

Tourism Advisory Council Meeting

Monday, January 27, 2014
633 Third Avenue, NYC
11am – 1pm

Webcast address: <http://www.esd.ny.gov/webcasts/>

Dial in information: 516-733-3375 (NO PASS CODE IS NEEDED)

If you dial in via phone, please mute the computer as there is a delay.

AGENDA

- | | |
|-----------------------------------------------------------------|-------------------|
| I. Welcome, review minutes, introduce new member Thurman Thomas | Cristyne Nicholas |
| II. 2014 Tourism CFA Awards | Kenneth Adams |
| III. 2014 Events | Gavin Landry |
| IV. Winter campaign and brand strategy | Gavin Landry |
| V. Recap of December Cabinet Meeting | Cristyne Nicholas |
| VI. State of the State and Budget summary | Ross Levi |
| VII. TIC and NYSHTA Tourism Lobby Days | Jan Chesterson |
| VIII. Vice Chair Vote / Establish Events Committee | Cristyne Nicholas |
| IX. 2014 Priorities / New Business | |

Next meeting:

Monday, March 24, 2014

11am – 1pm

Location: 633 Third Avenue

Tourism Advisory Council Meeting Minutes

“Draft – Subject to Board Approval”

Date: Monday, December 9, 2013

Location: 633 Third Avenue, NYC

Meeting Start: 11am

Attendance:

TAC Members

Cristyne Nicholas (Chair)

John Ernst

Thomas Mulroy

Gail Grimmett

Elinor Tatum

Via phone:

Mike Armstrong (Rep for Assem Markey)

David Heymann

John Sagendorf

Alana Petrocelli

Staff

Gavin Landry, *Executive Director of Tourism*

Richard Newman, *EVP, State & Mktg Strategy*

Lisa Soto, *Project Associate*

Jamin Clemente, *Executive Assistant*

Rowena Sahulee, *Director of Tourism Marketing, Licensing, and PR*

Patrick Hooker, *Deputy Secretary for Food and Agriculture*

Kenneth Adams, *President, CEO and Commissioner*

Ken Wong, *Director of Special Events*

Jennifer Chung, *Assistant Counsel*

Megan McKenna, *Project Manager*

Jerry Russo, *Vice President, Communications*

TAC Guest

George Lence, *Nicholas and Lence*

Melanie Klausner, *MSilver/Finn Partners*

Natasha Caputo, *Visit Westchester*

Erin Sweeney, *Sweeney Strategies*

Patricia Ornst, *Delta Airlines*

Christine Krische, *Superbowl Host Committee*

Amy Blumkin, *Superbowl Host Committee*

Randy Bourscheidt, *Alliance for the Arts*

Morris Silver, *MSilver/Finn Partners*

I. Welcome

Cristyne Nicholas

- Momentum with I LOVE NY is evident and the Governor continues to embrace this industry and she thanks everyone around the table for all of their hard work.

II. TasteNY update

Patrick Hooker

- The governor has heard a lot at the various summits that he led this past year that there was a need on the part of businesses to identify themselves and raise the profile of NY farms and food businesses, so he proposed Taste NY in the budget this past year.
- Since April Taste NY (through the Department of Agriculture) has been planning and implementing a number events and programs, many through our partnership with I LOVE NY.
- There is such a large variety of food product in NYS, driven by both our topography and consumer demand, that it makes it easy to have a large number of events.
- The Adirondack Challenge is a good example of a tourism event that was a good opportunity to

- promote the local (North Country) food businesses, and have since had increased sales.
- The PGA Championship was a significant undertaking which was extremely successful.
- The Governor's Cup Wine Tour promoted tourism and built relationships between local businesses, sommeliers, and NYC people. It got them out to wine country and showed them what NYS has to offer by visiting three tremendous wineries.
- The NYS Fair is programmed by the Department of Agriculture and is a big tourist attraction to Central NY. Taste NY spent a lot of time building the brand ID there. Nearly 1 million people attend the fair during that two week period. 75% of those attendees knew about Taste NY, 20% of attendees made a purchase as they were led through the "Taste NY trail."
- We are now starting to measure the impact of the program, for example a 400% increase in sales in maple products and testimony from a successful small brewing company in Penn Yann who has been active in sampling in Taste NY events.
- We are also beginning to open Taste NY stores with a full line of NYS products. The stores will be located primarily around transportation hubs:
 - Thruway – New Baltimore, Chipmango, and more are being planned
 - Airports – LaGuardia, JFK
 - Amtrak – Albany station
 - NYC – Grand Central Station (RFP has been sent out)
 - Taconic Parkway – Todd Hill Rest Area (revamping the whole area)
- This has been a rewarding partnership with I LOVE NY – thank you for lifting our brand.

III. Marketing presentation by Richard Newman (attached)

Cristyne Nicholas

- Introduces Richard Newman who was called to Albany by the governor for our last meeting, so this is his first time joining us. Rich is new to ESD and since he has come on board, we have had a more cohesive message with ILOVENY and the different brands that fall under ESD.

Richard Newman

- We are projected to have 218 million visitors in NYS for 2013 (4% increase from 2012), \$7.7b in state taxes, increase of 7% in direct spending since 2012, 818,700 jobs in 2013 (3% increase), and occupancy significantly above the national average.
- All of the metrics suggest that these activities are driving a significant amount of economic impact and that is the reason that we are here.
- We need to build on this momentum, which falls into four critical areas.
 1. Enhanced Communication Strategy
 - We have to better understand who our prospects are and where they come from. Where are our source markets, what do they come here to do and what are their motivations?
 - We are looking to apply that understanding to our marketing activities and starting to use TV is a brand building mechanism to more clearly establish what our strengths are as a tourism destination.
 - We have incredible unique assets that you will never find in any other state but they are not well known – Cooperstown, Saratoga Springs, Whiteface Mountain...all great stories.
 - We have spoken to consumers and now we know that we have to make our signature destinations a proxy for how great NYS is.
 - We are beginning to expand our media reach into the digital as well as traditional off line print and radio to direct people to specific destinations for specific activities such as shopping and skiing. It's a very tactical approach to driving visits and roomnights, and

- increasing economic impact.
 - Two tiered strategy – different from what we have done before and will include a digital and web component that will incorporate the new website.
 - 2. Building Alignment
 - We know that there is an enormous amount that is happening across the state from a whole host of different interested parties.
 - We want to begin to leverage clarity on the role of marketing communications that happen on a destination level and on the state level so that we are not duplicating efforts and we can build efficiency and effectiveness of our collective efforts.
 - 3. Extended Visibility
 - Virtually all of our work has been focused on the leisure travel segment.
 - There is an enormous opportunity to leverage some of the other great assets that we have. Specifically when we speak about business travel we have some phenomenal destinations for events and conferences and we want to better understand that market and utilize our resources to drive that travel to NYS.
 - In addition we are expanding our focus into the international travel market as the third component / leg to our stool - Leisure, Business and International.
 - 4. Building Infrastructure
 - We are looking at the infrastructure that we have here at ESD to manage a highly accelerated marketing initiative.
 - We have gone from 0-160mph in terms of tourism programs, but not in terms of staff.
 - We want to bring in critical roles and resources in house in terms of digital and online presence development, have the metrics in place (analytics and research personnel) to measure and track progress, relationship marketing and the sports and event commission.
- Start-UP NY
 - #1 Mission to create jobs in NYS, return to levels prior to the recession and build upon that, not just in NYC but throughout the entire state.
 - One area that is historically successful in establishing and retaining businesses and that is what we call E² (Education and Economic Development Continuum) which begins to align the interests of businesses with the interests of academic institutions.
 - This is most obvious in Albany with the School of Nanoscience Technology. The affiliation with SUNY Albany and the Nanoscience business has created an enormous number of jobs.
 - This is the intersection between entrepreneurialism, academia and the regional economy and we begin to leverage tax free status which has led us to Start-UP NY which is a game changer for the NYS business environment.
 - Start-UP NY creates tax free zones on the campuses of both SUNY and a smaller number of private schools which will allow entrepreneurial companies to operate as tax free entities.
 - Private campuses have a smaller amount of space to allocate but they are also included.
 - Regional differences in campuses allow for a focus on upstate NY with limited activity in Westchester, Long Island and NYC.
 - Companies apply through the universities and if accepted to the program, they will be allowed to operate without state corporate, business, property, sales or income taxes for employers and employees and no franchise fees for 10 years starting in January 2014.
 - Companies are required to commit to a specific number of jobs over that 10 year period and if they do not meet the requirement they are kicked out of the program.
 - This creates taxes through an incentive.
 - This is a huge marketing opportunity for us because it enhances the perception of NYS as a

- great place to do business.
- We conducted research in various states that contain these innovation industries that we need and asked them if they were to consider relocating or opening a new location how likely is it that they would consider NYS – Instate 70% probably would, Out of state 53% said definitely or probably would not. So our task is to get those numbers to change.
- The agenda is to change perception of NY as a state of choice for ambitious companies, to position Start-UP as a bold breakthrough program, to drive information seeking behavior, acquire and manage leads – people who don't qualify for Start-UP NY are great assets for other incentive programs.
- Leslie Whatley, experienced real estate executive from Morgan Stanley, has joined ESD and is leading this effort with a team of people here.
- Objective is to create 10,000 jobs per year, which is the stated goal of the program.

IV. MSilver Public Relations presentation by Melanie Klausner (attached)

Cristyne Nicholas

- What we have done differently is advertising, but advertising is just one piece of it.
- Thanks to MSilver for the great job that they have done on the PR side.
- When people read a story about NYS it resonates more than just advertising, so it important to have both advertising and PR.

Melanie Klausner

- We have been partnering on events as well producing events ourselves as NYS.
- Canadian Road Show – NYS produced event
 - Three city tour with Gavin, Markly, and 11 tourism partners to meet media and trade partners to tell our story and get our message out there. Various events including a luncheon hosted by the Consul General of Montreal for us.
 - We saw over 80 media in each of the three cities combined and met with over 250 travel partners. Canada is one of our biggest feeder markets and we cannot forget about them.
- Oktoberfest – partnership with TasteNY
 - Over 200 VIPs and restaurateurs from around the state and 25 food and beverage media were able to sample over 50 NYS seasonal and year round beers.
 - Great opportunity to speak about beer trails and show that NYS has other spirits.
- Canal Luncheon – we supported this annual event held by the NYS Canals Corporation
 - The canals are a very big and important industry across NYS. They have invested a lot of money into creating activates and experiences all along the canals.
 - We brought additional media to this event to give them additional exposure.
- Sustainable / Responsible Travel – NYS program
 - Worked closely with UK media on this project.
 - Invited a UK reporter to experience our sustainable resources through 30+ new itineraries.
- Fall Advertising Campaign Press Conference – held at Grand Central Station by NYS
 - Media took the train and were able to see and experience commuters viewing ads.
 - Lots of exposure for the campaign, which in turn generates tourism.
- Winter Media Night – partnership event with Ski Areas of New York (SANY) and Olympic Regional Development Authority (ORDA)
 - They are focused on the ski industry and we worked to expand that so that family travel writers and traditional travel media will cover it.
 - We were able to increase event attendance from the usual 40 media to over 100 media.
- *Showed PR results from January - September. Still finalizing the last quarter.
 - Results can be attributed to events that we have been producing and the governor's

- investment in tourism.
- Nearly \$26 million ad value is a huge number with 1.2 billion people seeing our message.
- It is our responsibility to get the message out ahead of the season so that people have time to plan and take these trips around the state. More events and publicity planned for next year.

V. Super Bowl Host Committee presentation by Amy Blumkin and Christine Krische (attached)

Cristyne Nicholas

- Looking now into 2014 to frame the Super Bowl as a tourism opportunity.
- Before the game and everything leading up to the game is where we will see the most effort on building tourism. Then again after the game, once people see how great NYS is.
- So we are trying to get our message out to the attendees from all over and we expect that this will create a bump in tourism.

Amy Blumkin and Christine Krische

- The Super Bowl Host Committee (SBHC) sits between the NFL and the tourism partners with the NFL being the game owners, the SBHC makes sure everyone is excited and aware, and on the other side the tourism partners that focus on the airports and hotels.
- NFL Produced Events
 - Media Day on Tuesday
 - Friday Night VIP party on Friday
 - NFL Honors at Radio City Music Hall on Saturday
 - Tailgate at Old Grandstand on Sunday
- SBHC Produced Events
 - Press Conference on Monday morning
 - Exclusive dinner for VIPs, elected officials, chairs, and owners on Monday evening
 - Media Party on Tuesday on Chelsea Piers
 - Business Connect Leadership MWBE Forum (co-produced by the NFL) on Wednesday
 - Thank you Event on Wednesday at Gotham Hall
 - Breakfast for team owners on Thursday
 - Times Square Press Conference on Friday to hand off the responsibilities to Arizona
 - Pre Game party at the new racetrack
- Independent NFL Sanctioned Events: Taste of the NFL, Gospelfest
- Other Independent Events: Maxim party, ESPN party, Direct TV party
- SBHC is working closely with NYS to ensure that tourism and Taste NY initiatives are integrated into their events.
- Super Bowl Boulevard - Broadway between 34th and 47th Streets, Wed - Sat, Noon - 10pm
 - Photos with Super Bowl roman numerals, Broadway performance, toboggan, autograph signings, nightly concerts.
 - SBHC will have one block (35-36) with a Welcome Center the Join the Huddle Mobile Tour as its last stop, Video Park of NYS images set to music, and VIP hospitality lounge with NYS products and entertainment.
- Join the Huddle Mobile Tour
 - 56 planned stops at events - half in NYS, 23 public and 5 private events, evenly among all five boroughs, Long Island and Westchester
 - Next stop on Jan 16 in Riverbank State Park
 - MLK Day in Harlem (not an event, but working with Harlem CoC on attendance)
- Social Media Communication Center in NYC & Co Welcome Center
 - 15-20 people listening and responding to questions online to help people navigate and enjoy the region – not weather or game info

- Working with state agencies and NYC & Co to have answers to FAQ
- Using a local software company for this purpose - Trax
- Collateral – 1 million pocket guides that include street and subway maps on waterproof rip proof paper, 48 page official fan guide in the NY Times, 150 thousand commemorative magazines for VIPs, hotel guests, partners, airport welcome centers, VIP lounges and the suites of the stadium.
- Décor – 650 street pole banners across Manhattan and Brooklyn (NFL will have an additional 225), 225 bus shelters faces across all five boroughs, and subway clocks.
- Legacy efforts – Blood drive, coat drive, and environmental program (1 million trees NYC and ewaste).
 - Super Kids / Super Sharing Event – kids bring used sports equipment for other children.
 - Snowflake Youth Foundation – refurbish after school facilities.
- Volunteer deployment – Begins Monday of Super Bowl week to welcome visitors and ends on February 3 to say goodbye. Volunteers at airports, transit hubs, hotels, tourist sites, and events.
- First mass transit Super Bowl – encouraging people to use mass transit and dress warmly.
- Q & A
 - Morris Silver: Have we thought of things for the 80k people who have tickets to do with outside of the game? Perhaps free ski lift tickets with a Super Bowl ticket stub?
 - Answer: NYNJ guide on website with an events calendar to educate people on how many great things there are to do here. We can't give people access to attractions with ticket stubs, but the attractions themselves can, maybe during Winter Jam. Delta has a similar program with their boarding passes in Salt Lake City.
 - Cristyne Nicholas: The toboggan that the celebrities will be riding, will the public be invited? Are there certain entrance areas to Super Bowl Blvd? Will there be cross traffic?
 - Answer: Our understanding is that you can enter Super Bowl Blvd anywhere except on 41st where the toboggan will be. All activities are free and open to the public except for the toboggan which is \$5 a ride.
 - Cristyne Nicholas: What events will be showcasing TasteNY products?
 - Answer: In three of our largest events - the Media Party (set up similar to the NYC Wine and Food Festival), NYNJ Super Bash, and at the Pregame Party at the new racetrack. Also will have NYS food and beverage at their private hospitality location at the Lamb's Club.
- Also note that there is going to be a new Super Bowl 48 app in about two weeks and will be refreshed in January with regional information from the SBHC website information.

