

MEMORANDUM

May 2, 2022

TO: Planning, Housing, and Economic Development (PHED) Committee

FROM: Gene Smith, Legislative Analyst

SUBJECT: **FY23 Operating Budget – Conference and Visitors Bureau (CVB) Non-Departmental Account (NDA)**

PURPOSE: Make recommendations for Council consideration

Expected Participants:

Kelly Groff, President and CEO, Visit Montgomery
Cory Van Horn, Director of Marketing, Visit Montgomery
Felicia Hyatt, Fiscal and Policy Analyst, Office of Management and Budget

Summary of Recommended FY23 Budget – CVB NDA

	FY22 Approved	FY23 CE Recommended	Change from FY22 Approved
General Fund	\$1,632,834	\$2,132,834	30.6%
Personnel Costs	\$0 0.00 FTEs	\$0 0.00 FTEs	0.0% 0.00 FTEs
Operating Costs	\$1,632,834	\$2,132,834	30.6%
Total Expenditures (All Funds)	\$1,632,834 0.00 FTEs	\$2,132,834 0.00 FTEs	30.6% 0.0%

- The Executive recommends adding \$500,000 to this NDA for destination management in FY23.

I. Budget Overview

See the Executive’s recommendation on ©1. The recommended FY23 appropriation is an increase of \$500,000 or 30.6% from the approved FY22 appropriation. Most of the annual appropriation is supported through the Room Rental and Transient Tax (“Hotel/Motel Tax”). The

Hotel/Motel Tax is an excise tax imposed on room rental rates for transients in the County, and Visit Montgomery receives a dedicated 7% from this tax to fund its operations.

II. Organization Review

Visit Montgomery is the County's destination marketing organization, and its mission is *to give [the County's] visitors useful information for a visit to [the County] and the [D.C. area] and to enthusiastically promote, market, and sell [the County] as a destination for meetings, conventions and travelers, fostering economic development, and benefiting and supporting members and the overall business community.* It develops and distributes marketing materials to promote the County as a destination for meetings, conferences, tourism, and event facilitation. Visit Montgomery also acts as a resource center for hospitality businesses in the County. To accomplish its mission, Visit Montgomery partners with the state and local governments and the hospitality industry.

Visit Montgomery also expanded its role during the pandemic. It convened and facilitated the Executive's efforts with the Hospitality, Culture, Entertainment, and Recreation economic recovery small group. These industries experienced the brunt of the pandemic's economic toll globally, and this small group developed several recommendations for the Executive's consideration to respond to the pandemic's economic impact. See Visit Montgomery's 2021 Annual Report on ©2-49 and its FY21 audited financial statements on ©50.

A. FY22 Budget

See Visit Montgomery's FY22 approved budget on ©51-52. See Visit Montgomery's unaudited FY22 financial statements as of February 2022 on ©53. Visit Montgomery budgeted about \$1.9 million in revenues for FY22, with the County's contribution equaling about 86.8% of the total FY22 revenues. The Council supported the use of American Rescue Plan Act (ARPA) funding for the CVB NDA due to loss Hotel/Motel tax revenue during the pandemic. Through February 2022, about 50% of the organization's County funding has been through ARPA as anticipated when the Council approved the FY22 budget.

About 50% of the organization's total FY22 budgeted expenditures support general operations and personnel costs. The other 50% of the budgeted FY22 expenditures are programmed for marketing and sales programs. As of February 2022, Visit Montgomery's revenues have exceeded expenditures by about \$600,000. Unspent resources will roll over as reserves for the organization in FY23.

B. FY23 Expenditures

The Council does not approve a line-item budget for Visit Montgomery, but the County does execute a contract with the organization. The Executive negotiates the contract, which details disbursement conditions and performance expectations, including reporting, for the County's funding provided to the organization. See ©54-56 for a list of deliverables and metrics report to the County for Visit Montgomery. The Council may also choose to identify specific programs, expenditures, and/or reporting requirements through the Council's budget resolution. Executive

staff will be available to discuss any questions that the committee may have about contracting with Visit Montgomery in FY23.

See Visit Montgomery’s draft FY23 budget on ©57-58. The organization estimates about \$2.4 million in revenues for FY23, with the County’s funding equaling about 88.3% of the total revenues. General operating support and personnel costs are estimated to be about 46.6% of the organization’s budgeted FY23 expenditures. Visit Montgomery anticipates hiring two additional staff in FY23 – a full-time Director of Business Development and a part-time visitor and business services support. The remaining budgeted FY23 expenditures are programmed for marketing and sales, including new programs supported by the \$500,000 enhancement proposed by the Executive.

C. FY23 Expenditure Discussion

Below are potential discussion topics as the committee reviews the Executive’s recommended appropriation for Visit Montgomery.

1. Hotel/Motel Tax. This tax experienced significant declines during the pandemic, so Visit Montgomery’s revenues experienced a commensurate decline. The County provided ARAP funding in FY22 to maintain a stable contribution level for Visit Montgomery. The FY22 Hotel/Motel Tax collections have performed better than estimated. Table 1 below details the actual Hotel/Motel tax collections for FY19-FY25, and the current estimates included in the Executive’s recommended FY23-28 Fiscal Plan. The Hotel/Motel Tax is estimated to return to pre-pandemic collections in FY23.

Table 1: Hotel/Motel Tax Collections Actuals and Estimates FY19-FY25

	FY19 Act.	FY20 Act.	FY21 Act.	FY22 Est.	FY23 Est.	FY24 Est.	FY25 Est.
Hotel/Motel Tax	\$21.3	\$14.9	\$6.4	\$16.6	\$21.7	\$22.1	\$24.1
Annual % change		(30.0%)	(57.0%)	159.3%	30.7%	1.8%	9.0%
7% estimate	\$1.5	\$1.0	\$0.5	\$1.2	\$1.5	\$1.6	\$1.7

Source: Revenue schedules FY21-FY23 and recommended FY23-28 Fiscal Plan.

2. General fund transfer. The recommended FY23 appropriation includes a replacement of ARPA funding with general funds. This is necessary because the Hotel/Motel Tax collections have rebounded, and ARPA was a one-time resource. Hotel/Motel taxes accrue to the general fund, so this recommended appropriation will hold Visit Montgomery harmless compared to the FY22 appropriation should the actual FY23 Hotel/Motel taxes not meet expatiations.
3. Destination Management. The Executive recommends an additional \$500,000 in FY23 to support destination management. See ©59-62 for Visit Montgomery’s description about how this funding will be implemented in FY23. Visit Montgomery notes that this funding will support programming in five areas 1) UpCounty/Ag Reserve/Rural Branding Initiative; 2) staffing resources and social economy initiative; 3) leisure travel marketing; 4) restaurant and retail sector programming; and 5) technology/research. Visit Montgomery describes each of these areas in more detail on the attached sheets.

<u>This packet contains:</u>	<u>Circle #</u>
Executive's FY23 recommended budget	1
Visit Montgomery – FY21 Annual Report	2
Visit Montgomery – FY21 financial statement	50
Visit Montgomery – Approved FY22 budget	51
Visit Montgomery – FY22 financial statement as of February 2022	53
Executive staff – re: contract monitoring and compliance of Visit Montgomery	54
Visit Montgomery – Draft FY23 budget	57
Visit Montgomery – Description of destination management enhancements	59

 **Conference and Visitors Bureau**

The Conference and Visitors Bureau (CVB) promotes Montgomery County as a destination for meetings/conferences, student group travel, group tours, leisure travel, and amateur sports events. The CVB develops and distributes publications on points of interest to tourists, implements public information campaigns promoting tourism and event facilitation in Montgomery County, and attends trade shows and sales missions in target markets. The CVB also serves as a resource center assisting small and large hospitality businesses considering new product development and/or expansions. The CVB coordinates with the Maryland Office of Tourism Development (Visit Maryland), Maryland Film Office, Capital Region USA (CRUSA), TEAM Maryland, and national and regional events to promote tourism growth, increased visitor spending, and visitation in Montgomery County. The CVB manages the tourism marketing grant provided annually by the Maryland Tourism Development Board. The CVB operates on contract with the Department of Finance. Funding is based on seven percent of the total hotel/motel tax revenues.

FY23 Recommended Changes	Expenditures	FTEs
FY22 Approved	1,632,834	0.00
Replace: Hotel/ Motel Tax Revenue Previously Funded by ARPA with General Funds	804,200	0.00
Enhance: Destination Management	500,000	0.00
Shift: FY22 ARPA One-Time Funding	(804,200)	0.00
FY23 Recommended	2,132,834	0.00



Montgomery, MD
VISIT MONTGOMERY

COMMUNITY REPORT ON TOURISM

Fiscal Year 2021

Letter From CEO



Dear Industry Colleagues,

We are all excited about the future of the hospitality and tourism industry sectors after an incredible eighteen months of uncertainty. The pandemic was a battle for all of us personally and professional.

I am very proud of the collaboration and partnership of the Montgomery County community. The leadership of our local government, state government, and business community was imperative to leading us through very unprecedented circumstances. As we progress through and out of this pandemic, we are grateful for your continued partnership and remain steadfast in being the best we can as your destination marketing and management organization.

This Community Report on Tourism will reflect back on Fiscal Year 2021 and how we approached the pandemic, assisted businesses and remained focused on the mission of creating a strong tourism economy for Montgomery County.

Thank you again for your partnership. We see a strong future and look forward to working with you!

Best,

A handwritten signature in black ink, appearing to read 'Kelly R. Groff'.

Kelly R. Groff, CDME
President & CEO
Visit Montgomery



Kelly Groff
President & CEO



Cory Van Horn
Director of Marketing



Leticia Engel
Marketing Manager



Yodit Kirubel
Community Engagement &
Partnership Manager

Meet Our Team



Leila Beltramo
Destination Sales Manager



Lee Callicutt
Destination Sales Manager

(4)

ABOUT VISIT MONTGOMERY

VISIT MONTGOMERY MISSION

The mission of Visit Montgomery is to market and develop the county and its communities as a preferred destination for group and individual travel thereby fostering economic growth and quality of place through tourism.

ORGANIZATION STRUCTURE

Visit Montgomery is a 501 (c) 6 non-profit organization with the oversight by a volunteer board of directors.

ORGANIZATION FUNDING

Sources

- 7% hotel occupancy tax allocation from Montgomery County
- 3.5% of the hotel occupancy tax collections from the City of Rockville (current occupancy rate is 2%)
- 4.0% of the hotel occupancy tax collections from the City of Gaithersburg (current occupancy rate is 2%)

Visit Montgomery's annual operating budget is composed of several other revenue sources including partnership dues, marketing grant from the Maryland Office of Tourism, cooperative advertising and trade show partnerships, events and housing service rebates.



