

Worksession

M E M O R A N D U M

April 11, 2011

TO: Planning, Housing and Economic Development Committee

FROM: Justina J. Ferber, Legislative Analyst

SUBJECT: Worksession - Executive's Recommended FY12 Operating Budget
Conference and Visitor's Bureau (CVB) - Non-Departmental Account
\$698,880

The following persons will be present for the worksession:

Kelly Groff, Executive Director, Conference and Visitor's Bureau
Steve Silverman, Director, DED
Alison Dollar, Management and Budget Specialist, OMB

The Non-Departmental Account for the Conference and Visitor's Bureau can be found on page 65-5 of the Executive's Recommended FY12 Operating Budget. A copy is attached at ©1.

Overview

The Conference and Visitor's Bureau (CVB) promotes Montgomery County as a tourist destination. The CVB Non-Departmental Account was created in FY95. CVB funding is based on 3.5 % of revenue collected from the hotel/motel tax. The County Executive's recommended FY12 budget for the Conference and Visitor's Bureau is \$698,880 which is an increase of \$91,530 over the FY11 appropriation of \$607,350. The additional funding is due to an increase in revenue projections for hotel/motel tax collections.

CVB Information

The CVB has provided information to assist in the understanding of the CVB budget and the work of the CVB. The CVB cautiously predicts there will be revenue growth in FY12.

- Letter in support of the CVB NDA including discussion of hotel industry in the Washington Area, positive signs for the Montgomery County and areas of challenge. ©2-4
- CVB Draft budget for FY12 compared to FY11 ©5-6
- CVB FY11 YTD Revenues and Expenses ©7-8
- CVB FY11 Line Item Specifics ©9

- CVB Room Tax Receipts and CVB Allocation Reports ©10
- CVB FY11 Trade Shows ©11
- CVB Trip Advisor Campaign ©13
- CVB FY10 Annual Report ©14
- CVB Newsletter, Winter 2011 ©22-25
- CVB Monthly Summary of Inquiries Received for FY11 ©26-27
- Regional Analysis of Destination Marketing Organizations for FY11 ©28-31

The Regional Analysis of Destination Marketing Organizations compares the following area jurisdictions, Washington, D.C., Alexandria, Arlington, Fairfax, Frederick, Howard, Prince Georges and Prince William. Montgomery County has the smallest staff and budget for tourism. Because of the economy and the County's tight budget, staff is not suggesting any changes to CVB funding at this time.

Staff Recommendation

- **Approve the CVB NDA as submitted for \$698,880.**

Attachments: CVB NDA ©1
CVB Materials as listed above

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non-represented employees, deferred compensation management, and unemployment insurance.

Non-Qualified Retirement Plan: This provides funding for that portion of a retiree's benefit payment that exceeds the Internal Revenue Code's \$415 limits on payments from a qualified retirement plan. Payment of these benefits from the County's Employees' Retirement System (ERS) would jeopardize the qualified nature of the County's ERS. The amount in this NDA will vary based on future changes in the Consumer Price Index (CPI) affecting benefit payments, new retirees with a non-qualified level of benefits, and changes in Federal law governing the level of qualified benefits.

Deferred Compensation Management: These costs are for management expenses required for administration of the County's Deferred Compensation program. Management expenses include legal and consulting fees, office supplies, printing and postage, and County staff support.

Management Leadership Service Performance-Based Pay Awards: In FY99, the County implemented the Management Leadership Service (MLS) which includes high level County employees with responsibility for developing and implementing policy and managing County programs and services. The MLS was formed for a number of reasons, including improving the quality and effectiveness of service delivery through management training, performance accountability, and appropriate compensation; providing organizational flexibility to respond to organizational needs; allowing managers to seek new challenges; and developing and encouraging a government-wide perspective among the County's managers. MLS employees are not eligible for service increments. Performance-Based awards for MLS employees are not funded in FY12.

Unemployment Insurance: The County is self-insured for unemployment claims resulting from separations of service. Unemployment insurance is managed by the Office of Human Resources through a third party administrator who advises the County and monitors claims experience.

FY12 Recommended Changes	Expenditures	WYs
FY11 Approved	1,728,780	1.6
Shift: Group Insurance Adjustment - Countywide Vision Insurance Program	322,530	0.0
Increase Cost: Annualization of FY11 Personnel Costs	5,820	0.0
Increase Cost: Restore Personnel Costs - Furloughs	2,440	0.0
Increase Cost: Help Desk - Desk Side Support	170	0.0
Increase Cost: Printing and Mail Adjustment	80	0.0
Decrease Cost: Retirement Adjustment	-5,820	0.0
Decrease Cost: Group Insurance Adjustment	-7,560	0.0
Shift: Human Resources Specialist in the Performance Management Program Transferred to the Office of Human Resources	-95,840	-1.0
Decrease Cost: Elimination of One-Time Items Approved in FY11	-919,750	0.0
FY12 CE Recommended	1,030,850	0.6

Conference and Visitors Bureau

The Conference and Visitors Bureau (CVB) promotes Montgomery County as a tourist destination site to meeting planners, student groups, group tour operators, leisure travelers, sports events/spectators, and travel writers. The CVB develops and distributes publications on points of interest to tourists; and conducts public information campaigns promoting tourism and event facilitation in Montgomery County. The CVB serves as a resource center assisting small and large hospitality businesses considering new product development and/or expansions. The CVB coordinates with the State Department of Tourism, State Film Office, 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 Economic Development. Funding is based on 3.5 percent of the total hotel/motel tax revenues.

FY12 Recommended Changes	Expenditures	WYs
FY11 Approved	607,350	0.0
Increase Cost: Appropriation Adjustment Based on Hotel Motel Tax Revenue Projections	91,530	0.0
FY12 CE Recommended	698,880	0.0

Conference Center

Prior to FY06, the Conference Center NDA primarily provided for pre-opening expenses. Since the Conference Center opened in November 2004, the NDA has expanded its scope to fund:

- a full-time position to manage the operational and fiscal oversight of the Conference Center complex;
- non-routine or major repairs, alterations, improvements, renewals, and replacements; and
- the designated reserve required by the management agreement with Marriott International, Inc.

Welcome!

MONTGOMERY COUNTY, MARYLAND
THE UPSIDE OF DOWNTOWN

February 11, 2011

Mr. Isiah Leggett
Montgomery County Executive
101 Monroe Street
2nd Floor
Rockville, Maryland 20850

Dear County Executive Leggett,

We are writing to request your continued support of the efforts of the Conference and Visitors Bureau (CVB) of Montgomery County, Maryland.

The primary source of funding for the CVB is the room rental transient tax (RRTT). Additional funds that contribute to the CVB programming includes a grant from the Maryland Office of Tourism Development and private sector revenues raised through cooperative partnerships.

The Montgomery County room tax collections for the period of July 2010 through December 2010 increased on average 14% per month. We attribute this growth to a recovering economy, continued representation in the marketplace to keep Montgomery County in the forefront as a destination of choice, strong business base, Federal government presence and CVB's partnerships with the local lodging community. In November 2010, the CVB Board of Directors met with David Platt with the Department of Finance, to discuss industry projections for 2011. The feedback we received was to anticipate a 5% to 7% increase in hotel taxes collected for Fiscal Year 2011 over Fiscal Year 2010.

The hotel average daily rate (ADR), we predict will remain flat, as we continue to drive increased occupancy at the sacrifice of rate. Another factor that may inhibit much growth in the ADR is the reduction in Federal Government Per Diem Rates for the Washington Metropolitan region in 2011. Montgomery County hotels benefit significantly from the individual and group Federal Government travel industry sector. It will be difficult to make predictions for Fiscal Year 2012 because of so many variables and unforeseen challenges the industry may face in the future. However, based on the statistics we have reviewed and our local tax increases, we anticipate there will be revenue growth again in Fiscal Year 2012. I have highlighted on the next two pages some positive signs and some challenges we anticipate in the future.

Positive Signs

- The 2011 U.S. Open Golf Tournament, June 13-19, 2011 will generate 12,000 room nights and significant economic impact on the local business community in spending.
- Tournaments held at the Maryland SoccerPlex generated nearly 15,000 room nights in 2010.
- Hotel room tax collections increased .38% from Fiscal Year 2009 to Fiscal Year 2010.
- Hotel room tax collections increased 14% from Fiscal Year 2010 to Fiscal Year 2011 for the period of July 2010-December 2010.
- Hotel occupancy increased 4% from 2009 to 2010. Hotel revenues increased over \$25 million from 2009 to 2010.
- The 2011 BIO International Convention held June 27-30 will bring 15,000 attendees to Washington, D.C. and will provide hotel compression to Montgomery County. In addition, this convention will provide an opportunity for positive exposure of our local business community and federal government presence to thousands of representatives in the biotechnology industry.
- In 2011, Washington, D.C. will welcome 23 city wide conventions, an increase from 16 city wide conventions in 2010.
- International Visitors (group and individual) to MD, D.C. and Virginia increased 6% in 2009.
- In Fiscal Year 2011, the CVB received the 3rd largest marketing grant in the state from the Maryland Office of Tourism Development. The marketing grant program has a new distribution mechanism. Distribution amounts are based on a new formula directly associated with Maryland sales tax collections contributed by hospitality industry codes within each individual county/city in Maryland.

Areas of Challenge

- Online Travel Companies (OTC) Federal legislation that could prevent the collection of taxes on rate differentials.
- Addition of more than 600 hotel rooms to Montgomery County within 5 hotels over the last 18 months. There are potentially three more hotels slated to open in the next 2 to 3 years.

- Federal Government Per Diem rates for Montgomery County decreased for 2011.
- D.C. Conventions are soft in 2012 and 2013 which means less compression of rooms nights to Montgomery County.
- Opening of Washington, D.C. Convention Center Headquarters Hotel in 2014.
- The CVB of Montgomery County's budget is the lowest of all the CVBs in the region making it difficult to compete for market share.

Attached you will find additional information that details industry statistics.

We look forward to working with Montgomery County and the local community to continue to drive revenues for Montgomery County and our local businesses.

If you have any questions, please feel free to contact Kelly Groff at 240-777-2062.