VI. Update from Kenneth Adams, ESD President, CEO, and Commissioner

Cristyne Nicholas

- Today we are joined by ESD's president, Kenneth Adams, who would like to say a few words.

Kenneth Adams

- Today's meeting is a reminder of how we have stepped it up in 2013 in terms of events as being a key part of overall tourism promotional / marketing efforts
 - I want to commend Ken Wong for collecting information on regional events and prioritizing for the governor's consideration looking to 2014 and beyond.
 - Looking at a succession of our intervention in terms of TasteNY, marketing, MSilver and all of our partners in different ways to shine a spotlight on those events and drive economic activity to the regions around the state.
 - 2014 events should be your focus for your next meeting.
- Thank you to Cristyne and the members of TAC on behalf of the governor for your work this year and into next year. This has been the year of tourism with the governor's historic

commitment of funding and our ESD tourism team is here to serve you and roll out the programs that you believe will drive tourism to higher levels.

- As part of a forging a better connection between the ten regional councils and the local matching grant programs, the governor put marketing money into the CFA funding process that could only be accessed through working with the regional councils and implemented requirements for matching grant recipients to check in with the councils to make sure that they are coordinated with other local initiatives. This year, a historic amount of funding was designated for tourism and tourism infrastructure.
- The Strategic Implementation Assessment Team is a group of seven commissioners tasked with conducting an annual assessment of all ten regions and this year the governor appointed Cristyne as the only non-commissioner on the team. She traveled to all ten regions and it was important to have her there as she asked key questions about tourism and made tourism and state investment in tourism a priority.
- On Wednesday the governor will announce which regions and projects will be funded including many tourism projects with more details in January and we should bring back a report to TAC on this in January.
- TAC should also discuss its own priorities for tourism in 2014 at the next meeting so that they can be communicated to the governor and hopefully implemented into the budget process which runs from January to the end of March.

Cristyne Nicholas

- As Kenneth mentioned, there are things coming up in the next few weeks that we will need suggestions from you.
- After the CFA announcement on Wednesday we will send out a press release on the tourism initiatives. So many of our discussions have revolved around hotel development so hopefully those needs have been heard.
- There is also a Cabinet meeting on December 16 where Gavin and I have been asked to make a tourism presentation, which is recognition of all of your hard work on this council.
- Finally we are gearing up for the State of the State on January 8 and the governor's office has already reached out for some bullet points on what should be announced.
- We are soliciting ideas, so please share them with us as well as any events from Ken's list and any other developments.

Gavin Landry

- The events list has been culled to 48 events that we are going to use in many different ways, but we are highlighting events that can greatly benefit from the governor's gravitas, for instance the Saranac Winter Carnival was voted the #2 winter festival in the world.
- We are hoping that as the year progresses we can back schedule our activations into a calendar so that we can go forward in a more strategic manner.

Randy Bourscheidt

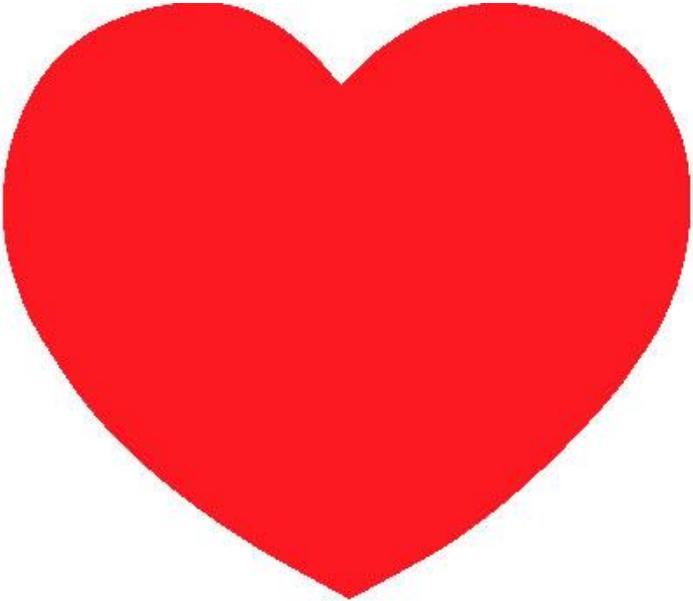
- Regarding the funding announcement, are we going to receive a summary at our next meeting and will there be any press potential?

Cristyne Nicholas

- Yes we will discuss it at our next meeting and the announcement is open to the press. So there will be an announcement from the governor's office and I LOVE NY should do its own press release. Tourism publications are different from news media so it is a good idea.

VII. Next meeting: Monday, January 27, 2014, 11am – 1pm, 633 Third Avenue, NYC

Meeting adjourned: 12:28pm

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Empire State Development

Marketing Update

**A PRESENTATION TO
THE TOURISM ADVISORY COUNCIL
DECEMBER 9, 2013**

Agenda



I ♥ NY

2013: From 0-160



I ♥ NY

 **BASSMASTER**



The New York Times **Bloomberg**

facebook **twitter** **About.com**
THE WALL STREET JOURNAL **Condé Nast Traveler** **Time Out New York**
edge on the Net  **The Boston Globe**



travel CHANNEL **Instagram** **THE HUFFINGTON POST**
timesunion.com **Ap Associated Press**



NEW YORK STATE
TOURISM
SUMMIT

NYS TOURISM MEANS BUSINESS

2013 Results



- **218 m visitors in 2013***
- **+ 4% vs. 2012**



- **\$7.7b in state taxes**
- **+ 7% in direct spending 2013 vs 2012 (\$61.3b vs \$57.3b)**



- **818,700 jobs in 2013, + 3% vs YAG**
- **3rd fastest growing job sector**



- **Occupancy through 10/2013 is 73.7% vs 64% US avg.**

Building on the momentum

- Enhanced communications strategy
- Building alignment
- Extending visibility
- Building on the infrastructure



STARTUPNY

A man in a black cap, safety glasses, and gloves is working in a factory. He is looking down at a large, curved metal part he is holding. The background is a blurred industrial setting with lights and machinery.

NYS

#1

Mission

E²: Education-Economic Development Continuum



STARTUPNY



**All SUNY campuses:
entrepreneurial tax-free
communities.**

An aerial photograph of a university campus. A prominent clock tower with a pointed roof stands on the left. To its right is a large, modern, multi-story building with a white facade and many windows. The campus is surrounded by greenery and trees with autumn foliage. In the background, a large body of water is visible under a blue sky with scattered clouds.

STARTUPNY

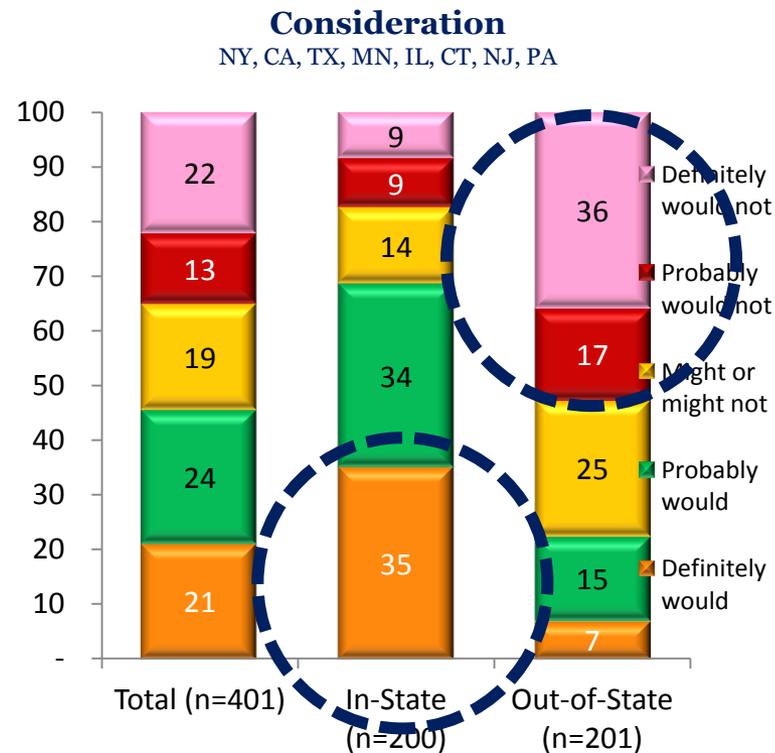
**Private campuses: 3 million sq
ft entrepreneurial tax-free
communities.**



START UP NY=

- **No biz or corp taxes.**
 - **No sales tax.**
 - **No property tax.**
 - **No franchise fees.**
- **No income tax for owners or employees.**

The marketing opportunity



If you were to relocate your business or open a new location, or start your own business, how likely would you be to consider each of the following states?

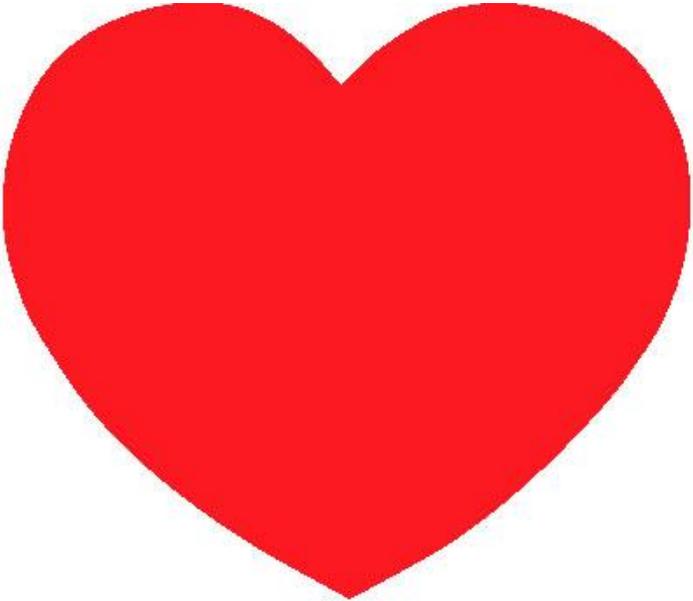
Source: Russell Research 2013

The marketing agenda

- Change the perceptions of NY to the state of choice for ambitious companies
- Position Start Up NY as a bold, breakthrough program.
- Drive information-seeking behavior.
- Acquire and manage leads that can generate 10,000 jobs/year.

Questions?

THANK YOU!

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PUBLIC RELATIONS

Activities and Results

September through December, 2013



2013 Highlights

September - December



Canadian Road Show

- Toronto, Montreal, Ottawa. September 30-October 2

Oktoberfest at Brooklyn Brewery

- Sampled 48 beers from 24 New York State Breweries. October 3

Interactive Grand Central Station Press Conference

- Fall and winter advertising campaign kick-off. October 21

World Travel Market – London

- New York State representation and kick-off of ResponsibleTravel.com itineraries and program. November 3 – 6

Winter Media Night

- Secured and hosted 93 Travel and ski media. December 4



Canadian Road Show

September 30 - October 2, 2013



Event information:

- Toronto: “Media Speed Dating” and Luncheon followed by a Travel Industry Reception and Dinner
- Montreal: Media luncheon co-hosted by the US Consul General of Montreal followed by a Travel Industry Reception and Dinner
- Ottawa: Media and Travel Industry Reception at the U.S. Consulate



Canadian Road Show

September 30 - October 2, 2013



Results:

- **Regional Participation:**
 - 11 regional and partner representatives
- **Media Attendees:**
 - Over 80
- **Industry Attendees:** 250
Travel Industry Professionals



Oktoberfest – October 3, 2013



Event Information:

- 24 breweries from NYS hosted a private beer tasting at Brooklyn Brewery
- Guests could sample more than 50 standard and seasonally offered beers



Oktoberfest – October 3, 2013



Results:

- 200 VIPs, restaurateurs and industry leaders attended the private tasting reception co-hosted by Taste NY
- Secured 25 food & beverage media



Canals Luncheon - October 8, 2013



Event information:

- Partnered with Canals New York and Erie Canalway to introduce media to the canal system
- Provided historical insight and new developments

Results:

- **Media Attendees:** 20 including *National Geographic Traveler*, *Afar*, *Taking the Kids*, *Queens Chronicle* and *Food and Travel*



- ▶ Complimentary Luncheon
- ▶ Canal Trip Giveaway
- ▶ Prize Drawings

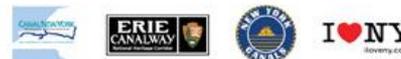
Join us for conversations, historic aspects, and today's adventures to be experienced on New York State's legendary Canal System, featuring the Erie Canal, Champlain, Oswego, and the Cayuga-Seneca Canals. Network with state and national representatives, destination marketing organizations, and attraction owners, and more!

