



Committee: ECON
Committee Review: Completed
Staff: Dr. Costis Toregas, Council IT Adviser
Purpose: To make preliminary decisions – straw vote expected
Keywords: #Conference and Visitors Bureau, #CVB, #Tourism, #Desination Montgomery

CONSENT Agenda Item#3
 May 11, 2023
Action

SUBJECT

FY24 NDA Conference and Visitors Bureau

EXPECTED ATTENDEES

None

FY24 COUNTY EXECUTIVE RECOMMENDATION

CVB	FY23 Approved	FY24 CE Recommended	Change from FY23 Approved
General Fund	\$2,132,834	\$2,196,819	3.0%
Personnel Costs	\$0 0.00 FTEs	\$0 0.00 FTEs	0.0% 0%
Operating Costs	\$2,132,834	\$2,196,819	3.0%
Total Expenditures (All Funds)	\$2,132,834 0.00 FTEs	\$2,196,819 0.00 FTEs	3.0 % 0.0%

COMMITTEE RECOMMENDATIONS

The ECON Committee met on May 1, 2023 and unanimously agreed to recommend the NDA for the Convention and Visitors Bureau at the \$2,196,819 level as proposed by the Executive to the full Council.

SUMMARY OF KEY ISSUES

- This NDA is not tax-supported but is funded from a 7% dedicated portion of the Hotel-Motel excise tax. This tax produced declining revenues during the Covid years, but is already reaching pre-Covid levels.
- A new business development position included in the FY23 budget was onboarded with a new title of “Chief Strategy Officer”

This report contains:

Staff Report to ECON on May 1, 2023

@2-@105

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MEMORANDUM

April 26, 2023

TO: Economic Development (ECON) Committee
FROM: Dr. Costis Toregas, Council IT Adviser
SUBJECT: **FY24 Operating Budget – Conference and Visitors Bureau (CVB) Non-Departmental Account (NDA)**
PURPOSE: Make recommendations for Council consideration

Expected Participants:

Kelly Groff, President and CEO, Visit Montgomery
Jake Weissman, Assistant Chief Administrative Officer (CAO)
Julie Knight, Fiscal and Policy Analyst, Office of Management and Budget

<u>This packet contains:</u>	<u>Circle #</u>
Executive’s FY24 recommended budget	1-2
Visit Montgomery – FY22 Annual Report on Tourism	3-59
Visit Montgomery – FY22 financial statement	60
Visit Montgomery – FY24 Program Pillars	61
Visit Montgomery – FY22 financial statement as of February 2023	62
FY23 Treasury report: Collections for CVB YTD	63
Visit Montgomery – Draft FY24 budget	64-65
Visit Montgomery – Community Report on Tourism Update Addendum	66-97

Summary of Recommended FY24 Budget – CVB NDA

	FY23 Approved	FY24 CE Recommended	Change from FY23 Approved
General Fund	\$2,132,834	\$2,196,819	3.0%
Personnel Costs	\$0 0.00 FTEs	\$0 0.00 FTEs	0.0% 0%
Operating Costs	\$2,132,834	\$2,196,819	3.0%
Total Expenditures (All Funds)	\$2,132,834 0.00 FTEs	\$2,196,819 0.00 FTEs	3.0 % 0.0%

Council staff recommends **approval of this Recommended NDA at the level of \$2,196,819** as recommended by the Executive.

I. Background

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), the 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.

II. Budget Overview

The Executive’s recommendation for the CVB NDA is on ©1. The recommended FY24 appropriation is an increase of \$63,985 or 3.0% from the approved FY23 appropriation. This increase is a three percent inflationary adjustment for Conference and Visitors Bureau and does not come from general fund dollars but the hotel /motel tax described below.

Most of the annual appropriation is supported through the Room Rental and Transient Tax (“Hotel/Motel Tax”). The Hotel/Motel Tax is an excise tax imposed on room rental rates for transients in the County, and Visit Montgomery receives a dedicated 7% from this tax to fund its operations.

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.

See Visit Montgomery’s 2022 Annual Report on ©3-59 and its FY22 financial statement on ©60. A recent update on Tourism for Q3 (through March 2023) can be reviewed on ©63. In order to understand the oversight functions that the County exercises over the Visit Montgomery organization, Council staff asked the following two questions:

What specific deliverables did the County require of Visit Montgomery in FY23? And what are the current metrics of success?

- Annual Report provides metrics
- Mid-Year Community Report on Tourism provides metrics
- Q3 of FY 2023 Addendum to Community Report on Tourism provides metrics
- WRL Wage Reports Quarterly

How often does Visit Montgomery report its progress on its deliverables to the County?

- In November annually, the CVB submits an annual report from the previous fiscal year.
- At six months into the current Fiscal Year a mid-year report is completed.

FY24 Budget

See Visit Montgomery’s FY23 approved budget on ©64-65. See Visit Montgomery’s unaudited FY22 financial statements as of February 2023 on ©62.

The personnel information for CVB/Visit Montgomery is that currently the budget funds 7 full time positions and 1 part time position. The supplemental appropriation for business development (position renamed Chief Strategy Officer) was funded in FY 2023 along with part time position administrative support.

We are requesting continued funding of the business development position and part time administrative help for Fiscal Year 2024.

Potential discussion topics

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

1. Hotel/Motel Tax

The estimated FY24 Hotel/Motel taxes that were used for the recommended CVB NDA appropriation are as follows:

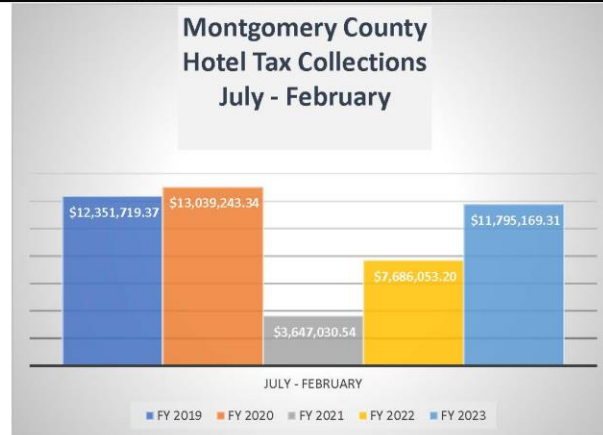
Page 795 of County Executive Budget

Actual FY 2022	\$14,405,669
FY 2023 Budget	\$21,725,087
FY 2023 Estimate	\$18,617,272
FY 2024 Estimate	\$22,067,616

FY 2024 Tax Estimate of \$22,067,616 x 7% allocation = \$1,544,733

Montgomery County - Hotel Tax Collections Period July to February Fiscal Year 2019-2023

MONTH	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
July	\$ 1,689,840.80	\$ 1,680,066.66	\$ 425,398.71	\$ 1,061,940.58	\$ 1,697,197.86
August	\$ 1,380,087.85	\$ 1,350,896.90	\$ 468,296.54	\$ 879,560.67	\$ 1,243,638.92
September	\$ 2,003,566.32	\$ 2,358,765.32	\$ 552,525.67	\$ 1,152,845.10	\$ 1,874,871.91
October	\$ 2,048,445.55	\$ 2,000,420.60	\$ 478,900.74	\$ 1,177,412.73	\$ 1,865,933.64
November	\$ 1,544,179.23	\$ 1,780,906.45	\$ 369,536.00	\$ 1,001,154.20	\$ 1,573,874.51
December	\$ 1,439,068.86	\$ 1,513,470.90	\$ 427,428.00	\$ 972,208.13	\$ 1,298,809.22
January	\$ 1,019,930.58	\$ 1,228,529.27	\$ 419,353.00	\$ 555,918.67	\$ 1,053,910.17
February	\$ 1,226,600.18	\$ 1,126,187.24	\$ 505,591.88	\$ 885,013.12	\$ 1,186,933.08



	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
July - February	\$ 12,351,719.37	\$ 13,039,243.34	\$ 3,647,030.54	\$ 7,686,053.20	\$ 11,795,169.31

Collections are down -\$556,550 comparing the period of July-February FY 2023 to FY 2019

2. General Fund impact of ARPA funding

Council staff asked the following question to clarify the transition strategy from the ARPA support: discuss how General Fund funding was used to replace ARPA funding in FY23 YTD

and describe the ultimate revenue assumption between general fund and hotel/motel tax going forward. Here is the Executive response:

Hotel Tax Allocation to CVB Assumption for Fiscal Year 2023 was:	\$1,632,834
YTD through February 2023 CVB Actual Allocations (8 months)	\$825,662
CVB estimates for March-June 2023 allocation from hotel taxes	\$634,370
TOTAL	\$1,460,032
Anticipated shortfall in hotel tax allocation to CVB for FY 2023 is	(\$172,802)

The \$500,000 (\$41,666 monthly) supplemental appropriation is invoiced monthly by the CVB to the County.

The hotel taxes (actual collection 7% allocation to CVB) are distributed to CVB monthly and are remitted 2 months behind the close of the actual month associated with the collections.

An updated chart of actual collections through February 2023 is attached as ©63.

3. Destination Management. The Executive requested and received an additional \$500,000 in FY23 to support destination management. Council staff asked the Executive to provide an indication of performance of this new program. Here is the Executive’s response:

•Shop Small Retail Campaign: Part of the CVB’s local holiday campaign ran in November 2022 to January 2023. The goal of this campaign was to highlight small businesses throughout the holidays via Visit Montgomery’s social media channels, WASH FM, Washington Post and WUSA 9. The advertising reach for this campaign generated 6.9 million impressions that lead to 225,024 pageviews on VisitMontgomery.com. The Visit MoCo Adventure Planner app also contained seasonal itineraries, Shop MoCo Gifting Guide and promoted holiday events. The app generated 2,929 total users, 14,562 pageviews and 421 app downloads during the campaign period. Holiday events were heavily promoted through Visit Montgomery’s events calendar, generating 106,773 pageviews during the campaign period.

•Epsilon Digital and Video Advertising Campaign: Epsilon is a digital media and research company that provides highly targeted advertising campaigns based on a consumer’s online interests and activities. Through their proprietary data and credit card spending analytics, Epsilon has the capability to provide return-on-investment (ROI) metrics that directly correlate advertising spend to actual visitation and spending. CVB/Visit Montgomery launched a pilot advertising investment of \$50,000 with Epsilon that ran between March 2022 – November 2022. The campaign yielded a \$78:1 ROI, \$3.9 million in visitor spending, attracted 12,000 visitors, and 44,000 total transitions. A second pilot is currently running to promote spring and summer travel.

•**Expedia Campaigns:** Visit Montgomery participated in an Expedia advertising co-op with the Maryland Office of Tourism, Frederick, Washington, and Allegany County destination marketing organizations (DMOs) to leverage the popularity of the C&O Canal National Historical Park and drive hotel bookings. The campaign resulted in generating 1,745 room nights and \$262,204 in gross sales for Montgomery County hotels. A separate dedicated campaign ran on Hotels.com (part of Expedia) to promote overnight travel during the holidays. This campaign generated 2,504 room nights and \$332,100 in gross hotel bookings. Both campaigns generated a total of 4,249 room nights and \$594,304 in gross hotel bookings. A third campaign is currently running to promote spring and summer overnight travel.

•**Tastemakers Trail:** An extensive print and digital advertising campaign was launched in Fiscal Year 2023 to promote Montgomery County’s craft beverage producers including breweries, wineries, distillery, cideries, coffee and mead. The target audience for this campaign included Baltimore, Washington, DC, and Northern Virginia. For July 2022 – March 2023, this campaign has resulted in 341,301 pageviews, a 1,490% increase over the prior Fiscal Year 2022, to the Tastemakers Trail microsite on VisitMontgomery.com. The microsite generated 104,923 direct website visits and 111,898 unique pageviews. 5,407 Tastemakers Trail brochures have been mailed with travel guide inquiries.

•**African American Video Article:** Visit Montgomery partnered with Washington Post to develop a video titled “Experience African American History in Montgomery County” with the goal of highlighting Montgomery County’s African American History and Heritage through tourism.

•**Discover MoCo Month:** A program designed to celebrate Montgomery County’s entrepreneurial spirit was developed for May 2023, officially launching May 1. Consumers are encouraged to shop local during National Small Business Week with Shop MoCo Week (April 30 - May 6), book a staycation during National Travel & Tourism Week with MoCo Hotel Week (May 7 - 13), try a new restaurant during Visit Montgomery’s Third Annual MoCo Eats Week (May 14 - 20), and get ready for Memorial Day weekend with MoCo’s Kick Off to Summer Week (May 21 - 31). Participants will be able to check-in at participating businesses with the Visit MoCo Adventure Planner app for a chance to win up to \$2,000 in giveaways.

•**MoCo Eats:** CVB/Visit Montgomery hired a public relations consultant that specializes in promoting the restaurant industry to launch a campaign to promote cultural diversity in our restaurant sector.

•**Adventure Planner Mobile App Launched:** This is a planning and information tool that assists and encourages residents and visitors to explore all parts of the county. The App promotes the MoCo Eats website/initiative, Discover MoCo Directory of businesses and the Tastemakers Trail. Since its launch, the app has generated 24,291 total users, 125,016 pageviews and 3,614 downloads.

4. Was the Director of Business Development hired by Visit Montgomery? Indicate progress made and new progress in business development overall

- In August 2022, CVB/Visit Montgomery onboarded a business development director position which was retitled as Chief Strategy Officer. Since this position was onboarded, the staff has conducted a series of informational sessions with various stakeholder groups including Alcohol Beverage Services (ABS), Rockville Economic Development (REDI), Montgomery County Economic Development, Montgomery County Regional Centers and Urban District Offices, Montgomery County Department of Permitting Services, Town of Poolesville, Montgomery County Agricultural Center, and others to identify infrastructure opportunities for future festival and events.
- On January 31, 2023, CVB/Visit Montgomery in collaboration with Alcohol Beverage Services hosted a meeting with local wineries/breweries/distilleries to discuss resources available to their businesses from ABS and CVB/Visit Montgomery. CVB continues to promote the Tastemakers Trail to assist these businesses with marketing and promotional support. The CVB will also be applying for a grant from the Maryland Alcohol Manufacturing Promotion Fund for additional marketing support for this business sector.
- CVB/Visit Montgomery worked with the Bethesda North Conference center in securing the 18th Annual Pharma Forum, held from September 12 to 14, 2022. This was the first time this pharmaceutical and life-sciences meeting professionals and supplier partners conference was held in Montgomery County.
- CVB/Visit Montgomery secured hosting an influencer familiarization tour to be held on April 29, 2023, Wanderful Ladies. The mission of Wanderful Ladies is to help women gain the confidence and support needed to travel solo. The organization and its members help travel companies tell award-winning stories that represent all women, while creating a supportive and inclusive ecosystem for women.
- CVB/Visit Montgomery was successful in securing to host the Mid-Atlantic Tourism Public Relations Alliance (MATPRA) Media Marketplace in August 2023. This event will bring over 100 tourism organizations and travel media journalists to the county for three days of tours and events. This is the first time Montgomery County has hosted this conference.
- A mid-scale countywide music festival is currently in development to be held in the spring of 2024.
- Visit Montgomery in in discussions with creating programs and partnerships with the National Cherry Blossom Festival for Fiscal Year 2024.
- In August 2023, Montgomery County will host Fox 5 DC's Zip Trips live broadcast in Germantown.
- Visit Montgomery has partnered with the Washington Informer to bring an African American History and Heritage tour to Montgomery County in June 2023.
- CVB/Visit Montgomery will pilot a retail tour to coincide with the Farm Tour Weekend in July 2023.
- A 65+ Tour to be held in October 2023 is also under development.

5.

FY24 Recommended Changes	Expenditures	FTEs
Enhance: Underserved Communities Projects (UCP) Grants	1,258,128	0.00
Enhance: Youth Support Programs	1,500,000	0.00
Shift: Emerging Business District Grants to the Community Engagement Cluster Budget	(600,000)	0.00
Technical Adj: FY23 Community Grants Bridge Funding	1,168,833	0.00
FY24 Recommended	9,887,948	0.00

☼ Compensation and Employee Benefit Adjustments

This NDA contains a General Fund appropriation and a non-tax appropriation, and provides funding for certain personnel costs related to adjustments in employee and retiree benefits; pay-for-performance awards for employees in the Management Leadership Service, Police Leadership Service, and non-represented employees; deferred compensation management; and unemployment insurance.

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

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

Management Leadership Service Performance-Based Pay Awards: In FY99, the County implemented the Management Leadership Service (MLS), which includes high-level County employees with responsibility for developing and implementing policy and managing County programs and services. The MLS was formed for a number of reasons, including improving the quality and effectiveness of service delivery through management training, performance accountability, and appropriate compensation; providing organizational flexibility to respond to organizational needs; allowing managers to seek new challenges; and developing and encouraging a government-wide perspective among the County's managers. In FY19, the County implemented the Police Leadership Service (PLS) to include lieutenants and captains in the Department of Police. MLS and PLS employees are not eligible for service increments. Performance-Based awards for MLS employees are funded in FY24, as well as a one-time lump-sum award for PLS employees.

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.

FY24 Recommended Changes	Expenditures	FTEs
FY23 Approved	9,863,865	1.18
Increase Cost: FY24 Compensation Adjustment	6,090,442	0.00
Increase Cost: MLS/PLS Pay for Performance	500,000	0.00
Increase Cost: Annualization of FY23 Compensation Increases	3,880	0.00
Decrease Cost: Elimination of One-Time Cost Increase for Health Insurance Cost Share	(6,682,265)	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	5,251	(0.06)
FY24 Recommended	9,781,173	1.12

☼ 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.

FY24 Recommended Changes	Expenditures	FTEs
FY23 Approved	2,132,834	0.00
Increase Cost: Three Percent Inflationary Adjustment for Conference and Visitors Bureau	63,985	0.00
FY24 Recommended	2,196,819	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.

FY24 Recommended Changes	Expenditures	FTEs
FY23 Approved	525,895	1.00
Increase Cost: Conference Center - Biannual Management Audit	50,000	0.00
Increase Cost: FY24 Compensation Adjustment	5,416	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	20,884	0.00
FY24 Recommended	602,195	1.00

☼ Consolidated Retiree Health Benefit Trust - College

This NDA provides consolidated funding for Montgomery College's contribution to the Retiree Health Benefits Trust.

FY24 Recommended Changes	Expenditures	FTEs
FY23 Approved	1,704,000	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(1,704,000)	0.00
FY24 Recommended	0	0.00

☼ Consolidated Retiree Health Benefit Trust - MCPS

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

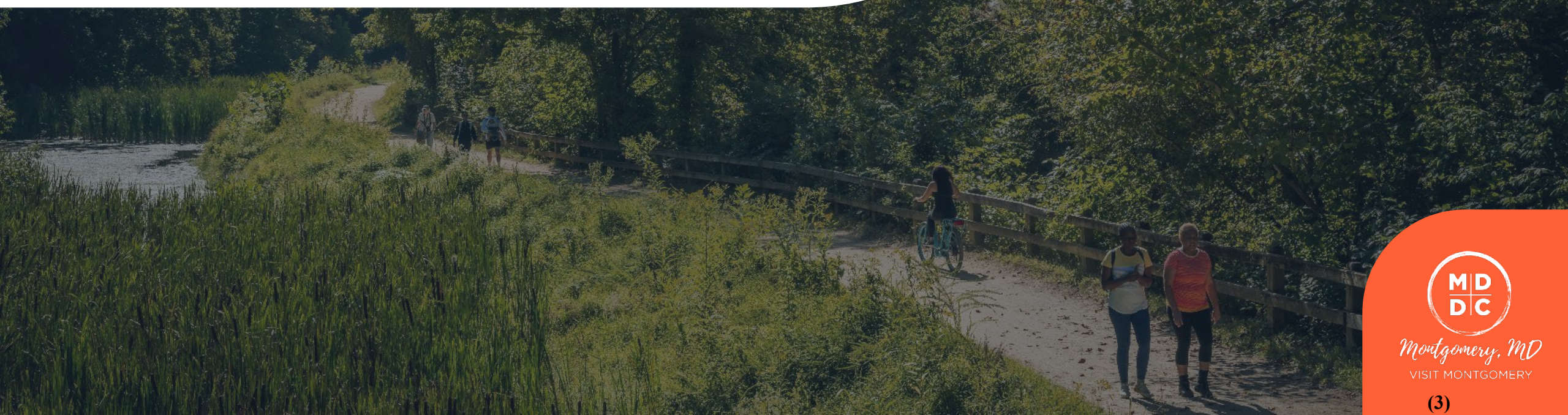
FY24 Recommended Changes	Expenditures	FTEs
FY23 Approved	57,424,677	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	4,826,795	0.00
FY24 Recommended	62,251,472	0.00

☼ County Associations

This NDA funds Montgomery County membership dues to the National Association of Counties (NACo) and the Maryland Association of

Visit Montgomery's Community Report on Tourism

Fiscal Year 2022
July 2021 – June 2022



Montgomery, MD
VISIT MONTGOMERY

Letter From President & CEO

We are honored to serve as the destination marketing organization for Montgomery County, MD for over 35 years, representing the many businesses that are part of our travel and hospitality industry.

After several tumultuous years of the pandemic, we are excited for the future. We've seen across the board increases in traveler spending, hotel tax collections, hotel occupancy and state sales and use taxes over the last six months.

Our community of people and places is what makes us a great destination for visitors. The combination of bustling downtowns and urban centers combined with the rural outdoor offerings is a perfect blend of experiences for visitors. We are a destination where people can come and connect and experience new cultures.

This Community Report on Tourism for Fiscal Year 2022 provides the results of the Visit Montgomery advertising, marketing and sales initiatives over the last year. We have expanded our mission beyond destination marketing into destination management to help us grow our experiences and better tell our story about our destination.

We are excited to continue our work with our stakeholders and partners to ensure a continued post-pandemic recovery and strong future for us all!

