


MEMORANDUM

April 18, 2014

TO: Planning, Housing, and Economic Development Committee

FROM: Jacob Sesker, Senior Legislative Analyst 

SUBJECT: FY15 Operating Budget: Conference and Visitors Bureau NDA

The following persons are expected to attend this worksession: Bethany Mattocks, Marketing Director, CVB; Steve Silverman, Director, DED; Tina Benjamin, DED; Jahantab Siddiqui, OMB.

The Non-Departmental Account for the Conference and Visitors Bureau (CVB) can be found on page 66-7 of the Executive's Recommended FY15 Operating Budget, and a copy is attached at © 1.

Staff Recommendation: Concur with Recommended Budget for CVB NDA

Overview

The CVB promotes Montgomery County as a tourist destination to meeting planners, student groups, group tour operators, leisure travelers, sports events/spectators, and travel writers. The CVB's promotion activities include developing and distributing publications and conducting public information campaigns. The CVB also assists small and large hospitality businesses considering new product development or expansions.

While the Council does approve a budget for the CVB NDA every year, the Council does not approve the CVB's budget. *See CVB FY15 Budget, © 2-16.* The CVB is a non-profit entity, and the CVB Board approves the CVB budget. *See Organization Chart on © 26, Board of Directors on © 27-28.* The CVB prepares an annual report to the PHED Committee that contains information regarding the CVB's activities and accomplishments during the previous year and the CVB's work plan for the upcoming year. *See CVB FY15 Annual Report, © 17-28.*

The Executive has recommended \$1,225,848 in FY14, a decrease of \$16,848 relative to FY14. The CVB NDA is funded with a dedicated revenue stream—7% of the total County revenues from the Room Rental and Transient Tax is dedicated to the CVB. The CVB does have other resources, but this dedicated revenue stream represents 77% of the CVB's funding. *See CVB Source of Funds, © 32.*

During FY13, the Council enacted Bill 36-12 (effective July 1, 2013), doubling the CVB's share of Room Rental and Transient Tax revenue from 3.5% to 7.0%. This increase pushed the CVB's total budget from 10th out of 11 area jurisdictions in FY13 to 6th in FY14, and increased the CVB budget per room from 10th in FY13 to 8th in FY14. *See Budget Size per Hotel Inventory*, © 36.

FY14-15 Revenue Issues

FY14 hotel tax revenue for the first seven months of the fiscal year is 51% to the yearly goal, even with the benefit of a larger than normal January distribution, due to the settlement between Montgomery County and Travelocity related to room rental and transient tax collection. Finance estimates FY14 revenue from the tax at \$16,857,688. *See Hotel/Motel Tax Estimates*, © 29. This amount is below FY14 budget for revenue from this source (\$17,752,800). Factors negatively affecting hotel tax revenue have included:

- In 2013, the Maryland State Legislature exempted the Lockheed Martin Leadership Excellence Hotel from this tax, resulting in a loss of approximately \$30,000 to the CVB.
- The Federal government shut down resulted in an estimated loss of \$12,000 to the CVB (out of an estimated \$168,000 in total lost room rental and transient tax revenue). *See* © 20, © 31.
- The Maryland Office of Tourism revised a formula that is used to allocate marketing grants to local marketing organizations, resulting in a \$130,000 reduction from FY13 to FY14. The revision shifts grant awards from counties that contribute the largest amounts of tourism-related revenue to the State of Maryland to counties that contribute lower amounts of tourism-related tax revenue to the State.

FY15 revenue will depend upon whether general economic trends affecting tourism (generally positive) are stronger than the negative impact of Federal government spending reductions. FY14 revenue projections were lowered in December and again in March, and were lowered not just for FY14 but also for FY15-FY17.

FY14-15 Expenditure Issues

CVB increased full time staff from 5 to 7 during FY14. FY14 CVB expenditures are below budget, in part due to an uncertain revenue picture (see above) and in part due to having to re-fill a Sales Director position that was briefly filled earlier this year. FY15 personnel costs are roughly twice FY13 personnel costs.

Marketing and sales efforts have increased, and special projects (such as the sports market impact study) have been initiated. *See CVB Uses of Funds*, © 33-34. Social media efforts have accelerated.

In spite of the challenges of quickly scaling up to budget, several indicators are up sharply: advertising inquiries have increased 40% from 4,983 in FY13 to 7,045 through the first three quarters of FY14; Facebook likes are up from 7,407 in FY13 to 11,299 through three quarters in FY14; and website visits are well on pace to surpass FY13 totals, with 214,388 YTD versus 249,730 in FY13. *See* © 10-11.

Advertising expenditures in FY15 are down about 10% versus FY14. The CVB provided the following explanation: *In the Revenues Column of the FY 2015 Budget - DRAFT--The MD Tourism Grant we receive annually must be used for advertising and trade shows and a few other marketing initiatives in order to receive reimbursement. This amount decreased significantly in FY 2014 (budgeted \$200,000, receiving \$69,000) so we are preparing in FY 2015 for a flat award amount. Therefore, the Expense Line Items for Advertising Print and Advertising Electronic have decreased from FY 2014 to FY 2015.*

Attachments: © 1 Executive's Recommended FY14 Operating Budget: CVB NDA
© 2 CVB FY15 Budget
© 17 CVB Annual Report for FY15 Budget
© 29 Hotel/Motel Tax Revenue Estimates, FY14-FY20
© 30 Hotel/Motel Tax FY14 Approved, December Update, FY15 Budget
© 31 Hotel/Motel Tax Receipts & Allocation by Month
© 32 CVB Sources of Funds
© 33 CVB Uses of Funds
© 35 Oct 2013 vs. Oct 2012
© 36 Budget Size per Hotel Inventory

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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 funded in FY15.

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.

FY15 Recommended Changes	Expenditures	FTEs
FY14 Approved	2,549,342	0.88
Increase Cost: MLS Pay for Performance - Non-Tax Supported	21,428	0.00
Increase Cost: FY15 Compensation Adjustment	4,442	0.00
Decrease Cost: Deferred Compensation Management	-27,752	0.20
Decrease Cost: MLS Pay for Performance - Tax Supported	-140,446	0.00
FY15 CE Recommended	2,407,014	1.08

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 State Department of Tourism, State 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 Economic Development. Funding is based on 7 percent of the total hotel/motel tax revenues.

FY15 Recommended Changes	Expenditures	FTEs
FY14 Approved	1,242,696	0.00
Decrease Cost: Allocation Based on Revised Hotel/Motel Tax Estimate	-16,848	0.00
FY15 CE Recommended	1,225,848	0.00

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 repairs, alterations, improvements, renewals, and replacements; and
- the designated reserve required by the management agreement with Marriott International, Inc.

Funding is also included to reimburse the contractor for costs not covered by operations during accounting periods when losses occur. These costs will be offset by contractor payments to the County during accounting periods with operating gains. To ensure fiscal and operational accountability, a management audit is conducted every two years and the program budget is increased by \$50,000 during the year such audit is scheduled. Revenues consisting of net operating income from the Conference Center and land rent from the hotel are also reflected in the NDA. Twenty percent of the County's net proceeds from Conference Center operations will be retained for investment in marketing and facility improvements that will increase Conference Center usage. All proposed investment expenditures will be reviewed and approved by the Conference Center Management Committee.

Welcome!

MONTGOMERY COUNTY, MARYLAND THE UPSIDE OF DOWNTOWN

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

Fiscal Year 2015 Budget Presentation *Planning, Housing and Economic Development (PHED) Committee* April 22, 2014

Fiscal Year 2013 Annual Report:

The CVB's Fiscal Year 2013 Annual Report highlights the accomplishments and activities of the organization. See *attached report*.

Montgomery County Hotel Tax Allocation, Budgeted Fiscal Year 2015:

Fiscal Year 2014	\$1,242,696
Fiscal Year 2015	\$1,225,848
Variance	\$-16,848

Montgomery County Hotel Tax Allocation Update, Fiscal Year-To-Date 2014:

Fiscal Year 2014 Hotel Tax Allocation Projection	\$1,242,696
Fiscal Year-To-Date Allocation (July 2013-Jan. 2014)	\$685,327*

*hotel tax collections in January 2014 were up 64% due to a lump sum settlement between Montgomery County and Travelocity on room tax collections. Assuming a flat collection rate from 2013 to 2014 in February, the CVB allocation would be 51% to goal for the first 7 months of FY 2014. See attached Room Tax Receipts/CVB Allocation Grid.

Budget Breakdown, Fiscal Year 2015:

Revenues:

Item	Budget	% of budget
Public Funding		
Montgomery County Hotel Taxes	\$ 1,225,848	77%
City of Rockville Hotel Taxes	\$ 32,000	2%
City of Gaithersburg Hotel Taxes	\$ 40,000	3%
Maryland Tourism Marketing Grant	\$ 70,000	5%
Private Funding		
Membership Dues	\$ 40,000	3%
Hotel Reservation Rebates	\$ 130,000	8%
Cooperative Marketing Programs	\$ 38,500	2%
TOTAL	\$ 1,576,348	100%

Expenses:

Item	Budget	% of budget
Administrative and Operating		
Personnel Costs	\$ 704,000	44%
Operating	\$ 125,497	8%
Sales	\$ 131,430	9%
Marketing/Advertising	\$ 615,421	39%
TOTAL	\$ 1,576,348	100%

See attached Fiscal Year 2015 Budget-DRAFT

Fiscal Year 2014 Budget and Programming Status

The Montgomery County hotel tax collection allocation to the CVB was increased from 3.5% to 7% beginning July 1, 2013. The new organizational and programming changes started in the fall of 2013. Three (3) new positions were loaded to the CVB budget for Fiscal Year 2014. Positions that have been filled include the Director of Sales and Digital Social Media Manager. The new funding was allocated to enhance the CVB's programming to attract more overnight business with the result of increased traveler expenditures and hotel tax collections.

There were several factors that immediately decreased the CVB's Funding level beginning in Fiscal Year 2014:

-**Lockheed Martin's Center** for Leadership Excellence Hotel was provided hotel tax exemption beginning July 1, 2013. This created a loss of approximately -\$30,000 to the CVB allocation from Montgomery County Hotel Taxes

-The **Government Shut Down** was estimated to have generated a -\$12,000 loss of allocations from hotel taxes to the CVB. See attached Memorandum to the Planning, Housing and Economic Development (PHED) Committee dated January 27, 2014 regarding the impact of the Government Shut Down. The actual revenue decreases to the CVB allocation were: September, -27% (-\$29,848); and October – 6.4% (-6,725) for a total revenue decline from the Government Shut Down in the amount of -\$36,573.

