



MEETING of the BOARD OF DIRECTORS

AGENDA

Zoom Conference
October 28, 2020
9:00 a.m.

Call to Order	A. Sargent
Roll Call	J. Thomas
Approval of Minutes September 2, 2020	A. Sargent
Financial Report	L. Curry
Executive Committee	D. Spedden
a. 2021 Budget	
b. Wash. Co. CARES Act	
c. Welcome Center	
d. Bylaws	
Adjournment	A. Sargent

Upcoming CVB Events:

November 18 – Executive Committee
December 2 – CVB Annual Membership Meeting

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**

September 2, 2020

9:00AM

Virtual Meeting

MINUTES

PRESENT: Andrew Sargent, Chair; Al Martin, Treasurer; Sila Alegret-Bartel, Mary Anne Burke, Katie Clutz, Lester Curry, Leslie Hart, Angie Hummer, Mary Ironside, Racha Iskandarani, Teri Leiter, Lauren Metz, Travis Painter, Christine Peacock, Amanda Rankin

ABSENT: Julie Rohm

STAFF: Dan Spedden, Tiffany Ahalt, Betsy DeVore, Jolene Thomas

ROLL CALL

TOPIC: **Minutes of May 20, 2020**

MOTION: To approve the minutes of the May 20, 2020, Board of Directors Meeting, as presented.

ACTION: Approved

TOPIC: **Financial Report**

DISCUSSION: Al Martin reviewed the Financial Statement for the period ending July 31, 2020, with the Board. Cash flow had been low, but with the reserve account, SBA loan, CARES Act, it is good.

MOTION: To accept the July 31, 2020, Financial Report, as presented.

ACTION: Approved

TOPIC: **CARES Act**

DISCUSSION: Dan Spedden shared that the County Commissioners approved \$80K from the CARES Act for the CVB to use strictly for advertising. To date the CVB has distributed 38,000 Visitor Guides through The Baltimore Sun and Washington Post.

TOPIC: **Advisory Board**

DISCUSSION: Dan Spedden mentioned he was approached by Lindsay Renner who was extremely interested in being involved with our town and tourism. She currently works for member C&O Taco and is taking classes at HCC.

MOTION: To invite Lindsay Renner to serve as an Advisory Board member.

ACTION: Approved

TOPIC:

Bylaws

DISCUSSION:

Due to COVID-19 and the effects it has had on tourism and the CVB, Dan Spedden requested that the current officers continue to serve in their same capacity for at least the next couple years. The Bylaws will be reviewed, and any revisions approved at the December 2020 Annual Membership Meeting to stay in compliance. The Bylaws will be sent to CVB Board members to review and share any suggested changes prior to the next meeting on October 28.

