

**MEMORANDUM**

April 19, 2021

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

FROM: Gene Smith, Legislative Analyst

SUBJECT: **FY22 Operating Budget – Conference and Visitors Bureau (CVB) Non-Departmental Account (NDA)**

PURPOSE: Make recommendations for Council consideration

**Expected Participants:**

Kelly Groff, Visit Montgomery  
Jerome Fletcher, Office of the County Executive  
Pofen Salem, Office of Management and Budget

**Summary of FY22 Recommended Budget and Key Discussion Issues**

CVB NDA	FY21 Approved	FY22 CE Recommended	Change from FY21 Approved
<b>General Fund</b>	<b>\$1,632,831</b>	<b>\$1,632,831</b>	<b>0.0%</b>
Personnel Costs	\$0 0.00 FTEs	\$0 0.00 FTEs	0.0% 0.00 FTEs
Operating Costs	\$1,632,831	\$1,632,831	0.0%
<b>Total Expenditures (All Funds)</b>	<b>\$1,632,831</b> <b>0.00 FTEs</b>	<b>\$1,632,831</b> <b>0.00 FTEs</b>	<b>0.0%</b> <b>0.0%</b>

Council staff has identified the following key issues/recommendations for Council discussion:

- The Executive proposes using the American Rescue Plan Act (ARPA) funding to backfill the decrease in hotel taxes in FY22. **Council staff concurs with this use of ARPA funding.**
- **Council staff recommends that the committee clearly indicates that the recommended appropriation is the minimum amount for Visit Montgomery’s FY22 support. If**

Hotel/Motel taxes are much less than estimated, this would ensure that Visit Montgomery receives adequate support in FY22 to maintain its programs and services.

## **I. Racial Equity and Social Justice Considerations**

The Council adopted Bill 27-19 on December 2, 2019. This bill established and required several elements, including that the Executive submit a racial equity and social justice (RESJ) impact statement for each bill and each management initiative or program that would be funded in the operating and capital budgets.

For the FY22 operating budget development process, OMB, working with the Office of RESJ, developed and dedicated a section of the program proposal form to addressing racial equity. Departments and County partners were asked the following questions:

- Does your department use quantitative and qualitative data to track program access and/or service outcomes for different population groups?
- Which community residents will potentially benefit the most from your program proposal or be burdened by your program proposal?
- How does the program promote racial equity?

The County is still in the process of training staff on applying a racial equity and social justice lens to programming and budget decisions; therefore, OMB received a variety of responses to the above questions. Council staff are documenting these responses to establish an official baseline for each department and to identify promising practices and gaps in information.

Montgomery County's CVB (dba "Visit Montgomery") noted that it tracks data relevant to its mission and tailors its marketing information based on the demographics of the place of origin. In addition, Visit Montgomery is committed to creating a work environment and community that recognizes and implements the best practices from the 2020 Equity, Diversity, and Inclusion Study released by Destination International.

Council staff will evaluate what information departments are utilizing, or could utilize, to apply a racial equity lens to budget decisions as Council staff works to develop its Racial Equity and Social Justice Action Plan this spring. Council staff will also coordinate with OMB and the Office of RESJ to help inform a more robust analysis for FY23 and future budget cycles.

## **II. Budget Overview**

See the Executive's recommendation on ©1. **The FY22 recommended budget is level funding for the organization compared to the FY21 approved budget.** The annual appropriation for the CVB NDA is based on the Room Rental and Transient Tax ("Hotel/Motel Tax"). The Hotel/Motel Tax is an excise tax imposed on room rental rates for transients in the County, and Visit Montgomery receives a dedicated 7% from this tax to fund its operations. **Actual Hotel/Motel tax collections in FY21 were less than expected; therefore, Visit Montgomery's FY21 revenues decreased commensurately.**

### III. Organization Review

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

Visit Montgomery also expanded its role during the pandemic. It convened and facilitated the Executive's efforts with the Hospitality, Culture, Entertainment, and Recreation economic recovery small group. These industries experienced the brunt of the pandemic's economic toll globally, and this small group developed several recommendations for the Executive's consideration to respond to the pandemic's economic impact. In addition, Visit Montgomery notes that it also partnered with the County and local businesses to promote restaurants through the MoCo Eats website and Picnic in the Parks, implement the Hotel Subsidy Grants Program created by the State, and facilitated the Global BioRisk Accreditation Grants Program for County businesses.

#### A. Budget

The Council does not approve a line-item budget for Visit Montgomery, but the County does execute a contract with the organization. The Executive negotiates the contract, which details disbursement conditions and performance expectations, including reporting, for the County's funding provided to the organization. The Council may also choose to identify specific programs, expenditures, and/or reporting requirements through the Council's budget resolution. Executive staff will be available to discuss any questions that the committee may have about contracting with Visit Montgomery in FY22.

Visit Montgomery's [FY20 Annual Report](#) details the organization's efforts, mostly pre-pandemic.<sup>1</sup> See Visit Montgomery's unaudited FY21 financial statement as of February 2021 on ©2-3. The organization budgeted approximately \$1.3 million in expenditures for FY21. **Visit Montgomery reduced its anticipated expenditures significantly in FY21 due to the pandemic's impact on its revenues.** At its current rate, the organization's expenditures will end FY21 between \$850,000 and \$900,000 – about 50% less than FY20. In addition, Visit Montgomery was forced to furlough its staff throughout the pandemic, with an aggregate of approximately 3,900 staff hours cut between July 2020 – March 2021.

See Visit Montgomery's draft FY22 budgets on ©4-5. The organization has three different budgets that it prepared for the County's consideration. The first two are based on the Executive's Economic Advisory Group's Report, [An Economic Roadmap to Recovery and Long-term Success](#),

---

<sup>1</sup> [https://visitmontgomery.com/wp-content/uploads/2020/12/FY20\\_Annual\\_Report\\_Web.pdf](https://visitmontgomery.com/wp-content/uploads/2020/12/FY20_Annual_Report_Web.pdf).

that recommended Visit Montgomery have a funding floor of \$2.0 million annually or have the Hotel/Motel tax portion increased to 14.0%.<sup>2</sup> The County’s contribution to Visit Montgomery is statutory and currently set at 7%. The third budget is based on the Executive’s recommendation of \$1.6 million in County support in FY22.

