

CVB  
E-NEWSLETTER  
JUNE/JULY  
2009

LETTER FROM THE BOARD PRESIDENT

Dear Hospitality Industry Partners,

The Conference and Visitors Bureau of Montgomery County, Inc. will begin its new Fiscal Year 2010 on July 1, 2009.

I want to thank everyone for your support during this last fiscal year. I have enjoyed my term as CVB President and look forward to remaining involved on the CVB Board next year.

The proposed slate of officers and new CVB Board Members will be sent to the membership in the next two weeks. Please take a moment to review the slate, complete the ballot and fax back to the CVB staff.

Rick Southard, Director of Sales & Marketing from the Doubletree Hotel & Executive Meeting Center Bethesda will be joining the CVB beginning July 1, 2009 as President. Rick has served the last year as President-Elect and is looking forward to his term.

The CVB staff will have the Fiscal Year 2010 Budget, Marketing and Media Plan available by the end of June. The materials will be posted on the CVB's website, [www.visitmontgomery.com](http://www.visitmontgomery.com) for viewing or downloading. Or, you may call the CVB offices and request a printed version.

We hope for a successful summer season for our local hospitality industry. And, please don't hesitate to contact the CVB staff at any time for assistance.

Sincerely,

Jackie Gale  
CVB Board President

Upcoming Events

June 2009

**June – September Pick Your Own Group Outings at Butler's Orchard** Enjoy a 20-minute hayride through fields; each person picks a pint of the fruit of the season. Bring your picnic! Butler's Orchard, Germantown, Tuesday – Fridays, 9:30 AM – 4 PM, 301-428-0444, [www.butlersorchard.com](http://www.butlersorchard.com).

**5, 12, 19, 26 Movie in the Park** Join your neighbors for a free movie in the City of Rockville's parks. Lincoln Park, Rockville, times vary, 240-314-8620, [www.rockvillemd.gov.events](http://www.rockvillemd.gov.events).

**15 – 22 SilverDocs Documentary Festival** Celebrates the creative vision of independent filmmakers and enhances our world view through documentary. AFI Silver Theatre and Cultural Center, Silver Spring, times vary, 301-495-6720, [www.afi.com/silver](http://www.afi.com/silver).

**17 – 28 3 Blonde Moms** Three moms from the cul-de-sac talk about everything moms go through in their daily lives in the most hysterical ways. The Bethesda Theatre, Bethesda, Wednesday – Saturday 8 PM, Saturday and Sunday 2 PM, 301-657-7829, [www.bethesdatheatre.org](http://www.bethesdatheatre.org).

**29 – July 5 AT&T National Golf Tournament hosted by Tiger Woods** Come experience one of the most prestigious sporting events in the D.C. area. Congressional Country Club, Bethesda, times vary, 301-365-6946, [www.attnational.org](http://www.attnational.org).

July 2009

**4 Independence Day Concert and Fireworks** Entertainment, food and a fabulous fireworks display cap off this traditional hometown celebration. Montgomery County Fairgrounds, Gaithersburg, 6 – 9:30 PM, 301-258-6350, [www.gaithersburgmd.gov](http://www.gaithersburgmd.gov).

Upcoming Events

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For a complete listing of events visit  
[www.visitmontgomery.com](http://www.visitmontgomery.com)

**CVB Celebrates National Tourism Week with Familiarization Tour and Networking Event**

The CVB celebrated National Tourism Week on Tuesday, May 12, 2009 with a Familiarization (FAM) Tour and networking event at Dave and Buster's. The stops on the FAM Tour included the Music Center at Strathmore, C&O Canal/Great Falls, AFI Silver Theatre and Cultural Center, lunch at Blair Mansion Inn, Butler's Orchard and the Sugarloaf Winery. Transportation was provided by Eyre Bus.



The FAM Tour attendees included Meeting Professionals from associations in Montgomery County and Washington D.C., tourism professionals from Montgomery County, and local media.



In addition to an article that was printed in the Gazette on May 15th, the FAM Tour will be featured on Access Montgomery. The show is called, "Coming Attractions," and will air every Friday at 8 PM and every Monday at 9 PM in June on AMTV 19. The show will also be streaming on Access Montgomery's website [www.accessmontgomery.tv](http://www.accessmontgomery.tv) at the same times the shows airs.