ADJOURNMENT

Andrew Sargent, Chair

Al Martin, Treasurer

Jolene Thomas, Recording Secretary

acct	sub acct	REVENUES														2020 Actuals	2021 Budget	
315	1315	Lodging Tax	\$ 56,000	\$ 40,000	\$ 50,000	\$ 56,000	\$ 67,000	\$ 68,000	\$ 75,000	\$ 75,000	\$ 85,000	\$ 75,000	\$ 70,000	\$ 70,000	\$ 793,285	\$ 787,000	Reflects 70% of 2020 budget	
320	1320	Grants				\$ 23,888					\$ 35,833				\$ 170,397	\$ 59,721	April remainder of FY21 - Sept part of FY22	
322	1322	USA Cycling Revenue													\$ -	\$ -	No event in 2021	
325	1325	Membership Dues		\$ 600	\$ 12,000	\$ 25,000	\$ 5,500	\$ 5,000	\$ 1,200	\$ 500	\$ 376	\$ 600	\$ 600	\$ 376	\$ 41,825	\$ 51,752	Annual Memberships Due in April	
327	1327	Member Activities				\$ 400	\$ 700								\$ 1,100	\$ -		
330	1330	Visitor Guide	-												\$ 50,561	\$ -	CARES Act from County	
342	2342	Visitor Welcome Center Advertising													\$ -	\$ -		
335	1335	Publication Advertising							\$ -	\$ -	\$ -				\$ -	\$ -	Shopping & Dining Guide Ad sales (CARES Act)	
336	1336	Coop Advertising													\$ -	\$ -		
340	1340	Vacation Value Pass													\$ -	\$ -		
1345	2345	Gift Shop Sales													\$ 1,918	\$ -	VWC Closed Jan-Apr	
348	1348	Sponsorships													\$ -	\$ -		
351	1351	Ticket Sales													\$ -	\$ -		
350	1350	Miscellaneous	0						0	0					\$ -	\$ -		
355	1355	Interest Income	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15		\$ 180	\$ -	
		Total Revenues	\$ 56,015	\$ 40,615	\$ 62,015	\$ 104,903	\$ 72,915	\$ 73,715	\$ 76,215	\$ 75,515	\$ 121,224	\$ 75,615	\$ 70,615	\$ 70,391	\$ 1,057,999	\$ 899,753	Less OTD Grant/No USAC Sponsorships	
		ADMINISTRATION																
404	1404	Salaries and wages - Staff	\$ 21,095	\$ 27,595	\$ 27,595	\$ 27,595	\$ 27,595	\$ 27,595	\$ 28,938	\$ 28,938	\$ 28,938	\$ 28,938	\$ 28,938	\$ 28,938	\$ 315,680	\$ 332,696	HCWA \$6500 net in July/Raise	
406	2406	Salaries and wages--PT Visitor Center													\$ 12,803	\$ -	VWC Closed Jan-Dec	
421	1421	Payroll taxes (SS& Med)	\$ 1,947	\$ 1,935	\$ 1,902	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 27,884	\$ 23,199	VWC Closed Jan-Dec	
423		FUTA/SUTA	\$ 340	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 1,772	\$ 670	VWC Closed Jan-Dec	
431	1431	Employee Insurance	\$ 4,229	\$ 3,600	\$ 3,600	\$ 3,600	\$ 4,363	\$ 3,600	\$ 3,600	\$ 3,600	\$ 3,600	\$ 3,600	\$ 3,600	\$ 3,600	\$ 41,597	\$ 44,592	4.8% increase '21 partial empl add'l cover	
433	1433	Workmen's Compensation				\$ 1,350									\$ 399	\$ 1,350		
435	1435	Retirement	\$ 2,000	\$ -	\$ -	\$ 860	\$ 280	\$ 400	\$ 3,500	\$ 2,800	\$ 2,800	\$ 2,800	\$ 2,800	\$ 2,800	\$ 14,424	\$ 21,040	TPA fees, No employee contributions (\$30K)	
		Employee Recruitment													\$ -	\$ -		
437	1437-2437	Well Pay	6,800						0						\$ 6,442	\$ 6,800	5 employees	
		Payroll taxes													\$ -	\$ -		
438	1438-2438	Bonuses	\$ -						\$ 5,000						\$ 5,000	\$ 5,000	Performance based incentives CEO	
	1411	Contracted Services/Intern													\$ -	\$ -		
	1412	Payroll Processing	\$ 250	\$ 250	\$ 180	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 1,180	\$ 2,030	VWC Closed Jan-Apr	
		Total Administration	\$ 36,661	\$ 33,410	\$ 33,307	\$ 34,170	\$ 35,703	\$ 33,710	\$ 43,153	\$ 37,453	\$ 37,453	\$ 37,453	\$ 37,453	\$ 37,453	\$ 427,182	\$ 437,377	Salaries are functionally allocated adjusting this % below 30% upon audit	