-The Maryland Office of Tourism revised the formula for distributing **Marketing Grants** to destination marketing organizations in the state. The CVB received -\$130,000 less from the Marketing Grant Pool in Fiscal Year 2014 from Fiscal Year 2013.

The new funding for Fiscal Year 2014 allowed for technology upgrades, additional resources (3 new staff) and new sales/marketing initiatives to elevate the profile of Montgomery County as a leisure and group travel destination. In Fiscal Year 2014 the new funding was allocated as follows: personnel costs and operating costs associated; special projects (first year new website launch with new calendar of events module); grant program to assist special events with expansion and promotion and bid fees to bring meetings/sporting events to Montgomery County (delayed); and new sales and marketing initiatives to attract leisure travelers and group travelers

(expanded trade show attendance, familiarization tour, trade show booth design, e-marketing, visitor guide development, and new advertising). New technology upgrades (IDSS) for more accurate sales tracking was also implemented in Fiscal Year 2014. This system will provide reporting on the return on investment in trade show attendance, lead sources, and tracking reasons for lost business.

SALES DIVISION:

Investment in Programming, Fiscal Year 2014

Personnel:

A new position, **Director of Sales**, was created as well as a **Sales Coordinator** position for Fiscal Year 2014. With declining revenues from the Government Shut Down and the hotel tax exemption for the hotel at Lockheed Martin Leadership Institute, the sales coordinator hiring has been placed on hold until June, 2014.

NEW-Fiscal Year 2014 Trade Shows

Fraternal Executive Association

July 6-10, 2013
San Antonio, TX

SMART Meetings

August 15, 2013
Philadelphia, PA

Meetings Focus

(attended by a Capital Connections representative)
October 6-8, 2013
Hershey, PA

Holiday Showcase

December 17, 2013
Chicago, IL

Diversity Summit

January 22-24, 2013
Washington, DC

MACE Making Your Mark

February 25-26, 2014
Washington, DC

National Association of Sports Commissions (NASC)

March 31-April 4, 2014
Dallas, TX

Helms Briscoe Annual Business Conference
April 9-12, 2014
Oklahoma

Technology:

IDSS Sales Management System

IDSS was created by CVB executives for the hospitality industry. The system is used by hundreds of CVBs across the nation. This is a web based system that allows users to log in anywhere. This industry tool will allow for the sales division to run reports on economic impact, room night revenue generated and lead sources as performance metrics for the Sales Division of the CVB.

Cvent

Cvent provides on line software for meeting managers to upload their requests for proposals and space requests in specific markets. Montgomery County changed its location within the site to now be listed as a meeting destination in the D.C. metropolitan region, not stand-alone as Montgomery County and Maryland. The CVB also invested in a higher level of participation in Fiscal Year 2014. The second highest number of leads the CVB receives for meeting/event space is generated by Cvent. Sales staff has booked from the period of July 2013 through February 2014, 645 room nights (\$84,000 in room night revenue). The investment in to Cvent is \$20,000 per year. The CVB website is the highest source for leads for the Sales Division.

Insight

Insight is business development software for the CVB and hotel industry that allows subscribers to explore the Knowland database of groups and events from across the country. The CVB selected Insight as the appropriate tool for prospecting. Knowland partnered with Google to create this search engine tool to find groups with event booking needs in a particular region. Each group on Insight contains a detailed profile with the group's market segment, website, address and contact information. The CVB business development staff can search the site and learn the entire event booking history of a group and review an analysis of the group's compatibility with Montgomery County's properties/venues. Use of the new software began in June 2013.

Other Initiatives

Sports Market Economic Impact Study

The CVB in partnership with the Maryland Soccer Foundation commissioned a study with George Washington University, School of Business, Sports Management and Tourism. This study examines the economic impact of tournaments hosted at the Maryland SoccerPlex annually. The study shows that tournament visitors spent \$13.9 million at twelve (12) tournaments on food, lodging, entertainment and transportation. The tournament organizers spend another \$1.5 million in the area. Sporting events are typically held on the weekend, a time of the week that the Montgomery County hotel occupancy drops 15% to 20%. This report shows the value of this industry sector on the local economy. The CVB sales division will continue to target market this industry sector, develop relationships with other facilities within Montgomery County for hosting events with the goal and bring new sporting events to the County. The tournaments listed below alone generated over 9,000 room nights in 2013. The Sports Impact Study will be released at the CVB's National Tourism Week Event scheduled for May 6, 2014.

Tournament Hotel Room Pick-Up - 2013:

Club National Lacrosse Tournament- 1,129 room nights	(1,816 in 2012)
Discovery Cup Soccer Tournament- 1,039 room nights	(1,507 in 2012)
Bethesda Soccer Club Girls Soccer Tournament- 4,179 room nights	(2,186 in 2012)
Bethesda Soccer Club Boys Soccer Tournament- 3,026 room nights	(3,367 in 2012)

Capital Connections

Capital Connections is a newly formed group of Maryland destination marketing organizations (DMOs) including Frederick, Howard, Montgomery, Prince George's and Washington Counties. The group was formed in an effort to promote the national capital region Maryland Suburbs under the tagline, "Maryland Meetings Made Easy". The goal is to combine resources and promote the region to meeting planners. In addition, it allows the opportunity for DMO's to expand their marketing and advertising programming through shared costs. This new group started exhibiting at trade shows and placing joint print advertisements in 2013.

<http://www.capitalconnectionmd.com/wordpress1/>

Familiarization Tour

In conjunction with the hotel and other event venue partners, the CVB is hosting a familiarization "FAM" tour on June 5, 2014 for meeting planners. The FAM tour will be targeted to meeting planners that the CVB has met this past year at trade shows who have expressed a high level of interest in bringing meetings to this region. FAM tours have long been an excellent means for destinations to make themselves known to meeting and event planners. This more intimate format helps the destination cultivate personal relationships with the decision makers that plan events/conferences. The ultimate purpose is to familiarize the prospective customers with our area and encourage them to bring future events. It is also important to note that as the government group business sector declines Montgomery County needs to extend its marketing reach to target other market segments like association, corporate, military, medical and group tour to backfill some of that loss current and moving forward.

CVB Outreach Efforts – Local/Regional Events

•United States Youth Soccer Association National Championships:

July 20-27, 2014 * Location: Maryland SoccerPlex
1,350 rooms blocked per night

•Jehovah's Witness Convention

August 1-4, 2014 * Location: Fedex Field
60,000 attendees

•2015 World Police and Fire Games:

June 26 – July 5, 2015 * Location: DC Metro Area
55,000 Hotel Rooms; 60 Different Sports;
12,000 Athletes, 70 Countries Worldwide

•**The Quicken Loans National Tournament, 2014/2016/2018/2020**

Quicken Loans is the new title sponsor of the previous tournament named the AT&T Tiger Woods Foundation Golf Tournament. In addition, Congressional Country Club members approved for the event to be held at Congressional Country Club in 2016, 2018 and 2020—this keeps the tournament at the site that Tiger Woods strongly preferred. On the “off” years, the event will move to the Robert Trent Jones Golf Club in Prince William County. This year’s event is scheduled for June 23-29, 2014 at Congressional Country Club.

•**2017 IPW (International Pow Wow)**

Date: April, TBA

Location: Washington, D.C.

This annual event has never been held in the DC region. The event attracts 5,500 travel industry delegates. The convention, scheduled for the Walter E. Washington Convention Center, will generate an estimated 15,000 room nights and more than \$13.3 million in revenue. International Pow Wow serves as a marketplace where U.S. hotels, resorts, regional tourism groups and other travel-related organizations can sell themselves to international visitors. More than \$3.5 billion in travel is generated at the show annually. Hosting IPW in 2017 will be a joint effort of Washington, DC, Maryland and Virginia with individual jurisdictions and headquartered businesses in the region providing sponsorship support to ensure a successful event and showcase of the region.

Performance Measures - Sales

In Fiscal Year 2014, for the first nine (9) months, the CVB sales division has captured and processed 157 requests for proposals for meeting/event space. The number of group leads processed, leads received and group definite bookings are all performance metrics for the sales division. The CVB Director of Sales was hired in September 2013 and departed in January 2014. This created a lag in the sales efforts and sales bookings for the fiscal year. A new Director of Sales was hired and started on March 17, 2014. From July 2013 through March 2014, the CVB sales division has booked 3,802 room nights. On August 9, 2013 the CVB announced a large sporting event booking at the Maryland SoccerPlex. The room blocks for this event have been finalized with the housing bureau, Anthony Travel. There are 1,350 rooms blocked for 6 nights generating an 8,100 room night event for Montgomery County.

CVB Group Sales Leads Processed

Group Sales	Fiscal Year 2012	Fiscal Year 2013	Fiscal Year 2014 (July-March 2014)
Request for Proposals Processed	158	170	157
Group inquiries received on CVB website	10	54	26

CVB Sales Booking Chart Analysis FY 2008 – 2013

Fiscal Year	Total Potential Revenue by CVB	Actual Booked	Lost	Room Nights Booked
2008	\$ 4,392,232	\$ 1,241,272	\$ 3,150,960	5,395
2009	\$ 4,069,940	\$ 2,694,282	\$ 1,375,658	11,953
2010	\$ 3,762,681	\$ 2,053,690	\$ 1,708,991	6,752
2011	\$ 4,650,754	\$ 1,425,858	\$ 3,224,896	4,137
2012	\$ 7,335,232	\$ 1,189,336	\$ 6,145,896	6,505
2013	\$ 3,210,659	\$ 1,462,478	\$ 2,903,698	7,186

MARKETING AND ADVERTISING DIVISION:**Investment in Programming****Personnel:**

The Marketing Division hired a **Digital and Social Media Manager** in August 2013. This position's responsibilities includes project management of new website launch, content development, eblast and enewsletter development and distribution, monitoring social media channels, lead staff on the launch and ongoing maintenance of new countywide calendar of events, and analysis of website activity with recommended program changes. The existing Marketing Manager position from FY 2013 was promoted to Director of Marketing in FY 2014.