2020 COVID-19 Pandemic Timeline and Milestones

COVID-19 Recovery Timeline



Visit Montgomery
Initiatives

COVID Highlights/
Govt Initiatives

MARCH

20th
VM launched MoCo Eats To-Go Guide

APRIL

1st
Soft launch of Tastemakers Trail to support craft beverage producers

MAY

5th
Launched See You Soon campaign with partner video

16th
Launched MoCo Trail Guide

JUNE

6th
HCER workgroup created

30th
Industry Update Webinar: Moving the Needle Forward on Your Sales Recovery Plan

JULY

30th
VM released a series of Together & Strong Montgomery County masks

AUGUST

7th
VM partnered with Montgomery Parks to launch MoCo Eats: Picnic in the Park

SEPTEMBER

9th
VM worked with MCEDC to develop #MaskUpMoco campaign

6th
VM launches Let's Go There campaign

11th
VM released GBAC STAR Accreditation

12th
Pandemic Shutdown

30th
Maryland Stay-at-Home Order

31st
Hotel Subsidy Program \$25 per night Health Care Workers

10th
Montgomery County launched site for PHEG

23rd
County Council appropriated \$3.25m to support arts and humanities

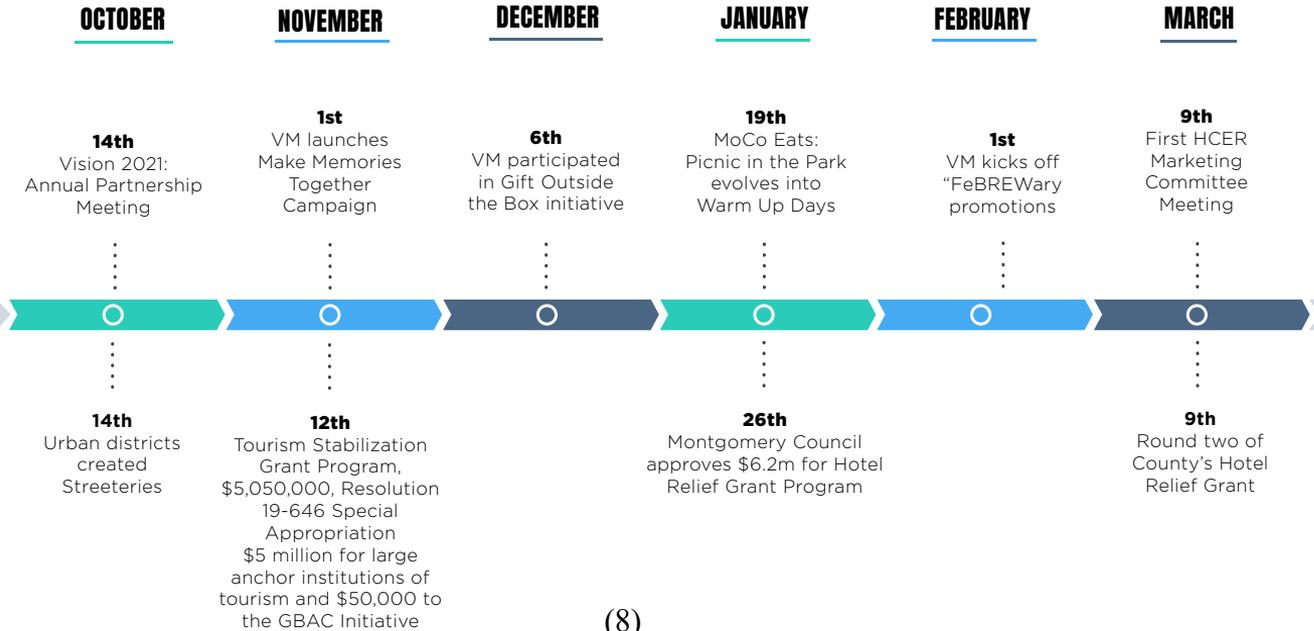
24th
County Executive Order recategorizes soccer to medium-risk sport and permit museums, art galleries and bowling alleys to reopen

COVID-19 Recovery Timeline



Visit Montgomery
Initiatives

COVID Highlights/
Govt Initiatives



Grants Administered & Financial Support



Hotel Hospital Subsidy Program

A partnership with local hotels to provide a \$25 room rate subsidy towards accommodations for traveling medical professionals during the height of the pandemic.

Allocation
\$200,000

Tourism Stabilization Grant Program

Based on recommendations from the County's Hospitality, Culture, Recreation and Entertainment (HCRE) Recovery Stabilization Program the Montgomery County Executive and Montgomery County Council approved the County's Tourism Anchor Institution Grant Program.

Allocation
\$5,000,000

Grants Administered & Financial Support



Hotel Relief Grant Program

Governor Larry Hogan provided through the Maryland Department of Commerce a Hotel Relief Grant Program. The program was launched to provide financial assistance to hotels and other lodging entities for general operating expenses, rent, payroll, job training, taxes, debt service and other similar costs.

Allocation
\$6,000,000

GBAC Star Grant Program

A grant program for hospitality businesses to participate in the Global BioRisk Advisory Council (GBAC) STAR Program

GBAC is a cleaning, disinfection and infectious disease prevention best practices accreditation program. Administered by Visit Montgomery.

Allocation
\$50,000

GBAC STAR Program



GBAC STAR Accreditation Program on Cleaning, Disinfection, and Infectious Disease Prevention for Facilities (GBAC STAR Program) Available for Hospitality & Tourism Businesses in Montgomery County, Maryland.

33 Participants Opted in for Full Accreditation

- Hotel, Bed and Breakfast and Conference Centers: 21
- Performance & Arts: 10
- Sporting Complex: 1
- Recreational Facility: 1

10 Now Fully Accredited/Under Review:

- Hyatt Regency Bethesda
- The Bethesdan
- Comfort Inn Shady Grove-Gaithersburg-Rockville
- Strathmore Hall Foundation (3 Facilities)
- The Fillmore Silver Spring
- Hilton Garden Inn Bethesda
- Glen Echo Park
- Silver Spring Civic Center



HCER Working Group



**Recovery Work Group
Hospitality/Culture/Recreation/Entertainment (HCER)
Facilitated by Visit Montgomery**

Created in June 2020

Workgroup Mission:

Hospitality, Culture, Entertainment & Recreation (HCER) Mission Area is to guide hospitality businesses through COVID-19 re-opening phases and beyond to become operational and begin generation of revenues to create a robust hospitality, arts, and tourism economy.

A HCER Marketing Sub Committee was created in February 2021 to support the industry with recovery marketing efforts.



FISCAL YEAR 2021

Reflection & Wrap Up



Visitation Metrics

2019 Prior to COVID-19 Pandemic

9.58 Million

Day & Overnight Visitors
+3.0% OPY

\$1.98 Billion

Visitor Spending
+2.4% OPY

2020 During the COVID-19 Pandemic

4.87 Million

Day & Overnight Visitors
-49.1% OPY

\$1.1 Billion

Visitor Spending
-44.3% OPY

Source: Tourism Economics



Adjusted Tourism Sales & Use Tax

Fiscal Year 2019: \$78.2 Million

Fiscal Year 2020: \$64.9 Million

Fiscal Year 2021: \$40.2 Million

FY 2019 vs FY 2021: -48.6%

FY 2020 vs FY 2021: -38.1%

Source: MD Comptroller Office

HOTEL OCCUPANCY SUMMARY



For the period of January to June 2021, Montgomery County hotel occupancy increased at a much faster pace than during the previous months of pandemic recovery.

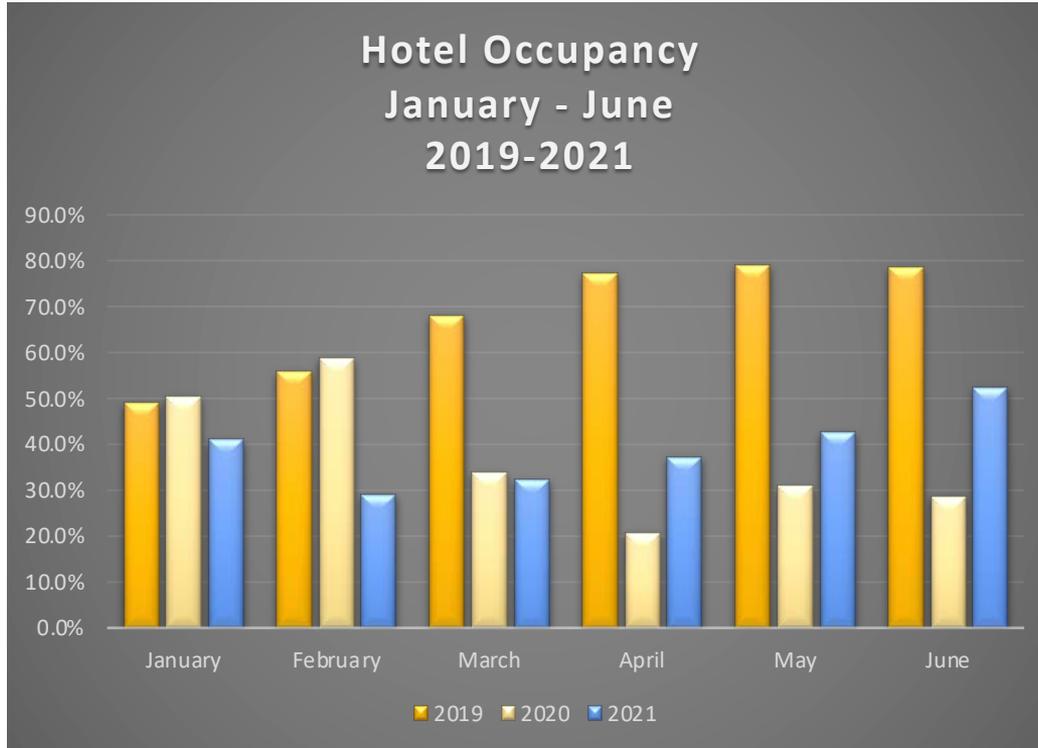
The hotels located in Bethesda were initially the hardest hit with hotel occupancy as low as 9.8% in April 2020. Bethesda hotel occupancy jumped from 14.1% to 49.9% for the period of January to June 2020 to 2021, the highest increase of any jurisdiction in the county.

From January to June 2021 compared to the same period in 2020, hotel occupancy county wide increased 1.9% and hotel average daily rate decreased 14.9%.

When comparing **June 2020 to June 2021**, countywide hotel **occupancy increased 83.6%** and **average daily rate increased 19.5%**.

Hotel Census - Montgomery County			
2019	9,671		
2020	8,243		
2021*	8,393		
<i>*through June 2021</i>			

HOTEL OCCUPANCY

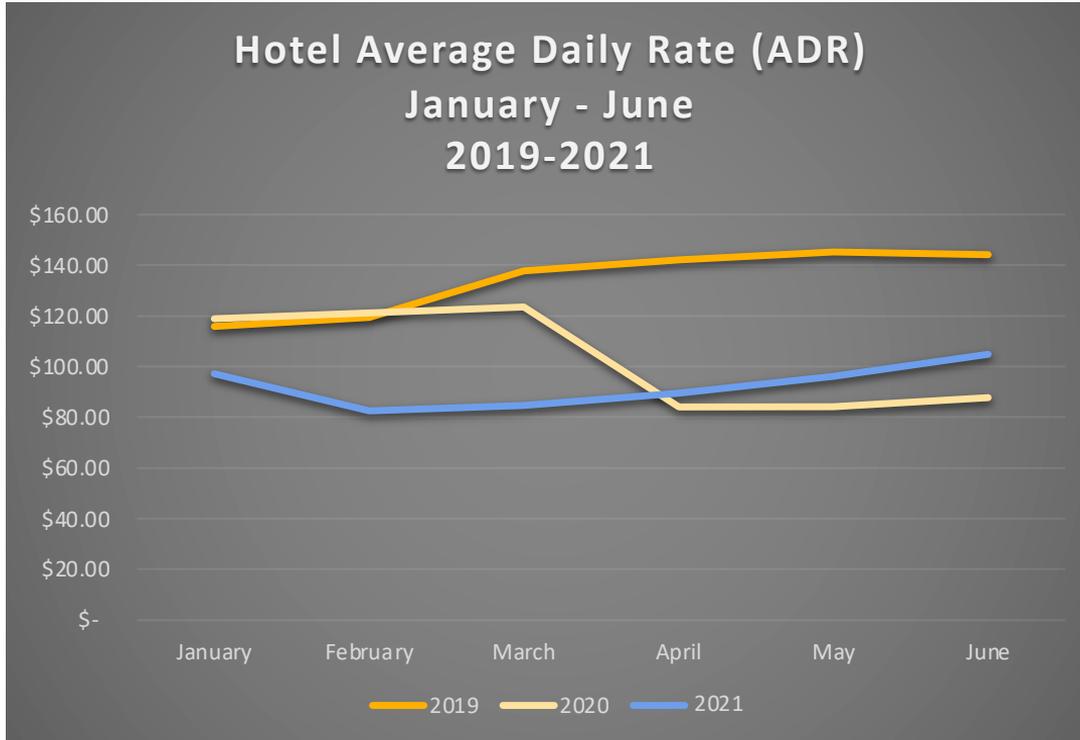


2021 OCCUPANCY BY MONTH

- January: 41.0%
- February: 29.0%
- March: 32.3%
- April: 37.2%
- May: 42.6%
- June: 52.5%

Source: Smith Travel Research

AVERAGE DAILY RATE



2021 AVERAGE DAILY RATE BY MONTH

- January: \$97.19
- February: \$82.55
- March: \$84.77
- April: \$89.77
- May: \$96.09
- June: \$104.88