TUESDAY
October 8 2013
11:30 AM - 2:00 PM

LOCATION:
O'Reilly's
21 West 35th Street
New York NY

RSVP

Required by **Wednesday, October 2, 2013**
Email your RSVP to info@canalny.com or
call 585-586-6906 (be sure to mention
CANAL New York Media Luncheon)



Seasonal Advertising Campaign Press Conference – October 21, 2013



- Partnered with the Governor's Office press team to plan, coordinate and execute interactive Press Conference at Grand Central Station announcing the new fall and winter ad campaign
- Secured 15 media attendees including New York Times, Crain's New York Business, New York Post, New York Daily News, CBS Radio, WPIX, Sinovision, Fox and NTD-TV



Winter Media Night - December 4, 2013



Event information:

- Partnered with Ski Areas of New York (SANY) and Olympic Regional Development Authority (ORDA) to kick off the winter season in NYS
- Introduced seasonal promotions to spur travel

Results:

- **Regional Participation:** 10 Ski Area Resorts
- **Media Attendees:** nearly 100



2013 PR Results



2013 Results, January – September:

- 1637 Media Placements
- More than 1,217,507,373 Circulation
- Cumulative advertising value of \$25,898,879.17

The New York Times

SAVEUR



Savor a World of Authentic Cuisine

Bloomberg

About.com

THE HUFFINGTON POST



Condé Nast
Traveler



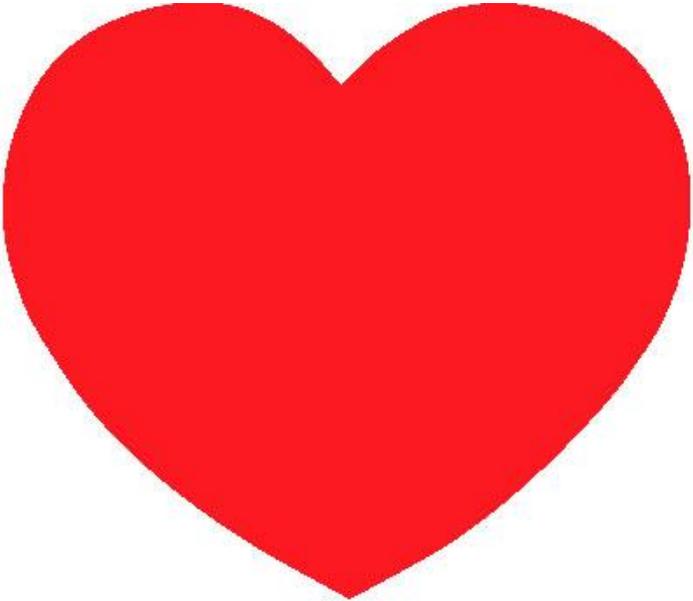
THE WALL STREET JOURNAL.



travel
CHANNEL

timesunion.com

The Boston Globe

I  **NY** [®]



NY State Presentation

December 9, 2013

AGENDA

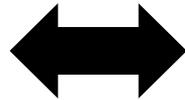
- Super Bowl Host Committee Role
- Super Bowl Week Calendar
- NY Super Bowl Week Events Map
- Super Bowl Boulevard Overview
 - Host Committee Presence
 - Blocks 35-36 Map
- Huddle Shuttle – Mobile Tour
- SBHC Social Media Communications Center
- Super Bowl Week Collateral
- Regional Décor
- Legacy Efforts
- Volunteer Deployment
- Key Messages You Can Help Reinforce



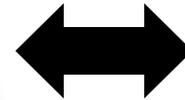
ROLES AND RESPONSIBILITIES



Event Owner
 (Production Company)
 Key Decision Makers



(Producers)



(Hosts)

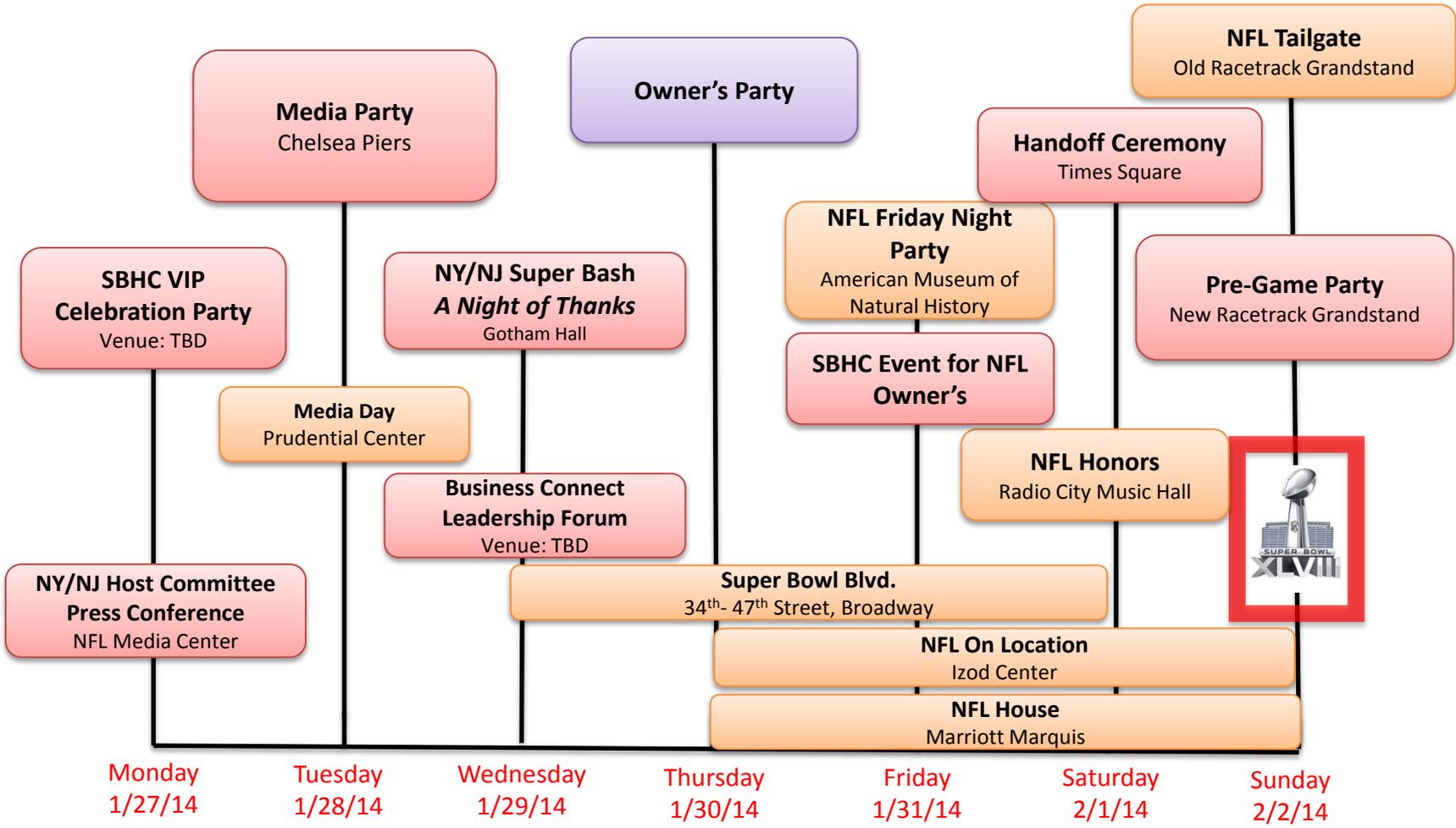
Airports	Small Businesses
Hotels	Event Venues
Sponsors	Tourism Promoters

Government Partners

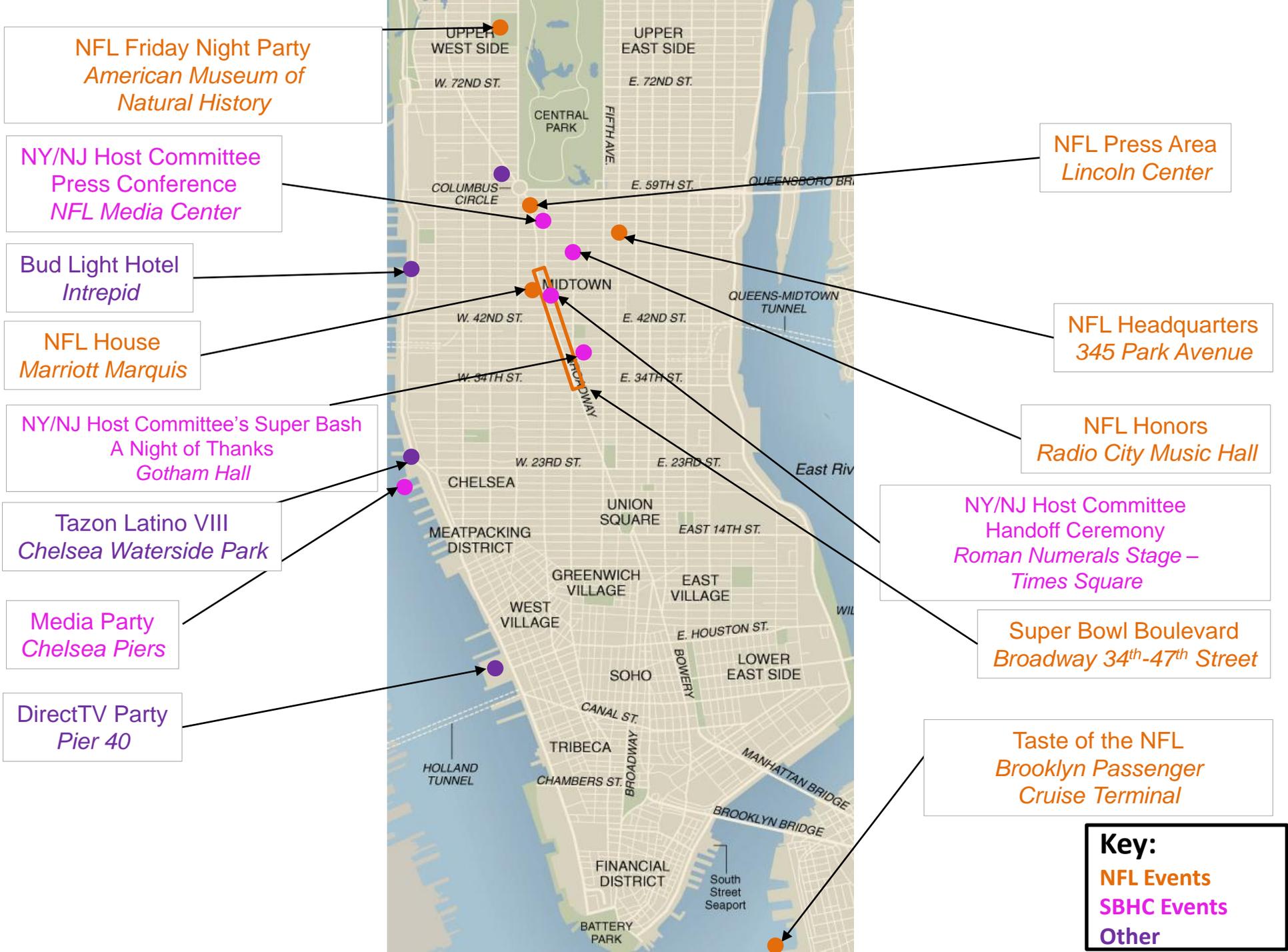


2014 SUPER BOWL WEEK

- NFL Media Center**
Sheraton Times Square Hotel & Rose Theater
- Team Hotels**
(AFC)Hyatt Jersey City and (NFC) Westin Jersey City
- Accreditation Center**
NJ Venue: TBD
- NFL Operations Center**
NY: NFL Headquarters NJ: Sheraton Meadowlands



- SBHC Event
- NFL Event
- Other



NFL Friday Night Party
 American Museum of Natural History

NY/NJ Host Committee
 Press Conference
 NFL Media Center

Bud Light Hotel
 Intrepid

NFL House
 Marriott Marquis

NY/NJ Host Committee's Super Bash
 A Night of Thanks
 Gotham Hall

Tazon Latino VIII
 Chelsea Waterside Park

Media Party
 Chelsea Piers

DirectTV Party
 Pier 40

NFL Press Area
 Lincoln Center

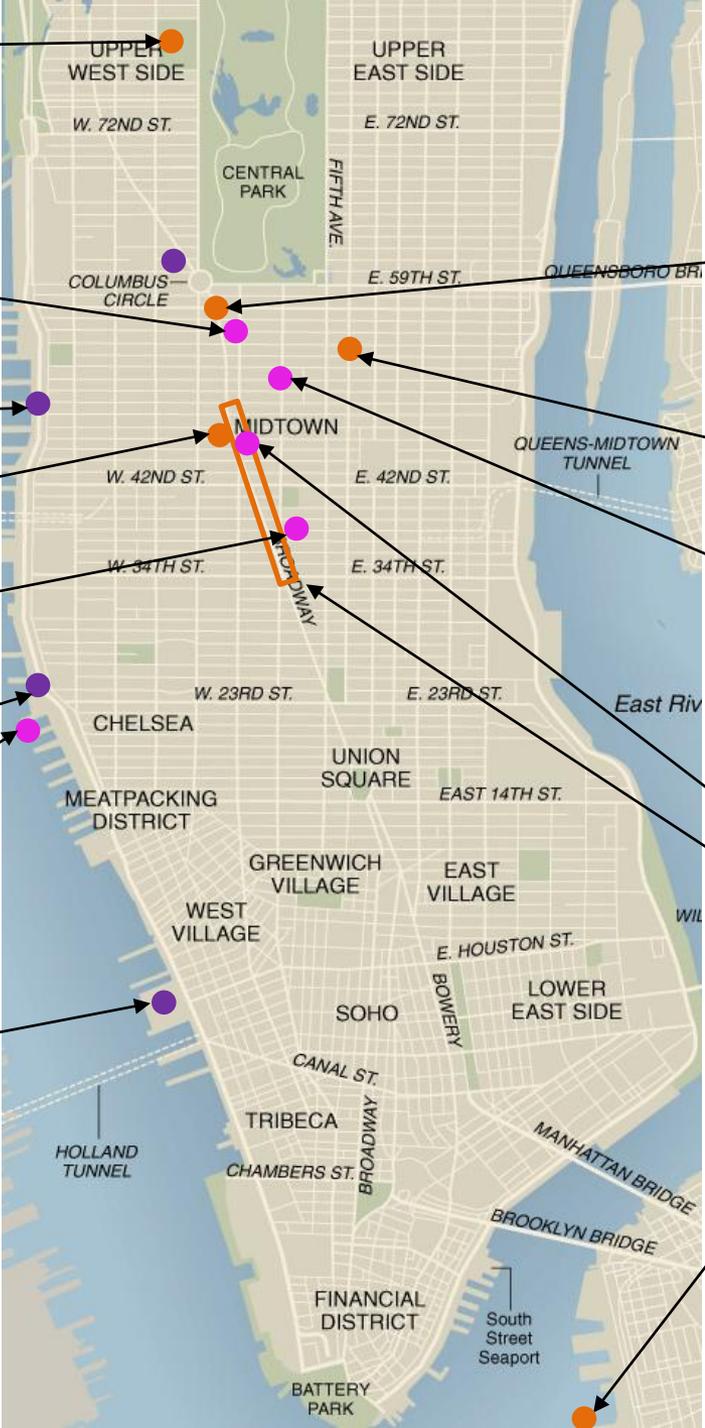
NFL Headquarters
 345 Park Avenue

NFL Honors
 Radio City Music Hall

NY/NJ Host Committee
 Handoff Ceremony
 Roman Numerals Stage –
 Times Square

Super Bowl Boulevard
 Broadway 34th-47th Street

Taste of the NFL
 Brooklyn Passenger
 Cruise Terminal



SUPER BOWL BOULEVARD OVERVIEW

- Location: 34th- 47th on Broadway
- Timing: Wednesday, January 29th- Saturday February 1st
 - Noon- 10 PM Daily
- Key Programming Elements
 - Wednesday— Roman Numerals Revealed (42nd-43rd)
 - Thursday— Broadway on Boulevard (42nd-43rd)
 - Friday— Celebrity Toboggan Riding (40th-41st)
 - Saturday— NY/NJ SBHC Handoff Ceremony (42nd-43rd)
 - Daily— Autograph Signings (39th-40th)
 - Daily (8:30PM)— Boulevard Concerts (39th-40th)

