


MEMORANDUM

April 15, 2015

TO: Planning, Housing, and Economic Development Committee

FROM: Jacob Sesker, Senior Legislative Analyst 

SUBJECT: FY16 Operating Budget: Conference and Visitors Bureau NDA

The following persons are expected to attend this worksession: Kelly Groff, CEO, CVB; Bethany Manimbo, Director of Marketing, CVB; Karen Aaron, Director of Sales, CVB; Peter Bang, Chief Operating Officer, DED; Pofen Salem, OMB.

The Non-Departmental Account for the Conference and Visitors Bureau (CVB) can be found on page 67-8 of the Executive's Recommended FY16 Operating Budget, and a copy is attached at © 1.

Council 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. The CVB is a non-profit entity, and the CVB Board approves the CVB budget. *See CVB FY16 Budget, © 4.* 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. The CVB will make a brief presentation during this worksession. *See CVB Presentation Slides, © 7.*

The Executive has recommended \$1,423,788 in FY16, an increase of \$197,940 relative to FY15. The CVB NDA is funded with a dedicated revenue stream—7% of the total County revenues from the Room Rental and Transient Tax ("Hotel/Motel Tax") is dedicated to the CVB. The CVB does

have other resources, but this dedicated revenue stream represents 79% of the CVB's funding. Other revenues fund the CVB but not the CVB NDA—for example, municipal hotel/motel tax revenues (\$73,000); State tourism grant¹ (\$80,000); membership dues (\$45,000); and room rental reservation commissions (\$135,000). *See CVB Budget*, © 4.

The Maryland Tourism Coalition named Kelly Groff "Tourism Person of the Year" and Visitmontgomery.com was named "Best Website" for 2014.

FY15-16 Revenue Issues

FY15 hotel tax revenue for the first 6 months is up an average of 13% versus FY14. This increase is driven in part by hotel occupancy rates Countywide that are up 4.4% versus FY14. Finance estimates FY15 revenue of \$19,608,800 and projects FY16 revenue of \$20,339,900. The FY16 estimate assumes approximately \$228,800 in additional revenue associated with Expedited Bill 14-15, which was introduced on April 14, 2015.

Expedited Bill 14-15 amends the definition of hotel or motel under the County's room rental and transient tax statute. The amendment removes the requirement that a hotel or motel accommodate 5 or more transients and adds "dwelling unit" to the definition of "hotel or motel". The purpose of the bill is to be able to apply the County tax to various businesses that rent, or facilitate the rental of, single rooms or homes within the County. Typically, these types of rentals would not have sleeping accommodations for 5 or more transients at one time and therefore the County tax would not apply. These rentals compete with hotels, motels, and other lodging places to whom the tax does apply.

In addition to addressing a tax equity issue affecting hotels that compete with rooms rented through Airbnb, the bill would result in an increase in revenue. The estimated revenue of \$228,800 would in part (7%, or \$16,016) go to fund the CVB NDA, with the remainder going to the General Fund.

FY15-16 Expenditure Issues

The CVB budget funds 7 full time and 1 part time positions. Personnel costs represent approximately one-third of all expenditures. With respect to non-personnel costs, the most significant budget increase (27%, from \$181,305 to \$230,000) is for advertising, electronic and digital marketing. Another area of significant budget increase is in leisure sales—in FY16, the budget is more than 60% above the FY15 (from \$30,804 to \$50,000).

- Attachments: © 1 Executive's Recommended FY16 Operating Budget: CVB NDA
© 2 CVB Memorandum to PHED
© 4 CVB Draft FY16 Budget
© 6 Hotel/Motel Tax Revenue Estimates, FY15-FY21
© 7 CVB Presentation Slides

¹ Maryland Tourism Grant revenue fell precipitously in FY14 due to a change in formula that was adverse to Montgomery County.

and monitors claims experience.

FY16 Recommended Changes	Expenditures	FTEs
FY15 Approved	2,407,014	1.08
Increase Cost: Group Insurance Cost-sharing in IAFF, Local 1664 Labor Agreement	620,000	0.00
Increase Cost: MLS Pay for Performance - Non-Tax Supported	22,359	0.00
Increase Cost: FY16 Compensation Adjustment	12,737	0.00
Increase Cost: Annualization of FY15 Operating Expenses	7,269	0.15
Increase Cost: Group Insurance Adjustment	1,237	0.00
Decrease Cost: Retirement Adjustment	-158	0.00
FY16 CE Recommended	3,070,458	1.23

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.

FY16 Recommended Changes	Expenditures	FTEs
FY15 Approved	1,225,848	0.00
Increase Cost: Allocation Based on Revised Hotel/Motel Tax Estimate	197,940	0.00
FY16 CE Recommended	1,423,788	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 deposited into the general fund. Twenty percent of the County's net proceeds from Conference Center operations is retained for investment in marketing and facility improvements to increase Conference Center usage. All proposed investment expenditures are reviewed and approved by the Conference Center Management Committee.