Thank you again for your continued support of our mission.

Sincerely,



Rick Southard
CVB President
Marriott International



Kelly Groff
CVB Director

cc: Steve Silverman, Department of Economic Development, Montgomery County
Joseph Beach, Office of Management and Budget, Montgomery County
CVB Board of Directors

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

Fiscal Year 2012 Budget - DRAFT

Compiled: November 29, 2010

Updated 12/14/2010 with new MARC received from DED on 12/13/2010

Updated 4/6/2012 with new MARC received from FY 2012 Operating Budget

REVENUES	FY 2011	FY 2011	FY 2012	Inc/Dec
	Budget	Inc/Dec	DRAFT	from 2011
		from 2010		
Public Revenues				
Occupancy Tax - County & Municipal	\$652,350	(\$21,190.75)	\$759,503	\$107,153
MD Tourism Grant	\$50,000	\$16,574.00	\$60,000	\$10,000
Private Revenues				
Membership Dues	\$31,000	(\$76.00)	\$31,000	\$0
Membership Events	\$5,000	\$4,300.00	\$5,000	\$0
Miscellaneous Income	\$1,500	(\$32,273)	\$1,500	\$0
Souvenir Sales	\$0	\$0	\$0	\$0
Marketing & Promotions Revenues				
Hotel Reservation Service Commissions	\$80,000	(\$52,603.80)	\$90,000	\$10,000
Cooperative Trade Shows	\$14,650	\$4,581.00	\$14,650	\$0
Coop Advertising/Print	\$10,000	\$10,000	\$5,000	(\$5,000)
CVB Collateral Advertising	\$35,000	\$29,150	\$25,000	(\$10,000)
Advertising Revenues on CVB website	\$3,000	\$3,000	\$3,000	\$0
TOTAL REVENUES	\$882,500	(\$38,538.05)	\$994,653	\$112,153
EXPENSES	FY 2011*	FY 2011	FY 2012	Inc/Dec
	Budget	Inc/Dec	DRAFT	from 2011
		from 2010		
Accounting/Payroll Services	\$29,000	(\$1,963.90)	\$32,000	\$3,000
Advertising - Print	\$133,785	(\$8,284.68)	\$188,686	\$54,901
Advertising/Electronic/Digital Mrkt. Svcs.	\$63,000	\$49,420.30	\$113,000	\$50,000
Advertising/Production	\$5,013	\$3,099.10	\$6,000	\$987
Brochure Distribution	\$1,500	\$1,500.00	\$1,500	\$0
Consulting/Management	\$1,000	\$1,000.00	\$0	(\$1,000)
Depreciation	\$2,000	\$397.00	\$2,000	\$0
Dues/Subscriptions	\$6,500	(\$1,645.00)	\$6,500	\$0
Equipment/R&M/ADMIN	\$1,700	(\$1,204.91)	\$1,700	\$0
Equip/R&M/VIC	\$0	(\$1,723.60)	\$0	\$0
Insurance/Commercial & Board	\$3,000	\$2,479.00	\$3,000	\$0
Insurance Employee Health, etc.	\$26,300	(\$15,585.62)	\$28,300	\$2,000
Legal Counsel	\$2,000	\$2,000.00	\$2,000	\$0
Maintenance/ADMIN	\$16,681	(\$5,127.32)	\$23,030	\$6,349
Maintenance/VIC	\$0	(\$1,625.95)	\$0	\$0
Miscellaneous/Mileage/ADMIN	\$9,000	\$2,196.57	\$9,000	\$0
Miscellaneous/Mileage/VIC	\$0	(\$16,777.00)	\$0	\$0
SUB-TOTAL	\$300,479	\$8,153.99	\$416,716	\$116,237

EXPENSES	FY 2011*	Inc/Dec	FY 2012	Inc/Dec
	Budget	from 2010	DRAFT	from 2011
Pilot Marketing Program	\$0	(\$56,058.07)	\$0	\$0
Postage/Shipping/ADMIN	\$13,000	\$1,406.28	\$10,000	(\$3,000)
Postage/Shipping/VIC	\$0	(\$2,596.66)	\$0	\$0
Publications/Collateral	\$65,000	\$24,005.02	\$55,000	(\$10,000)
Promotions	\$40,000	\$29,008.19	\$10,000	(\$30,000)
Professional Development/ADMIN	\$5,000	(\$54,573.53)	\$4,000	(\$1,000)
Research	\$8,000	\$122.00	\$10,775	\$2,775
Salaries/Retirement Benefits ADMIN	\$282,074	\$66,586.07	\$282,074	\$0
Salaries/Visitor Center & Part Time Staff	\$0	(\$18,332.64)	\$20,000	\$20,000
Sales-International *	\$10,350	\$4,568.38	\$12,000	\$1,650
Sales - Meetings/Conventions Trade Shows	\$40,160	\$17,827.12	\$36,670	(\$3,490)
Sales - Group Tour Trade Shows	\$2,525	(\$5,353.39)	\$2,525	\$0
Sales - Sports Marketing Trade Shows	\$3,600	\$3,176.88	\$6,000	\$2,400
Sports Rebates/Housing Expenses	\$32,000	(\$36,957.70)	\$41,893	\$9,893
Souvenirs/VIC	\$1,000	\$1,000.00	\$500	(\$500)
Supplies/ADMIN	\$4,500	(\$1,013.00)	\$4,500	\$0
Supplies/VIC	\$0	\$0.00	\$0	\$0
Taxes/Payroll ADMIN	\$25,000	(\$1,371.15)	\$26,000	\$1,000
Taxes/Payroll/VIC	\$0	(\$1,087.97)	\$0	\$0
Technical Support	\$10,000	(\$1,649.60)	\$10,000	\$0
Telecommunications/ADMIN	\$6,000	(\$554.31)	\$7,000	\$1,000
Telecommunications/VIC	\$0	(\$2,025.13)	\$0	\$0
Volunteer Rewards/VIC	\$0	(\$3,771.82)	\$0	\$0
Website SEO/SEM and Development	\$33,812	(\$23,337.77)	\$39,000	\$5,188
SUB-TOTAL	\$582,021	(\$60,982.80)	\$577,937	(\$4,084)
TOTAL EXPENSES	\$882,500	(\$52,828.81)	\$820,893	\$112,153

Conference and Visitors Bureau of Montgomery County, MD, Inc.

Fiscal Year 2011

Updated: March 14, 2011

REVENUES	FY 2010	FY 2011	FY 2011*	Inc/Dec	YTD Revenues
			FINAL	from 2010	July-Dec 2010
Public Revenues					
Occupancy Tax	\$692,650	\$607,350	\$607,350	(\$85,300)	\$299,818.50
Occupancy Tax - Municipal	\$0	\$45,000	\$45,000	\$45,000	\$46,028.19
MD Tourism Grant	\$55,000	\$50,000	\$50,000	(\$5,000)	\$0
Private Revenues					
Membership Dues	\$30,900	\$31,000	\$31,000	\$100	\$19,800.98
Membership Events	\$5,200	\$5,000	\$5,000	(\$200)	\$0
Miscellaneous Income	\$1,500	\$1,500	\$1,500	\$0	\$87.26
Visitor Center Revenues					
Souvenir Sales	\$2,000	\$0	\$0	(\$2,000)	\$0
Marketing & Promotions Revenues					
Hotel Reservation Service Commissions	\$60,000	\$80,000	\$80,000	\$20,000	\$126,231.65
Cooperative Trade Shows	\$9,900	\$3,000	\$14,650	\$4,750	\$4,000.00
Coop Advertising/Print	\$10,000	\$10,000	\$10,000	\$0	\$0
CVB Collateral Advertising	\$35,000	\$35,000	\$35,000	\$0	\$8,130.00
Advertising Revenues on CVB website	\$3,000	\$3,000	\$3,000	\$0	\$0
TOTAL REVENUES	905,150	\$870,850	\$882,500	(\$22,650)	\$504,096.58
EXPENSES	FY 2010	FY 2011	FY 2011*	Inc/Dec	YTD Expenses
		New MARC		from 2010	July-Dec 2010
Accounting/Payroll Services	\$27,000	\$29,000	\$29,000	\$2,000	\$21,872.72
Advertising - Print	\$126,800	\$136,000	\$133,785	\$6,985	\$78,218.80
Advertising-Electronic	\$60,000	\$63,000	\$63,000	\$3,000	\$4,634.73
Advertising/Production	\$3,000	\$5,013	\$5,013	\$2,013	\$2,421.82
Bank Charges	\$0	\$0	\$0	\$0	\$113.91
Brochure Distribution	\$3,000	\$1,500	\$1,500	(\$1,500)	\$0
Consulting/Management	\$1,000	\$1,000	\$1,000	\$0	\$0
Depreciation	\$2,000	\$2,000	\$2,000	\$0	\$0
Dues/Subscriptions	\$7,500	\$6,500	\$6,500	(\$1,000)	\$5,070.00
Equipment/R&M/ADMIN	\$1,700	\$1,700	\$1,700	\$0	\$394.10
Equip/R&M/VIC	\$2,700	\$0	\$0	(\$2,700)	
Insurance/Commercial & Board	\$3,000	\$3,000	\$3,000	\$0	\$1,040.00
Insurance Employee Health, etc.	\$21,600	\$26,300	\$26,300	\$4,700	\$14,092.25
Legal Counsel	\$2,000	\$2,000	\$2,000	\$0	\$0
Maintenance/ADMIN	\$21,809	\$16,681	\$16,681	(\$5,128)	\$7,904.16
Maintenance/VIC	\$3,900	\$0	\$0	(\$3,900)	\$0
Miscellaneous/Mileage/ADMIN	\$8,500	\$9,000	\$9,000	(\$500)	\$4,482.89
Miscellaneous/Mileage/VIC	\$100	\$0	\$0	(\$100)	\$0
SUB-TOTAL	\$295,609	\$302,694	\$300,479	\$3,870	\$140,245.38