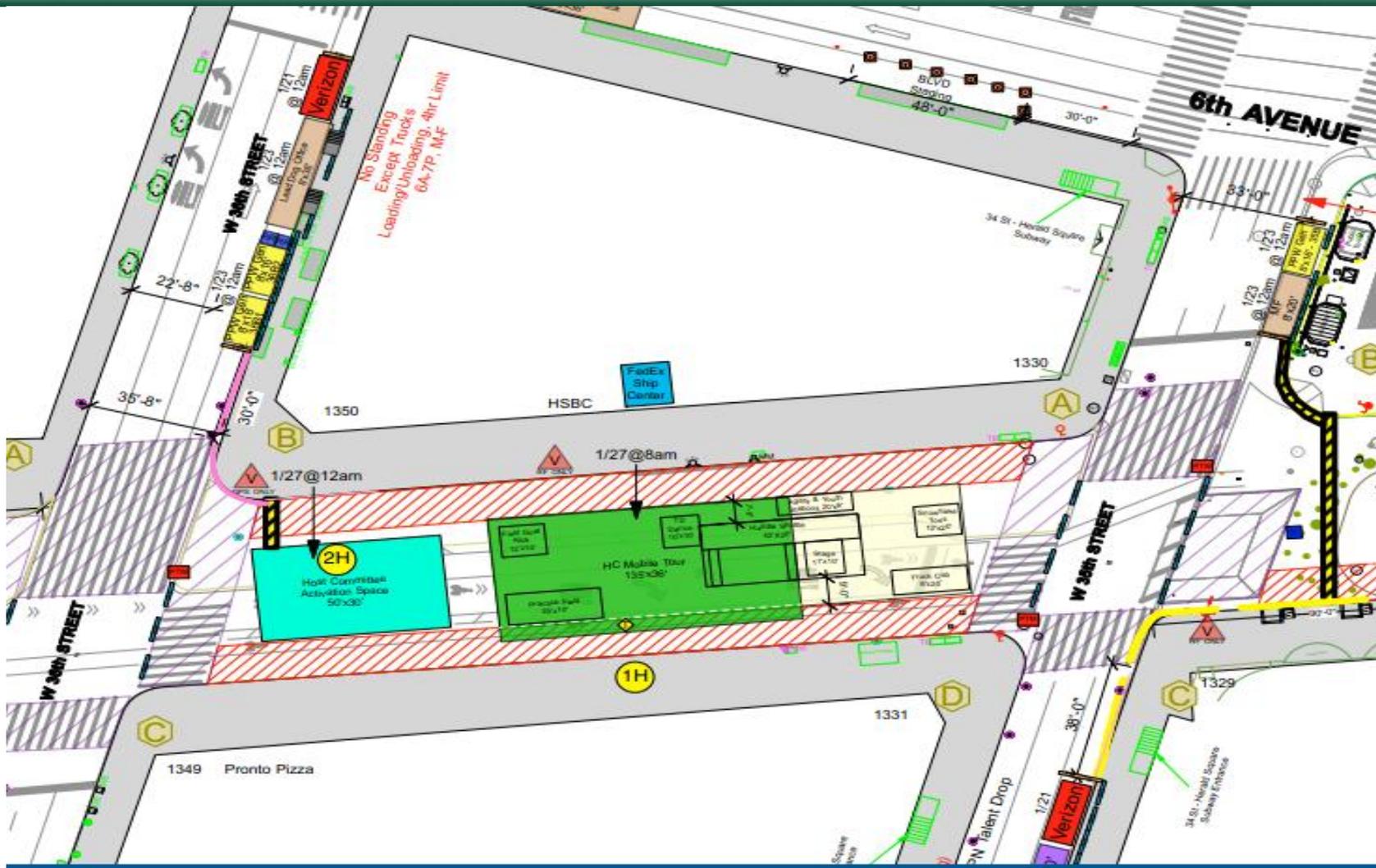


SUPER BOWL BOULEVARD: HOST COMMITTEE PRESENCE

- *Join the Huddle Mobile Tour*
 - All sponsored activations will be up & running
- *Video Park*
 - Immersive video experience featuring New York State
- *NY/NJ Lounge – VIP Hospitality*
 - Lambs Club (44th between 6th & 7th Avenue)
 - Wednesday-Saturday
- *Welcome Center*
 - Joint partnership with NYC & Company
 - Located on 43rd street
 - Focus is on information & assistance to all visitors



SUPER BOWL BOULEVARD: BLOCKS 35-36



SUPER BOWL BLVD
NATIONAL FOOTBALL LEAGUE
Broadway, Between 35th and 36th St
New York, NY
EVENT DATE: Jan. 29-Feb. 1, 2014

HUDDLE SHUTTLE – MOBILE TOUR

Mobile Tour Schedule

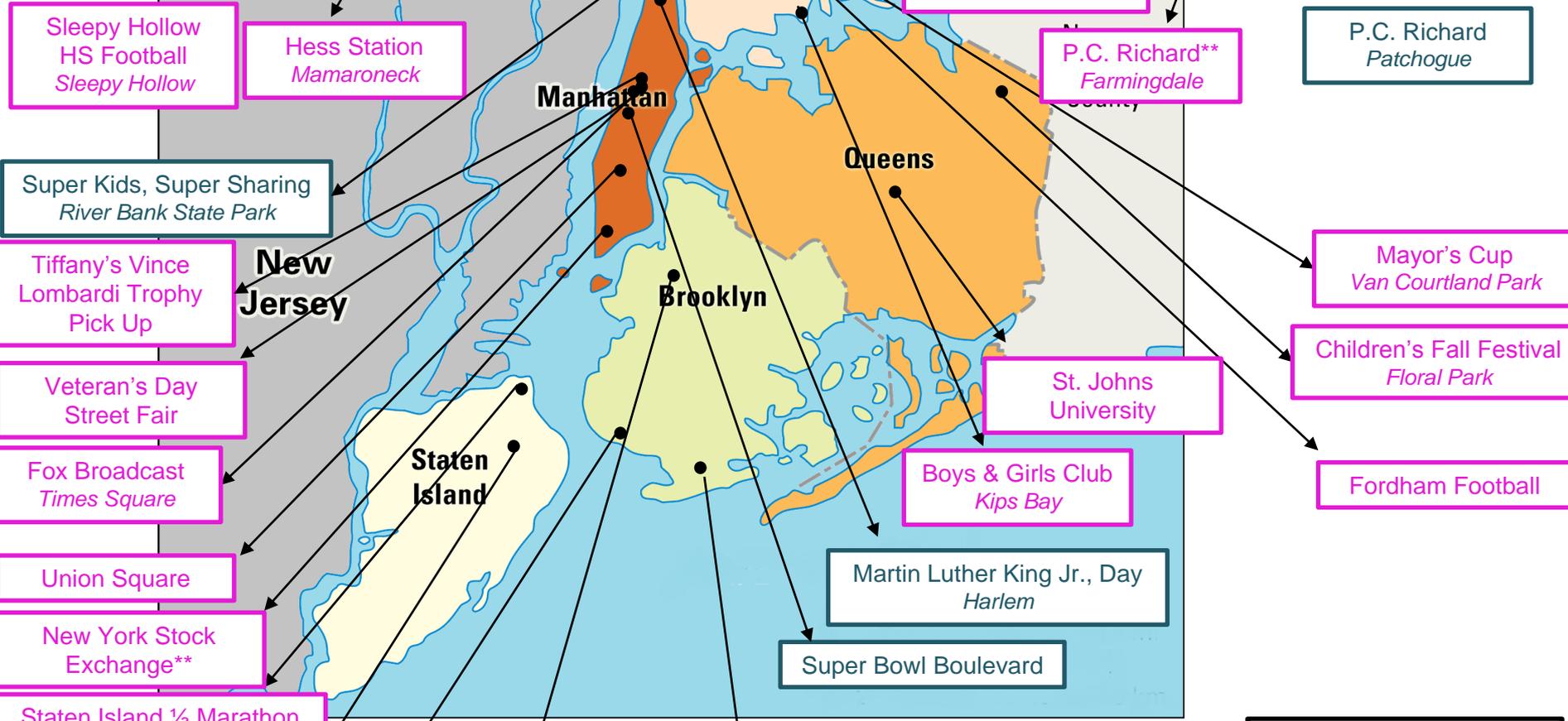
- *Total Planned Tour Stops: 56*
 - 28 NY Stops (23 Public)
- *To Date (December 4th):*
 - 21 NY Stops (18 Public)
- *Upcoming Stops:*
 - 7 NY Stops (5 Public)

Mobile Tour Stats

- *Vehicle Impressions: 450,000*
- *Walk by Impressions: 110,000*
- *Visitors: 20,000*



Mobile Tour Stops: New York



Key:
Past Stops
Future Stops
**** PRIVATE**

SOCIAL MEDIA COMMUNICATIONS CENTER

- *Vision:*
 - Central Location with Key Staff & Volunteers to Listen/Respond to Social Media Inquiries
 - Central Point for Fan Information
 - Facilitate Fan Service and Assistance
- *Location:* 810 Seventh Avenue (53rd & 7th)
 - Currently the NYC & Company Official Information Center
- *Timing:* January 20th – February 3rd
- *Volunteer Staffing:*
 - Listener Role
 - Team Captain Role



SOCIAL MEDIA COMMUNICATIONS CENTER



SUPER BOWL WEEK COLLATERAL

- *Super Bowl XLVIII Official “Pocket Guide”*
 - Quantity: 1,000,000
 - Distribution: Volunteers, Hotels, Major Transit Stations
 - Content: Super Bowl Boulevard Map & Regional Transit Diagram
- *Super Bowl XLVIII Official “Fan Guide”*
 - Produced by NY Times
 - Distribution Timing: Monday January 27th
 - Distribution Methods: Normal Circulation, Major Transit Hubs, Hotels
- *Commemorative Magazine*
 - Quantity: 150,000
 - Distribution: Hotels, MetLife Stadium Suites, & Lambs Club



REGIONAL DÉCOR

- *Street Pole Banners*
 - Timing: December 22nd-February 5th
 - Quantity: 650
 - Locations: Manhattan & Brooklyn
- *Bus Shelter Faces*
 - Timing: December 22nd- February 5th
 - Quantity: 225
 - Locations: All Five Boroughs
- *Subway Clocks*
 - Timing: December 16th- February 9th
 - Quantity: 219
 - Locations: All Five Boroughs



LEGACY EFFORTS

“Super Community Blood Drive”

- Campaign runs until January 17, 2014
- Donors receive a red SCBD wristband; opportunity to win tickets – (2 pairs each for NY and NJ)
- Over 6,000 blood drives and 225,000 blood donations since May
- One blood donation can save up to three lives



**Super Community
Blood Drive**

BLOOD DONATIONS

227,731



LEGACY EFFORTS

“Super Community Coat Drive”

- Campaign launched with presser on November 12th – runs through February 7, 2014
- Partners: New York Cares and Jersey Cares
- Project over 150,000 coats will be collected – running totals counter on website
- Fits well with the theme of first outdoor cold-weather Super Bowl



LEGACY EFFORTS

Environmental Update

- In New York City we have partnered with the New York Restoration Project a non-profit and MILLION TREES NYC, a Bloomberg initiative
- E Waste events upcoming in NYC and NJ
- The NFL and Verizon have committed funding, staffing, and communication support to the tree plantings and E waste efforts in both states



LEGACY EFFORTS

Environmental Update

- Super Kids/Super Sharing - selected local schools will participate in a used books and sports equipment collection
- Material from individual schools will be inventoried, sorted and redistributed to low-income schools and youth programs
- 1/16/2014, Super Kids/Super Sharing, in NYC – Riverbank State Park