FY16 Recommended Changes	Expenditures	FTEs
FY15 Approved	562,967	1.00
Increase Cost: Biennial Audit for the Conference Center	50,000	0.00
Increase Cost: Annualization of FY15 Personnel Costs	3,105	0.00
FY16 CE Recommended	616,072	1.00

Consolidated Retiree Health Benefits Trust (MCPS)

This NDA provides consolidated funding for Montgomery County Public Schools' contribution to the Retiree Health Benefits Trust.

FY16 Recommended Changes	Expenditures	FTEs
FY15 Approved	85,507,000	0.00
Decrease Cost: County Contribution Based on Actuarial Valuation	-23,774,000	0.00
FY16 CE Recommended	61,733,000	0.00




VISIT MONTGOMERY COUNTY

Maryland's Gateway to the Nation's Capital

MEMORANDUM

To: Montgomery County Planning Housing and Economic Development Committee
Councilmember Nancy Floreen
Councilmember George Leventhal
Councilmember Hans Riemer

From: Kelly Groff, Visit Montgomery, President & CEO 

Re: Fiscal Year 2016 Budget Update

Date: April 13, 2015

In Fiscal Year 2015, the Conference and Visitors Bureau (CVB) of Montgomery County, Maryland changed its name to Visit Montgomery. The attached report provides updates on the hospitality industry including regional development, visitor data, tax collection updates and Visit Montgomery programming.

In the first six (6) months of Fiscal Year 2015, the Montgomery County hotel occupancy tax collections increased an average of 13%. And, according to Smith Travel Research from 2013 to 2014, countywide hotel occupancy increased 4.4%, with the Silver Spring area experiencing the highest increase at 9.9%. The most recent tourism industry economic data available from Tourism Economics was released in December 2014. Montgomery County experienced growth in tax collections and visitation. According to this research, Montgomery County's tourism visitation increased 3.8% from 2012 to 2013. In addition, Tourism Sales increased from \$1.64 billion to \$1.69 billion year over year.

In Fiscal Year 2015, the Visit Montgomery team implemented the following key strategies: sales initiatives targeting the association market; familiarization tours to showcase Montgomery County to key meeting professionals; sales and marketing initiatives featuring locations and resources for the weddings market; launch of a new website; and, the development of leisure travel marketing campaigns.

The new website launch, www.visitmontgomery.com, incorporated several new features including a new calendar module and trip builder. Visit Montgomery has also launched a new sports website, www.moco-sports.com which features a hotel reservation module for large sporting events being held in Montgomery County. This site also markets the facilities in the county available for hosting sporting events.

In Fiscal Year 2016, the Visit Montgomery board of directors and staff have programmed these specific tasks: continue to grow the weddings marketing initiatives; develop a sports marketing grant program for bidding and retaining sports events in Montgomery County; brand the UpCounty area to target leisure travelers (domestic and international) with showcasing our winery, agricultural reserve, C&O Canal, hiking and biking trails, farms, and historic sites; and, create culinary and craft beer/wine/distillery tours in partnership with our local business community. Visit Montgomery has also begun discussions with hotels within the Bethesda and Pike District on the creation of a Tourism Business Improvement District (TBID). And, lastly, Visit Montgomery will be working towards becoming certified by Destination Marketing Association International (DMAI) as a Destination Marketing Accreditation Program (DMAP) (an independent body defining quality and performance issues in destination marketing and recognizing DMOs that meet or exceed industry standards).

The Fiscal Year 2016 Visit Montgomery budget is \$1,793,788. The Fiscal Year 2016 Montgomery County hotel tax allocation to Visit Montgomery is \$1,423,788.

We look forward to the next fiscal year. Please contact me with any questions, kgroff@visitmontgomery.com, 240-777-2062.

cc: Jacob Sesker
Peter Bang


VISIT MONTGOMERY (Conference and Visitors Bureau of Montgomery County, Maryland)
Fiscal Year 2016 Budget
DRAFT


REVENUES	FY 2015	FY 2016
	Budget	Budget
Public Revenues		
Occupancy Tax - County	\$ 1,225,848	\$ 1,423,788
Occupancy Tax - Municipal	\$ 72,000	\$ 73,000
MD Tourism Grant	\$ 65,000	\$ 80,000
Private Revenues		
Membership Dues	\$ 45,000	\$ 45,000
Membership Events	\$ 1,000	\$ 1,500
Miscellaneous Income	\$ 2,500	\$ 2,500
Marketing & Promotions Revenues		
Hotel Reservation Service Comms.	\$ 130,000	\$ 135,000
Cooperative Trade Shows	\$ 12,000	\$ 10,000
Coop Advertising/Print	\$ 5,000	\$ 5,000
CVB Collateral Advertising	\$ 20,000	\$ 15,000
Advertising Revenues on CVB website	\$ 3,000	\$ 3,000
TOTAL REVENUES	\$ 1,581,348	\$ 1,793,788
EXPENSES	FY 2015	FY 2016
	Budget	Budget
Accounting/Payroll Services	\$ 33,000	\$ 36,000
Advertising - Print	\$ 180,000	\$ 173,428
Advertising/Electronic/Digital Mrkt. Svcs.	\$ 181,305	\$ 230,000
Advertising/Production	\$ 10,000	\$ 12,000
Consulting/Management	\$ 10,000	\$ 12,000
Depreciation	\$ 1,700	\$ 1,700
Dues/Subscriptions	\$ 12,000	\$ 14,000
Equipment/R&M/ADMIN	\$ 4,200	\$ 4,000
Insurance/Commercial & Board	\$ 3,700	\$ 3,600
Insurance Employee Health, etc.	\$ 41,000	\$ 43,000
Legal Counsel	\$ 3,000	\$ 6,000
Maintenance-Rent	\$ 42,897	\$ 47,000
Miscellaneous/Mileage/ADMIN	\$ 9,000	\$ 12,000
Postage/Shipping/ADMIN	\$ 20,000	\$ 20,000
Publications/Collateral	\$ 25,000	\$ 35,000
Promotions/Public Relations	\$ 10,000	\$ 15,000
Promotions - Grant Program	\$ -	-
Professional Development/ADMIN	\$ 7,000	\$ 11,000
Research	\$ 15,000	\$ 17,000
SUB-TOTAL	\$ 608,802	\$ 692,728

