



## MEETING of the BOARD OF DIRECTORS

### AGENDA

Ramada Plaza  
October 18, 2018  
1:00pm

Call to Order	D. Spedden
Roll Call	J. Thomas
Approval of Minutes	D. Spedden
Financial Report	A. Martin
Executive Committee	D. Spedden
a. 2019 Budget	
b. Bylaw Revisions	
c. Executive Committee Appointment	
d. Board of Director Resignation	
e. Board of Director Appointments	
f. Advisory Board	
New Business	D. Spedden
a. New Members	
b. USAC Debrief	
c. Website and Mobile App Engagement	
d. Sun's Stadium	
e. Williamsport/NPS Update	
f. World Canal Conference	
Q&A with Staff	Staff
Adjournment	D. Spedden

Next Meeting:          Annual Meeting – December 4, 2018 (Fountain Head)

The Mission of the Bureau shall be to promote Hagerstown and Washington County by increasing tourism and visitor spending through the marketing and promotion of attractions, events, accommodations, and visitor services which will contribute to economic development.

**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &  
VISITORS BUREAU BOARD OF DIRECTORS**

**May 24, 2018**

**9:30am**

**Courtyard by Marriott**

**MINUTES**

**The May 24, 2018, Board of Director's Meeting lacked a quorum. Therefore, the Directors received all documentation electronically, and the following actions were taken via email.**

**PRESENT AT MAY 24 MEETING:** Mary Anne Burke, Katie Clutz, Teri Leiter, Rebecca Massie Lane, Travis Painter, Andrew Sargent, Julie Rohm. CVB Staff: Dan Spedden, Betsy DeVore, Jolene Thomas

**VOTERS VIA EMAIL:** Angie Hummer, Al Martin, Sila Alegret-Bartel, Mary Anne Burke, Katie Clutz, Francine Donachie, Mary Ironside, Rebecca Massie Lane, Teri Leiter, Travis Painter, Jeannie Ridenour, Andrew Sargent

**TOPIC:                   Audit Report**

**DISCUSSION:** Terri Kreit of Smith Elliott Kearns and Company presented the Audited Financial Report for the period ending December 31, 2017. A clean opinion was given and no management letter issued, and internal controls are in order.

**ACTION:** Accepted: Yes-12

**TOPIC:                   Financial Report**

**DISCUSSION:** Financial Report for the period ending April 30, 2018. (Copy on file with the minutes)

**ACTION:** Accepted: Yes-12

**TOPIC:                   Board of Directors**

**DISCUSSION:** To invite Michelle Doll to serve on the Board of Directors representing the Restaurant and Beverage Association.

**ACTION:** Yes-12

**TOPIC:                   New Members**

**DISCUSSION:** To accept new members Jimmy John's (Dual Highway and Railway Lane).

**ACTION:** Yes-12

**TOPIC:                   Personnel Policy**

**DISCUSSION:** To accept the new Personnel Policy updates, as presented. (Copy on file with the minutes)

**ACTION:** Yes-12

Daniel Spedden, Acting Chair  
Jolene Thomas, Recording Secretary

**Washington County, Maryland Convention & Visitors Bureau**  
**Statement of Financial Position**  
As of September 30, 2018