Best,



Kelly Groff
President & CEO



Fiscal Year 2022 Team



Kelly Groff
President & CEO



Cory Van Horn
Chief Strategy Officer



Leticia Engel
Marketing Manager



Lee Callicutt
Destination Sales Manager



Yodit Kirubel
Community Engagement &
Partnership Manager

Fiscal Year 2023 Team



Kelly Groff
President & CEO



Cory Van Horn
Chief Strategy Officer



Leticia Engel
Marketing Manager



Yodit Kirubel
Community Engagement &
Partnership Manager



Open Position
Communications Manager



Lee Callicutt
Destination Sales Manager



Open Position
Destinations Sales Manager

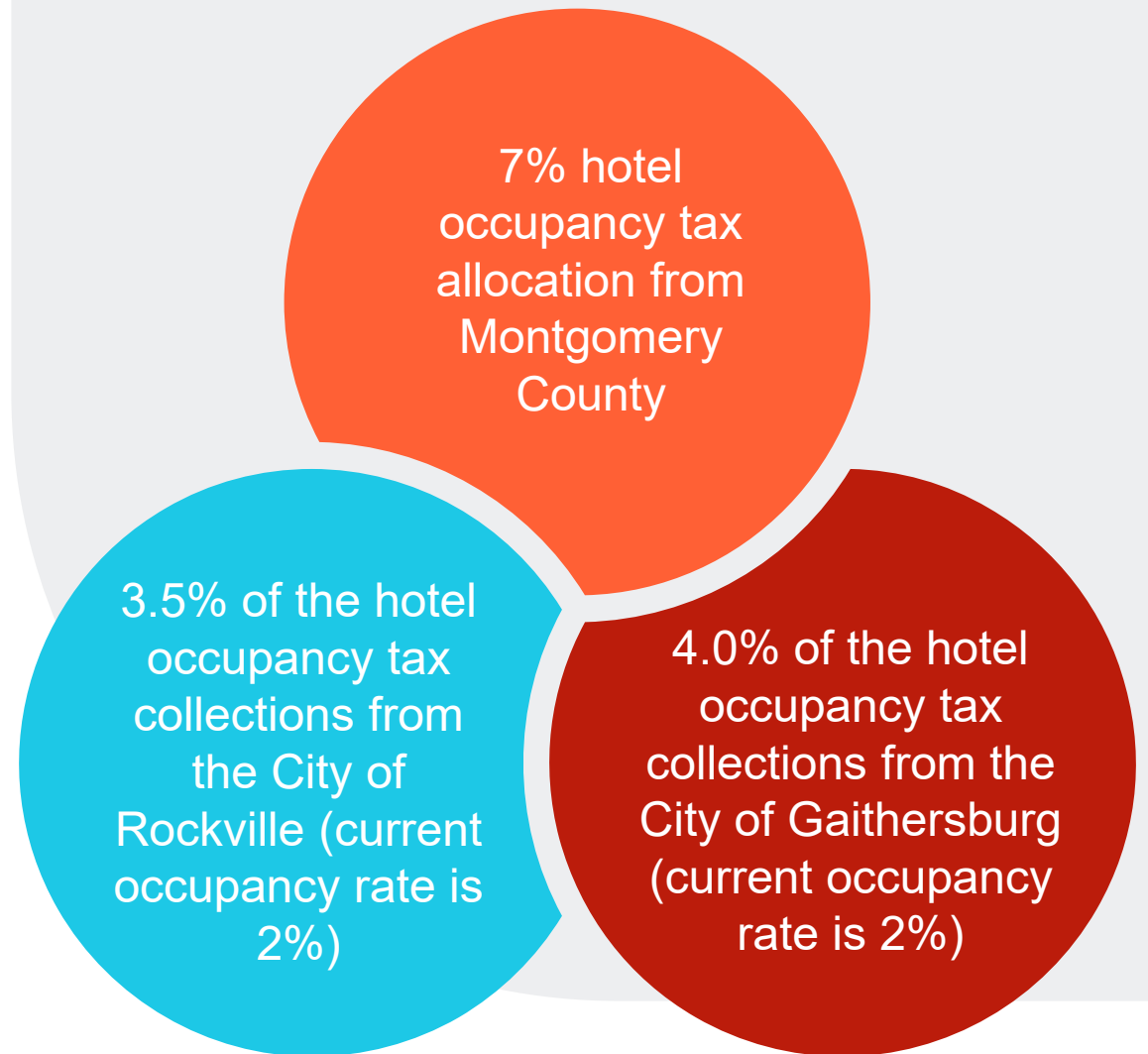
Mission & Funding Mechanisms

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.

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

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

Funding Sources



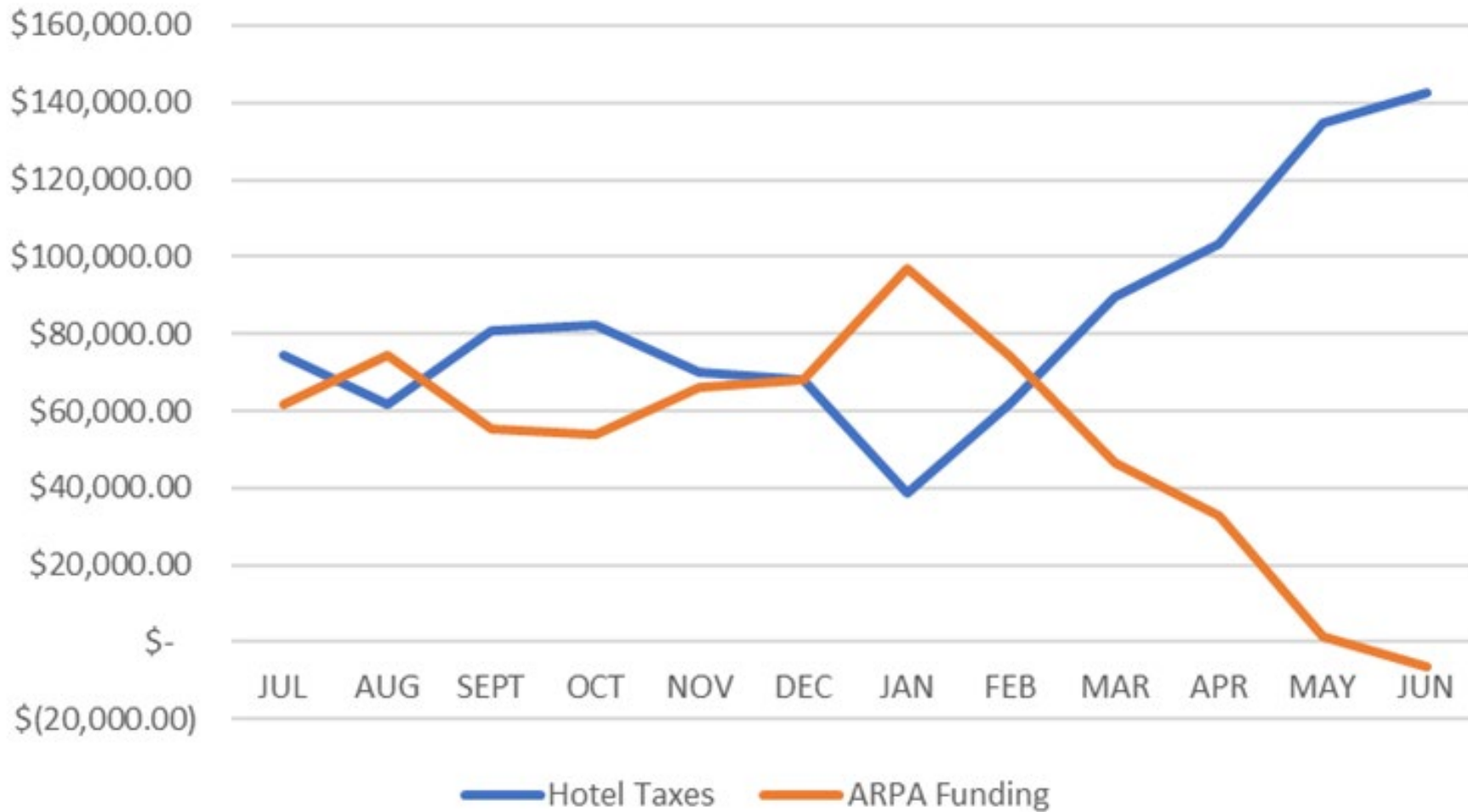
Montgomery County at a glance

According to *WalletHub*, Montgomery County is one of most diverse communities in the country with Germantown, Gaithersburg, Silver Spring and Rockville all ranking in that site's "Top 10 Most Diverse Communities in the U.S." Both Rockville and Gaithersburg have achieved perfect scores in Municipality Equality Index (MEI), according to the Human Rights Campaign (HRC). In 2022, Rockville was ranked 20th in *Money Magazine's* "50 Best Places to Live in the U.S. in 2022", citing diversity as a key contributor to the ranking. Montgomery County ranks high where Black residents are prospering in the "Black Progress Index," a study that examines the social factors that influence Black well-being by the Brookings Institution.

- **1 Million Population**
- **507 Square Miles**
- **93,000-Acre Agricultural Reserve**
- **54 Hotels**
- **8,920 Hotel Rooms**
- **3 International Airports Nearby**
- **13 Metro Stations**
- **3 National Parks**
- **400+ Regional Parks**

FISCAL YEAR 2022

Montgomery County Hotel Taxes and ARPA Funding



2021 Tourism Economics Data

\$1,463.2 Billion

2021 Visitor Spending

**9% Share
of State**

6,851,600

2021 Day & Overnight Visitors

**13.9% Share
of State**

\$10,094,973

Sales Tax Collected – Hotels Only

**7.3% Share
of State**

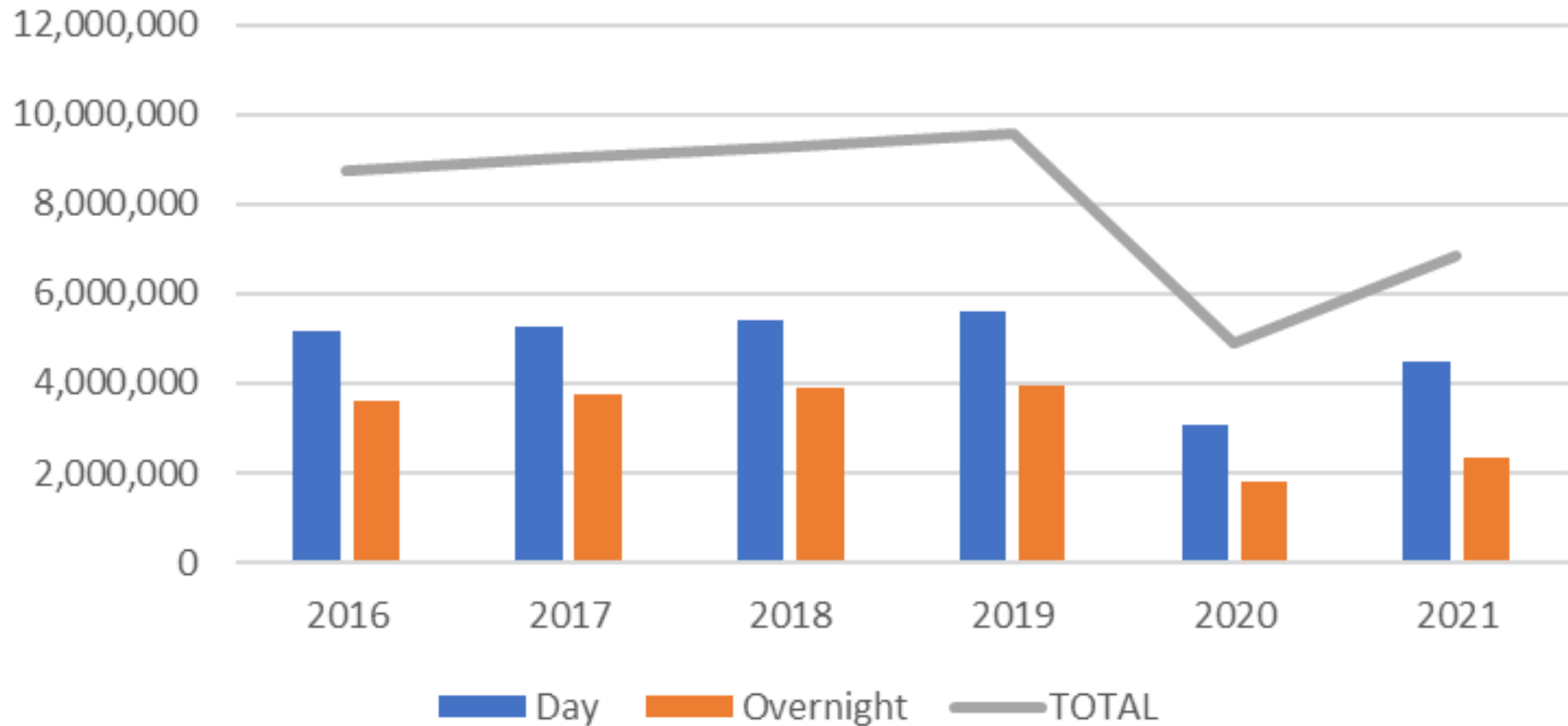


Montgomery, MD
VISIT MONTGOMERY

Fiscal Year 2022

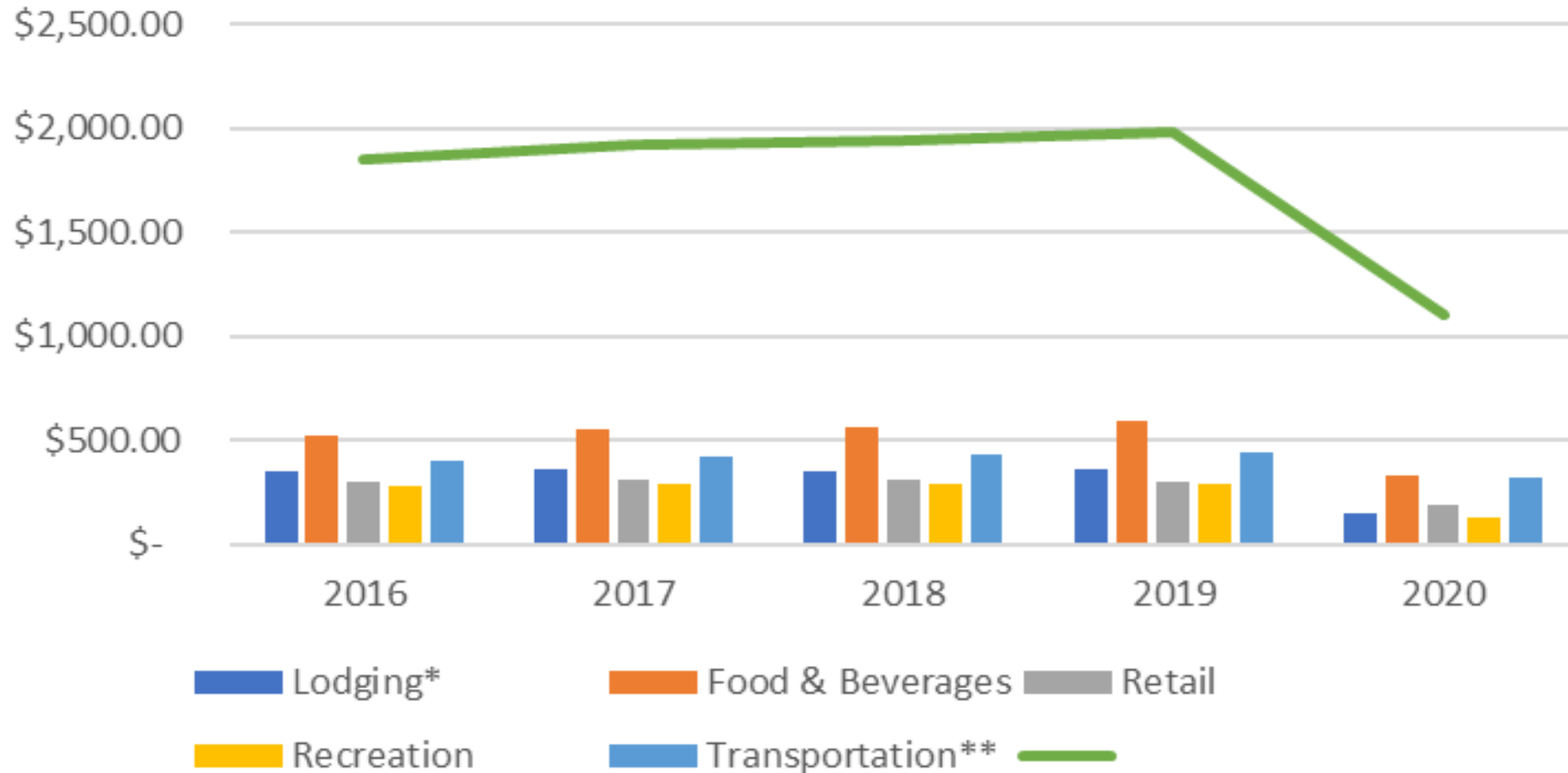
Reflection & Wrap Up

Montgomery County, MD Visitation



Source: Tourism Economics

Montgomery County, MD Visitor Spending



Source: Tourism Economics

FY 2022 Adjusted Sales & Use Taxes Attributed By Tourism

\$86,024,298

Total Generated in by Montgomery County

9.9%

Increase Compared to FY 2019 (Pre-Pandemic)

#1

Tourism Sales & Use Tax Generator in Maryland

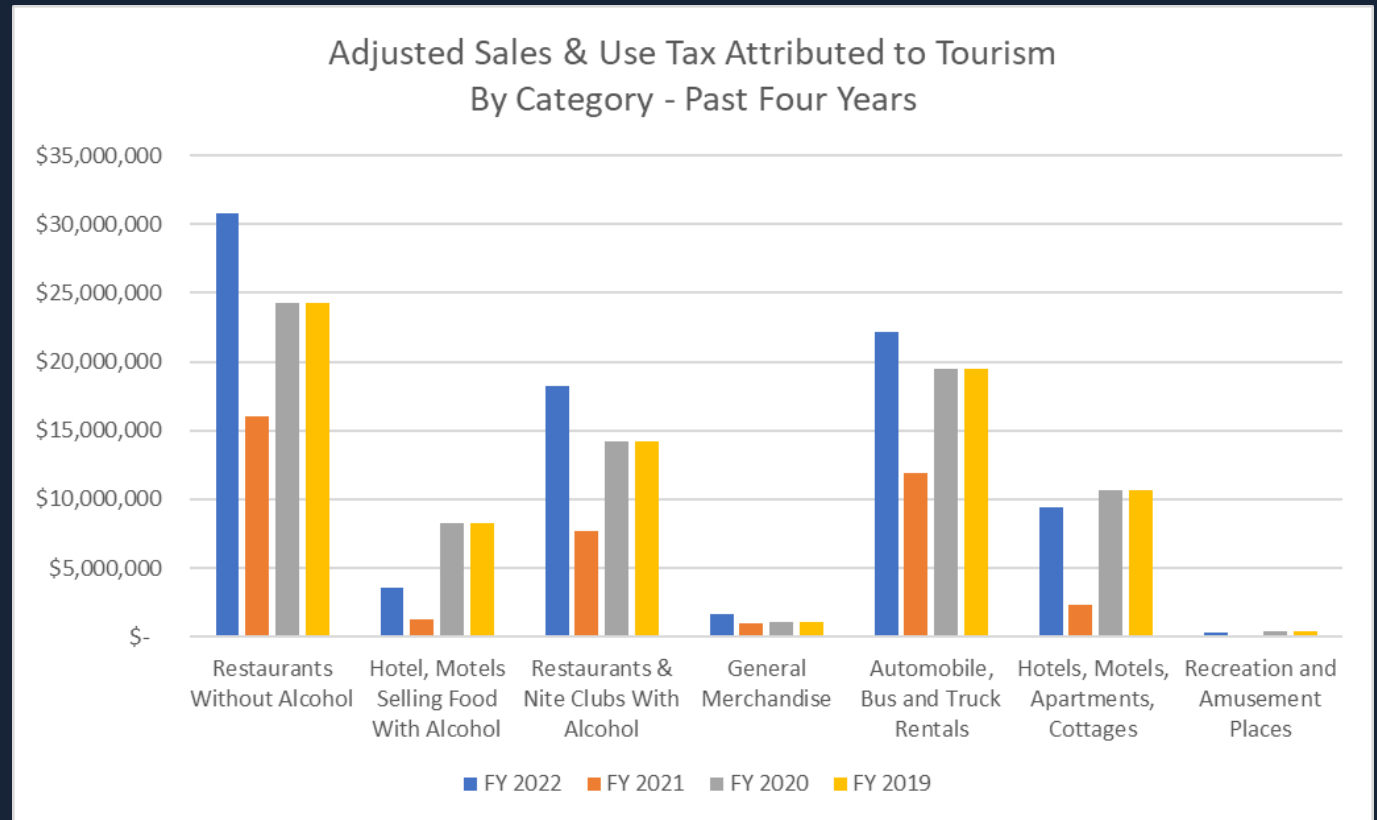
County	FY 2022(4)	FY 2019(\$)	FY2022 vs FY2019 % Change
Allegany	\$6,528,260	\$5,118,797	27.5%
Garrett	\$7,113,052	\$4,081,872	74.3%
Washington	\$9,876,899	\$7,341,539	34.5%
WESTERN REGION	\$23,518,211	\$16,542,208	42.2%
Frederick	\$18,545,371	\$14,111,096	31.4%
Montgomery	\$86,024,298	\$78,240,274	9.9%
Prince George's	\$74,962,342	\$74,160,698	1.1%
CAPITAL REGION	\$179,532,011	\$166,512,067	7.8%
Anne Arundel	\$85,178,075	\$72,863,603	16.9%
Baltimore City	\$49,396,732	\$53,168,769	-7.1%
Baltimore County	\$62,755,382	\$49,560,458	26.6%
Carroll	\$8,641,137	\$6,590,657	31.1%
Harford	\$17,161,415	\$12,710,303	35.0%
Howard	\$25,199,640	\$20,168,952	24.9%
CENTRAL REGION	\$248,332,381	\$215,062,743	15.5%
Calvert	\$5,660,573	\$4,589,542	23.3%
Charles	\$10,061,872	\$7,117,670	41.4%
St. Mary's	\$6,772,619	\$5,715,547	18.5%
SOUTHERN REGION	\$22,496,065	\$17,422,759	29.1%
Caroline	\$1,662,240	\$1,553,733	7.0%
Cecil	\$6,708,428	\$4,816,657	39.3%
Dorchester	\$4,065,565	\$3,107,481	30.8%
Kent	\$1,473,788	\$1,068,820	37.9%
Queen Anne's	\$5,009,557	\$3,470,037	44.4%
Somerset	\$404,945	\$451,559	-10.3%
Talbot	\$5,971,285	\$4,028,401	48.2%
Wicomico	\$8,399,982	\$6,793,595	23.6%
Worcester	\$47,417,936	\$29,174,932	62.5%
EASTERN SHORE	\$81,113,725	\$54,465,214	48.9%

FY 2022 Adjusted Sales & Use Taxes Attributed By Tourism Recovery Indicators

Adjusted Sales & Use Taxes by Category Attributable to Tourism	Factor	FY 2022	FY 2019	FY 22 vs FY 19
Restaurants Without Alcohol	33%	\$ 30,774,483	\$ 24,245,960	36.9%
Hotel, Motels Selling Food With Alcohol	100%	\$ 3,575,102	\$ 8,222,269	-56.5%
Restaurants & Nite Clubs With Alcohol	33%	\$ 18,243,829	\$ 14,162,935	28.8%
General Merchandise	5%	\$ 1,608,019	\$ 1,094,374	46.9%
Automobile, Bus and Truck Rentals	90%	\$ 22,172,052	\$ 19,449,147	14.0%
Hotels, Motels, Apartments, Cottages	100%	\$ 9,373,764	\$ 10,694,704	-12.4%
Recreation and Amusement Places	50%	\$ 277,049	\$ 370,844	-25.3%