Programming/Initiatives:**Advertising**

The Maryland Office of Tourism implemented changes to the annual Marketing Grant Program to destination marketing organizations (DMO's) in the State. Prior to the formula change implemented in Fiscal Year 2014, the CVB received the third highest marketing grant in the State from the Maryland Office of Tourism, nearly \$200,000. Starting in Fiscal Year 2014, the staff of the Maryland Office of Tourism eliminated a grant pool that provided for funding based on the jurisdiction's total contribution to the Comptroller's designated tourism tax codes. Grant Pool #1 is awarded based on the jurisdiction's investment in tourism marketing. Grant Pool #2 is based on growth in tourism tax codes year-over-year. The Grant Pool #3 that was eliminated was based on the jurisdiction's overall contribution to the tourism economy. The elimination of Grant Pool #3 was the cause of the Montgomery County grant decreasing 65%. **The CVB of Montgomery County's grant dropped from \$200,000 to \$69,000.** The CVB of Prince George's County's grant also decreased 59% from Fiscal Year 2013 to Fiscal Year 2014.

The CVB in Montgomery County along with other destination marketing organizations in Maryland are advocating for the grant formula to be reversed back to its original formulas or to have a new formula created that provides built in levels of funding for those contributing the highest amount of tourism tax revenues to the State. All funds from the marketing grant must be used to purchase trade show registration/booths, print advertising, electronic advertising, radio advertising and television advertising.

In Fiscal Year 2014, in order to maintain the budgeted level of print and electronic advertising (based on an assumption of a \$200,000 State grant), the CVB eliminated a proposed grant program that would assist with bringing new events to the County as well as enhancing marketing and advertising for existing events that could be marketed more broadly to increase attendance and local spending.

Washingtonpost.com Brand Connect May 2014 Campaign – NEW, Fiscal Year 2014

The Washington Post has launched a new online platform, Brand Connect, to put advertisers in touch with readers in a content driven manner. Brand Connect allows readers to interact with advertisers and brand in a native function, as they consume engaging advertiser-provided content around a number of topics, like tourism, energy and even the life of a dairy farmer. This alignment allows readers to actively engage with brand relevant content and the advertiser in a way that goes far beyond the concept of a standard advertisement.

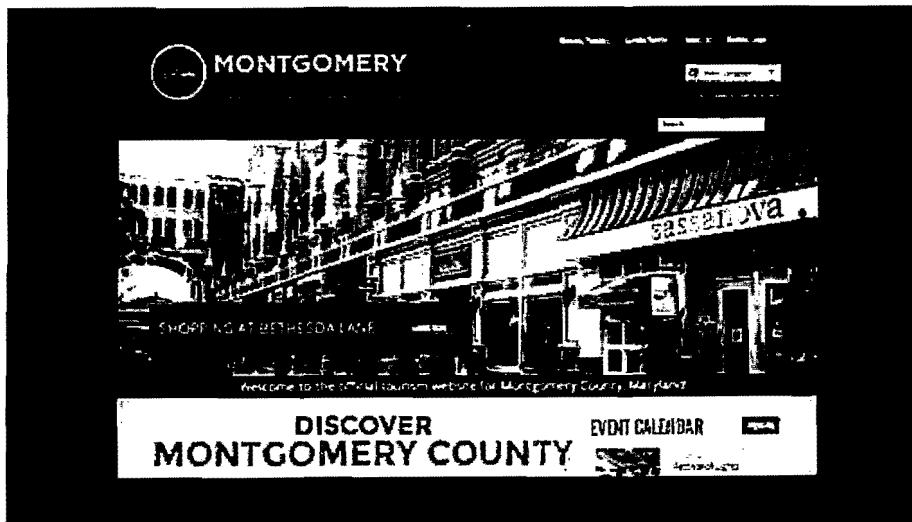
The CVB will be the first destination marketing organization in the region to participate in the program. The Brand Connect campaign launches on May 1, 2014. The CVB is planning to profile the following story ideas: Foodie Festivals, Brookeville War of 1812 Commemoration, Free Summer Concerts, Capital Bikeshare, Zip Lines, Famous Faces of Montgomery County, and 10 things you would miss if you left Montgomery County.

Special Project: Countywide Calendar of Events – NEW, Fiscal Year 2014

Goal: Create a user friendly calendar of events that is a one-stop comprehensive listing of all community events scheduled throughout the county. Residents and visitors are challenged with finding a central location to identify events happening throughout the County. Many individual sites exist that promote events but only in a particular category or area of the County. For instance, the Bethesda Urban Partnership and the Silver Spring Regional Center promote events on their websites but these are only events happening in that particular area. The CVB has taken steps to redesign its existing website and added a new calendar module. The timeline for the launch is:

Calendar of Event Module/New CVB Website Launch Timeline

Date	Status
August 2013	Request for Proposals Distributed- 4 vendor responses
September 2013	Bid Awarded
March 2014	Final Website Designs Approved
April 2014	Website Development Phase/Content Load
May 2014	Launch



New Features of the website:

- Interactive Maps
- Trip Builder
- Updated Interface with responsive design
- New Calendar of Events Software
- Organizations will have the option of sending an Excel file with multiple events. They also do not have to create a user name and password to post events. All events will be approved by the CVB staff before they are uploaded to the website.

New Social Media Efforts:

- Instagram + Pinterest Accounts
- Visit Montgomery Photo Contest

Performance Measures - Marketing

The marketing division's performance metrics are as follows: website activity, private sector partnerships and investments in to programming/membership, social media activity, number of reservations processed through the CVB customized housing reservation system, advertising inquiries, editorial hits, and press inquiries.

Advertising

	Fiscal Year 2012	Fiscal Year 2013	Fiscal Year 2014 (July 2013-March 2014)
Advertising Inquiries	3,877	4,983	7,045

The highest generators of advertising inquiries resulted from advertisements placed in Woman's Day, Country Living, Good Housekeeping, Ladies Home Journal, Mid-West Living, Better Homes and Gardens and Family Circle.

Website/Social Media

	Fiscal Year 2012	Fiscal Year 2013	Fiscal Year 2014 <i>(July 2013-March 2014)</i>
Website Visits	151,327	249,730	214,388
Facebook Likes	4,463	7,407	11,299

Editorial Coverage

- Mid-Atlantic Events Magazine, September 2013 – Montgomery County Location Report
- Sports Events Magazine, September 2013 – Montgomery County Sports Destination
- Washington Post, Capital Business, February 2014 – Visit Montgomery Featured at Destination Showcase
- Meetings Focus, February, 2014 – Fast Facts on Montgomery County, MD as a Meetings Destination
- The Group Travel Leader, March 2014 – Montgomery County Group Tour Destination Feature
- Convention South, March 2014 – Montgomery County Meetings Destination

Housing Service Reservations – 2012 and 2013

EVENT NAME	2012	2013
Potomac Soccer Memorial Day Tournament - May	3,686	4,036
Capital Cup Lacrosse - June	1,249	818
Club National Lacrosse – July	1,816	1,129
Discovery Cup Soccer - October	1,507	1,039
Bethesda Soccer Girls Tournament – November	2,186	4,179
Bethesda Soccer Boys Tournament - November	3,367	3,026
TOTALS	13,811	14,227

Fiscal Year 2015

Forecast

Smith Travel Research provides hotel industry data, tracking market share analysis, occupancy, average daily rate and revenues. According to a report released March 26, 2014, the countywide occupancy for February 2013 was up 5% over February 2012. Year-to-date (January-February 2014) occupancy is down -1.7% from the previous year. For year-end 2013, occupancy was down -.5% from 2012 and average daily rate was down -2.2%. We forecast that occupancy will continue to rise several percentage points in Fiscal Year 2015 with modest increases in the average daily rate. The Government Shut Down will continue to hamper occupancy and revenues for the local hotels and other businesses in FY 2015. However, we expect that a continued recovery of the economy will generate new activity to the area and additional revenues from the hospitality industry. The Department of Labor, Licensing and Regulation recently published the 2013 Quarter 3 employment numbers. According to this report, the private sector had grown by 1,500, with the largest gains in Trade, Transportation, and Utilities, Leisure and Hospitality (565), and Construction sectors.

The United States Travel Association's (USTA) forecast for travel nationwide in 2014 is:

- Total travel expenditures in the U.S.: Up 5.1 percent in 2014
- Total international visitors to the U.S.: Up 5.6 percent in 2014
- Total domestic person-trips: Up 6 percent in 2014
- Leisure domestic person-trips: Up 1.9 percent in 2014
- Business domestic person-trips: Up 1.4 percent in 2014

CVB Proposed Sales and Marketing Plans and New Developments- Fiscal Year 2015

The CVB has divided the organization into two (2) divisions--Sales and Marketing. Each division will have assigned budgets, revenues goals, and performance metrics.

The Sales Division will be responsible for generating revenues from stakeholders for participation with the CVB at trade shows. The Marketing Division will be responsible for generating revenues by membership retention, new members, and a newly proposed partnership program. In addition, the Marketing Division is responsible for managing the housing reservation service and will have revenue goals from hotel reservation commissions.

The performance metrics for the Sales Division will be based on the number of clients hosted on site tours of facilities in the county, room nights booked and the number of leads generated. Performance metrics for the Marketing Division will be based on the quantity of entries into the newly launched CVB website and calendar module (mocoevents.com), customer service surveying from users of the CVB housing site (mocosports.com), advertising inquiries, website activity and social media activity, member/stakeholders surveying of CVB services, press inquiries and editorial related to Montgomery County.

The CVB will be fully staffed beginning Fiscal Year 2015. The Sales Coordinator position is the final position to be filled. The CVB Board of Directors held its Annual Board Retreat and identified some priorities for Fiscal Year 2015. The complete Fiscal Year 2015 CVB Work Plan will be completed by June 1, 2014 for review and approval by the CVB Board of Directors.

ADMINISTRATIVE GOALS

- Ensure all staff is trained and utilizing IDSS (membership and sales data management) to full potential
- Organize an event/trade show in which the membership can showcase their business to multiple audiences (consumers, businesses, meeting planners, etc.)
- Develop a CVB Exchange Program with CVBs outside of our current market. The CVB of Montgomery County staff would visit for a few days with another CVB and that CVB would trade places and visit with the CVB of Montgomery County. The goal: generate new ideas and strategies.
- Gain approval for organization name change and new branding and launch campaign to announce.

SALES GOALS

- Host two (2) familiarization tours of Montgomery County. 1) Non-local and local meeting planners from the association market. 2) Group tour/international receptive operators
- Incorporate into Fiscal Year 2015 Work Plan initiatives targeting the weddings and Lesbian, Gay, Bisexual and Transgender (LGBT) markets.
- Increase activity and profile on LinkedIn to highlight CVB events and achievements.
- Host invitation-only lunches with meeting professionals in our target markets. Include CVB stakeholders as partners in the initiative.

SPORTS MARKETING GOALS

- Develop a relationship with Olney Boys and Girls Club in an effort to provide services/support for events happening year-round.
- Expand on sports marketing—other opportunities for hosting swimming, baseball, softball, ice skating events to generate weekend room night business and increase hotel occupancy.