LEGACY EFFORTS

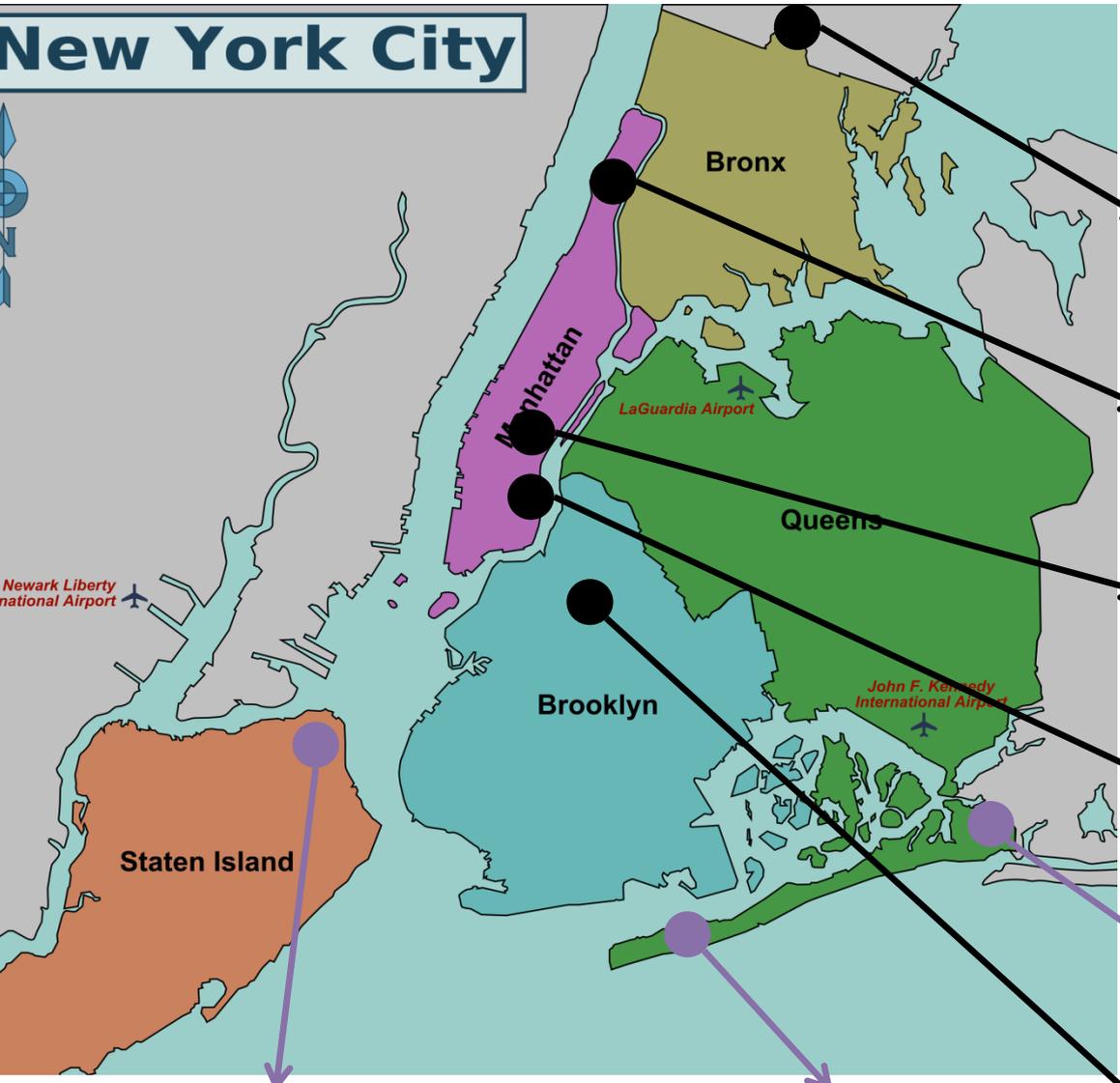
Environmental Update

- **New York:**
 - Plantings took place in all five boroughs of NYC
 - 20,000 trees and 5,000 shrubs on 10/19 is the largest single-site tree planting event in MillionTreesNYC history
 - Planting done at Rockaway Park is the single-largest urban forestry project in Super Bowl history



New York Snowflake Youth Foundation Projects

New York City



Partners
RWJF **Other**
NFL

Projects
Sandy **Other**

Rochambeau Center Playground
 New playground built by KaBOOM
 228 Fisher Avenue
 White Plains, NY 10606

Washington Heights Community Center
 Renovation of After School Defense training facility
 1370 St. Nicholas Avenue
 New York, NY 10033

Educational Alliance Boys & Girls Club
 Gym renovation
 197 East Broadway
 New York, NY 10002

Kips Bay Boys & Girls Club
 New football field
 200 Lexington Avenue
 New York, NY 10016

Sandy Playground
 Brand new playground
 Far Rockaway, NY 11693

Boys and Girls High School
 New football field
 1700 Fulton Street
 Brooklyn, NY 11213

Mahoney Playground
 Major playground renovation
 Crescent Avenue
 Staten Island, NY 10301

Hammel Community Center
 Major gym renovation
 81-14 Rockaway Beach Boulevard
 Rockaway Beach, NY 11693

VOLUNTEER DEPLOYMENT

- Volunteer Deployment Launch: Monday, January 27th
- Final Volunteer Shifts: Monday, February 3rd
- Volunteer Locations:
 - Airports
 - Newark, JFK, LaGuardia, Teterboro, & Westchester
 - Major Transit Hubs
 - Penn Station, Secaucus Junction, Newark Penn Station, Grand Central, PATH, Port Authority, Times Square Subway Entrances
 - Hotels in NY & NJ
 - Tourist Sites
 - SBHC Events



KEY MESSAGING FOR YOU TO REINFORCE

- Super Bowl of Firsts
- Mass Transit Super Bowl
- Be Prepared, Dress Warm



Follow Us @ NYNJSuperBowl



Like us [facebook.com/NYNJSuperBowl](https://www.facebook.com/NYNJSuperBowl)





THANK YOU

Contact Information:
Governor's Press Office
NYC Press Office: 212.681.4640
Albany Press Office: 518.474.8418
press.office@exec.ny.gov



Andrew M. Cuomo - Governor

Related Media

Governor Cuomo Announces \$715.9 Million in Economic Development Funding Through Third Round of Regional Councils

[Printer-friendly version](#)

Albany, NY (December 11, 2013)

Governor Andrew M. Cuomo today announced that \$715.9 million has been awarded through Round Three of the Regional Economic Development Council initiative.

A centerpiece of the Governor's strategy to jumpstart the economy and create jobs, the Regional Councils were put in place in 2011 to redesign the state's approach to economic development from a top-down model to a community-based, performance-driven approach. The initiative empowers community, business, and academic leaders, as well as members of the public in each region of the state, to develop strategic plans specifically tailored to their region's unique strengths and resources in order to create jobs and support economic growth.

"In the last three years, we have put New York's fiscal house in order by controlling spending and cutting taxes and the global business community has taken notice," Governor Cuomo said. "We are transforming New York State into a top destination for companies from around the world to locate, invest and grow with initiatives like START-UP NY to provide tax-free areas and support to businesses. These efforts have allowed the Regional Councils for the last three years to pursue economic development projects on the ground all across the state, from creating new technologies and supporting innovation to building hospitals and tourism destinations that will further our economic growth. The Regional Councils were empowered to change the face of economic development in their communities and they have accomplished just that. This third round of awards continues the State's commitment to these creative and groundbreaking plans and recognizes the immense progress that has already been made in revitalizing our economy and putting New Yorkers back to work."

Lieutenant Governor Robert J. Duffy, Chair of the Regional Economic Development Councils said, "The first two years' worth of growth stemming from the Regional Economic Development Councils across New York State has been tremendous. Under Governor Cuomo's leadership, it is clear that this plan is working and is ensuring that we are well on the way to strengthening the State's economy. I applaud each of the Co-Chairs, every council member, and all other contributors for their commitment to this process and for the immeasurable work they have put into their plans, and I give sincere congratulations for their achievements."

Senate Majority Coalition Leader Jeffrey D. Klein said, "Congratulations to the recipients of this year's Regional Economic Development Council awards. The REDC's are one of the many important tools we're using to build a strong economic future for our state. I am especially proud of the recipients who are making environmental sustainability and long-term job growth a touchstone of their success."

Assembly Speaker Sheldon Silver said, "Regional strategies tailored to maximize each region's resources and competitive advantage is an intelligent approach to modern economic development. The Assembly is committed to continuing to work with our partners in state government to improve the climate for business in New York and to ensure that we have the most innovative and productive workforce in America. I commend Governor Cuomo for his tireless efforts to improve our economy and for his visionary work in the arena of economic development."

Senator John DeFrancisco said, "The process is important. Our community leaders serving on the Regional Economic Development Councils have worked hard to design an economic development strategy that will take advantage of the tremendous resources, talent and skills of the Central New York area. The process also helps to recognize the businesses that want to expand and create jobs. Governor Cuomo and Lieutenant Governor Duffy deserve recognition for this successful economic development initiative that is spurring jobs growth and building a stronger New York."

On May 15, 2013, Governor Cuomo kicked off Round III of the REDCs and announced two new initiatives to the process: the Innovation Hot Spots Competition and Regional Opportunity Agendas. These new aspects of the Regional Councils will foster innovative new businesses to keep New York at the forefront of the global economy and will ensure the state's most distressed communities are being provided with greater employment opportunities.

Additionally, as part of the Round III process, a Strategic Implementation Assessment Team composed of state agency commissioners traveled to every region of the state to view progress on projects that have received state funding, assess the regions' strategic plan implementation, and review priority projects endorsed by the regions in their 2013 applications.

Highlights of the 824 projects across the state receiving awards in the third round of the REDC competition are outlined below:

Western New York: Regional Council Awardee – \$60.8 million

In Western New York, innovation and entrepreneurship are making the region a national leader again in advanced manufacturing, life sciences, and energy production. The REDC's priority project this year included a focus on providing employers with on-demand access to advanced cloud computing resources, modernizing water infrastructure to help industrial businesses improve efficiency, and creating jobs through expanding the region's manufacturing industry.

Highlights of projects awarded economic development funding in Round III include:

- **\$1,000,000** to SUNY Buffalo to expand its high performance computing and data analytics center located at the Buffalo Niagara campus to provide regional industry and organizations with on-demand, immediate access to advanced computing and storage infrastructure.
- **\$1,000,000** to the Town of Lockport to revitalize a long vacant commercial shopping center into a new mixed use development, including a planned two-pad hockey arena with retail support services.
- **\$1,000,000** to Chautauqua County for modernizing water infrastructure to help industrial businesses improve efficiency.
- **\$500,000** to Alfred State College to create a highly energy efficient facility to train students in state-of-the-art sustainable manufacturing techniques.
- **\$250,000** to TAM Ceramics to expand manufacturing operations in Niagara Falls.

Finger Lakes: Regional Council Awardee – \$59.8 million

The Finger Lakes REDC was recognized last year for having one of the best plans in the state. The Council is keeping that momentum moving with its priority projects this year, which include continuing to invest in Eastman Business Park, redeveloping a major waterfront location in the heart of the Finger Lakes, and expanding the vibrant Rochester Public Market.

Highlights of projects awarded economic development funding in Round III include:

- **\$1,500,000** to the Canandaigua Lakefront Redevelopment Project to transform a blighted, Brownfield site into a vibrant mixed-use neighborhood that will promote sustainable development and state smart growth strategies.
- **\$1,000,000** to RIT to establish the Center for Urban Entrepreneurship (CUE) in a historic downtown Rochester facility. CUE will build wealth within the urban community as a hub for entrepreneurial programs and research, as well as provide educational components to support the entrepreneurship program and academic spaces for RIT programs.
- **\$1,000,000** to Hobart & William Smith Colleges to assist in the construction of a new Performing Arts Center to accommodate the academic and co-curricular needs of the Colleges.
- **\$100,000** to Monroe County Community College to establish a certification program that will provide advanced training for precision manufacturing companies in Monroe County. The project responds to the advanced manufacturing industry's immediate need for skilled workers, with low-income displaced workers and military veterans in the nine-county region being eligible to apply for the program.

Southern Tier: Top Performer Awardee – \$81.9 million

Considered one of the best plans in the state last year, the Southern Tier REDC is building on its success with its endorsed priority projects, including expanding health care programs, growing job training resources, and supporting projects to boost tourism in the region.

Highlights of projects awarded economic development funding in Round III include:

- **\$3,500,000** to the Community Revitalization Fund to provide gap financing to encourage private investments in downtowns and Main Streets, and development of the region's neighborhoods and rural population centers.
- **\$2,250,000** to Elmira College to create a Health Care Training Center, including renovations to Cowles Hall to house the Nursing, Speech and Hearing programs and to provide space for new healthcare programs. The project will result in job creation and allow for increased nursing enrollment.
- **\$1,500,000** to the Corning Museum of Glass to expand operations and enhance visitor experience. The New Entrance will be an indoor/outdoor reception area designed to welcome and serve the needs of visitors, including new amenities, restrooms, and entrances to the new glassblowing facility.
- **\$1,300,000** to the Town of Margaretville for assistance in the construction of a new hotel at the site of the already existing Margaretville Motel as part of the Margaretville Lodging, LLC Business Expansion Plan.

- **\$850,000** to Delaware County to reinvest in the long dormant manufacturing facility. The Delaware County IDA will undertake a project to acquire and renovate the former Wissahickon water bottling facility for the purpose of developing a shovel-ready, turn-key light manufacturing facility in order to attract new private sector investment and job creation.

Central New York: Regional Council Awardee – \$66.9 million

A top performer in 2012, the Central New York REDC has maintained a focus on projects that will improve the quality of life for residents and grow key industries. The Council's priority projects for this year continue that focus, including sustained investment in the revitalization of downtown Syracuse and Main Streets throughout the region, boosting tourism, and improving wellness in the region by investing in the healthcare industry.

Highlights of projects awarded economic development funding in Round III include:

- **\$2,800,000** in grants to convert the long vacant NYNEX building into a mixed use facility that will include apartments, office space, and retail.
- **\$1,300,000** to continue development of the Syracuse Inner Harbor, including relocating the historic freight house and removing three abandoned storage buildings, and constructing a 170,000 square foot mixed-use commercial/residential building.
- **\$750,000** to continue infrastructure investments at the Central New York Raceway, including environmental studies, wetland mitigation, and access to I-81 in support of a major tourism destination complex for motorsports and other events.
- **\$500,000** to purchase and renovate the currently vacant Harriet Tubman Residential Center in Auburn to create an integrated healthcare, sports and wellness campus. This state-of-the-art, world-class medical, health and wellness and research facility will serve as the anchor to the integrated campus, and there will also be an indoor recreational, athletic and rehabilitation facility, several outdoor multipurpose sports fields, nature trails and picnic areas.

Mohawk Valley: Top Performer Awardee – \$82.4 million

The Mohawk Valley REDC's goals focus on creating pathways to innovation, reviving existing infrastructure and forging new partnerships. This year, the Mohawk Valley endorsed priority projects that fulfill those visions, including Quad-C, continued investment in the Marcy Nanocenter and projects to strengthen the region's manufacturing, healthcare, agriculture and other important industry sectors.

Highlights of projects awarded economic development funding in Round III include:

- **\$5,000,000** for the City of Utica's Harbor Point project, a new mixed use development proposed along the Mohawk River. The Utica Harbor is envisioned to both celebrate its past but also drive a new economic engine accommodating private investments, including commercial, retail, and mixed uses, food/restaurant establishments, and entertainment venues.
- **\$3,250,000** to continue development of the Marcy Nanocenter project by supporting required improvements to the project site, including clearing, grubbing, grading and earthwork activities, wetland mitigation, storm drainage, interior access roads, and site development activities to support construction at Marcy Nanocenter for 300/450 mm scale semiconductor manufacturing plants.
- **\$3,100,000** to establish the Center for 21st Century Workforce Education & Innovation (C-21), a new workforce development and training center at the SUNYIT campus located within Quad-C at SUNYIT. C-21 will establish an integrated high-tech learning facility for workforce training/retraining targeting careers in advanced nanoelectronics packaging and assembly; construction trades for nanoelectronics/nanofabrication; and maintenance for high-tech manufacturing.
- **\$2,345,000** to the Mohawk Valley Community Investment Fund – a regional grant and revolving loan fund to support community revitalization as well as business retention and expansion projects throughout the six-county region.
- **\$180,000** to create an agricultural products hub at the Corbin Hill rural farm. The Corbin Hill Food Project will build a permanent facility for the aggregation of locally grown produce to serve the growing needs of the customers of this innovative community supported agriculture program.