There are several differences to each of the proposed budgets. Visit Montgomery’s FY22 program pillars and draft FY22 work plan describes the differences between the budgets below (see ©6-15). Table 1 details the major spending categories for the proposed budgets. Visit Montgomery provided a comparison of budgets for other local conference and visitors bureaus on ©15.

**Table 1: Visit Montgomery FY22 Budget Comparison**

	<b>Budget #1 \$2 Million Base</b>	<b>Budget #2 14% tax allocation</b>	<b>Budget #3 CE recommended</b>
<b>Revenues</b>			
County Support	\$2,000,000	\$2,607,374	\$1,632,834
Other Revenues	\$235,500	\$235,500	\$235,500
<b>Total Revenues</b>	<b>\$2,235,500</b>	<b>\$2,842,874</b>	<b>\$1,868,334</b>
<b>Expenditures</b>			
Operating – General	\$1,121,955	\$1,166,600	\$890,100
Marketing	\$840,045	\$1,252,107	\$738,045
Sales	\$273,500	\$424,167	\$240,189
<b>Total Expenditures</b>	<b>\$2,300,500</b>	<b>\$2,842,874</b>	<b>\$1,868,334</b>

Personnel costs account for less than 40% of the organization’s expenditures for each of the budgets detailed above. The remainder of the Visit Montgomery’s expenditures support marketing campaigns, events, and publications. Budget #1 and Budget #2 provide a greater amount of funding and opportunities to expand the marketing and sales campaigns for the County’s tourism industry but will require additional general fund support from the County or additional fundraising by the organization to attain.

## B. Revenues

The County’s contribution from the Hotel/Motel Tax is estimated to be about 90% of the Visit Montgomery’s total revenues in FY22. Visit Montgomery receives a monthly disbursement from the County based on actual Hotel/Motel taxes collected. The organization also receives revenue from other sources, such as municipal taxes, State tourism grants, partnership dues, and hotel reservation service commissions.

The Hotel/Motel tax was severely impacted due to the pandemic. Table 2 below details the actual Hotel/Motel collections for FY19-FY20 and estimates for FY21-24. The following are observations from Table 2:

<sup>2</sup> [https://www.montgomerycountymd.gov/OPI/Resources/Files/2020/EAG\\_Roadmap\\_11-2020.pdf](https://www.montgomerycountymd.gov/OPI/Resources/Files/2020/EAG_Roadmap_11-2020.pdf). The group’s recommendations for Visit Montgomery are included on page 11 of the report with Objective #4.

- Hotel/Motel Taxes decreased 75.6% from FY19 to FY21.
- The County’s support for Visit Montgomery was reduced based on the decrease in the County’s Hotel/Motel taxes.
- The Hotel/Motel taxes are not expected to recover to pre-pandemic levels before FY27.

**Table 2: Hotel/Motel Tax Collections Actuals and Estimates FY18-FY25**

	<b>FY19</b>	<b>FY20</b>	<b>FY21</b>	<b>FY22</b>	<b>FY23</b>	<b>FY24</b>
Hotel/Motel Tax (millions)	\$21.3	\$14.9	\$5.2	\$11.8	\$14.5	\$17.5
Annual % change		(30.0%)	(65.1%)	126.9%	22.9%	20.7%
7% estimate (millions)	\$1.5	\$1.0	\$0.4	\$0.8	\$1.0	\$1.2

Source: Recommended FY22-FY27 fiscal plan, Revenues Section of recommended FY22 budget.

#### **IV. Expenditure Discussion**

**The Executive has proposed using ARPA funding to backfill any decrease in Hotel/Motel taxes in FY22 to maintain level funding for Visit Montgomery.** ARPA funding is a one-time Federal grant that generally supports the County’s ongoing response to the pandemic, including negative economic impact or revenue loss. The County will receive half the funding in FY21 and half the funding the same time next year – near the end of FY22.

See ©17 for a list of the Executive’s recommended uses of ARPA in FY21 and FY22. Most of the funding supports revenue losses or direct responses to the pandemic. The Executive’s proposed use of ARPA for this budget will rely on funding in both ARPA tranches. The current estimate of ARPA funding is \$804,200. Per Executive staff, the County will divide the total appropriation of \$1,632,834 by twelve to determine monthly installments of \$136,070. In summary:

- If 7% of actual monthly Hotel/Motel taxes does not equal \$136,070, the County will provide additional resources to equal the monthly installment.
- If 7% of actual monthly Hotel/Motel taxes equal or exceed \$136,070, the County will not provide additional support that month. Visit Montgomery will receive the amount required by the County code for that month.
- Any support that requires additional general funds will be backfilled with ARPA funding once that grant is received.

**Council staff concurs with the Executive’s use of ARPA funding to backfill any decrease in Hotel/Motel taxes.** ARPA funding allows the County to restore any lost revenues due to the pandemic. Hotel/Motel taxes were significantly reduced. This proposal restores revenues that were impacted due to the pandemic. Visit Montgomery’s County support is based on the actual Hotel/Motel taxes collected; therefore, the use of ARPA to restore the County’s revenues should also be used to restore Visit Montgomery’s contribution to the 7%-level.

**Council staff also recommends that the committees clearly indicate that \$1,632,834 is the floor for Visit Montgomery’s appropriation in FY22.** Based on the estimates in the recommended budget, it could be deduced that the County is only willing to provide additional

support up to \$804,200 in FY22. Given that ARPA funding is the recommended funding source, Council staff believes that the Council should clearly indicate its funding support in FY22.

If the Council prefers limiting the additional support to the amount estimated by the Executive, then the Council can either add additional funding in FY22 based on updated information, and/or Visit Montgomery can adjust its expenditures to meet the estimated FY22 revenues.