**United States Defeats Australia 4-2 In 2009 Land Rover America's Polo Cup**

The United States Land Rover Polo Team, Captained by Tareq Salahi, defeated Australia 4-2 in the 2009 Land Rover America's Polo Cup on Saturday, May 9 at Capitol Polo Club in Poolesville, MD. Fans attended the annual polo world championships, and were treated to a thrilling match along with a weekend full of fun activities and events. In addition to the action on the field, the Land Rover America's Polo Cup featured a sensational performance by American Idol star Michael Johns, a fashion show, and thrilling fly-overs by the U.S. Navy's WarBirds. Next year's event is slated for May 7-8, 2010.



**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](http://www.facebook.com)

**Welcome New CVB Members**

**Strike Bethesda**

The ultimate entertainment experience, Bowlmor and Strike properties offer stylish, glow-in-the-dark bowling with big screen video walls and a thumping sound system, as well as a full service restaurant serving lane-side food and drinks, and sports bar. Bowlmor and Strike properties are the perfect location for corporate gatherings, children's birthday parties, and seductive night life for the in-crowd. It's a non-stop high-fiving, total sensory overload, and an unforgettably good time.

5353 Westbard Ave.  
Bethesda, MD 20816  
Phone: 301-652-0955

**Courtyard by Marriott Chevy Chase**

The first Silver LEED candidate hotel in Montgomery County, MD is the Courtyard by Marriott Chevy Chase. This property opened in June 2009, after a \$35 million renovation.

Stay Green. The Courtyard by Marriott Chevy Chase uses 100% renewable energy, maintaining high energy efficiency and water conservation standards. Guests have multiple transportation options including the Friendship Heights Metro station on the Red Line (3 blocks) and MetroBus.

5520 Wisconsin Ave  
Chevy Chase, Maryland 20815  
Phone: 301-656-1500

**Baltimore Symphony Orchestra**

The Baltimore Symphony Orchestra (BSO) is internationally recognized as having achieved a preeminent place among the world's most important orchestras. Acclaimed for its enduring pursuit of artistic excellence, the BSO has attracted a devoted national and international following while maintaining deep bonds throughout Maryland through innovative education and community outreach initiatives.

With the opening of the Music Center at Strathmore, the Baltimore Symphony Orchestra became the only major American orchestra to have permanent, year-round homes in two metropolitan areas. As the centerpiece of Strathmore, the emergence of the Music Center has redefined the organization, an established presenter since 1983. The new addition has allowed Strathmore to expand programming to reach wider and more diverse audiences.

The Music Center at Strathmore  
5301 Tuckerman Lane  
North Bethesda, MD 20852  
877-BSO-1444

## Membership Announcements

### Sporting Events at the Maryland SoccerPlex

Adidas Potomac Memorial Soccer Tournament  
May 23-25, 2009  
Estimated room nights: 3,000

All American Showcase/Capital Cup Lacrosse Tournament  
June 19-21, 2009  
Booked rooms per night: 2,000

Club National/Evolution Games Lacrosse Tournament  
July 17-19, 2009  
Estimated room nights per night: 2,000



### J.W. Marriott Jr. Named Marylander of Distinction by Maryland Life Magazine

The Maryland Board and Maryland Life Magazine have named J.W. Marriott Jr. 2009 Marylander of Distinction. The celebration of a legacy of service to Maryland customers, guests near and far, businesses, and the hospitality industry, will be on Thursday, September 24, 2009 at the Bethesda North Conference Center. For questions, please call Maryland Life Magazine at 800-357-9954.

### Spend Thursday Night at the Movies- See Madagascar and Hotel for Dogs Outdoors in Gaithersburg

What could be better than enjoying an ice cream and a movie under the stars? Thursday Night at the Movies, part of Gaithersburg's popular ON STAGE summer entertainment series, features two blockbuster movies in July. BBQ from Uncle Charlie's will be available for purchase starting at 7:30 p.m. Snacks and ice cream will also be sold. The movies start at dusk.

Enjoy Madagascar (PG) on Thursday, July 2 at Robertson Park, 801 Rabbitt Road. Hotel for Dogs (PG) will be shown on Thursday, July 30 at Malcolm King Park, 1200 West Side Drive. Admission to both movies is free.