Source: Smith Travel Research

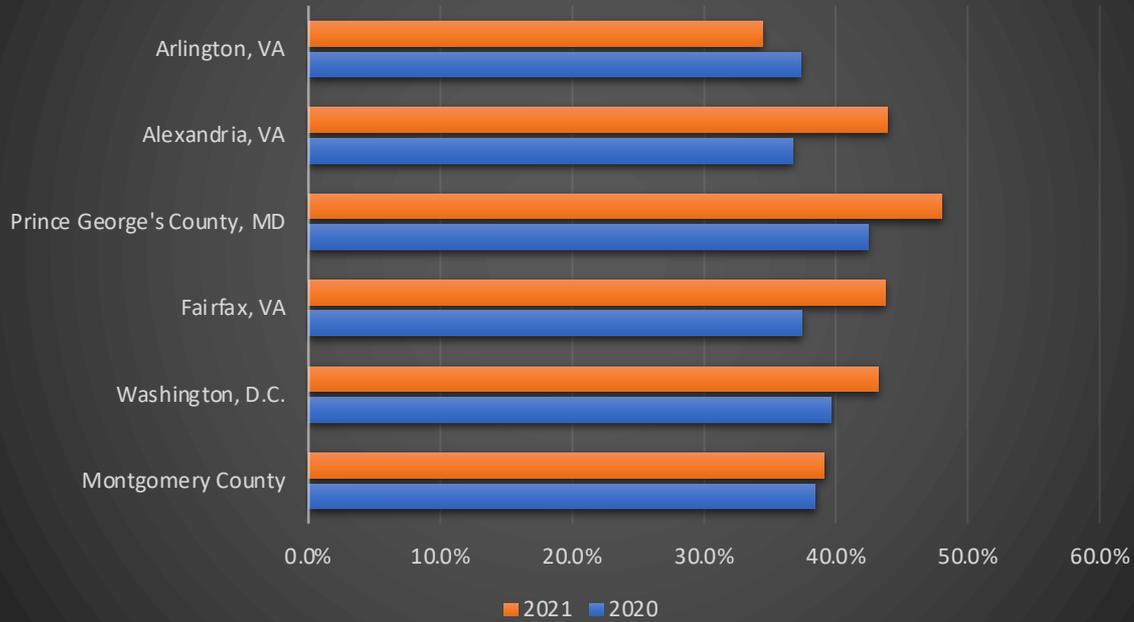
Montgomery County Hotel Revenue Per Available Room (RevPAR)



RevPAR is a metric used in the hospitality industry to assess a property's ability to fill its available rooms at an average rate. An increase in a property's RevPAR means that its average room rate or its occupancy rate is improving.

Montgomery County, MD			
Revenue Per Available Room (RevPAR)			
Community	2019	January-June 2020	January-June 2021
Montgomery County	\$ 90.14	\$ 36.90	\$ 42.41
Bethesda	\$ 121.05	\$ 50.34	\$ 37.53
Rockville	\$ 80.39	\$ 39.30	\$ 33.91
Silver Spring	\$ 92.66	\$ 40.44	\$ 43.10
Gaithersburg	\$ 79.65	\$ 41.78	\$ 37.75
DC Region	\$ 112.81	\$ 50.63	\$ 46.35

Capital Region Hotel Occupancy Period of January- June

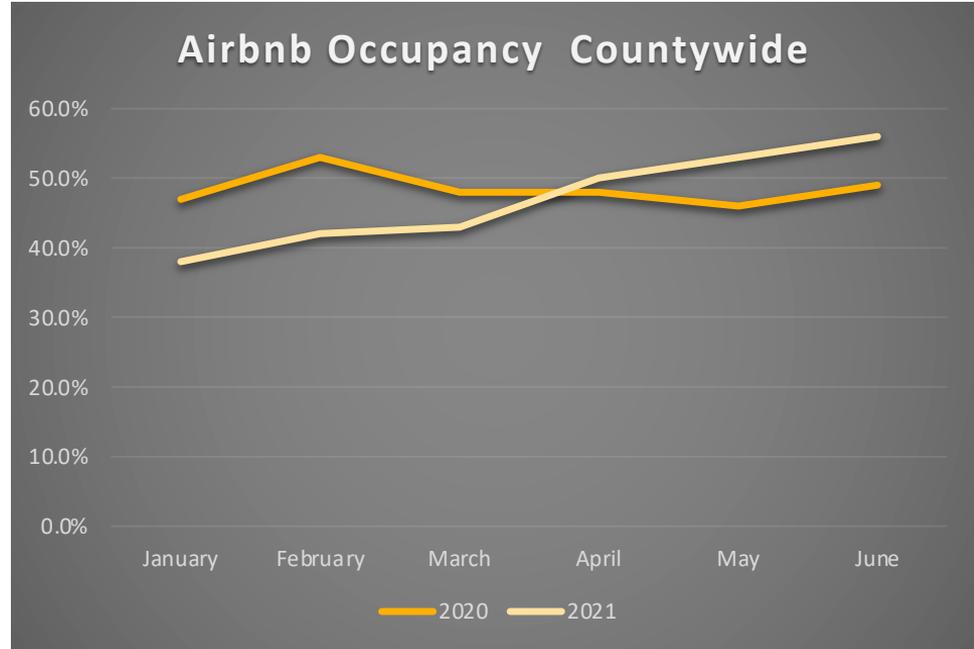


Note: Gaylord Hotel at National Harbor remained closed until July 2021

Summary

Countywide occupancy from Airbnb rentals began to see increases year-over-year in April 2021.

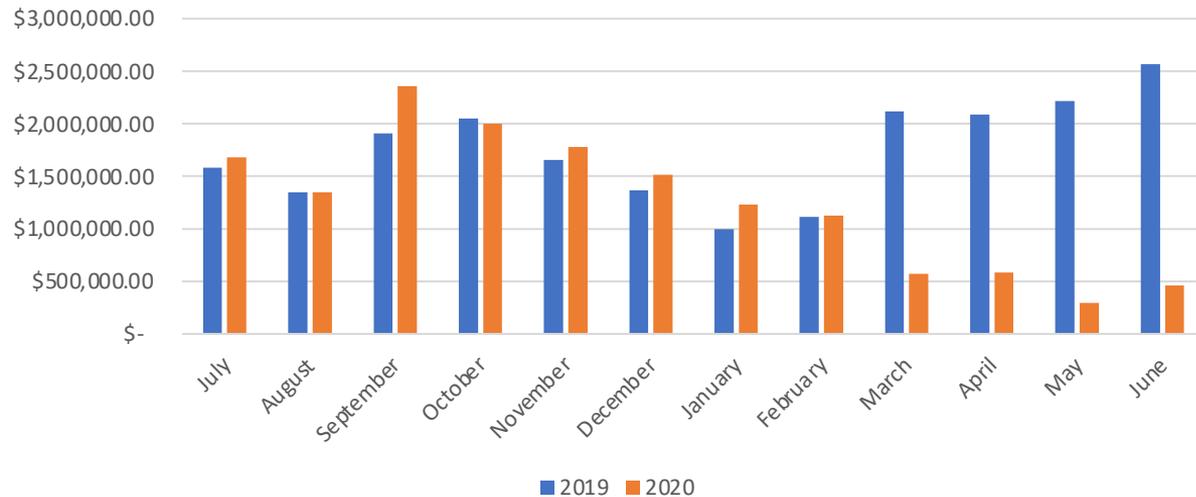
Airbnb collects 7% occupancy tax on behalf of hosts and is paid to the county.



Montgomery County Hotel Tax Collections



Montgomery County Hotel Tax Collections
Fiscal Year 2020



Leisure and Hospitality Total (NAICS 71+72)												
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	54.6	54.3	55.3	56.4	58.0	60.8	60.2	59.1	56.5	56.6	56.3	56.0
2020	54.1	54.4	52.0	28.3	30.5	34.4	40.6	41.2	39.9	40.4	41.7	38.5
2019-2020 change	-0.9%	0.2%	-6.0%	-49.8%	-47.4%	-43.4%	-32.6%	-30.3%	-29.4%	-28.6%	-25.9%	-31.3%
2021	35.3	36.3	37.5	40.3	41.8	44.4	47.6	46.9				
2020-2021 change	-34.8%	-33.3%	-27.9%	42.4%	37.0%	29.1%	17.2%	13.8%				
2019-2021 change	-35.3%	-33.1%	-32.2%	-28.5%	-27.9%	-27.0%	-20.9%	-20.6%				
Area:	Silver Spring-Frederick-Rockville, MD Metropolitan											
Industry:	Leisure and Hospitality											
Data Type:	All Employees, In Thousands											



MARKETING MILESTONES

Fiscal Year 2021



WEBSITE PERFORMANCE – FISCAL YEAR 2021

1.16M+ Page Views

+17.90% OPY

2.9 Pages Per Session

+23.86% OPY

1:09 Average Duration

+9.65% OPY

MARKETING MILESTONES – FISCAL YEAR 2021



Reductions in digital advertising during COVID spike periods contributed to the lower website sessions.

Website

399,982 Sessions	-4.81%
1,167,753 Page Views	+17.90%
2.92 Pages Per Session	+23.86%
25.15% Bounce Rate	-37.79%

Blog & Content

274,760 Page Views
134,352 Unique Page Views
110,162 Entrances
0:37 Time on Page
17.51% Bounce Rate

Email Marketing

44,724 Consumer
20,044 MoCo Sports
517 MoCo Eats Industry
666 Hospitality Industry

MoCo Eats

159,711 Page Views
77,140 Unique Page Views
47,084 Entrances
0:37 Time on Page
16.84% Bounce Rate

Social Media

46,680 Facebook
9,316 Instagram
6,668 Twitter
465 LinkedIn

Tastemakers Trail

29,887 Page Views
13,617 Unique Page Views
8,848 Entrances
0:27 Time on Page
8.22% Bounce Rate

TARGET MARKETS

Capital Region

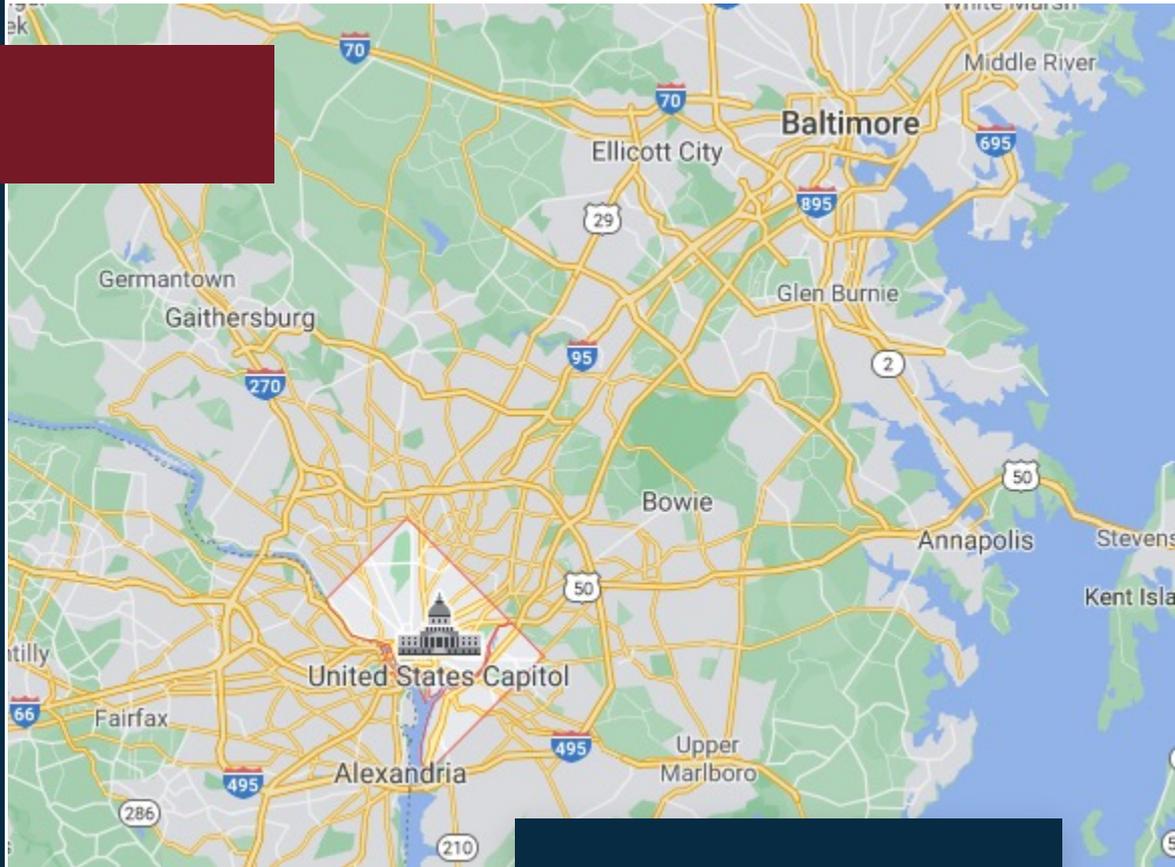
- Montgomery County: 1,051,000
- Washington, DC: 692,683
- Baltimore City & County: 1,436,402
- Northern Virginia: 2,500,000

Road Trip Markets

- Focus on 3-4 hour driving radius
- Philadelphia and New York markets demonstrating highest signs of rebound.

