

CVB
E-NEWSLETTER
AUGUST/
SEPTEMBER
2009

LETTER FROM THE BOARD PRESIDENT

Dear Hospitality Industry Partners,

Having spent the last ten years in Montgomery County I am truly excited to be working with our local industry over the next year as the CVB Board President. Clearly there are many challenges to face but we are blessed to be in a region that has a strong business base that helps insulate us from these tough economic times.

The CVB is funded primarily through room rental transient taxes which you know have experienced decreases of over 10% from last year. To market the county more efficiently our organization has created a work plan that relies more on electronic marketing with less emphasis on traditional print advertising. Also planned for completion by early fall 2009 is a complete redesign of the CVB website which will be a more useful resource to meeting planners and visitors.

I am fortunate to be joined on the CVB Executive Committee this year by: Jon Enten, Enten & Associates, Secretary; Mark Grabowski, Strathmore, Treasurer; and, Jim Cree, BF Saul Company, Hotel Division, President-Elect.

Thank you for your continued support through your membership dues and other partnerships.

We look forward to working with you.

Best Regards,

Rick Southard
CVB Board President

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Upcoming Events

August 2009

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Street Glam Fashion Event Where fashion and the street meet! Two fashion shows, fashion expo, buyers lounge, VIP bash, ethnical fashion. Downtown Silver Spring, 5-8:30 PM, 301-455-5620, www.downtownsilverspring.com.

14 - 22

Montgomery County Agricultural Fair- 61st Anniversary Rides, food, entertainment, crafts and more! Montgomery County Fairgrounds, Gaithersburg, times vary, 301-963-FAIR, www.mcagfair.com.

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Uncorked Wine and Music Festival Enjoy wines from Maryland's finest wineries, cooking demonstrations, free live music and more! Rockville Town Center, Rockville, 12 - 6 PM, Free, 240-314-8620, www.rockvillemd.gov/events.

September 2009

7

71st Annual Labor Day Parade Dance groups, marching bands, clowns, horses, fire engines and more. Old Towne, Gaithersburg, Free, 301-258-6350, www.gaithersburgmd.gov.

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Children's Day A special free annual event for children with entertainment, crafts and other activities. Brookside Gardens, 11 AM - 4 PM, Free, 301-962-1400, www.brooksidegardens.org.

26 & 27, continued into October 29th Annual Pumpkin Festival at Butler's Orchard Take a hayride, pick pumpkins, live music, barnyard buddies, ride giant slides, enjoy food, crafts and more. Butler's Orchard, Germantown, 10 AM - 5 PM daily, \$, 301-428-0444, www.butlersorchard.com.

For a complete listing of events visit
www.visitmontgomery.com

CVB To Re-Launch Website

The CVB has hired CDF Web Solutions to complete a website re-launch. The website, www.visitmontgomery.com, which receives over 2 million hits per year, will be more user friendly and have member access for all CVB members to upload logos, photos, events, business descriptions, and more! The new site will have an e-store. The launch date is tentatively scheduled for late summer/early fall 2009. If interested in banner advertising, please contact Melissa Romeo at 240-777-2064.

Meeting, Event and Group Tour Planning Guide Available August 15th

The CVB has produced the Official Meeting, Event and Group Tour Planning Guide to Montgomery County, MD. This comprehensive guide covers in detail hotels, unique event sites, event suppliers and restaurants in Montgomery County (CVB Members). The CVB will distribute thousands of copies of the Meeting, Event and Group Tour Planning Guide throughout the year at trade shows attended and mailed to all meeting and group tour inquiries received through their advertising campaigns and website. The guide will also be available at the Montgomery County Visitor Information Center and conferences and special events taking place in Montgomery County.



Germantown Coupon Book

This summer the CVB compiled a coupon book for the Germantown Community. This is a pilot project, with the hopes to produce a coupon book for other areas in Montgomery County.



The Germantown Coupon-book includes discounts to Germantown restaurants, shops, and salons. The book will be distributed at the Maryland SoccerPlex to all tournament attendees, the Montgomery County Visitor Center, and Germantown/Gaithersburg hotels.

For more information on the Coupon Book, please contact Melissa Romeo at mrome@visitmontgomery.com.



CVB Attends Destination Marketing Association International's 95th Annual Convention

Destination Marketing Association International's (DMAI) 95th Annual Convention was held in Atlanta July 28-31. CVB Director, Kelly Groff, attended. Training and learning sessions hosted by leading industry experts, as well as networking events with industry professionals were held.



Montgomery County, MD Tourism on Facebook!

Join the fan page for Montgomery County, MD Tourism on Facebook. Search "Montgomery County, MD Tourism" to find us! www.facebook.com



Maryland Tourism Budget Reduction

The Maryland Board of Public Works approved close to \$300 million in budget reductions to Maryland's Fiscal Year 2010 budget.

General funds allocated for the Maryland Tourism Development Board (MTDB) have been reduced by \$1.1 million and the Office of Tourism has been reduced by \$400,000.

The Office of Tourism is reviewing the current FY10 marketing plan to ensure remaining funds are deployed in the most strategic manner given these fiscal constraints. The new revised marketing plan will be available in September.

Summer Lacrosse Tournaments Bring Room Nights to Montgomery County

United States Training Center Capital Cup Lacrosse Tournament
Location: Maryland SoccerPlex
Date: June 19-21, 2009
The CVB reported that 2,373 room nights were generated through the CVB Housing Bureau.

