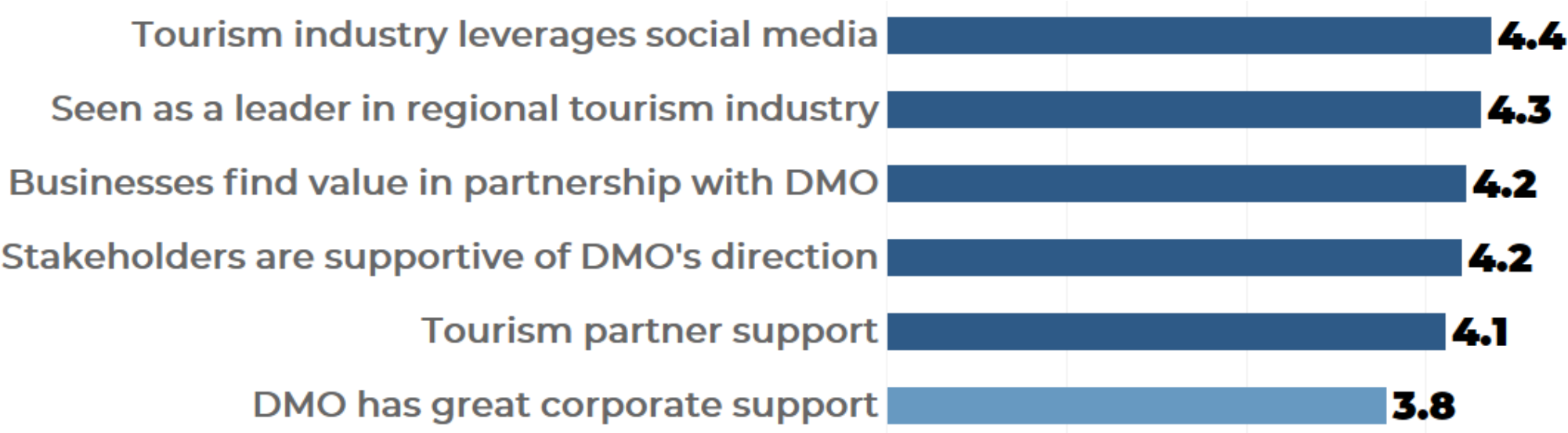
Note
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Local Community Support



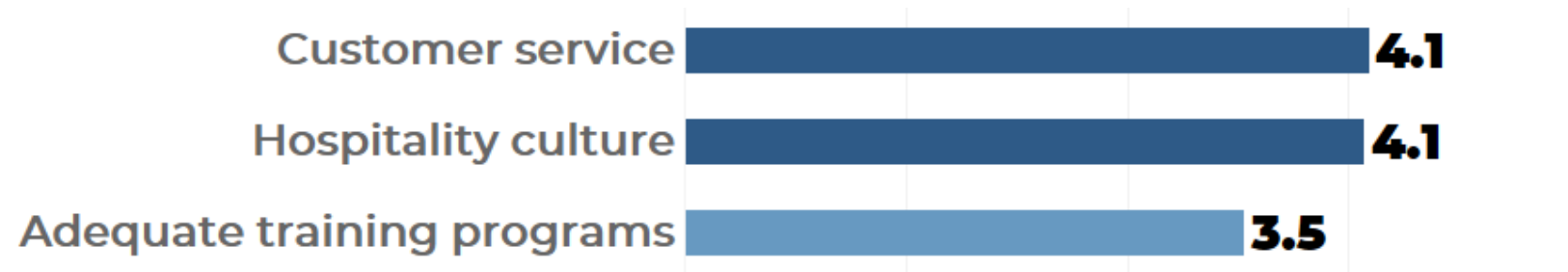
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Partnership Strength