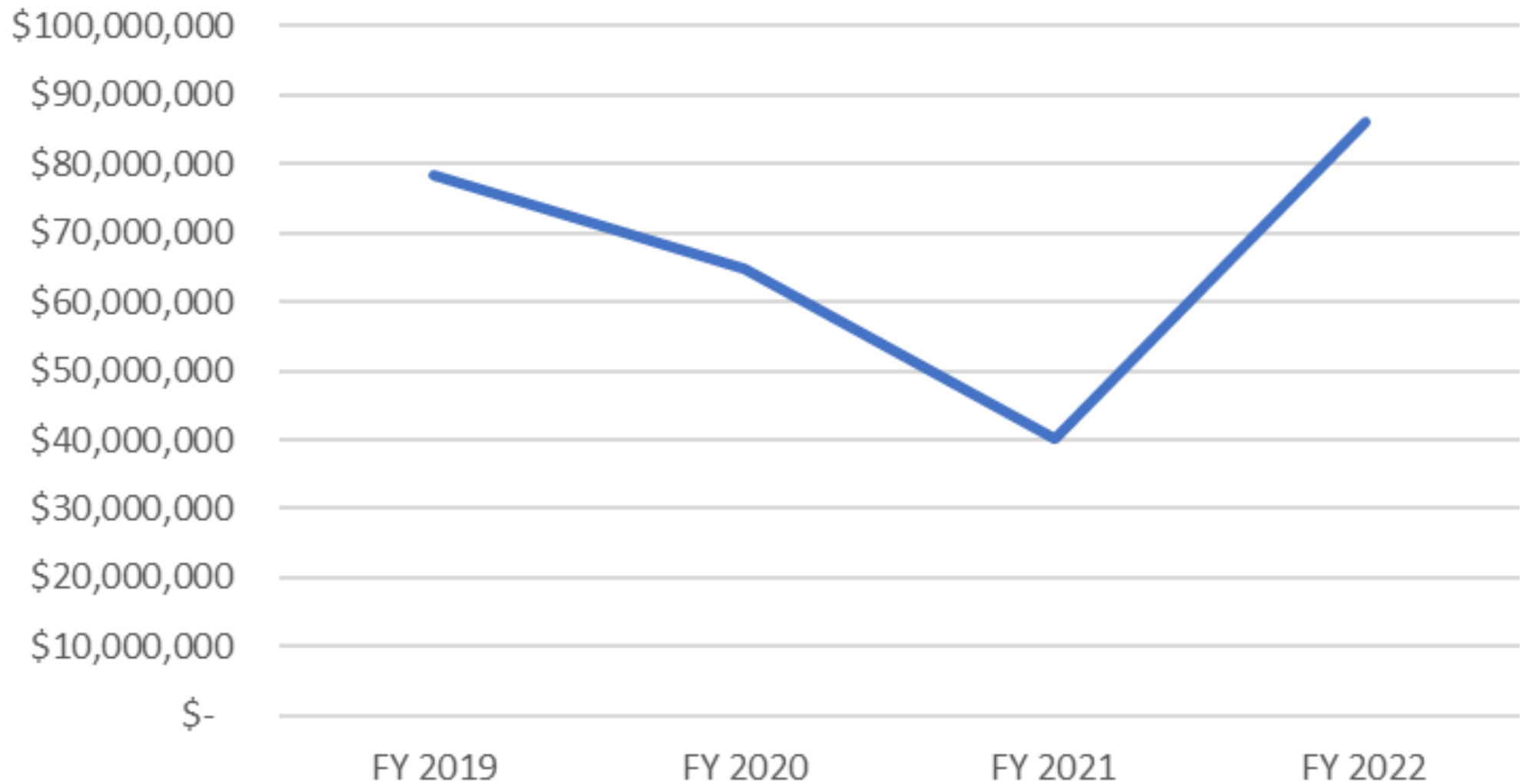
Tourism Categories Compared to Pre-Pandemic Levels

- Restaurants w/o Alcohol: +36.9%
- Lodging Selling Food w/ Alcohol: -56%
- Restaurants w/ Alcohol: +28.8%
- General Merchandise: +46.9%
- Car, Bus & Truck Rentals: -12.4%
- Lodging: -12.4%
- Recreation & Amusement Places: -25.3%



Adjusted Sales & Use Taxes applies a percentage assumption of the total collection in each of those categories for tourism related expenditures. The applied percentage is indicated under the "factor" column.

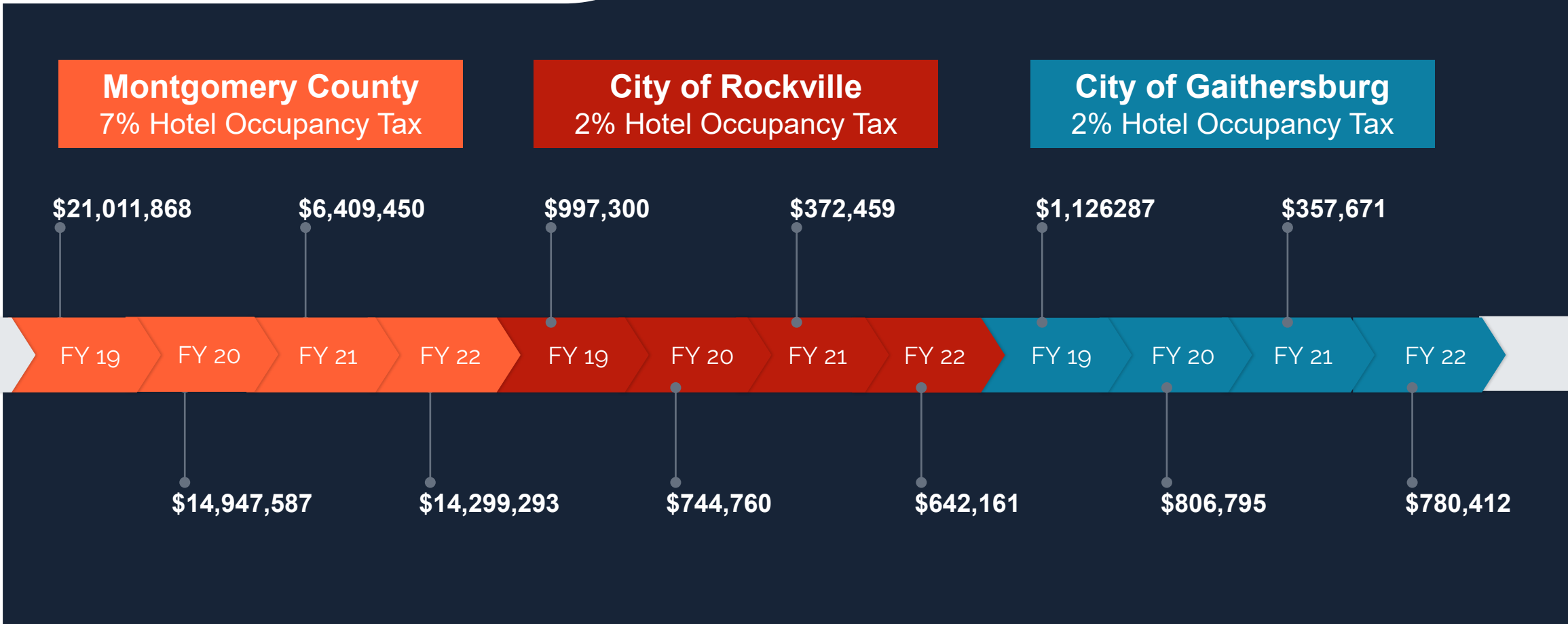
Adjusted Sales & Use Tax Four Year Trend



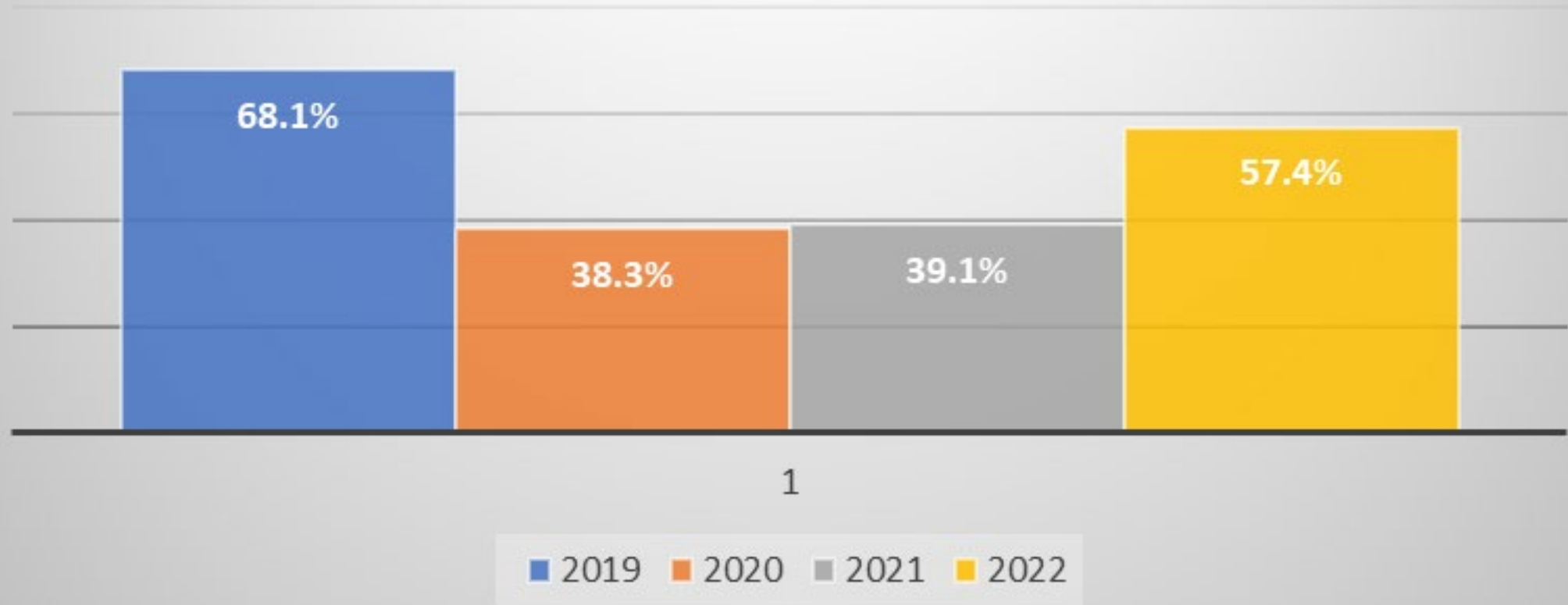
Source: Maryland Comptroller Office

Hotel Tax Collections

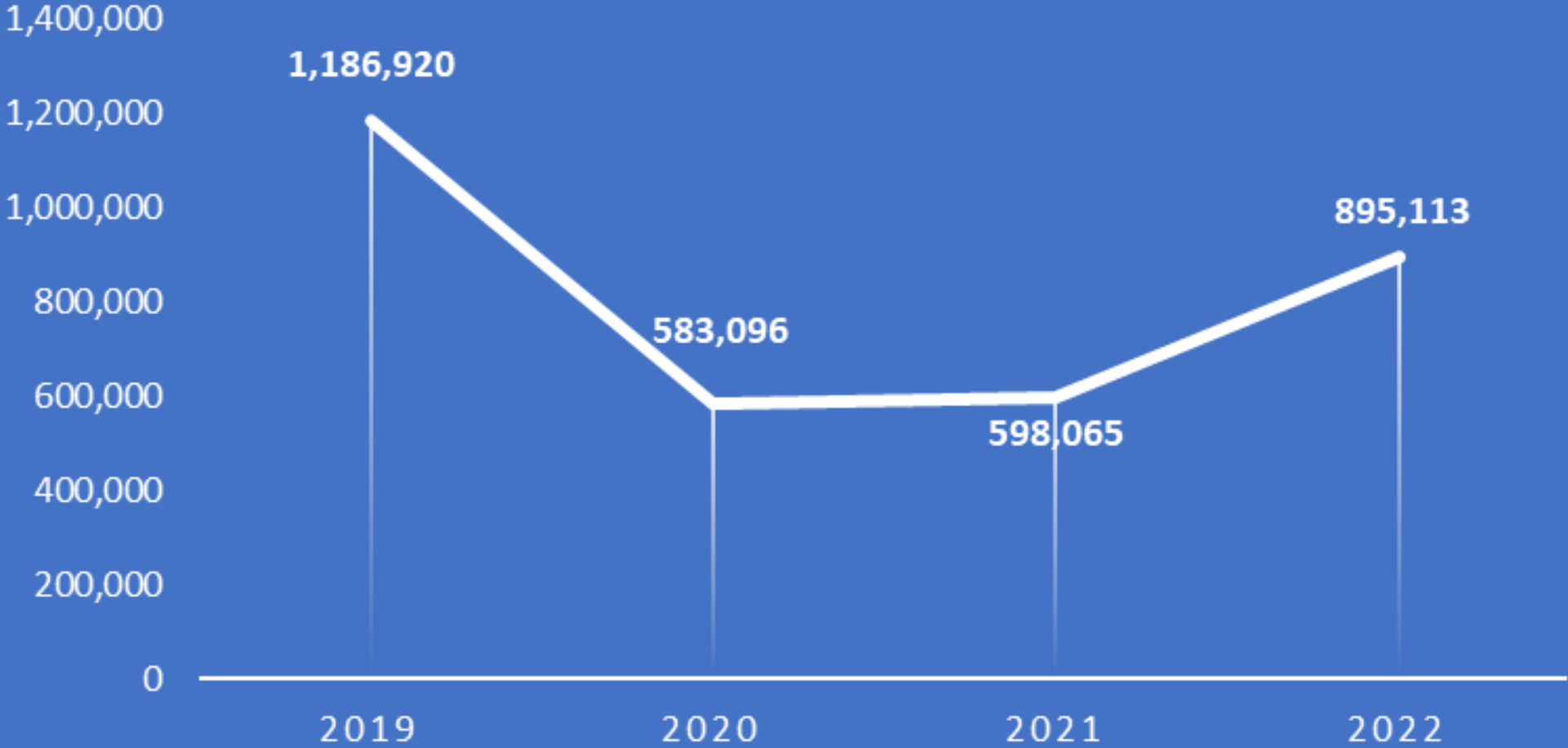
Montgomery County, Rockville and Gaithersburg



Hotel Occupancy - January to June Montgomery County

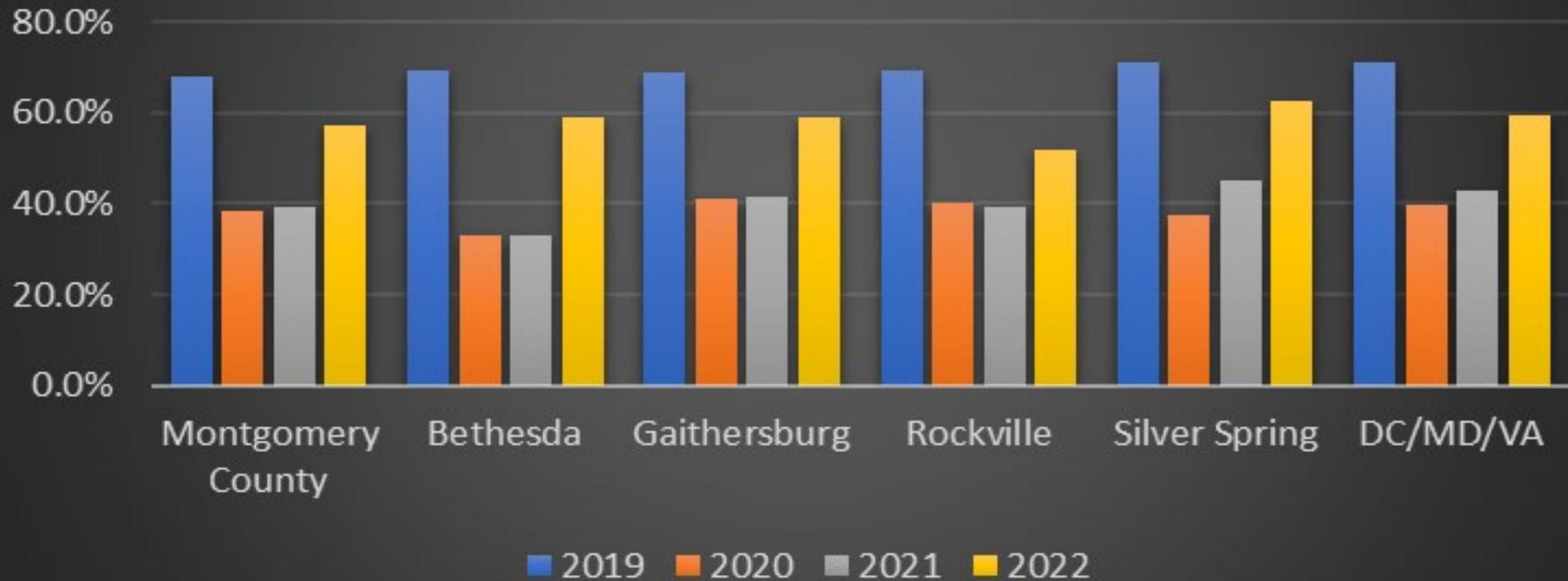


HOTEL ROOM DEMAND JANUARY - JUNE



Source: Smith Travel Research

Hotel Occupancy Period of January-June





Montgomery, MD
VISIT MONTGOMERY

Marketing Division

Reflection & Wrap Up

Website Milestones – Fiscal Year 2022



Website

478,214 Sessions	+19.57%
1,921,714 Pageviews	+64.57%
4.02 Pages/Session	+37.64%
1:13 Avg Session	+6.63%
380,860 New Users	+19.26%
13.83% Bounce Rate	-45.03%

FY 2019 Comparison (Pre-Pandemic)

FY19 July 2018 – June 2019
FY 22 July 2021- June 2022

Pageviews + 257.22% (1,921,714 vs 537,962)
Pages per Session + 96.15% (4.02 vs 2.05)
Bounce Rate – 79.62% (13.82% vs 67.82%)
Sessions + 82% (478,241 vs 262,601)
Users + 92.34% (382,258 vs 198,741)

Discover MoCo

65,580 Pageviews	+100%
0:20 Avg Session	+100%
0.20% Bounce Rate	+100%

Weekend Landing

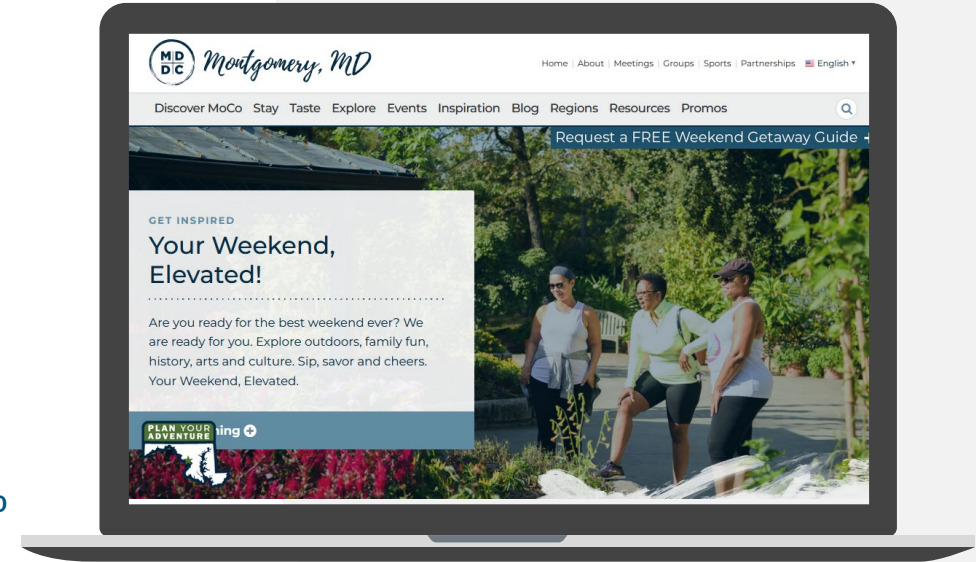
95,896 Pageviews	+202.49%
0:15 Avg Session	-47.55%
9.80% Bounce Rate	-56.78%

Blogs & Content

429,231 Pageviews	+56.22%
0:19 Avg Session	-47.07%
2.14% Bounce Rate	-89.84%

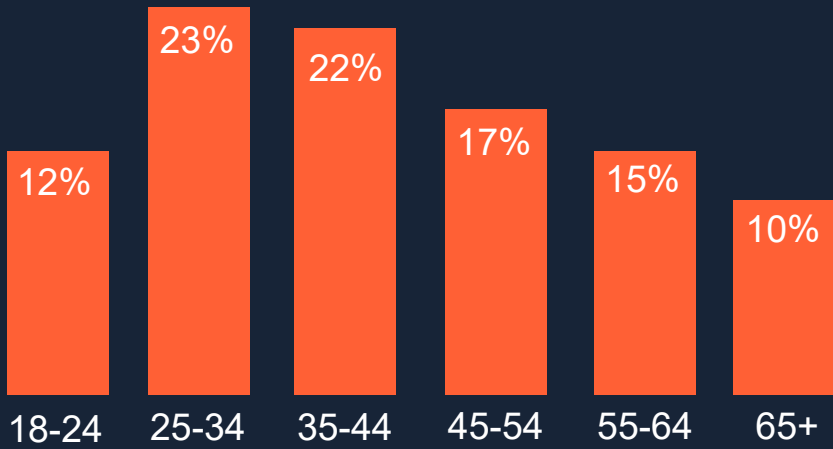
Events Calendar

270,599 Pageviews	+120.09%
1:10 Avg Session	-3.76%
Bounce Rate	-19.29%

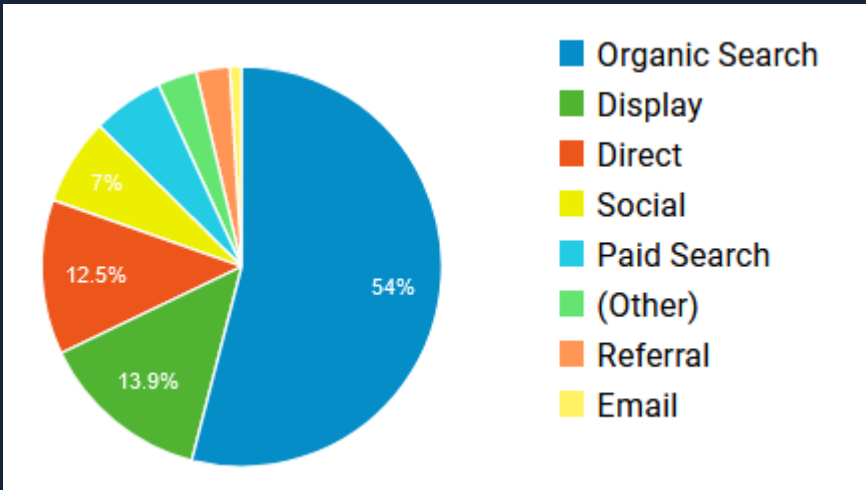


Website Audience – Fiscal Year 2022

Age



Channel Sources



Out of Market Audience

1. Washington, DC
2. Baltimore
3. New York City
4. Philadelphia
5. Ashburn
6. Boston
7. Frederick
8. Arlington
9. Atlanta
10. Chicago

In County Audience

- Gaithersburg
- Rockville
- Germantown
- Silver Spring
- Bethesda
- Wheaton-Glenmont
- Olney
- Aspen Hill
- Potomac
- Colesville