	Sep 30, 18	Sep 30, 17	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
104 · Cash BB&T - Operating	358.53	33,981.83	-33,623.30	-98.9%
105 · Cash BB&T - Payroll Reserve	1,310.31	1,309.64	0.67	0.1%
106 · Cash BB&T - PR	1,120.18	1,120.18	0.00	0.0%
107 · Cash BB&T - Operating Reserve	54,345.87	68,123.28	-13,777.41	-20.2%
108 · Cash Visitors Center	450.00	450.00	0.00	0.0%
Total Checking/Savings	57,584.89	104,984.93	-47,400.04	-45.2%
Other Current Assets				
121 · Grants Receivable	0.00	702.84	-702.84	-100.0%
122 · Lodging Tax Recievable	105,131.29	96,044.50	9,086.79	9.5%
131 · Inventory - Gift Shop	9,647.94	11,551.81	-1,903.87	-16.5%
Total Other Current Assets	114,779.23	108,299.15	6,480.08	6.0%
Total Current Assets	172,364.12	213,284.08	-40,919.96	-19.2%
Fixed Assets				
153 · Office Equipment	66,382.01	42,462.01	23,920.00	56.3%
157 · Leasehold Improvements	33,236.38	33,236.38	0.00	0.0%
163 · Accum Depr- Office Equipment	-42,030.92	-35,567.08	-6,463.84	-18.2%
167 · Accum Depr-Leasehold Impr	-18,397.14	-16,457.22	-1,939.92	-11.8%
Total Fixed Assets	39,190.33	23,674.09	15,516.24	65.5%
<b>TOTAL ASSETS</b>	<b>211,554.45</b>	<b>236,958.17</b>	<b>-25,403.72</b>	<b>-10.7%</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
203 · Accounts Payable	43,909.96	52,676.01	-8,766.05	-16.6%
Total Accounts Payable	43,909.96	52,676.01	-8,766.05	-16.6%
Other Current Liabilities				
220 · Deferred Revenue	0.00	25,000.00	-25,000.00	-100.0%
221 · Sales Tax Payable	199.71	273.86	-74.15	-27.1%
222 · Accrued Salaries & Benefits	16,403.98	15,347.27	1,056.71	6.9%
227 · Accrued Vacation	6,226.28	7,767.79	-1,541.51	-19.8%
Total Other Current Liabilities	22,829.97	48,388.92	-25,558.95	-52.8%
Total Current Liabilities	66,739.93	101,064.93	-34,325.00	-34.0%
Total Liabilities	66,739.93	101,064.93	-34,325.00	-34.0%
Equity				
290 · Fund Balance	178,082.81	157,495.86	20,586.95	13.1%
Net Income	-33,268.29	-21,602.62	-11,665.67	-54.0%
Total Equity	144,814.52	135,893.24	8,921.28	6.6%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>211,554.45</b>	<b>236,958.17</b>	<b>-25,403.72</b>	<b>-10.7%</b>

See Accountant's Compilation Report

Washington County, Maryland Convention & Visitors Bureau, Inc.  
Accountants Report/Discussion Points - Executive Board

September 30, 2018

		Sept 2018 Year To Date	Sept 2017 Prior YTD	Year to Year Variance	Current Year Budget	Sept 2018 YTD Variance To Budget
1)	REVENUE:					
	Lodging Tax Revenue	835,814.01	767,676.05	68,137.96	757,500.00	78,314.01
	USA Cycling	64,950.00	-	64,950.00	74,700.00	(9,750.00)
	Grants	47,135.00	97,018.00	(49,883.00)	47,135.00	-
	Memberships	77,196.38	68,497.49	8,698.89	55,470.00	21,726.38
	Member Activities	-	-	-	-	-
	Visitor Guide	60,110.50	46,497.25	13,613.25	46,000.00	14,110.50
	Publication Advertising	-	1,840.51	(1,840.51)	-	-
	Advertising Co-ops	-	-	-	1,600.00	(1,600.00)
	Vacation Value Pass	-	-	-	-	-
	Gift Shop Sales	9,650.66	13,399.05	(3,748.39)	13,770.00	(4,119.34)
	Sponsorships	-	-	-	-	-
	Miscellaneous Revenue	5,180.37	6,513.06	(1,332.69)	6,500.00	(1,319.63)
	Ticket Sale Commissions	-	965.00	(965.00)	1,000.00	(1,000.00)
	Illuminations	-	-	-	-	-
	Interest Income	504.51	318.64	185.87	297.00	207.51
	Loss on disposal of assets	-	-	-	-	-
	TOTAL REVENUE	1,100,541.43	1,002,725.05	97,816.38	1,003,972.00	96,569.43
	Total Administrative Expense	330,677.12	307,567.82	23,109.30	327,649.00	3,028.12
	Total Operating Expense	130,865.87	149,336.13	(18,470.26)	129,277.00	1,588.87
	Promotional Programs:					
	Advertising	236,304.40	254,601.04	(18,296.64)	230,890.00	5,414.40
	Sales	205,450.50	68,219.17	137,231.33	127,580.00	77,870.50
	Public Relations	29,867.45	32,876.30	(3,008.85)	23,500.00	6,367.45
	Publications	76,907.22	87,732.15	(10,824.93)	74,146.00	2,761.22
	Product Development	-	702.00	(702.00)	-	-
	Member Relations	3,498.14	6,509.50	(3,011.36)	4,400.00	(901.86)
	Other Promotional Programs	120,239.02	116,783.56	3,455.46	97,250.00	22,989.02
	Total Promotional Programs	672,266.73	567,423.72	104,843.01	557,766.00	114,500.73
	TOTAL EXPENSES	1,133,809.72	1,024,327.67	109,482.05	1,014,692.00	119,117.72
	NET SURPLUS (DEFICIT)	(33,268.29)	(21,602.62)	(11,665.67)	(10,720.00)	(22,548.29)
	Expenses grouped by functional category:					
	Program Services	971,777.93	873,619.44	- This Assumes that 51% of Administrative Expense		
	Management & General	162,031.79	150,708.23	is allocated to Program Services.		
		1,133,809.72	1,024,327.67			
	Program Service % age	86%	85%			