Nearly 50 amusing, entertaining and enchanting performances are planned as part of the City of Gaithersburg's ON STAGE summer entertainment series, running May 30 through August 8, 2009. From British Invasion rock and roll and Vaudevillian juggling and comedy to outdoor movies and backyard concerts, the ON STAGE series brings summer fun to every corner of the City. Venues include the Concert Pavilion at City Hall in Olde Towne, the Arts Barn in Kentlands, and parks throughout the City. All outdoor performances are free. For a complete list visit [www.gaithersburgmd.gov/onstage](http://www.gaithersburgmd.gov/onstage) or call 301-258-6350.

### AT&T National Golf Tournament Hosted by Tiger Woods- June 29 - July 5, 2009

The 2009 AT&T National will once again be held at Congressional Country Club over the 4th of July holiday. Tickets are on sale now and many great corporate hospitality packages are available. Please call 301-365-6946 for more information on the AT&T National or visit [www.attnational.org](http://www.attnational.org).



### Conference and Visitors Bureau Contact Information

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### Visitor Information

12900 Middlebrook Road  
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Germantown, MD 20874

Visitor Information Inquiries  
301-916-0698  
[visitorcenter@visitmontgomery.com](mailto:visitorcenter@visitmontgomery.com)



**CVB Sales Booking Chart Analysis**

*\*July 1, 2008 - May 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 YTD*	\$2,529,042	\$1,126,813	\$3,655,855

*Pending: \$1 million in leads*

**Pilot Program Sales Booking Chart Analysis**

*\*September 1, 2008 - May 30, 2009*

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by Program
2008	\$570,883	\$3,844,160	\$4,414,993
2009 YTD*	\$179,030	\$4,337,440	\$4,516,470

*Pending: \$1.3 million in leads*

**Pow Wow 2009**

The CVB attended the Travel Industry Association's International Pow Wow, the travel industry's premier international marketplace and the largest generator of Visit USA travel, May 16 - 20, 2009 in Miami Beach, FL. The show included three days of intense pre-scheduled, computer-generated business appointments. There were 1,000 U. S. Travel organizations from every region of the USA that represent all industry category components. Close to 1,500 International and Domestic Buyers from more than 70 countries were represented at Pow Wow. Pow Wow generates over \$3.5 Billion in future Visit USA Travel. Montgomery County is a perfect alternative to staying in DC. More and more operators are enjoying staying out of the city, visiting DC, and then enjoying the sites of the outlying areas and the Capital Region. The CVB's sales goal is to increase international visitation to Montgomery County.



**Canadian Sales Mission**

The CVB attended a sales mission with other Maryland CVB's and the State to Montreal, Canada. During this mission, 3 1/2 days were spent calling on tour and travel operators and a presentation was given highlighting all of Maryland, including Montgomery County. This mission has already brought in two (2) inquiries for more information on Montgomery County parks and hotels. The CVB will repeat this mission next year to include Quebec.

**Recent Trade Shows Attended**

April 1-2, 2009  
 HSMAI'S Affordable Meetings  
 Mid America  
 Chicago, IL

April 16, 2009  
 Springtime in the Park  
 Washington, DC

April 26-29, 2009  
 Canadian Sales Mission  
 Vancouver, Canada

May 13-16, 2009  
 Society of Government Meeting  
 Planners (SGMP)  
 Louisville, KY

May 16-20, 2009  
 International POW WOW  
 Miami Beach, FL

**Upcoming Trade Shows**

June 7-9, 2009                      CMP Conclave  
 San Antonio, TX

July 11-14, 2009                    MPI World Education Conference  
 Salt Lake City, UT



John Sparico,  
 Montgomery County CVB  
 and  
 William Adams,  
 Annapolis CVB

**Maryland Unveils Sports Marketing Office**

Maryland formally unveiled its sports marketing office Friday, May 8, 2009, an initiative officials hope will be a launching pad to luring more events and visitors to the state. In a press conference Terry Hasseltine, head of the sports marketing office, touted a new Web site housing a database of Maryland's 800 facilities and venues, upcoming sporting events and contacts for each of the state's 24 counties. The initiative will help the state grab a bigger share of the \$182 billion U.S. sports travel and event industry. The sports marketing office was created jointly by DBED and the Maryland Stadium Authority in 2008 with a budget of \$150,000. The goal is to attract visitors through sporting events from the youth to professional level, boost tourism and draw national media attention to Maryland.