<u>This packet contains:</u>	<u>Circle #</u>
Executive's recommended FY22 budget	1
Visit Montgomery's unaudited FY21 financials	2
Visit Montgomery's draft FY22 budgets	4
Visit Montgomery's draft FY22 work plan	6
Comparison of other local CVB's budgets	16
Executive recommended FY21 and FY22 ARPA uses	17

## Conference and Visitors Bureau

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

<b>FY22 Recommended Changes</b>	<b>Expenditures</b>	<b>FTEs</b>
<b>FY21 Approved</b>	<b>1,632,834</b>	<b>0.00</b>
Increase Cost: Backfill Revenue Shortfall to Maintain a Level-Funded FY21 budget	804,200	0.00
Decrease Cost: Operating Expenditures to Reflect Adjusted Revenue	(804,200)	0.00
<b>FY22 Recommended</b>	<b>1,632,834</b>	<b>0.00</b>

# Conference & Visitors Bureau

FY 2021 Budget Board Approved 6/19/2020

REVENUES	FY 2020 Budget	FY 2020 Actual	FY 2021 Budget	FY 2021 (July-Feb)
Montgomery County Hotel Tax	\$ 1,584,260.00	\$ 1,035,936.86	\$ 950,556.00	\$ 254,546.00
Municipal Hotel Tax	\$ 81,000.00	\$ 58,144.66	\$ 48,600.00	\$ 16,005.00
MD Office of Tourism Marketing Grant	\$ 114,400.00	\$ 222,780.00	\$ 163,610.00	\$ 222,821.00
CARES Act Program Income				\$ 285,700.00
Partnership Dues/Events	\$ 65,000.00	\$ 82,478.88	\$ 38,000.00	\$ 2,415.00
Sports Housing Service	\$ 174,000.00	\$ 242,006.31	\$ 104,400.00	\$ 52,069.00
Marketing Cooperative Programs	\$ 19,000.00	\$ 30,141.26	\$ 9,200.00	\$ -
Interest Income	\$ -	\$ 8,792.09	\$ 4,400.00	\$ 1,179.00
Miscellaneous Income	\$ 11,000.00	\$ 22,598.87		\$ 5,928.00
<b>TOTAL</b>	<b>\$ 2,048,660.00</b>	<b>\$ 1,702,878.93</b>	<b>\$ 1,318,766.00</b>	<b>\$ 840,663.00</b>
EXPENSES- OPERATING/ADMINISTRATIVE	FY 2020 Budget	FY 2020 Actual	FY 2021 Budget	FY 2021 (July-Feb)
Accounting/Payroll Services	\$ 32,000.00	\$ 34,774.51	\$ 32,000.00	\$ 26,365.00
Bank Charges	\$ -	\$ 57.00		
Depreciation	\$ 3,500.00	\$ 2,444.00	\$ 2,500.00	\$ 1,596.00
Dues/Subscriptions	\$ 6,600.00	\$ 5,004.00	\$ 3,500.00	\$ 1,695.00
Insurance - Board + other Liability	\$ 3,100.00	\$ 6,244.30	\$ 3,100.00	\$ 970.00
Insurance - Employee Health	\$ 37,000.00	\$ 29,506.98	\$ 41,000.00	\$ 21,274.00
Legal Counsel	\$ 6,000.00	\$ -	\$ 3,000.00	\$ -
Miscellaneous Mileage Expense	\$ 6,000.00	\$ 5,282.38	\$ 4,000.00	\$ 315.00
Rent	\$ 73,000.00	\$ 61,537.77	\$ 72,000.00	\$ 33,045.00
Professional Development	\$ 5,000.00	\$ 4,858.70	\$ 500.00	
Supplies	\$ 3,500.00	\$ 4,743.98	\$ 1,500.00	\$ 1,248.00
Telecommunications	\$ 6,000.00	\$ 2,909.99	\$ 4,500.00	\$ 627.00
Salaries/Payroll Taxes/Retirement	\$ 721,400.00	\$ 671,855.39	\$ 540,500.00	\$ 279,354.00
Scholarship	\$ 6,000.00	\$ 6,054.67	\$ -	
<b>SUB-TOTAL</b>	<b>\$ 909,100.00</b>	<b>\$ 835,273.67</b>	<b>\$ 708,100.00</b>	<b>\$ 366,489.00</b>
EXPENSES - MARKETING	FY 2020 Budget	FY 2020 Actual	FY 2021 Budget	FY 21 (July-Feb)
Advertising - Print	\$ 150,000.00	\$ 247,173.94	\$ 100,000.00	\$ 17,472.00
Advertising - Digital	\$ 305,000.00	\$ 141,705.23	\$ 194,000.00	\$ 54,365.00
Advertising Design + Photography + Video	\$ 24,000.00	\$ 972.50	\$ 7,000.00	\$ 58.00
Consulting/Management	\$ 10,000.00	\$ -		
Staff Miscellaneous/Mileage	\$ 5,000.00	\$ 6,055.57	\$ 4,000.00	\$ 835.00
Dues/Subscriptions	\$ 960.00	\$ 54.98	\$ 425.00	\$ -
Professional Development	\$ 3,850.00	\$ 4,692.88	\$ -	\$ -
Leisure Travel Marketing <i>(seasonal campaigns)</i>	\$ 72,910.00	\$ 12,140.00	\$ 43,000.00	\$ -
Membership/Partnership Events	\$ 10,000.00	\$ 7,124.67	\$ 5,000.00	\$ -
Postage	\$ 25,000.00	\$ 23,377.18	\$ 20,000.00	\$ 8,091.00
Publications Design and Printing	\$ 41,000.00	\$ 8,017.84	\$ 25,000.00	\$ 2,104.00
Promotions and Public Relations	\$ 32,000.00	\$ 25,621.24	\$ 20,000.00	\$ 29,187.00
Research	\$ 25,000.00	\$ 13,310.05	\$ 9,580.00	\$ 7,780.00
Website Maintenance/Design	\$ 20,000.00	\$ 1,561.50	\$ 15,000.00	\$ 13,275.00
Special Projects - Marketing Agency	\$ 156,000.00	\$ 127,000.00		\$ 18,673.00
Technical Support-CRM Subscriptions	\$ 48,548.00	\$ 44,402.71	\$ 45,000.00	\$ 37,685.00
<b>SUB-TOTAL</b>	<b>\$ 929,268.00</b>	<b>\$ 663,210.29</b>	<b>\$ 488,005.00</b>	<b>\$ 189,525.00</b>