Champions of Tomorrow Evolution Games Lacrosse Tournament
Location: Maryland SoccerPlex
Date: July 16-19, 2009
The CVB reported that 2,082 room nights were generated through the CVB Housing Bureau.

Membership Announcements

Sporting Events at the Maryland SoccerPlex

Discovery Cup
October 10-12, 2009

Bethesda Girls Soccer Tournament
November 14-15, 2009

Bethesda Boys Soccer Tournament
November 21-22, 2009



Local Heritage Areas Receive Grants

The Heritage Tourism Alliance of Montgomery County (Heritage Montgomery) announced the local recipients of seven 2010 Maryland Heritage Areas Authority (MHAA) Grants totaling \$199,910:

- \$50,000 project grant to Maryland National Capital Park and Planning Commission to develop a training program for Interpreting the Quaker, Underground Railroad and Civil War Heritage in Montgomery County Parks
- \$25,000 project grant to Heritage Montgomery for production of the Civil War in Montgomery County Video/Podcast
- \$10,010 capital grant to the Sandy Spring Museum for retrofitting outbuildings to expand educational program capacity
- \$9,000 project grant to Heritage Montgomery for Heritage Days 2010
- \$5,400 project grant to Sugarloaf Regional Trails for website development and branding
- \$5,000 project grant to the Sandy Spring Civic Association for heritage area signage
- \$95,500 operating grant to Heritage Montgomery

News from the Montgomery County Department of Economic Development

Businesses can find current federal stimulus and other federal contract and grant opportunities available to all Montgomery County businesses thanks to the Montgomery County Department of Economic Development's new Stimulus Opportunity System (SOS).

Access the SOS resource today for FREE at www.smartmontgomery.org!

SOS provides essential information including department, agency, solicitation number, contract or grant name, online link and post date. You will also have access to useful links including:

- FedBizStat - track federal contract awards and related data
- Teaming contacts - complete company name, address and contact information
- Stimulus funded programs - sorted by agency, sub-agency, category and amount

In DED's continuing effort to provide targeted, real-world support and assistance to the Montgomery County business community, the Department has launched this new, searchable online tool to help local businesses learn about, and better compete for, the more than \$787 billion worth of American Recovery and Reinvestment Act (ARRA) contracting and grant opportunities, as well as other federal contracting opportunities expected to exceed \$500 billion in FY09.

For more information on this and other targeted programs and resources of the Department of Economic Development, visit www.smartmontgomery.com.

Conference and Visitors Bureau Contact Information

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CVB Sales Booking Chart Analysis

FISCAL YEAR 2009 July 1, 2008 - June 30, 2009

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by CVB
2004	\$305,000	\$675,000	\$980,000
2005	\$1,557,622	\$5,193,682	\$6,751,304
2006	\$1,907,370	\$3,194,906	\$5,102,276
2007	\$4,135,321	\$5,169,391	\$9,304,712
2008	\$1,531,792	\$3,150,960	\$4,682,752
2009	\$2,694,282	\$1,375,658	\$4,069,940

Pending business into FY10: \$750,000

Pilot Program Sales Booking Chart Analysis

FISCAL YEAR 2009 September 1, 2008 - June 30, 2009

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by Program
2008	\$570,883	\$3,844,160	\$4,414,993
2009	\$412,054	\$5,338,796	\$5,750,850

Pending business into FY10: \$440,000

New York Receptive Mission

CVB staff participated in a sales mission with CRUSA (Capital Region USA). CVB's from Washington, DC, Virginia and Maryland separated into teams to make presentations to the major receptive tour operators in New York. These operators handle the land arrangements (hotel bookings, sightseeing, ground transportation, etc) for inbound travelers from Europe, Asia and Latin America. Though there has been a decline in the International Market travel, the capital region is still seeing visitors from many countries. One of the largest receptives visited will be highlighting Montgomery County to their Domestic Operators. During this mission, CRUSA hosted a reception for 140+ agents.

Executive Directors of Top PR Firms in Germany and UK to Visit Montgomery County

CVB sales will be hosting executive directors of the top PR firms in Germany and UK at the end of September here in Montgomery County for 1 1/2 days. This is a chance to highlight Montgomery County's proximity to Washington, DC and educate them on the wonderful mix of historic landmarks, vibrant cities and the lush pastures, farmlands and parks the county has to offer.

Recent Trade Shows Attended

- June 7-8, 2009 CMP Conclave San Antonio, TX
- June 8-11, 2009 Fraternal Executives Association New Orleans, LA
- July 11-14, 2009 MPI World Education Salt Lake City, UT

Upcoming Trade Shows

- August 14-19, 2009 ASAE (American Society of Association Executives) Toronto, Canada
- August 26-30, 2009 Connect Las Vegas, NV
- September 9-10, 2009 Affordable Meetings Washington, D.C.



John Sparico, Montgomery County CVB and a REAL bull at CMP Conclave



Taffy Rice, Montgomery County CVB, with a wax figure of President Obama at Destination DC

Destination DC Releases Marketing Outlook

Destination DC released their marketing outlook on July 23rd at their Annual Marketing Outlook Meeting. Some highlights include:

- Each DC visitor generates about \$335 in expenditures.
- \$815 per International Visitor, \$282 per Domestic Visitor
- \$399 per Business Visitor, \$268 per Leisure Visitor

For the complete outlook, please contact Taffy Rice at trice@visitmontgomery.com.