MARKETING GOALS

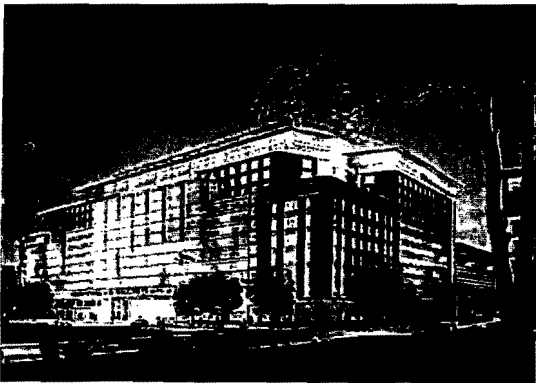
- Create a social media campaign or interactive scavenger hunt. New Orleans CVB created this idea called "Finder's Fee."
- Launch a giveaway campaign/contest to grow the social media activity.
- Compile feature articles on areas of Montgomery County, specific attractions, historical facts, etc. that can be posted on the CVB website and pitched for free publicity to the media.
- Develop a target list of media representatives for pitching stories and hosting familiarization tours.
- Improve media relations and development of local and non-local media list.
- Encourage membership to develop unique hotel/attraction packages that can be marketed to groups and individual travelers.
- Work with Heritage Montgomery, Montgomery Parks and the C&O Canal Trust to identify joint marketing and advertising opportunities that help promote Montgomery County's history and heritage.
- Continue working with the State Highway Administration on the design and implementation phases of the Montgomery County Tourist Attraction Corridor (TAC) Signage Program

MEMBERSHIP GOALS

- Start a new membership networking event format. A mini reverse trade show in which meeting professionals are invited and can network and talk with event venues and other CVB members.
- Send a monthly email to the CVB membership called "Catch Up with the CVB." This email would provide information to the stakeholders about the staff activities for the month.
- Prospect for more CVB members (going out to solicit and meet business owners, etc.).
- Implement a new partnership/membership dues and benefits program.

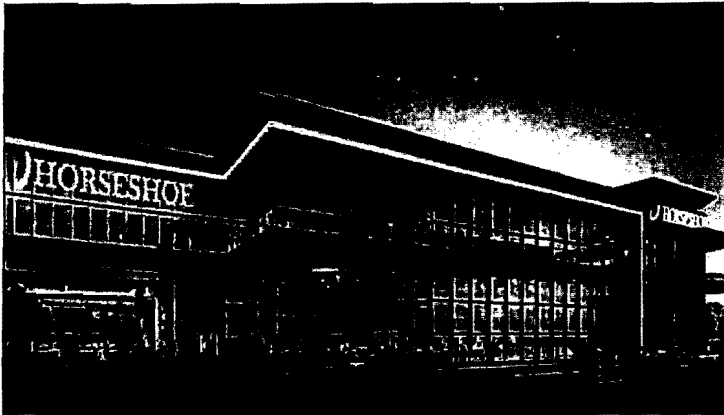
REGIONAL PRODUCT DEVELOPMENT UPDATES:

Washington, D.C.



Marriott Marquis
Opening May 1, 2014
1,175 rooms and 49 suites

Baltimore



Horseshoe Casino

Opening Labor Day Weekend 2014

Anne Arundel County

Arundel Mills proposal to develop a 70,000 square foot conference center

Prince George's County – National Harbor

-Tanger Outlets opened in November 2013

-The Capital Wheel, opening May 2014



-MGM Casino



Montgomery County

New Products

-White Flint Sector Plan Pike & Rose Development

-IPic Theatre



-Strathmore 2nd Location

-Premium Outlets Clarksburg, Opening Late 2015

Lodging

-EVEN Hotel, Opening May 2014



-Cambria Suites, Opening 2015, Rockville



-Kimpton Hotel - PROPOSED

Location: Potomac Park Place, 175 rooms

-Westin Bethesda – PROPOSED

Location: New build out at the Bethesda Court Hotel Site

Attachments:

CVB Fiscal Year 2013 Annual Report
Room Tax Collections/CVB Allocation Report
Government Shut Down Memorandum to PHED
2013 Government Shut Down Impact-Hotel Industry
Fiscal Year 2015 Budget - DRAFT
Maryland CVB Funding Analysis
Organization Membership Dues/Fees Comparison Chart
Silver Spring/Silver Spring Civic Center Promotional Brochure
CVB Organizational Chart
CVB Board of Directors

WWW.VISITMONTGO



VISIT
MONTGOMERY
COUNTY

Maryland's Gateway to the Nation's Capital



ANNUAL REPORT
FISCAL YEAR 20



Welcome!

MONTGOMERY COUNTY, MARYLAND
THE UPSIDE OF DOWNTOWN

Memorandum

To: Planning, Housing and Economic Development (PHED) Committee
Councilmember Floreen
Councilmember Leventhal
Councilmember Elrich

From: Kelly Groff, President & CEO, Conference and Visitors Bureau (CVB)

Date: January 27, 2014

Re: Conference and Visitors Bureau (CVB) Update

The Conference and Visitors Bureau (CVB) of Montgomery County, Maryland is pleased to provide you with our ***Annual Report, Fiscal Year 2013***. Our organization also wanted to take the opportunity to update you with some additional information.

As you know, the Federal Government Shutdown created a significant negative impact on the local and regional hotel industry and hospitality community. We began to experience softening of room tax collections/hotel occupancy in the last quarter of Fiscal Year 2013 with Government Sequestration. The Federal Government Shutdown most significantly impacted our September 2013 hotel tax collections, with a 25% decrease in collections from September 2012.

According to Smith Travel Research, the global leader for providing comprehensive customized data for the hotel industry, Montgomery County in October 2013 experienced a -7.8% decrease in hotel occupancy from 2012. And, the hotel average daily rate in October 2013 decreased -5.5% from October 2012. The hardest hit jurisdiction in the region in October 2013 with occupancy declines was the City of Gaithersburg at -12.8% for the month. Please see the attached Tab 2 Multi-Segment Smith Travel Research Report. In November, 2013, countywide hotel occupancy increased slightly, however, the average daily rate remained -5% lower than November 2012.

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The Maryland Tourism Development Board (MTDB) administers marketing grants annually to the Maryland Destination Marketing Organizations (MD DMO). In Fiscal Year 2014, the MTDB changed the formula for which grants are awarded and this negatively impacted the CVB, resulting in a grant decrease of \$130,000. Prince George's County and Montgomery County were the hardest hit, a 65% decrease in Montgomery from FY 2013 and a 59% decrease from FY 2013 for Prince George's County. Montgomery County generates more than 17% of the total Tourism Sales Tax Revenue yet our grant was just over 2% of the total grant funds for Fiscal Year 2014. Our organization will be advocating for a grant formula change that will fairly distribute grants based on a destination's contribution to the overall tourism economy.

We are optimistic going in to 2014. The December 2013 hotel tax collections were up 4% from December 2012. And, according to the hotel technology provider TravelClick, the contribution of the group segment (meetings, tour groups, sports, etc.) to hotel bookings exceeded the transient bookings in December 2013, which means group room blocks in all sectors are increasing. Our local hotels are also providing the CVB with positive feedback regarding booking activity in 2014. Our CVB sales team remains focused on the goal of generating new business to the county by attending trade shows and prospecting for new business via our research tools.

In the spring of 2014, our marketing team will be launching a new website that will provide a user-friendly county-wide calendar of events, interactive mapping mechanisms to assist visitors by area of the county and themed packages of activities that can assist any type of traveler. In addition, the CVB's initiative in the social media arena is providing very strong returns. From Fiscal Year 2012 to Fiscal Year 2013, the visits to the CVB website increased forty percent (40%).

We look forward to providing another update in the upcoming months. In the meantime, if you have any questions, I can be reached at 240-777-2062, or kgroff@visitmontgomery.com.

Attachments:

CVB Annual Report Fiscal Year 2013

Tab 2 Multi-Segment Smith Travel Research Report

2013 Government Shutdown Impact – hotel/hotel tax revenues

cc: Jacob Sesker, Montgomery County Council
Steve Silverman, Montgomery County Department of Economic Development

Montgomery County, Maryland
2013 Government Shutdown Impact - Hotel Industry

Room Revenue Losses Only excludes F&B and Meeting Room Rentals

	Hotel Room Revenue 2013	Hotel Room Revenue Loss from 2012
Week 1		
30-Sep	\$ 736,248.00	\$ (203,204.00)
1-Oct	\$ 774,397.00	\$ (218,379.00)
2-Oct	\$ 780,515.00	\$ (156,103.00)
3-Oct	\$ 600,934.00	\$ (161,651.00)
4-Oct	\$ 546,079.00	\$ (172,560.00)
5-Oct	\$ 598,102.00	\$ (195,579.00)
6-Oct	\$ 582,192.00	\$ 63,458.00
SUB-TOTAL	\$ 4,618,467.00	\$ (1,044,018.00)

	Hotel Room Revenue 2013	Hotel Room Revenue Loss from 2012
Week 2		
7-Oct	\$ 879,176.00	\$ 31,650.00
8-Oct	\$ 926,357.00	\$ (191,755.00)
9-Oct	\$ 865,132.00	\$ (235,315.00)
10-Oct	\$ 765,763.00	\$ (149,323.00)
11-Oct	\$ 757,980.00	\$ 154,627.00
12-Oct	\$ 829,072.00	\$ 172,446.97
13-Oct	\$ 563,049.00	\$ (146,955.00)
SUB-TOTAL	\$ 5,586,529.00	\$ (364,624.03)

	Hotel Room Revenue 2013	Hotel Room Revenue Loss from 2012
Week 3		
14-Oct	\$ 720,310.00	\$ (264,353.00)
15-Oct	\$ 821,081.00	\$ (255,356.00)
16-Oct	\$ 823,859.00	\$ (201,021.00)
17-Oct	\$ 647,914.00	\$ (133,470.00)
18-Oct	\$ 597,274.00	\$ (43,003.00)
19-Oct	\$ 692,165.00	\$ (3,460.00)
20-Oct	\$ 706,871.00	\$ (86,238.00)
SUB-TOTAL	\$ 5,009,474.00	\$ (986,901.00)

TOTAL	\$	(2,395,543.00)
7% TAX LOSS	\$	(167,688.00)
CVB LOSS	\$	(11,738.00)