Groups & Meetings

- Select promotion in meetings, tour and travel and weddings segments.



(27)

All advertising to fly markets was paused in Fiscal Year 2021 to focus on domestic road trip travel.

CAMPAIGNS & DURATION



Campaign	2020						2021					
	July	August	September	October	November	December	January	February	March	April	May	June
Tastemakers Trail												
MoCo Eats (Includes Eats Week)												
Let's Go There - Fall Campaign												
Make Memories Together Holiday Campaign												
"Greetings From" Spring Campaign												
Your Weekend, Your Way - Weekend Getaway Focused												

ADVERTISING OUTLETS



Philadelphia
MAGAZINE

Expedia

facebook

Google

Country
Living

The Washington Post

preservation
PEOPLE SAVING PLACES
The Magazine of the National Trust for Historic Preservation

REAL SIMPLE

Hotels.com

iHeart
RADIO

travelspike

Bethesda
MAGAZINE

ADARA

Instagram



InStyle

Parents
HEALTHY KIDS. HAPPY FAMILIES

Baltimore
MAGAZINE

WASHINGTON
CITY PAPER

Northern Virginia
MAGAZINE

Smart meetings

cvent

GOOD
HOUSEKEEPING

Woman's Day
LIVE WELL EVERY DAY

GROUP TOUR
MAGAZINE

Better Homes
& Gardens

Southern Living



TRANSPROMOTION

allrecipes.com

Recreation
NEWS

37+

Print, digital, editorial
and broadcast
advertising channels



ADVERTISING INVESTMENT

\$462,564

Available funds from three grants provided by Governor Larry Hogan

\$425,337

July 2020 – May 2021 current advertising commitments

45,575,547+

Anticipated print, digital, editorial and broadcast advertising impressions

Advertising Spend By Category

\$252,024

Destination Campaigns

\$86,266

Tourism Products

\$87,048

Hotel Bookings
& Groups Markets

PUBLIC RELATIONS: JULY 2020 – JUNE 2021



\$1,813,251+

Advertising Equivalency Value
of Press Coverage

AAA World Magazine
Smart Meetings
Wall Street Journal
USA Today
Matador Network
Convention South Magazine
Money.com

Washingtonian
Fox 5 DC
Lonely Planet
Thrillist
MSN Travel
National Geographic Traveller UK

THE WALL STREET JOURNAL. Cory Van Horn

Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ Magazine

A National Park That's Ideal for Meditative Walks

The C&O Canal, set along the Potomac River, offers nearly 200 miles of scenic trails, 19th-century relics, rustic campsites and inviting picnic spots. Here, four of the most rewarding sections.

1 **GLACIER NATIONAL PARK VACATION**

2 **YELLOWSTONE NATIONAL PARK VACATION PACKAGES**

3 **HOT SPRINGS NATIONAL PARK**

4 **NATIONAL PARK PASSES**

5 **NATIONAL PARK TOUR PACKAGES**

6 **TOP 10 NATIONAL PARKS**

WILDERNESS AT THE BACK DOOR Kayaking in the Chesapeake & Ohio Canal National Historical Park near Potomac, Md.
PHOTO: MIKE MITCHELL

C&O Canal Regional Marketing Committee



- Partnership between Montgomery, Frederick, Washington, Allegany, MD Tourism, The Canal Trust and National Park Service.
- Developing a C&O Canal Experience Brand.
- Leveraging combined budgets for group advertising buys including AAA World and Washington Post.
- Implemented robust public relations strategy including a virtual media fams.
- Instagram and homepage takeovers for National Park Week in April.

Ranked 8th in USA Today's
Best National Parks List in 2021

8th Most Visited National Park in
the United States

Attracted 4.9 Million Visitors in
2020

43.7% of Park Visits Explore
Montgomery County
Communities

PROGRAM DEVELOPMENT IN FISCIAL YEAR 2021



Tastemakers Trail
MoCo Eats
Picnic in the Park
MoCo Eats Week
MoCo Stay
MoCo At Home
#MaskUpMoCo
Virtual Events Calendar





www.MoCoEats.com

The MoCo Eats Food Lover's Guide is one stop shop for discovering dining options throughout Montgomery County.

Sections include a robust restaurant directory, outdoor dining options, foodie events and more.



APRIL 23-MAY 3

 Not Your *Typical* Restaurant Week





**MOCO
EATS**

PICNIC
in
the **PARK**



A collaboration between Visit Montgomery and Montgomery Parks to help support local restaurants near parks.

Launched in August 2020.

Warm Up Days Program Launched in January 2021

Over 15,000 page views generated promoting businesses since launch.

MoCo Eats Week Highlights



**MOCO
EATS
WEEK**

APRIL 23–MAY 3



Not Your *Typical*
Restaurant Week

Web Traffic

84,155 Page Views

Savings Pass

3,367 Sign-Ups

Paid Advertising

2,276,911 Impressions

Organic Social

85,228 Reach

Tastemakers TRAIL

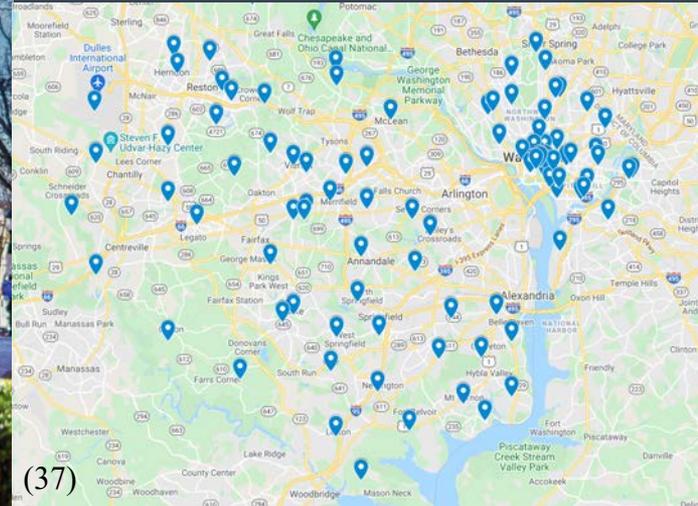
Good Times, Great Drinks in
Montgomery County, Maryland

From savoring a pint on a working horse farm at Waredaca Brewing Company to relaxing with glass of red wine at the base of Sugarloaf Mountain, explore 20+ craft beverage spots along the Tastemakers Trail – a short drive from Baltimore.

TastemakersTrail.com



Check in.
Drink Up.
Get Rewarded.





Self-Guided Tasting Tour

Create your own self-guided tasting tour by taking advantage of Montgomery County's extensive network of Uber and Lyft drivers, RMA Worldwide, GoGo Charters, Ally Charter Bus Washington D.C., and National Charter Bus Washington D.C. offer high-quality motor coach and driver services for group experiences.

i
FOR MORE INFO
visitmontgomery.com

This guide is designed to provide residents and visitors with recommendations of local tastemakers who specialize in producing craft beverages. This map is NOT to scale, and plot points are approximate. Visit Montgomery encourages you to drink responsibly.

SIP AND SAVOR

Montgomery County brings a whole new meaning to "wine country." Sip and savor your way around farm-chic tasting rooms and sophisticated urban wineries. Pay a visit to the largest organic coffee roaster in Maryland or sample craft spirits at the county's first and only distillery.



16 CLEAR SKIES MEADERY

Handcrafted mead beverages using single-varietal, unfiltered honey, celebrating the honey's unrestrained aromatics and characters
325 Main Street | Gaithersburg, MD 20878
+ clearskiesmeadery.com

17 SUGARLOAF MOUNTAIN VINEYARD

Located at the base of Sugarloaf Mountain, the team at Sugarloaf will guide you through every step of their award-winning wines.
18125 Cornus Road | Dickerson, MD 20842
+ smwinery.com



18 ROCKLANDS FARM WINERY

Producing handcrafted wines on historic, family property within the Agricultural Reserve of Montgomery County. Enjoy wine tasting, rotating food vendors, and weekly live music. Family friendly.
14531 Montevideo Road | Poolesville, MD 20837
+ rocklandsfarmmd.com

19 THE URBAN WINERY

Looking for unique nightlife plans? The Urban Winery was the first winery in the region to be in an urban environment.
949 Bonfant Street | Silver Spring, MD 20910
+ theurbanwinery.com

20 GREAT SHOALS WINERY

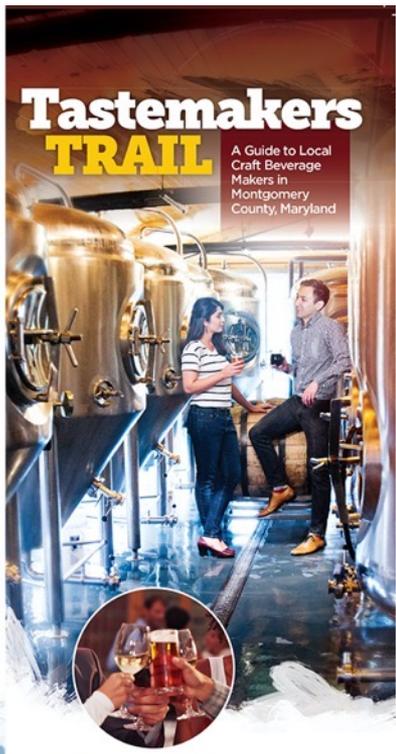
Great Shoals Winery uses local fruits from Maryland farms to craft high-quality wines and ciders. Located in Takoma Park, the tasting room also offers coffee, food, wine cocktails, and local craft beer.
7050 Carroll Avenue | Takoma Park, MD 20912
+ greatshoals.com

21 OLNEY WINERY

Sourcing high-quality grapes from California, Chile, South Africa, Germany and Italy, Olney Winery gives you a taste of the world in every glass.
18127 Town Center Drive | Olney, MD 20832
+ olneywinery.com

22 WINDRIDGE VINEYARDS

Situated in the Piedmont Plateau of Maryland, Windridge's family-owned vineyards were carefully selected based on a unique mix of geology and microclimate.
15700 Darnestown Road | Darnestown, MD 20874
+ windridge.wine



Tastemakers TRAIL

A Guide to Local Craft Beverage Makers in Montgomery County, Maryland



MD DC *Montgomery, MD*
VISITMONTGOMERY.COM





SALES MILESTONES

Fiscal Year 2021

SALES BOOKING TRENDS – COVID-19 IMPACT



Destination Sales Division			
Fiscal Year 2021			
YEAR	# Leads Distributed	Room Nights	Economic Impact
Fiscal Year 2019	380	103,885	\$ 17,246,968
Fiscal Year 2020	338	94,936	\$ 19,850,408
Fiscal Year 2021	147	72,257	\$ 15,843,105
YEAR	Booking Production	Room Nights	Economic Impact
Fiscal Year 2019	138	23,613	\$ 4,804,352
Fiscal Year 2020	135	23,507	\$ 4,951,371
Fiscal Year 2021	48	35,987	\$ 8,241,885

SALES EVENT BOOKING TRENDS

COVID-19 IMPACT



Multi City RFP Info	Jul-2019 - Jun-2020	Jul-2020 - Jun-2021	% Change YOY
Unique RFPs	981	290	-70.4%
Unique Room Nights	217,958	106,687	-51.1%
Unique RFP Value	\$92,520,713	\$42,149,377	-54.4%
Awarded RFPs	287	90	-68.6%
Awarded Room Nights	23,911	6,128	-74.4%
Awarded Value	\$7,205,850	\$1,466,486	-79.6%
Turned Down Rate	36.7%	24.0%	-34.7%
Bid Rate	54.1%	58.2%	7.5%
Response Rate	94.0%	88.4%	-5.9%
Response Rate in Time	81.8%	80.2%	-2.0%
Average Response Time	17 Hours 51 Minutes	16 Hours 42 Minutes	-6.4%
% Turned Down when Planner Flexible	26.2%	27.4%	4.2%
Unique Planner Orgs	299	113	-62.2%
New Planner Orgs	120	48	-60.0%

SALES SHEETS

Tour Experiences & Meetings



MONTGOMERY COUNTY, MARYLAND'S
AFRICAN AMERICAN HERITAGE
GROUP TOUR ITINERARY

Celebrate African American History & Heritage

Stories of the Underground Railroad are rich and rooted deep into Montgomery County, Maryland. By being so close to the free North, freedom was easier to obtain because of the distance but it was still a dangerous journey. The multitude of historic sites and experiences located across the county make it a choice destination for history buffs or visitors looking to understand the trials, tribulations, and heroism of the freedom seekers.