EXPENSES	FY 2010	FY 2011	FY 2011*	Inc/Dec	YTD Expenses
		New MARC		from 2010	July-Dec 2010
Pilot Marketing Program	\$60,000	\$0	\$0	(\$60,000)	\$0
Postage/Shipping/ADMIN	\$17,000	\$13,000	\$13,000	(\$4,000)	\$13,294.09
Postage/Shipping/VIC	\$6,000	\$0	\$0	(\$6,000)	\$0
Publications/Collateral	\$62,000	\$65,000	\$65,000	\$3,000	\$8,244.86
Promotions	\$40,000	\$40,000	\$40,000	\$0	\$2,845.96
Professional Development/ADMIN	\$7,000	\$5,000	\$5,000	(\$2,000)	\$2,740.85
Research	\$6,000	\$8,000	\$8,000	\$2,000	\$4,688.00
Salaries/Retirement Benefits ADMIN	\$218,136	\$282,074	\$282,074	\$63,938	\$127,333.59
Salaries/Visitor Center & Part Time Staff	\$28,000	\$0	\$0	(\$28,000)	\$693.00
Sales-International *	\$9,650	\$7,825	\$10,350	\$700	\$0.00
Sales - Meetings/Conventions Trade Shows	\$34,565	\$28,820	\$40,160	\$5,595	\$23,943.42
Sales - Group Tour Trade Shows	\$1,875	\$2,525	\$2,525	\$650	\$475.67
Sales - Sports Marketing Trade Shows	\$3,725	\$3,600	\$3,600	(\$125)	\$3,629.85
Sports Rebates/Housing Expenses	\$24,000	\$32,000	\$32,000	\$8,000	\$52,916.91
Souvenirs/VIC	\$2,000	\$1,000	\$1,000	(\$1,000)	\$18.54
Supplies/ADMIN	\$4,500	\$4,500	\$4,500	\$0	\$0
Supplies/VIC	\$1,000	\$0	\$0	(\$1,000)	\$5,259.70
Taxes/Payroll ADMIN	\$20,400	\$25,000	\$25,000	\$4,600	\$10,841.17
Taxes/Payroll/VIC	\$2,000	\$0	\$0	(\$2,000)	\$335.79
Technical Support	\$13,000	\$10,000	\$10,000	(\$3,000)	\$1,691.25
Telecommunications/ADMIN	\$6,000	\$6,000	\$6,000	\$0	\$4,037.66
Telecommunications/VIC	\$1,500	\$0	\$0	(1,500)	\$27.42
Volunteer Rewards/VIC	\$0	\$0	\$0	\$0	\$0
Website SEO/SEM	\$41,190	\$33,812	\$33,812	(7,378)	\$7,031
SUB-TOTAL	\$609,541	\$568,156	\$582,021	(\$26,520)	\$270,048.73
TOTAL EXPENSES	\$905,150	\$870,850	\$882,500	(\$22,650)	\$410,294.11
NET INCOME OR (LOSS)					\$93,802.47

*Changes as requested at the June 14, 2010 Board of Directors Meeting--addition of meetings and conventions market trade shows for Fiscal Year 2011.

Difference was \$2,215 deducted from Advertising-Print

Fiscal Year 2011 CVB Budget - Line Item Specifics

Publications	Estimated Cost
Coupon Book	\$3,000
Visitors Guide	\$28,000
Passport Book	\$4,000
Profile Forms	\$2,500
Gaithersburg and Silver Spring Brochures	\$3,500
Meeting & Event Planning Guide	\$20,000
Annual Report	\$1,100
Miscellaneous	\$2,900
Total	\$65,000

**note: sales postcards are funded under the trade show individual budgets*

Promotions/Sponsorships	Estimated Cost
U.S. Open 2011	\$25,000
Miscellaneous Trade Show/Event Sponsorships	\$13,800
-TRN Sponsorship of Familiarization Tour	\$1,200
Total	\$40,000

Website Maintenance	Estimated Cost
Maintenance, etc.	\$24,000
Digital Marketing Services	\$9,812

MONTGOMERY COUNTY, MARYLAND
ROOM TAX RECEIPTS/CVB ALLOCATION REPORTS

FY 2007-FY 2011

Room Tax	Income Rec'd	Income Rec'd	Income Rec'd	Actual RRTT	Income Rec'd	Actual RRTT	Income Rec'd	Inc/Dec
Tax	by CVB	by CVB	by CVB	Revenue	by CVB	Revenue	by CVB	
Month of	FY 2007	FY 2008	FY 2009	FY 2010	FY 2010	FY 2011	FY 2011	
Overage	\$ 125,000.00	\$ 32,440.00	\$ -	\$ -				
JUL	\$ 45,547.73	\$ 47,486.95	\$ 50,088.79	\$ 1,396,821.46	\$48,888.75	\$ 1,535,699.59	\$ 53,749.49	10%
AUG	\$ 40,797.33	\$ 44,616.76	\$ 54,405.90	\$ 1,218,590.14	\$42,650.65	\$ 1,435,137.16	\$ 50,229.80	18%
SEPT	\$ 46,514.28	\$ 47,802.45	\$ 58,802.05	\$ 1,314,902.18	\$46,021.58	\$ 1,510,342.56	\$ 52,861.99	15%
OCT	\$ 64,242.62	\$ 74,043.60	\$ 51,307.68	\$ 1,906,758.75	\$66,736.56	\$ 2,169,443.42	\$ 75,930.52	13%
NOV	\$ 50,065.41	\$ 46,679.93	\$ 50,817.22	\$ 1,345,566.16	\$47,094.82	\$ 1,534,646.74	\$ 53,712.64	15%
DEC	\$ 39,778.11	\$ 38,492.05	\$ 35,202.21	\$ 1,034,599.24	\$36,210.97	\$ 1,215,282.05	\$ 42,534.87	17%
JAN	\$ 36,396.33	\$ 37,357.95	\$ 48,548.99	\$ 979,232.59	\$34,273.14	\$ 1,053,044.05	\$ 36,856.54	7%
FEB	\$ 38,345.61	\$ 43,122.48	\$ 40,712.20	\$ 1,163,045.53	\$40,706.59		\$ 40,000.00	est.
MAR	\$ 54,746.78	\$ 54,719.42	\$ 47,790.75	\$ 1,631,123.95	\$57,089.34		\$ 58,000.00	est.
APR	\$ 53,806.04	\$ 61,987.03	\$ 56,222.69	\$ 1,766,963.39	\$61,843.72		\$ 62,000.00	est.
MAY	\$ 61,987.34	\$ 58,984.00	\$ 52,777.09	\$ 1,683,061.52	\$58,907.15		\$ 59,000.00	est.
JUN	\$ 93,104.97	\$ 65,605.00	\$ 59,195.75	\$ 1,878,786.04	\$65,757.51		\$ 63,000.00	est.
TOTALS	\$ 625,332.55	\$ 620,897.62	\$ 605,871.32	\$ 17,319,450.95	\$606,180.78	\$ 10,453,595.57	\$ 647,875.85	13.57%
MARC	\$592,000.00	\$644,350.00	\$695,450		\$692,650		\$607,350	
VARIANCE	\$33,332.55	(\$23,452.38)	(\$89,579)		(\$86,469)		\$15,000 est.	

Updated: February 10, 2011

Conference and Visitors Bureau of Montgomery County, Maryland, Inc. (CVB)

TRADE SHOWS - FISCAL YEAR 2011

Updated: November 15, 2010

FINAL

Meetings & Conventions Market	Exhibit Fees	Registration Fees	Transportation	Misc. Expenses	Total Expenditure	Staff Attending	Income
MPI World Education Conference	\$ 2,000	\$ 625	\$ 500	\$ 2,500	\$ 5,625	Taffy Rice	N/A
July 24 - 27, 2010 - Vancouver, Canada							
(Partner with Destination DC)							
Fraternity Exec. Assoc. (SMERF Mkt.)					\$ -		DELETED
July 7 - 11, 2010 - Bellevue, Washington							
Connect Marketplace (SMERF Market)	\$ 2,150	\$ -	\$ 500	\$ 1,900	\$ 4,550	Taffy Rice	N/A
August 12 - 15, 2010 - Louisville, KY							
Affordable Meetings National	\$ 3,025	\$ -	\$ 100	\$ 1,900	\$ 5,025	Taffy Rice	\$1,500/partner
September 8 - 9, 2010 - Washington DC							(2 partners max)
Rejuvenate (SMERF Market)	\$ 2,150	\$ -	\$ 400	\$ 1,900	\$ 4,450	Taffy Rice	
October 18 - 21, 2010 - Louisville, KY							
Meetings Quest							\$1,250/partner
November 23, 2010, Washington DC	\$ 2,395	\$ -	\$ 50	\$ 1,425	\$ 3,870		(2 partners max)
DMAI's Destination Showcase	\$ 2,995	\$ 350	\$ 100	\$ 1,900	\$ 5,345	Taffy Rice	\$1,500/ partner
February 24, 2011 - Washington DC							(2 partners max)
Springtime in the Park GWSAE	\$ 3,845	\$ -	\$ 50	\$ 1,900	\$ 5,795	TBA	\$1,500/partner
April 27, 2011, Washington DC							(2 partners max)
SUB-TOTAL	\$ 14,715	\$ 975	\$ 1,650	\$ 11,525	\$ 28,865		\$ 8,500
FY 2010 Budget - \$34,565							
Miscellaneous Expenses: includes shipping and materials (estimated, \$600); booth furnishing and booth decorations							
(estimated at \$100); booth electricity (estimated, \$100); lead retrieval (estimated, \$350); pre and post show mailings							
(estimated \$200); booth giveaway (estimated, \$600); accommodation expenses (estimated \$600); meals (estimated \$150); shuttles, cab fares (estimated \$200)							