Maryland County CVB Funding Analysis

Based on Fiscal Year 2014 Data

Destination Marketing Organization	County Hotel Tax Collected (FY 2013)	Total Hotel Rooms	County Hotel Tax Rate	% of Hotel Room Tax Dedicated to CVB	County Government Appropriation to CVB FY 2014	# of Staff FT/PT
Anne Arundel County	\$18,163,620	10,900	7%	17% of total collections	\$3,087,815	15/4
Frederick County	\$1,221,602	2,300	3%	97.5% of total collections	\$1,191,062	6/2
Howard County	\$4,404,564	3,335	7%	19% of total collections	\$839,000	6/9
Montgomery County	\$19,026,130	9,345	7%	7% of total collections	\$1,317,696	8/0
Prince George's County	\$20,573,759	10,360	5-10%	0% of total collections; County grant to CVB fund equates to 3.8% of hotel tax collected.	\$781,400	4/1

Updated: 2/5/2014; Sources: Office of the Comptroller, County CVBs



Loudoun
Convention
& Visitors
Association (VA)

\$150
Business /
Organization
Member

\$150
Group
Referral
Member

\$300
Group Lead
Member



Howard County
Tourism, Inc.
(MD)

\$50
Friend level

\$100
Bronze
Partner only
for non-profits

\$200
Silver Partner

\$500
Gold Partner

\$1,000
Platinum
Partner



Visit Bucks
County
(PA)

\$99
Basic Partner

\$199
Choice Partner

\$500
Premier
Partner

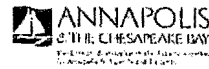
*Additional Cost
Web Exposure*

\$50-\$200/
quarter
Partner
Highlight Panel

\$500/quarter
Section Landing
Page Spotlight

\$500/quarter
Featured
Coupon/Special
Offer

\$1,000/quarter
Homepage
Feature



Annapolis & Ane
Arundel County
Conference &
Visitors Bureau
(MD)

\$100
Non Profit
member

\$195
Business
Member

\$295
Full Service
Hotel Member

*Additional Cost
Packages*

\$300
Partner
Package

\$600
Enhanced
Partner
Package

\$1,200
Premier Partner
Package



Alexandria
Convention
& Visitors
Association (VA)

\$350
General
Membership

\$10 per room
Alexandria
Hotels
(minimum \$1,000,
maximum \$2,500
or \$1,000 for
Alexandria Hotel
Association
Members)



Prince George's
County, Maryland
Conference &
Visitors Bureau
(MD)

\$100 Minimum
Membership
Individual Shops
Restaurants
Planners
Travel Agencies
Financial
Institutions
Catering Services

\$150
Transportation
Industry
Advertising & PR
Firms

\$200 RV Parks/
Campgrounds,
Public Utilities
Retail - Malls &
Shopping Centers,
Chamber,
Non-profits &
Associations,
Hotels <100 guest
rooms

\$400 Hotels 100-
200 guest rooms

\$500 Seasonal
Attractions, Hotels
>200 guest rooms

\$1,000
Year-around
attractions



The Conference
& Visitors Bureau
of Montgomery
County Maryland,
Inc. (MD)

\$180

\$250

\$280 + \$1.50

*Additional Cost
Packages*

\$300

\$3,000

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BRONZE & SILVER PARTNER BENEFITS:

- Listing in the Official Howard County Welcome Guide.
- Listing and exclusive link on VisitHowardCounty.com
- Free distribution and placement of your marketing materials at the official Howard County Welcome Center.
- Opportunities for discounted advertising rates
- Preferred access to:
 - On-site marketing opportunities via Tourism's "On-the-Go Welcome Center"
 - Cooperative trade show opportunities with reduced participation rates
 - Regional marketing opportunities through group sales leads and "FAM-Tour" participation
 - Invitations to industry networking events
 - Subscription to "Connect ITI", a partner e-update, and "Know ITI" an on-line newsletter
 - Promotion in media outreach and public relations efforts

GOLD PARTNER receives all the above plus:

- Your location shown on the map in the Official Howard County Welcome Center Guide
- Your logo displayed on the official VisitHowardCounty.com website.
- Premier placement of your marketing materials at the Howard County Welcome Center.
- On-site recognition, including your logo, at events we host throughout the year
- Complimentary tickets to paid events.
- First-call on exclusive sponsorship opportunities.

PLATINUM PARTNERS receives all the above plus:

- Feature article in the annual "Focus on Tourism" supplement to The Business Monthly.
- Your logo on the map page in the "Official Howard County Welcome Guide."
- Special icon designation and enhancements to your descriptive paragraph on the official VisitHowardCounty.com website, including special events and multiple amenities listings.
- Prime, premier placement of your marketing materials at Welcome Center plus an on-site poster.
- Your promotional material displayed and distributed at all "On-the-Go Welcome Center" venues.
- Complimentary, on-site display space and recognition as a Platinum Partner, including your logo, at Annual Meeting event.
- Additional complimentary tickets and discounts on corporate entertainment packages to paid events.
- Discounted rates on exclusive sponsorship opportunities.



**ANNAPOLIS
& THE CHESAPEAKE BAY**

The Official Destination Marketing Organization
for Annapolis & Anne Arundel County

ALL MEMBERS WILL RECEIVE:

- Group sales leads (meetings, weddings, & sporting events).
- Invitation to join sales team at tradeshow and conventions.
- Invitation to join sales team on sales missions.
- Representation at the Visitors Center, West St, Annapolis.
- Representation at the Visitors Booth, City Dock, Annapolis.
- Opportunity to place brochures, menus, and materials within the Visitors Center.
- Free Listing in the Official Visitors Guide for Annapolis & the Chesapeake Bay.
- Opportunity to purchase advertising in the Official Visitors Guide.
- Discounts off CVB hosted seminars and events.
- Basic listing on www.visitannapolis.org

PARTNERS WILL RECEIVE ALL THE ABOVE PLUS:

- Dedicated page on www.visitannapolis.org
- Dedicated page on the mobile website
- Ability to post events to the www.visitannapolis.org event calendar
- Contact information on business page
- Ability to position business in all relevant categories
- Ability to post unique description per category
- Photos & Logo on business page
- Access to member portal to update information
- Ability for consumer to map business
- Ability for consumer to add business to itinerary

ENHANCED PARTNERS WILL RECEIVE ALL THE ABOVE PLUS:

- Ability to post deals/coupons to the website
- Facebook, Twitter, YouTube, Flickr, Trip Advisor, Yelp and Open Table Integration on business page

PREMIER PARTNERS WILL RECEIVE ALL THE ABOVE PLUS:

- Positioned first on category listing page
- Promoted in page header on category listing page
- Promotion on home page



**VISIT
MONTGOMERY
COUNTY**

Maryland's Gateway to the Nation's Capital

ALL CVB PARTNERS WILL RECEIVE:

- Group sales leads (meetings, weddings, sports, etc)
- Opportunity to join sales team at trade shows and conventions
- Invitation to attend CVB networking events
- Free business listing in the official visitor guide
- Opportunity to advertise on VisitMontgomery.com, and the Visitor and Meeting Planner Guide at a reduced rate
- Access to member portal on website to edit your business's listing
- Access to post events, deals and coupons on website
- Trip Advisor ratings on your business listing
- Opportunity for website users to add your listing to their trip builder
- CVB membership plaque for display
- Co-op advertising opportunities
- Opportunity to participate in FAM Tours and hosting travel writers

PREMIER PARTNERS WILL RECEIVE ALL THE ABOVE PLUS:

- Facebook and Twitter integration on website listing
- Expanded listing on website
- Guaranteed promotion on Facebook, Twitter, Instagram, Pinterest and e-newsletter mentions with links to member site
- Dedicated board on CVB Pinterest page
- 10% discount on web advertising
- Priority listing on webpages
- Free highlighted listing on Visitor Guide
- Homepage feature and Section Landing Page Spotlight (max of 3 per Fiscal Year)

PINEAPPLE PARTNERS WILL RECEIVE ALL THE ABOVE PLUS:

- Sponsored member event promotions
- One full page ad in the Visitor & Meeting Planner Guide (valued at \$2,500)
- Spot at CVB tradeshow (valued at \$1,800)
- Ad on VisitMontgomery.com for half a year (valued at \$500)

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SILVER SPRING

Maryland



From the 1930's, downtown Silver Spring formed the hub of a growing Maryland suburb; by the 1950's it was the place that Washingtonians came to for shopping, dining and relaxing just minutes away from the District of Columbia.

Today, downtown Silver Spring is once again the new place to stay when you want a close-in home base for exploring the city. The new downtown Silver Spring offers exciting nightlife, cultural and historical attractions, community events, great shopping, luxurious hotels and a diverse variety of cuisine.



> WALKING DISTANCE

to dozens of restaurants, hotels, shopping and attractions

> ON THE METRO RED LINE

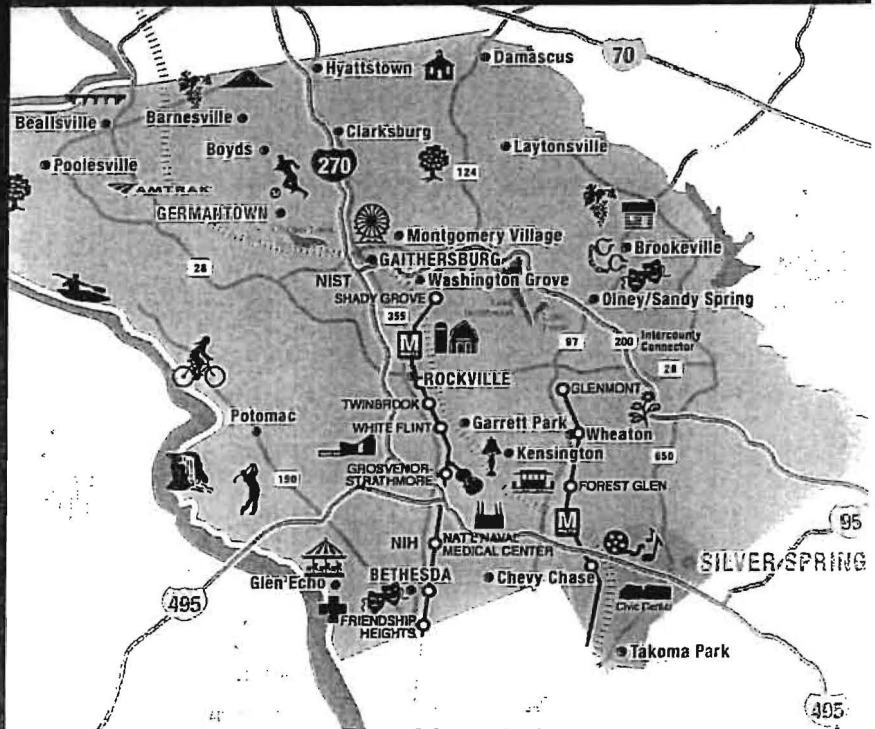
a short 30 minute ride to the National Mall and museums

> EASY ACCESS

and equidistant from all three regional airports - BWI, DCA and IAD

> A REAL DESTINATION

with events such as film festivals, jazz concerts, farmers' markets and parades



DINING

Take a culinary tour and select from more than 150 restaurants. In Silver Spring you will find anything from well-known chains to some great restaurants offering foods representing every culture.