<b>EXPENSES - SALES</b>	<b>FY 2020 Budget</b>	<b>FY 2020 Actual</b>	<b>FY 2021 Budget</b>	<b>FY 21 (July-Feb)</b>
Dues/Subscriptions	\$ 6,652.00	\$ 6,033.00	\$ 4,470.00	\$ 970.00
Meetings and Conventions Trade				
Shows/Sponsorships	\$ 44,010.00	\$ 37,131.53	\$ 25,000.00	\$ 7,000.00
Group Tour Trade Shows/Sponsorship	\$ 14,130.00	\$ 5,294.51	\$ 5,500.00	
Familiarization Tours & Sales Missions	\$ 20,000.00	\$ 18,110.45	\$ -	
Professional Development	\$ 1,500.00	\$ 299.00	\$ -	
Staff Miscellaneous/Mileage	\$ 6,000.00	\$ 6,250.00	\$ 4,000.00	\$ 283.00
Sports Marketing Bid Fees/Grants	\$ 11,000.00	\$ 3,500.00	\$ 3,000.00	
Sports Housing Service Expense	\$ 87,500.00	\$ 170,101.35	\$ 57,420.00	\$ 6,543.00
Miscellaneous	\$ 19,500.00	\$ 29,031.78	\$ 23,271.00	
<b>SUB-TOTAL</b>	<b>\$ 210,292.00</b>	<b>\$ 275,751.62</b>	<b>\$ 122,661.00</b>	<b>\$ 14,796.00</b>
<b>GRAND TOTAL</b>	<b>\$ 2,048,660.00</b>	<b>\$ 1,774,235.58</b>	<b>\$ 1,318,766.00</b>	<b>\$ 570,810.00</b>
		<b>\$ (71,356.65)</b>		\$269,853

*FY 2021 YTD balance of \$269,853 is due to unspent funds from lump sum deposit of PPP Loan in February 2021 + MD Department of Commerce/Tourism Division Marketing Grant Funds*

**CVB, FY 2022 Budget - DRAFT**

EAG Recommendation  
+ First DRAFT

EAG Recommendation  
+ First DRAFT

County Executive  
Final  
Recommendation

REVENUES	FY 2022	FY 2022
	\$2 million	Proposed at 14% tax allocation
Montgomery County Hotel Tax	\$ 2,000,000	\$ 2,607,374
Municipal Hotel Tax	\$ 35,000	\$ 35,000
MD Office of Tourism Marketing Grant	\$ 125,000	\$ 125,000
CARES Act Program Income		
Partnership Dues/Events	\$ 25,000	\$ 25,000
Sports Housing Service	\$ 30,000	\$ 30,000
Marketing Cooperative Programs	\$ 10,000	\$ 10,000
Interest Income/Misc Income	\$ 10,500	\$ 10,500
<b>TOTAL</b>	<b>\$ 2,235,500</b>	<b>\$ 2,842,874</b>
EXPENSES	FY 2022	FY 2022
OPERATING/ADMINISTRATIVE	\$2 million	Proposed at 14% tax allocation
Accounting/Payroll Services	\$ 35,000	\$ 35,000
Bank Charges	\$ -	\$ -
Depreciation	\$ 3,200	\$ 3,200
Dues/Subscriptions	\$ 7,000	\$ 7,000
Insurance - Board + other Liability	\$ 4,700	\$ 6,200
Insurance - Employee Health	\$ 45,000	\$ 45,000
Legal Counsel	\$ 10,000	\$ 10,000
Miscellaneous Mileage Expense	\$ 7,000	\$ 7,000
Rent	\$ 70,000	\$ 70,000
Professional Development	\$ 5,000	\$ 5,000
Supplies	\$ 5,000	\$ 5,000
Telecommunications	\$ 7,200	\$ 7,200
Salaries/Payroll Taxes/Retirement - @ \$2 million new positions (2.5)/new positions at 14% (3.5)	\$ 916,855	\$ 960,000
Scholarship	\$ 6,000	\$ 6,000
<b>SUB-TOTAL</b>	<b>\$ 1,121,955</b>	<b>\$ 1,166,600</b>
EXPENSES	FY 2022	FY 2022
MARKETING	\$2 million	Proposed at 14% allocation
Advertising - Print	\$ 125,000	\$ 150,000
Advertising - Digital	\$ 245,000	\$ 335,000
Advertising - Radio	\$ 42,000	\$ 62,000
Advertising Design + Photography + Video	\$ 30,000	\$ 45,000
Post Covid Reopening Advertising for HCER Sectors- <b>NEW ALLOCATION</b>	\$ 60,000	\$ 140,000
Consulting/Management	\$ -	\$ -
Staff Miscellaneous/Mileage	\$ 6,000	\$ 6,000
Dues/Subscriptions	\$ 2,000	\$ 2,000
Professional Development	\$ 4,500	\$ 4,500
Leisure Travel Marketing (seasonal campaigns)	\$ 63,545	\$ 108,555
<b>SUB-TOTAL</b>	<b>\$ 578,045</b>	<b>\$ 853,055</b>

FY 2022
7% allocation
\$ 1,632,834.00
\$ 35,000
\$ 125,000
\$ 25,000
\$ 30,000
\$ 10,000
\$ 10,500
<b>\$ 1,868,334</b>
FY 2022
7% allocation
\$ 35,000
\$ -
\$ 3,200
\$ 7,000
\$ 4,700
\$ 35,000
\$ 10,000
\$ 7,000
\$ 70,000
\$ 5,000
\$ 5,000
\$ 7,200
\$ 695,000
\$ 6,000
<b>\$ 890,100</b>
FY 2022
7% allocation
\$ 125,000
\$ 210,000
\$ 30,000
\$ 30,000
\$ 40,000
\$ -
\$ 6,000
\$ 2,000
\$ 4,500
\$ 63,545
<b>\$ 511,045</b>