Washington County, Maryland Convention & Visitors Bureau, Inc.												
Lodging Tax Revenue Received												
2006 - 2017												
This reflects the ACTUAL MONTH RECEIVED - CASH BASIS												
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018	2018 Change
January	54,585.10	67,472.31	58,689.83	79,957.28	59,162.41	75,098.47	75,948.72	83,922.60	68,837.45	70,452.47		1,615.02
February	44,022.20	47,936.72	45,519.81	45,628.29	65,897.19	53,697.02	57,790.64	57,003.42	55,985.59	65,454.42		9,468.83
March	48,407.00	45,759.47	44,841.39	52,964.84	57,032.25	54,049.77	56,247.52	56,433.17	62,015.27	63,139.50		1,124.23
April	48,627.60	52,080.58	56,052.59	56,810.97	59,556.03	73,737.56	75,308.62	70,990.50	75,843.67	64,852.20		(10,991.47)
May	57,007.22	54,413.31	60,122.37	85,258.29	70,485.79	74,192.08	81,108.16	79,149.51	73,261.67	82,132.79		8,871.12
June	66,795.99	76,080.93	65,096.95	77,905.19	74,805.87	80,166.19	87,765.22	86,386.23	86,997.98	94,991.50		7,993.52
July	80,767.74	77,394.75	114,772.53	89,682.15	87,470.87	96,526.37	100,135.61	108,095.75	103,935.74	127,296.55		23,360.81
August	80,617.54	84,108.16	93,345.17	104,757.06	99,564.46	105,994.01	108,801.61	105,121.32	103,712.96	107,924.58		4,211.62
September	76,714.82	87,410.98	89,440.36	93,510.33	103,481.11	108,753.10	104,693.43	106,954.09	109,878.67	124,891.18		15,012.51
October	74,459.58	75,056.71	88,201.31	92,492.59	92,604.23	99,333.60	101,208.40	100,509.04	96,044.50	105,131.29		9,086.79
November	62,073.84	69,593.04	73,126.18	84,786.05	78,575.93	85,858.49	87,280.18	83,015.59	89,890.55			
December	57,660.16	78,178.74	65,208.24	93,257.89	77,232.22	87,264.92	85,115.58	93,983.13	100,143.98			
ANNUAL TOT	\$ 751,738.79	\$ 815,485.70	\$ 854,416.73	\$ 957,010.93	\$ 925,868.36	\$ 994,671.58	\$ 1,021,403.69	\$ 1,031,564.35	\$ 1,026,548.03	\$ 906,266.48		\$ 69,752.98
12 mths 2014		994,671.58	12 mths 2015	1,021,403.69	12 mths 2016	1,031,564.35	12 mths 2017	1,026,548.03		10 mths 2018		906,266.48
12 mths 2013		925,868.36	12 mths 2014	994,671.58	12 mths 2015	1,021,403.69	12 mths 2016	1,031,564.35		10 mths 2017		836,513.50
Increase \$\$		68,803.22	Increase \$\$	26,732.11	Increase \$\$	10,160.66	Decrease \$\$	(5,016.32)		Increase \$\$		69,752.98
Increase %		7.43%	Increase %	2.69%	Increase %	0.99%	Decrease %	-0.49%		Increase %		8.34%
ANNUAL REVENUES BY YEAR:												
		1998	\$ 428,525.61		2004	\$ 580,730.84						
		1999	\$ 437,556.58		2005	\$ 661,866.93						
		2000	\$ 479,162.63		2006	\$ 765,219.60						
		2001	\$ 485,569.66		2007	\$ 815,256.26						
		2002	\$ 502,110.33		2008	\$ 779,803.23						
		2003	\$ 463,220.59									