EXPENSES	FY 2015	FY 2016
	Budget	Budget
Salaries/Retirement Benefits ADMIN	\$ 575,000	\$ 600,000
Total # positions, 7 full time,1 part time		
Staff Bonus	\$ 20,000	\$ 22,000
Sales -Miscellaneous	\$ 44,500	\$ 54,000
Sales Leisure	\$ 30,804	\$ 50,000
Sales-International	\$ 7,000	\$ 15,000
Sales - Meetings Market Trade Shows	\$ 63,000	\$ 60,360
Sales - Group Tour Trade Shows	\$ 7,125	\$ 7,200
Sales - Sports Market Trade Shows	\$ 6,000	\$ 9,000
Sales - Sports Market Bid Funds		\$ 10,000
Scholarship/Gift Expense	\$ 5,000	\$ 5,000
Sports Rebates/Housing Expenses	\$ 53,000	\$ 54,000
Special Projects - NEW	\$ 31,000	\$ 45,000
Supplies/ADMIN	\$ 10,000	\$ 11,000
Tourism Business Improvement District		\$ 25,000
Taxes/Payroll ADMIN	\$ 62,000	\$ 65,000
Technical Support	\$ 10,000	\$ 11,000
Telecommunications/ADMIN	\$ 8,000	\$ 7,500
Website SEO/SEM and Development	\$ 40,117	\$ 50,000
SUB-TOTAL	\$ 972,546	\$ 1,101,060
TOTAL EXPENSES	\$ 1,581,348	\$ 1,793,788

HOTEL-MOTEL TAX ESTIMATES


	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21
Baseline	\$17,675,982	\$19,608,800	\$20,111,100	\$20,605,500	\$21,091,300	\$21,568,000	\$22,034,800	\$22,712,800
Baseline w/ AirBNB		\$19,608,800	\$20,339,900	\$21,068,600	\$21,794,100	\$22,515,400	\$23,231,500	\$24,175,000
Difference		\$0	\$228,800	\$463,100	\$702,800	\$947,400	\$1,196,700	\$1,462,200





**VISIT
MONTGOMERY
COUNTY**

Maryland's Gateway to the Nation's Capital



PLANNING, HOUSING & ECONOMIC DEVELOPMENT WORK SESSION

FISCAL YEAR 2016 BUDGET

Friday, April 17, 2015
9:30am

MARKET UPDATES

WHAT'S COMING – OUT OF COUNTY

NATIONAL HARBOR: MGM CASINO

- \$1.2 Billion Project
- 27,431 sq. ft. of meeting space
- 3,000 seating theatre
- 308 hotel rooms
- 26,582 ft. salon and spa
- 33,003 video lottery terminals



MUSEUM OF THE BIBLE

- Opening in 2017
- 430,000 sq. ft. non-profit museum in Washington, D.C.
- Located two blocks from the National Mall and three blocks from the Capitol

SMITHSONIAN NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE

- Welcome Center is now open
- Scheduled to open in 2016
- The museum is located on the National Mall in Washington, D.C., on a five-acre tract adjacent to the Washington Monument

MARKET UPDATES

WHAT'S COMING – EVENTS

WORLD POLICE & FIRE GAMES 2015

- The Games of Heroes
- June 26-July 5, 2015
- 60+ sports
- 12,000 professional and public safety athletes
- 70 countries represented



FAIRFAX ★ 2015
WORLD
POLICE & FIRE
GAMES

POPE FRANCIS VISIT

- September 22 to September 24, 2015

MARKET UPDATES

WHAT'S COMING - EVENTS

INTERNATIONAL POW WOW (IPW)

- **What is IPW?**

IPW is the largest travel trade show in North America—a one-stop opportunity for U.S. destinations, attractions and businesses to showcase themselves to thousands of influential travel professionals from international markets.

- **What is the IPW Economic Significance?**

The business transacted at IPW has been calculated by the independent firm Rockport Analytics to bring nearly one million extra international visitors and \$1.7 billion in international tourism spending to recent host cities, and 8.8 million additional international visitors and \$28 billion in international tourism spending to the U.S. economy.