Top Interests

- Food & Dining
- Shopping
- Sports & Fitness
- Travel & Travel Buffs
- Arts & Entertainment



Popular Pages

- MoCo Eats
- Arts & Culture
- Road Trip
- Events Calendar
- Home Page
- Travel Guide
- Weekend
- Tastemakers

Gender



Female: 56.1%
Male: 43.9%

Device Usage



Mobile
73%



Desktop
25%



Tablet
3%

Social Media & Email Marketing – Fiscal Year 2022

76,823 Total Email Newsletter Subscribers

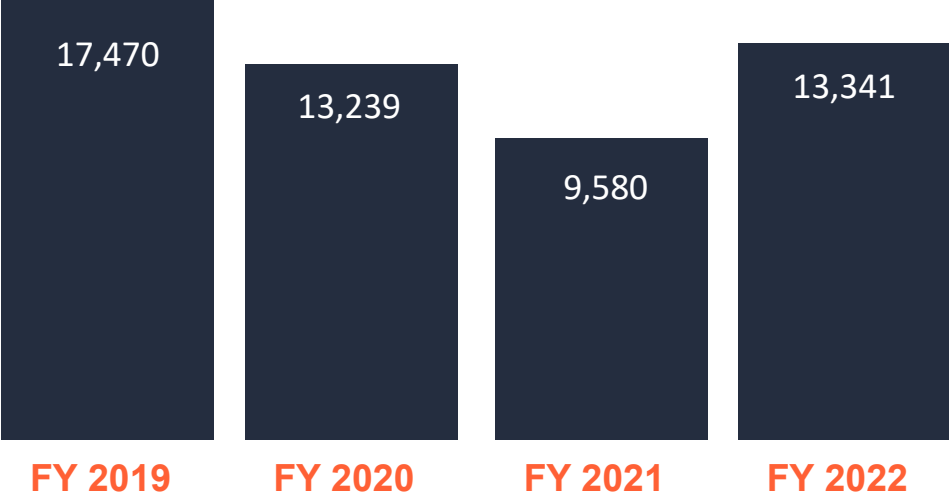
Consumer Metrics
459,138 Emails Sent
10.7% Open Rate
.7% Click Through Rate

Industry Metrics
20,171 Emails Sent
32.7% Open Rate
9.38% Click Through Rate

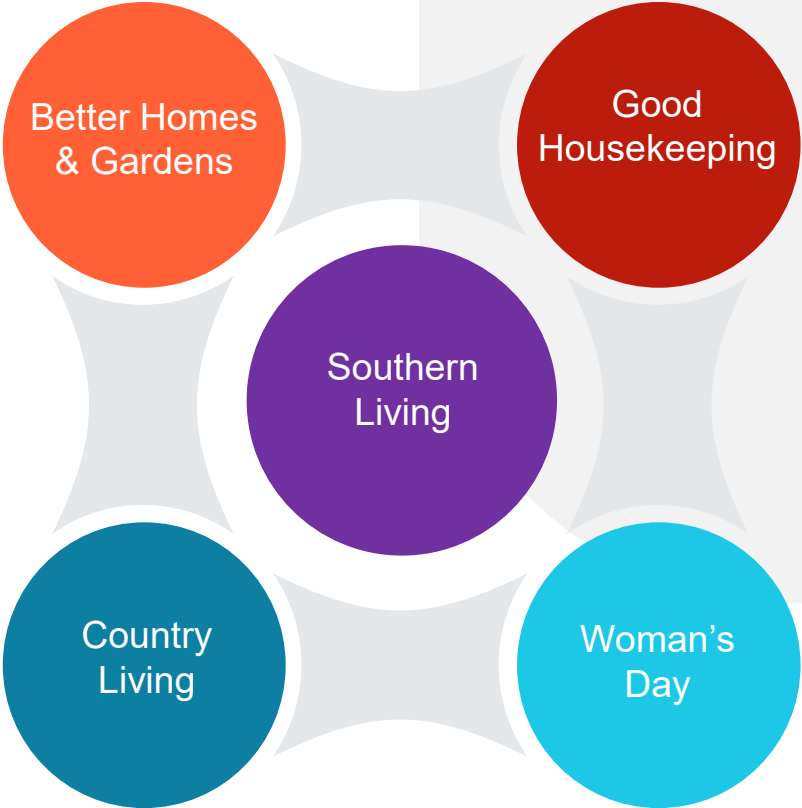




Advertising Inquiries by Fiscal Year Travel Guide Requests



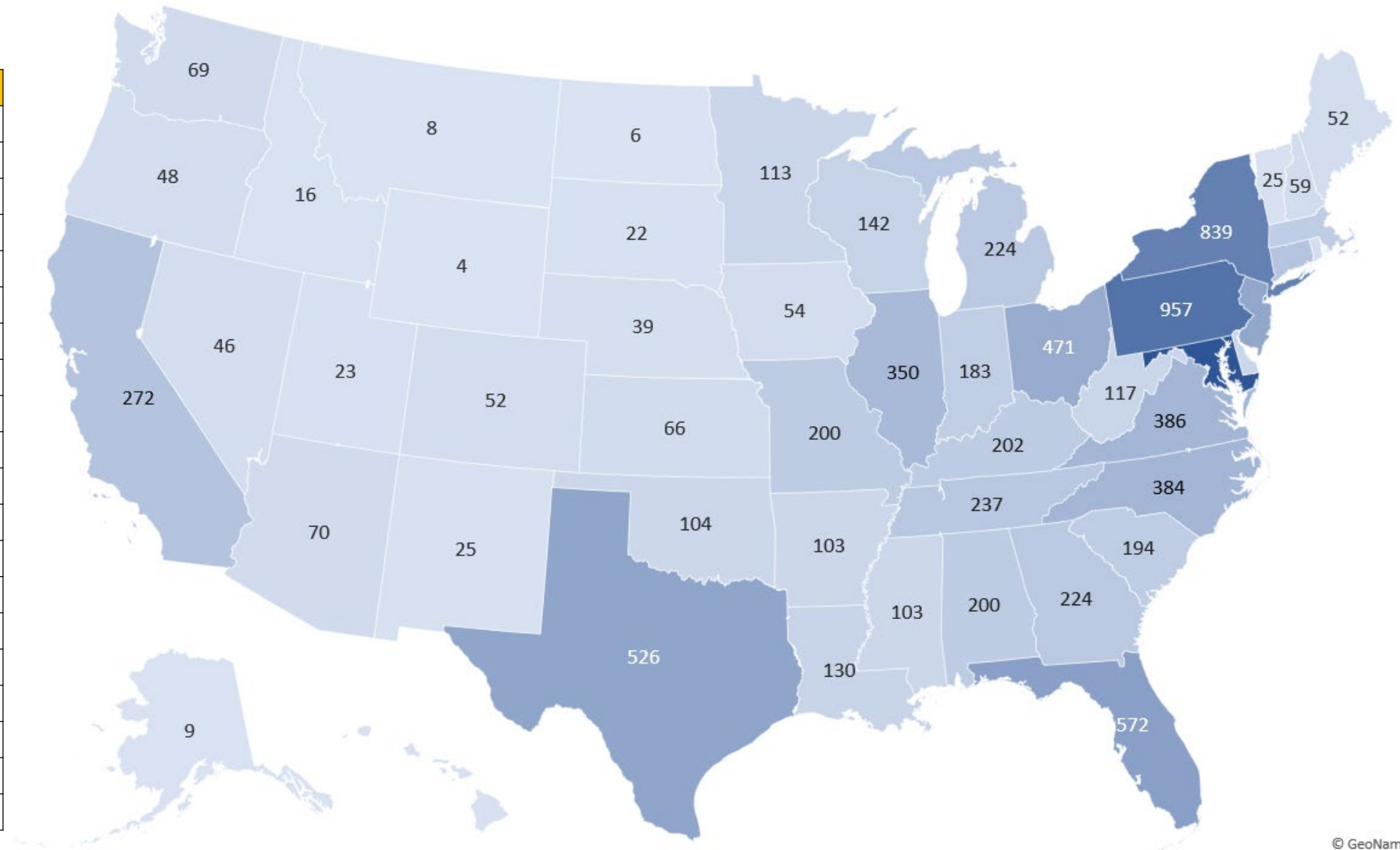
Top Five Producing Print Advertising Channels for Travel Guide Requests



Travel Guide Distribution by State

Top 20 States

State	Inquiries
Maryland	1213
Pennsylvania	957
New York	839
Florida	572
Texas	526
New Jersey	510
Ohio	471
Virginia	386
North Carolina	384
Illinois	350
California	272
Connecticut	264
Tennessee	237
Georgia	224
Michigan	224
Kentucky	202
Alabama	200
Missouri	200
South Carolina	194
Massachusetts	191



Weekend Campaign Strategy



Why Focus on Weekends?

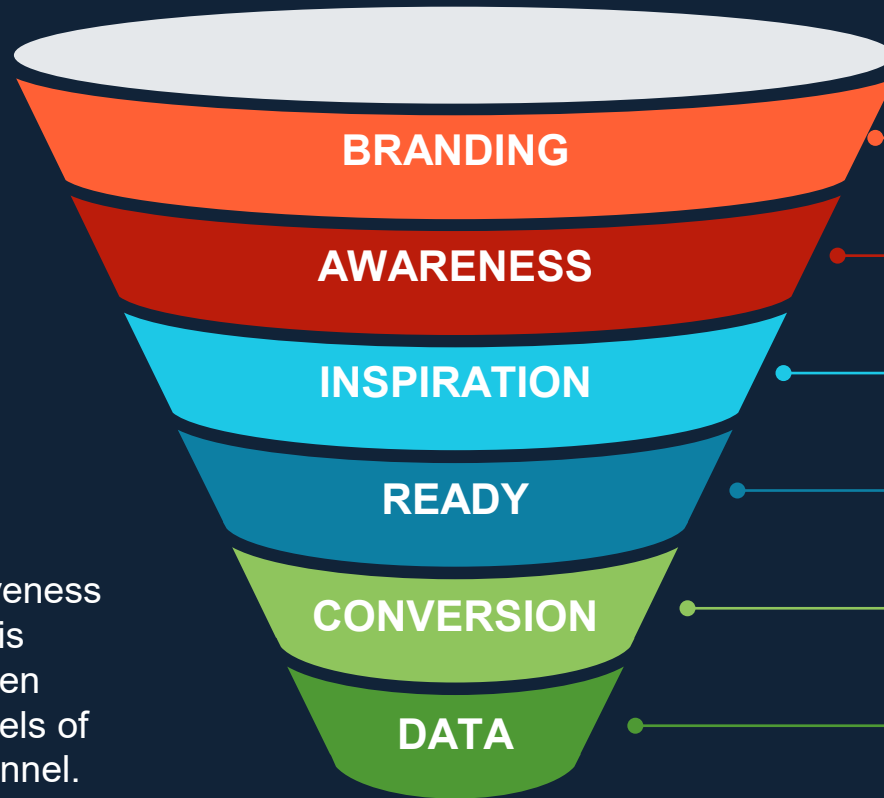
- There is an increased willingness to take short trips close to home. Booking windows have shortened to 0-6 days.
- The term “weekend” immediately evokes the feelings of relaxation and casualness.

Montgomery County Specific Attributes

- MoCo has what people are craving: Outdoors, Breweries, Arts & Culture, Cuisine, History and Diversity
- Average length of stay for MoCo travelers is 2 nights/3 days.
- A majority of MoCo attractions are open Thursday – Sunday.
- Traffic is extremely light on weekends, shortening travel times between attractions.



Advertising Messaging Funnel



Keep Montgomery County “top-of-mind” during the planning process.

Educate target markets of attractions, experiences and assets.

Nudge potential travelers toward booking a trip through highly-engaging content.

Montgomery County is open and ready to welcome visitors again.

Make the booking process super easy across all transactional channels.

Generate data to learn from outcomes, improve campaigns and direct return on investment.

Diversity, inclusiveness and accessibility is continuously woven throughout all levels of the messaging funnel.

Target Markets

Capital Region

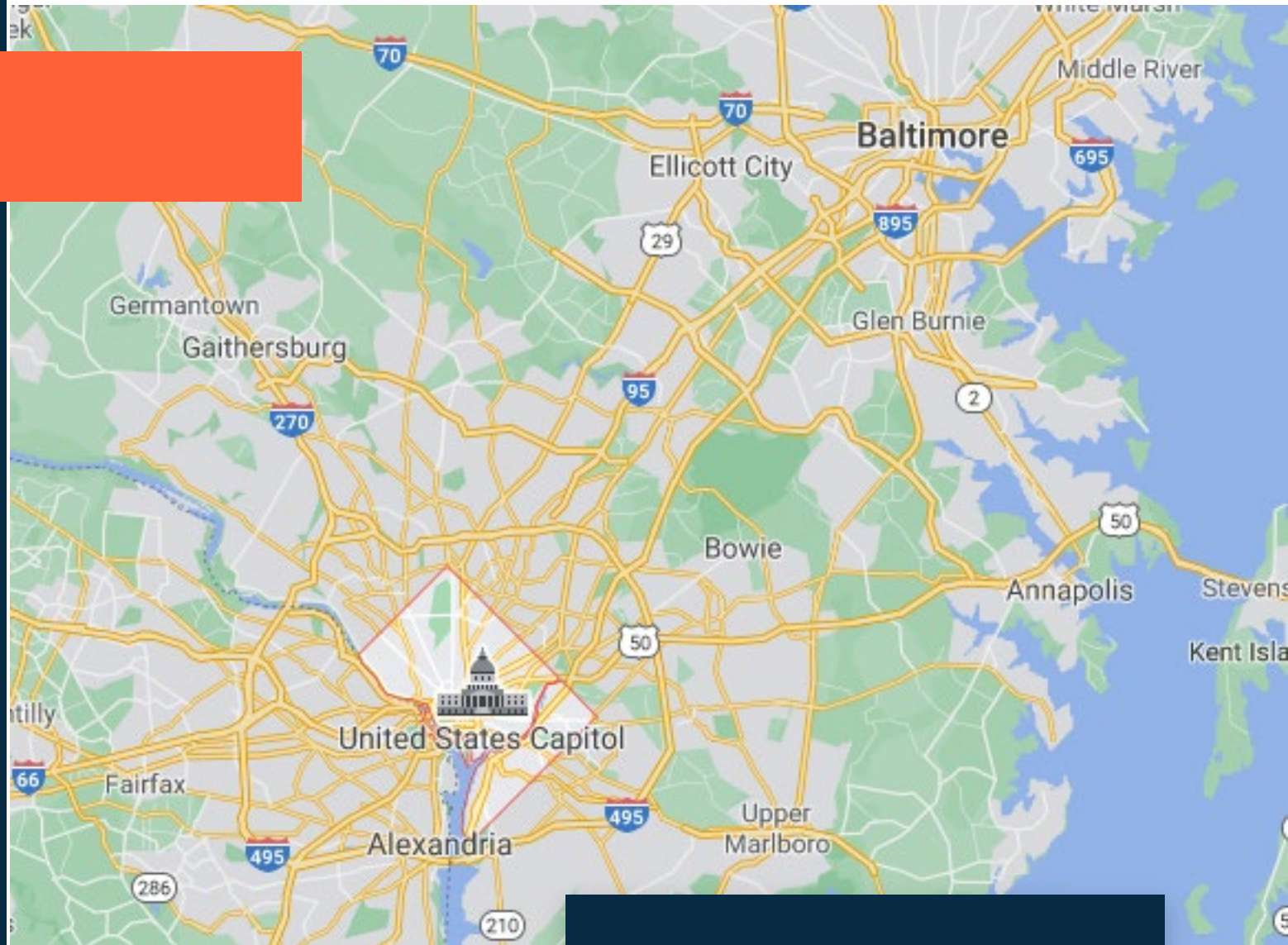
- Montgomery County: 1,051,000
- Washington, DC: 692,683
- Baltimore City & County: 1,436,402
- Northern Virginia: 2,500,000

Road Trip Markets

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

Groups & Meetings

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



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

Advertising Channels & Media Partnerships



Expedia Advertising Pilot Program

Visit Montgomery partnered with Expedia Media Group to pilot an advertising program that focused on driving weekend overnight leisure travel to Montgomery County during the summer and winter months in 2021. The primary platforms where advertising would appear was Expedia.com and Hotels.com. There was no additional investment required by the hotels to participate.

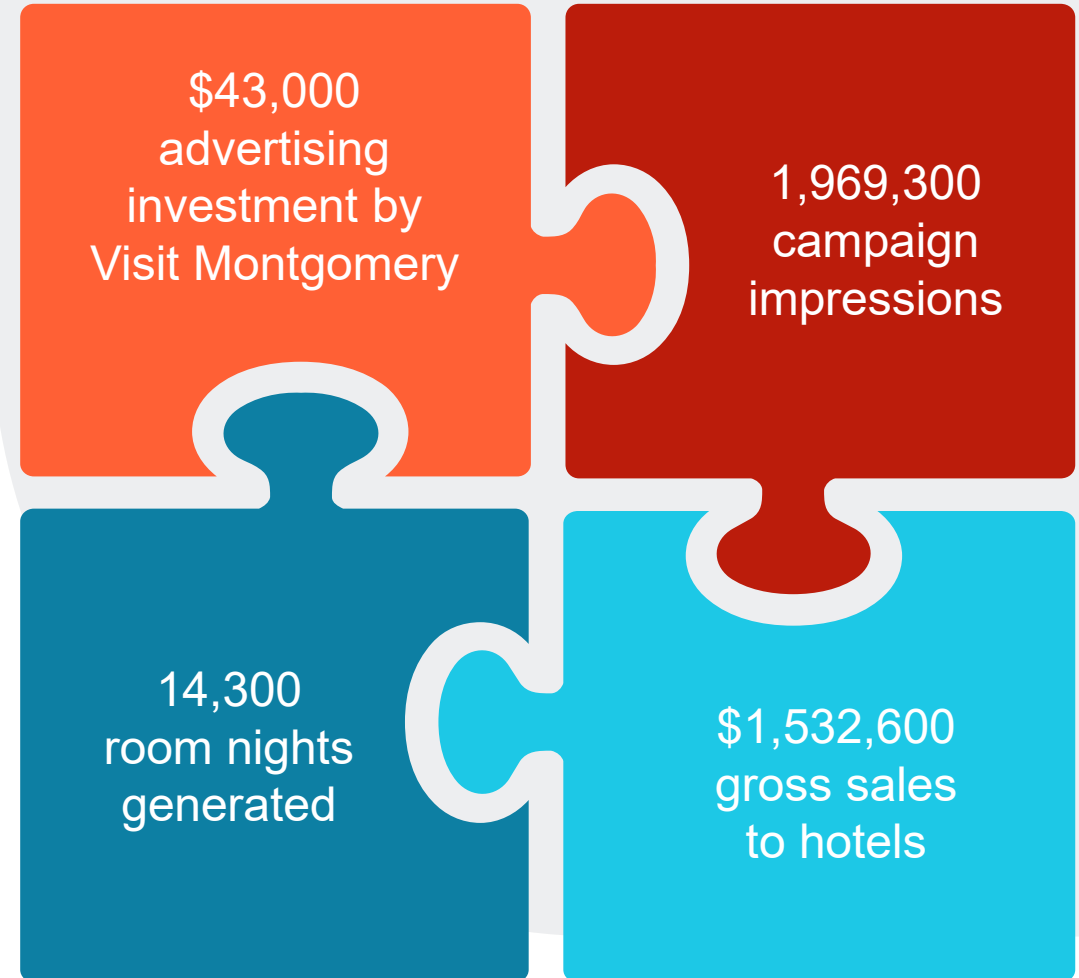
The campaign duration occurred in two phases to maximize market share opportunities.

- Phase 1: May 2021 – July 2021.
- Phase 2: November 2021 – December 2021

Objectives:

- Support all Montgomery County hotels in their recovery efforts in 2021 with digital advertising that would directly convert to overnight bookings and generate additional revenue.
- Capture a higher percentage of market share from people interested in traveling to the Washington, D.C. region and planning their trip through Expedia.com and/or Hotels.com.
- Build awareness of Montgomery County as a place to stay and explore when visiting the Washington, D.C. area.

Results



Public Relations: July 2021 – June 2022



\$1,387,700+

Advertising Equivalency Value of Press Coverage

- Fox 5 DC
- Baltimore Sun
- Convention South
- NBC 4
- WJLA ABC 7
- Fodors
- Thrillist
- US News & World Report
- WASH FM
- DC 101
- MarketWatch

Additionally, Visit Montgomery partnered with Washington Post, Northern Virginia Magazine and Baltimore Magazine on paid editorial opportunities.



Product Development & New Initiatives



MoCo Eats & Culinary Cultural Initiative

Program launched in 2020 as a restaurant directory and has since expanded into a dedicated brand, including an annual MoCo Eats Week.



Tastemakers Trail

Dedicated to promoting Montgomery County's thriving craft beverage makers and venues. Program features 20+ breweries, wineries, distillery, cidery, meadery and coffee roasters.



Museum Month

Launched the first pilot of a month-long promotional initiative dedicated to driving awareness of Montgomery County's extensive network of museums and galleries.



Adventure Planner App

Available on Apple and Google Play stores, the new app is designed to provide an itinerary planning and discovery tool for residents and visitors.

Strategic Collaborations

Visit Montgomery fostered and developed strategic collaborations that help support and expand Visit Montgomery’s mission to promote Montgomery County as destination with a wide-range of experiences available for residents and visitors to enjoy.

Notable Projects & Programs:

- **Explore Rockville:** Launched a dedicated website for promoting things to do in Rockville, in partnership with Rockville Economic Development, Inc. (REDI).
- **Museum Month & Heritage Days:** Collaborated with Heritage Montgomery to create Museum Month and expand awareness of Heritage Days.
- **MoCo Farm Tour:** Partnered with Montgomery County Office of Agriculture to include Farm Tour businesses on the Visit MoCo Adventure Planner App.
- **Germantown Microsite:** Worked closely with UpCounty Regional Services Center and local stakeholders to develop a Germantown focused website on the Visit Montgomery network.



Awards & Accolades

For the past two years, Visit Montgomery lead a collaborative marketing committee in partnership with Allegany, Washington, and Frederick counties to create a distinctive tourism brand and promotional program that encourages residents and visitors to explore the 184.5-mile C&O Canal National Historical Park, surrounding communities, attractions and small businesses.

This marketing partnership resulted in new tourism experiences such as the C&O Canal Libations Trail, more than 30 media articles, several hosted media visits including a virtual group media event, and an increase in visitation moving the C&O Canal National Historical Park to the 8th most visited national park in the USA during 2020 (up from #12).

During the 40th Annual Maryland Tourism & Travel Summit (MTTS), Visit Montgomery received two tourism achievement awards in the categories of Leveraging Partnerships from the Maryland Office of Tourism and Collaborative Partnership from the Maryland Tourism Coalition.

