
Authorities Budget Office Policy Guidance



Authority Mission Statement and Performance Measurements

Name of Public Authority: Tioga County Local Development Corporation

Public Authority's Mission Statement:

The Tioga County Local Development Corporation (TCLDC) is directly responsible for the support, guidance, and oversight of the Tioga County Tourism Office, the official designated Tourism Promotion Agency (TPA) for Tioga County in the State of New York. The Tioga County Tourism Office's mission is dedicated to growing the tourism industry of Tioga County by promoting its attractions, the rural character, quality of life, and charm of the County to attract out-of-county visitors.

Date Adopted: October 1994

List of Performance Goals (If additional space is needed, please attach):

- Increase sales tax revenue
- Increase attendance at events
- Increase bed tax revenue
- Encourage local government officials to plan for tourism needs and capitalize on local tourism resources.
- Encourage, assist and coordinate, where possible, tourism activities of local and area promotional organizations
- Assist in the economic development goals to which tourism can contribute.
- Raise the general public's awareness of the tourism assets of our area/region.

These goals are achieved by marketing, advertising and public relations efforts to attract the maximum number of visitors to Tioga County based on existing attractions, services, and events, and offering marketing resources and assistance to new tourism businesses. Marketing services include websites such as www.visittioga.com, brochure distribution, calendar of events, an 800#, welcome bags, public/media relations, a visitor's center and regional and state associations.

Additional questions:

- 1. Have the board members acknowledged that they have read and understood the mission of the public authority?**

Yes

- 2. Who has the power to appoint the management of the public authority?**

The Board of Directors has the power to appoint the management of the public authority.

- 3. If the Board appoints management, do you have a policy you follow when appointing the management of the public authority?**

The Director of Tourism is appointed the manager of the public authority by default since the authority's mission is tourism-based.

- 4. Briefly describe the role of the Board and the role of management in the implementation of the mission.**

The affairs, business and general management of the Corporation shall be vested in a Board of Directors. The Corporation shall be overseen and governed by its Board acting through its Members who shall exercise oversight and control over the officers and staff of the Corporation.

The Board offers a structure through which the needs of the tourism industry are accurately communicated to the Tourism Promotion Agency of Tioga County, as designated by the Tioga County Legislature; and

- to provide a forum for discussing ideas and activities that will help benefit the tourism industry of Tioga County
- to develop marketing and promotional projects that improve the tourism economy of Tioga County
- to serve as a voice for the concerns of the tourism industry in Tioga County
- to communicate those concerns to the appropriate agencies or legislative bodies.

Management is responsible for the implementation of the mission, goals and objectives of the Tourism Office.

- 5. Has the Board acknowledged that they have read and understood the responses to each of these questions?**

Yes