SHOPPING

Stroll through the downtown area & shop at upscale retailers including LOFT, New York & Co., DSW, Ulta and H & M as well as many other independently owned retailers.



ENTERTAINMENT

Silver Spring is one of 3 designated Arts & Entertainment Districts in Montgomery County.

The American Film Institute (AFI) Silver Theatre and Cultural Center is a premier venue in the region for first-run and classic films. AFI is also home to the AFI Docs Film Festival held annually.

The Silver Spring Jazz Festival has become a popular event drawing large crowds.

The Fillmore Silver Spring is the newest addition to the district, a live music venue bringing dynamic, first-class music, entertainment and community use venue.

Round House Theatre, a 150-seat black box space, hosts an exciting lineup of theatre, music and dance performances and artistic activities.

Montgomery College's Cultural Arts Center has a 500-seat theatre that has hosted a variety of entertainers.



The Silver Spring Civic Building at Veterans Plaza

For information on booking a meeting or event at the Civic Building,
contact Michael Lauriente at mlauriente@visitmontgomery.com or 240-777-2063

**SILVER
SPRING**
Maryland

Available for public use

Dimensions

Capacity* & Features

Great Hall (can be divided)

64' x 79' x 27' (ceiling ht)
(5,046 sq ft)

Reception: 725
Theatre: 590 (480 with riser)
Banquet: 320
Conference: 320-400

Atrium

23' x 79' (1,817 sq ft)

Reception: 100

Gallery

44' x 27' (1,188 sq ft)

Reception: 105 — limited availability

Ellsworth (can be divided)

50' x 27' (1,350 sq ft)

Reception: 120 / Conference: 80

Spring Room

31' x 46' (1,426 sq ft)

Reception: 100 / Conference: 70

Warming Kitchen

21' x 14' (249 sq ft)

Warming oven, ice machine,
refrigerator

Colesville

24' x 27' (648 sq ft)

Conference style: 32

Fenton

43' x 27' (1,161 sq ft)

Reception: 106 / Conference: 80

Courtyard (via indoor access)

50' x 20' (1,000 sq ft)
excludes landscaped area

Reception: 45

Skate House

853 sq ft

Available off-season only (April-Oct.)

Veterans Plaza (can be divided)

190' x 80' sq ft



Amenities

- Large ballroom configurable to multiple uses
- Close to public transportation & parking
- Use your own caterer
- WiFi and data ports throughout
- Dual projection systems in Great Hall
- Wood flooring throughout
- Veterans Memorial and open plaza

To get an application go to:
www.montgomerycountymd.gov/cupf/info/sscb.asp
or visit the Civic Building