- **IPW in 2017?**

The District will host the U.S. Travel Association's International Pow Wow in 2017. The annual event, **has never been held in D.C.**, attracts approximately 5,500 travel industry delegates



MARKET UPDATES

WHAT'S COMING – IN COUNTY

WHITE FLINT SECTOR PLAN

- Pike & Rose
- Repikealization
- New Brand for the Pike District
- Hilton Canopy
- AMP

CAMBRIA SUITES

- Opening in May 2015

WYNDHAM GAITHERSBURG CONVERSION TO HOMEWOOD SUITES

- Opening April 2015

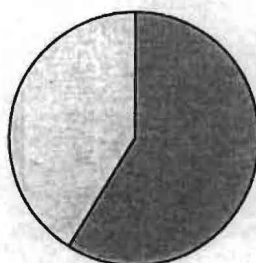
PREMIUM OUTLETS IN CLARKSBURG

- Opening 2016

**Montgomery
County Visitors**

Year	Overnight	Day	Total	Growth Rate
2013	3,122.7	4,460.0	7,582.8	3.8%
2012	3,030.2	4,274.2	7,304.5	3.4%
2011	2,903.3	4,160.6	7,063.9	3.6%
2010	2,743.2	4,073.0	6,816.1	7.8%
2009	2,456.8	3,868.5	6,325.3	

Visitors (thousands)



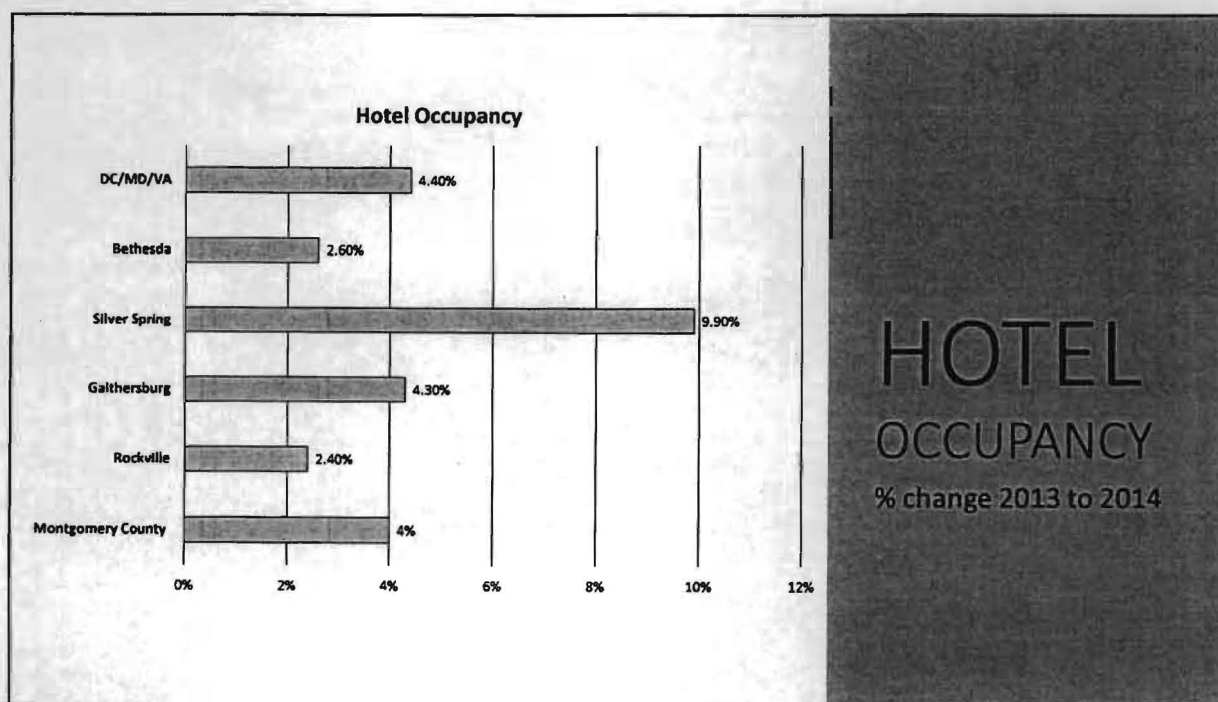
■ Day ■ Overnight

MONTGOMERY COUNTY – TOURISM IMPACT

SOURCE: TOURISM ECONOMICS

Total Tourism Tax Receipts (millions)				
Year	Federal	State and Local	Hotel	Total
2013	\$266.0	\$257.3	\$19.1	\$523.2
2012	\$264.3	\$252.0	\$18.7	\$516.4
2011	\$261.0	\$250.4	\$18.5	\$511.4
2010	\$241.9	\$243.6	\$17.8	\$485.6
2009	\$232.1	\$257.6	\$17.3	\$489.7

Tourism Sales (\$millions)	
Tourism Industry	Tourism Economy
\$1,691.5	\$1,806.3
\$1,644.5	\$1,770.0
\$1,625.6	\$1,744.7
\$1,564.4	\$1,682.7
\$1,494.4	\$1,633.7