Award Descriptions:

- **Maryland Tourism & Tourism Summit Awards:** Collaborative Partnership
Presented by: Maryland Tourism Coalition
- **Destination Maryland Tourism Awards:** Leveraging Partnerships
Presented by: Maryland Office of Tourism, Maryland Department of Commerce





Montgomery, MD
VISIT MONTGOMERY

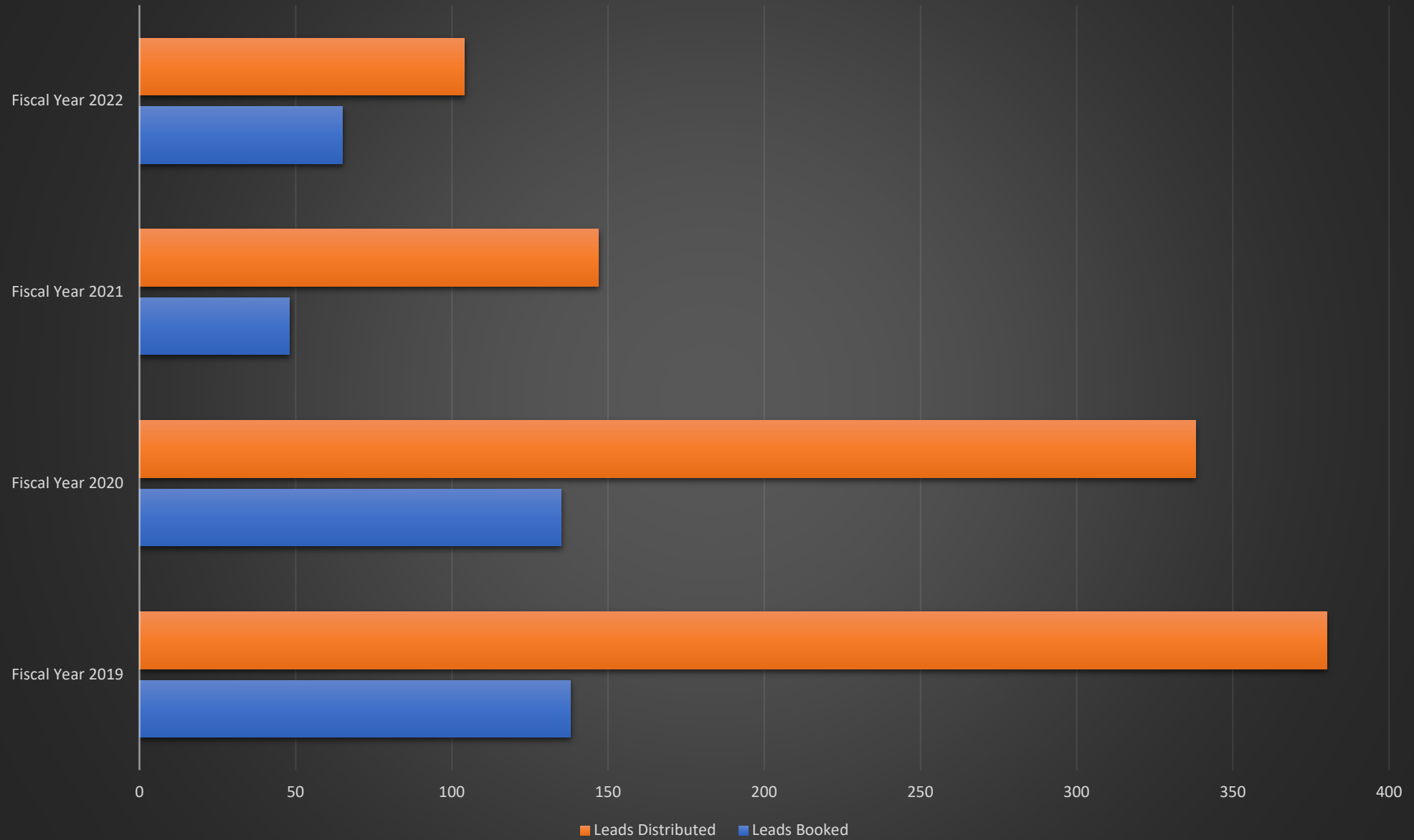
Sales Division

Reflection & Wrap Up

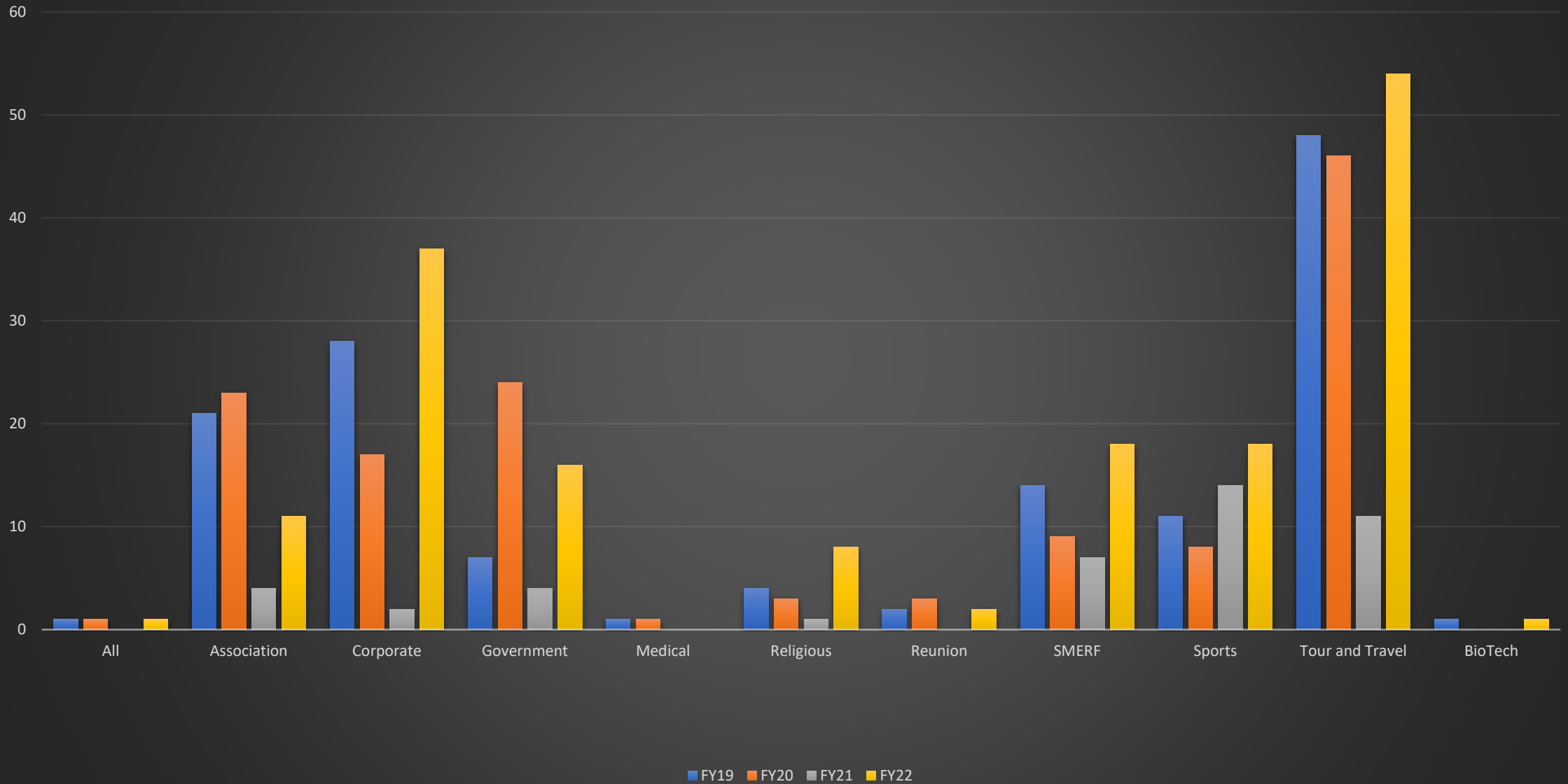
Sales Leads & Booking Production

Lead Production Detail	2019	2020	2021	2022
Leads	351	326	122	352
Room Nights	97,820	91,971	62,580	106,869
Economic Impact	\$ 14,006,141	\$ 19,304,828	\$ 13,900,197	\$ 22,631,677
Booking Production Detail	2019	2020	2021	2022
Bookings	120	129	34	166
Room Nights	20,881	20,174	28,049	35,615
Economic Impact	\$ 4,216,353	\$ 4,296,934	\$ 6,398,428	\$ 7,294,948

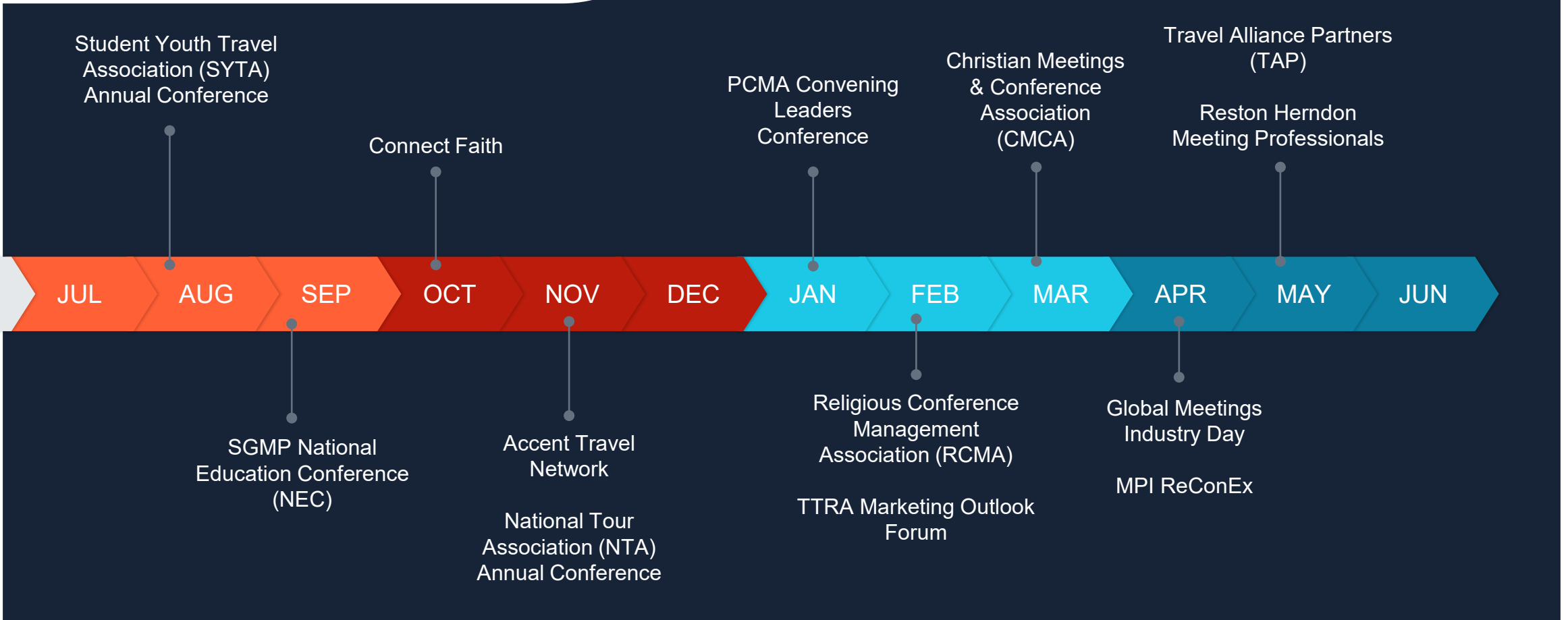
Destination Sales Activity



Sales - Bookings by Market Segment



Trade Shows Fiscal Year 2022



CVENT Booking Trends

Visit Montgomery Engagement

CVENT	July-June	July-June	July-June	July-June	% Change
Destination Statistics	2019	2020	2021	2022	YOY
DMO RFPs	156	150	70	184	163%
DMO Room Nights	56,733	50,390	43,622	64,362	47%
DMO RFP Value	\$ 28,926,036	\$ 23,281,609	\$ 15,685,740	\$ 25,142,287	60%
Awarded RFPs when DMO copied	41	33	6	70	112%
Awarded Room Nights when DMO copied	6,538	3,396	2,202	8,183	-31%

CVENT Booking Trends

Montgomery County Hotels

CVENT	July-June	July-June	July-June	July-June	% Change
Territory Statistics	2019	2020	2021	2022	YOY
Unique RFPs	1,283	981	290	670	135%
Unique Room Nights	282,444	217,958	106,687	195,683	87%
Unique RFP Value	\$ 111,525,876	\$ 92,520,713	\$ 42,149,377	\$ 777,746,706	87%
Awarded RFPs	362	287	90	168	87%
Awarded Room Nights	26,779	23,911	6,128	21,537	252%
Awarded Value	\$ 8,458,449	\$ 7,205,850	\$ 1,466,486	\$ 6,089,810	328%
Turn Down Rate	36%	37%	24%	32%	16%
%Turned Down when Planner Flexible	40%	26%	27%	32%	16%

Wells Fargo Championship - TPC Potomac at Avenel Farm May 2-8, 2022



KPMG Women's PGA Championship - Congressional Country Club June 21-26, 2022



Sales Sheets Tour Experiences & Meetings



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

Celebrate African American History & Heritage

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

TWO DAY SUGGESTED ITINERARY

Day 1

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

Day 2

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



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

Celebrating 50 Years as a National Park!

Who's ready for an adventure? As the C&O Canal National Historical Park celebrates its 50th year as a National Park in 2021. This 3-night and 3-day group itinerary was inspired by this incredible natural attraction and Montgomery County's many offerings in the area.

THREE DAY SUGGESTED ITINERARY

Day 1

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

Day 2

- Spend the morning at **Glenstone Museum** and lunch at the café.
- Head to **Strathmore** for a docent led tour of the Music Center and galleries in the Mansion.
- Enjoy a brewery tour and tasting at **Elder Pine Brewery & Blending**.
- Dinner and explore the grounds at **Silo Falls**.

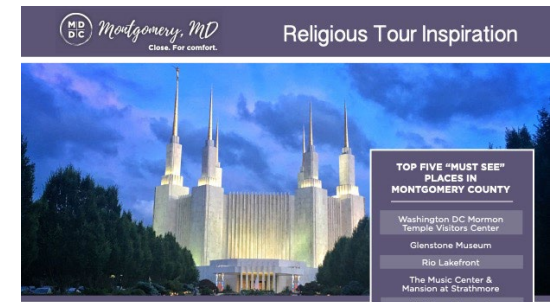
Day 3

- Venture to **The Family Room** for local shopping.
- Participate in a pick-your-own farm experience at **Butler's Orchard**.
- Complete your trip with gains at **Clarksburg Premium Outlets**.
- Enjoy lunch on your own.



Where to Stay

Montgomery County offers a wide selection of accommodations to fit the needs and preferences of any size group. Options include downtown locations with Metro access to the nation's capital, easy connections to the area's major highways, and within a short drive to local historic and rural attractions.



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

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

1. Cities You Know and Love

The county consists of several popular locations including Chevy Chase, Silver Spring, Gaithersburg, Germantown, Rockville and Bethesda, which was just named one of the Top 20 Best Places to live in the U.S. by Money Magazine.

2. Proximity to Baltimore, Annapolis, and Washington, DC

Montgomery County is located on the northern border of Washington, DC and on the border of Virginia. Baltimore is northeast, and Annapolis is directly east of the county. Communities with quick and close access to Washington, DC include Bethesda, Chevy Chase, Silver Spring, and Rockville.

3. Flights that Fit Your Needs

Perfectly situated in the center of three major airports—Ronald Reagan Washington National Airport (DCA), Washington Dulles International Airport (IAD), and Baltimore/Washington Thurgood Marshall International Airport (BWI)—your attendees will have no problem finding a flight that fits their needs.

4. Minutes by Metro

With a bulk of the Washington, DC Metro Red Line running through Montgomery County, your attendees are just minutes from area attractions, shopping, and dining located throughout the county. The Metro Red Line is also your attendees' direct link to The National Mall, monuments, Smithsonian museums, and other DC activities.

TOP FIVE "MUST SEE" PLACES IN MONTGOMERY COUNTY

- Washington DC Mormon Temple Visitors Center
- Glenstone Museum
- Rio Lakefront
- The Music Center & Mansion at Strathmore
- AFI Silver Theatre & Cultural Center

TOP FIVE EXCURSIONS TO WASHINGTON, DC

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

TOP FIVE PLACES TO EXPLORE BEFORE & AFTER YOUR CONFERENCE

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

MEET IN
Montgomery County
MARYLAND

GROUPS+MEETINGS

By the Numbers

- More than **50** Hotel & Meeting Facilities
- Over **970,000** sq. ft. of Meeting Space
- Nearly **10,000** Guest Rooms
- Over **1,000** Unique Culinary Experiences

Home to Key Federal Agency Headquarters

Montgomery County, Maryland is home to 18 major federal agency headquarters, numerous satellite offices of federal agencies, major educational institutions and support organizations. These include: NIH, the largest public funder of biomedical research in the world; FDA, an agency responsible for protecting the public health through numerous safety measures; and NIST, which works on smart power grids, electronic health records, measurements and more.

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

One-Stop-Shop for Meeting Assistance

Our Destination Sales Team assists with venue selection, room blocks, and making the connection with local hospitality and tourism partners to foster the economic impact in our community. As county experts, we are also a resource for offsite activities, FAM's, connection to local thought leaders, speakers and Community Service Agencies. Providing free support and collaboration with the meeting professional to meet objectives and business outcomes.

Contact:
Leila Beltramo, CGMP
Destination Sales Manager
240-641-4749
lbeltramo@visitmontgomery.com

Leading Bio Health Companies

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

Space and Technology: Hotel guest rooms are being used as office space.

By the Numbers

- More than **50** Hotel & Meeting Facilities
- Over **970,000** sq. ft. of Meeting Space

Montgomery, MD VISIT MONTGOMERY

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

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

THREE DAY SUGGESTED ITINERARY

Day 1

- Begin with a hearty breakfast at **Silver Diner** at Rio Lakefront.
- Explore at your leisure around **Rio Lakefront**.
- Continue your journey to **The Family Room** for unique, local gifts.
- Visit **Art of Fire** for a glass blowing demonstration by local artisans.
- Head to **Elder Pine Brewing** for a brewery tour and tasting.
- Enjoy a second brewery tour at **Brookville Bear Farm**.
- Conclude with a farm-to-table dinner at **The Manor at Silo Falls**.

Day 2

- Begin with a coffee tour at **Mayorga Organics**.
- Enjoy an art tour inside **The Mansion at Strathmore**.
- Visit **Kensington Antique Row** for shopping.
- Walk to **Frankly Pizza** for lunch.
- Spend the afternoon at **Brookside Gardens**.
- Enjoy a casual walk to **Silver Branch Brewing, Astro Lab Brewing and Denizens Brewing Company**.
- Dine at your leisure in **Downtown Silver Spring**.

Day 3

- Spend the morning touring **Black Hill Regional Park** and **Little Seneca Lake** aboard a pontoon boat.
- Head over to **Clarksburg Premium Outlets** for the latest bargains.
- Venture to **Butler's Orchard** for locally made goods at the farm market.
- Conclude with an evening of fun at **Topgolf** in Germantown.

Where to Stay

Montgomery County, Maryland offers a wide selection of accommodations to fit the needs and preferences of any size group. Options include downtown locations with Metro access to the nation's capital, easy connections to the area's major highways, and within a short drive to local historic and rural attractions.

Trade Association Affiliations & Accreditations



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

Accreditations

- Certified Student Travel Professional through SYTA (Student Youth Travel Association)
- University of South Florida Muma College of Business: Diversity, Equity and Inclusion in the Workplace certificate program
- University of South Florida Muma College of Business: Post Crisis Hospitality Management



Montgomery, MD
VISIT MONTGOMERY

Sports Tournaments

Soccer & Other Youth Sports

Youth Sports



EVENT NAME	SPORT	DATE	Room Night Pick Up
World Series of Lacrosse	Lacrosse	July 1-3, 2021	1,281
FLG in 3D	Lacrosse	July 9-11, 2021	916
Pinnacle Lacrosse Championships	Lacrosse	July 17-19, 2021	1,339
Discovery Cup	Soccer	October 8-11, 2021	675
Bethesda Soccer Club Girls Tournament	Soccer	November 12-14, 2021	2,445
Bethesda Soccer Club Boys Tournament	Soccer	November 19-21, 2021	3,141
MLS Next Qualifiers	Soccer	May 12-17, 2022	3,114
Potomac Soccer Association Memorial Tournament	Soccer	May 27-30, 2022	3,165
IWLCA Champions Cup	Lacrosse	June 17-19, 2022	3,645
Top of the Bay Laxin Out Loud	Lacrosse	June 24-26, 2022	392
Big Time Hoops DMV Challenge	Basketball	June 25-26, 2022	312
			20,425



Where We've Been

A Year in Review





Director of Sales Meeting Sept 2021

Connect Faith Show



C&O Canal Scenic Byways video shoot with Maryland Office of Tourism



Josiah Henson Museum
Opening

Awards Banquet Maryland Tourism &
Travel Summit



61 Vineyard Opening



Rock East District
Launch Event



Visit Montgomery
Holiday Party



AC by Marriott Downtown
Bethesda Hard Hat Tour



Responsible Hospitality
Institute Conference



Butler's Orchard Visit with Fox 5 DC

City of Gaithersburg Tourism Presentation



Landmade Brewing Tour with Roach from DC 101



Marketing Outlook Forum Board of Directors Meeting at Pinstripes

Visit Montgomery Board of Directors Annual Retreat Bethesda Marriott



Visit Montgomery/Alcohol Beverage Services Collaboration Meeting



Washington, DC Hispanic Chamber of Commerce Panel Discussion



Hotel Director of Sales Meeting with Visit Montgomery Destination Sales Managers



Bethesda North Marriott Hotel Celebration of National Cherry Blossom Festival



Washington DC Temple Rededication



Pride Month Flag Raising 2022



WUSA9 TV Interview During Museum Month



Partnership Event at True Food Kitchen



National Tourism Week Celebration



City Nations Place Conference



Bike to Work Day in Silver Spring



MoCo Eats Week Grand Prize Winner



Montgomery, MD
VISIT MONTGOMERY

Thank You

Visit Montgomery, MD
1801 Rockville Pike, Suite 320
Rockville, MD 20852
VisitMontgomery.com

Visit Montgomery
Income Statement - Disclosures Omitted
For the One Month and Year-to-Date Ended June 30, 2022