TWO DAY SUGGESTED ITINERARY

- Day 1**
- Spend the morning at the **Sandy Spring Slave Museum**, an art gallery highlighting the heritage of African American families from Montgomery County.
 - Take a hike along the **Underground Railroad Experience Trail**, to **Woodlawn Manor Cultural Park** and have a bread lunch picnic in the manor gardens.
 - Catch the current community history exhibit at **Sandy Spring Museum**.
 - Return to your hotel and enjoy dinner on your own.

Day 2

- Head to **Joshua Henson Museum & Park** for stories about the life and challenges of Reverend Joshua Henson and his journey to freedom.
- Spend a few hours shopping at **Clarksburg Premium Outlets** and take a lunch break at the food court.
- Explore what life would be like on a 19th-century slave plantation at **Button Farm and Living History Center**.
- End the day relaxing with a glass of Chardonnay at **Sugarloaf Mountain Vineyard**.



MONTGOMERY COUNTY, MARYLAND'S
C&O CANAL EXPERIENCE GROUP TOUR ITINERARY

Celebrating 150 Years as a National Park!

Who's ready for an adventure? As the C&O Canal National Historical Park celebrates its 150th year as a National Park in 2020. This 3-night and 3-day group itinerary was inspired by this incredible natural attraction and Montgomery County's many offerings in the area.

THREE DAY SUGGESTED ITINERARY

- Day 1**
- Tour the **Clara Barton National Historic Site**, home of the first Red Cross headquarters.
 - Spend the afternoon at **Olney Echo Park**. Ride a carousel, tour the historic art deco architecture, and take an art class with a local artist in residence.
 - Enjoy a bread champagne lunch and tour of **Lakehouse 10**, part of the C&O Canal Quarters Program.
 - Spend the day at **Great Falls Tavern** Visitors Center, **Billy Goat Trail** and the **Great Falls Overlook**.
 - Take interpretative tour with a **C&O Canal National Park** Ranger.
 - Return to your hotel and enjoy dinner on your own.



Where to Stay
Montgomery County offers a wide selection of accommodation options to fit the needs and preferences of any size group. Options include downtown locations with easy access to the historic, local, easy connections to the area's history, and a variety of hotel, resort, and rural locations.



Top Reasons to Venture Beyond Washington, DC for Your Religious or Faith-Based Event

If you're thinking about planning your next meeting or event in the Capital Region, here are five reasons to venture beyond Washington, DC and consider Montgomery County, Maryland.

- 1. Close You Know and Love**
A variety of nearby national locations including Chevy Chase, Silver Spring, Gaithersburg, Germantown, Rockville and Bethesda, which was just named one of the Top 20 Best Places to live in the U.S. by Money Magazine.
- 2. Proximity to Baltimore, Annapolis, and Washington, DC**
Montgomery County is located on the northern border of Washington, DC and the border of Virginia. Baltimore is northeast, and Annapolis is directly west of the county. Commuters will enjoy quick and close access to Washington, DC, include Bethesda, Chevy Chase and Gaithersburg, and Rockville.
- 3. Flights that Fit Your Needs**
Perfectly situated in the center of three major airports—Ronald Reagan Washington National (DCA), Washington State International Airport (IAD), and Baltimore/Washington Thurgood Marshall International Airport (BWI)—your attendees will have no problem finding a flight that fits their needs.
- 4. Minutes by Metro**
With a lot of Metro in Washington, DC Metro Red Line running through Montgomery County, your attendees are just minutes from area attractions, shopping, and dining located throughout the county. The Metro Red Line is also your attendees' direct link to the National Mall, monuments, Smithsonian Museums, and other DC activities.

TOP FIVE "MUST SEE" PLACES IN MONTGOMERY COUNTY

- Washington DC Museum Temple University Center
- Operation Museum
- Red Leaboard
- The Music Center & Marston at Strathmore
- All Star Theater & Cultural Center

TOP FIVE ESCURSIONS TO WASHINGTON, DC

- Museum of the Bible
- National Cathedral
- Shrine of the Immaculate Conception
- National Museum of African American History & Culture
- National Mall & Monuments

TOP FIVE PLACES TO EXPLORE BEFORE & AFTER YOUR CONFERENCE

- Seneca Creek State Park
- Topgolf Germantown
- Brookside Gardens
- Lucky Strike Bowling at Clarksburg Premium Outlets
- Clarksburg Premium Outlets



MEET IN MONTGOMERY COUNTY MARYLAND



Home to Key Federal Agency Headquarters

Montgomery County, Maryland is home to 18 major federal agencies, numerous satellite offices of federal agencies, major educational institutions and support organizations. These include not the largest public landowners in the world, the FDA, an agency responsible for protecting the public health through human safety measures; and NIST, which works on smart power grids, electronic health records, measurements and more.

By the Numbers

- More than 50 Hotel & Meeting Facilities
- Over 970,000 sq. ft. of Meeting Space
- Nearly 10,000 Golf Course
- Over 1,000 Unique Cultural Experiences



Montgomery County, Maryland
Chevy Chase | Bethesda | Rockville
Silver Spring | Gaithersburg | Germantown

One-Stop-Shop for Meeting Assistance

Our Destination Sales Team assists with venue selection, room blocks, and making the connection with local hospitality and tourism partners to foster the economic impact in our community. As county experts, we are also a resource for office activities, Fairs, Conventions, Conferences, Speakers and Community Service Agencies, providing the support and collaboration needed for the meeting professional to meet objectives and business outcomes.

Contact:
Leila Beltramo, CGMP
Destination Sales Manager
240-641-6748
beltramo@visitmontgomery.com



MONTGOMERY COUNTY, MARYLAND'S
TASTEMAKERS TRAIL GROUP TOUR SAMPLE ITINERARY

The Tastemakers Trail is a guide featuring breweries, wineries, a distillery, coffee roaster and more throughout Montgomery County, Maryland. With over 20 distinct craft beverage places to visit, your four guests are sure to have a memorable experience next door to Washington, DC. Learn more at www.tastemakerstrail.com.

THREE DAY SUGGESTED ITINERARY

- Day 1**
- Begin with a hearty breakfast at **Silver Diner** at Rio Lakefront.
 - Explore at your leisure around **Rio Lakefront**.
 - Visit **Washington Antique Bazaar** for shopping.
 - Visit **Art of Fire** for a glass blowing demonstration by local artists.
 - Head to **Blair Beer Brewing** for a brewery tour and tasting.
 - Enjoy a second brewery tour at **Brookville Beer Farm**.
 - Conclude with a farm-to-table dinner at the **Manor at Six Falls**.
- Day 2**
- Begin with a coffee tour at **Marygro Organics**.
 - Enjoy an art tour inside **The Manzan at Strathmore**.
 - Spend the afternoon at **Brookside Gardens**.
 - Enjoy a casual walk to **Silver Birch Brewing, Astro Lab Brewing and Seneca Brewing Company**.
 - Dine at your leisure in **Coonstone Silver Spring**.
- Day 3**
- Spend the morning touring **Black Hill Regional Park** and **Little Seneca Lake** around a portion local.
 - Head over to **Clarksburg Premium Outlets** for the latest bargains.
 - Visit to **Butler's Orchard** for locally made goods at the farm market.
 - Conclude with an evening of fun at **Topgolf** in Germantown.



Where to Stay
Montgomery County, Maryland offers a wide selection of accommodation options to fit the needs and preferences of any size group. Options include downtown locations with easy access to the historic, local, easy connections to the area's history, and a variety of hotel, resort, and rural locations.



WORK & STAY IN MONTGOMERY COUNTY MARYLAND



How Visit Montgomery, MD Can Support Your Efforts

Accommodation: Our hotels are welcoming frontline workers with a place to rest, and extended stay options are available for those that would prefer to self-isolate before going home and/or returning from travel.

Space and Technology: hotel guest rooms are being used as office space, and meeting rooms turned into spaces for interviews, health screenings and virtual and hybrid gatherings.

Food and Beverage: Off-site, on-site and virtual catering options available.

Community Center: Whether it's with transportation, printing, branded items like masks and signage, we can connect you to the local services you need.

By the Numbers

- More than 50 Hotel & Meeting Facilities
- Over 970,000 sq. ft. of Meeting Space
- Nearly 10,000 Golf Course
- Over 1,000 Unique Cultural Experiences



Montgomery County, Maryland
Chevy Chase | Bethesda | Rockville
Silver Spring | Gaithersburg | Germantown

One-Stop-Shop for Hospitality Assistance

The Visit Montgomery destination sales team can offer one-stop-shop hospitality assistance for your event. As destination experts, we will match your needs with a local hospitality partner and provide the support and collaboration to help you meet your business outcomes. Let us do the work so you can stay focused on your day-to-day responsibilities.

Visit McStay.com to learn more about accommodation options in Montgomery County, MD.

Contact:
Leila Beltramo, CGMP
Destination Sales Manager
240-641-6748
beltramo@visitmontgomery.com

Trade Association Affiliations & Accreditations



Accreditations

Lee: Certified Student Travel Professional through SYTA (Student Youth Travel Association)

Leila: GBAC Fundamentals Online Course.

Leila & Lee:

University of South Florida Muma College of Business: Diversity, Equity and Inclusion in the Workplace certificate program

University of South Florida Muma College of Business: Post Crisis Hospitality Management

Award Highlight

**MPI Potomac 2019-2020
Supplier of the Year Award!**

Trade Association Affiliations

American Society of Association Executives (ASAE)
American Bus Association (ABA)
Christian Management Conference Assoc (CMCA)
Destinations International (DI)
Maryland Destination Marketing Organizations (DMO)
Maryland Tourism Coalition (MTC)
Maryland Hotel Lodging Association (MHLA)
Meeting Professionals International (MPI) - Potomac Chapter
Meeting Professionals International (MPI) - Philadelphia Chapter
Mid Atlantic Tourism Public Relations Alliance (MATPRA)
National Tour Association (NTA)
Professional Conference Management Assoc. (PCMA)
Religious Conference Management Association (RCMA)
Society of Government Meeting Professionals (SGMP)
Student Youth Travel Association (SYTA)
U.S. Travel





Sports Tournaments

Soccer + Other Youth Sports

MARYLAND SOCCERPLEX



Maryland SoccerPlex Events

Calendar Year 2021

EVENT NAME	DATE
Cherry Blossom Soccer Tournament - CANCELLED	March 19-21, 2021
Bethesda Soccer Club Premier Cup - Youth - RELOCATED	April 2-3, 2021
Potomac Soccer Association Memorial Day Tournament - RELOCATED	May 28-31, 2021
Mid-Atlantic Cup Soccer	June 11-13, 2021
IWLCA Champions Cup - NEW	June 18-20, 2021
Laxin Out Loud Lacrosse	June 26-27, 2021
World Series of Youth Lacrosse - NEW	July 1-3, 2021
FLG Lacrosse	July 9-11, 2021
Pinnacle Lacrosse	July 16-18, 2021
EDP Soccer	August 21-22, 2021
August Cup	August 28-29, 2021
Rush for the Cup	September 4-5, 2021
Discovery Adventist Soccer Tournament	October 8-10, 2021
Bethesda Soccer Club Premier Cup Girls	November 12-14, 2021
Bethesda Soccer Club Premier Cup Boys	November 19-21, 2021



Matt Libber | Executive Director
Maryland Soccerplex

Montgomery County Chamber of Commerce Award



The Montgomery County Chamber of Commerce (MCCC) recognized Kelly Groff, President & CEO, Visit Montgomery at their Annual Awards event on Thursday, June 10 at 4pm. The award was Co-Presented by Federal Realty Investment Trust and Lee Development Group.