ROOM TAX RECEIPTS/CVB ALLOCATION REPORTS

FY 2008 - FY 2015

Room Tax	Actual RRTT	Income Rec'd	Actual RRTT	Income Rec'd	Increase/
Tax	Revenue	by CVB	Revenue	by CVB	Decrease
Month of	FY 2014	FY 2014	FY 2015	FY 2015	
		7% allocation		7% Allocation	
JUL	\$ 1,429,057.51	\$ 100,034.03	\$ 1,776,845.67	\$ 124,379.20	24%
AUG	\$ 1,191,898.28	\$ 83,432.88	\$ 1,324,340.53	\$ 92,703.84	11%
SEPT	\$ 1,556,525.06	\$ 108,956.75	\$ 1,837,565.63	\$ 128,629.59	18%
OCT	\$ 1,500,222.26	\$ 105,015.56	\$ 1,782,243.19	\$ 124,757.02	18%
NOV	\$ 1,292,300.03	\$ 90,461.00	\$ 1,402,228.18	\$ 98,155.97	9%
DEC	\$ 1,018,288.34	\$ 71,280.18	\$ 1,193,543.26	\$ 83,548.03	17%
JAN*	\$ 1,802,090.32	\$ 126,146.32	\$ 892,889.75	\$ 62,502.28	-51%
FEB	\$ 1,063,435.82	\$ 74,440.51	\$ 1,088,708.16	\$ 76,209.57	2%
MAR	\$ 1,699,119.00	\$ 118,938.33			
APR	\$ 1,698,381.24	\$ 118,886.69			
MAY	\$ 1,866,350.19	\$ 130,644.51			
JUN	\$ 1,868,352.32	\$ 130,784.66			
TOTALS	\$ 17,986,020.37	\$ 1,259,021.43	\$11,298,364.37	\$790,885.50	

January 2015: Decrease is attributed to a large increase in 2014 from County's settlement on revenues from OTC lawsuit

Sales Tax Category	FY 2015 Collections (\$)	FY 2014 Collections (\$)	%Change
Restaurants, Lunchrooms, Delicatessens	\$34,592,017	\$32,592,017	4.9%
Hotels, Motels selling food	\$5,804,787	\$5,204,941	11.5%
Restaurants and Night Clubs	\$25,263,288	\$23,399,441	8.0%
General Merchandise	\$10,685,498	\$9,825,622	8.8%
Automobile, Bus and Truck Rentals	\$10,757,441	\$9,945,153	8.2%
Airlines-Commercial			
Hotel, Motels, Cottages	\$4,491,866	\$3,992,116	12.5%
Recreation and Amusement Places	\$223,752	\$247,154	-9.5%
Tourism Tax Categories Subtotal	\$91,818,649	\$85,575,772	7.3%
All Categories	\$315,245,622	\$303,316,877	3.9%
Lodging Subtotal	\$10,296,653	\$9,197,057	12.0%
Restaurant Subtotal	\$59,855,305	\$56,360,786	6.2%

TOTAL
SALES
TAX
CODE
COLLECTIONS

JULY 2014 TO JANUARY 2015

Source: Maryland Comptroller

Tax Category	Factor	FY 2015 (\$)	FY 2014 (4)	% Change
Restaurant, Lunchrooms, Delicatessens	33%	\$11,530,672	\$10,987,115	4.9%
Hotel, Motels selling food	100%	\$5,804,787	\$5,204,941	11.5%
Restaurants and Night Clubs	33%	\$8,421,096	\$7,799,814	8.0%
General Merchandise	5%	\$534,275	\$491,281	8.8%
Automobile, Bus and Truck Rentals	90%	\$9,681,697	\$8,950,638	8.2%
Airlines-Commercial	50%			
Hotel, Motels, Cottages	100%	\$4,491,866	\$3,992,116	12.5%
Recreation and Amusement Places	50%	\$111,876	\$123,577	-9.5%
Total		\$40,576,270	\$37,549,481	8.1%

TOURISM TAX FACTOR

JULY 2014 - JANUARY 2015

Source: Maryland Comptroller

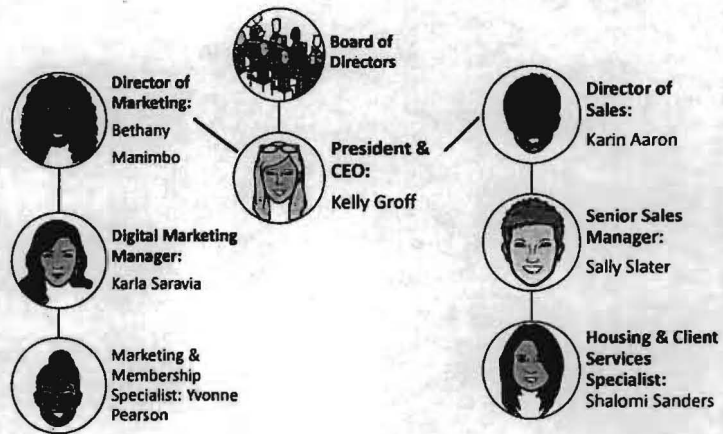
Capital Region	FY 2015 Tourism Sales Tax Revenue	FY 2014 Tourism Sales Tax Revenue	% Change 2014 - 2015
Montgomery	\$40,576,270	\$37,549,481	8.10%
Prince George's	\$31,517,038	\$29,449,534	7.00%
Frederick	\$7,134,632	\$6,863,836	3.90%
Capital Region Total	\$79,227,940	\$73,862,851	7.30%