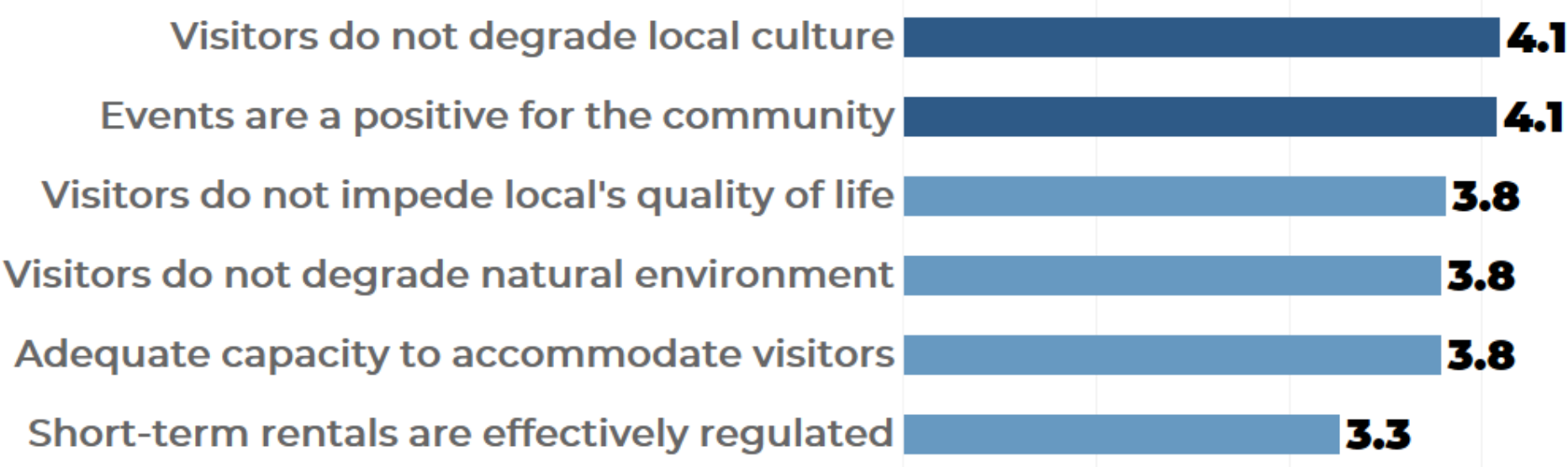
Note
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Hospitality Culture



Note
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Sustainability



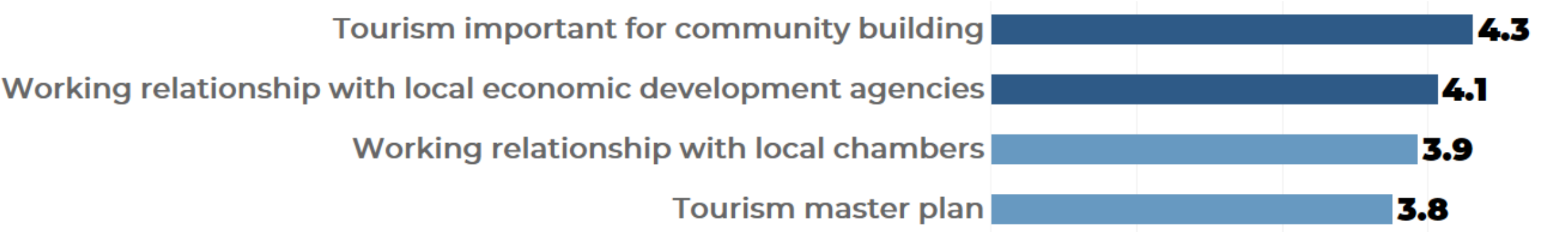
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Workforce