															40.38%	48.61%		
		OPERATIONS																
501	1501-2501	Administrative Telephone	\$ 880	\$ 1,050	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 10,527	\$ 10,730		
505	1505	Administrative Postage	\$ -	\$ 500	\$ -	\$ 1,500	\$ -	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 3,544	\$ 3,500		
507	1507	Administrative Travel	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 130	\$ 396		
	1510	Alarm Monitoring			\$ 200				\$ 200						\$ -	\$ 400		
	1513	Auto Expense	\$ 525	\$ 580	\$ 540	\$ 525	\$ 547	\$ 696	\$ 525	\$ 708	\$ 550	\$ 550	\$ 550	\$ 550	\$ 7,122	\$ 6,846	Vehicle lease/Auto Insurance	
515	1515	Bank Charges	\$ 180	\$ 300	\$ 300	\$ 225	\$ 300	\$ 275	\$ 250	\$ 250	\$ 250	\$ 250	\$ 275	\$ 275	\$ 1,708	\$ 3,105		
516	1516	Board Expense			\$ 75		\$ 75					\$ 75			\$ 64	\$ 225		
517	1517	Board Insurance				\$ 2,765	2200								\$ 2,663	\$ 4,955		
521	1521-2521	Building Maintenance	\$ 325	\$ 325	\$ 325	\$ 325	\$ 325	\$ 325	\$ 325	\$ 325	\$ 500	\$ 500	\$ 325	\$ 325	\$ 4,864	\$ 4,250		
523	1523	Building Rent	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 19,057	\$ 19,332	Rent, taxes, water, parking passes	
523	2523	Visitor Center Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,568	\$ -	(CLOSED) Rent plus staff parking \$330	
559	2559	Window Display/Visitors Center Display													\$ -	\$ -	Adler displays (5 yrs)	
526	1527	Computer Purchase/Supplies/Software	\$ 60	\$ 60	\$ 150	\$ 60	\$ 60	\$ 60	\$ -	\$ 60	\$ 850	\$ 60	\$ 60	\$ 60	\$ 733	\$ 1,540	Photoshop \$50mth/ACT!/Server (5yrs)	
531	1531	Copier Purchase	\$ 350	\$ 350	\$ 400	\$ 350	\$ 350	\$ 400	\$ 600	\$ 350	\$ 700	\$ 350	\$ 350	\$ 600	\$ 5,546	\$ 5,150		
532	1532	Depreciation	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 6,125	\$ 6,120		
533	1533	Equipment Maintenance	\$ 1,100	\$ 1,100	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 12,969	\$ 11,350		
534	1534	Equipment Rent			\$ 220		\$ 220			\$ 220			\$ 220		\$ 880	\$ -		
535	1535	Interest Expense			\$ 50		\$ 50			\$ 50					\$ 92	\$ 150		
537	1537	Office Printing	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 300	\$ 300	\$ 300	\$ 300	\$ 150	\$ 150	\$ 150	\$ 1,800		
538	1538-2538	Office Supplies	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 500	\$ 500	\$ 400	\$ 400	\$ 300	\$ 300	\$ 3,694	\$ 4,400		
539	1539	Professional Fees/Memberships	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 9,100	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 35,071	\$ 25,600	Accountant and Auditors	
540		Penalties													\$ -	\$ -		
541	2541	Resale Merchandise	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,018	\$ -	No 2021 merchandise	
543	2543	Merchandise Spoilage													\$ -	\$ -		
551	1551	Subscriptions and Publications	\$ 250												\$ 349	\$ 250		
553	1553	Uniforms		\$ 200			\$ 120		\$ 400	\$ -		\$ 120			\$ 840	\$ -		
557	1557-2557	Utilities	\$ 600	\$ 600	\$ 600	\$ 300	\$ 250	\$ 250	\$ 800	\$ 400	\$ 400	\$ 600	\$ 600	\$ 600	\$ 5,632	\$ 6,000		
561	2560	Newcomer House Expenses	\$ 125	\$ 200	\$ 40	\$ 100	\$ 100	\$ 250	\$ 75	\$ 200	\$ 450	\$ 300	\$ 350	\$ 500	\$ 1,790	\$ 2,690		
	1561	Misc																
		Total Operations	\$ 8,399	\$ 9,269	\$ 8,699	\$ 11,939	\$ 10,126	\$ 16,125	\$ 9,924	\$ 8,542	\$ 10,619	\$ 8,834	\$ 9,004	\$ 9,029	\$ 127,182	\$ 120,509		
															12.02%	13.39%		