North Country: Top Performer Awardee – \$81.3 million

As one of last year's top performers, the North Country REDC is moving full-speed ahead with transformative projects. In 2013, their strategies reflected the region's diversity with priorities including helping farmers and small business owners improve productivity, addressing the need for more hotel rooms in the region to take better advantage of the tourism economy, and growing jobs and investing in high-tech industries.

Highlights of projects awarded economic development funding in Round III include:

- **\$6,000,000** for infrastructure improvements to components of broadband to expand high speed, affordable service across the North Country region.
- **\$5,000,000** to revitalize the Hotel Saranac, creating a full-service hotel to spur year-round tourism.
- **\$2,100,000** to continue the redevelopment of the former Mercy Hospital in downtown Watertown and transform the site into a mixed use development with commercial, business and residential uses.
- **\$2,000,000** to construct a new resort and waterfront restaurant at the former Lake Flower Hotel, and leverage private investment to diversify the region's tourism/recreation based communities.
- **\$250,000** to support Phase 2 of the Wild Walk at the Wild Center located in Tupper Lake, which includes the construction of activities

Capital Region: Top Performer Awardee – \$82.8 million

The Capital Region REDC's efforts over the last two years have helped advance the region as a global leader in nanotechnology research and development, while also improving the quality of life for residents through downtown and waterfront revitalization projects. The Council's focus in 2013 includes investing in and expanding the local supply-chain to the semi-conductor industry, technology training to generate employment opportunities, and a continued investment in important redevelopment projects.

Highlights of projects awarded economic development funding in Round III include:

- **\$5,000,000** to the College of Nanoscale Science and Engineering (CNSE) to support continued growth. CNSE will establish a Digital Data Open-Innovation Training Center (DO-IT Center) for workforce training, a SMWBE Business Enterprises business center for software development, a data operations center, and a smart city operations training & development lab.
- **\$5,000,000** to redevelop the former ALCO site in downtown Schenectady into an economically vibrant, mixed-use waterfront community that is expected to support significant job creation and will attract and retain young professionals and families to the region.
- **\$2,500,000** to support the revitalization of Park South in the City of Albany. The project includes construction of a mixed use and medical offices building, housing units, and a parking garage in collaboration with Albany Medical Center.
- **\$1,000,000** for mixed use redevelopment in downtown Troy that includes renovation of a 35-unit building, the construction of a modern walkway on the Hudson River, rehab parking and infrastructure.
- **\$100,000** to NYSARC Inc, Warren, Washington and Albany Counties Chapter to fit up a distribution center and to provide training of staff and consumers at two locations in Warren County and Albany County.

Mid-Hudson: Regional Council Awardee – \$59.6 million

Building on the success of being named a best plan in 2012, the Mid-Hudson REDC is reenergizing its commitment to investing in technology, tourism, infrastructure revitalization and waterfront development. The priority project focus in 2013 for the Council included job-creating projects in renewable energy and advanced manufacturing, projects to improve healthcare and wellness in the region, and boosting tourism by taking advantage of its proximity to major markets.

Highlights of projects awarded economic development funding in Round III include:

- **\$1,500,000** for the Kingston Connectivity Project to make necessary infrastructure improvements to enhance the community's quality of life. The Kingston Connectivity Project will create a more livable, vibrant community with the implementation of a rail trail network that will be designed and constructed to provide safe, universally accessible alternatives for bicyclists, pedestrians and other non-motorized means. The project will reduce fossil fuel emissions, encourage physical activity, and reduce traffic congestion.
- **\$1,000,000** to construct a new biomass plant in Orange County. The project includes building a large-scale waste-to-energy facility that will generate clean energy, using a renewable and unlimited feedstock, with minimal emissions. The facility will generate 24 Mw (21Mw net) of clean electric power.
- **\$1,000,000** to establish a national center for additive manufacturing (3-D printing) at SUNY New Paltz. SUNY New Paltz has built a strong foundation for serving as the future hub for this visionary and remarkably promising technology, and this support will help provide the University with state-of-the-art 3D printing equipment and the physical plant necessary to fully implement its vision.
- **\$500,000** to support infrastructure improvements at Castagna Commerce Park – a planned mixed use multi-phased development that will consist of 167,000 square feet of medical office and office space, 200,000 square feet of retail space, and 400 units of senior housing and assisted living facilities.
- **\$1,000,000** to fund a multimodal transportation center in the City of White Plains. The White Plains Multimodal Transportation Center Redevelopment Project will provide an enhanced multi-modal transportation center that serves all modes of travel and maximizes the economic development potential of the area. The project will also create a welcoming new place that will transform the station area and provide an attractive and functional gateway that contributes to a vibrant downtown core.

New York City: Regional Council Awardee – \$57.4 million

New York City is an economic anchor and has long been at the forefront of the global economy. With leadership from the New York City REDC, the City is building on its world-class status through investments in key industries, such as manufacturing, tourism, and innovative technologies. In 2013, the focus of the Council's priority projects included growing high-tech jobs and start-up activity, investing in large-scale redevelopment projects, strengthening its tourism industry, expanding housing opportunities, and improving the quality of life for New Yorkers.

Highlights of projects awarded economic development funding in Round III include:

- **\$3,500,000** to support infrastructure improvements near the St. George's Ferry Terminal to encourage new mixed use development. The project will consist of the construction of a multi-purpose retail outlet center, hotel, restaurants, event space, parking, and state-of-the-art outdoor features – e.g. green roofs, waterfront plazas and esplanade.
- **\$1,500,000** for construction improvements at Lighthouse Point. The project will consist of the construction of waterfront esplanade including retail shops, restaurants, a hotel, and nearly 100 residential units housed in historic buildings along a waterfront esplanade.
- **\$500,000** to the New York Botanical Gardens for program expansion and improved accessibility for visitors and residents of surrounding

1/24/14 Governor Cuomo Announces \$715.9 Million in Economic Development Funding Through Third Round of Regional Councils | Governor Andrew M. Cuomo communities. The East Gate Visitor Accessibility and Green Zone Project will directly expand the Garden's ability to serve audiences and provide programming throughout the year, in addition to improving access to and from surrounding communities and to visitors from all parts of the city via two MTA subway lines and bus lines.

- **\$225,000** to the Alliance for Coney Island, for improvements to the tourism initiative "The One and Only Coney". The campaign aims to draw tourists by marketing and expanding seasonal events and programs that will reintroduce Coney Island as America's Playground, furthering the appeal of Coney Island as a tourism destination.
- **\$250,000** to establish the Queens Tech Incubator at the Schutzman Center for Entrepreneurship at Queens College. The Queens Tech will be an anchor for tech innovation, job creation, community building, and economic development. The incubator will provide workspace for tech entrepreneurs and startups, offer education and events to build the tech workforce, and support emerging companies through business services.

Long Island: Top Performer Awardee – \$83 million

The Long Island REDC worked through difficult times this year as the focus for all Long Islanders was recovering from the devastation of Superstorm Sandy. The work of the Council has helped the regional economy, local businesses and residents get back on their feet, and the priority projects they endorsed for 2013 will continue to strengthen the region's economy. Being a leader in the economy of the future was the top focus with innovative projects that will expand research and development facilities and capabilities, and investing in high-performance equipment so that the region's leading employers in the science industries can access the latest technologies.

Highlights of projects awarded economic development funding in Round III include:

- **\$2,000,000** to Stony Brook University to build a new Innovation and Discovery Facility designed to enhance the business recruitment power of START-UP NY and stimulate a public-private partnership for building construction.
- **\$2,000,000** to Cold Spring Harbor Laboratory (CSHL) to renovate a facility and establish a Therapeutics Discovery Center, which will greatly accelerate translational research efforts at CSHL aimed at developing new therapeutics and diagnostics for cancer and neurological disorders.
- **\$2,000,000** to support high performance computing investments at Brookhaven National Laboratory (BNL) as well as Hofstra University. Hofstra will create a Robotics Laboratory in the School of Engineering to support expanded enrollment, workforce demand, and burgeoning technologies including artificial intelligence, robotics and 3-D and 4-D printing, while BNL will acquire new high performance computing equipment for the benefit of scientific and industrial users across the region and state.
- **\$1,340,000** for infrastructure improvements at Enterprise Park in Calverton (EPCAL). The upgrade of the Calverton sewage treatment plant from secondary to tertiary treatment will provide both economic development and environmental benefits to this regionally significant project site with immediate potential for job creation benefits.
- **\$1,000,000** for continued infrastructure improvements at Wyandanch Rising, which is a comprehensive, community-based revitalization initiative transforming the most economically distressed community on Long Island into a model for community and economic revival, social and environmental justice, planning and design and public-private collaboration.

The Regional Economic Development Council initiative (REDC) is a key component of Governor Cuomo's transformative approach to State investment and economic development. The Councils are public-private partnerships composed of local experts and stakeholders from business, academia, local government, and non-governmental organizations. The Regional Councils have redefined the way New York invests in jobs and economic growth by putting in place a community-based, bottom up approach and establishing a competitive process for State resources. For more information on the regional councils, visit www.regionalcouncils.ny.gov.

###

Market New York

Empire State Development (ESD), New York State's chief economic development agency which administers the world-famous I LOVE NEW YORK tourism program, announced that almost \$10 million in regionally themed marketing projects have been awarded to fund tourism-related projects across the state through Governor Andrew M. Cuomo's Regional Economic Development Council initiative, Market New York.

The awards for 50 tourism-related projects were announced during the Governor's Regional Economic Development Council Round 3 awards ceremony in Albany. The tourism grants not only support infrastructure improvements and marketing initiative, but also a variety of new development projects, many of which are multi-regional collaborations.

Market New York projects promote regionally themed marketing projects that promote tourism destinations/attractions and existing/new special events. Additionally, Market New York will make grants for regional tourism related tourism facility improvement projects in New York.

Below is a selection of awards from each of the 11 Vacation Regions.

Capital Region

Projects include a \$42,000 infrastructure grant that will position Saratoga as a destination of choice for elite regattas and training.

International as well as U.S. audiences will learn about the attractions along the Lakes-to-Locks Passage, an interconnected waterway spanning seven counties, as part of a \$100,000 marketing initiative, and an \$82,500 grant will help complete the Adirondack Park Recreation Web Portal Project, including a tourism app and enhanced website.

Central New York

An \$810,000 grant will foster enhanced amenities and options for unscheduled charters and private aircraft at Syracuse Hancock International Airport.

Thinking culture? Think Central New York. That's the goal of a \$100,000 grant to market and brand Central New York and the Mohawk Valley Region as an arts and culture destination. Other marketing initiatives include a \$370,000 branding campaign grant to the Syracuse Convention and Visitors Bureau and a \$198,000 marketing effort by the Finger Lakes Beer Trail to build upon craft brew tourism.

Finger Lakes

The city of Geneva received a grant for \$800,000 to build a multi-use path along Seneca Lake.

More Canadian tourists will be drawn to Greater Rochester, the Finger Lakes and Southern Tier regions with a \$200,000 marketing grant to expand VisitRochester's presence in Canada. Other marketing grants include \$124,300 to the New York Wine & Culinary Center in Canandaigua to promote the Finger Lakes region as America's top wine and culinary tourism destination while marketing New York's wines, craft beers, spirits and foods, as well as, a \$250,000 grant to enhance the Wegmans LPGA Championship, the premier woman's golf tournament.

Long Island

The Town of Babylon will have a new ice rink next to the train station as part of the \$1 million grant to Two separate marketing grants were also awarded to increasing tourism to the East End of Long Island including a \$285,000 transportation and marketing initiative by Long Island Wine Country targeting East Coast population centers and residents of the NY Metro area and East End Arts, a regional multi-arts center, won a \$162,000 grant to grow and promote LIWinterfest: Live on the Vine, designed to generate traffic during the slowest winter-spring months.

Mid-Hudson

The \$48,500 grant for the Catskill Center for Conservation and Development (CCCD) will complete the Catskill Interpretive Center & Visitor Information Gateway (CICVIG), a project that will promote sustainable economic development through increased tourism in the Catskill Region.

Mohawk Valley

A 125-room Hampton Inn in the Amsterdam downtown revitalization area will be retro-fitted with the Several area museums received grants such as The National Baseball Hall of Fame in Cooperstown, which will develop a mobile app with the help of a \$234,000 grant.

Cycle Adirondacks, an annual week-long, road-bicycle tour through northern New York, won a \$211,750 grant to enhance the race.

North Country

The Adirondack North Country Association will deliver a business and implementation plan with a \$100,000 branding project.

New York City

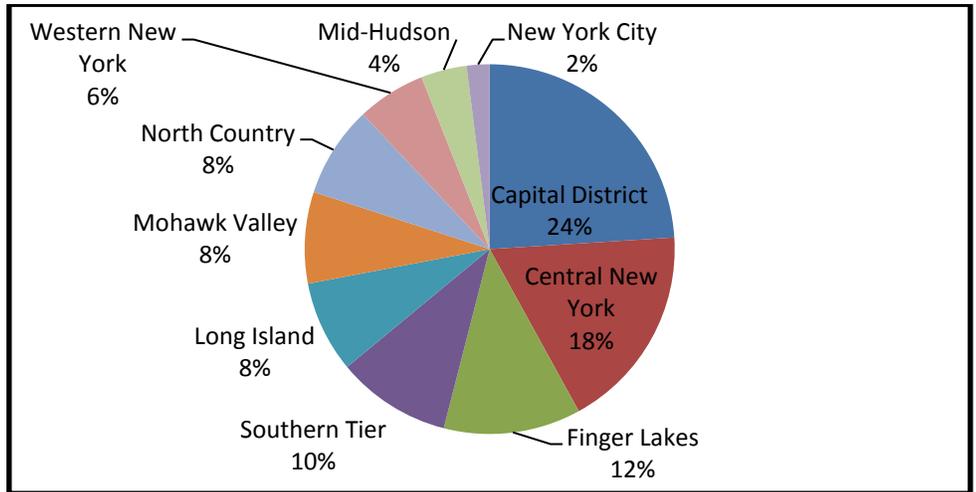
Coney Island will be back in the spotlight with the help of a \$225,000 One and Only Coney Campaign to expand and promote seasonal programs such as Coney Island Flicks on the Beach and Friday Night Fireworks.