## PROPOSED REVISIONS FOR BYLAWS

### Page 1

**Section 2: Mission:** The Mission of the Bureau shall be to accelerate the economic development of ~~promote~~ Hagerstown and Washington County, Maryland, by promoting travel and tourism, ~~increasing tourism and visitor spending through the marketing and promotion of~~ The Bureau shall promote attractions, events, accommodations and visitor services and develop new product to establish our community as a preferred destination to travelers. ~~which will contribute to economic development.~~

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**Section 1: Number and Powers:** The Board shall have representation from both the public and private sectors and shall consist of up to 15 voting members as described below:

Number	Appointed By or Representing:
1	Appointed by the Hagerstown City Council.
1	Appointed by the Washington County Board of County Commissioners;
1	Appointed by the Washington County Chamber of Commerce
<del>1</del>	<del>Appointed by the Washington County Restaurant Association</del>
3 to 5	Representatives from the hotel/motel industry.
Balance to 15	Representatives from Bureau members located within Washington County.

### Page 4-5

**Section 4: Nomination of Directors:** The Executive Committee ~~three (3) retiring Board members~~ shall automatically constitute the Nominating Committee.

~~The Chairperson and Chairperson-Elect shall also serve as voting members of this committee.~~

Should there be a vacancy (ies) among the three (3) retiring positions, the Executive Committee shall fill that vacancy (ies) from among the general membership of the Bureau, excluding current Board members, and recommend to the Board for approval.

A vacancy occurring in the Board of Directors of the Corporation shall be filled by the affirmative vote of a majority of the members of the Board of Directors.

**Section 5: Election of Directors:** ~~Additional names of candidates from the membership may be nominated by petition bearing the names of at least ten (10) official voters as defined in Article III, Section 2. Such petition shall be filed with the Nominating Committee within 21 days after such written notice has been sent to all official voters giving the names of those presented by the Nominating Committee. The Nominating Committee shall make the final determination as to the validity of any petition filed.~~

~~If any valid petitions shall present additional names of candidates, members shall be informed of the nominees by written notice no later than seven (7) days prior to the Annual Meeting. All votes for Board nominees shall be cast during the Annual Meeting. Mail in or proxy votes shall not be allowed.~~

~~In the event of an election, the Nominating Committee, sitting as the Election Committee, shall count the ballots and certify the results in writing to the President for presentation to the Board.~~

~~The President shall, promptly upon receipt of the certified election results, notify all candidates and the Board of the results of the election.~~

~~In the event of a tie vote, the Nominating Committee shall break the tie.~~

~~If no petition is filed within the designated period, the nomination shall be closed and the nominated slate shall be declared elected.~~

The election of the CVB's Director's is to occur when a Director's term of service expires. However, the board may select, based on recommendations by the Executive Committee, a successor prior to end of an Director's term with service of the successor to begin on termination of an Director's term. The Executive Committee shall nominate candidates for all positionss of the Board. Any member of the Board may make a nomination to the Executive Committee in advance for consideration.

