



# Maryland Tourism Development Board Meeting

June 13, 2025

Rod N' Reel Resort  
Chesapeake Beach, MD



*Image courtesy of Rod N' Reel Resort*



# **AGENDA**

- I. Welcome and Call the Meeting to Order**
  - II. Maryland Civil Rights Commission Presentation**
  - III. Approval of January 9, 2025 Meeting Minutes**
  - IV. Chair and Acting Managing Director's Updates**
  - V. Reports from the Industry**
  - VI. Adjournment**
- 



# **I. Welcome, Call the Meeting to Order & Introductions**





## **II. Maryland Civil Rights Commission Presentation**





# **III. Approval of January 9, 2025 Minutes**





# **IV. Chair and Acting Managing Director Updates**



## Strategic Approach:

More visitors staying multiple nights in accommodations paying state and local hotel taxes.

	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
<b>Total visitors</b>	<b>42.1</b>	<b>24.7</b>	<b>35.2</b>	<b>43.5</b>	<b>45.1</b>	<b>3.6%</b>	<b>107.1%</b>
Day	22.3	13.2	19.8	25.9	26.8	3.4%	120.1%
Overnight	19.8	11.5	15.3	17.6	18.3	4.0%	92.4%
<b>Total visitor spending</b>	<b>\$18,590</b>	<b>\$11,619</b>	<b>\$16,391</b>	<b>\$19,402</b>	<b>\$20,507</b>	<b>5.7%</b>	<b>110.3%</b>
Day	\$3,071	\$1,758	\$3,667	\$4,695	\$4,967	5.8%	161.7%
Overnight	\$15,519	\$9,861	\$12,725	\$14,707	\$15,540	5.7%	100.1%
<b>Per visitor spending</b>	<b>\$441</b>	<b>\$470</b>	<b>\$466</b>	<b>\$446</b>	<b>\$455</b>	<b>2.0%</b>	<b>103.0%</b>
Day	\$138	\$133	\$185	\$181	\$185	2.3%	134.6%
Overnight	\$784	\$855	\$830	\$836	\$850	1.6%	108.4%

Source: D.K. Shifflet, Tourism Economics





# **FY26 Budget**





# FY26 Marketing & Sales Portfolio

- A. Federal Funds being spent in FY26
  - 1. Economic Development Administration - \$2.4M, no match required
    - a. Canada – Brand USA
    - b. Domestic – DC, Philadelphia, Ohio
    - c. Multiple platforms
    - d. Must be spent by 9/30/25, Final Report due 11/30/25
  - 2. National Scenic Byways Program - \$566K + \$141,500 required match
    - a. Exterior exhibit replacement at I70 Welcome Centers
    - b. Sideling Hill Rest Areas Walking Trail & Accessibility
    - c. Multi-form Video
    - d. Photography
    - e. Writing, design, printing, delivery of New Guidebook & Map



## FY26 Marketing & Sales Portfolio

### B. OTD Funds being spent in FY26

#### FY25 Funds

1. Meet in Maryland 2.0 - \$700K + \$64K DMO Match = \$364K (pending approval)
2. Maryland International Marketing Partnership replaces CRUSA investment - \$700K + \$140K DMO Match = \$840K (pending approval)

#### FY26 Funds

3. Domestic Trade & Consumer Sales = \$100K
4. Welcome Center Sales = \$700K



## FY26 Marketing & Sales Portfolio

### C. FY26 MTDB - State Budget Process

**Q1** – In July, Department of Budget & Management provides Commerce budget and releases funds, OTD requests vendor estimates & develops annual budget projections

**Q2** – Budget projections are reviewed to determine if spending is on target; funds may be “shifted” based on actual costs and programmatic changes

**Q3** – Budget review focuses on how much funding is left; funds may be “shifted” based on actual costs and programmatic changes

**Q4** – Budget is closed out; MTDB can be carried over but will likely be reclaimed; OTD funds can not be carried over and unspent funds are reclaimed



PURPOSE: This document is confidential. It is the proposed FY26 MTDB Budget as approved by the Marketing Committee on 5/19/25. Red numbers are non-discretionary deductions and their amounts cannot be changed. Yellow highlighted cells are fully or partially discretionary. Their amounts can be changed.