Meetings & Conventions Market	Exhibit	Registration	Transportation	Misc.	Total	Staff	Income
continued--	Fees	Fees		Expenses	Expenditure	Attending	
Society of Govt. Mtg. Professionals	\$ -	\$ 3,300	\$ 300	\$ 1,900	\$ 5,500	TBA	\$1,575/partner
June 8 - 11, 2011, Norfolk, VA							(2 partners max)
Collaborate Trade Show	\$ 1,950	\$ -	\$ 400	\$ 1,900	\$ 4,250	Natalie	
May 3-5, 2011, Houston, Texas							
AIBTM						Natalie/Kelly	
Baltimore, MD, June 19-24, 2011	\$ 7,500	\$ -	\$ -	\$ -	\$ 7,500		\$7,500
SUB-TOTAL	\$ 18,560	\$ 3,300	\$ 350	\$ 15,325	\$ 51,910		\$ 6,150
Group Tour/Consumer Markets and International Market	Exhibit	Registration	Transportation	Misc.	Total	Staff	Income
	Fees	Fees		Expenses	Expenditure	Attending	
American Bus Assoc. - Group Tour	\$ -	\$ 1,225	\$ 300	\$ 1,000	\$ 2,525	Kelly Groff	N/A
January 7 - 12, 2011 - Philadelphia, PA							
Canadian Sales Mission - International	\$ 850	\$ -	\$ 800	\$ 1,000	\$ 2,650	Taffy Rice	Deleted
November 2010							
Receptive Operators Mission to N.Y. - Inte	\$ -	\$ 1,500	\$ 700	\$ 500	\$ 2,700	Taffy Rice	Deleted
6/1/2011 (Partner with CRUSA)							
International POW WOW - International	\$ -	\$ 2,000	\$ 500	\$ 2,500	\$ 5,000	Kelly/Bethany	N/A
May 21 - 25, 2011 - San Francisco, CA							
SUB-TOTAL	\$ 850	\$ 4,725	\$ 2,300	\$ 5,000	\$ 12,875		\$ -
SPORTS MARKET	Exhibit	Registration	Transportation	Misc.	Total	Staff	Income
	Fees	Fees		Expenses	Expenditure	Attending	
TEAMS							
October 18-22, 2010- Charlotte, NC	\$ 2,600	\$ -	\$ 700	\$ 300	\$ 3,600	Kelly	N/A
FY 2010 Group/Sports Budget \$11,525							
SUB-TOTAL	\$ 2,600	\$ -	\$ 700	\$ 300	\$ 3,600		N/A
GRAND TOTAL	\$ 22,010	\$ 9,000	\$ 5,000	\$ 20,625	\$ 64,785		\$ 22,150

Welcome!

MONTGOMERY COUNTY, MARYLAND
THE UPSIDE OF DOWNTOWN

Contact: Bethany Mattocks
111 Rockville Pike, Suite 800
Rockville, MD 20850
Phone: 240-777-2064
E-Mail: bmattocks@visitmontgomery.com

FOR IMMEDIATE RELEASE

CVB LAUNCHES TRIP ADVISOR CAMPAIGN

April 11, 2011 – Today the CVB launched a one year DMO Sponsorship on TripAdvisor. The campaign includes sponsorship of six city pages in Montgomery County, including Silver Spring, Bethesda, Rockville, Germantown, Gaithersburg and Chevy Chase. The DMO (Destination Marketing Organization) Tourism Sponsorship is an annual subscription that allows a DMO place prime content-integration on their destination's tourism page on TripAdvisor. The modules will provide TripAdvisor users with DMO messaging designed to help them reach the decision to visit that destination, and will drive TripAdvisor users to the DMO's site.

TripAdvisor Stats

- Ranked #1 of all Travel Information websites by Comsource, and consistently ranked in the top 5 of ALL travel websites
- More than 40 million unique travelers visit TripAdvisor sites per month and create 417+ million monthly page views

Maryland channel traffic on TripAdvisor

- 1,850,922 unique sessions
- More than 3,683,100 page views

Source: August 2010, TripAdvisor traffic logs

The CVB submits unique photos for each city and five events that appear on all city pages. In addition, there are two ads and five sponsored links available for CVB members. The CVB will accept ads on a quarterly basis. To place an ad, please contact Bethany Mattocks at bmattocks@visitmontgomery.com.

The mission of the Conference and Visitors Bureau (CVB) of Montgomery County, MD, Inc. is to enthusiastically promote, market and sell Montgomery County, Maryland as a destination for meetings, conventions and individual travelers, fostering economic development and benefiting and supporting members and the overall business community. It is the CVB's goal to show leadership and be regarded as a quality organization of experts and advocates of its members, partnering with local, county and state organizations and government officials in an effort to further these goals.

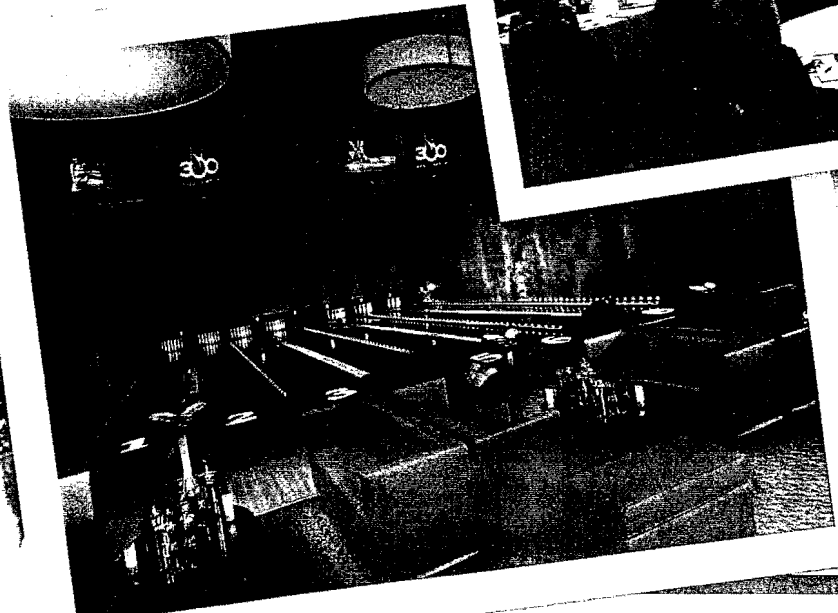
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MONTGOMERY COUNTY, MARYLAND
THE UPSIDE OF DOWNTOWN

Welcome!

FISCAL
YEAR 2010
ANNUAL
REPORT



Dear Hospitality Community,

On behalf of the Conference and Visitors Bureau (CVB) of Montgomery County, Maryland, Inc. Board of Directors and staff, we are pleased to present our Fiscal Year 2010 Annual Report.

The CVB is primarily funded by a percentage of the room rental transient tax collections allocated by Montgomery County. Other revenues include a grant from the Maryland Office of Tourism Development, trade show cooperative opportunities, membership dues and commissions from the CVB's hotel reservation service. Over the last ten years the CVB has only increased its staffing by one full time position. Additional revenues that have increased the CVB budget have been reinvested in to marketing and advertising. This Annual Report will show the activities of the CVB, partnership activities, and outlines some of the results of the investment in to the CVB's programs.

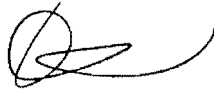
We continue with our mission of promoting, marketing and selling Montgomery County as a premier destination for meetings, conventions and individual travelers fostering economic development and benefiting and supporting members of the overall business community.

Thank you for your support, partnerships and continued pride in welcoming visitors to Montgomery County.

Best Regards,



Rick Southard
CVB Board President
Marriott International



Kelly Groff
CVB Executive Director



Cover photo captions from top:

Row 1: Fiscal Year 2010 CVB Staff

Pictured left to right: Bethany Mattocks, Layma Askarzoi, Taffy Rice, Kelly Groff, Bridget Asante-Ansong

Row 2: CVB Educational Event: Group Travel Market, April 2010; Maryland Soccerplex

Row 3: New CVB Member Sites Opened in FY10

Go Ape; Hilton Homewood Suites Rockville Ribbon Cutting Ceremony, April 2010; 300 Shady Grove

Montgomery County Hotel Room Tax Collections

FISCAL YEAR 2010

Room Tax Month of:	Actual RRTT Revenue FY2009	Income Rec'd by CVB FY2009	Actual RRTT Revenue FY2010	Income Rec'd by CVB FY2010	Inc/Dec
JUL	\$1,431,108.25	\$50,088.79	1,396,821.46	\$48,888.75	-2%
AUG	\$1,554,454.42	\$54,405.90	1,218,590.14	\$42,650.65	-20%
SEPT	\$1,680,058.61	\$58,802.05	1,314,902.18	\$46,021.58	-21%
OCT	\$1,465,933.84	\$51,307.68	1,906,758.75	\$66,736.56	30%
NOV	\$1,451,920.67	\$50,817.22	1,345,566.16	\$47,094.82	-7.50%
DEC	\$1,005,777.55	\$35,202.21	1,034,599.24	\$36,210.97	3%
JAN	\$1,387,114.00	\$48,548.99	\$979,232.59	\$34,273.14	-30%
FEB	\$1,163,205.83	\$40,712.20	\$1,163,045.53	\$40,706.59	0%
MAR	\$1,365,450.11	\$47,790.75	1,631,123.95	\$57,089.34	20%
APR	\$1,606,362.55	\$56,222.69	1,766,963.39	\$61,843.72	10%
MAY	\$1,507,916.77	\$52,777.09	1,683,061.52	\$58,907.15	11%
JUN	\$1,691,307.18	\$59,195.75	1,878,786.04	\$65,757.51	11%
TOTAL	\$17,310,609.78	\$605,871.32	\$17,319,450.95	\$606,180.78	0.38%

Montgomery County Hosts AT&T National for Third Consecutive Year

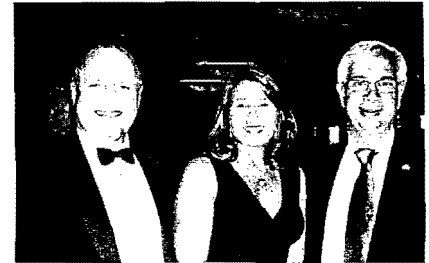
Montgomery County hosted the AT&T National on June 29-July 5, 2009 at Congressional Country Club in Bethesda for the third consecutive year. The event drew approximately 194,000 spectators over six days which was an 80% increase over 2008.

The AT&T National Golf Tournament drew approximately 194,073 spectators over six days, an 80 percent increase over 2008. With possibly 90 percent of attendees within driving distance, the event brought approximately 19,410 overnight visits by spectators. The average daily attendance was 32,346, including 29,111 local spectators and 3,235 non-local spectators.