	June 30, 2022	Year to Date FY2022	FY 2022 Budget	Remaining FY 2022 Budget
Public Revenues				
Occupancy Tax	\$ 158,098.77	\$ 945,577.38	\$ 1,632,834.00	\$ 687,256.62
Occupancy Tax -Municipal	5,273.69	51,020.78	42,000.00	(9,020.78)
Maryland Tourism Grant	-	71,482.32	125,000.00	53,517.68
ARPA funding	56,069.50	687,346.61	-	(687,346.61)
PPP Loans Forgiven	-	245,104.00	-	(245,104.00)
Private Revenues				
Membership Dues	-	35,566.39	35,000.00	(566.39)
Membership Events	550.00	550.00	-	(550.00)
Interest Income	209.40	1,449.98	2,000.00	550.02
Miscellaneous Income	55,000.00	139,614.62	5,000.00	(134,614.62)
Marketing & Promotions Revenues				
On-Line Reservation Service	8,261.72	47,949.95	30,000.00	(17,949.95)
Cooperative Trade Shows	436.65	1,571.85	-	(1,571.85)
Coop Advertising/Print	-	2,300.00	10,000.00	7,700.00
Coop Advertising/Electronic	96.80	581.70	-	(581.70)
Total Revenues	283,996.53	2,230,115.58	1,881,834.00	(348,281.58)
Expenses				
Accounting	401.49	26,793.05	36,000.00	9,206.95
Advertising	37,209.96	167,495.45	125,000.00	(42,495.45)
Advertising/Electronic	126,516.03	347,786.19	240,000.00	(107,786.19)
Advertising/Production	-	-	30,000.00	30,000.00
Bank Charges	21.20	21.20	200.00	178.80
Depreciation/ADMIN	293.00	3,112.00	3,200.00	88.00
Dues/Subscriptions	1,202.00	10,346.94	7,900.00	(2,446.94)
Dues/Subscriptions (M)	-	346.14	1,500.00	1,153.86
Dues/Subscriptions (S)	700.00	5,988.77	5,000.00	(988.77)
Finance Charges	-	1,384.10	-	(1,384.10)
Insurance/Commercial & Board	166.82	4,324.94	4,700.00	375.06
Insurance/Board Liability	-	885.08	-	(885.08)
Insurance/Employee Health	2,837.60	28,706.00	42,000.00	13,294.00
Legal Counsel	441.75	3,558.76	12,000.00	8,441.24
Maintenance/Rent	5,397.03	64,553.76	70,000.00	5,446.24
Membership Marketing/Events	-	3,125.26	10,000.00	6,874.74
Miscellaneous/Mileage	161.46	4,068.11	9,444.00	5,375.89
Miscellaneous/Mileage (M)	1,573.59	3,896.43	6,000.00	2,103.57
Miscellaneous/Mileage (S)	1,566.88	6,590.80	6,000.00	(590.80)
Postage/Shipping/ADMIN	2,722.37	33,700.65	25,000.00	(8,700.65)
Publications/Collateral	115.08	3,553.03	45,000.00	41,446.97
Publications/Collateral (M)	-	1,950.00	-	(1,950.00)
Promotions/ PR	12,144.79	36,551.27	28,600.00	(7,951.27)
Professional Development/ADMIN	925.00	8,758.08	5,000.00	(3,758.08)
Professional Development (M)	-	3,699.28	5,000.00	1,300.72
Professional Development (S)	-	1,841.52	2,500.00	658.48
Research	10,761.10	30,127.05	12,000.00	(18,127.05)
Taxes/Federal Unemployment	-	78.47	-	(78.47)
Taxes/State Unemployment	-	50.77	-	(50.77)
Salaries/ADMIN	45,417.34	596,960.26	646,000.00	49,039.74
Sales/Meetings & Conventions	131.82	19,092.97	65,000.00	45,907.03
Salaries/Bonus	5,000.00	8,484.33	10,000.00	1,515.67
Sales/Group Tour	964.11	10,191.63	20,000.00	9,808.37
Sales/Sports Marketing	-	2,500.00	15,000.00	12,500.00
Sports/Group Housing	57,634.78	90,660.20	15,000.00	(75,660.20)
Sales-Miscellaneous	7,555.95	35,442.59	39,324.00	3,881.41
Sales-Leisure	-	-	70,445.00	70,445.00
Sales/ Sports Market Bid Funds	-	3,500.00	-	(3,500.00)
Sales-Fam Tours & Sales Missio	-	515.48	25,000.00	24,484.52
Supplies/ADMIN	392.42	4,690.11	5,000.00	309.89
Scholarship/Gift Expense	-	6,000.00	6,000.00	-
Taxes/Payroll/ADMIN	4,138.77	42,364.88	50,000.00	7,635.12
Technical Support	8,421.98	79,115.41	74,521.00	(4,594.41)
Telecommunications/ADMIN	-	422.04	6,500.00	6,077.96
Telecommunications/Cellular	500.00	4,329.32	-	(4,329.32)
Web Site/Maintenance/Design	-	18,673.40	40,000.00	21,326.60
Special Projects	42,000.00	42,000.00	62,000.00	20,000.00
Total Expenses	377,314.32	1,768,235.72	1,881,834.00	113,598.28
Net Income (Loss)	\$ (93,317.79)	\$ 461,879.86	\$ -	\$ (461,879.86)

Fiscal Year 2024 Program Pillars

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

Advertising & Branding

Continue rollout of new Visit Montgomery logo, brand and messaging.

Implement advertising program, targeting drive and fly markets. Focus on Baltimore, Philadelphia and New York.

Develop new brand for Ag Reserve and rural areas.

Launch new branding for MoCo Eats, Tastemakers Trail & Adventure App.

Apply for agricultural tourism marketing grants for craft beverage and agritourism marketing.

Develop documentary style videos to promote rural small businesses.

Business & Community Engagement

Host small business event to align with Visit Montgomery's 40th anniversary.

Grow small business listings on Discover MoCo and MoCo Eats directories.

Continue regular regional center, urban district and stakeholder information sessions.

Sports Marketing

Continue partnership with Maryland SoccerPlex.

Develop welcome program for youth tournament attendees.

Public Relations

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

Sociable Economy

Develop "event central" microsite as a planning hub for events and festivals.

Create MoCo Eats & Tastemakers Trail advisory committees.

Groups & Meetings Marketing

Room Rebate Incentive Fund & Program.

Sponsorship of buyer & planner events

Wedding & social event marketing campaign.

Extend Your Trip campaign, bleisure marketing.

Diversity & Inclusion

Weave diversity & inclusion message throughout all marketing, promotions & initiatives.

Tourism Development & Destination Management

Host 2 retail motorcoach tours during July MoCo Farm Tour weekend.

Launch 65+ motorcoach tour pilot program & promotional campaign.

Develop family-friendly self-guided tourism trail.

Create "artisans & antiques" tourism trail.

Special Events Retention & Attraction

Cultivate National Cherry Blossom Festival / Montgomery in Bloom Initiative.

Create "Murals in Motion" event countywide event

Attract Food & Wine Festivals, Pop-Up Artisan Markets & Cultural Fairs



Metrics

Hotel Occupancy, Average Daily Rate, Occupancy Tax Collections, Impressions, website pageviews, social media engagement, and advertising performance.

Visit Montgomery
Income Statement - Disclosures Omitted
For the One Month and Year-to-Date Ended February 28, 2023

	February 28, 2023	Year to Date	FY 2023 Budget	Remaining FY 2023 Budget
Public Revenues				
Occupancy Tax	\$ 75,916.65	\$ 888,802.97	\$ 1,632,834.00	\$ 744,031.03
Occupancy Tax-Municipal	4,291.12	39,580.12	78,000.00	38,419.88
Mont Co Supplemental Funding	41,666.00	374,994.00	500,000.00	125,006.00
Maryland Tourism Grant	-	26,000.00	125,000.00	99,000.00
Private Revenues				
Membership Dues	174.48	53,154.34	45,000.00	(8,154.34)
Membership Events	-	-	5,000.00	5,000.00
Interest Income	1,651.72	8,682.38	-	(8,682.38)
Miscellaneous Income	-	32,456.72	4,000.00	(28,456.72)
Marketing & Promotions Revenues				
On-Line Reservation Service	(4,071.00)	87,950.89	25,000.00	(62,950.89)
Cooperative Trade Shows	-	14,712.30	-	(14,712.30)
Coop Advertising/Print	-	1,300.00	-	(1,300.00)
Coop Advertising/Electronic	-	-	6,000.00	6,000.00
Total Revenues	119,628.97	1,527,633.72	2,420,834.00	893,200.28
Expenses				
Accounting	1,786.00	26,275.60	41,000.00	14,724.40
Advertising	5,550.00	70,483.19	125,000.00	54,516.81
Advertising/Electronic	55,956.06	202,081.54	320,000.00	117,918.46
Advertising/Production	-	1,373.30	30,000.00	28,626.70
Bank Charges	120.00	754.00	250.00	(504.00)
Consulting/Management	3,000.00	3,000.00	15,000.00	12,000.00
Depreciation/ADMIN	318.00	2,310.00	3,500.00	1,190.00
Dues/Subscriptions	199.00	7,740.98	13,787.00	6,046.02
Dues/Subscriptions (M)	-	-	40,149.00	40,149.00
Dues/Subscriptions (S)	660.00	6,066.34	6,394.00	327.66
Finance Charges	-	1,051.33	-	(1,051.33)
Insurance/Commercial & Board	126.27	4,552.47	4,900.00	347.53
Insurance/Employee Health	4,998.34	24,541.24	45,000.00	20,458.76
Legal Counsel	-	-	12,000.00	12,000.00
Maintenance/Rent	5,526.75	53,788.19	70,000.00	16,211.81
Membership Marketing/Events	-	3,643.50	10,000.00	6,356.50
Miscellaneous/Mileage	254.48	4,058.83	10,000.00	5,941.17
Miscellaneous/Mileage (M)	441.86	2,374.58	5,536.00	3,161.42
Miscellaneous/Mileage (S)	376.63	3,821.83	6,000.00	2,178.17
Postage/Shipping/ADMIN	5,138.96	10,103.25	25,000.00	14,896.75
Publications/Collateral	-	3,131.89	45,000.00	41,868.11
Promotions/ PR	4,100.00	39,849.06	158,600.00	118,750.94
Professional Development/ADMIN	-	3,928.54	6,000.00	2,071.46
Professional Development (M)	-	5,496.84	6,000.00	503.16
Professional Development (S)	-	298.39	2,500.00	2,201.61
Research	-	6,296.40	59,200.00	52,903.60
Social Security	-	257.49	-	(257.49)
Salaries/ADMIN	56,883.76	419,884.49	833,520.00	413,635.51
Sales/Meetings & Conventions	13,266.14	70,121.07	75,000.00	4,878.93
Salaries/Bonus	1,000.00	6,500.00	-	(6,500.00)
Sales/Group Tour	-	8,463.29	26,514.00	18,050.71
Sports/Group Housing	-	5,249.77	15,000.00	9,750.23
Sales-Miscellaneous	-	30,561.35	31,312.00	750.65
Sales-Leisure	-	2,584.04	-	(2,584.04)
Sales/ Sports Market Bid Funds	3,500.00	3,500.00	15,000.00	11,500.00
Sales-Fam Tours & Sales Missio	-	2,967.40	25,000.00	22,032.60
Supplies/ADMIN	494.54	3,282.98	5,000.00	1,717.02
Scholarship/Gift Expense	-	-	6,000.00	6,000.00
Taxes/Payroll/ADMIN	4,249.85	24,478.31	72,480.00	48,001.69
Technical Support	1,909.98	19,463.37	26,692.00	7,228.63
Telecommunications/Cellular	492.16	3,776.48	6,500.00	2,723.52
Web Site/Maintenance/Design	1,859.00	9,340.25	50,000.00	40,659.75
Special Projects	-	-	172,000.00	172,000.00
Total Expenses	172,207.78	1,097,451.58	2,420,834.00	1,323,382.42
Net Income (Loss)	\$ (52,578.81)	\$ 430,182.14	\$ -	\$ (430,182.14)

DEPARTMENT OF FINANCE, TREASURY DIVISION
 PAYMENT TO CONFERENCE AND VISITORS BUREAU
 FY23

Room Rental Transient Tax Collections/Payment to CVB						Airbnb			
RRIT Tax Revenue Month	Payable to County by Last Day of Month	Pay 7% to CVB	Tax Return \$ Calculation (Current + Prior Filings - TP - Penalty - Interest)	7% = CVB Payment	Total Room Revenue	LESS Non-Transients	Net Transient Revenues	Total Collected from Airbnb (7% of Net Transient Revenues)	
JUL	AUG	SEP	\$ 1,697,197.86	\$ 118,803.85	\$ 1,537,010.46	\$ 351,619.68	\$ 1,185,390.78	\$ 82,977.35	
AUG	SEP	OCT	\$ 1,243,638.92	\$ 87,054.72	\$ 1,965,978.22	\$ 557,796.42	\$ 1,408,181.80	\$ 98,572.73	
SEP	OCT	NOV	\$ 1,874,871.91	\$ 131,241.03	\$ 1,819,118.03	\$ 408,348.12	\$ 1,410,769.91	\$ 98,753.89	
OCT	NOV	DEC	\$ 1,865,933.64	\$ 130,615.35	\$ 1,604,202.12	\$ 373,028.43	\$ 1,231,173.69	\$ 86,182.16	
NOV	DEC	JAN	\$ 1,573,874.51	\$ 110,171.22	\$ 1,385,412.66	\$ 382,576.57	\$ 1,002,836.09	\$ 70,198.53	
DEC	JAN	FEB	\$ 1,298,809.22	\$ 90,916.65	\$ 1,356,219.01	\$ 448,397.17	\$ 907,821.84	\$ 63,547.53	
JAN	FEB	MAR	\$ 1,053,910.17	\$ 73,773.71	\$ 1,976,206.17	\$ 595,255.67	\$ 1,380,950.50	\$ 96,666.54	
FEB	MAR	APR	\$ 1,186,933.08	\$ 83,085.32	\$ 2,110,129.65	\$ 563,141.64	\$ 1,546,988.01	\$ 108,289.16	
MAR	APR	MAY	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
APR	MAY	JUN	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
MAY	JUN	JUL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
JUN	JUL	AUG	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
TOTALS:			\$ 11,795,169.30	\$ 825,661.85	\$ 13,754,276.32	\$ 3,680,163.70	\$ 10,074,112.62	\$ 705,187.88	

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

Fiscal Year 2024 Budget - DRAFT

REVENUES	FY 2023	FY 2024	INC/DEC
Montgomery County Hotel Tax/Base Budget	\$ 1,632,834	\$ 2,132,834	\$ 500,000
Montgomery County Supplemental	\$ 500,000	\$ -	\$ (500,000)
Montgomery County Inflationary Adjustment	\$ -	\$ 63,935	\$ 63,935
Municipal Hotel Tax	\$ 78,000	\$ 72,000	\$ (6,000)
MD Office of Tourism Marketing Grant	\$ 125,000	\$ 135,000	\$ 10,000
Partnership Dues/Events	\$ 50,000	\$ 55,000	\$ 5,000
Sports Housing Service	\$ 25,000	\$ 20,000	\$ (5,000)
Marketing Cooperative Programs	\$ 6,000	\$ 4,000	\$ (2,000)
Miscellaneous Income-Sales Cooperatives	\$ 4,000	\$ 3,000	\$ (\$1,000)
TOTAL	\$ 2,420,834	\$ 2,485,769	\$ 64,935
EXPENSES - OPERATING/ADMINISTRATIVE	FY 2023	FY 2024	INC/DEC
Accounting/Payroll Services/Bank Charges	\$ 41,250	\$ 43,250	\$ 2,000
Depreciation	\$ 3,500	\$ 3,500	\$ -
Dues/Subscriptions	\$ 13,787	\$ 14,000	\$ 213
Insurance - Board + other Liability	\$ 4,900	\$ 5,900	\$ 1,000
Insurance - Employee Health	\$ 45,000	\$ 45,000	\$ -
Legal Counsel	\$ 12,000	\$ 12,000	\$ -
Miscellaneous Mileage Expense	\$ 10,000	\$ 11,000	\$ 1,000
Rent	\$ 70,000	\$ 70,000	\$ -
Professional Development	\$ 6,000	\$ 6,500	\$ 500
Supplies	\$ 5,000	\$ 5,000	\$ -
Telecommunications	\$ 6,500	\$ 6,500	\$ -
Salaries/Payroll Taxes/Retirement	\$ 906,000	\$ 933,000	\$ 27,000
Scholarship - Hospitality Students Montgomery College	\$ 6,000	\$ 6,000.00	\$ -
SUB-TOTAL	\$ 1,129,937	\$ 1,161,650	\$ 31,713
EXPENSES - MARKETING	FY 2023	FY 2024	INC/DEC
Advertising - Print	\$ 125,000	\$ 135,000	\$ 10,000
Advertising - Digital/Radio	\$ 320,000	\$ 340,000	\$ 20,000
Advertising Design + Photography + Video	\$ 30,000	\$ 45,000	\$ 15,000
Consulting/Management	\$ 15,000	\$ 30,000	\$ 15,000
Staff Miscellaneous/Mileage	\$ 5,536	\$ 6,000	\$ 464
Dues/Subscriptions	\$ 40,149	\$ 45,000	\$ 4,851
Professional Development	\$ 6,000	\$ 6,000	\$ -
Membership/Partnership Events	\$ 10,000	\$ 10,000	\$ -
SUB-TOTAL	\$ 551,685	\$ 617,000	\$ 65,315
EXPENSES - MARKETING	FY 2023	FY 2024	INC/DEC
Postage	\$ 25,000	\$ 25,000	\$ -
Publications Design and Printing	\$ 45,000	\$ 45,000	\$ -
Promotions and Public Relations	\$ 158,600	\$ 162,000	\$ 3,400
Research	\$ 59,200	\$ 80,000	\$ 20,800
Website Maintenance/Design	\$ 50,000	\$ 55,000	\$ 5,000
Special Projects	\$ 172,000	\$ 75,000	\$ (97,000)
Technical Support - CRM/Sales Prospecting Tools	\$ 26,692	\$ 45,000	\$ 18,308
SUB-TOTAL	\$ 536,492	\$ 487,000	\$ (49,492)
EXPENSES - DESTINATION GROUP SALES	FY 2023	FY 2024	INC/DEC

Dues/Subscriptions	\$ 6,394	\$ 7,000	\$ 606
Meetings and Conventions Trade Shows/Sponsorships	\$ 75,000	\$ 85,000	\$ 10,000
Group Tour Trade Shows/Sponsorship	\$ 26,514	\$ 27,000	\$ 486
Familiarization Tours & Sales Missions	\$ 25,000	\$ 30,000	\$ 5,000
Professional Development	\$ 2,500	\$ 2,500	\$ -
Staff Miscellaneous/Mileage	\$ 6,000	\$ 6,000	\$ -
Sports Marketing Bid Fees/Grants	\$ 15,000	\$ 15,000	\$ -
Sports Housing Service Expense	\$ 15,000	\$ 12,000	\$ (3,000)
Miscellaneous	\$ 31,312	\$ 35,619	\$ 4,307
SUB-TOTAL	\$ 202,720	\$ 220,119	\$ 17,399
GRAND TOTAL	\$ 2,420,834	\$ 2,485,769	\$ 64,935

Visit Montgomery's

Community Report On Tourism Update Addendum



**VISIT
MONTGOMERY**
MARYLAND'S CULTURAL CAPITAL™

Mid-Fiscal Year 2023: January – March 2023



Kelly Groff
President & CEO



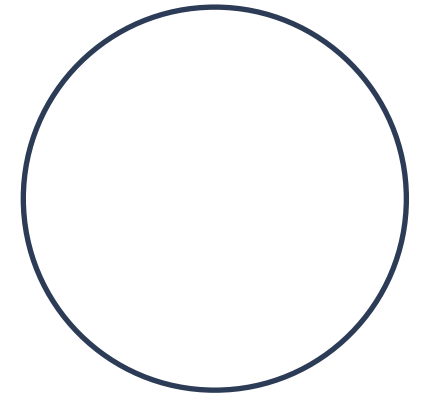
Cory Van Horn
Chief Strategy Officer



Leticia Engel
Marketing Manager



Yodit Kirubel
Community Engagement &
Partnership Manager



Open Position
Communications Coordinator



Lee Callicutt
Destination Sales Manager



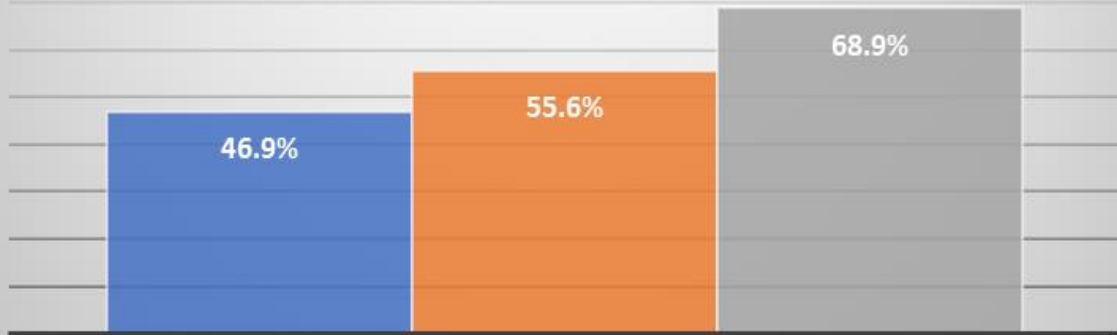
Trek Bookter
Destinations Sales Manager

Contracted Administrative Support
Bookkeeper, Design and Website Development

2023 Lodging Report First Quarter Highlights

January – March 2023

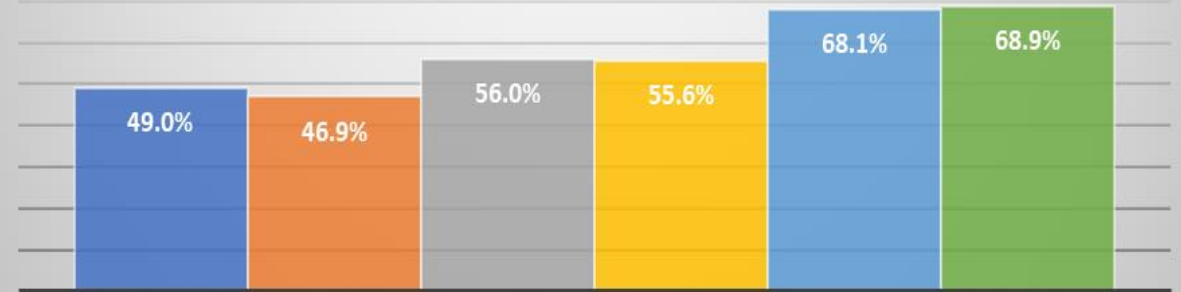
Hotel Occupancy January - March 2023



MONTGOMERY COUNTY

■ Jan-23 ■ Feb-23 ■ Mar-23

Montgomery County Hotel Occupancy January-March 2019 vs. 2023



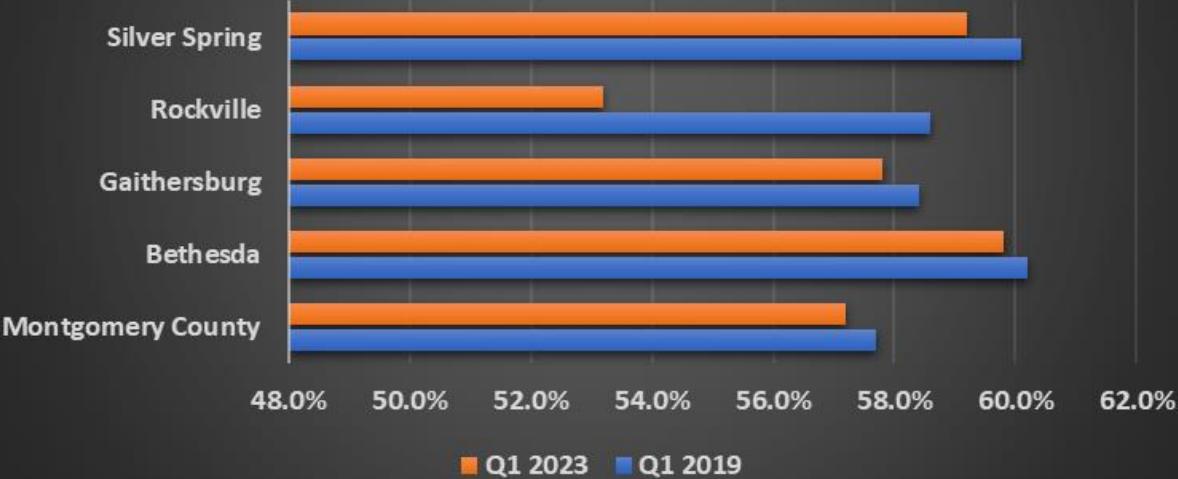
MONTGOMERY COUNTY

■ Jan-19 ■ Jan-23 ■ Feb-19 ■ Feb-23 ■ Mar-19 ■ Mar-23

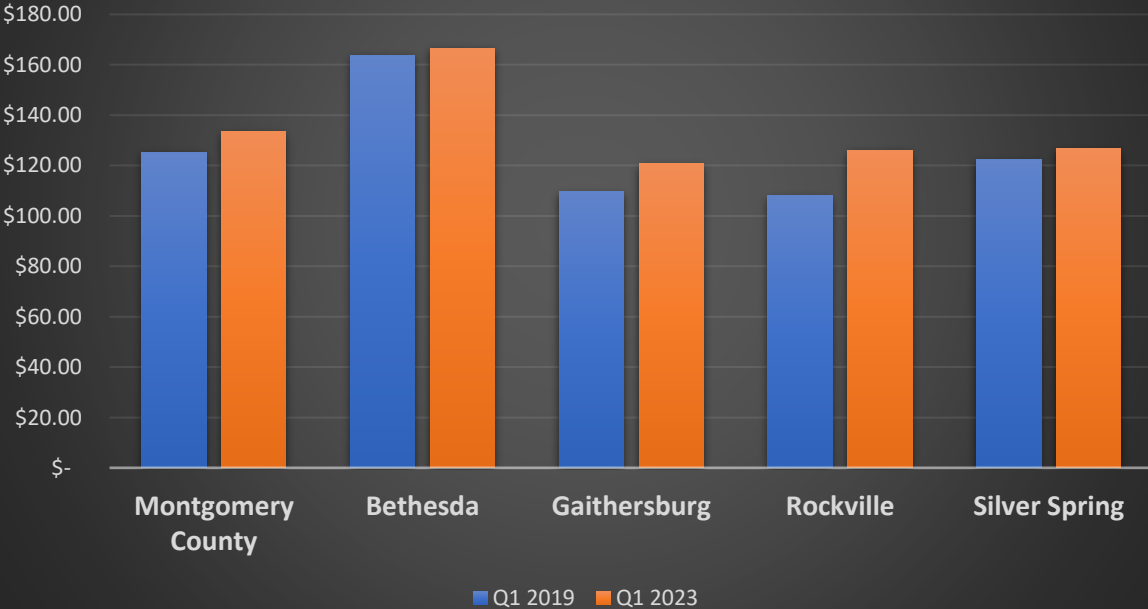
Hotel occupancy countywide has steadily increased in FY 2023. In March 2023, hotel occupancy exceeded 2019 levels.

