




MARYLAND TOURISM DEVELOPMENT BOARD BUSINESS MEETING 1/20/22





AGENDA - Maryland Tourism Development Board General Business Meeting

- I. Welcome and Call Meeting to Order - Judy Bixler**
 - II. Roll Call**
 - III. Approval of Minutes (11/08/21)**
 - IV. Board Chair Update**
 - V. Executive Director Report - Liz Fitzsimmons**
 - VI. Closing Remarks - Judy Bixler**
 - VII. Adjournment**
- 



EXECUTIVE DIRECTOR REPORT

LIZ FITZSIMMONS
Managing Director



Tom Riford, Assistant Secretary





Brian Lawrence, Advertising & Content

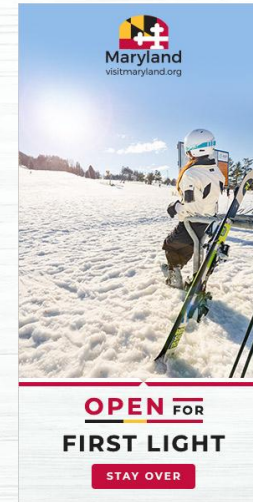


Advertising & Content

- Overview of upcoming advertising-- First Quarter and Spring/Summer campaigns. First Quarter campaign: \$100K budget; runs late Jan through early March. Close-in markets: DC/Maryland/PA.



Advertising & Content



- Spring/Summer campaign: Slated to run roughly late-April through mid-July; budget roughly \$2 million; in all markets, including NYC metro and Ohio. Early portion for travel inspiration; later portion for planning/booking.

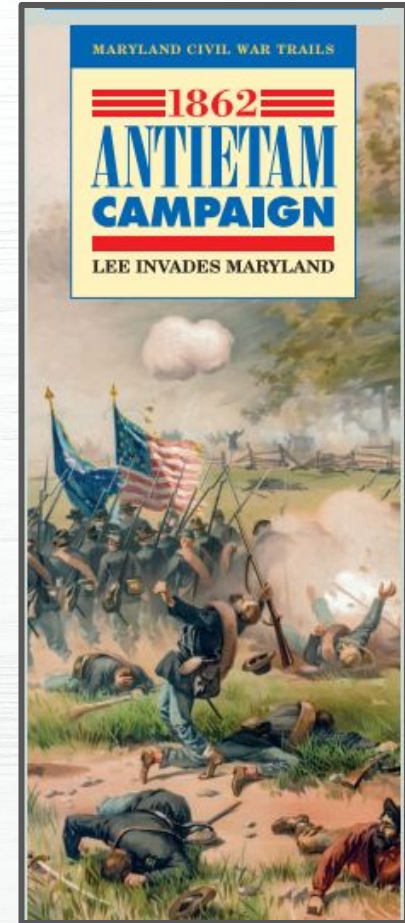


Marci Ross, Tourism Development

Product Development and Consumer Research

CB Storytellers 2.0 - RFP to help the industry learn who visits, why they visit and how they like to get their travel information

Civil War Trails 2.0 - Informal staff, stakeholder and field research will help develop formal consumer study to inform content delivery and story resonance



DMO Marketing Grants

Second Half FY22

- Most spending and OTD co-ops occurs between now and June 30
- Reimbursement Requests are reviewed and processed for payment
- CY 21 Qualifying Expenditure Reports are submitted and reconciled
- Post session, FY23 formula is developed and FY23 program documents are developed/distributed



OTD Print Co-op

Most Powerful UGRR Storytelling Destination in the World

Tubman 200 to International Underground
Railroad Month:

- Governor's Proclamation event planned for 2/16
- March Birthday "Celebration" at the HTUR State Park
- Programs new products and events being planned throughout the state to inspire travel to UGRR places
- Sept. IURM focus on Tubman
- Oct. release of MPT films regarding Tubman and Douglass

Honoring 200 Years of Harriet Tubman

BY ZORAIDA DIAZ

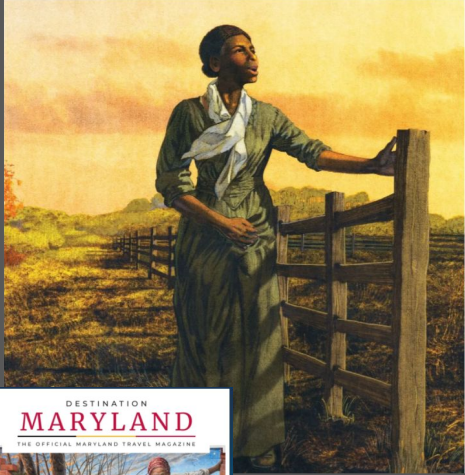


PHOTO: Illustration from the Harriet Tubman Underground Railroad State Park and Museum Center (Harriet Tubman Center) (Harriet Tubman Center)

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Bucktown Village

As I crossed the Bay Bridge over the adjoining Chesapeake Bay, I couldn't have predicted that the day's journey would transport me back in time.

The Harriet Tubman Underground Railroad (HTUR) starts in Dorchester County, Maryland, where America's "Moses" began her life. Harriet Tubman—was born enslaved in 1822. Tubman is the most famous "conductor" of the metaphorical freedom train that was the Underground Railroad; she would lead approximately 70 family members and friends out of bondage during some 13 daring excursions. The Bay's roughly follows one of her escape routes north out of Maryland and into Delaware and Pennsylvania.

One of only 60 nationally designated "90 American Roads," the HTUR meanders 120 miles through the welcoming towns, beautiful farm country, and unspoiled Chesapeake water. Make sure to stop at the Dorchester County Visitor Center with its white, salt-like wings playing tribute to the Bay's seagull wilderness—it's a great place to better plan your journey.