In Fiscal Year 2011, Montgomery County will be the host location for the 2011 U.S. Open, June 13-19.

Kelly Groff Became a Leadership Montgomery Graduate!

Leadership Montgomery (LM) held its 21st Annual Celebration of Leadership on June 10, 2010 at the Bethesda North Conference Center, with almost 750 guests in attendance.



Pictured above: Gregory L. Twombly, Director of Ministries, The Lutheran Church of St. Andrew, Kelly Groff, Director, CVB and Michael Rosenbaum, Senior Vice President, Operation Manager, SAIC.

Kelly participated in sessions throughout the year focused around challenges and opportunities in the State Legislature, the communities within Montgomery County, economic development, the arts, functions of Montgomery County Government, education and the challenges facing the community. The mission of Leadership Montgomery is to engage a diverse group of leaders through programs and membership activities. The resulting knowledge, awareness and relationships enable graduates to benefit our community. Participants are selected through an application process by Leadership Montgomery.

AT&T National July 2009

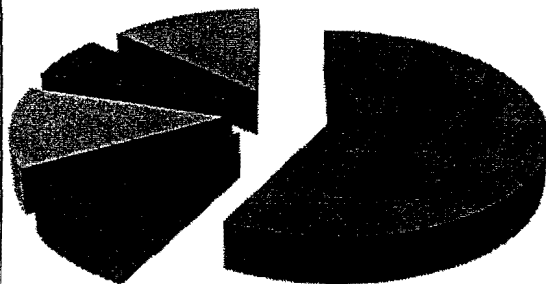
Day of Week	Daily Attendance	Local	Non-Local
Tuesday	11,308	10,177	1,131
Wednesday	17,737	15,963	1,774
Thursday	34,202	30,782	3,420
Friday	46,932	42,239	4,693
Saturday	39,961	35,965	3,996
Sunday	43,936	39,542	4,394
Total	194,076	174,668	19,408

CVB Monthly Summary of All Inquiries Fiscal Year 2010

	Phone Calls		Advertising Inquiries	Website Inquiries	Postcards Faxes & Letters	Lobby Visitors*	Total Inquires
	Day	After- hours					
JULY	64	76	133	17	2	284	576
AUG	45	49	191	14	0	234	533
SEP	40	51	185	19	0	225	520
OCT	44	38	3,327	19	0	187	3,615
NOV	24	36	852	5	5	130	1,052
DEC	5	37	359	0	6	80	487
JAN	0	0	0	0	0	0	0
FEB	0	0	221	2	2	0	225
MAR	0	0	632	7	10	0	649
APR	0	0	3,682	45	8	0	3,735
MAY	13	0	4,567	53	0	0	4,633
JUNE	13	0	1,329	30	1	0	1,373
TOTAL	248	287	15,478	211	34	1,140	17,398

* Note: The Germantown Visitor Center closed in March 2010.

Top 5 Print Advertising Lead Generators Fiscal Year 2010



- Great Vacation Getaways
Newspaper Insert
- Ladies Home Journal
- Better Homes and
Gardens
- Southern Living

Pilot Marketing Program Fiscal Year 2010 Booking Chart

Fiscal Year	Booked	Lost	Total Potential Revenue Generated
2008	\$570,883	\$3,844,160	\$4,414,993
2009	\$412,054	\$5,338,796	\$5,750,850
2010	\$905,644	\$1,219,786	\$1,921,586

The Pilot Marketing Initiative (PMI) came to a close on June 30, 2010 due to budget restraints. The program generated in three years \$1,888,581 of business for the Bethesda North Conference Center and other surrounding hotels and venues.

CVB Publications in Fiscal Year 2010



The Leisure Flyer was distributed to visitor inquiries and in folders to member prospects.



The Meetings Flyer was distributed to meeting planners and member prospects.



The coupon book was sent to teams participating in tournaments at the MD Soccerplex and was given out on site at tournaments.



The Passport was distributed at consumer and group trade shows held throughout the U.S. and Canada.



The Visitors Guide is the main fulfillment piece for all visitor inquiries. It was distributed at consumer and group trade shows held throughout the nation, Maryland Welcome Centers, Chambers of Commerce,

Maryland SoccerPlex, conferences and special events taking place in Montgomery County, County libraries and regional service centers and major area shopping centers and businesses throughout Montgomery County. The online version has hyperlinks to the websites featured in the ads.

Tourism Tax Increment Period: Fiscal Year 2010

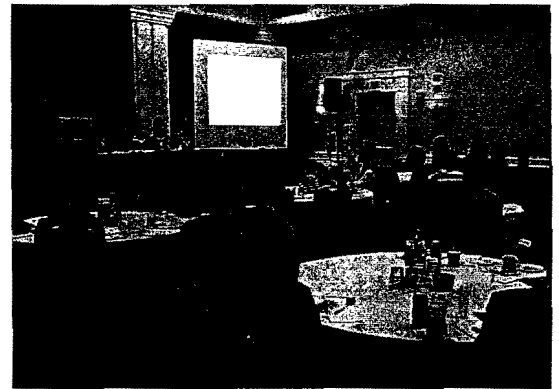
Montgomery County

Source: Maryland Office of Tourism/Comptroller of Maryland Office

Total Sales Tax Code Collections

Sales Tax Category	FY2010 Collections	FY2009 Collections	% Change
108: Restaurants, Lunchrooms, Delicatessens - WQ/BWL *	\$45,338,945	\$45,745,014	-0.9%
111: Hotels, Motels Selling Food - W/BWL *	\$10,422,983	\$10,652,738	-2.2%
112: Restaurants and Nite Clubs - W/BWL *	\$33,566,398	\$33,597,682	-0.1%
306: General Merchandise	\$17,285,869	\$17,732,743	-2.5%
407: Automobile, Bus and Truck Rentals	\$14,875,009	\$8,762,709	69.8%
706: Airlines - Commercial	\$0	\$3	-
901: Hotels, Motels, Apartments, Cottages	\$8,212,812	\$8,310,720	-1.2%
925: Recreation and Amusement Places	\$279,730	\$417,803	-33.0%
Total Tourism Tax Categories Subtotal	\$129,981,746	\$125,219,412	3.8%
Lodging Subtotal	\$18,635,796	\$18,963,458	-1.7%

CVB Events in Fiscal Year 2010

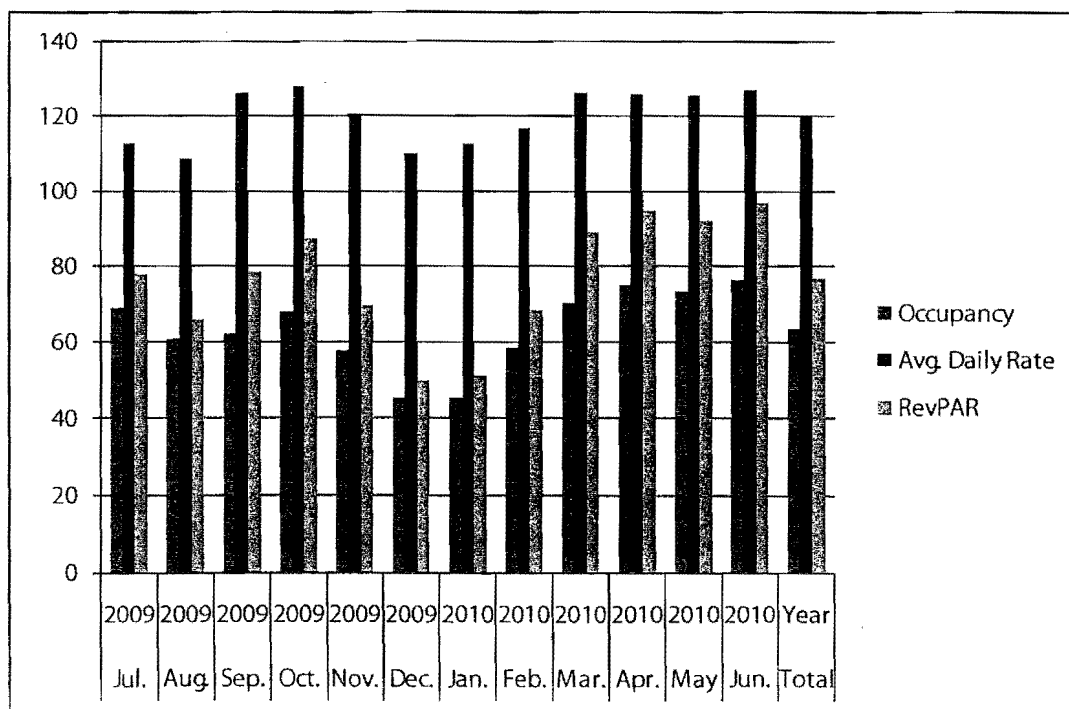


CVB Group Travel Market event in April 2010, held at the Bethesda Marriott.



CVB Wine Tasting event in June 2010, held at Sugarloaf Mountain Vineyard.

Hotel Data Fiscal Year 2010



Source: Smith Travel Research

CVB Launches New Website in Fiscal Year 2010

In Fiscal Year 2010, the CVB worked for ten (10) months on re-designing the website with the Rockville based web development firm CDF Web Solutions. The CVB met the goal of launching the site by Spring 2010.