Hotels within walking distance of the Civic Building

Courtyard by Marriott

Silver Spring Downtown

8506 Fenton St • 301-589-4899

DoubleTree by Hilton Silver Spring

8727 Colesville Rd • 301-589-5200

Hampton Inn Silver Spring

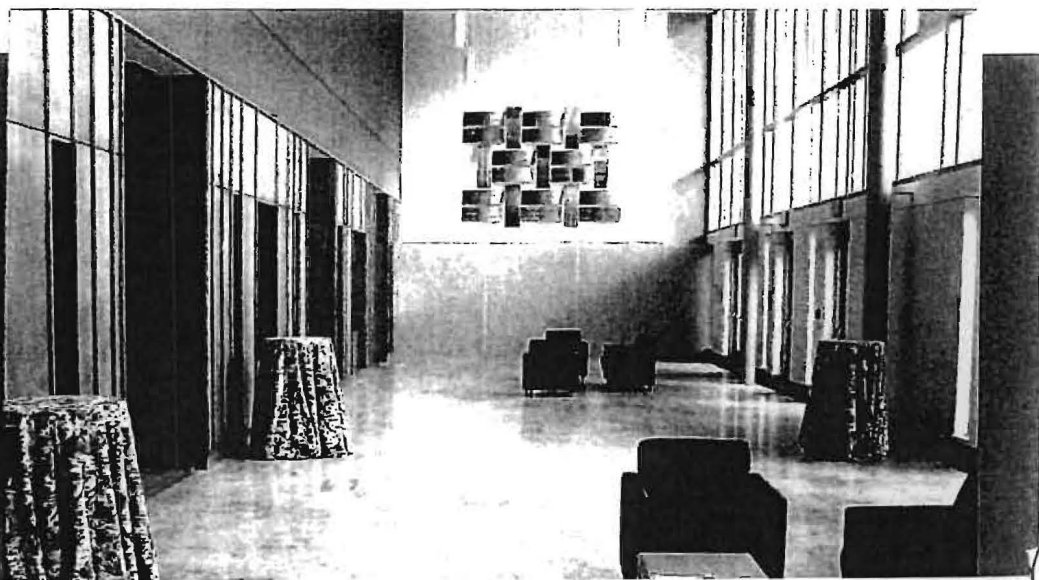
8728-A Colesville Rd • 301-588-5887

Homewood Suites Silver Spring

8728 Colesville Rd • 301-565-0005

Sheraton Silver Spring

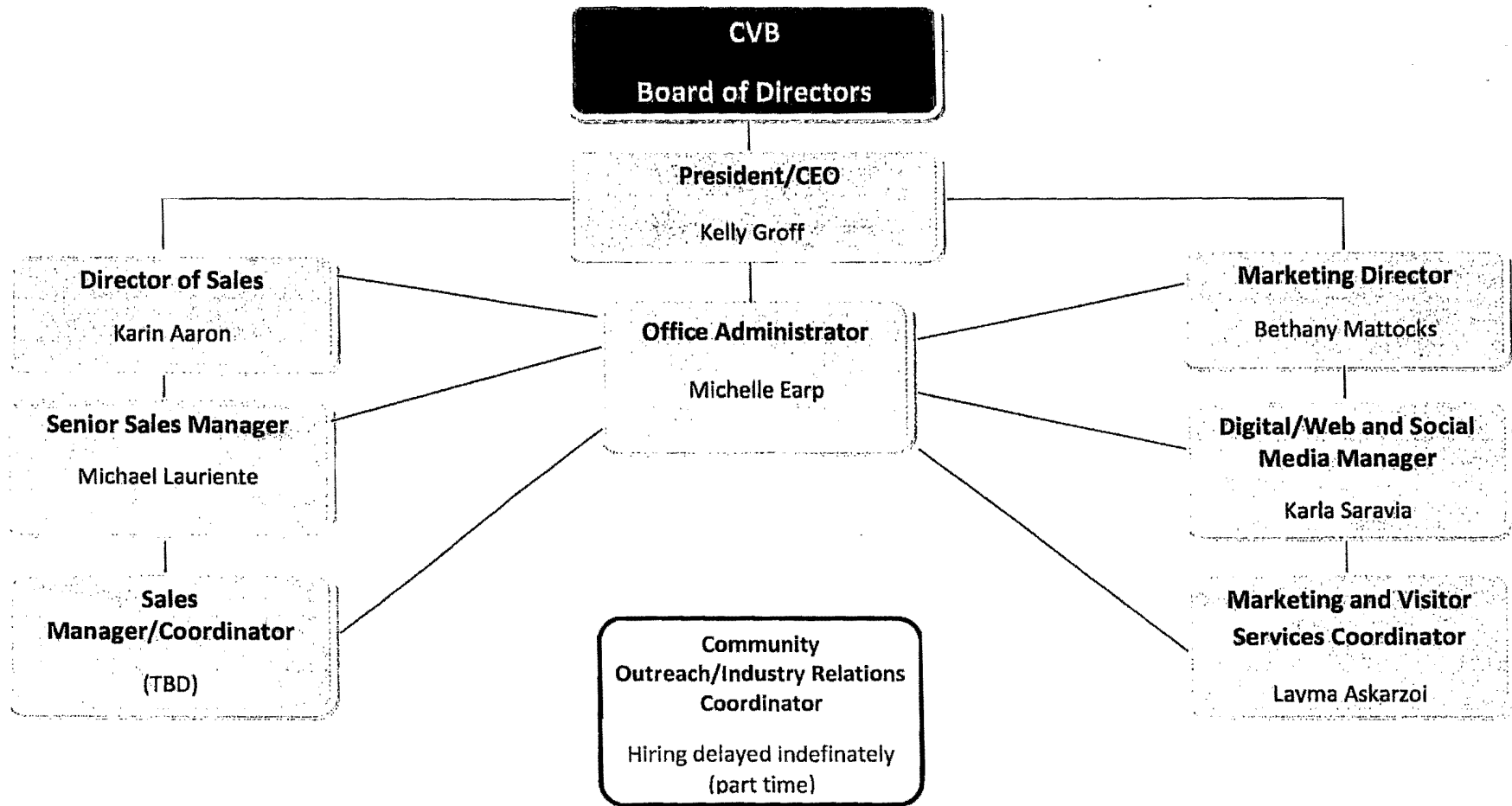
8777 Georgia Ave • 301-589-0800



Organizational Chart

Fiscal Year 2014

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



Updated: April 1, 2014

Board of Directors- Fiscal Year 2014

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

<p><u>EXECUTIVE COMMITTEE</u> CHAIRMAN Paul Reynolds AVP, Regional Director B. F. Saul Co. – Hotel Division 7501 Wisconsin Ave. Suite 1500 Bethesda, MD 20814 301-986-6051/703-856-1064 – cell Paul.Reynolds@bfsaulco.com</p>	<p>IMMEDIATE PAST PRESIDENT Joc Fernandez AAA World Mid Atlantic Magazine 9418 Singleton Drive Bethesda, MD 20817 202-481-6821 jfernandez@aaamidatlantic.com</p>	<p>Trish Heffelfinger Maryland Soccer Foundation 18031 Central Park Circle Boyds, MD 20841 301-528-1480/Fax: 540-4276 trishheff@mdsoccerplex.org</p>
<p>VICE CHAIR Valerie Gordon Director of Sales and Marketing William F. Bolger Center 9600 Newbridge Drive Potomac, Maryland 20854 301-983-7209 Fax: 301-983-7728 Valerie.gordon@dolce.com</p>	<p><u>BOARD OF DIRECTORS</u> Cheryl Barron General Manager Courtyard by Marriott Silver Spring Downtown 8506 Fenton St, Silver Spring MD 20910 Phone: 301-589-4899 Direct Line: 240-533-9860 * Fax: 301-589-4898 cherylb@cy-silverspring.com</p>	<p>Suzan Jenkins Arts & Humanities Council of Montgomery County 801 Ellsworth Drive Silver Spring, MD 20910 301-565-3805/Fax: 301-565-3809 Suzan.jenkins@creativemoco.com</p>
<p>SECRETARY Anthony Arbeeny Hyatt Regency Bethesda One Bethesda Metro Center Bethesda, Maryland 20814 301-657-1234 Anthony.arbeeny@hyatt.com</p>	<p>Lynn Bowersox Assistant General Manager Customer Service, Communications & Mktg. Washington Metropolitan Area Transit Authority 600 Fifth Street Washington, D.C. 20001 202-962-2740 lbowersox@wmata.com</p>	<p>Leslie McDermott Marketing and Media Relations Manager Brookside Gardens and Nature Centers of Montgomery Parks 1800 Glenallan Avenue Wheaton, MD 20902 Leslie.mcdermott@mncppc-mc.org 301-962-1427</p>
<p>TREASURER Mark J. Grabowski Strathmore Hall Foundation, Inc. 5301 Tuckerman Lane N. Bethesda MD 20852-3385 301-581-5151/Fax: 301-581-5152 mgrabowski@strathmore.org</p>	<p>Alicia Dinwiddie, CMP Regional Sales Manager La Madeline 12401 Fountain Drive Clarksburg, Maryland 20871 240-449-7079 – Cell aliciadinwiddie@gmail.com</p>	<p>Keith McNeill Bethesda Marriott 5151 Pooks Hill Road Bethesda, Maryland 20814 301-897-9400 Keith.mcneill@marriott.com</p>

Ruth K. O'Rourke, MS, CHE Hotel and Restaurant Management University of MD Eastern Shore at Universities of Shady Grove 9630 Gudelsky Drive Rockville, Maryland 20850 301-738-6327 rklee@umes.edu	Vira Safai Comfort Inn Shady Grove 16216 Shady Grove Road Gaithersburg, MD 20877 301-330-0023/Fax: 301-258-1950 cisg@aol.com	<u>EX-OFFICIO MEMBER</u> <u>DEPT. OF ECONOMIC DEVELOPMENT</u> <u>LIAISON</u> Montgomery County Department of Economic Development Peter Bang 101 Monroe St., 15 th Floor Rockville, MD 20850 240-777-2022 Fax: 240-777-2001 Contact: Tina Benjamin
Paul Warnquist Adventure Park at Sandy Spring The Adventure Park at Sandy Spring Friends School 16701 Norwood Road Sandy Spring, MD 20860 (240) 389-4386 paulwarnquist@sandyspringtrees.org	Sara Torrence, CMP Sara Torrence & Associates 17736 Garrett Dr. Gaithersburg, MD 20878 301-948-1223/Fax: 301-948-9702 Sara.torrence@att.net	
<u>PAST PRESIDENT'S COUNCIL</u> Jon Enten Enten Marketing 5405 Tuckerman Lane, #476 N. Bethesda, Maryland 20852 jonenten@gmail.com 301-980-0666	<u>EX-OFFICIO MEMBER</u> <u>COUNTY COUNCIL LIAISON</u> PHED Committee Representative Councilmember Craig Rice Montgomery County Council 100 Maryland Avenue Rockville, MD 20850 240-777-7900/Fax: 240-777-7989 Councilmember.rice@montgomerycountymd.gov	
Ted Seale THEO Consultants, LLC 6518 Winnepeg Road Bethesda, MD 20817 301-530-8436 Fax: 301-530-9536 Theo4@verizon.net		

HOTEL/MOTEL TAX ESTIMATE
MONTGOMERY COUNTY, MARYLAND

	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20
<u>Current Law</u>									
Collect	\$18,167,827	\$18,910,872							
Tax Rate	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%
% change	-5.8%	4.1%							
<u>Forecast</u>									
December '13 Update			\$17,537,292	\$17,793,342	\$18,320,056	\$18,927,379	\$20,506,883	\$22,016,500	\$23,636,120
FY15 Budget (3/14)			\$16,857,688	\$17,512,115	\$18,029,291	\$19,227,836	\$20,829,234	\$22,362,340	\$24,007,161
Difference			(\$679,604)	(\$281,227)	(\$290,766)	\$300,457	\$322,351	\$345,840	\$371,041
Growth Factor									
<u>% change</u>									
December '13 Update			-7.3%	1.5%	3.0%	3.3%	8.3%	7.4%	7.4%
FY15 Budget (3/14)			-10.9%	3.9%	3.0%	6.6%	8.3%	7.4%	7.4%
<u>Growth Factors :</u>									
- Inflation (fiscal year)	2.9%	1.7%	1.6%	2.0%	2.2%	2.5%	2.6%	2.4%	2.3%
- Add factor	-3.2%	-2.0%	-1.8%	0.0%	-0.2%	-0.5%	-2.4%	-2.2%	-2.0%
Room Rates	-0.4%	0.1%	-0.1%	2.1%	2.0%	2.0%	0.3%	0.3%	0.3%
- Occupancy	0.3%	-0.8%	-4.2%	1.9%	-0.5%	2.7%	0.9%	0.0%	0.0%
- Room supply	-0.8%	-0.1%	-3.5%	3.3%	0.9%	4.1%	7.9%	7.0%	7.0%
- Add factor	0.5%	-0.1%	4.2%	-1.9%	0.5%	-2.6%	-0.9%	0.0%	0.0%
Sub-Total	-0.4%	-0.7%	-3.5%	5.4%	2.9%	6.1%	8.2%	7.3%	7.3%
- Add factor	-5.4%	4.8%	-7.4%	-1.5%	0.1%	0.5%	0.1%	0.1%	0.1%
Total	-5.8%	4.1%	-10.9%	3.9%	3.0%	6.6%	8.3%	7.4%	7.4%
Occupancy	65.3%	64.8%	62.1%	63.3%	63.0%	64.7%	65.3%	65.3%	65.3%
Room Rate	\$122.58	\$122.76	\$122.60	\$125.13	\$127.66	\$130.19	\$130.54	\$130.89	\$131.24
	-0.4%	0.1%	-0.1%	2.1%	2.0%	2.0%	0.3%	0.3%	0.3%
MoCo Conference and Visitors Bureau (3.5% for FY13 and 7.0% for FY14+).	\$635,874	\$661,881	\$1,180,038	\$1,225,848	\$1,262,050	\$1,345,949	\$1,458,046	\$1,565,364	\$1,680,501
MoCo Conference Center (2/7)	\$5,190,808	\$5,403,106	\$4,816,482	\$5,003,461	\$5,151,226	\$5,493,667	\$5,951,210	\$6,389,240	\$6,859,189

Montgomery County Department of Finance February 2014

Revenue in Millions, FY14 Approved, December Update, FY15 Budget								
	FY13 Actual	FY14	FY15	FY16	FY17	FY18	FY19	FY20
HOTEL / MOTEL TAX								
FY14 Approved budget	18.910872	17.752800	18.211900	18.530100	18.907900	19.269400	19.608400	0.000000
- December '13 Update	18.910872	17.537292	17.793342	18.320056	18.927379	20.506883	22.016500	23.636120
- FY15 Budget		16.857688	17.512115	18.029291	19.227836	20.829234	22.362340	24.007161

MONTGOMERY COUNTY - ROOM TAX RECEIPTS/CVB ALLOCATION REPORTS

FY 2008 - FY 2013

Room Tax	Income Rec'd	Actual RRTT	Income Rec'd	Actual RRTT	Income Rec'd	Actual RRTT	Income Rec'd	Inc/Dec
Tax	by CVB	Revenue	by CVB	Revenue	by CVB	Revenue	by CVB	
Month of	FY 2011	FY 2012	FY 2012	FY 2013	FY 2013	FY 2014	FY 2014	
	3% allocation		3% allocation		3% allocation		7% allocation	
JUL	\$ 53,749.49	\$1,476,370.97	\$51,672.98	\$ 1,633,862.62	\$ 57,185.19	\$ 1,429,057.51	\$ 100,034.03	-12.5%
AUG	\$ 50,229.80	\$1,562,291.80	\$54,680.21	\$ 1,263,692.81	\$ 44,229.25	\$ 1,191,040.00	\$ 83,432.88	-5.70%
SEPT	\$ 52,861.99	\$1,585,033.58	\$55,476.18	\$ 1,982,934.82	\$ 69,402.72	\$ 1,556,525.06	\$ 108,956.75	-27.0%
OCT	\$ 75,930.52	\$1,852,414.43	\$64,834.51	\$ 1,596,312.68	\$ 55,870.94	\$ 1,500,222.26	\$ 105,015.56	-6.40%
NOV	\$ 53,712.64	\$ 1,553,360.82	\$54,367.63	\$ 1,242,380.86	\$ 43,483.33	\$ 1,292,300.24	\$ 90,461.02	4%
DEC	\$ 42,534.87	\$1,017,926.75	\$35,627.44	\$ 1,003,677.31	\$ 35,128.71	\$ 1,018,289.09	\$ 71,280.24	1.40%
JAN	\$ 36,856.54	\$895,940.38	\$31,357.91	\$ 1,097,793.24	\$ 38,422.76	\$ 1,802,090.32	\$ 126,146.32	*64%
FEB	\$36,909.01	\$1,029,403.20	\$36,029.11	\$ 1,889,078.72	\$ 66,117.76			
MAR	\$61,254.92	\$1,653,716.37	\$57,880.07	\$ 1,692,696.92	\$ 59,244.39			
APR	\$57,162.41	\$1,653,630.09	\$57,877.05	\$ 1,763,159.98	\$ 61,710.60			
MAY	\$59,483.75	\$1,861,633.97	\$65,157.19	\$ 1,761,266.48	\$ 61,644.33			
JUN	\$78,616.55	\$1,948,090.19	\$68,183.16	\$ 1,923,818.34	\$ 67,333.64			
TOTALS	\$ 659,302.49	\$ 18,089,812.55	\$ 633,143.44	\$ 18,850,674.78	\$ 659,773.62	\$ 9,789,524.48	\$ 685,326.80	
Projection					\$666,806	\$ 17,752,800.00	\$ 1,242,696.00	
MARC	\$607,350.00		\$698,880		(\$7,032.38)			
VARIANCE	\$51,952.49		9% INCREASE					
	\$659,302.49		\$672,720					

Note: The tax increase from February 2012 to February 2013 is due to delinquent hotel tax payments (\$700,000) and collections from online brokers.