Southern Tier

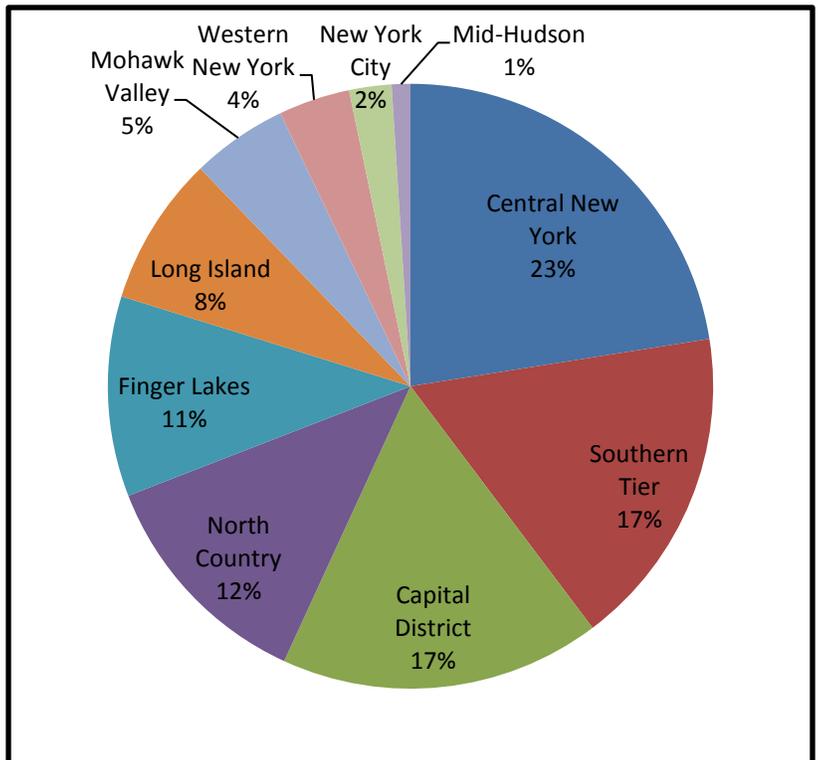
A \$1.3 million grant at Tompkins Cortland Community College will help create a working farm and culinary center in downtown Ithaca.

Below is a summary of Round III Market NY awards by region.

Regions	Total
Capital District	12
Central New York	9
Finger Lakes	6
Southern Tier	5
Long Island	4
Mohawk Valley	4
North Country	4
Western New York	3
Mid-Hudson	2
New York City	1
Grand Total	50



Regions	Total
Central New York	\$2,238,210.00
Southern Tier	\$1,714,432.00
Capital District	\$1,704,156.00
North Country	\$1,218,945.00
Finger Lakes	\$1,064,307.00
Long Island	\$794,551.00
Mohawk Valley	\$510,950.00
Western New York	\$380,000.00
New York City	\$225,000.00
Mid-Hudson	\$99,000.00
Grand Total	\$9,949,551.00



Proposed I LOVE NY Event Activations for 2014



Background

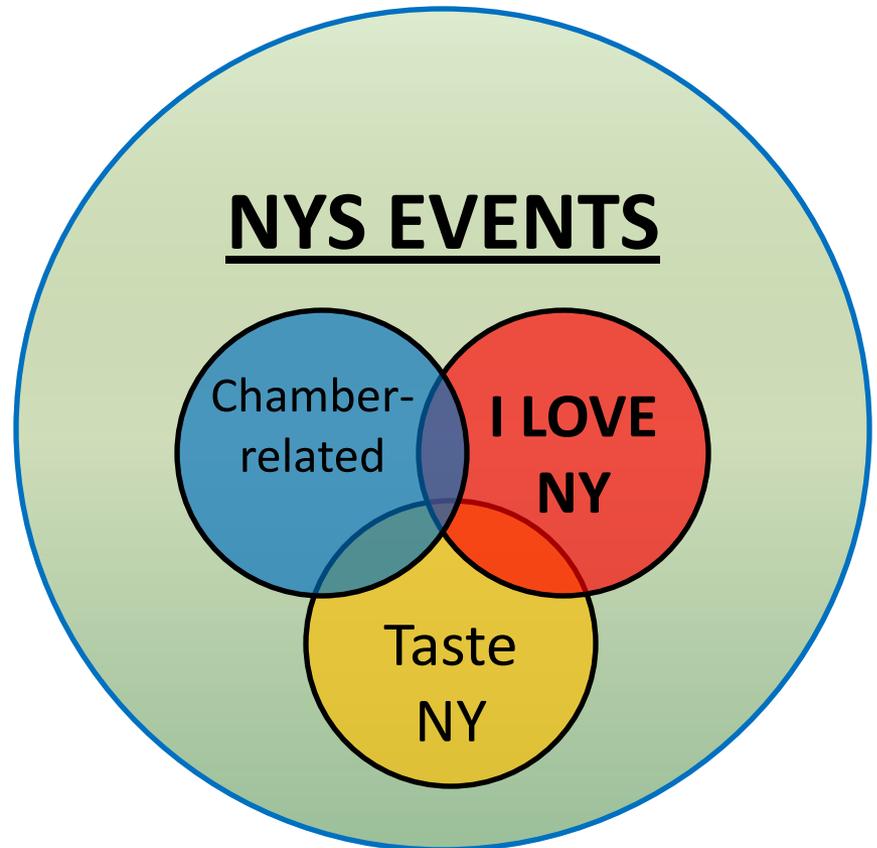
- In 2013, ESD event marketing was a significant focus for I LOVE NY in 2013
- Executed 7 major events within a three-month period with limited planning opportunity
- For 2014, our goal is improved planning and a more fully-integrated approach
- Our 2014 Event Strategy
 - Leverage pre-existing content, audiences & media attention
 - Utilize as touch points to create narrative highlighting NYS assets & attractions
 - Generate economic impact where feasible

Methodology

- Coordinated a New York State event master list with multiple partner organizations & agencies
 - REDCs, Gov.'s Regional Reps; Tourism Partners (TPAs, DMOs, NYS TIC, NYS TVA); Agencies (Ag & Mkts, ORDA, DEC, NYSCA, Canals, Parks)
- Evaluated Master List based on several factors
 - Available estimated audience figures
 - Available economic impact figures
 - Community impact cited by partners

Methodology

- Collection of over 341 events cited by various sources
- Master List shared with key stakeholders
- Distilled list of events targeted specifically for I LOVE NY participation



- Criteria for I LOVE NY events
 - Quality of the event
 - Specialness of the event
 - Audience Size
 - Potential for media attention
 - Ability to market to relevant consumer segments
- List divided into 4 levels of activation (Categories)
 - Category: Signature (Varies based on event)
 - Category 1 (Significant presence)
 - Category 2 (Enhanced presence)
 - Category 3 (Basic presence)
- List sub-divided into multiple Areas of Interest
 - To drive relevant marketing initiatives

Areas of Interest

- Specific lines of interest were designed to tell a targeted tourism story to a self-selected group
- For 2014, Travel Segments include:
 - Outdoor/Adventure
 - Fairs & Festivals
 - Arts & Culture
 - Golf
 - Cycling
 - Sustainable / Responsible Travel
 - Heritage/History
 - Music
 - Film
 - Overall Tourism
 - LGBT

Category : Signature

- Characteristics
 - Distinct to New York State and indelibly tied to the fabric of the state
 - Unique or part of a rare category
 - Notoriety within their category
 - Top tier production values
 - Range of possible activations and coordinating partners

Category : Signature

Month	Name of Event	Region	County	Area of Interest
February	Saranac Lake Winter Carnival	North Country	Franklin	Overall Tourism
April	Tribeca Film Festival	New York City	Manhattan	Film
May	Air Show at Jones Beach	Long Island	Nassau	Overall Tourism
July	Saratoga Race Course Opening Day	Capital Region	Saratoga	Overall Tourism
July	Nathan's Hot Dog Eating Contest	New York City	Brooklyn	Overall Tourism
July-August	75th Anniversary of National Baseball Hall of Fame	Mohawk Valley	Otsego	Overall Tourism
August	50th Annual Antique Boat Show & Auction	North Country	Jefferson	Outdoor/Adventure
September	Adirondack Balloon Festival	Capital Region	Warren	Outdoor/Adventure
October	Oyster Festival	Long Island	Nassau	Overall Tourism
October-November	The Great Jack O'Lantern Blaze	Hudson Valley	Westchester	Overall Tourism

- Characteristics
 - Events I LOVE NY plans to have a substantial or integral presence
 - I LOVE NY can have a noticeable, positive impact on event by
 - Increasing production value
 - Increasing audience and/or media attention
 - Includes assets that can potentially grow to become Signature events

Category 1

Month	Name of Event	Region	County	Area of Interest
January-February	Super Bowl XLVIII	New York City	Manhattan	Overall Tourism
February	Empire State Winter Games	North Country	Essex	Outdoor/Adventure
March	Shopping Event or Promotion	Central New York	Onondaga	Overall Tourism
April	NYS History Showcase	New York City	Manhattan	Heritage/History
May-September	45th Anniversary of Woodstock Festival	Hudson Valley	Sullivan	Music
June	Americade Motorcycle Touring Rally	Capital Region	Warren	Outdoor/Adventure
June	Path Through History Weekends	Multiple	Multiple	Heritage/History
July	Adirondack Challenge	North Country	Hamilton	Outdoor/Adventure
August	B.A.S.S. Masters Elites Series Tournament	Southern Tier	Tompkins	Outdoor/Adventure
August-September	The Great New York State Fair	Central New York	Onondaga	Fairs & Festivals
October	Warrensburg Garage Sale	Capital Region	Warren	Overall Tourism
November	Macy's Thanksgiving Day Parade	New York City	Manhattan	Overall Tourism

- Characteristics
 - “Mature” events functioning at a high level prior to any I LOVE NY involvement
 - I LOVE NY plans to have a conspicuous presence
 - Can be used to spread knowledge about other NYS events, assets & attractions
 - Niche audiences that will likely to pay attention to I LOVE NY messaging
 - Includes industry specific events (Trade shows, etc.)

Category 2

Month	Name of Event	Region	County	Area of Interest
February-March	New York Times Travel Show	New York City	Manhattan	Overall Tourism
March	NYS HTA Annual Conference	Capital Region	Albany	Overall Tourism
March	Empire Golf Expo	Capital Region	Albany	Golf
March	GLBT Expo	New York City	Manhattan	LGBT
March	WNY Sport and Travel Expo	Western NY	Erie	Outdoor/Adventure
April	Empire State Tourism Conference	Central New York	Onondaga	Overall Tourism
May	Five Boro Bike Tour	New York City	Multiple	Cycling
June	Xerox Rochester International Jazz Fest	Finger Lakes	Monroe	Music
June	Clearwater Festival	Hudson Valley	Westchester	Sustainable/Responsible
June	NYC Pride	New York City	Manhattan	LGBT
July	M&T Jazz Fest	Central New York	Onondaga	Music
August	30th Annual Spiedie Fest & Balloon Rally	Southern Tier	Broome	Outdoor/Adventure
August	NASCAR at Watkins Glen International	Southern Tier	Schuyler	Overall Tourism
September	Fringe	Finger Lakes	Monroe	Arts & Culture
September	New York Afloat	New York City	Manhattan	Outdoor/Adventure
October	ImageOut	Finger Lakes	Monroe	LGBT

- Characteristics
 - General, Regional and Niche events
 - Segments are also addressed within other categories
 - I LOVE NY marketing & promotional presence
 - Focus on visible support vs. on-site activation
 - Large built-in audiences
 - Can be used to generate good will, extend & reinforce I LOVE NY brand

Category 3

Month	Name of Event	Region	County	Area of Interest
May	Rochester Lilac Festival	Finger Lakes	Monroe	Fairs & Festivals
May-June	Buffalo Pride Festival	Western NY	Erie	LGBT
June	Capital Pride Parade & Festival	Capital Region	Albany	LGBT
June	Fairport Canal Days	Finger Lakes	Monroe	Fairs & Festivals
July	Utica Boilermaker 15K & 5K	Mohawk Valley	Oneida	Outdoor/Adventure
August	Park Avenue Festival	Finger Lakes	Monroe	Fairs & Festivals
November-December	Skaneateles Dickens Christmas	Central New York	Onondaga	Overall Tourism
November-December	Holiday Lights of Niagara Trail	Western NY	Niagara	Overall Tourism



2013

Tourism Means Business

**Presented by: Cristyne Nicholas, Chair,
Governor's Tourism Advisory Council**

Prepared by: Gavin Landry

Executive Director, Empire State Development
Division of Tourism

Governor's Tourism Summit

May 8, 2013



Event Information:

- 237 attendees
- 31 media attendees
- 200 VIP attendance at reception in Governor's mansion

Announced:

- \$60M investment in tourism, the most in decades
- Tourism deliverables to wide industry applause

Results:

- 207 print, online and broadcast outlets
- Ad value of nearly \$2m
- 520,000,000 impressions (including NY Times, Wall Street Journal & WABC-TV)



**NEW YORK STATE
TOURISM
SUMMIT**

NYS TOURISM MEANS BUSINESS

Governor's Tourism Summit

May 8, 2013



Deliverables:

1. HUD Sandy Advertising [\$30mm] 
2. Border & Interstate Crossings & Highway Signage Initiative 
3. Massive Out-of-home Advertising Plan 
4. NYS Sports & Special Events 
5. MTA/Port Authority ILNY Partnership 
6. NYS International Marketing Efforts 
7. Tourism Research 
8. "Taste NY" Marketing & Events 
9. I LOVE NY/LGBT Travel Marketing Initiatives 
10. I LOVE NY in Times Square 
11. Enhanced Airport/Airline Partnerships 

Launched Path Through History

June 1-2 and 8-9, 2013



Preparation:

- Researched and designated historic sites according to 13 themes
- Developed and launched Path Through History Website
- Designed and placed tourism signage on State and Federal Highways
- Rebranded Museum Week and Heritage Weekends as Path Through History Weekends and Museum Week
- Invested in regional projects and promotion of historical sites



Event Information:

- More than 200 consumer events developed throughout the state to kick off the PTH program



Adirondack Challenge

July 21 & 22



Event Information:

- The Governor organized a 2-day festival with a whitewater challenge to NY State politicians
- 270 VIPs, and media rafted in the ADK Challenge
- 400 people watched the boat launch and 600 people attended the festival



Press Visits & Results:

- 7 media arranged to attend the Adirondack Challenge; 3 individual media visited the region in advance of ADK Challenge
- 2 Live National Broadcasts with the governor on CBS.