EXPENSES	FY 2022	FY 2022
<b>MARKETING</b>	\$2 million	Proposed at 14% allocation
Membership/Partnership Events	\$ 10,000	\$ 10,000
Postage	\$ 30,000	\$ 35,000
Publications Design and Printing	\$ 45,000	\$ 63,052
Promotions and Public Relations	\$ 32,000	\$ 42,000
Research	\$ 25,000	\$ 40,000
Website Maintenance/Design	\$ 40,000	\$ 40,000
Special Projects - Marketing Agency Fees	\$ -	\$ 50,000
Special Events Marketing Support + Grants F.E.S.T. - <b>NEW</b>	\$ 30,000	\$ 45,000
Technical Support - CRM/Sales Prospecting Tools	\$ 50,000	\$ 50,000
Visitor Center - Mobile only at 14% allocation	\$ -	\$ 24,000
<b>SUB-TOTAL</b>	<b>\$ 262,000</b>	<b>\$ 399,052</b>
EXPENSES	FY 2022	FY 2022
<b>SALES</b>	\$2 million	Proposed at 14% allocation
Dues/Subscriptions	\$ 7,000	\$ 7,000
Meetings and Conventions Trade Shows/Sponsorships - <b>increased funding for post COVID-19 initiatives</b>	\$ 60,000	\$ 100,000
Meetings - Booking Incentive Program for Meeting Planner and Event Organizers - <b>NEW</b>	\$ 45,000	\$ 75,000
Group Tour Trade Shows/Sponsorship	\$ 20,000	\$ 35,000
Social Market Sales Initiatives (weddings, fraternal, sports, family reunions)	\$ 15,000	\$ 30,000
Familiarization Tours & Sales Missions - <b>increased funding</b>	\$ 35,000	\$ 50,000
Professional Development	\$ 2,500	\$ 2,500
Staff Miscellaneous/Mileage	\$ 6,000	\$ 6,000
Sports Marketing Bid Fees/Grants- <b>increased funding post COVID-19 initiatives</b>	\$ 45,000	\$ 60,000
Sports Housing Service Expense	\$ 25,000	\$ 25,000
Miscellaneous	\$ 13,000	\$ 33,667
<b>SUB-TOTAL</b>	<b>\$ 273,500</b>	<b>\$ 424,167</b>
<b>GRAND TOTALS</b>	<b>\$ 2,235,500</b>	<b>\$ 2,842,874</b>

FY 2022
7% allocation
\$ 10,000
\$ 30,000
\$ 45,000
\$ 32,000
\$ 20,000
\$ 40,000
\$ -
\$ -
\$ 50,000
\$ -
<b>\$ 227,000</b>
FY 2022
7% allocation
\$ 7,000
\$ 40,000
\$ 35,000
\$ 20,000
\$ 15,000
\$ 25,000
\$ 2,500
\$ 6,000
\$ 30,000
\$ 25,000
\$ 34,689
<b>\$ 240,189</b>
<b>\$ 1,868,334</b>

**NEW INITIATIVES @ \$2 million**

time to full time

Post Covid Reopening Advertising for HCER Sectors  
Special Events Retention and Attraction F.E.S.T  
Program

Meetings Industry Promotions + Sponsorships  
Booking Incentive Program for Meetings and Group  
Tour Industries

Fam Tours and Sales Missions

Sport Marketing Bid/Grants

**NEW INITIATIVES @ 14% ALLOCATION**

All items under New Initiatives @ \$2 million

adding Mobile Visitor Center initiative



# Montgomery, MD

VISIT MONTGOMERY

## Mission

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

## Organization Values



Collaborative



Responsive



Innovative  
Visionary



Community  
Focused



Results  
Based

## Guiding Principles

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

# Fiscal Year 2022 - Program Pillars

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

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

### Community Engagement

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

### Socialable Economy

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

### Visitor Experiences + Leisure Travel



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

### Special Events Retention + Attraction

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

### Sports Marketing

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

### Meetings/Conferences and Group Marketing

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

### Destination Focused Public Relations

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



Metrics

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



Montgomery, MD

VISIT MONTGOMERY

## Conference & Visitors Bureau

### Fiscal Year 2022 – Budget Request

The Conference and Visitors Bureau of Montgomery County, MD (CVB) submitted a Fiscal Year 2022 budget request based on the Montgomery County Economic Advisory Group (EAG) Economic Roadmap to Recovery and Long-Term Success recommendations released November 2020.

Funding stream to support hospitality reopening-

*Increase a portion of lodging tax dedicated to Visit Montgomery from 7% to 14% (to be clear this is not an increase in the lodging tax but an increase in the share of the existing lodging taxes that would be allocated to (Visit Montgomery) with a two-year guaranteed annual floor of \$2M to facilitate bulk “reopening” ad spend.*

The hospitality/culture/entertainment/recreation (HCER) + dining/retail sectors were the hardest hit industries in the COVID-19 Pandemic. Hotel occupancies plummeted, businesses were operating at limited capacity or closed, and youth and amateur sports events were cancelled or moved to surrounding jurisdictions with less restrictive guidelines. The effects of the pandemic will continue to impact this industry sector well into early 2022. Communicating our reopening to the local and regional community is key to rebuilding the economy and getting hospitality employees back to work.