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## Article VI--Officers

**Section 1: Elected Officers:** The elected officers of the Bureau shall be the Chairperson, Chairperson-Elect, Vice Chairperson, Secretary, and Treasurer. The retiring Chairperson shall serve as the Immediate Past Chairperson, regardless of whether his/her term on the Board has expired. ~~The Term of the Chair and Immediate Past Chair shall be two years.~~ **The Term of the Chair and Immediate Past Chair shall be two years. All other Officers may be reelected every two years.**

**NEW MEMBERS****Rocky Gap Casino**

Wanda Holtschneider  
16701 Lakeview Rd., NE  
Flintstone, MD 21536  
301-784-8400  
[www.rockygapcasino.com](http://www.rockygapcasino.com)

**Skipjack Web Services**

Kristin Bowl  
800 Brookridge Dr.  
Boonsboro, MD 21713  
301-788-3119  
[www.skipjackweb.com](http://www.skipjackweb.com)

**Belk**

Alison Tall  
17301 Valley Mall Rd.  
Hagerstown, MD 21740  
[www.belk.com](http://www.belk.com)

**Tilt Studio**

Vicky Peek  
17301 Valley Mall Rd.  
Hagertown, MD 21740  
301-494-8560  
[www.tiltstudio.com](http://www.tiltstudio.com)

**van Gilder Pottery**

Kris Hansen  
20834 Townsend Road  
Gapland, MD 21779  
301-401-8380  
[www.vangilderpottery.com](http://www.vangilderpottery.com)

**Valley Craft Network Studio Tour**

Judy Williamson  
6924 Girl Scout Road  
Boonsboro, MD 21713  
301-432-0281  
[www.valleycraftnetwork.org](http://www.valleycraftnetwork.org)

**Jockey Bar and Grille**

Richard Dipietro  
301-995-7083  
7704 Old National Pike  
Boonsboro, MD 21713  
[www.jockeybarandgrille.com](http://www.jockeybarandgrille.com)



## Maryland Sports FY19 Amateur & Youth Sports Grant Program Post-Event Report

### USA Cycling Amateur Road National Championship • July 26 -29, 2018

#### Accommodations & Total Room Nights

Five host hotels were utilized for the event, though all hotels in the region were asked to report any rooms that actualized because of the event. From speaking with spectators, we know visitors also stayed at Hagerstown area campgrounds or temporary Airbnb/short term rental lodging properties in the surrounding tri-state region.

A total of 585 room nights actualized according to direct reports from Hagerstown area Hotels. According to the pick-up reports the average length of stay was 3.5 nights. This reporting is believed to be lower than what actualized, as we know for a fact that several properties reported no nights associated with the event did have participants stay at their property. To better streamline our hotel reporting for 2019, we will be requiring all hotels to provide a rate code to track room nights associated with the event.

#### Total Participates & Estimated Number of Spectators

- 672 Athletes were registered for the National Championship
- 1,507 Race starts occurred: meaning on average athletes participated in two or more cycling races at the National Championship
- Based on hotel occupancy and directly speaking with attendees, we estimate that on average each athlete was accompanied by 3 spectators, totaling participation at 2,688

#### Event Summary

The USA Cycling Amateur Road National Championship occurred over four days and encompasses three styles of racing: Time Trial, Road Race and, Criterium. In total 672 athletes accompanied by their cycling coaches and family members traveled to the region to participate in the event.

In 2017 the Amateur Road National Championship was held in Louisville, KY and drew approximately 100 more riders. The registration was slightly down, due to the lack of category 1 level riders, who have been competing in the Pro-Road National Championships. On average athletes participated in two types of road racing or more. A substantial number of athletes

**MISSION:** Enhance Maryland's economy, image & quality of life through the attraction, promotion, retention and development of regional, national & international sporting events.

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arrived days prior to the first race to practice and get a feel for the courses in Boonsboro, Clear Spring and Hagerstown, MD. This is important for those riders who hailed from much dryer destinations as they had to acclimate the humidity and the terrain.

The event was deemed successful by both athletes and the national sanctioning body, USA Cycling. Several factors that contributed to the success of the event were the commitment of the USA Cycling Staff, USAC Officials, USAC third-party contractors, auxiliary personnel paid for by Visit Hagerstown and the robust volunteer program. In total, Visit Hagerstown and USA Cycling invested \$260,506.59 to organize the event.