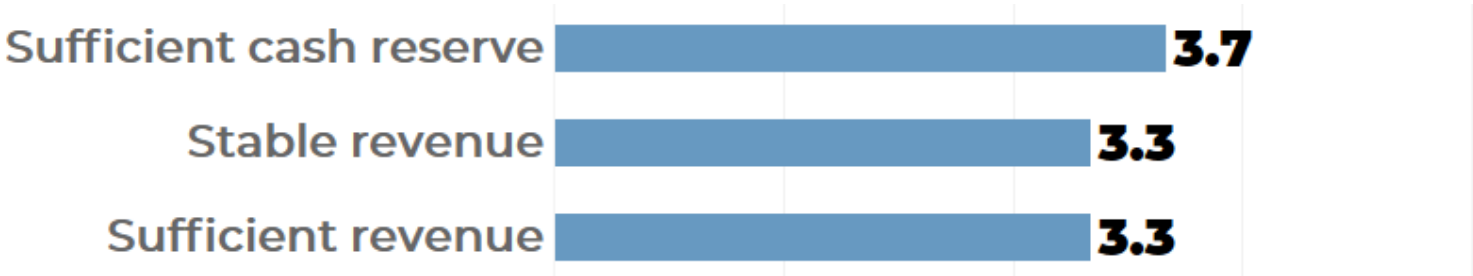
Note
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Economic Development



Note
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Funding Support & Certainty



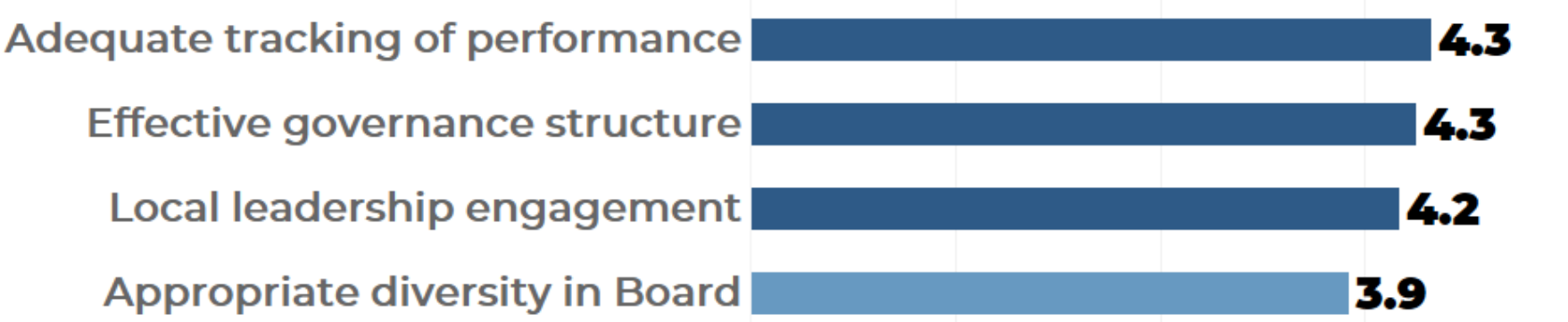
Note
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Regional Collaboration



Note
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Organization Governance Model



Note
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What one thing could the destination do to become a better or world-class visitor destination?

Destination Access & Mobility (30%)

- Become more Bike Friendly.
- Better public transportation and airport access
- Better walkability, there is a lack of connecting trails/sidewalks
- Create a better transportation infrastructure.
- Develop a network of greenways or trails for biking, walking and running
- Develop airport that can accommodate commercial airplanes
- I think we have to look at transportation from ROC Airport. Whether its through an agency or a ride share companies like Uber or Lift.
- Increase public transportation, offer affordable boat rentals, bike rentals?
- More ride-sharing and transportation opportunities, due to it being such a drivable destination.

Marketing (15%)

- Attract more visitors to cndg- as Geneva area is all wineries - this market seems to attract arts and outdoor lake attractions-however seasonal -seems inconsistent. The pandemic isn't helping.
- Continue promoting what we have
- Focus on strengths and promote Nationally and internationally.
- Help promote the various attractions thru Marketing and Grants.
- More digital marketing
- Not sure how much we promote outside of NYS and overseas

Attractions & Entertainment (15%)

- Establish a world-class historic rail and transportation museum reusing the LV Roundhouse, Manchester, NY as a year-round tourism destination and conference center. Offer tours and rail excursions with stops at the historic villages, towns, and cities along Finger Lakes Railway and Ontario Central Railroads.
- Improve the Geneva waterfront area.
- Incentivize sustainable businesses and attractions by collaborating efforts with businesses and entrepreneurs. Relax restrictions in terms of zoning and special use permit applications to allow businesses every opportunity to locate in optimum locations. Allow long term real estate tax exemptions to be applied to commercial real estate which houses small businesses.