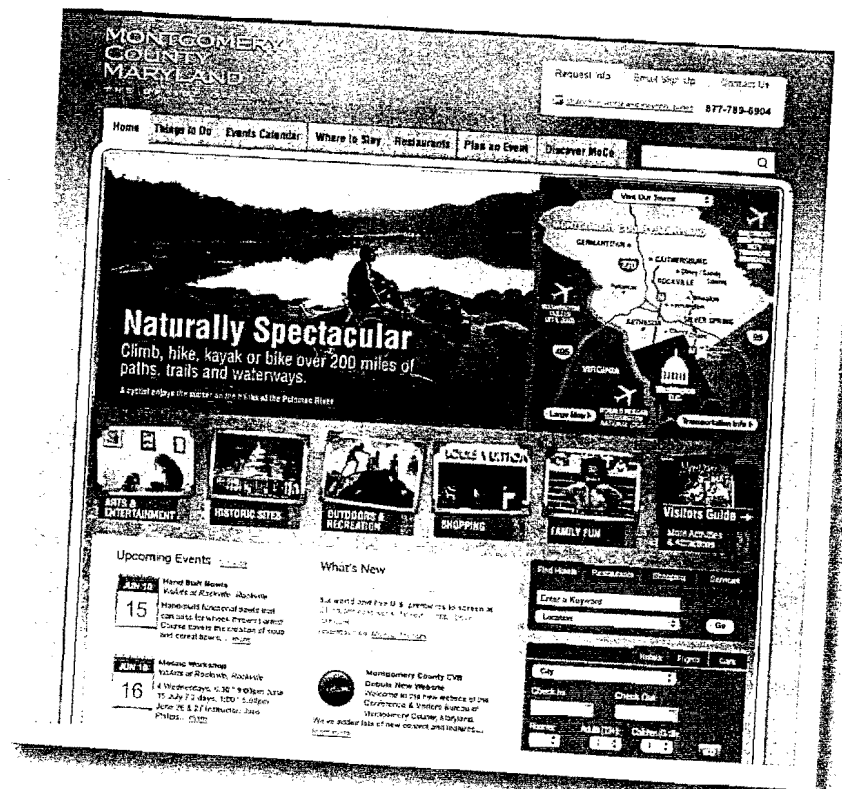
A website was created that is graphically and content-rich, easy to navigate and structured around the high-value information that visitors to Montgomery County say they are looking for (based on surveying of website visitors, meeting planners and feedback from group meetings). The website allows county businesses and organizations to sign up for access and directly publish their business listings, activities and events to the website, and it provides a sophisticated search mechanism for displaying these listings based on keyword, location or category (and dates for calendar listings). We have also created pages for each of the towns in the county and are developing these as portals for visitors to these specific destinations, with events, activity, and business listings/searches specifically for each.

Innovative features include an interactive county map, travel booking widget (partner with Expedia), OpenTable restaurant reservations, dynamic mapping of businesses, forms for event planners to submit RFPs and for visitors to request literature and other information. The website incorporates membership management functionality, with specific profile info for each member, ability to pay dues invoices, and ability to submit and edit business and venue listings. The site also incorporates the CVB's Twitter feed, imports an events calendar RSS feed from the Arts & Humanities Council of MC, and enables the CVB to publish their newsletter directly to a third-party email marketing application from the website. The content management system enables the CVB to update content on the website and administer members and other organizations' website access.

The new website also includes a mobile-specific version at mobile.visitmontgomery.com that is optimized for the smart phone browsing experience.

Some of the new features include:

- Search the **Things to Do** tab to find activities and attractions throughout the county.
- Check the **Events Calendar** and discover the multitude of events in the county. Easily search by date, category or location!
- Search hotels on the **Where to Stay** tab and find phone numbers, addresses and lists of amenities.
- Find **Restaurants** to suit every palette, featuring more than 900 ethnically-diverse restaurants.
- Check the **Plan an Event** tab to search venues and submit an RFP.
- The **Discover MoCo** tab offers information about our towns and an interactive map.



FAM Tours and Trade Shows Fiscal Year 2010

American Bus Association

The American Bus Association (ABA) Marketplace came to Maryland in January 2010. ABA is one of the premier marketplaces for attracting group tour business. ABA members transport 785 million people annually and the Washington, DC region is one of their top destinations. Washington, DC, Maryland and Virginia each hosted an event to showcase their respective destination. The CVB had 28 appointments at ABA and the leads were sent to all member hotels and venues.

The CVB sponsored two very successful FAM Tours during the ABA Marketplace. A total of 35 operators came through Montgomery County and the CVB has already seen great interest from the operators.



(from left): Dr. R. Christopher Goodwin, Owner of Comus Inn; Taffy Rice, CVB Sales Director and Ray Maldo, Manager of Comus Inn

The FAM Tours included:

"Hallowed Grounds"

The operators toured our heritage areas and enjoyed lunch with views of Sugarloaf Mountain. The operators heard stories of Montgomery County's heritage, toured the C&O Canal and the Sugarloaf winery.

Sponsors: *Comus Inn, Sugarloaf Winery, C&O Canal and Heritage Montgomery.*

"Hidden Treasures" The operators were entertained with cocktails and dinner, desserts with musical entertainment and shopping at the Washingtonian Center.

Sponsors: *Marriott Washingtonian, Peterson Group (Washingtonian Center), Lindt Chocolates, Fine Wines, Macaroni Grill, Holiday Inn Gaithersburg, Residence Inn, Corner Bakery and Copper Canyon Grill.*

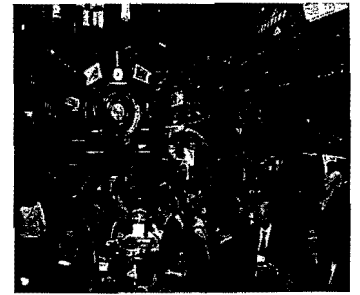
Public Relations representatives from the UK and Germany FAM Tour

Taffy Rice, along with Capital Region USA (CRUSA) hosted public relation representatives from the UK and Germany from September 30 - October 2, 2009. These representatives have been selling the capital region to wholesalers who represent thousands of visitors to the U.S. every year.

The following Montgomery County sites were included: Strathmore, Round House Theatre, Woodlawn Manor Living History Museum, Sandy Spring Museum, Oakley Cabin, Underground Railroad Trail and the Sugarloaf Winery. The group stayed one of their nights at Bethesda Court Hotel and dined at McCormick and Schmick's and the Comus Inn.

BIO Trade Show in Chicago

The CVB and the Department of Economic Development attended the BIO 2010 Tradeshow and Conference in Chicago on May 3-6, 2010. The annual BIO International Convention is the world's largest gathering of the bio-technology industry. The BIO International Convention attracts more than 17,000 attendees from around the world.



BIO in Chicago, 2010.

Maryland is a national leader in promoting biotechnology, ranking first in the nation for human capital investment and second in the nation for technology economy preparedness. In turn, Montgomery County is the economic engine of the state, with over 300 biotech entities, 19 federal research and regulatory agencies and 30 federal labs, including NIH, FDA, and NIST, and nearly 60,000 public and private sector biotech industry professionals. BIO 2011 will be hosted in Washington, D.C.

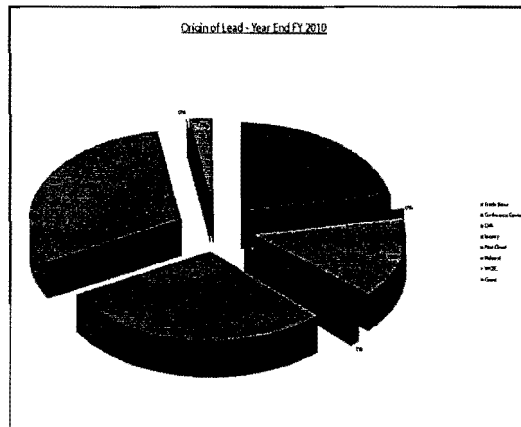
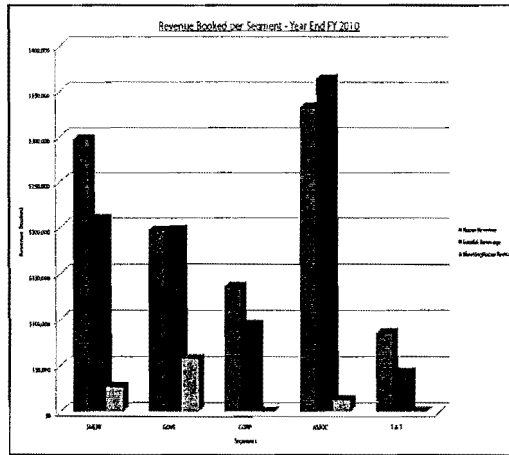
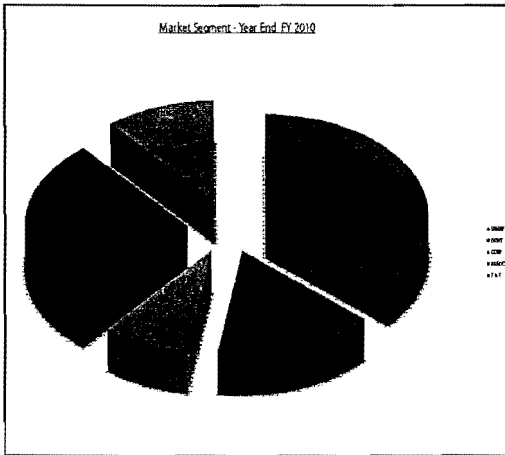
CRUSA New York Sales Mission June 2010

CVB's from Washington D.C., Virginia and Maryland separated into teams to make presentations to the major receptive tour operators in New York. These operators handle the land arrangements (hotel, sightseeing, ground transportation, etc) for inbound travelers from Europe, Asia and Latin America. Even though there has been a decline in the international market, the capital region is still seeing visitors from many countries. One of the largest receptive operators will be highlighting Montgomery County to their domestic operators. CRUSA hosted a reception for 140+ Agents.

Canadian Sales Mission Fall 2009

Taffy Rice participated with some of the other CVB's from the State of Maryland in a Montreal-based sales mission. Taffy spent 3 1/2 days calling on tour and travel operators in Montreal. The Passport brochure was used for the presentations to the operators.