SALES & USE TAX ANALYSIS

FIRST SEVEN MONTHS 2015

SOURCE: MARYLAND COMPTROLLER

FY 2015 ORGANIZATIONAL CHART



Now Hiring – Office Administrator

KEY STRATEGIES IDENTIFIED IN MARKETING PLAN - FISCAL YEAR 2015

- Sales initiatives targeting the association market
- A familiarization tour for meeting professionals in the Mid-Atlantic
- Launch of a new website
- Research the potential of creating a Tourism Business Improvement District (TBID)
- Development of leisure travel marketing campaigns

Highlights:

- 19,275 contracted room nights YTD generated by Sales Division
- Sales team exhibited at 15 meetings related tradeshow and conducted (3) sales presentations to large organizations considering Montgomery County as the location for upcoming conferences.
- Sales Division organized a NIH Children's Inn Community Event
- Sales Division is fully staffed: Last hire, Sally Slater, CASE – formerly with the Ft. Lauderdale CVB
- Hotel Partner Sales Mission to Philadelphia to generate new business from feeder market

FY 2015 SALES UPDATES
PROGRESS YEAR TO DATE

Sports:

- New, improved MoCo-Sports.com Website with field locations, maps, coupons, and things to do
- New Sports Bookings for Montgomery County, Fiscal Year 2015:
 - Landmark Conference Swim & Dive Championships
 - Hosted United States Youth Soccer Association National Championships
 - Montgomery College DIII College Basketball Championships
 - Tough Mudder's "Mudderella" Series Obstacle Race
 - Open Bids:
 - 2016 Ultimate Frisbee National Championships
 - 2016 USA Rugby Regional Qualifier

FY 2015 SALES UPDATES
PROGRESS YEAR TO DATE

Weddings Market:

- Exhibited at the Washington DC Bridal show
- Secured advertisement and placement on "The Knot.com" for new leads
- Established a Weddings Advisory Committee to generate inter-county leads and referrals
- Conducted an area vendor blitz to find wedding planners/businesses in Montgomery County
- Developed three "Weddings on the Run" packages at \$5,000, \$10,000 & \$15,000 for the price conscious bride

FY 2015 SALES UPDATES

PROGRESS YEAR TO DATE

MoCo-Sports.com, the tournament housing website, received an updated homepage and secondary pages with custom maps. The new design showcases sports venues throughout the county as well as things to do, where to eat, coupons and group dining options.



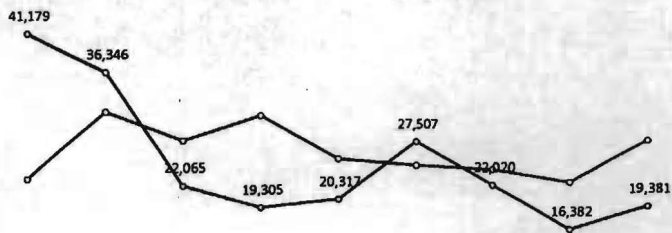
FY 2015 SALES UPDATES

PROGRESS YEAR TO DATE

The new VisitMontgomery.com website launched on August 26, 2014.

Website visits decreased in September due to broken links from the old site to the new site. After the broken links issue was resolved, the team installed a Search Engine Optimization booster into the website (in October, 2014) to help drive traffic to the website. Visits to the website are still low in the winter season and pick up in the upcoming months.

So far, analytics the first week of April are 28% better than in March.



VisitMontgomery.com | Website Visits | Year over Year Comparison

Sessions

28.53%

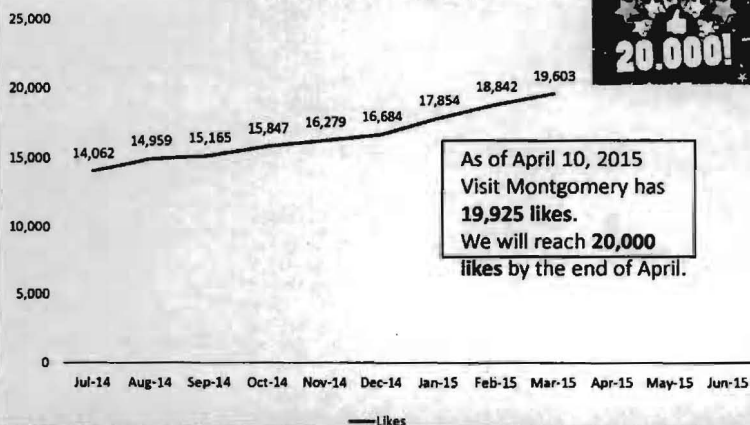
4,529 vs 5,136

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
—sessions FY15	41,179	36,346	22,065	19,305	20,317	27,507	22,020	16,382	19,381
—sessions FY14	22,939	31,374	27,739	30,871	25,366	24,540	23,967	22,332	27,592

FY 2015 WEBSITE UPDATES

PROGRESS YEAR TO DATE

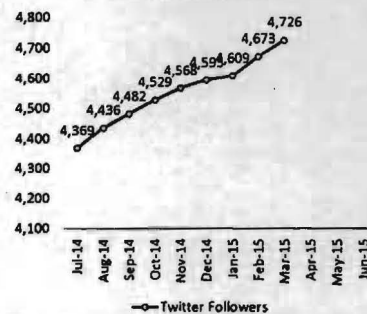
Facebook Fan Page Likes



20,000!