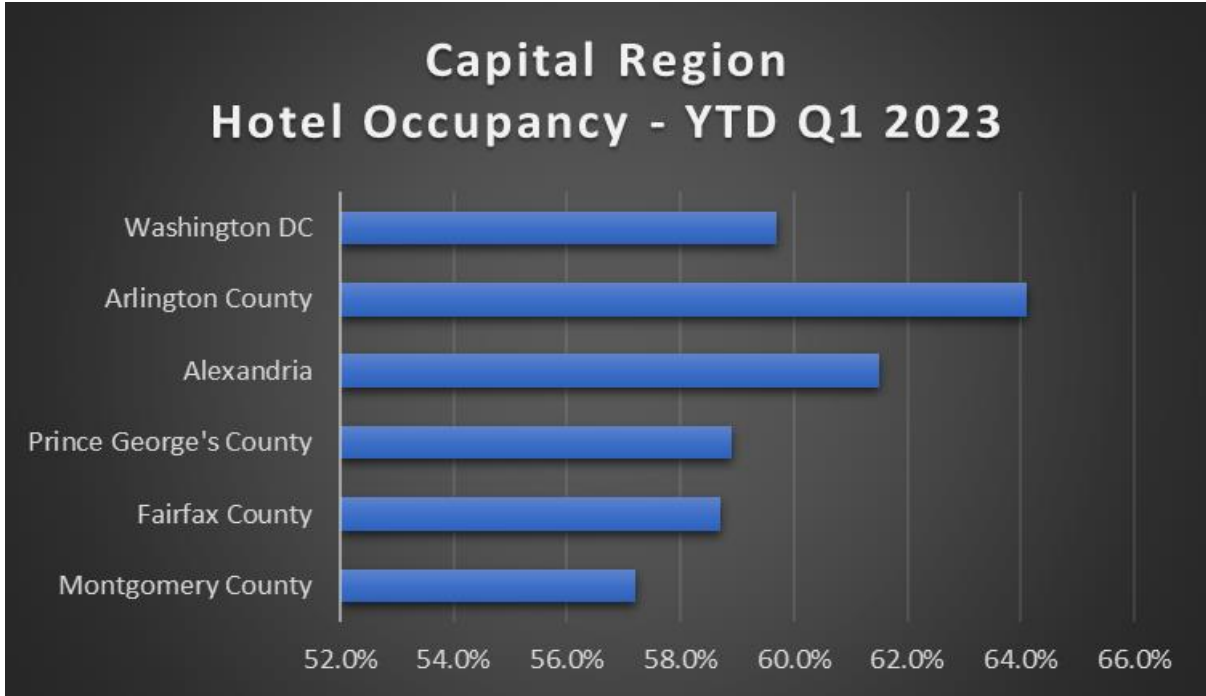
In Quarter 1 of 2023, occupancy by community is continuing to improve from the same period in 2019. Hotel Average Daily Rate (ADR) for Q1 exceeded the ADR for Q1 2019.

Hotel Occupancy by Community Q1 - January to March Comparing 2019 to 2023



Hotel ADR by Community Q1 - January to March Comparing 2019 to 2023





In the Capital Region, Montgomery County hotel industry occupancy and average daily rate (ADR) is trailing behind other jurisdictions. Staff attributes much of this to the continued stalling of business transient and business meeting activities associated with the federal agencies headquartered in Montgomery County.

Airbnb Performance

March 2023 vs March 2022

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
21,161	27,966	32.2%	11,252	14,596	29.7%	1,409,011	2,240,563	59.0%

Last Twelve Months March 2023 vs Last Twelve Months March 2022

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
235,860	309,567	31.3%	126,846	172,994	36.4%	16,729,753	26,455,364	58.1%

In comparing the month of March 2022 to March 2023, revenues for Airbnb hosting in Montgomery County has increased 59%.

Comparing twelve months, March 2022 to March 2023, overall revenues have increased 58.1%

Fiscal Year 2023 – 3RD Quarter

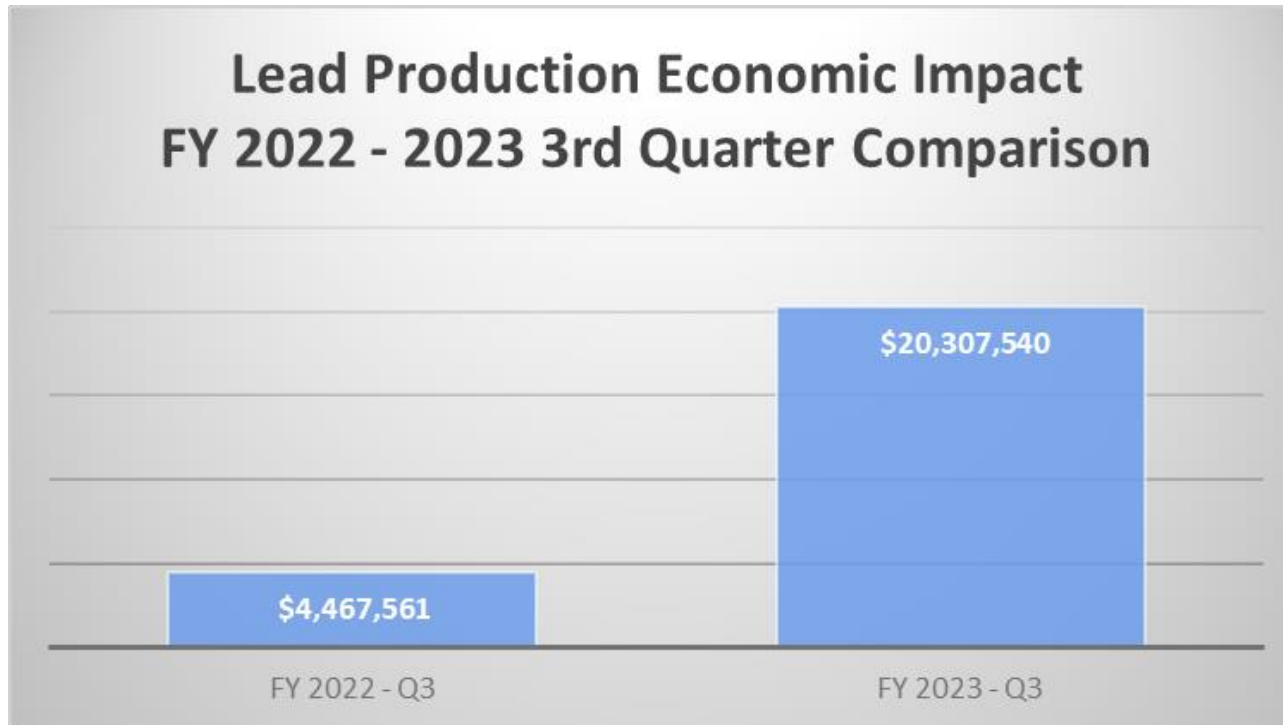
Sales Production Report

January – March 2023

Lead Production Report

Fiscal Year 2023 3rd Quarter

Lead Production Detail	FY 2022 - Q3	FY 2023 - Q3
Leads	75	191
Room Nights	20,946	97,322
Economic Impact	\$ 4,467,561	\$ 20,307,540



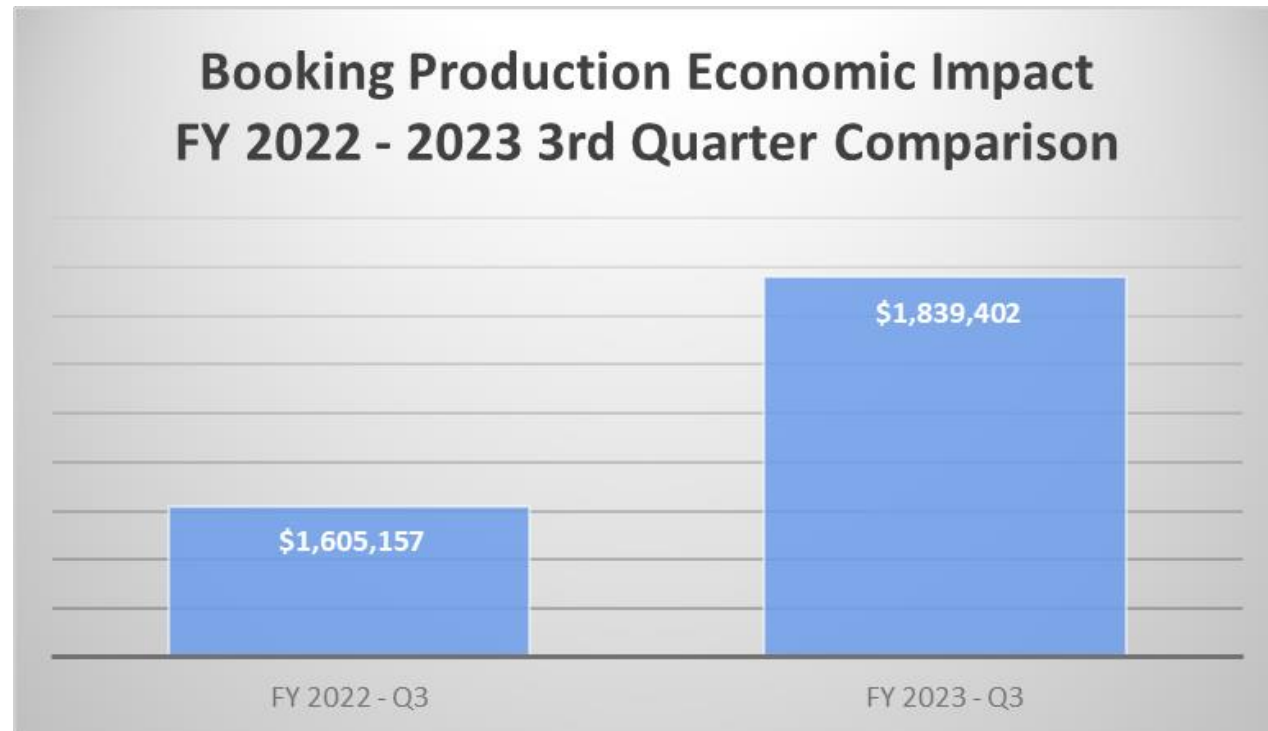
Q3 TOP MARKET SEGMENTS

Tour and Travel – 57
Corporate – 29
Association - 23

Booking Production Report

Fiscal Year 2023 3rd Quarter

Booking Production Detail	FY 2022 - Q3	FY 2023 - Q3
Bookings	22	31
Room Nights	6,900	8,694
Economic Impact	\$ 1,605,157	\$ 1,839,402



Q3 TOP MARKET SEGMENTS

Tour and Travel – 12
BioTech – 4
Sports – 4

Youth Sporting Tournaments & SoccerPlex Schedule

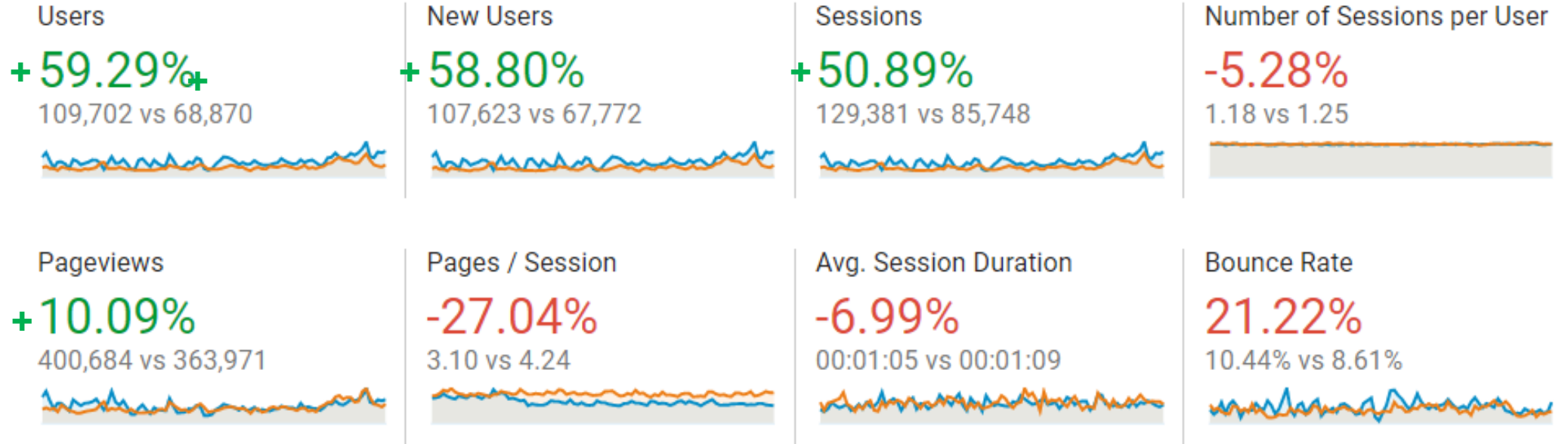


Event Name	Dates	2023 Actual/Expected Room nights
Potomac Presidents Day Cup	Feb 18-20, 2023	Less than 50
NSF President's Day Cup - Indoor	Feb 20, 2023	N/A
National Collegiate Rugby	April 28-30, 2023	4,000
USA Volleyball ID Event	May 5-7, 2023	600 (new event)
MLS (Major League Soccer) Next Qualifiers	May 11-16, 2023	3,500
Potomac Memorial Soccer Tournament	May 26-29, 2023	3,500
Mid-Atlantic Cup	June 10-12, 2023	300
IWLCA (Intercollegiate Women's Lacrosse)	June 16-18, 2023	4,000
Laxin Out Loud Lacrosse Tournament	June 24-26, 2023	450
Naptown Challenge	June 26-27, 2023	1,200
Crossover Hoops (Basketball)	July 8-9, 2023	200
Pinnacle Lacrosse	July 15-16, 2023	1,500
August Cup Soccer Tournament	August 26-27, 2023	100
Rush For The Cup Soccer Tournament	Sept. 2-3, 2023	100
Discovery Cup Soccer Tournament	October 7-9, 2023	1,200
Big East Womens Championship	November 1-6, 2023	250
Big East Mens Championship	November 8-12, 2023	250
Bethesda Girls Soccer Tournament -	November 10-12, 2023	3,700
Bethesda Boys Soccer Tournament	November 17-19, 2023	5,500
EDP Winter Showcase	Dec. 16-17, 2023	50

Fiscal Year 2023 – 3RD Quarter
Marketing Report

January – March 2023

WEBSITE MILESTONES: January – March 2023



Content

Blogs & Content		Events		Top Pages
84,722 Pageviews	-20.71%	67,903 Pageviews	+108.95%	Tastemakers Trail
0:32 Avg Session	+62.88%	1:04 Avg Session	-14.24%	Cherry Blossoms
0.37% Bounce Rate	+66.45%	49.55% Bounce Rate	-2.99%	Events



SOCIAL MEDIA FOLLOWING

- Facebook: 46,441
- Instagram: 13,968
- Twitter: 7,078
- LinkedIn: 835

Total Followers: 68,322

***Added 1,715
new followers in Q3***

@VisitMoCoEats Instagram and Facebook pages were launched in January 2023 dedicated to promoting Montgomery County's diverse restaurants and craft beverage producers.

EMAIL MARKETING

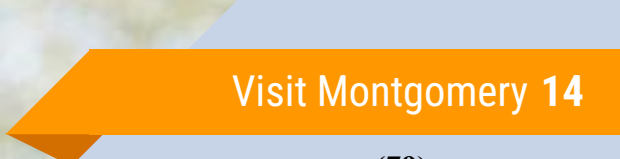
Consumer Metrics

- 119,816 Emails Sent
- 22% Open Rate
- 1% Click Rate

Industry Metrics

- 3,775 Emails Sent
- 37% Open Rate
- 12% Click Rate

**Total Subscribers:
75,284**



Advertising Channels & Media Partnerships

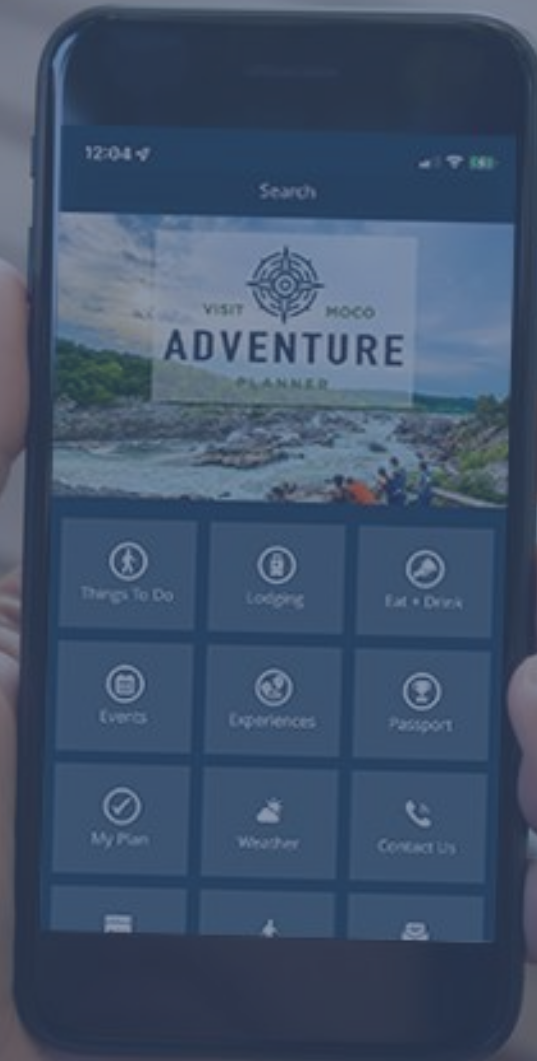
JANUARY – JUNE 2023



Visit Montgomery 15

VISIT MOCO ADVENTURE PLANNER APP

Discover attractions, parks, museums and historic sites. Find your next favorite restaurant, winery, brewery or coffee roaster. Check in and save with digital passports. View upcoming festivals and events. Create your own custom itinerary by adding sites to your account and plan the easiest route. Explore Montgomery County, Maryland.



PERFORMANCE METRICS SINCE LAUNCH

January – March 2023

- Total Users: 2,269
- Total Sessions: 2,212
- Avg. Session Duration: 2:19
- Pageviews: 12,487
- App Downloads: 380

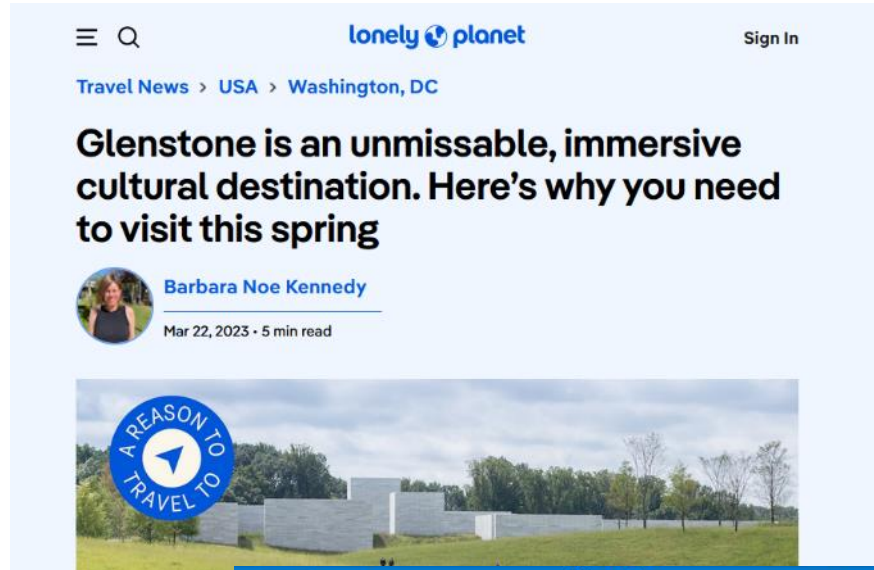
The App is available for download on Apple and Google Play stores by searching “Visit MoCo”.