BUSINESS ADVOCATE OF THE YEAR AWARD

*Kelly Groff, President & CEO
Visit Montgomery*



Visit Montgomery – Year End Revenues + Expenses



Fiscal Year 2021 Revenues



- Hotel Taxes - County
- Hotel Taxes - Municipal
- Maryland Tourism Grant
- CARES Act Funding
- Miscellaneous Private Funding

Fiscal Year 2021 Expenses



- Operating
- Salaries
- Sales and Marketing
- Advertising

Revenues	
County Hotel Tax Allocation	\$ 415,693.00
Municipal Hotel Tax Allocation	\$ 25,500.00
Maryland Tourism Grant	\$ 252,821.00
CARES Act Funding	\$ 465,628.00
Private Funds	\$ 69,572.00
TOTAL	\$ 1,229,214.00

Expenses	
Operating	\$ 111,613.00
Salaries + Benefits	\$ 510,066.00
Sales and Marketing	\$ 202,121.00
Advertising	\$ 405,414.00
TOTAL	\$ 1,229,214.00

(47)

Fiscal Year 2022 - Program Pillars

Mission

The mission of Visit Montgomery is to market and develop the county and its communities as a preferred destination for group and individual travel thereby fostering economic growth and quality of place through tourism.

Organization Values



Guiding Principles

- Strengthen destination awareness and conversion
- Increase overnight visitation
- Convert day visitors to overnight guests
- Increase visitor frequency year-round/offpeak periods
- Extend length of visitor stays
- Enhance destination experience value

Hospitality/Culture/ Entertainment/ Recreation (HCER) Recovery and Relief

Reopening Messaging
Provide marketing and advertising support to businesses in this industry sector to attract back local and regional resident visitation and restart of economy.

Community Engagement

- MoCo Eats Promotions Small business retail promotions
- Agricultural Reserve
- Opening of new Josiah Henson Museum & Park
- Museum Month
- Social Media Match Program
- Underground Railroad Heritage Month

Socialable Economy

- Rockville Maker District
- Silver Spring Small Business District
- Arts & Entertainment Districts
- Promotions to support - Arts & Entertainment Venues
- MoCo Main Street Campaigns
- Diversity Awareness

Visitor Experiences + Leisure Travel



- Tastemakers Trail & Digital Experience Pass
- Your Weekend Your Way Campaign
- African American History Tour (including Josiah Henson Museum & Park)
- Agricultural Reserve Tours
- Driving Tours – Civil War Trails + Scenic By Ways
- 50th Anniversary – C&O Canal – now the 8th most visited National Park in the nation
- Self-Guided Red Line Experience Trail

Special Events Retention + Attraction

- F.E.S.T. (festivals, events, shows and tour groups) Grant Program
- Picnic in the Park Collaboration
- Attract Food & Wine Festivals, Pop-Up Artisan Markets & Cultural Fairs

Sports Marketing

- Sports Event Attraction Incentive Fund
- PGA Tour Wells Fargo Championship TPC Avenel – May 3-8, 2022
- MoCo Sports Branding Campaign
- KPMG LPGA Championship June 2021, Congressional

Meetings/ Conferences and Group Marketing

- Incentive Fund – room rebates
- Sponsorship of buyer events
- Micro Weddings & Social Events
- Extend Your Stay Campaign

Destination Focused Public Relations

Proactively pitch stories to local, national and international media that showcases Montgomery County as a destination to visit and explore.



Metrics

9,058,000 Visitors in 2019
\$1.984 Billion Visitor Spending in Local Economy
Ranked #1 Most Visited Destination in Maryland
9 Million Visitors Annually



Fiscal Year 2022 Board of Directors



Chair

Eric Rasch

Silver Spring Civic Building at Veteran's Plaza

Co-Chair

Bonnie Caravaglia

Bethesda Marriott

Treasurer

Jill McCarthy

Federal Realty

Secretary

John Hines

Adventure Park at Sandy Spring

Board of Directors

Ray Barry

AFI Silver Theatre & Cultural Center

Lynn Bowersox

Metro

David Child

Bethesda North Marriott Hotel & Conference Center

Joe Frandoni

Arts & Humanities Council of Montgomery County

Charles Kaufmann

Vamoose Bus

John Lancaster

Choice Hotels International

Matt Libber

Maryland SoccerPlex

Valentina Nahon

Glenstone

Cindy Rivarde

Rockville Economic Development, Inc.

Sarah Rogers

Heritage Montgomery

Jordan Savitz

Offit Kurman Attorneys at Law

PAST CHAIR COUNCIL

Carol McLean

Cvent

Vira Safai

Comfort Inn Shady Grove

Sara Torrence

Sara Torrence & Associates

EX-OFFICIO

Brian Levine

Montgomery County Chamber of Commerce

Visit Montgomery
Income Statement - Disclosures Omitted
For the One Month and Year-to-Date Ended June 30, 2021

	June 30, 2021	Year to Date FY2021	FY 2021 Budget	Remaining FY 2021 Budget
Public Revenues				
Occupancy Tax	\$ 52,281.09	\$ 415,692.43	\$ 950,556.00	\$ 534,863.57
Occupancy Tax-Municipal	2,867.74	25,499.98	48,600.00	23,100.02
Maryland Tourism Grant	30,000.00	252,821.24	163,610.00	(89,211.24)
CARES Act program income	179,927.62	465,627.62	-	(465,627.62)
Private Revenues				
Membership Dues	965.60	5,780.20	36,000.00	30,219.80
Membership Events	-	-	2,000.00	2,000.00
Interest Income	127.94	1,575.34	-	(1,575.34)
Miscellaneous Income	-	6,846.50	4,400.00	(2,446.50)
Marketing & Promotions Revenues				
On-Line Reservation Service	-	49,171.00	104,400.00	55,229.00
Cooperative Trade Shows	-	-	3,600.00	3,600.00
Coop Advertising/Print	-	-	4,200.00	4,200.00
Coop Advertising/Electronic	-	6,200.00	1,400.00	(4,800.00)
Total Revenues	266,169.99	1,229,214.31	1,318,766.00	89,551.69
Expenses				
Accounting	266.75	34,292.75	32,000.00	(2,292.75)
Advertising	5,000.00	93,636.00	100,000.00	6,364.00
Advertising/Electronic	199,842.01	308,948.61	194,000.00	(114,948.61)
Advertising/Production	-	58.00	7,000.00	6,942.00
Depreciation/ADMIN	239.00	2,580.00	2,500.00	(80.00)
Dues/Subscriptions	1,188.00	3,567.99	3,500.00	(67.99)
Dues/Subscriptions (M)	-	-	425.00	425.00
Dues/Subscriptions (S)	495.00	3,835.00	4,470.00	635.00
Finance Charges	271.04	366.96	-	(366.96)
Insurance/Commercial & Board	270.72	4,183.24	3,100.00	(1,083.24)
Insurance/Employee Health	7,491.63	38,259.14	41,000.00	2,740.86
Legal Counsel	-	-	3,000.00	3,000.00
Maintenance/Rent	10,099.82	62,761.61	72,000.00	9,238.39
Membership Marketing/Events	-	-	5,000.00	5,000.00
Miscellaneous/Mileage	975.83	(1,651.21)	4,000.00	5,651.21
Miscellaneous/Mileage (M)	82.53	1,105.98	4,000.00	2,894.02
Miscellaneous/Mileage (S)	112.13	683.41	4,000.00	3,316.59
Postage/Shipping/ADMIN	212.04	10,578.39	20,000.00	9,421.61
Publications/Collateral	27,230.34	30,952.52	25,000.00	(5,952.52)
Publications/Collateral (M)	-	2,597.00	-	(2,597.00)
Promotions/ PR	-	25,875.51	20,000.00	(5,875.51)
Professional Development/ADMIN	495.00	495.00	500.00	5.00
Professional Development (M)	695.00	695.00	-	(695.00)
Research	1,800.00	9,580.00	9,580.00	-
Salaries/ADMIN	48,978.58	435,792.59	502,500.00	66,707.41
Sales/Meetings & Conventions	-	7,000.00	25,000.00	18,000.00
Salaries/Bonus	3,000.00	3,000.00	-	(3,000.00)
Sales/Group Tour	750.00	750.00	5,500.00	4,750.00
Sales/Sports Marketing	-	-	3,000.00	3,000.00
Sports/Group Housing	-	6,542.90	57,420.00	50,877.10
Sales-Miscellaneous	-	-	23,271.00	23,271.00
Sales-Leisure	-	-	43,000.00	43,000.00
Supplies/ADMIN	167.51	1,534.93	1,500.00	(34.93)
Taxes/Payroll/ADMIN	5,244.73	33,014.43	38,000.00	4,985.57
Technical Support	10,678.25	65,922.58	45,000.00	(20,922.58)
Telecommunications/ADMIN	300.00	286.96	4,500.00	4,213.04
Telecommunications/Cellular	-	1,875.00	-	(1,875.00)
Web Site/Maintenance/Design	168.75	13,912.39	15,000.00	1,087.61
Cares Act Funding Program	-	11,432.00	-	(11,432.00)
Special Projects	-	16,977.01	-	(16,977.01)
Total Expenses	326,054.66	1,231,441.69	1,318,766.00	87,324.31
Net Income (Loss)	(\$ 59,884.67)	(\$ 2,227.38)	0.00	\$ 2,227.38

Visit Montgomery Fiscal Year 2022 BUDGET

Board approved 6/9/2021

REVENUES	FY 2021	FY 2022
	BUDGETED	BUDGETED
Montgomery County Hotel Tax	\$ 950,556.00	\$ 1,632,834.00
Municipal Hotel Tax	\$ 48,600.00	\$ 42,000
MD Office of Tourism Marketing Grant	\$ 163,610.00	\$ 125,000
CARES Act Program Income		\$ -
Partnership Dues/Events	\$ 38,000.00	\$ 35,000
Sports Housing Service	\$ 104,400.00	\$ 30,000
Marketing Cooperative Programs	\$ 9,200.00	\$ 10,000
Interest Income	\$ 4,400.00	\$ 2,000
Miscellaneous Income		\$ 5,000
TOTAL	\$ 1,318,766.00	\$ 1,881,834.00
EXPENSES	FY 2021	FY 2022
OPERATING/ADMINISTRATIVE	BUDGETED	BUDGETED
Accounting/Payroll Services	\$ 32,000.00	\$ 36,000
Bank Charges		\$ 200
Depreciation	\$ 2,500.00	\$ 3,200
Dues/Subscriptions	\$ 3,500.00	\$ 7,900
Insurance - Board + other Liability	\$ 3,100.00	\$ 4,700
Insurance - Employee Health	\$ 41,000.00	\$ 42,000
Legal Counsel	\$ 3,000.00	\$ 12,000
Miscellaneous Mileage Expense	\$ 4,000.00	\$ 9,444
Rent	\$ 72,000.00	\$ 70,000
Professional Development	\$ 500.00	\$ 5,000
Supplies	\$ 1,500.00	\$ 5,000
Telecommunications	\$ 4,500.00	\$ 6,500
Salaries/Payroll Taxes/Retirement	\$ 540,500.00	\$ 706,000
Scholarship	\$ -	\$ 6,000
SUB-TOTAL	\$ 708,100.00	\$ 913,944