As of April 10, 2015
Visit Montgomery has
19,925 likes.
We will reach 20,000
likes by the end of April.

Twitter Followers



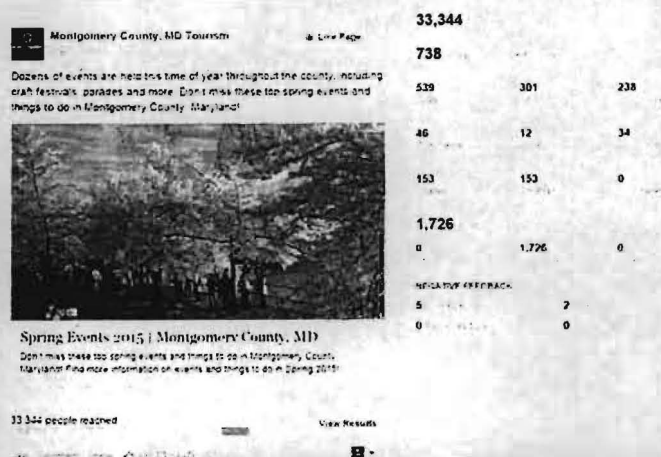
FY 2015 SOCIAL MEDIA UPDATES

PROGRESS YEAR TO DATE

Marketing Team began promoting the website blogs on Facebook in 2015.

Most popular blogs include:

- [Spring Events 2015](#) | Reached 33,344 people | Received 738 Likes, Comments & Shares | 3,485 clicks on VisitMontgomery.com
- [Indoor Fun](#) | Reached 29,941 people | Received 555 Likes, Comments & Shares | 4,241 clicks on VisitMontgomery.com



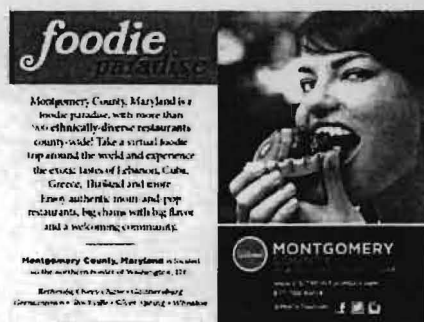
FY 2015 SOCIAL MEDIA UPDATES

PROGRESS YEAR TO DATE

ADVERTISING

New Advertising in Food Network Magazine and Food and Travel Magazine.

The May/June issue of Food & Travel Magazine includes two (2) pages of editorial on BBQ Hot Spots in Montgomery County. Research provided by the Visit Montgomery staff.

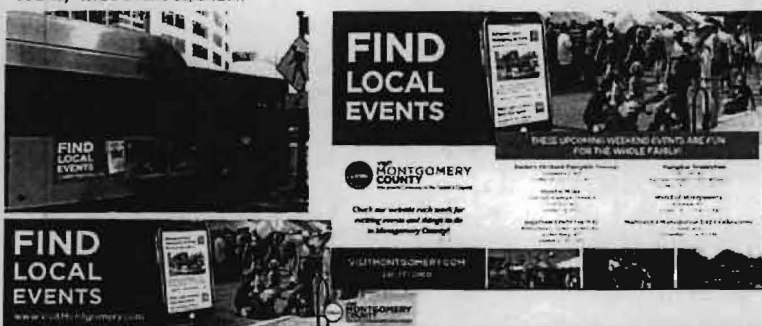


FY 2015 MARKETING UPDATES

PROGRESS YEAR TO DATE

LOCAL ADVERTISING CAMPAIGN

Visit Montgomery launched a local campaign in the Fall of 2014 to promote the new county-wide event calendar.



Advertiser	Time Period
All the Hits 107.3	7 weeks
Ride On bus ads	4 weeks (ongoing)
Washington Post Magazine	1x
Washington Post Express	4x
Washingtonpost.com	1 month
Gazette (print and online)	1 month
Recreation News print and online	12 months

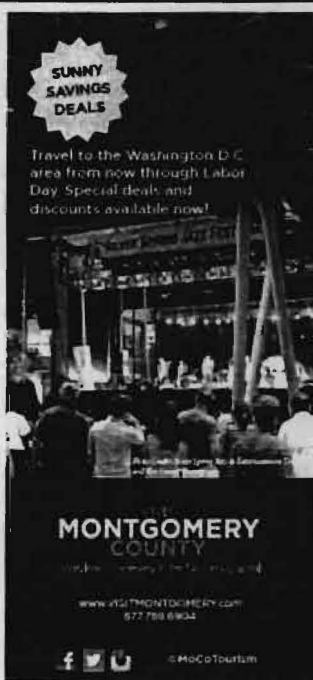
FY 2015 MARKETING UPDATES PROGRESS YEAR TO DATE

DESTINATION DC Co-Op

Visit Montgomery partnered with Destination DC on an advertising co-op program. The advertising buy includes:

- New York Magazine
- Philadelphia Magazine
- Boston Magazine
- Atlanta Magazine
- Chicago Magazine

This opportunity expands Visit Montgomery's presence past our target markets of the Mid-Atlantic into new markets in Boston, Atlanta and Chicago.