The athletes and their supporters were impressed by the quality of the courses and the challenges they presented, certainly worthy of a National Championship. Many athletes commented on not only the quality of the courses but also the scenic beauty of the region. The athletes were impressed with the welcoming spirit of the community and are looking forward to returning to the area next year.

USA Cycling Amateur Road National Championships will return to Hagerstown, Maryland June 20 – 23, 2019. The goal of the local organizing committee in 2019 are to: improve logistics, medical and safety planning, streamlining communications amongst agencies on site, provide more discounted lodging options for athletes and focus on driving more regional spectators to the National Championships.

In addition to the support of MD Sports Commission, the 2018 USA Cycling Amateur Road National Championships was made possible by the partnerships Visit Hagerstown forged with Maryland Sports, Washington County Government and the various departments within; the City of Hagerstown and the various departments within; Main Street Hagerstown; the Town of Boonsboro and the Boonsboro Economic Development Commissions; Maryland State Highways, Antietam Velo Club, the Cumberland Valley Cycling Club, CVB Members and the Community.

#### Grant Funds Usage

- Hosting Expenses
  - Most of the grant funds were utilized to offset the cost for housing the USA Cycling Staff and Officials.
  - The average length of stay (4.5 Days) for staff and officials was slightly more than that of the athletes
  - Two of the five host hotels were utilized for hosting.
- Digital Marketing with Herald Mail Media

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#### MARYLAND SPORTS

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## Marketing & Media Report

### Website Traffic:

- July traffic experienced an overall traffic increased 50% over the previous month of June primarily during the July 20-30 timeframe
- Organic traffic rose 41% over the previous month
- Our 2017 to 2018 traffic comparison
  - 29% in overall traffic
  - Organic traffic improving 18%
  - Social Media traffic to the site increased by 256%, primarily via Facebook, due to paid posts
- The Amateur Road page (created specifically for cyclists) was the #1 visited landing page
- Google rankings increased 18 ranks with an overall ranking increase of 35,704 positions
- Bing rankings increased 52 ranks in July and an overall ranking increase of 30,201 ranks
- We received a Google Anomaly alert that showed that on the day of July 28 (the Saturday of the race week) our website usage spiked in Page Views by 45%.
  - Amateur Road (the Cyclist's page) showed an increase of 361%
  - The Amateur Road Spectators Page showed an increase of 307%

### ARTICLES: Print and Online (See attached list of links)

- A search on the Herald Mail's website for USA Cycling produces nearly 50 event related articles and photo galleries pages (pre and post event)
- WDVM aired 7 reports on air and online

### Additional Publications:

Sports Destinations	Recreation News
BicycleRetailer.com	BikingPress.com
CyclingNews.com	CXMagazine.com
Shreveport Times	Business Insider
The Eagle (Bryan, TX)	Bicycling.com
Durango Herald (Durango, CO)	Wilton Bulletin (Norwalk CT)
SoCalCycling.com	Washington Post (slight negative)
Daily Interlake (Kallispell, MT)	

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## MARYLAND SPORTS

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### ADVERTISING (Paid and In-Kind):

#### Paid Media:

- 9 Boosted Posts, geared to Cyclists, Volunteers, and Resident Specific info via Facebook for the month of July which ran from March-July
- Digital ads on Herald Mail Media page – 35,000 impressions
- Digital ads on websites across the internet via Manning media
- Herald Mail Insert
- In-Kind - Sponsored Media:
- Print: Herald Mail Sponsored Ads for March-July
  - A Total of 30 COLOR Back Page ads, and several Full Page ads in What's NXT
  - 70,000 digital ads on their page in June – July

#### Radio: Manning Media Sponsored on-air radio ads – daily for March-July

- WVEG, 106.9 The Eagle: 1,000 commercials
- 102.1MoreFM: 1,185 commercials
- WARK 98.9FM: 1,500 commercials
- Total: 3,685 commercials