EXPENSES	FY 2021	FY 2022
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Marketing	BUDGETED	BUDGETED
Advertising - Print	\$ 100,000.00	\$ 125,000
Advertising - Digital	\$ 194,000.00	\$ 210,000
Advertising - Radio		\$ 30,000
Advertising Design + Photography + Video	\$ 7,000.00	\$ 30,000
Post Covid Reopening Advertising for HCER Sectors- NEW ALLOCATION		\$ 40,000
Consulting/Management		\$ -
Staff Miscellaneous/Mileage	\$ 4,000.00	\$ 6,000
Dues/Subscriptions	\$ 425.00	\$ 1,500
Professional Development	\$ -	\$ 5,000
Leisure Travel Marketing (seasonal campaigns/trade shows)	\$ 43,000.00	\$ 70,445
Membership/Partnership Events	\$ 5,000.00	\$ 10,000
Postage	\$ 20,000.00	\$ 25,000
Publications Design and Printing	\$ 25,000.00	\$ 45,000
Promotions and Public Relations (PGA/LGPA Golf marketing and promotions included)	\$ 20,000.00	\$ 28,600
Research	\$ 9,580.00	\$ 12,000
Website Maintenance/Design	\$ 15,000.00	\$ 40,000
Special Projects -Social Market Sales Initiatives (weddings, fraternal, sports, family reunions)		\$ 22,000
Technical Support - CRM/Sales Prospecting Tools	\$ 45,000.00	\$ 74,521
SUB-TOTAL	\$ 488,005.00	\$ 775,066
EXPENSES	FY 2021	FY 2022
Sales	BUDGETED	BUDGETED
Dues/Subscriptions	\$ 4,470.00	\$ 5,000
Meetings and Conventions Trade Shows/Sponsorships - increased funding for post COVID-19 initiatives	\$ 25,000.00	\$ 65,000
Meetings - Booking Incentive Program for Meeting Planner and Event Organizers - NEW		\$ 10,000
Group Tour Trade Shows/Sponsorship	\$ 5,500.00	\$ 20,000
Familiarization Tours & Sales Missions	\$ -	\$ 25,000
Professional Development	\$ -	\$ 2,500
Staff Miscellaneous/Mileage	\$ 4,000.00	\$ 6,000
Sports Marketing Bid Fees/Grants	\$ 3,000.00	\$ 15,000
Sports Housing Service Expense	\$ 57,420.00	\$ 15,000
Miscellaneous	\$ 23,271.00	\$ 29,324
SUB-TOTAL	\$ 122,661.00	\$ 192,824
GRAND TOTAL	\$ 1,318,766.00	\$ 1,881,834.00

Visit Montgomery
Income Statement - Disclosures Omitted
For the One Month and Year-to-Date Ended February 28, 2022

	February 28, 2022	Year to Date FY2022	FY 2022 Budget	Remaining FY 2022 Budget
Public Revenues				
Occupancy Tax	\$ 68,054.57	\$ 567,158.49	\$ 1,632,834.00	\$ 1,065,675.51
Occupancy Tax-Municipal	4,950.89	31,912.12	42,000.00	10,087.88
Maryland Tourism Grant	-	26,366.32	125,000.00	98,633.68
ARPA funding	68,014.93	530,930.82	-	(530,930.82)
PPP Loans Forgiven	-	245,104.00	-	(245,104.00)
Private Revenues				
Membership Dues	2,129.43	32,849.47	35,000.00	2,150.53
Interest Income	93.91	903.36	2,000.00	1,096.64
Miscellaneous Income	585.20	585.20	5,000.00	4,414.80
Marketing & Promotions Revenues				
On-Line Reservation Service	981.00	38,698.23	30,000.00	(8,698.23)
Coop Advertising/Print	-	2,300.00	10,000.00	7,700.00
Total Revenues	144,809.93	1,476,808.01	1,881,834.00	405,025.99
Expenses				
Accounting	1,877.65	16,766.10	36,000.00	19,233.90
Advertising	2,000.00	84,547.66	125,000.00	40,452.34
Advertising/Electronic	7,684.98	154,179.95	240,000.00	85,820.05
Advertising/Production	-	-	30,000.00	30,000.00
Bank Charges	-	-	200.00	200.00
Depreciation/ADMIN	280.00	1,880.00	3,200.00	1,320.00
Dues/Subscriptions	2,625.00	6,669.94	7,900.00	1,230.06
Dues/Subscriptions (M)	-	346.14	1,500.00	1,153.86
Dues/Subscriptions (S)	348.77	3,623.77	5,000.00	1,376.23
Finance Charges	-	1,384.10	-	(1,384.10)
Insurance/Commercial & Board	1,726.00	3,343.32	4,700.00	1,356.68
Insurance/Board Liability	-	885.08	-	(885.08)
Insurance/Employee Health	3,358.46	14,570.89	42,000.00	27,429.11
Legal Counsel	-	1,106.63	12,000.00	10,893.37
Maintenance/Rent	5,524.99	37,516.42	70,000.00	32,483.58
Membership Marketing/Events	-	3,125.26	10,000.00	6,874.74
Miscellaneous/Mileage	545.75	2,167.38	9,444.00	7,276.62
Miscellaneous/Mileage (M)	-	1,254.23	6,000.00	4,745.77
Miscellaneous/Mileage (S)	90.64	2,995.95	6,000.00	3,004.05
Postage/Shipping/ADMIN	-	20,998.81	25,000.00	4,001.19
Publications/Collateral	445.20	1,890.53	45,000.00	43,109.47
Promotions/ PR	398.33	12,507.38	28,600.00	16,092.62
Professional Development/ADMIN	-	589.86	5,000.00	4,410.14
Professional Development (M)	-	656.28	5,000.00	4,343.72
Professional Development (S)	-	1,841.52	2,500.00	658.48
Research	1,800.00	7,880.00	12,000.00	4,120.00
Taxes/Federal Unemployment	-	78.47	-	(78.47)
Taxes/State Unemployment	-	50.77	-	(50.77)
Salaries/ADMIN	45,241.79	357,442.53	646,000.00	288,557.47
Sales/Meetings & Conventions	1,110.41	12,785.84	65,000.00	52,214.16
Salaries/Bonus	-	3,484.33	10,000.00	6,515.67
Sales/Group Tour	730.00	6,962.86	20,000.00	13,037.14
Sales/Sports Marketing	-	2,500.00	15,000.00	12,500.00
Sales-Sports Marketing Trade	-	6,000.00	-	(6,000.00)
Sports/Group Housing	970.20	15,591.89	15,000.00	(591.89)
Salaries/HSA	-	117.26	-	(117.26)
Sales-Miscellaneous	981.05	8,830.10	39,324.00	30,493.90
Sales-Leisure	-	-	70,445.00	70,445.00
Sales/ Sports Market Bid Funds	-	3,500.00	-	(3,500.00)
Sales-Fam Tours & Sales Missio	-	515.48	25,000.00	24,484.52
Supplies/ADMIN	934.85	2,489.10	5,000.00	2,510.90
Scholarship/Gift Expense	-	6,000.00	6,000.00	-
Taxes/Payroll/ADMIN	3,720.15	27,017.88	50,000.00	22,982.12
Technical Support	766.57	36,298.77	74,521.00	38,222.23
Telecommunications/ADMIN	50.00	422.04	6,500.00	6,077.96
Telecommunications/Cellular	375.00	2,479.32	-	(2,479.32)
Web Site/Maintenance/Design	-	6,366.00	40,000.00	33,634.00
Special Projects	-	-	62,000.00	62,000.00
Total Expenses	83,585.79	881,659.84	1,881,834.00	1,000,174.16
Net Income (Loss)	\$ 61,224.14	\$ 595,148.17	\$ -	\$ (595,148.17)

FY23 COUNCIL QUESTIONS

NDA: Conference Visitors Bureau (CVB)

1. What were the estimated FY23 Hotel/Motel taxes that were used for the recommended CVB NDA appropriation?

The estimated FY23 Hotel/Motel taxes are \$21,725,087.

2. NDA appropriation? \$2,132,834

FY23 Recommended Budget	\$2,132,834
7% of Hotel Motel Revenue (\$21.7M)	<u>\$1,520,756</u>
Variance	<u><u>\$612,078</u></u>
Variance:	
Enhancements	\$500,000
To fund at FY22 base and hold CVB harmless	<u>\$112,078</u>
	<u><u>\$612,078</u></u>

3. What specific deliverables did the County require of Visit Montgomery in FY22?
 - CVB provides an annual report reflecting CVB’s key strategies, program outcomes, activities, accomplishments, sales data, return on investment, hotel occupancy data, market updates, events, and new initiatives.
 - A Wage Requirements Law (WRL) Payroll Report, which is submitted to the Office of Procurement.
 - A contract amendment occurred in FY22; the amendment augmented the contract to include the management of a new program/grant (Discover MoCo/Telework Grant) from the MD Department of Commerce. The purpose of the program was designed to help retailers increase their visibility through participation in a centralized online directory.
4. How often does Visit Montgomery report its progress on its deliverables to the County?
 - CVB reports their progress annually in the form of an annual report; the annual report is released in November and provided to the County Executive and County Council.
 - CVB provides a quarterly upload of their Wage Requirement Law Payroll Report.
5. Can you provide additional background/details on the Executive’s recommended add of \$500,000 for destination management, including any deliverables that the County anticipates or plans to include in the contract?

Visit Montgomery Program Enhancements	
UpCounty / Rural Montgomery/ Agricultural Reserve Branding Initiative (one time)	\$150,000
Staffing Resources and Social Economy Initiative Launch and Oversight	\$200,000
Leisure Travel Marketing Itinerary Development and Expansion of the Tastemakers Trail	\$70,000
Restaurant (MoCo Eats) and Retail Sector (Discover MoCo)	\$50,000
Technology/Research Tools	\$30,000
Total	\$500,000

- What will the Enhancements provide:
 - Development of tours and sales, marketing and paid advertising initiatives throughout the year to target markets with emphasis on marketing the Tastemakers Trail and African American History Tours.
 - Development of a Rural Montgomery / Agricultural Reserve Branding Initiative. This budget item is a *one-time cost* for the brand launch initiative.
 - Enhanced technology and research tools that assist the Conference & Visitors Bureau with using location data that provides real time information on how residents and visitors flow throughout the county.
 - The Responsible Hospitality Institute (RHI) Montgomery County Social Economy Initiative.
- **UpCounty, Ag Reserve, Rural Branding (\$150,000, one-time cost)**
 - Supports the promotion of the opening of Crossvines in Poolesville and leverage the opportunity to brand Montgomery County's Ag Reserve and UpCounty hiking, biking trails, historic sites, and culinary experiences.
- **Staffing Resources and Social Economy Initiative (\$200,000), (1) Full-time Business Development Director, (1) Part-time Staff Support**
 - Positions will be responsible for the development of plans and strategies that increase revenue in the tourism and hospitality sector; implement strategies and outreach to event organizers with the goal of retaining current events held in the county; serve as the County's liaison when working on local and regional bids for sports events including professional golf tournaments, FIFA World Cup 2026 Bid and the Junior Olympics regional bid; develop an inventory of sports indoor and outdoor facilities and trails to develop new strategies for attracting additional amateur and youth sporting events to Montgomery County; research, plan and implement new target

market initiatives that attract more room night business from the following sectors: international (group and individual) and biotechnology and pharmaceutical sectors; perform social economy development and community collaboration as recommended by the Responsible Hospitality Institute (RHI) Study and Recommendations.

- **Leisure Travel Marketing. (\$70,000)**

- Supports expansion of the Tastemakers Trail Self Guided Tour to include new wineries and breweries, the broadening and promotion of African American History sites and tours to include sites like the new Josiah Henson Museum & Park, Woodlawn Manor Cultural Park, and an underground railroad experience (this is not intended to be an exhaustive list of sites).

- **Restaurant and Retail Sector program (\$50,000 radio advertising + staff resources)**

- Supports ability to continue to support small and minority owned businesses increase revenues by implementing marketing and advertising initiatives. Programs impacted are MoCo Eats and Discover MoCo. Tasks include launch of a centralized restaurant database, website and technology upgrades, website maintenance, and expansion of programming.

- **Technology / Research (\$30,000)**

- Supports the purchase of a visitor research software that utilizes location data through cell phones to provide real time information on how residents and visitors flow throughout the county. The tool will provide data analytics related to spending and consumer origin in specific locations.