As the destination marketing organization (DMO) for Montgomery County, MD our role is to implement marketing and sales strategies that contribute to the success of a strong economy in hospitality and tourism and promote our quality of life. Prior to COVID-19, the CVB had begun an evaluation of our competitor’s budgets and how we could better compete for our market share in the region. Research showed that we were one of the lowest funded DMO’s in the region. Add the disadvantage of funding compared to our competitors to the impact of the COVID-19 pandemic and we are now faced with a greater uphill battle. Therefore, additional funding for Fiscal Year 2022 is important to our rebuilding and recovery phases. The American Rescue Plan (ARP) states the following regarding use of funds for those grants provided to states, counties, and municipalities across the country. *“to respond to the public health emergency with respect to the Coronavirus Disease 2019 (COVID–19) or its negative economic impacts, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as tourism, travel, and hospitality.”*



State of the Industry

Hotel Tax Collections/CVB Allocation – COVID-19 April to January 2021 – ACTUAL

MONTH	Total Hotel Taxes Collected	FY 2020/2021 Hotel Taxes Allocated to CVB	Prior Year Allocation	INC/DEC
April, 2020	\$ 583,449.39	\$ 40,841.46	\$ 145,933.94	-70%
May, 2020	\$ 292,816.31	\$ 20,497.14	\$ 155,371.72	-85%
June, 2020	\$ 462,774.58	\$ 32,394.22	\$ 179,941.50	-82%
July, 2020	\$ 425,398.71	\$ 29,777.91	\$ 117,604.67	-74%
August, 2020	\$ 468,296.54	\$ 32,780.76	\$ 94,562.78	-65%
September, 2020	\$ 552,525.67	\$ 38,676.80	\$ 165,113.57	-76%
October, 2020	\$ 478,900.74	\$ 33,523.05	\$ 140,029.44	-75%
November, 2020	\$ 369,536.00	\$ 36,615.00	\$ 124,663.00	-71%
December, 2020	\$ 427,428.00	\$ 21,261.00	\$ 95,814.00	-78%
January, 2021	\$ 419,353.00	\$ 33,081.00	\$ 69,677.00	-52%
<b>TOTALS</b>	<b>\$ 2,785,261.20</b>	<b>\$ 194,968.29</b>	<b>\$ 858,528.18</b>	<b>-76.0%</b>

Hotel Data

- The lowest hotel occupancy rate was 22.6% in April 2020.
- The highest hotel occupancy rate was 32.8% in August 2020.
- Decreases in hotel occupancy by -75% continues through March 2021
- The hotels countywide have lost 1.4 million room nights with over \$250 million lost in hotel room sales revenues, not including losses in food and beverage revenues.

Unemployment

According to data released by the Montgomery County Economic Development Corporation (MCEDC):

- In March 2021, the county’s unemployment rate in December 2020 was 5.7%. One of the highest unemployment months in the county’s history.
- Accommodation and Food Services saw the largest YOY decrease in jobs (7,400 or 16.3% fewer jobs in December 2020 than December 2019). This includes hotels, restaurants, bars, and coffee shops but does not include hospitality corporate headquarters (e.g., Marriott, Sodexo, HMS Host).



Adjusted Sales and Use Taxes – Fiscal Year 2021 (1<sup>st</sup> six months)

County	FYTD 2021 (\$)	FYTD 2020 (\$)	Percent Change
Frederick	\$5,982,146	\$7,477,662	-20.0%
Montgomery	\$25,565,107	\$40,828,355	-37.4%
Prince George's	\$21,938,317	\$37,978,656	-42.2%
<b>CAPITAL REGION</b>	<b>\$53,485,570</b>	<b>\$86,284,674</b>	<b>-38.0%</b>
Anne Arundel	\$26,352,921	\$38,658,628	-31.8%
Baltimore City	\$11,756,210	\$27,444,129	-57.2%
Baltimore County	\$19,385,172	\$25,294,782	-23.4%
Carroll	\$2,732,710	\$3,328,337	-17.9%
Harford	\$5,365,363	\$7,005,993	-23.4%
Howard	\$7,070,850	\$10,286,266	-31.3%
<b>All of MARYLAND</b>			<b>-30.8%</b>

Fiscal Year 2022 Proposed Programs @\$2 million Funding

**Staffing:** (Pre-COVID-19: 6 Full Time and 1 Part Time)

FY 2022 **Retain** 6 Full Time Positions (convert 1 part time to full time + add 2 new full time positions):

1. President & CEO
2. Marketing Director
3. Marketing Manager
4. Partnership Manager
5. Destination/Business Development Manager 1 (sports, group tour and social markets)
6. Destination/Business Development Manager 2 (pharma, group tour, association and government markets)
7. FY 2022 **Convert** 1 Part Time Position to Full Time **Administrator/Finance Manager**
8. **Director of Sales/Business Development** (oversight of Destination Business Development Manager 1 and 2 with responsibility and emphasis on bringing back events in the sports market, weekend leisure travel, and identifying opportunities in the pharma market.) **NEW**





Montgomery, MD

VISIT MONTGOMERY



- 9. **Visitor Experiences Manager** – supports business development and marketing divisions with creating day trip and overnight itineraries, works with event planners in sports/meetings & conventions to ensure event planning needs are met, creates strategies to attract new special events and implement customer service programs that ensures visitors have positive experiences while visiting Montgomery County. **NEW**

DESIRED OUTCOME: Increase in hotel room night bookings by the Destination Sales Team back to FY 2019 levels.

**Post COVID-19 Launch of a Reopening Marketing Campaign for HCER Sectors**

Launch advertising/marketing campaigns messaging our community reopening guidelines to ensure safe experiences when welcoming back residents and visitors. CVB staff will provide marketing and advertising support to businesses in the hospitality/culture/entertainment/recreation (HCER) + dining and retail industry sectors. This includes an increase in digital and print advertising and adding in regional radio campaigns.

Capitalizing on the early success of the Tastemakers Trail (promoting breweries, wineries, distillery, cideries) that launched in March 2020, implement initiatives to further brand Montgomery County’s Ag Reserve, broader agricultural attractions, beverage and culinary experiences into a unified logo, brand notion, messaging, and dedicated website. This approach aligns with the 158-page Agritourism Study that was conducted by Montgomery Planning with the support of local stakeholders, completed in 2019. Post COVID-19 the outdoors and open space will remain a draw for residents and regional visitors as we venture through recovery.

DESIRED OUTCOME: Reopening and revenue streams for businesses in the HCER sectors. Tastemaker’s Trail visitation tracking through use of new technology, Bandwango. Overall increases in website activity and tracing to micro websites including the Tastemaker’s Trail and Agricultural Reserve.