Results:

- **97 print articles**
- **65 broadcast clips**
- **Total impressions**
147,062,868
- **\$2.4m ad Value**

BassMasters Tournament

August 8, 2013



Event Information:

- The BassMasters Tournament held in the Thousand Islands drew more than 34,100 people over the four day event
- Drove sales tax up \$500,000 for the quarter
- The tournament was the main driver for the increase



Results:

- Governor announced the 2014 BassMaster Elite Series will return to New York in 2014
- Pro and Amateur fishing competition with the Governor, elected officials from New York and big names in professional fishing.



NASCAR Watkins Glen

August 9, 2013



Announcement:

- Governor appeared at Watkins Glen International to announce a cooperative effort between the state and the International Speedway Corporation in the interest of public service.



Campaign

- The campaign, called "Don't Text and Drive," will work with NASCAR to combat the increasing number of automobile accidents from what the Governor called "distracted driving".

Economic Impact

NASCAR in New York State creates \$50mil economic impact.



2014 PGA Championship

August 5 - 11



- **Event Activations:**

- NY State products and attractions featured at Taste NY tent
- New York State press information desk
- Media reception with Lieutenant Governor for 1,000 media attendees

- **Results:**

- \$102 million economic impact
- \$7.3 mm in tax revenue
- More than 200,000 attendees
- PGA announced major Championships in NY State for 2019 & 2024



Governor's Cup August 13, 2013



Event Information:

- The Governor awarded the prizes to the finest wineries in New York State.
- More than 200 VIPs, restaurateurs, wine buyers and media were invited
- Outreach to 300 travel, wine and food media to invite them to participate in the program



Results:

- Connected significant industry leaders such as Marc Murphy (Landmarc) and Danny Meyer to the NYS wine industry



Massive OOH Presence & Advertising Campaigns



- “Get Outta Town” Commercials – National & Local News, Sports, and Cable Networks
- Partnership with MTA, Port Authority – JFK and LGA Airports
- 6,400 ad posters in platforms, trains, subways and buses
- Video advertising at more than 100 subway entrances in Manhattan
- Digital video boards located throughout Grand Central Terminal’s main hall and the Long Island Rail Road passenger areas in Penn Station
- Fully wrapped I Love NY 42nd Street shuttle



By the Number\$...

The Governor's investment in tourism is paying off!

REVENUE:

- In 2013 the tourism industry is projected to confer **\$7.7 Billion** in state and local taxes

That is enough to pay the salary of every firefighter and police officer in NYS

[Tourism Economics and NYS DOL]



- Direct spending for 2013 is projected at **\$61.3**

Billion, up **7%** over 2012 [\$57.3 Billion].

National Average is projected at 4.5%.

By the Number\$...

JOBS:



- Since December 2012, Leisure & Hospitality employment is projected to add 24,800 jobs, a 3.1% increase; and is projected to finish at 818,700 jobs in 2013. L&H jobs is the third fastest growing job sector by net jobs gained. {NYS DOL}

VISITORS:



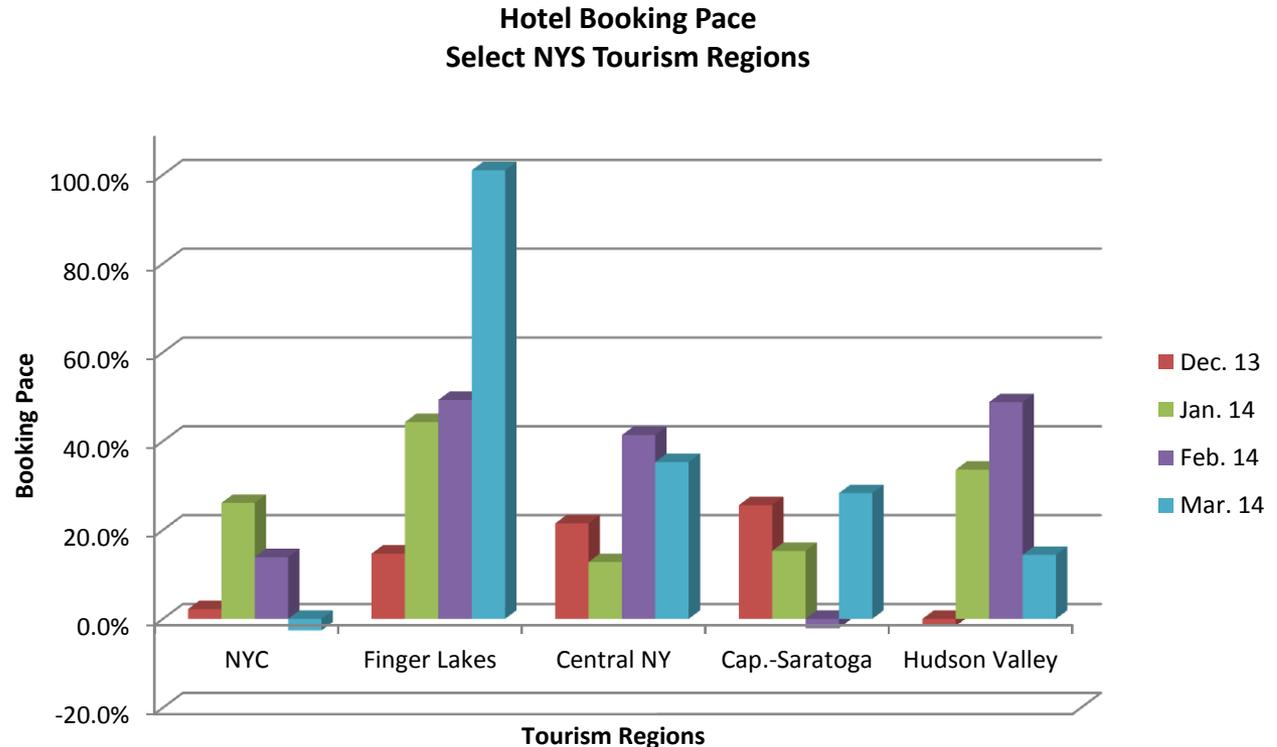
- Visitation to NYS in 2013 will increase by 8.8 million, a 4.2% increase. It's projected to finish at 218.8 million visitors in 2013. {Longwoods International} National Average forecasted at 1.5%.

By the Number\$...



Booking Pace:

New York State Regions have benefited from the Governor's initiatives. Year over year [future room reservations] are ahead of pace.



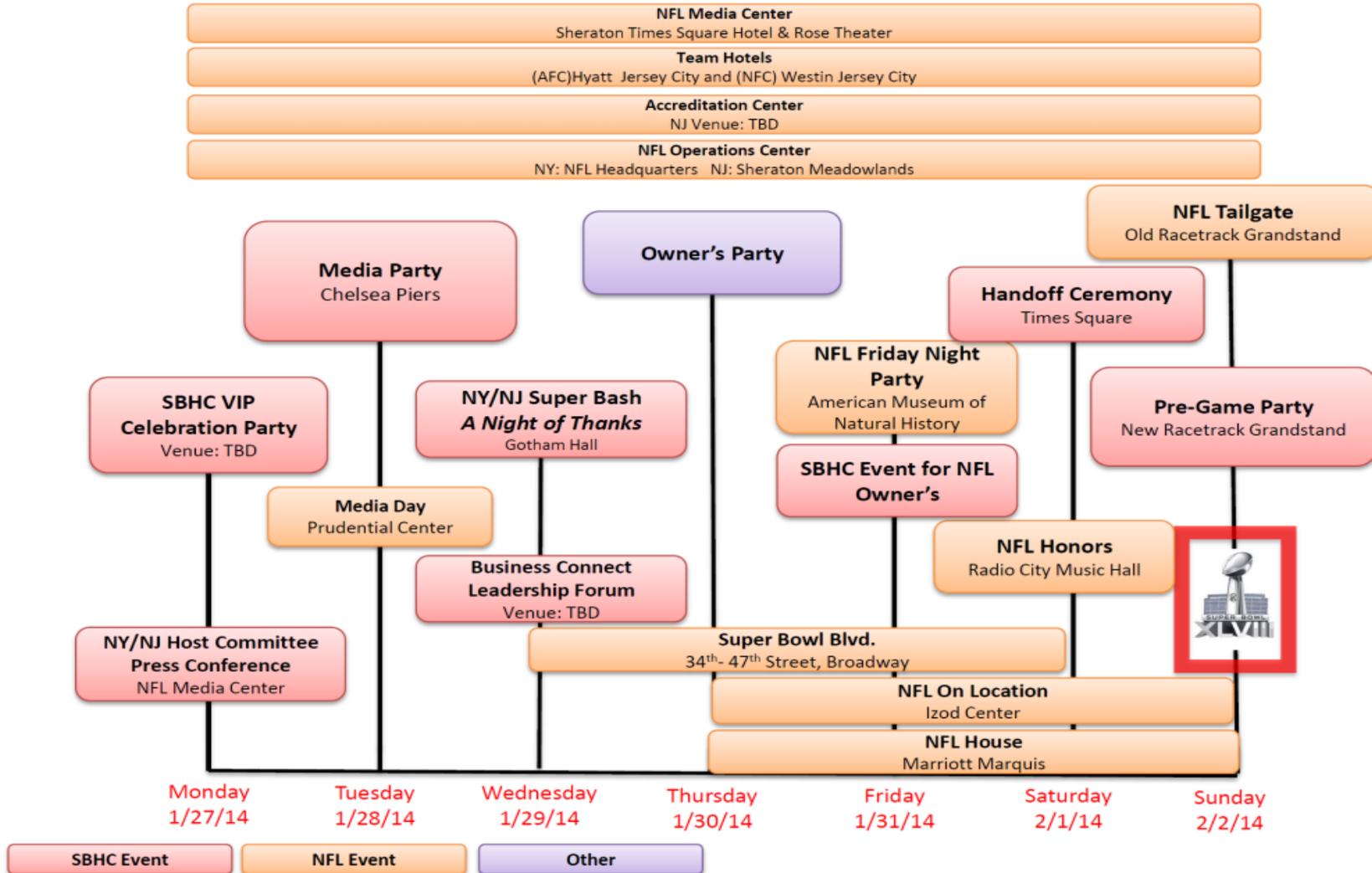


2014 Look Ahead

Look Ahead



2014 SUPER BOWL WEEK



Look Ahead



Key Efforts Moving Forward:

- Activate and leverage 48 identified key events occurring throughout every region of New York State. Events were identified via an unprecedented collaboration with dozens of state and government entities.
- Over 50 Market NY CFA Tourism grantees in 2014 including massive tourism infrastructure and hotel projects.
- Presence at mega-events such as Super Bowl XLVIII; U.S. Open; etc.
- Further expand tourism's International footprint:
 - Deploy social media and public relations overseas in key source markets
 - Leverage relationships owned by Chamber Government Affairs liaisons
 - Perform China-ready workshops throughout the state
 - Translate ILNY travel guide and web presence
 - Join Visit USA committees throughout the world
 - Attend industry trade shows in key source markets such as United Kingdom and Germany.



Plan your next New York State Vacation at iloveny.com

Thurman Thomas

Thurman Lee Thomas (born May 16, 1966 in Houston, Texas) grew up playing football on the Missouri City Junior High School and Willowridge High School teams before attending college at Oklahoma State University and playing most of his NFL career for the Buffalo Bills. Thurman is a member of both the College Football Hall of Fame and the Pro Football Hall of Fame.

COLLEGE FOOTBALL CAREER

At Oklahoma State, Thomas had 897 rushes for 4,595 yards, 43 touchdowns, 5,146 total yards, and 21 100-yard rushing games. He was also a Heisman Trophy candidate in his senior year. He was a first team selection on the College Football All-America team in 1985 and 1987. In the 1987 Sun Bowl, Thomas ran for 157 yards and four touchdowns in the 35-33 victory over West Virginia, keeping teammate Barry Sanders on the sidelines for the majority of the game. Thomas left OSU as the school's all-time leading rusher and his number 34 is one of only three jerseys retired at Oklahoma State.

NFL CAREER

The Buffalo Bills selected Thurman Thomas with their first pick in the 1988 NFL Draft.. Thomas is well known as part of the offense that included Jim Kelly and Andrew Reed which led the Bills to four straight Super Bowl appearances. Thomas was the AFC rushing leader in 1990, 1991, and 1993. In the first three seasons of this career, Thomas had a total of 12 games with at least 100 yards rushing. The Bills won every one of those games. In 1989 and 1990, his combined total yards from scrimmage was 3,742. This was more than 200 yards better than any other player in the NFL. He was voted to the All-Pro team in 1990 and 1991, was selected to 5 straight Pro Bowls from 1989–1993, and was named the NFL MVP in 1991, after becoming the 11th player in NFL history to finish a season with over 2,000 all-purpose yards.

Thomas currently holds the all-time Buffalo Bills rushing record with 11,938 yards and the team record for yards from scrimmage with 16,279 over 12 years. He is also 4th overall in team scoring. Overall, Thomas finished his 13 seasons (his 13th season he played for Miami) with 12,074 rushing yards, 472 receptions for 4,458 yards, and 88 touchdowns (65 rushing and 23 receiving) with 16,532 total yards from scrimmage. He is one of six players (Jim Brown, Lenny Moore, Marcus Allen, Marshall Faulk, and Herschel Walker) to exceed 60 TDs rushing and 20 TDs receiving.

Thomas is the only player in NFL history to lead the league in total yards from scrimmage for four consecutive seasons. He is one of only six running backs to have over 400 receptions and 10,000 yards rushing. Thomas is also one of five running backs to have rushed for over 1,000 yards in 8 consecutive seasons. Thomas also set NFL playoff records with the most career points (126), touchdowns (21), and consecutive playoff games with a touchdown (9). Overall, he rushed for 1,442 yards and caught 76 passes for 672 yards in his 21 postseason games. He is also the first player ever to score a touchdown in 4 consecutive Super Bowls.

Thurman played for the Buffalo Bills for 12 seasons. When the Bills ran out of money under their salary cap in 2000, Thomas signed with the Miami Dolphins. He suffered a knee injury on November 12, 2000 against the San Diego Chargers which ended his NFL career. After deciding to retire, Thurman signed a one-day contract on February 27, 2001 with Buffalo so that he could retire as a Bill.

Thurman Thomas was selected on February 3, 2007, to be inducted into the Pro Football Hall of Fame.