Conference and Visitors Bureau of Montgomery County, MD (CVB)

Fiscal Year 2023 Budget - **DRAFT**

REVENUES	FY 2022	FY 2023
Montgomery County Hotel Tax (supplemented with ARPA funds)	\$ 1,632,834	\$ 1,632,834
Montgomery County Supplemental Funding	\$ -	\$ 500,000
Municipal Hotel Tax	\$ 42,000	\$ 78,000
MD Office of Tourism Marketing Grant	\$ 125,000	\$ 110,000
CARES Act Program Income	\$ -	\$ -
Partnership Dues/Events	\$ 35,000	\$ 50,000
Sports Housing Service	\$ 30,000	\$ 25,000
Marketing Cooperative Programs	\$ 10,000	\$ 10,000
Miscellaneous Income	\$ 7,000	\$ 7,000
TOTAL	\$ 1,881,834	\$ 2,412,834
EXPENSES	FY 2022	FY 2023
OPERATING/ADMINISTRATIVE		
Accounting/Payroll Services	\$ 36,000	\$ 41,000
Bank Charges	\$ 200	\$ 250
Depreciation	\$ 3,200	\$ 3,500
Dues/Subscriptions	\$ 7,900	\$ 8,200
Insurance - Board + other Liability	\$ 4,700	\$ 4,900
Insurance - Employee Health	\$ 42,000	\$ 45,000
Legal Counsel	\$ 12,000	\$ 12,000
Miscellaneous Mileage Expense	\$ 9,444	\$ 10,000
Rent	\$ 70,000	\$ 70,000
Professional Development	\$ 5,000	\$ 6,000
Supplies	\$ 5,000	\$ 5,000
Telecommunications	\$ 6,500	\$ 6,500
Salaries/Payroll Taxes/Retirement	\$ 706,000	\$ 706,000
Salaries/Payroll Taxes/Retirement - NEW (Director of Business Development (FT) + Visitor and Business Services Support PT)		\$ 200,000
Scholarship - Hospitality Students Montgomery College	\$ 6,000	\$ 6,000
SUB-TOTAL	\$ 913,944	\$ 1,124,350
EXPENSES - MARKETING	FY 2022	FY 2023
Advertising - Print	\$ 125,000	\$ 125,000
Advertising - Digital	\$ 210,000	\$ 250,000
Advertising - Radio	\$ 30,000	\$ 30,000
Advertising - Radio - NEW		\$ 50,000
Advertising Design + Photography + Video	\$ 30,000	\$ 30,000
Post Covid Reopening Advertising for HCER Sectors- NEW ALLOCATION (moved into Advertising-Digital in FY 2023)	\$ 40,000	\$ -
Consulting/Management	\$ -	\$ 19,000
Staff Miscellaneous/Mileage	\$ 6,000	\$ 6,484
Dues/Subscriptions	\$ 1,500	\$ 1,500
Professional Development	\$ 5,000	\$ 6,000
Leisure Travel Marketing (seasonal weekend hotel campaigns/consumer trade shows)	\$ 70,445	\$ 70,000
Leisure Travel Marketing - NEW (rural Montgomery marketing initiative, African American History Tours, Tastemakers Trail)		\$ 70,000
Rural Montgomery Branding Initiative - NEW		\$ 150,000
Membership/Partnership Events	\$ 10,000	\$ 10,000
SUB-TOTAL	\$ 527,945	\$ 817,984
EXPENSES - MARKETING	FY 2022	FY 2023

Postage	\$ 25,000	\$ 25,000
Publications Design and Printing	\$ 45,000	\$ 50,000
Promotions and Public Relations	\$ 28,600	\$ 28,000
Research	\$ 12,000	\$ 12,000
Research - NEW (Zartico research tracking visitor spending + visitor profiles)		\$ 30,000
Website Maintenance/Design	\$ 40,000	\$ 50,000
Special Projects -Social Market Sales Initiatives (weddings, fraternal, sports, family reunions)	\$ 22,000	\$ 22,000
Technical Support - CRM/Sales Prospecting Tools	\$ 74,521	\$ 75,000
SUB-TOTAL	\$ 247,121	\$ 292,000
EXPENSES - DESTINATION GROUP SALES	FY 2022	FY 2023
Dues/Subscriptions	\$ 5,000	\$ 5,000
Meetings and Conventions Trade Shows/Sponsorships - increased funding for post COVID-19 initiatives	\$ 65,000	\$ 65,000
Meetings - Booking Incentive Program for Meeting Planner and Event Organizers - NEW	\$ 10,000	\$ 15,000
Group Tour Trade Shows/Sponsorship	\$ 20,000	\$ 20,000
Familiarization Tours & Sales Missions	\$ 25,000	\$ 25,000
Professional Development	\$ 2,500	\$ 2,500
Staff Miscellaneous/Mileage	\$ 6,000	\$ 6,000
Sports Marketing Bid Fees/Grants	\$ 15,000	\$ 15,000
Sports Housing Service Expense	\$ 15,000	\$ 15,000
Miscellaneous	\$ 29,324	\$ 30,000
SUB-TOTAL	\$ 192,824	\$ 198,500
GRAND TOTAL	\$ 1,881,834.00	\$ 2,412,834

updated: 3/22/2022

Fiscal Year 2023

CVB NDA Budget + Supplemental Request

Fiscal Year 2023 CVB Programming: Destination Marketing **\$1,632,834**

Core Programming will remain as:

- Advertising Print, Electronic, Radio and Billboard
- Destination Sales Trade Show Attendance + Sales Missions
- Leisure Travel Sales Programs and Strategies to increase weekend room night generation
- Familiarization Tours – Event Planners, Meetings Planners and Travel Writers
- Website Development

Supplemental Request: Destination Management **\$500,000**

1. UpCounty + Ag Reserve + Rural Branding Initiative	\$150,000
2. Staffing Resources and Social Economy Initiative	\$200,000
3. Leisure Travel Marketing	\$70,000
4. Restaurant and Retail Sector Programming	\$50,000
5. Technology/Research	\$30,000
	\$500,000

1.

•UpCounty + Ag Reserve + Rural Branding Initiative (\$150,000, one time cost)

Montgomery County’s largest hidden gem is its 93,000-acre Agricultural Reserve. In its 40th year, the area is 1/3 of the county and has quickly become a destination for both local and regional travelers. The “Ag Reserve” will serve as the anchor attraction for this “Rural Montgomery” branding program, along with the promotion of all other agricultural, beverage and culinary experiences throughout the UpCounty area. Capitalizing on increased visitor demand to rural communities and outdoor spaces in the pandemic, the CVB sees an opportunity to brand Montgomery County’s Ag Reserve with other UpCounty hiking and biking trails and historic sites, as well as beverage and culinary experiences into a unified logo, brand notion, messaging, and dedicated website. This placemaking initiative will also help with the promotion of the opening of Crossvines in Poolesville in 2022/2023. This approach aligns with the 158-page Agritourism Study that was conducted by Montgomery Planning with the support of local stakeholders, completed in 2019.

<https://montgomeryplanning.org/wp-content/uploads/2019/12/Agritourism-Study-and-Appendices.pdf>

DESIRED OUTCOME: Brand launch within six (6) months of the funding allocation. Increased visitation to “Rural Montgomery” trackable through research and website and advertising metrics.

DIVERSITY & INCLUSION: Develop tourism products in Montgomery County’s rural areas that are open and accessible to all residents and visitors. Incorporate storytelling tools that weave in the county’s diverse narratives and attractions.

2.

•Staffing Resources and Social Economy Initiative (\$200,000)

Business Development Director (F.T.) – NEW staff position description/mission + Staff Support (P.T.)

-This position will be responsible for the development of plans and strategies that ultimately increase revenue in the tourism and hospitality sector.

-Implement strategies and outreach to event organizers with the goal of retaining current events held in the county, expanding the capacity of existing events and identifying potential new events.

(Examples include festivals, fairs, consumer trade shows).

-Serve as the County's liaison when working on local and regional bids for sports events including professional golf tournaments, FIFA World Cup 2026 Bid and the Junior Olympics regional bid.

-Develop an inventory of sports indoor and outdoor facilities and trails to develop new strategies for attracting additional amateur and youth sporting events to Montgomery County.

-Research, plan and implement new target market initiatives that attract more room night business from the following sectors: international (group and individual) and biotechnology and pharmaceutical sectors.

-Social Economy development and community collaboration as recommended by the Responsible Hospitality Institute (RHI) Study and Recommendations

Background: The CVB and Alcohol Beverage Services (ABS) contracted with the Responsible Hospitality Institute (RHI) to complete a Study and provide recommendations for Montgomery County's social economy. The study provided recommendations for charting the future of sociability for Montgomery County with the creation of a Social Economy Alliance of key stakeholders supported by a neutral facilitator (Business Development Director). Forming an alliance to guide transformation is the first step towards assuring all perspectives are represented. Diversity of perspectives will assure creative and inclusive strategies for safe and vibrant places for residents and visitors to meet and socialize. The pillars for developing the social economy include safety, hospitality, culture, data, community, and development. [moco_rhi_slides.pdf](#)

DESIRED OUTCOME: Develop a sound set of prospects and manage a pipeline of potential future new business generating hotel room nights. Facilitate communication amongst diverse stakeholders directly and indirectly involved in the social economy. And conduct proactive business outreach to develop and strengthen relationships with businesses and stakeholder groups in the nightlife, entertainment, dining, sports, and music sectors.

DIVERSITY & INCLUSION: The Social Economy initiative will aid in attracting special events that are representative of Montgomery County's cultural diversity. This could include music festivals, food and drink events and film festivals.

3.

•Leisure Travel Marketing (\$70,000)

Themes and itineraries help visitors explore communities. The CVB will expand the Tastemakers Trail Self-Guided Tour through local and regional consumer activation advertising and marketing strategies. The tour will continue to expand as new wineries and breweries enter the Montgomery County market. In addition, the CVB will explore a partnership with a transportation company to operate and manage an organized retail Tastemakers Trail tour.

The CVB will continue to work in collaboration with Heritage Montgomery, the Arts and Humanities Council of Montgomery County and Montgomery Parks to broaden the promotion of African American History sites and tours in Montgomery County. The new Josiah Henson Museum & Park, Woodlawn Manor Cultural Park, Underground Railroad Experiences and other historic sites will be packaged together to reach broader audiences regionally and nationally in the group travel market segments with the goal of expanding storytelling and visitation to these sites.

In addition, the CVB will combine the Tastemakers Trail, African American History tours and sites, the Civil War Trails and the new Rural Montgomery Branding to develop a broader advertising and marketing campaign to out-of-market leisure consumer travelers and group travelers as well as travel trade press.

4.

•Restaurant and Retail Sector Programming (\$50,000 radio advertising + staff resources)

During the pandemic, the County charged the CVB with developing and managing two programs to help small & minority owned businesses increase revenues by implementing marketing and advertising initiatives managed by the CVB. Funding to continue these programs in Fiscal Year 2023 will be allocated to staffing resources, technology upgrades, outreach, and paid advertising.

MoCo Eats

MoCo Eats website was launched in April 2020 so that residents could find a centralized database of restaurants. The CVB will continue to maintain this website and provide technology upgrades, maintenance of the website and expansion of the MoCo Eats programming to communicate new restaurant openings, promotions, and chef and recipe features throughout the year.

Discover MoCo

In Fiscal Year 2022 the CVB created a centralized online database to help promote the small & minority owned businesses in Montgomery County with emphasis on retailers. This project was supported by an \$80,000 grant the CVB received from Montgomery County Government funded through a Maryland Department of Commerce Grant.

The new directory supports local businesses with their online e-commerce activities, provide increased visibility of their products and services, and meets applicant requirements for the Online Sales and Telework Grant.

The CVB will continue to promote these two programs providing additional support in Fiscal Year 2023 with regional radio advertising campaigns implemented quarterly.

DESIRED OUTCOME: Support the local restaurant and retail industry with advertising and other promotional support and enhanced website and social media content.

DIVERSITY & INCLUSION: Celebrate Montgomery County's extensive cultural diversity by promoting local cuisine through MoCo Eats and small and minority owned businesses through Discover MoCo.

5.

•Technology/Research (\$30,000)

The CVB will purchase visitor research software that uses location data through cell phones to provide real time information on how residents and visitors flow throughout the county. This information is important for the CVB, Montgomery County Government and community stakeholders to understand the financial impact COVID had on the hospitality, culture, entertainment and recreation (HCER) economy in Montgomery County and its recovery progress. The tools can be used to track spending in the local economy and consumer origin in specific locations or entry points like the Maryland SoccerPlex, Bethesda North Conference Center, White's Ferry, Bethesda Metro Station, Fillmore, etc. This is a tool that will help with identifying measurable metrics of tourism promotion and programming as well as visitor profiles and spending habits.

DESIRED OUTCOME: Understand and track the behavior of visitors in the community and spending habits whether here for business or leisure travel purpose.

DIVERSITY & INCLUSION: Visitor research software will provide the CVB a broader understanding of the county's mosaic of communities and identify underserved areas that could benefit from additional tourism economic development.