*Increase due to County Settlement revenues from lawsuit on Orbitz, Expedia, Hotels.com

Fiscal Year 2015 Budget

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EXPENSES	Fiscal Year 2013	FY 2014	Inc/Dec	FY 2014	Remaining Budget	FY 2015
	Actual	Budget	from 2013 to 2014	YTD (Dec. 2013)	FY 2014	Budget
Postage/Shipping/ADMIN	\$ 19,130	\$ 20,000	\$ 870	\$ 10,271	\$ 9,729	\$ 20,000.00
Publications/Collateral	\$ 13,281	\$ 46,439	\$ 33,158	\$ 28,596	\$ 17,843	\$ 25,000.00
Promotions/Public Relations	\$ 8,287	\$ 20,000	\$ 11,713	\$ 1,556	\$ 18,444	\$ 10,000.00
Promotions - Grant Program	\$ -	\$ 50,000	\$ 50,000	\$ -	\$ 50,000	\$ -
Professional Development/ADMIN	\$ 6,499	\$ 7,000	\$ 501	\$ 7,499	\$ (499)	\$ 7,000.00
Research	\$ 9,650	\$ 15,000	\$ 5,350	\$ 12,522	\$ 2,478	\$ 15,000.00
Salaries/Retirement Benefits ADMIN	\$ 290,346	\$ 564,462	\$ 274,116	\$ 204,299	\$ 360,163	\$ 575,000.00
Total # positions, 8 full time						
Staff Bonus	\$ -	\$ 20,000	\$ 20,000	\$ 1,569	\$ 18,431	\$20,000
Sales - Miscellaneous	\$ -	\$ 27,115	\$ 27,115	\$ 4,246	\$ 22,869	\$ 44,500.00
Sales Leisure	\$ -	\$ 58,740	\$ 58,740	\$ -	\$ 58,740	\$ 30,804.00
Sales-International	\$ 4,736	\$ 5,762	\$ 1,026	\$ 750	\$ 5,012	\$ 7,000.00
Sales - Meetings Market Trade Shows	\$ 43,270	\$ 60,258	\$ 16,988	\$ 25,110	\$ 35,148	\$ 63,000.00
Sales - Group Tour Trade Shows	\$ 7,132	\$ 7,125	\$ (7)	\$ 402	\$ 6,723	\$ 7,125.00
Sales - Sports Marketing Trade Shows	\$ 11,220	\$ 13,255	\$ 2,035	\$ 8,968	\$ 4,287	\$ 6,000.00
Sports Rebates/Housing Expenses	\$ 68,425	\$ 48,000	\$ (20,425)	\$ 38,529	\$ 9,471	\$ 53,000.00
Souvenirs/VIC	\$ -	\$ 500	\$ 500	\$ -	\$ 500	\$ -
Special Projects - NEW	\$ -	\$ 75,000	\$ 75,000	\$ 6,504	\$ 68,496	\$ 30,000.00
Supplies/ADMIN	\$ 9,614	\$ 9,956	\$ 342	\$ 5,405	\$ 4,551	\$ 10,000.00
Taxes/Payroll ADMIN	\$ 27,352	\$ 59,051	\$ 31,699	\$ 17,004	\$ 42,047	\$ 62,000.00
Technical Support	\$ 7,959	\$ 12,000	\$ 4,041	\$ 8,662	\$ 3,338	\$ 10,000.00
Telecommunications/ADMIN	\$ 6,735	\$ 11,000	\$ 4,265	\$ 3,347	\$ 7,653	\$ 8,000.00
Website SEO/SEM and Development	\$ 27,019	\$ 15,000	\$ (12,019)	\$ 11,232	\$ 3,768	\$ 40,117.00
SUB-TOTAL	\$ 560,655	\$ 1,145,663	\$ 585,008	\$ 396,471	\$ 749,192	\$ 1,043,546.00
TOTAL EXPENSES	\$ 1,176,005	\$ 1,716,496	\$ 540,491	\$ 595,705	\$ 1,121,227	\$ 1,576,348.00

updated: April 9, 2014

highlighted area indicates Fiscal Year 2014 new funding allocation line items.

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Visit Montgomery

For the month of: October 2013

	Current Month - October 2013 vs October 2012												Year to Date - October 2013 vs October 2012												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2012						Occ %		ADR		RevPAR		Percent Change from YTD 2012						Properties		Rooms	
	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Montgomery County, MD	65.6	71.2	124.45	131.66	81.65	93.73	-7.8	-5.5	-12.9	-13.2	-0.4	-8.2	66.1	66.8	120.82	123.15	79.83	82.23	-1.0	-1.9	-2.9	-3.7	-0.8	-1.9	53	53	9345	9345
Fairfax County, VA	63.3	70.7	118.92	124.52	75.26	88.07	-10.5	-4.5	-14.6	-12.8	2.0	-8.7	65.4	68.7	118.09	121.01	77.18	83.18	-4.9	-2.4	-7.2	-5.5	1.9	-3.1	120	108	19508	18850
Frederick County, MD	65.6	66.4	88.18	90.65	57.83	60.20	-1.2	-2.7	-3.9	-3.8	0.2	-1.1	62.8	67.5	88.24	88.16	55.42	59.48	-6.9	0.1	-6.8	-2.2	4.9	-2.3	26	20	2346	2103
Howard County, MD	64.1	63.7	90.45	91.21	57.98	58.09	0.6	-0.8	-0.2	3.4	3.6	4.2	63.5	65.5	89.98	90.21	57.14	59.09	-3.0	-0.3	-3.3	0.1	3.5	0.4	40	31	3641	3335
Prince George's County, MD	63.1	67.0	130.98	143.62	82.65	96.19	-5.8	-8.8	-14.1	-11.7	2.8	-3.2	61.8	65.6	124.05	125.48	76.62	82.37	-5.9	-1.1	-7.0	-5.5	1.6	-4.4	69	61	10256	9878
Alexandria, VA+	68.1	73.8	127.77	139.17	87.01	102.77	-7.8	-8.2	-15.3	-15.3	0.0	-7.8	69.1	70.9	128.67	133.21	88.90	94.38	-2.5	-3.4	-5.8	-5.1	0.8	-1.8	46	37	6615	6045
Arlington, VA+	72.8	79.0	160.43	173.18	116.83	136.83	-7.8	-7.4	-14.6	-13.1	1.8	-6.2	75.2	75.9	153.83	159.69	115.72	121.26	-0.9	-3.7	-4.6	-3.5	1.1	0.2	44	39	10875	10582
Bethesda, MD+	73.4	78.3	164.03	176.15	120.35	137.92	-6.3	-6.9	-12.7	-12.7	0.0	-6.3	70.6	73.2	156.92	159.48	110.83	116.69	-3.5	-1.6	-5.0	-5.0	0.0	-3.5	8	8	1892	1892
Gaithersburg, MD+	61.6	70.6	104.86	106.67	64.54	75.31	-12.8	-1.7	-14.3	-9.5	5.6	-8.0	64.7	67.0	103.46	104.50	66.98	69.98	-3.3	-1.0	-4.3	-2.1	2.2	-1.1	14	14	2375	2375
Rockville, MD+	64.8	70.2	105.47	113.37	68.39	79.57	-7.6	-7.0	-14.0	-21.2	-8.4	-15.3	67.7	65.4	104.77	108.86	70.96	71.16	3.6	-3.8	-0.3	-3.7	-3.4	0.1	11	11	1776	1776
Silver Spring, MD+	65.1	68.7	123.01	132.67	80.06	91.21	-5.3	-7.3	-12.2	-12.2	0.0	-5.3	65.4	64.7	120.83	124.64	79.00	80.66	1.0	-3.1	-2.1	-5.7	-3.7	-2.8	11	11	1544	1544
Washington, DC-MD-VA	67.4	72.3	161.47	158.47	108.84	114.55	-6.7	1.9	-5.0	-3.7	1.3	-5.5	68.3	70.0	146.90	145.60	100.27	101.96	-2.5	0.9	-1.7	-0.7	0.9	-1.6	687	577	106189	100277

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CVB Budget Size Per Hotel Inventory

Fiscal Year 2013

MARKET	Budget	Rooms	Per Room	Staff (full time)
Destination DC	\$ 17,150,000	28,711	\$ 597.33	63
Alexandria City	\$ 2,526,029	4,500	\$ 561.34	11
Frederick County	\$ 1,305,727	2,411	\$ 541.57	6
Loudoun County	\$ 2,483,000	5,566	\$ 446.10	19
Howard County	\$ 1,017,900	3,000	\$ 339.30	5
Manassas (Prince William CO)	\$ 1,086,504	3,792	\$ 286.53	9
Annapolis (AA County)	\$ 1,695,664	10,900	\$ 155.57	9
Fairfax County	\$ 2,561,000	19,500	\$ 131.33	11
Prince George's County	\$ 1,156,587	9,923	\$ 116.56	5
Montgomery County	\$ 994,653	9,500	\$ 104.70	5
Arlington County	\$ 500,000	10,759	\$ 46.47	4.8

CVB Budget Size per Hotel Room Inventory

Fiscal Year 2014

MARKET	Budget	Rooms	Per Room	Staff (full time)
Frederick County	\$ 1,516,000	2,411	\$ 628.78	7
Destination DC	\$ 17,700,000	28,711	\$ 616.49	64
Alexandria City	\$ 3,512,000	6,431	\$ 546.10	11
Loudoun County	\$ 2,300,000	5,515	\$ 417.04	11
Howard County	\$ 1,153,900	3,000	\$ 384.63	6
Manassas (Prince William CO)	\$ 1,320,812	3,792	\$ 348.32	9
Annapolis (AA County)*	\$ 2,633,630	10,900	\$ 241.62	12
Montgomery County**	\$ 1,586,496	9,345	\$ 169.77	7
Fairfax County	\$ 2,737,350	19,929	\$ 137.36	10
Prince George's County	\$ 903,800	10,360	\$ 87.24	4
Arlington County	\$ 555,703	10,878	\$ 51.09	4.8

*FY 2013 Budget

**FY 2014 with actual MD Tourism Grant Amount

updated: 4/15/2014