### SOCIAL MEDIA ANALYTICS: (Organic)

#### FACEBOOK:

- In July 47 Posts were made about the event by Visit Hagerstown
  - 33,008 times posts entered the users screen, all unique users
  - 47,147 times posts entered any screen, all users
  - 2,030 Post engagements (likes, shares, etc), unique users
  - 27,208 impressions to people who like our page, unique users
  - 822 Video Views of 95% of video, unique users

#### INSTAGRAM/TWITTER:

- A search of the #amateurroadnats and other related hashtags yielded close to 1,000 posts on each platform. (hashtags included team names, cyclist names, cycle venue, race names)
- Total reach on each platform of 1,000 posts averages about 350 likes, shares, and impressions (according to our insights and metrics)
- Conclude that about 35,000 were reach on each platform

#### VIDEO:

- The official video was created by Scott Cantner, and other videos made during the event can be found here: <https://www.facebook.com/HagerstownWashingtonCountyCVB/videos/10160656913415440/>
- For pre-event excitement, volunteer recruitment, etc. we created a YouTube Playlist on our channel, called USA Cycling which contains 3 videos Link here to view: [https://www.youtube.com/playlist?list=PLy35y8Sp8bGRT2\\_k4ilaUZF8UBDa1-3Ld](https://www.youtube.com/playlist?list=PLy35y8Sp8bGRT2_k4ilaUZF8UBDa1-3Ld)

#### PHOTOGRAPHY:

- Youngblood Studios was our official event photographer, and will provide individual high-res, non-watermarked photos at no cost, on an as-

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## MARYLAND SPORTS

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requested basis; the link to them is

here: [https://www.facebook.com/youngblood.seniors/photos\\_all](https://www.facebook.com/youngblood.seniors/photos_all)

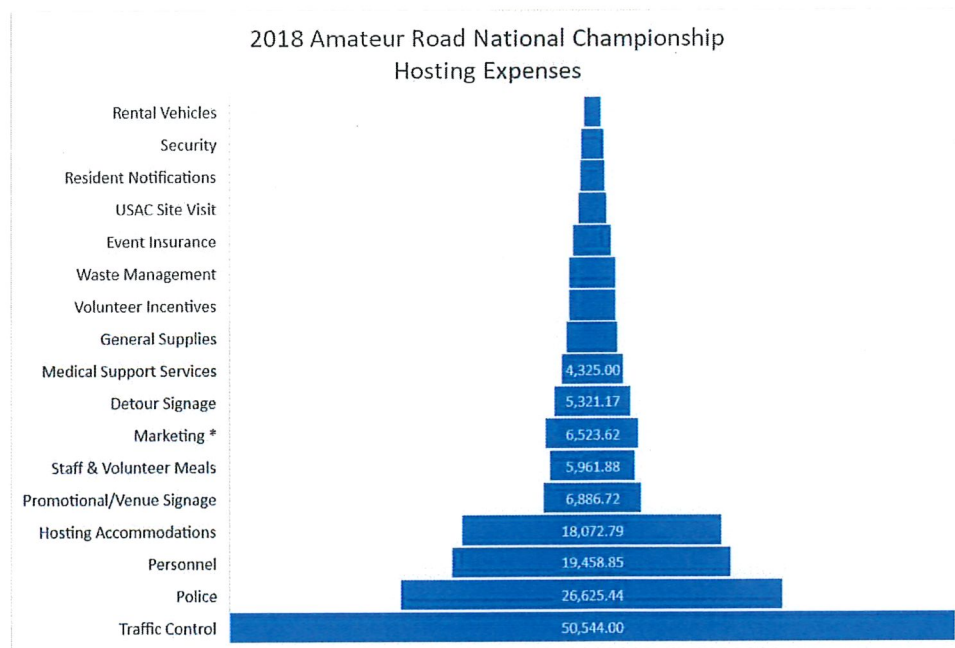
- Ed Crawford, local photographer, also took some great photos of the Crit and they can be found and downloaded here: <https://app.box.com/folder/53832517668>

SAMPLE OF NUMEROUS QUOTES/TESTIMONIALS:

- Local resident Tim Hamilton said he and his wife, Robbin, are not really cycling fans, "but we love this." The couple live downtown and walked over to catch a midmorning race. "The excitement. The young kids. It's just unreal," he said. The couple were planning to spend the day watching the cycling and hanging out at a nearby block party. (source: Herald Mail Media, Sun. July 29, 2018)
- From a cyclist: "I'm telling you, everybody is so friendly," Katy May said. The Mays made the nine-hour drive a week ago because Elizabeth's team reviewed the course Tuesday ... "We've been eating fresh corn and blueberries and peaches," she said. Georgia has all of that, but "It's not, like, right down the street." (source: Herald Mail Media, Sun. July 29, 2018)

### Event Budget

- Total Direct Spend by Event Organizers was \$260,507
- Visit Hagerstown expenses were \$168,506.59
- \* \$20,000 was received In-Kind Marketing Support from Herald Mail Media and Manning Media for Digital, Radio and Print Marketing.
- Additional \$8,500 of In-Kind goods or services were also awarded to the CVB by area businesses and restaurants to assist with the Volunteer Program, Staff Meals and Operations.



### MARYLAND SPORTS

**MISSION:** Enhance Maryland's economy, image & quality of life through the attraction, promotion, retention and development of regional, national & international sporting events.



## Event Impact

- The event drew Athletes from 42 of the 50 states to Maryland.
- The top five represented states by visitors where: Pennsylvania, California, Colorado, Maryland and Texas.
- In July 2018, the month of the USA Cycling Amateur National Road Championship, more than \$3,686,633 was spent on lodging on Washington County Maryland.
- According to STR, Average Daily Rate reached a record high of \$101.44 for during a peak night of the event.
- Average hotel occupancy during the event was 85.84% with several hotels reporting sells out or near sell out at their properties.
- "The USA Cycling Amateur National Road Championship generated an unprecedented volume of marketing forever elevating Washington County's profile as a destination." – Daniel P. Spedden, Visit Hagerstown
- This event help Visit Hagerstown absorb a loss that had been created by the decline in meetings and convention business and further strengthen our stake in the Sports Market.

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## MARYLAND SPORTS

**MISSION:** Enhance Maryland's economy, image & quality of life through the attraction, promotion, retention and development of regional, national & international sporting events.



Hypothetical Sample Event Based on Averages

Category	Assumption
<i>Attendance Characteristics</i>	
Number of Events	1
Total Participants	672
Average Household Travel Party Size	3.0
<b>Total Attendees (Spectators &amp; Participants)</b>	<b>2,016</b>
<i>Number of Room Nights</i>	
Total Attendees (Spectators & Participants)	2,688
Percentage Staying Overnight in a Hotel/Motel	75%
Overnight Attendees	2,016
Average Length of Stay	4.0
Total Overnight Attendee Days	8,064
People Per Room	4.0
<b>Total Room Nights</b>	<b>2,016</b>
<i>Attendee Spending Outside the Venue</i>	
Total Overnight Attendee Days	8,064
Average Spending Per Person Per Day	\$150
<b>Total Direct Spending - Overnight Attendees</b>	<b>\$1,210,000</b>
Daytripper Attendee Days	672
Average Spending Per Person Per Day	\$40
<b>Total Direct Spending - Daytripper Attendees</b>	<b>\$27,000</b>
<b>Total Direct Spending - All Attendees</b>	<b>\$1,237,000</b>
<b>Weighted Average - Direct Spending Per Attendee</b>	<b>\$142</b>
<i>Event Organizer/Producer Spending in the State</i>	
Number of Events	1
Average Spending Per Organization Per Event	\$129,932
<b>Total Direct Spending - Event Organizer/Producer</b>	<b>\$260,507</b>
<b>Grand Total - Direct Spending</b>	<b>\$1,497,507</b>

Notes: All of the above assumptions used in the hypothetical sample calculation reflect the averages from all survey respondents. Spending totals are rounded to the nearest thousand. Above amounts only reflect direct spending - no indirect or induced impacts and no tax revenues.

Notes
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