BUDGET ITEM:	FY25	FY26	FY26 NOTES:
<b>Total Budget:</b>	<b>\$15,493,600</b>	<b>\$15,493,600</b>	
Dept. of Legislative Services Budget Reduction		(\$3,183,300)	Legislatively mandated budget reduction
Winery and Vineyard Economic Development Grant Program	(\$1,000,000)	(\$1,000,000)	Legislatively mandated; Staffed by OTD
MD Alcohol Promotion Fund Grant Program	(\$1,600,000)	(\$1,600,000)	Legislatively mandated; Staffed by OTD
Motor Vehicle Operation	(\$1,500)	(\$1,500)	Department of Budget & Management (DBM) set this amount; it is unchangeable
<b>Subtotal after Regulatory Deductions:</b>	<b>\$12,892,100</b>	<b>\$9,708,800</b>	
DMO Grant Program	(\$2,500,000)	(\$2,500,000)	Legislatively mandated; Staffed by OTD
<b>Subtotal after DMO Grant Program Regulatory Deduction:</b>	<b>\$10,392,100</b>	<b>\$7,208,800</b>	
Research	(\$315,000)	(\$72,000)	DK Shifflet research contract; Other contracts being pre=paid with FY25 funds
Fulfillment	(\$90,000)	(\$115,100)	DBM set this amount; unspent amount can be reassigned
Digital Development/Database Services	(\$350,000)	(\$200,000)	Technical support contract for industry database
Marketing Maryland Scenic Byways (Match)	(\$140,000)	(\$141,500)	Leverages \$566,000 in federal funds per the grant agreement
Domestic/International Sales	(\$599,460)		Transfer to OTD budget
PR & Social Media	(\$200,000)	(\$200,000)	\$50K in Contracts, \$150K in Content Creation and SM advertising placement
Special Funds allocated to offset Ad Sales	(\$400,000)	(\$400,000)	DBM set this amount; unspent amount can be reassigned
MTDB Strategic Plan		(\$75,000)	Hiring the facilitator and logistics
Contingency Funds		(\$100,000)	Recommended; discretionary
<b>Subtotal:</b>	<b>(\$2,094,460)</b>	<b>(\$1,303,600)</b>	
Print & Digital Media (Placement & Production)	<b>\$8,297,640</b>	<b>\$5,905,200</b>	NY, Philadelphia, Pittsburgh, Washington, D.C. and Baltimore
Marriner			Estimates for FY26 costs are due in late July 2026; includes Canadian PR costs
Miles			Estimates for FY26 costs are due in late July 2026
Mojo			Estimates for FY26 costs are due in late July 2026
Video Agency			Estimates for FY26 costs are due in late July 2026



# **Call for a Motion on the FY26 MTDB Recommendation**





## Next Steps

# Strategic Plan

### **§ 4–211. Additional Duties; Strategic Plan.**

The Board shall draft and implement a 5–year strategic plan for the promotion and development of tourism in the State.



# Strategic Planning Committee New!

## \*Objectives [suggested]

- Establish scope for request for proposals for a facilitator
- Set timeline to endeavor the 2026-2031 strategic plan
- Once published, annual check alignment to board budget and marketing plan

## Members

- New volunteers - Liz Mildenstein / Amanda Hof

## Call to Action

- Schedule meeting – July/August?
- \*establish objectives, deadlines and deliverables



# Marketing Committee

Established April 2024

## \*Objectives [suggested]

- Participate in review and approval of budget/marketing plan
- Encourage and participate in tourism activities promoting Maryland's tourism products
- Additional goals and objectives to be determined by committee

## Members

- Rob Arthur / Ashley Chenault / David Ferraro / Tonya Fitzpatrick, Esq. / Kelly Groff / Juan Carlos Linares / Trish McClean / Chris Riehl / Ben Seidel / Sandy Turner /Cassandra Vanhooser

## Call to Action

- Plans to convene in fall 2025 to review campaign report recaps (spring/ summer advertising, social media); review plans for holiday & 2026
- Recommended three (3) additional members
- \*establish objectives, deadlines and deliverables





# Education – Legislative Committee

Established April 2024

## \*Objectives [suggested]

- Educate and advocate for competitive funding for tourism marketing
- review legislation, fees and taxes to assess impact on the economic viability of tourism
- identify new funding sources

## Members

- Current members - Chris Riehl / Gerardo Martinez / Del Wayne Hartman
- New volunteers - Sandy Turner / Dan Spedden / Ruth Toomey

## Call to Action

- Schedule meeting – July/August?
- \*establish objectives, deadlines and deliverable



# Elections – Nominations Committee

Established April 2024

## \*Objectives [suggested]

- Review procedures, identify candidates
- Determine when and how nominations will be accepted