Public Relations: January – March 2023

Media Outlets

- Fox 5 DC
- Bethesda Magazine
- Convention South
- Smart Meetings
- Baltimore Magazine
- Fodors
- Lonely Planet
- Federal News Network

- WUSA 9
- Newsday
- WASH FM
- DC 101
- Adventure Cyclist
- National Parks Magazine
- Washington Post



Uncover a heritage of heroes in Montgomery County, Maryland

Visit Montgomery 17

MOCO EATS PUBLIC RELATIONS UPDATE

- Launched @VisitMoCoEats Facebook & Instagram accounts. TikTok planned.
- 6 “edible deskside” meetings with local journalists. (3 completed, 3 planned)
- 9 iHeart Radio food drops for on air mentions. (6 completed. 3 planned)
- Wanderful Ladies influencer FAM planned for April 29. (10 participants)
- International Food, Wine & Travel Writers FAM for May/June. (4-6 participants)
- Foodie & The Beast interview completed March 18.
- Industry Night round table podcast interview completed April 12.



Fiscal Year 2023
Visit Montgomery's

Organizational Rebrand & Messaging Strategy

Methodology | Messaging | Creative Direction

Methodology

- Analyze Visit Montgomery's existing website metrics, current advertising performance, email marketing, and social media engagement to identify destination differentiators and opportunities.
- Cross-reference heritage areas, arts and humanities, C&O Canal Rockport Analytics, Maryland Office of Tourism Engaged Traveler Survey, and other studies to identify messaging that would resonate with target audiences.
- Implement a multi-phased launch plan to grow brand recognition and evolve based on performance.

Consistent Thread #1

Montgomery County's key destination differentiator is its **diversity**.

Consistent Thread #2

Montgomery County's experiences are **cultural**.



Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.

These attractions/products relate to a set of distinctive material, intellectual, spiritual, and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.

Source: World Tourism Organization (UNWTO)

Previous Logo



Montgomery, MD

VISIT MONTGOMERY

New Logo



**VISIT
MONTGOMERY**

MARYLAND'S CULTURAL CAPITAL™

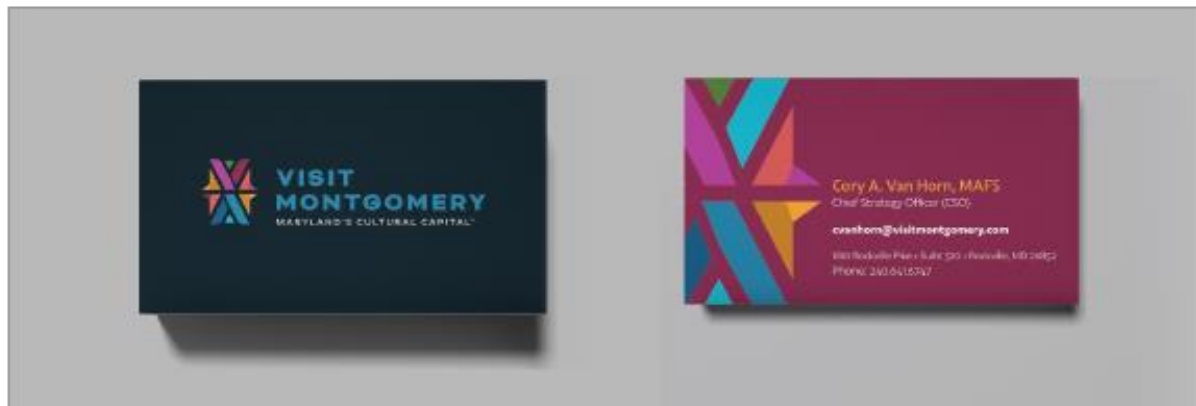
PRINT AD



SOCIAL MEDIA POST



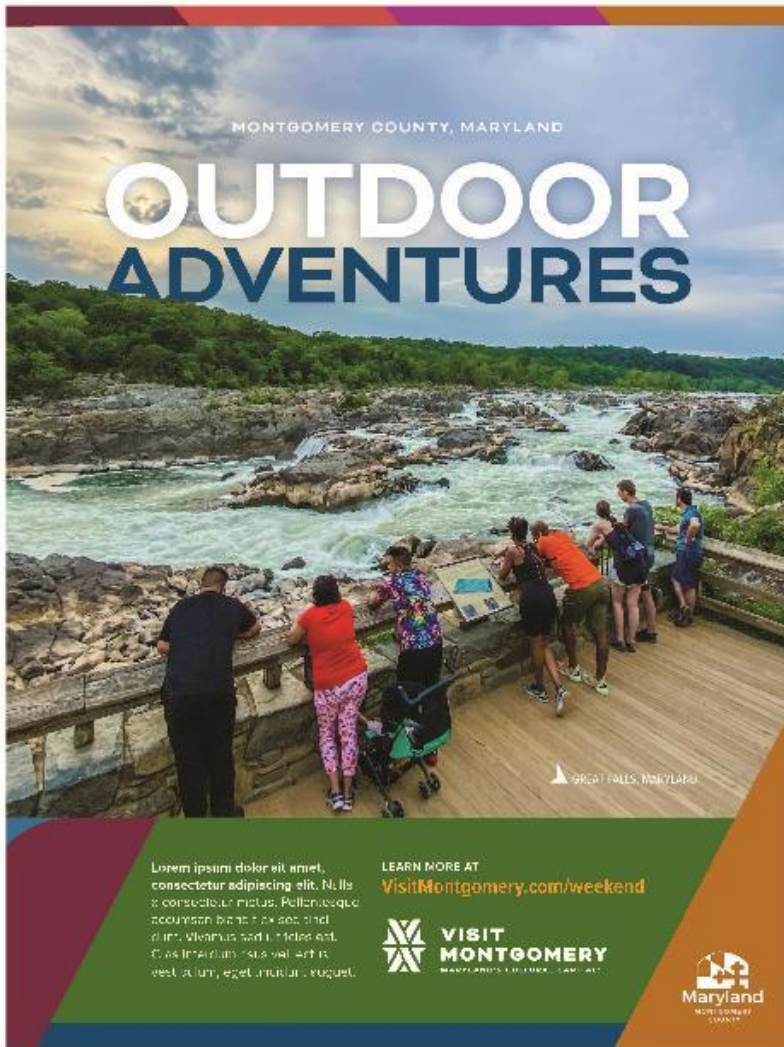
NEWSLETTER



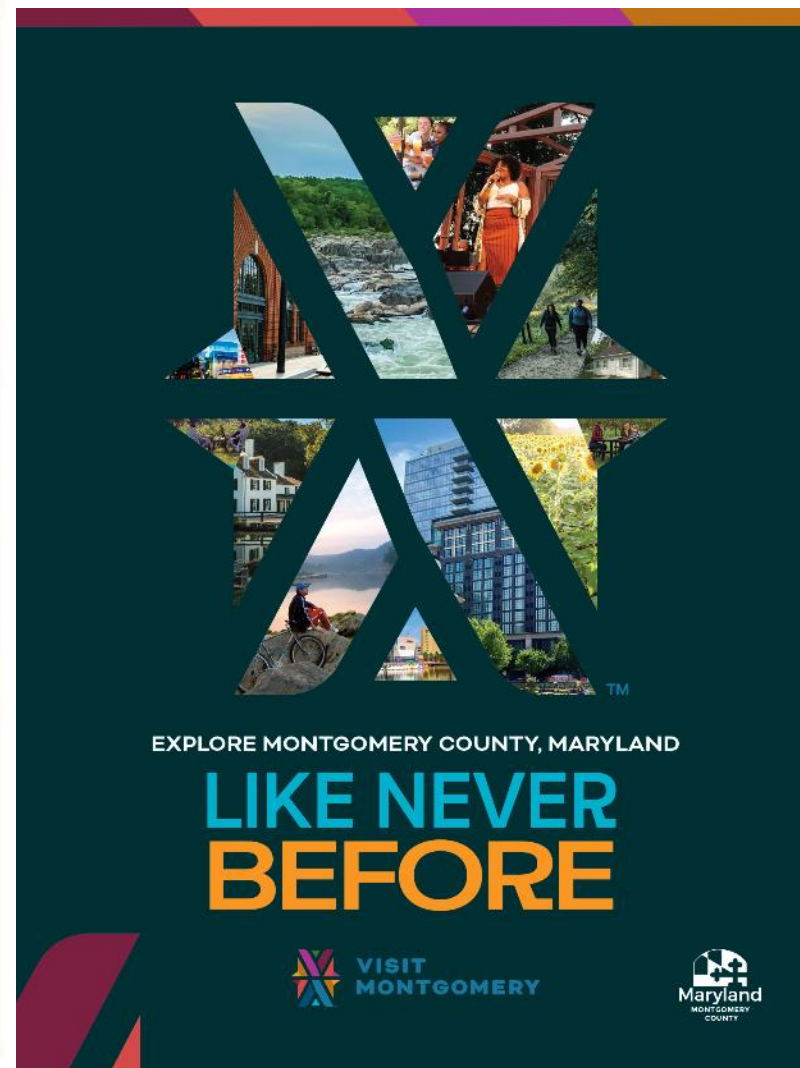
BUSINESS CARD



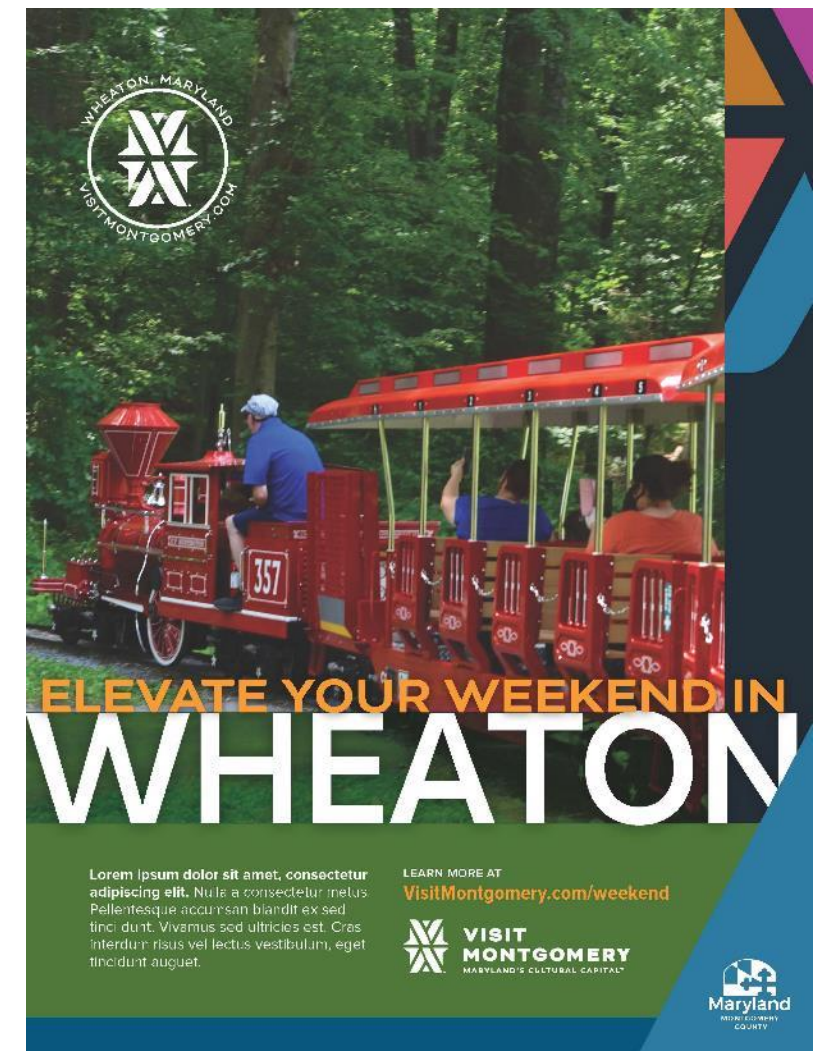
DIGITAL AD



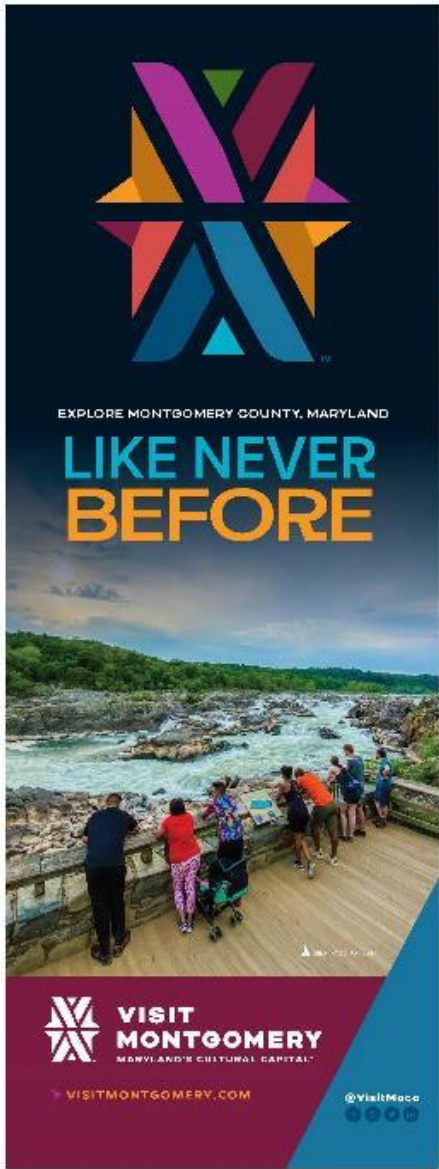
Themed Concept Advertising or Flyers



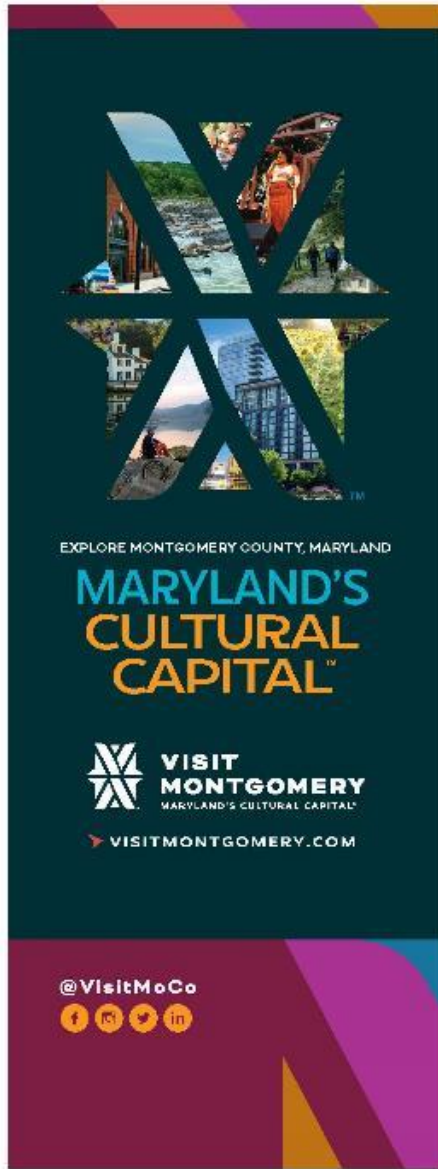
Windows Concept Advertising or Flyers



Location or Community Specific Concepts



Pop Up Banner Concepts



Notepad



Pocket Folder



Tradeshow Tablecloth



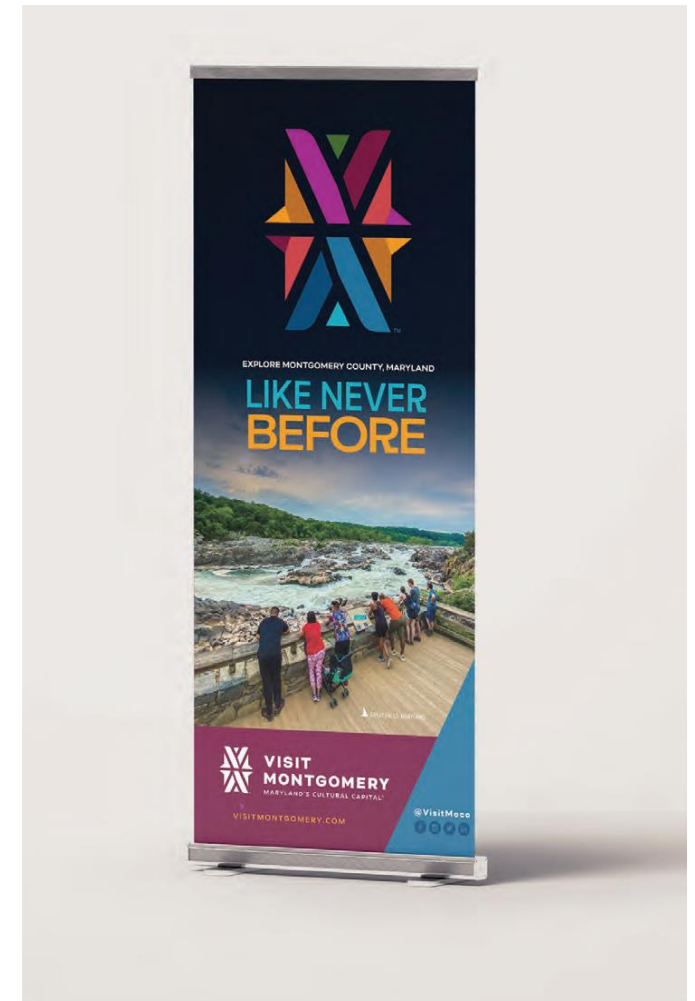
Rollout Plans

Soft Rollout of New Brand Began in April 2023

- Board Reveal: Friday, April 13
- Partnership & Stakeholder Announcement: Wednesday, April 19
- Logo Switchover Begins: Thursday, April 20.
- Logo Switchover Completes: Thursday, May 4
- Branding in Markets: New Placements Deploying in May

Feedback Sessions:

- Over 25 individual sneak peeks including stakeholders, regional centers, County Executive staff, Economic Development Committee Council Members and staff.
- 3 Maryland Office of Tourism sneak peeks including Tourism Development, Public Relations and Director.
- Conducted social media “pop up polls” to test diversity and cultural messaging.
- Adapting messaging as branding is deployed in markets.



Visit Montgomery Designates May as Discover MoCo Month

*Four Weeks Celebrating Montgomery
County's Entrepreneurial Spirit*

Discover MoCo Month – May 2023

Celebrating Montgomery County's
Entrepreneurial Spirit in Four Amazing Weeks

Shop MoCo Week

April 30 - May 6

National Small Business Week

MoCo Hotel Week

May 7 - 13

National Travel & Tourism Week

MoCo Eats Week

May 14 - 20

Third Annual MoCo Eats Week

**MoCo's Kick Off
to Summer Week**

May 21 - 31

Memorial Day Weekend



May is Discover MoCo Month

Four Amazing Weeks Celebrating **Montgomery County's** Entrepreneurial Spirit

With Discover MoCo Month just around the corner, May is a perfect time to explore Montgomery County like never before! Each week local businesses and hotels will offer special deals, discounts, and experiences to create the perfect weekend getaway - a short drive from Baltimore.

CHECK-IN TO WIN
using the Visit MoCo Adventure Planner app for a chance to win up to **\$2,000** in giveaways!

Shop MoCo Week
April 30 - May 6

MoCo Hotel Week
May 7 - May 13

MoCo Eats Week
May 14 - May 20

MoCo's Kick Off to Summer Week
May 21 - May 31

VISIT MONTGOMERY
MARYLAND'S CULTURAL CAPITAL™

DiscoverMoCoMD.com

LEARN MORE

Maryland
MONTGOMERY COUNTY

Advertisement Example

Promotional Reach

During Discover MoCo Month, Visit Montgomery will allocate funds toward targeted advertising campaigns across digital, print, and broadcast channels, including VisitMontgomery.com and other advertising partners. Take advantage of Visit Montgomery's extensive advertising efforts by participating in Discover MoCo Month!

Visibility

VisitMontgomery.com

1.5 million pageviews annually

Digital passport

57,000 pageviews

Digital, print, and broadcast
advertising reach

2 million impressions

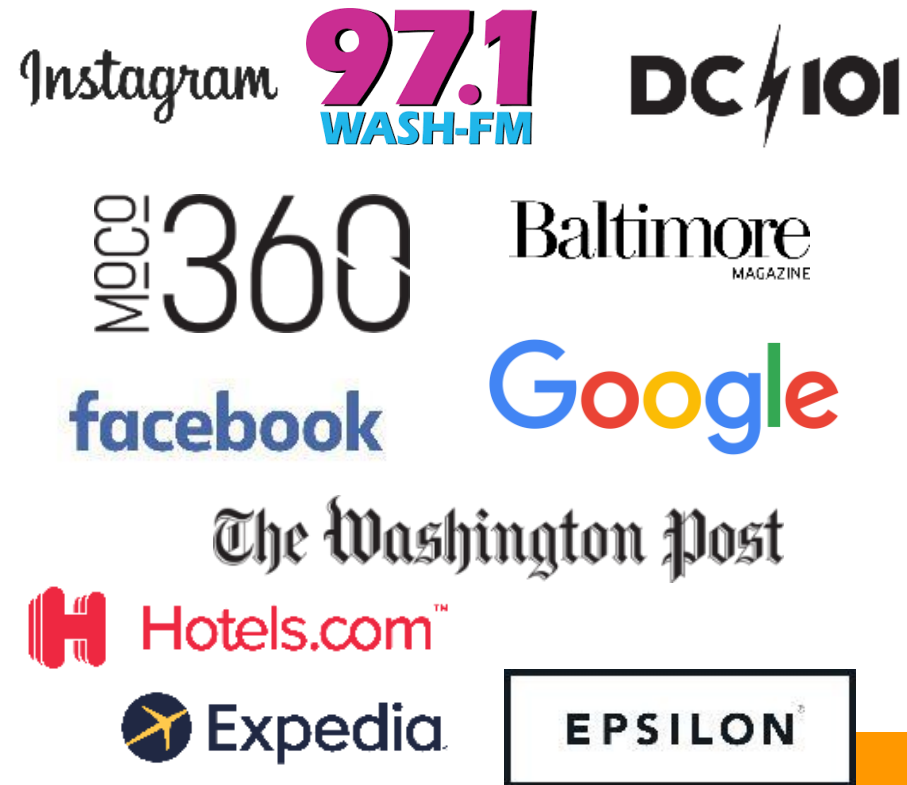
Social media reach

**1.1 million impressions, 68K
followers**

Consumer newsletter reach

40,000 subscribers

Advertising Channels



Planned Events



**Discover MoCo Month
Partnership Happy Hour**
Thursday, May 4, 2023 at 4:30 pm
True Respite Brewing Company

Heroes of Hospitality Award Nominations – Due by April 28

Montgomery County Council Proclamation – May 16

Thank You!

Contact:

Kelly Groff

Visit Montgomery

President & CEO

kgroff@visitmontgomery.com