FY 2015 MARKETING UPDATES

PROGRESS YEAR TO DATE

FISCAL YEAR 2016 GOALS VISIT MONTGOMERY STAFF

FISCAL YEAR 2016 GOALS

sales

- Host an in-county bridal show
- Develop a sports market grant program for bidding and retaining sports events in Montgomery County.
- Host a new winter event incorporating snow tubing, cosmic bowling, fire pits/marshmallow roasting, food trucks. Similar to a temporary "Field of Screams" concept but for the winter.
- Compile a wedding/venue guide to locations in Montgomery County.
- Secure two NEW tournaments in FY16
- Grow tournament collections by 20% year over year
- Create an annual sports event in the off season to bring new business
- Host a corporate planner "mini" tradeshow in the area
- Create an LGBT resource sheet/guide

FISCAL YEAR 2016 GOALS

marketing

- Expand on identifying sources of feeds for growing the listings on the new Montgomery County Calendar.
- Social media scavenger hunt (incorporate the Squirrel chase)
- Develop and market a new culinary and craft beer/distillery/wine tour
- Blog family friendly activity ideas
- Develop and sell advertisements for the Moco-Sports website
- Sponsor an event at IPW 2016
- Develop themed packages promoting the outdoor experiences including overnight stays in the C&O Canal Lockhouses and camping.
- Become certified by the Destination Marketing Association International (DMAI) as a Destination Marketing Accreditation Program (DMAP), (an independent body defining quality and performance issues in destination marketing and recognizing DMOs that meet or exceed industry standards).

BASIC PARTNERS

118 Basic Business Partners

50 Basic Hotel, Mall or Town Center Partners

15 Basic Non Profit Partners

PREMIER PARTNERS

4 Enhanced Business Partners

1. Cherry Hill Park
2. Go Ape Treetop Adventure Park
3. National Capital Trolley Museum
4. Strathmore Music Center & Mansion

4 Enhanced Hotel, Mall or Town Center Partners

1. Bolger Center
2. Hilton Garden Inn Bethesda
3. Hilton Garden Inn Rockville – Gaithersburg
4. Homewood Suites Rockville – Gaithersburg

PINEAPPLE PARTNERS

2 Pineapple Business Partners

1. AAA Mid Atlantic Magazine
2. Capital Bikeshare

1 Pineapple Hotel Partner

1. EVEN Hotel Rockville

FIRST YEAR PROGRESS ON PARTNERSHIP RESTRUCTURE

200 PARTNERS IN FISCAL YEAR 2015

STAFF INVOLVEMENT IN BOARDS & COMMITTEES

Boards:

- Montgomery Parks Foundation Board – Kelly
- MD Hotel and Lodging Association Board of Directors – Kelly
- Montgomery County Chamber of Commerce Advisory Board - Kelly
- VisArts Board of Directors – Bethany
- Heritage Montgomery Board of Directors – Bethany

Committees:

- MD Destination Marketing Organizations Grant Committee – Kelly
- Montgomery County Small Business Awards Planning Committee – Kelly
- The New Montgomery Committee and Workgroup, County Executive's Office – Kelly
- Mid-Atlantic Tourism Public Relations Alliance Marketing Committee – Bethany
- Josiah Henson Park Campaign Steering Committee - Kelly

Sales Team Involvement :

- SGMP: Membership Committee; Society of Government Meeting Planners - Karin
- DMAI-Sales and Marketing Council; Destination Marketing Association International - Sally
- PMPI: Professional Development Committee; Potomac Meeting Planners International - Sally
- NASC: Meeting Committee; National Association of Sports Commissions – Karin
- WISE: Board member; Women in Sports and Entertainment – Karin

2014 Maryland Tourism Coalition Awards



Tourism Person of the Year:
Kelly Groff

Best Website:
Visitmontgomery.com

Best Digital Campaign:
Brand Connect, Washington Post



VISIT MONTGOMERY TEAM

PHOTO (LEFT TO RIGHT): BETHANY MANNING, DIRECTOR OF MARKETING; KELLY GROFF, PRESIDENT & CEO; KARIN AARON, DIRECTOR OF SALES; YVONNE PEARSON, MARKETING AND MEMBERSHIP COORDINATOR; KARLA SARAVIA, DIGITAL MARKETING MANAGER; SHALOMI SANDERS, HOUSING AND CLIENT SERVICES SPECIALIST; AND, SALLY SLATER, SENIOR SALES MANAGER