## Members

- Current members – Sandy Turner
- New volunteers –

## Call to Action

- Schedule meeting – September
- Propose officers remain in place for FY26 to get cycle on a FY track
- \*establish objectives, deadlines and deliverable

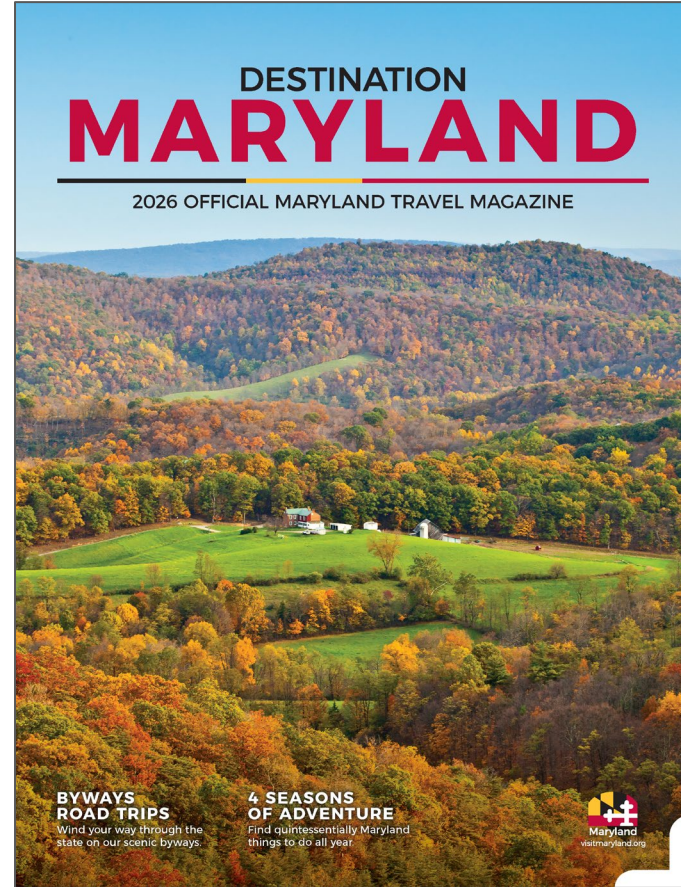
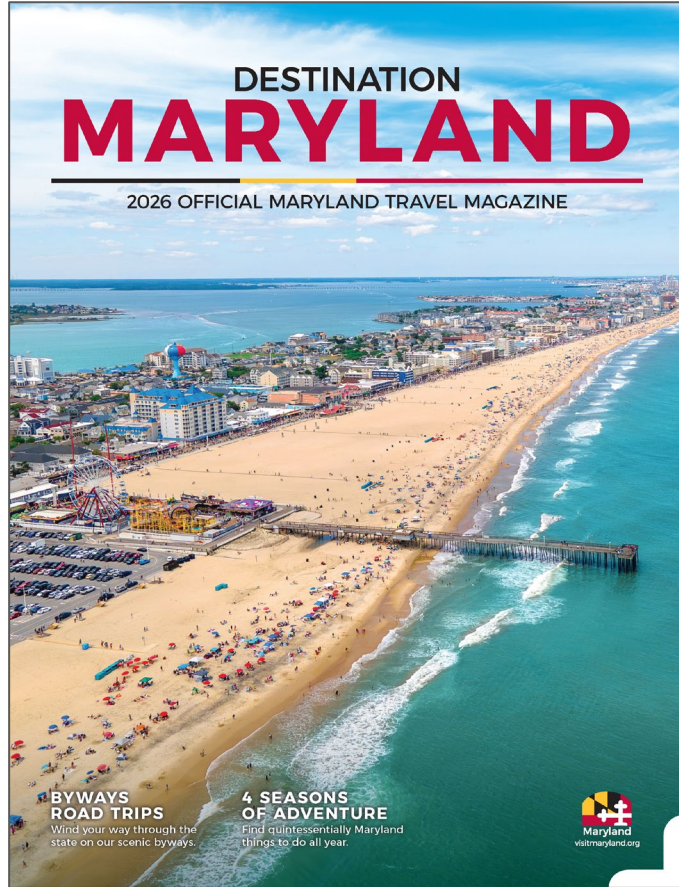




**Big Reveal!**



# 2026 Destination Maryland Magazine Covers





# **V. Reports from the Industry**



# VI. Adjournment