Are there any markets Ontario County Tourism is not currently capitalizing on?

Outdoor Recreation (43%)

- Cycling, hiking
- Eco-tourism
- Hiking trails? Both rail trails and rustic woodland trails
- I do not believe we are capitalizing on yoga and meditation to the extent that we could. I also would like to see advertising of all events increased.
- I honestly don't know, but a greater emphasis on the outdoors, particularly in the time of Covid would be wise.
- Marathons, Half Marathons and all running events.
- Need to include lifestyle marketing - attract remote workers to be here for the lifestyle, bring their companies here. High end professional recruitment to stay longer.

Diversity (17%)

- BIPOC, LGBTQ
- Continue to work towards capturing the younger generation of travelers, i.e Millennials and Gen-X.
- LGBTQ market and the international market
- maybe more seniors?
- Sr Citizens and Boomers

New Markets (10%)

- Technology and Agri-tourism could grow. Corporate as well, especially east of the county
- The Arts and Crafts scene/art scene could be great to consider, as the region is so scenic and tranquil. Also, water sports! More derby's or competition could be cool to bring in. Lastly, focusing on making the county as green as possible without greenwashing but genuinely putting in place sustainable initiatives.
- Weddings

Key Takeaways

- **Currently in the Trailblazers quadrant with above industry average destination strength and community alignment**
- **Stakeholders are somewhat aligned on perceptions about destination**

Destination Strength - Opportunities for Improvement

- EV charging stations
- Ride sharing services
- Bicycle friendly destination
- Walkability
- Public Wi-Fi
- Event support
- Iconic event
- Public transportation to destination
- Meeting capacity
- Sporting event venues
- Sport leadership engagement
- International readiness

Community Alignment - Opportunities for Improvement

- Resident engagement
- Short-term rental regulations
- Front-line workforce
- Labor relations
- Funding support

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, March 31, 2021 – 8:00 a.m.
Via Zoom as allowed by the Governor's Executive Order

Attachment B

April 12, 2021

Representative Chris Jacobs
214 Cannon House Office Building
Washington, DC 20515

To the Honorable Chris Jacobs:

I am writing today on behalf of Finger Lakes Visitors Connection, Ontario County's official tourism promotion agency, to support a member item request submitted to your office by the Regional Transit Service for \$1,500,000 for the purchase of three trolleys and related infrastructure improvements to implement a tourism trolley service within the City of Canandaigua and surrounding areas. My letter also echoes the support of the City of Canandaigua, City Manager John Goodwin, City Mayor Robert Palumbo, and Ontario County Administrator Christopher DeBolt. Our board met on March 31st and unanimously voted to add our voice to this important development.

On behalf of our organization, I have been very engaged in the recovery efforts of our industry. Tourism is a critical sector of the Finger Lakes regional economy. In a recent poll by the Rochester Business Journal, it was noted that top CEOs from the region indicated that despite our recent pandemic related challenges, that tourism holds the highest percentage of optimism for business recovery and potential. With our county administration, various city leadership representatives and the private sector, we are looking at creative ways to strengthen and accelerate our recovery and rebirth. Innovating and presenting new products will be key to our future position in the market. Implementation of a trolley service in and around the City of Canandaigua has been identified as a key initiative to strengthen the visitor economy. It will enhance the visitor experience and provide a critical connection to help safely move pedestrians from Canandaigua's vibrant Main Street, across State Routes 5 and 20 to the beautiful Canandaigua Lake waterfront. Rochester Transit System application addresses this opportunity.

If you require any additional information about this proposed project and the positive impact it can have on Ontario County, please do not hesitate to reach out to me.