**Special Events Retention, Attraction and Marketing Grant Program**

**Festivals, events, shows and tour group (F.E.S.T.) Fund Program Description** - Local stakeholders and organizations who create community gatherings and programming play a vital role in promoting Montgomery County’s diversity and culture through storytelling and entertainment. The F.E.S.T. Fund is a program designed to help ignite and grow grassroots initiatives in the festivals, events, shows and tour group sectors. F.E.S.T. Fund’s mission is to support the organizer’s efforts through micro-grants, guidance, and promotion to help grow their group activities into experiences that would attract regional day and overnight visitation. Our belief is that a small investment in start-up capital and guidance has the potential to yield big results for Montgomery County’s communities and local economy.





Montgomery, MD

VISIT MONTGOMERY

DESIRED OUTCOME: Providing financial support for event organizers to grow existing events and foster innovative ideas for new events to encourage day trip and overnight spending by locals and visitors in the local economy.

**Meetings & Conferences Trade Shows/Sponsorships**

Increased funding for the CVB Destination Sales Managers to attend virtual and in-person industry trade shows providing one-on-one opportunities to connect with event planners to showcase Montgomery County, MD. Funds will also be allocated to sponsorship of events to provide additional value-add and promotion of Montgomery County throughout the events.

Technology and digital will become essential, as we compete with other destinations to capture the tour and travel, groups and meetings that are sourcing for 2021 and beyond. With the continuation of virtual and the upcoming adoption of hybrid events, there will be an appetite for more online programming, promotional material, and other destination value adds to reach the local community, attendees and visitors. EventMB released 10 Event trends for 2021 in December 2020 and they included how health and safety will continue to be a priority, and the role destination marketing organizations (DMOs) play in being able to communicate health and safety guidance to visitors, groups and meetings.

DESIRED OUTCOME: Broader exposure of Montgomery County, MD as a viable meetings and conference destination for trade industry groups, associations, corporate, government with particular emphasis on the pharma sector. Long term benefits are increases in room nights and tax revenues from the meetings and conference industry sector.

**Meetings Industry – Incentive Fund**

Designed to provide incentives to meeting and event planners booking business through the CVB Destination Sales Team. Incentive guidelines include: CVB must be part of the RFP process; minimum of 10 guest rooms must be booked peak night; booking must have a minimum of 50 total room nights; meeting rewards paid upon signed agreement; and contracts must be signed before December 31, 2021.

DESIRED OUTCOME: To provide incentive funding to bring high quality meetings and conferences in the biotechnology, high technology, corporate, pharma and government sectors to generate recovery revenues to local businesses and hotel and sales tax revenues. Provide support to the County's owned Bethesda North Conference Center (largest meeting space in Montgomery County) for attracting new business.



Montgomery, MD

VISIT MONTGOMERY

### Fam Tours and Sales Missions

Increased funding allocation to this line item to conduct virtual and/or in person familiarization tours with group tour operators. Funding also allocated for in-person sales missions in feeder markets targeting pharma/association/corporate/group tour segments in Spring 2022.

This will include the development and promotion of 1-6-day itineraries that can be promoted to tour/motor coach operators within a 2-hour drive radius (examples below) as well as weekend leisure travelers.

- Tastemaker Trail
- Garden Tour
- History Tour
- Foodie Tour
- Ag Tour
- Art/Museum Tour
- African American History Tour (*including the opening of the new Josiah Henson Museum & Park*)

DESIRED OUTCOME: Increase inquiries from the group tour and meetings/conference market segments in considering Montgomery County as the destination for upcoming event location selection.

### Sports Market – Grants Program

The Sports Marketing Grant Program would be available for athletic events including competitions, exhibitions, tournaments, and other sports-related events taking place in Montgomery County. During COVID-19 Montgomery County, specifically the MD SoccerPlex and Adventist Healthcare Field House, lost a number of soccer and lacrosse events to surrounding jurisdictions in Maryland and Virginia. An effort is needed to ensure we can bring back these events as they generate significant economic spending in the local economy including the generation of 25,000 + rooms nights annually. The Sports Marketing Grant Program is designed to promote and grow existing and new events in the sports sector.

DESIRED OUTCOME: Generate year-round overnight visitation, contribute to the quality of life in Montgomery County through sports, generate regional and national exposure for the County and increase the economic impact of spending resulting from hosting events in the youth and amateur sports sectors.



Montgomery, MD

VISIT MONTGOMERY

### CVB New Initiatives @ 14% allocation from hotel taxes

- All positions from \$2 million funding + 2 part time staff members to manage a new initiative – Mobile Visitor Center. CVB will identify a sponsor for the purchase of a new alternate fuel vehicle. The Mobile Visitor Center will be deployed on site at farmers markets, events, breweries, urban districts, town centers and parks.



- Additional funding for radio promotions
- Additional funding for advertising design + photography + video
- Additional funding for post COVID-19 initiatives (+\$125,000)
- Additional funding for Leisure Travel Marketing Campaigns (seasonal)
- Additional funding to attract meetings + trade show sponsorships
- Additional funding for booking incentive program + sales initiatives
- Slight increase in funding for the sports market bidding fees/retention program

### CVB Initiatives at the current 7% allocation from hotel taxes

The CVB, at the current funding level of a 7% hotel tax allocation, workplan would eliminate the proposed Special Events Marketing Support + Grants F.E.S.T program. We will implement marketing and sales initiatives similar to those prior to the pandemic but will be unable to provide any additional funding to support new initiatives. The advertising program will be initially implemented at a regional level until restrictions are further lifted. As we progress through the pandemic to recovery, we will begin advertising placement back to our target markets pre-pandemic with a Mid- Atlantic and national reach.

In Fiscal Year 2022 because of the revenue losses in the hospitality industry sector our organization will find it very difficult to raise private sector revenues (hotel reservation rebates, partnership dues, and other cooperative program revenues).