Sales Data Fiscal Year 2010



Sales Booking Chart Analysis Fiscal Year 2010				
Fiscal Year	Booked	Lost	Total Potential Revenue Generated by CVB	Room Nights Booked
2007	\$4,135,321	\$5,169,391	\$9,304,712	6,803
2008	\$1,241,272	\$3,150,960	\$4,392,232	5,395
2009	\$2,694,282	\$1,375,658	\$4,069,940	11,953
2010	\$2,053,690	\$1,621,543	\$3,675,233	6,752

Maryland SoccerPlex Fiscal Year 2010 CVB Hotel Reservation Service Event Tracking		
Event Name	Date	Estimated Room Nights
Club National/Evolution Games Lacrosse Tournament	July 17-19, 2009	2,001
Discovery Cup	October 9-11, 2009	1,989
Bethesda Soccer Club Girls Tournament	November 13-15, 2009	1883
Bethesda Soccer Club Boys Tournament	November 20-22, 2009	2,099
Potomac Soccer Association Adidas Tournament	May 22-25, 2010	4,012
United States Training Center Capitol Cup Lacrosse Tournament	June 19-21, 2010	2,414
TOTAL ROOM NIGHTS		14,398

2010 TRADESHOWS

Meetings & Conventions

MPI
July World Education Conference
 July 11-14, 2009
 50 Visitors to Booth

ASAE Annual Meeting
 August 15-16, 2009
 60 Visitors to Booth

Connect Marketplace
 August 27-30, 2009
 31 Appointments

Rejuvenate Marketplace
 October 27-30
 28 Appointments

Destination Showcase
 February 25, 2010
 93 visitors to booth

Springtime
 April 8, 2010
 55 Visitors to Booth

Group Tour

American Bus Association Convention
 January 15-19, 2010
 30 Appointments

Pow Wow International
 May 15-19 2010
 82 Combined Appointments with Virginia and Maryland

TOTAL BOOKED FROM TRADESHOWS: \$575,324

TOTAL PENDING FROM TRADESHOWS: \$247,002



Upcoming Events

Page 1

CVB Updates

Page 2

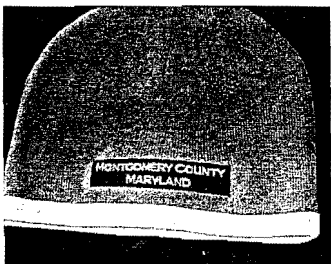
Membership Announcements

Page 3

Sales & Statistics

Page 4

CVB Product Launch



WILLIAM E. HANNA, JR., CHAMPION FOR TOURISM, 1921-2011



William E. Hanna, Jr., former Montgomery County Council President and member, who was a major champion for Montgomery County tourism, died on January 15, 2011, at the National Naval Medical Center in Bethesda.

Hanna was an early believer in tourism as an essential contributor to the economy of the County. He was instrumental in developing the Tourism Council of Montgomery County, the predecessor of today's Conference and Visitors Bureau. "As the Tourism Council's first executive director, I was privileged to work with a public servant who was so completely dedicated to doing what was right for the County he so dearly loved, including supporting the County's first destination marketing organization at a time when the value of travel and tourism was not all that well understood at the local level," noted Julie Heizer, now deputy director – industry relations in the Office of Travel and Tourism Industries at the U. S. Department of Commerce.

"Bill Hanna got it," Heizer continued. "He worked very hard behind the scenes to see that the Tourism Council would receive county funds, and then continued to fight for the annual budget so that it grew into the strong destination marketing organization it is today, the Conference and Visitors Bureau of Montgomery County."

Hanna sponsored and pushed through legislation that devoted a percentage of the room rental transient tax for support of the CVB in 1994. He encouraged the CVB to use a portion of this new funding to market the county as a place for people to extend their stay after a meeting in the county or in the District of Columbia, in order to enjoy the County's entertainment, history and culture.

Hanna also championed the arts, which today are major tourist attractions in the County. Calling Hanna "The Father of Montgomery County Arts," Eliot Pfanstiehl, CVB past president (1991-1992), noted, "He unabashedly promoted the arts as the most resilient legacy mankind leaves to future generations, and called upon his colleagues to support the growth of arts in the community as a public good."

Hanna served as the Council's representative to the CVB Board, and sent his legislative assistant, Ms. Merle Steiner, to meetings when he was unable to attend.

"It might easily be argued that we would not have a CVB as it is today without Bill Hanna's support and encouragement," noted Ralph Deckelbaum, past president of the CVB (1993-1994).

-- Sara Torrence, CMP

CVB Past Board President (1992-1993; 1994-1995)

CVB January 2011 Event

The CVB would like to thank the staff at the Sheraton Rockville for hosting the CVB's January 20 event, B2B with the CVB. This new event format is a combination of the former cluster meetings with a traditional networking/happy hour event. The CVB provides updates in the beginning and then attendees can network with each other, all in one meeting! **Save-the-date for our next event!**

B2B with the CVB
Meeting & Networking Event
 Interact with fellow CVB members
 and learn what's new with the CVB

March 30, 2011
 3 - 6pm
 Hilton Garden Inn/
 Homewood Suites Rockville

Meeting: 3-4pm
 Networking: 4-6pm

Tourism Legislative Day in Annapolis

On Friday, January 28, 2011, The Maryland Tourism Council and the Maryland Destination Marketing Organizations teamed up for a day of meeting with legislators to educate them about the importance of tourism to the economy of the State and the impact marketing the State has on the industry. The CVB and partners advocated for tourism at this annual event sponsored by the Maryland Tourism Council.



Pictured left to right: Chris Zindash, Crowne Plaza Sleep Inn Rockville; Kelly Groff, CVB; Bethany Mattocks, CVB; Joe Fernandez, AAA World Magazine; Layma Askarzo, CVB; Ray Napoli, Marriott International

Black History Month on CVB Website

The CVB created a Black History Month page on the Events Calendar and an African-American History page in the Things to Do section. If you have any pertinent items to add, please contact Bethany Mattocks.

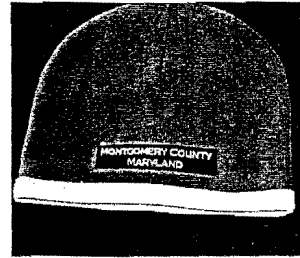
Brighter Days Ahead for U.S. Travel Industry

Travelers will continue to demand more in exchange for their travel dollar: more leg room, an upgraded guest room, a more bountiful breakfast included with their hotel room rate, and, yes, free Internet. Value remains in vogue, and this is particularly true for leisure travelers. The horizon line for demand from leisure travelers is encouraging. For more information, visit <http://www.ypartnership.com>.

CVB Launches Online Product Sales

The CVB is now selling Montgomery County promotional apparel on www.visitmontgomery.com.

The unisex **knit cap** that features a textured moisture-wicking lining. The Montgomery County logo is embroidered in the center. Color options include black, grey, maroon and navy. One size fits most at a price of \$15.00 (excluding sales tax).



Women's baseball ¾ sleeve t-shirts are available in white with either green or brown screen printing of the Montgomery County logo. Sizes available are small, medium and large. Price is \$16.00 (excluding sales tax).

Unisex hooded sweatshirts are available in black and navy with white screen printing of the Montgomery County logo. Sizes available are small, medium and large. Price is \$20.00 (excluding sales tax). Visit the CVB website or contact Layma Askarzo for orders.

Lace up your bowling shoes!

CVB Networking Event
300 Shady Grove
May 5, 2010 • 4-6pm

Montgomery County Employment and Payroll Pattern for the First Half of 2010

Montgomery County lost 203 jobs during the first half of 2010, according to the 2010 Quarterly Census of Employment and Payroll – Second Quarter published by the Maryland Department of Labor, Licensing, and Regulation. The total number of jobs reported by County businesses was 445,312. With over 359,383 jobs, the private sector accounted for 81% of the total jobs in the county. Although a majority of private industry supersectors lost jobs, the following three industry subsectors gained jobs: leisure and hospitality (1,499); educational and health services (240); and natural resources and mining (221).

Maryland Hotel Lodging Association Awards

The CVB congratulates the Montgomery County winners! Special Event of the Year - **Hyatt Regency Bethesda** and Administrative Employee of the Year Award - Daisy Villasin, Property Accountant at the **Bethesda Marriott Suites**.

CVB Success Story

Staples secures U.S. Open Business

At the CVB's September educational & networking event, Staples Account Manager Kitty Kelly met with the Manager of the 2011 U.S. Open and secured the copy and print production for the tournament.

Please visit the newly remodeled Staples/Congressional North with a new full-service Copy Center and Tech Support services.

Contact: Kitty L. Kelly, Account Manager
Staples Copy & Print, 240-401-1367
kitty.kelly@staples.com

Please Welcome Our New Members!

Matchbox Rockville

Alisia Golden, alisia@matchbox369.com

AGAINN Tavern

Nicole Maier, nicole.maier@againntavern.com

McGinty's Public House

Emma Whelan, emma@mcgintyspublichouse.com

Text Design

Christina Renshaw, Chris@textdesign.com

Blue Heron Wellness

Lori Chaikin, lori.s.chaikin@gmail.com

Associations Day in DC: March 29 and 30, 2011

American Associations Day attendees have the opportunity to meet with their members of Congress and discuss important association issues, such as repealing the 1099 requirements and protecting association tax-exemptions. This is an excellent opportunity for small and medium associations "outside-the-beltway" to share with their delegation their presence and impact in the state.

Maryland Senior Olympics Website Awarded Nation's Best by National Senior Games Association

The National Senior Games Association (NSGA), owner of the largest multi-sport event in the world for adults aged 50 and over, honored the Maryland Senior Olympics (MSO) as the nation's top Senior Games website during the media awards luncheon held at the 2011 NSGA annual conference Jan. 28, 2011. The Website Award was awarded to MSO for the second consecutive year.

The site is produced by veteran sports journalist, editor and content developer Dennis Tuttle of Silver Spring, who helps MSO by developing, writing and designing all the content and images on www.mdseniorolympics.org.

Conference and Visitors Bureau (CVB) Staff Directory

Director

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Bethany Mattocks

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Bridget Asante-Ansong

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bridgeta@visitmontgomery.com

Visitor Services &

Housing Coordinator

Layma Askarzo

240-777-2066

laskarzo@visitmontgomery.com

February

5-26

A Walk in Father Henson's Footsteps

Enjoy free guided tours of the historic Josiah Henson Historic Site during Black History Month. Josiah Henson Special Park, North Bethesda, 12PM-3PM, H, 301-650-4373, www.montgomeryparks.org

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African-American Family History Seminar

Come learn the skills that will help you discover the rich history of your family. Washington DC Temple Visitors Center, Kensington, 10AM - 1PM, H, 301-587-0144, www.ldschurchtemples.com/washington

21

Discover Strathmore

Performers, music, workshops, sample classes, fine art & more The Music Center & Mansion at Strathmore, 11AM - 4PM, H, 301-581-5100, www.strathmore.org.