Sincerely,



Valerie Knoblauch,
President and CEO

C:

Christopher DeBolt, Ontario County Administrator
Robert Palumbo, Mayor, City of Canandaigua
John Goodwin, City Manager, Canandaigua

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, March 31, 2021 – 8:00 a.m.
Via Zoom as allowed by the Governor’s Executive Order

Attachment C

**REQUEST FOR STATE LEGISLATION TO
AMEND NEW YORK TAX LAW §1202-t – HOTEL OR
MOTEL TAXES IN ONTARIO COUNTY**

WHEREAS, Section 1202-t of the New York State Tax Law, adopted in 2002, currently authorizes Ontario County to enact a local law imposing an occupancy tax upon persons occupying a “hotel” or “motel” in Ontario County; and

WHEREAS, Pursuant to such authority, Ontario County enacted a local law entitled the “Ontario County Room Occupancy Tax Law,” in 2002 and since renewed the local law every three years, with the language of the local law remaining unchanged since its original adoption in 2002; and

WHEREAS, By Resolution No. 465-2020, the Ontario County Board of Supervisors designated the Ontario County Four Seasons Local Development Corporation, d.b.a. A Finger Lakes Visitors Connection, as Ontario County’s Tourist Promotion Agency for 2021; and

WHEREAS, The Ontario County Four Seasons Local Development Corporation has recommended amending the occupancy tax local law to remove the exemption for three rentable units or less in order to level the playing field in the Ontario County lodging industry; and

WHEREAS, Ontario County desires to modify its local law to remove the occupancy tax exemption for facilities having three rentable units or less and to adjust the allocation of revenues; and

WHEREAS, Such modifications will require that the State amend N.Y. Tax Law §1202-t to authorize the changes; and

WHEREAS, The Planning and Environmental Quality Committee and the Ways and Means Committee recommend that such amendments to N.Y. Tax Law §1202-t be sought in the 2021 session of the State Legislature; now, therefore, be it

RESOLVED, That Ontario County requests the New York State Legislature to amend Tax Law §1202-t to authorize the modifications, with amendments to the sections as shown in Exhibit A, annexed hereto, and hereby made a part of this resolution; and, be it further

RESOLVED, That the Clerk of this Board transmit a certified copy of this resolution and exhibit to Ontario County’s representatives in the New York State Legislature.

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, March 31, 2021 – 8:00 a.m.
Via Zoom as allowed by the Governor’s Executive Order

EXHIBIT A (of attachment C)

PROPOSED AMENDMENTS TO N.Y. TAX LAW §1202-t,
HOTEL OR MOTEL TAXES IN ONTARIO COUNTY

- (1) Notwithstanding any other provisions of law to the contrary, the county of Ontario is hereby authorized and empowered to adopt and amend local laws imposing in such county a tax, in addition to any other tax authorized and imposed pursuant to this article, such as the legislature has or would have the power and authority to impose upon persons occupying hotel or motel rooms in such county. For the purposes of this section, the term “hotel” or “motel” shall mean and include any facility providing lodging on an overnight basis, and shall include those facilities designated and commonly known as “bed and breakfast” and “tourist” facilities. ~~Such tax shall not be applicable to a facility having three rentable units or less.~~

The rates of such tax shall not exceed three percent of the per diem rental rate for each room, provided however, that such tax shall not be applicable to a permanent resident of a hotel or motel. For the purposes of this section the term “permanent resident” shall mean a person occupying any room or rooms in a hotel or motel for at least thirty consecutive days.

* * *

- (9) All revenues resulting from the imposition of the tax under the local laws shall be paid into the treasury of Ontario county and shall be credited to and deposited in the general fund of such county and shall be available thereafter for the promotion of tourism and tourist attractions in Ontario county **and other directly related and supporting activities as related to tourism including, but not limited to, programs to improve public infrastructures, to develop, operate and maintain public parks and recreational facilities, to maintain and enhance the water resources of Ontario County, including lakes and tributary streams, and for environmental conservation**, and not more than five percent of such revenue shall be used for the cost of administering such tax. Such promotion may be carried out by an appropriate organization or organizations as designated by the Ontario County Board of Supervisors.