While en route to the Dorchester County Courthouse, I listen to the audio guide with its insights of black spirituals and an actor's voice depicting Harriet Tubman, at once steady and comforting: "I depend on God to make me strong and able to fight..."

DESTINATION MARYLAND

THE OFFICIAL MARYLAND TRAVEL MAGAZINE



OPEN TO HONOR
The 200th birthday of
American hero Harriet Tubman

OPEN FOR A ROADSTOP
Explore America's Byways at a
historically Maryland roadstop

THE LEGACY LIVES ON

The powerful legacy of Harriet Tubman is woven into the fabric of the Eastern Shore. In 2021 it was announced that the home she belonged to Ben Ross. Harriet's father, had been discovered within a 2,600-acre Peter's Neck property purchased by the U.S. Fish and Wildlife Service (USFWS). The home will be an important, upcoming addition to the Harriet Tubman Underground Railroad Byway.



Sailwinds Park Visitor Center

VISIT MARYLAND / 17

**Maryland's Eastern Shore makes
National Geographic's list of "25
amazing journeys"**

Rich Gilbert, Travel and Trade

TRAVEL AND TRADE

- American Bus Association Marketplace - Jan. 7-11, 2022
- Maryland Fish & Hunt - Feb. 5-13, 2022
- CRUSA's Travel Rally - Oct. 10-14, 2022





CYNTHIA MILLER, Strategic Partnerships and Public Relations



1st Quarter 2022 - Public Relations Summary

Broadcast Segments:

- 12/31/22 - Fox5 DC - “What’s New in Maryland for 2022?”
- 1/8/22 - WJLA DC - “Winter Activities in Maryland”
- 1/8/22 - WRC/NBC4 Tommy McFly - “Replay Rooftop Lounge’s Adult Milkshake”

Press Releases:

- 1/3/22 - 2022 Destination Maryland Magazine
- 1/20/22 - National Plan for Your Vacation Day
- 2/16/22 - Tubman 200 Proclamation Event
- 5/1/22 - National Travel and Tourism Week

1st Quarter 2022 - Public Relations Summary

Press Tours:

- 1/24 - 26 - Freelancer (Ultimate Road Trips in U.S. and Canada)
- 2/12 - 15 - Montreal Times (Visit Baltimore tour)
- 3/13 - 18 - Canadian World Traveler (Chesapeake Country All-American Road)
- April/May - Ottawa Life (Tubman 200, outdoor recreation)
- June - UK CRUSA partner (RV trip to the Eastern Shore)

1st Quarter 2022 - Public Relations Summary

Print Placements:

- Tubman/Black History Month - The Burgh News, AAA World, The Baltimore Sun (Travel Section Feature and Cover), Washington Family Magazine, USA Today o Escape Section, Travel Awaits
- Chesapeake Bay Storytellers Program - Chesapeake Bay Magazine
- 75th Anniversary of Baltimore Oriole becoming Maryland's State Bird - Garden and Gun Magazine
- 250th Anniversary of Ellicott City - Sherman's Travels
- Miss Shirley's Specialty French Toast - AARP
- Smith Island Cake as Maryland's State Dessert - AAA World
- Restaurants in Easton - Baltimore Magazine and Georgetown Magazine

1st Quarter 2022 - Social Media Summary

Social Media followers by platform (1/19/22):

- Facebook: 89,466
- Twitter: 54,431
- Instagram: 103,962
- YouTube: 1,065
- Pinterest: 3,606
- Total - 252,530



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visitmaryland The first snow of the year transformed Maryland into a winter wonderland!

Annapolis @ljuriephotography

Dares Beach @carrieteacher

Violette's Lock @kara.dowd

Jericho Covered Bridge

@gretchens_naturepics

Queenstown @lislouisephotos

#MDinFocus #VisitMaryland

...



3,446 likes

JANUARY 4

Log in to like or comment.

1st Quarter 2022 - Social Media Summary

Social Media Campaigns

- Plan for Vacation Day - promote C&O Canal with new byway videos and new Destination Maryland magazine
- Winter Wellness - encourage travelers to experience Maryland's Great Outdoors with photos and Maryland Monday giveaways
- National Holidays: Black History Month (February), Valentines Day (Feb. 14), Women's History Month (March), Maryland Day (March 25)
- Tubman 200 Celebration
- Winter Deals and Discounts

CLOSING REMARKS/ADJOURNMENT- Judy Bixler

MEETING	DATE & TIME	VIRTUAL/ IN PERSON
UPDATE CALL	Thursday, February 17, 2022 1:00 - 2:00 PM	Virtual
UPDATE CALL Recruitment/Retention of Workforce Discussion	Thursday, March 17, 2022 1:00 - 2:00 PM	Virtual
GENERAL BUSINESS MEETING	Thursday, April 21, 2022 10:30 - 12:00 PM	Virtual
UPDATE CALL	Thursday, May 19, 2022 1:00 - 2:00 PM	Virtual
GENERAL BUSINESS MEETING (Marketing Plan and Strategy)	Thursday, June 16, 2022 Time: 11:30 am - 2:30 pm lunch included (Marketing and Strategy Meeting In Oxford, MD)	In person
UPDATE CALL	Thursday, September 15, 2022 1:00 - 2:00 PM	Virtual
UPDATE CALL	Thursday, October 20, 2022 1:00 - 2:00 PM	Virtual
GENERAL BUSINESS MEETING	Potential to coincide with MTC MTTS which is 11/14/22	In person

THANK YOU