March

12

10th Annual St. Patrick's Day Parade

Celtic dancers, floats, bag pipe bands, equestrian units and much more. Washingtonian Center, Gaithersburg, 10AM, Free, H, 301-258-6350, www.gaithersburgmd.gov

\$ = fee involved

H = accessible to disabled

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For a complete listing of events visit

www.visitmontgomery.com

American Bus Association Convention

Kelly Groff attended the American Bus Association (ABA) Marketplace in Philadelphia, PA on January 9-13, 2011.

More than 3,400 ABA member delegates and industry professionals packed Philadelphia and the Pennsylvania Convention Center. The focus of the show are appointments where buyers, who are bus owners and tour operators, meet one-on-one with sellers representing destination marketing organizations, attractions and hotels.



There were over 25 representatives in Maryland's delegation attending the trade show and marketplace. The 2012 Marketplace will be held in Grapevine, Texas.

Monthly Summary of Top 5 Advertising Leads

FISCAL YEAR 2011 (January 2011)

Publication	Total (Jul-Jan)
AAA World	464
America's Best Vacations	1,566
Preservation Magazine	165
Southern Living	125
USA Weekend	490
Total (July 1, 2010 - January 31, 2011)	4,074*

* Total number includes all advertising publications. For a complete list of publications, please contact Bethany Mattocks.

We Need More Friends, Fans and Followers!

Join the fan page for Montgomery County, MD Tourism on Facebook, and follow us on Twitter.

Visit <http://facebook.com/MOCOTourism> to fan us on Facebook!

Visit <http://twitter.com/MOCOTourism> to follow us on Twitter!

Twitter Results

FISCAL YEAR 2011 (January 2011)

Month	Cumulative Followers
DEC	350
JAN	462

Facebook

"Liking Campaign" Results

FISCAL YEAR 2011 (January 2011)

Month	Likes
DEC	85
JAN	60
Total New Likes	145

The Conference and Visitors Bureau of Montgomery County, MD, Inc.
111 Rockville Pike, Suite 800 • Rockville, MD 20850

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MONTHLY SUMMARY OF ALL INQUIRIES RECEIVED FY 2011

	Phone Calls Inquiries	Postcards Faxes & Letters	Relocation Inquiries	Media Inquiries	Bulk Brochure Orders	Advertising Inquiries	Consumer Website Inquiries	Housing Website Inquiries	Miscellaneous Inquiries	#Sales Group Leads Processed	Conference Service Request	CVB Web Group RFPs	Total Inquires
JULY	12	1	12	3	5	415	26	n/a	0	4	5	1	484
AUG	20	1	22	7	10	103	43	n/a	0	4	3	3	216
SEP	13	0	7	0	9	482	16	n/a	0	6	4	2	539
OCT	4	2	6	0	5	1,087	13	n/a	0	7	4	3	1131
NOV	12	4	6	5	2	743	14	n/a	3	5	3	0	797
DEC	5	2	1	4	2	121	10	n/a	0	5	0	5	155
JAN	27	4	2	1	1	130	30	n/a	0	11	1	2	209
FEB	22	9	12	0	4	143	33	13	0	10	10	1	257
MAR	31	4	18		14	646	40	33			4		790
APR													0
MAY													0
JUNE													0
TOTAL	146	27	86	20	52	3870	225	46	3	52	34	17	4578

ADVERTISEMENT LEADS OF ALL INQUIRIES RECEIVED FY 2011

	AAA World	America's Best Vaca	Better Homes & Gardens	Connect magazine	Family Circle	Great Mid- Atlantic Get-aways	Group Tour Media	Ladies Home Journal	Mid West Living	Moco Kit	More Advertising	Packaged Travel	Preservation Magazine	Recreation News	Southern Living	Travel Meredith	Travel Weekly	USA Weekend	Total Inquires
JUL	112	38			72				65	1	64				62	1			415
AUG	48			11					7	2	3		18		7	7			103
SEP	66									3			67		19	2		325	482
OCT	17	1,000								3			39		15			13	1087
NOV	56	528											15		13			131	743
DEC	57												15	36	7			13	128
JAN	108											1	11		2			8	130
FEB	126									1		2	5		8			1	143
MAR	69							44				10	6		374			143	646
APR																			
MAY																			
JUN																			
TOTAL	659	1566	0		72	0	0	44	72	10	67	13	176		507	10	0	634	3877

Regional Analysis of Destination Marketing Organizations - Fiscal Year 2011

Updated: 3/1/2011

	Destination DC (DDC)	Alexandria	Arlington	Fairfax	Frederick
Current Total Budget	\$ 14,000,000	\$ 2,526,029	\$ 1,338,218	\$ 2,877,000	\$ 1,462,909
Budget Allocation					
% dedicated to personnel costs	45%	38%	71%	38%	38%
%dedicated to operations	32%	10%	13%	15%	9%
%dedicated to marketing/sales/advertising	23%	51%	16%	43%	30%
% dedicated to other (explain)	0%	1%	0%	3%	24% product development
Total Advertising Budget	\$ 2,000,000.00	\$ 981,000.00	\$ 113,000.00	\$ 559,608.00	\$ 381,000.00
Organizational Structure	501 c(6) and Foundation is 501 c (3)	501 c(6)	Arlington County Economic Development	501 c (6)	501 c (6)
Funding Resources					
%Public	74%	92%	100%	88%	82%
%Private	15%	8%	0	0%	18%
%Cooperative Programs	1%	0	0	9%	0
%Other	10%	0	0	3%	0
Local Room Tax Levied (Y/N)	Y	Y	Y	Y	Y
Room Tax % Levied	14.5% including sales tax	6.5%+ \$1/room night	5.25%	4%	3%
% Allocated to the DMO/CVB	2%	0%	0.25%	12%	97.50%
Do you charge membership dues? Y/N	Y	Y	N	N	Y
Amount Charged	average is \$985	\$300	n/a	n/a	
Hotel		\$1,000			\$250
Other					\$175-250
Current # Members	850	325	0	0	300

<i>DMO Survey - continued</i>	Destination DC (DDC)	Alexandria	Arlington	Fairfax	Frederick
Personnel Information					
#Staff			10.8	13 FTE	11
Full Time	58		10	12	7
Part Time	1	10	0.8	2	4
Volunteer	0	11	0	0	
# of full time sales people	13	3	2	4	1
Operating a Visitor Center? (Y/N)	N	Y	Y	Y	Y
# Centers	0	1	Mobile Center	1	1
			Mobile Visitors Center @ 6 Metro stops, 5 days/week from Mar - Dec, plus Rolling Concierges on Segways (summers) and a touch-screen information kiosk (year-round).		
Community Profile					
#Hotel Rooms	27,957	4,500	10,759	19,000	2,300
Convention/Conference Center (Y/N)	Y	N	N	N	N
If Y how many square feet	2,300,000	n/a	n/a	n/a	n/a
Describe any new infrastructure plans, new product or amenities proposed or under construction			In spring 2011, ACVS will launch a brand new, state-of-the-art website.		New VIC opening in March 2011

	Howard	Montgomery	Prince George's	Prince William	
Current Total Budget	\$ 1,001,500.00	\$ 882,500.00	\$ 1,260,000.00	\$ 1,300,000.00	
Budget Allocation					
% dedicated to personnel costs	33%	38%	42%	20%	
%dedicated to operations	20%	12%	14%	10%	
%dedicated to marketing/sales/advertising	40%	50%	44%	63%	
% dedicated to other (explain)	501 c(3) 7%	n/a	n/a	7%	
Total Advertising Budget	\$300,000 (+501 c(3) has \$70,000 marketing budget)	\$200,000	\$213,900	\$368,000	
Organizational Structure	501 c (6) non-profit	501 c (6) non profit	501 c (6) non profit	n/a	
Funding Resources					
%Public	80%	74%	80%	94%	
%Private	20%	26%	5%	0%	
%Cooperative Programs	0	0	10%	0%	
%Other	7%	0	5%	6% city of Manassas	
Local Room Tax Levied (Y/N)	Y	Y	Y	Y	
Room Tax % Levied	7% (beginning July 1, 2011)	7% Mont. Co., 2% Rockville and Gaithersburg	5% County-wide, add'l 5% in National Harbor	5%	
% Allocated to the DMO/CVB	2/3 of the amount collected above 5% is dedicated in State legislation to the Howard County Tourism Council	3.5% of county 7% total collections and 3.5% of total Rockville Hotel Tax Collections and 4% of total Gaithersburg Hotel Tax Collections	0%	60% of total tourism tax and 50% of that amount is split with historic preservation	
Do you charge membership dues? Y/N	Y	Y	Y	N	
Amount Charged	\$1000, \$500, \$200	\$180	n/a	n/a	
Hotel	\$500 (over 150 rooms)	\$230 + \$1 per room	\$100-\$5,000		
Other	\$100 non-profit		\$100-\$500		
Current # Members	180	200	100	N/A	

<i>Regional DMO Analysis - Continued</i>	Howard	Montgomery	Prince George's	Prince William	
Personnel Information					
#Staff					
Full Time	4	4	5	5	
Part Time	4(+ 11 subcontracted tour guides)	1	4	5	
Volunteer	2	0	1	2	
# of full time sales people	1	1	0	2	
Operating a Visitor Center? (Y/N)	Y	N	N	Y	
# Centers	1			1	
Community Profile					
#Hotel Rooms	3,000	9,500	10,003	3,800	
Convention/Conference Center (Y/N)	N	Y	Y	N	
If Y how many square feet	largest space is 40,000 sq. ft.	35,000 square feet	480,000	n/a	
Describe any new infrastructure planned, new products or amenities proposed or under construction	New VIC FY12	Fillmore Concert Hall Seating up to 2,000 pp opening September 2011	Branding Study Underway	150th commemoration of Battle of First Manassas/Bull Run 2011-2015	
	New Tennis Center/ Stadium FY12			New Branding Campaign:	
	Improved winery Zoning FY12			Logo, tag line the wartime museum 11/1/2014	
	Additional Linear Soccer Field FY12				