

**BOROUGH PRESIDENT'S
DIRECT CONNECT SUNDAY**

AT THE PETRIDES SCHOOL



"I am excited about our future efforts on the tourism front that Jennifer Sammartino will lead."

-BP ODDO

HEALTH & WELLNESS QUALITY OF LIFE DEVELOPMENT TRANSPORTATION SAFETY JOBS RECREATION EDUCATION **TOURISM** INFRASTRUCTURE

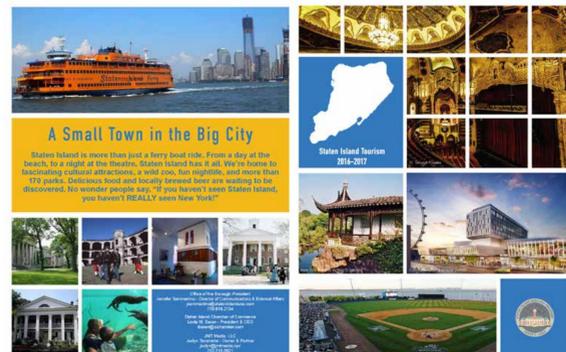
With growing anticipation and excitement over the Empire Outlets, NY Wheel, and Lighthouse Point projects, BP Oddo identified tourism as an important economic driver for the future of Staten Island. Staten Island expects to see about seven million tourists a year once all of the projects are online, so BP Oddo recognized the importance of a comprehensive tourism program, marketing plan, and branding sooner rather than later. In June, he created the Office of Tourism and Cultural Affairs to address these issues.

The team works closely with the Chamber of Commerce, Destination St. George, and all of Staten Island's cultural attractions to scope out a plan for success over the next several years. The office is also working to appoint a Tourism Council for the Island, which will meet regularly to assess progress and needs.



Our office has hosted several meetings with community stakeholders, including the non-profit and small business sectors. We have also formed relationships with NYC & Company, the city's tourism arm, I LOVE NY, the State's tourism initiative, and many others in the travel industry. Staffers undertook a listening tour of local cultural organizations to establish immediate needs and long-term goals. The office plans to work with NYCEDC, DOT, and other agencies to ensure a safe experience for Staten Islanders and our visitors alike.

For more information, visit us online: visitstateniland.com



Tourism & Cultural Affairs

OUR NEWEST OFFICE, CREATED TO MAXIMIZE TOURISM ON STATEN ISLAND

The BH Tourism Team - led by Jen Sammartino - visited many locations on the island with travel expert Jim Brody, to introduce him to Staten Island so that he can offer feedback on our amazing sites.