Montgomery, MD

VISIT MONTGOMERY



The Fiscal Year 2022 Program Pillars provide an overview of our planned programming:

- Hospitality/Culture/Entertainment/Recreation (HCER) + dining + retail Recovery and Relief marketing and advertising.
- Community Engagement – includes but not limited to continued promotion of MoCo Eats, promoting the opening of the Josiah Henson Museum and Park, a Museum Month promotion, retail small business promotions, social media match program for businesses and Underground Railroad Heritage Month.
- Social Economy – collaborate with other agencies to provide support on the proposed Rockville Maker District, Silver Spring Small Business District, MoCo Main Street campaigns, ABS promotions, diversity awareness and Arts and Entertainment Districts.
- Visitor Experiences + Leisure Travel (weekend) – drive overnight and day trip visitation through the launch and promotion of the following: Tastemakers Trail, Your Weekend Your Way, African American History Tour (Heritage Montgomery), Josiah Henson Museum and Park, Agricultural Reserve, driving tours (Civil War Trails, Scenic Byways), and the C & O Canal.
- Special Event Retention and Attraction – provide resources and marketing support to existing and new events countywide.
- Sports Marketing – provide resources and marketing support to youth and amateur sports events scheduled at the Maryland SoccerPlex as well as the PGA Tour Wells Fargo Championship scheduled May 3-8, 2022 at TPC Avenel.
- Meetings and Conference/Group Tour Marketing – participate in virtual and in person industry events promoting the county as a destination for meetings and group tours with emphasis in pharma, association and corporate.
- Public Relations – continue efforts to leverage publicity through relationship development with the local, regional and national media writers.

**Metrics:**

- Tourism Economics Annual Data that includes day trip and overnight visitation, employment, visitor spending, and tax revenues.
- Quarterly and annual Tourism Sales Tax Revenue reports from the MD Comptroller’s Office
- Growth in social media followers and website activity resulting from the marketing and advertising campaigns
- Ad equivalency for editorial generated through initiatives to gain press coverage in the print and digital space.
- Inquiries resulting from digital, radio and print advertising placement for total ROI.
- Destination Sales Manager’s lead generation volume + increased activity in lead generation from designated emerging market segments.



Montgomery, MD

VISIT MONTGOMERY

- Destination Sales Manager's actualized room night bookings accompanied by total economic impact of the bookings.
- Attraction and retention of sports events and other special events

### **Regional Funding Destination Marketing Organizations**

*(See Attachment with Funding Grid)*

- Montgomery County is ranked last in DMO Funding per lodging room within competitors in the national capital region.
- The CVB recommends funding at a level similar to Visit Loudon, Visit Frederick and Visit FXVA.

National Capital Region

Destination Marketing Organization (DMO) Budgets

FY 2020/2021

	PRE-COVID FISCAL YEAR 2020	FISCAL YEAR 2020	PRE-COVID FISCAL YEAR 2021	FISCAL YEAR 2021 <i>(current)</i>	TOTAL LODGING ROOMS	DMO BUDGET PER LODGING ROOM	F.T. Employees	F.T. Employees
Market	BUDGET	FINAL BUDGET	BUDGET	BUDGET	CURRENT	CURRENT	PRE-COVID	POST-COVID
Destination DC	\$ 25,300,000	\$ 17,100,000	\$ 26,200,000	\$ 17,200,000	33,821	\$ 508.56	90	83
Visit Alexandria	\$ 3,990,000	\$ 3,807,000	\$ 3,991,000	\$ 3,991,000	4,547	\$ 877.72	18	16
Visit FXVA (Fairfax County)	\$ 3,012,470	\$ 3,107,970	\$ 3,012,470	\$ 3,012,470	21,000	\$ 143.45	11	12
Visit Frederick	\$ 2,987,414	\$ 2,608,480	\$ 2,988,000	\$ 2,572,835	2,657	\$ 968.32	6	6
Loudoun County	\$ 3,394,750	\$ 3,394,750	\$ 3,053,775	\$ 2,218,313	5,700	\$ 389.18	13	13
Discover Prince William County & Manassas	\$ 1,500,000	\$ 1,500,000	\$ 1,500,000	\$ 1,500,000	4,483	\$ 334.60	8.5	8.5
Stay Arlington	\$ 1,556,700	\$ 1,315,737	\$ 1,546,700	\$ 1,209,582	10,634	\$ 113.75	7	7
Visit Montgomery	\$ 2,048,660	\$ 1,702,879	\$ 2,100,000	\$ 1,020,000	9,122	\$ 111.82	7	5
Prince George's County Conference and Visitors Bureau	NO RESPONSE							
<b>TOTAL</b>	<b>\$ 43,789,994</b>	<b>34,536,816</b>	<b>44,391,945</b>	<b>32,724,200</b>	<b>91,964</b>		<b>161</b>	<b>150.5</b>

**Executive Recommended ARPA Uses for FY21 and FY22**

	FY21	FY22
<b>Previously approved special appropriations – funding shift</b>		
19-683 Therapeutic Youth Services	0.31	
19-684 Youth Support and Engagement Hubs	0.41	
19-690 Streeteries Winterization	1.25	
19-695 Por Nuestra Salud y Bienestar	4.62	
19-696 AAHP COVID Response	3.34	
19-709 Conference Center	2.50	
<b>Subtotal</b>	<b>12.43</b>	
Bethesda PLD Debt Service Coverage	5.90	
FY21 Estimated Tax Revenue Losses	41.10	
RELIEF Act	25.00	6.20
<b>FY22 Budget enhancements</b>		
CCT – Remote Proceeding Facilitators & Schedulers		0.27
HHS – Therapeutic Recreation Services		0.75
HHS – Mobile Health Clinic		0.62
HHS – Mental Health Services for MCPS Students & Families		3.60
HHS – Rapid Rehousing Expansion		0.25
HHS – Rental Assistance		0.49
CVB – Backfill Revenue Shortfall Hotel/Motel Tax		1.00
Incubator NDA – Entrepreneurship Ecosystem		0.32
MCEDC – Entrepreneurship Development		0.30
MCEDC – White Flint Project		0.25
MCEDC – Inclusive Economy		0.10
MCEDC – Entrepreneurs in Residence		0.25
MCEDC – Talent Pipeline/Workforce Development		0.10
Working Families Income Supplement		20.00
DTS – FiberNet2 Maintenance		0.50
Cable – FiberNet3 Build Out		0.70
Cable – Digital Equity		0.10
<b>Subtotal</b>		<b>30.41</b>
<b>Total</b>		<b>36.61</b>
<b>Unallocated</b>		<b>82.73</b>