		PROMOTIONAL PROGRAMS														2020 Actual	2021 Budget	
		Advertising																
601	1601	Advertising Placements	\$ 14,445	\$ 16,300	\$ 18,495	\$ 10,000	\$ 10,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 10,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 156,784	\$ 109,240	
601.1	1601.1	SEO	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 2,000	\$ 12,000	
602	1602	Production	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 300	\$ 600	\$ 600	\$ 600	\$ 300	\$ 300	\$ 300	\$ 6,886	\$ 6,300	Ad Design/C.Hipp PR Assistance
603	1603	Web Page Design/Maintenance	\$ 500	\$ 300	\$ 300	\$ 880	\$ 800	\$ 300	\$ 3,000	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 14,253	\$ 7,580	App \$2200 annual (June)
604	1604	Fulfillment Services and Postage	\$ 500	\$ 900	\$ 12,000	\$ 1,500	\$ 3,500	\$ 4,500	\$ 4,500	\$ 4,100	\$ 2,300	\$ 5,000	\$ 3,550	\$ 1,900	\$ 1,900	\$ 32,269	\$ 44,250	Toth Dist/PA Display VG and COE mailing
		Sales																
610	1610	Travel Expenses	\$ 500	\$ -	\$ 400	\$ 1,200	\$ 800				\$ 750	\$ 1,200				\$ 7,237	\$ 4,850	
611	1611	Show Registration/Booth Costs	\$ 1,645		\$ -		\$ 125	\$ 50		\$ 75	\$ 225	\$ 250				\$ 3,325	\$ 2,370	
612	1612	Convention Services/Incentives				\$ 400			\$ 400							\$ 1,149	\$ 800	
614	1614	Sales Equipment/Supplies														\$ 2,164	\$ -	
613	1613	Sales Blitz (2)														\$ -	\$ -	
615	1615	Sales Activities/Sponsorships			\$ -	\$ 250	\$ 1,000					\$ 1,650				\$ 1,750	\$ 2,900	Ameri Legion BB/JR Terrier Races
		Sponsorships																
	1693	Maryland International Film Fest		\$ 2,500												\$ -	\$ 2,500	
	1690	Civil War Trail/National Road Markers			2400			3100	0							\$ 1,000	\$ 5,500	
	1700	Miss Maryland/Miss Wash. Cty.						5000	\$ 5,000							\$ -	\$ 10,000	
	1700.1	Heart of the CW Heritage Area	\$ 250		\$ 250	0		\$ 250		\$ 12,000	\$ 12,000	\$ 12,000	\$ 250	\$ 500	\$ 500	\$ 3,400	\$ 37,500	Four \$250 Scholarships
	1700.2	Hagerstown BMX				\$ -										\$ -	\$ -	
	1700.3															\$ -	\$ -	
	1700.4	Racine MultiSports	2500													\$ 2,500	\$ 2,500	
	1700.5	Potomac Velo Club Events														\$ -	\$ -	
	1700.6	Antietam Illuminations											\$ 1,500			\$ 1,500	\$ 1,500	
	1700.7	GreenFest		1500												\$ (1,500)	\$ 1,500	
	1701	City of Hagerstown - Main Street				\$ 2,500										\$ 100	\$ 2,500	
	1701.1	BluesFest														\$ -	\$ -	
	1701.2	Augustoberfest						\$ 1,500								\$ 1,500	\$ 1,500	
	1701.3	Mummers Parade									\$ 1,500					\$ 1,500	\$ 1,500	
	1701.4															\$ -	\$ -	
	1701.5	Maryland Theatre	\$ 3,750			3750		\$ 3,750				\$ 3,750				\$ 15,000	\$ 15,000	Annual pledge ending April 30, 2024
	1701.6	Fort Frederick Market Fair				\$ 1,500										\$ 1,500	\$ 1,500	
	1701.7	JFK 50 Mile (Cumberland Valley Ath)								\$ 2,000						\$ 2,000	\$ 2,000	
	1701.8	Hagerstown Suns			3,750		\$ 3,750									\$ 5,250	\$ 7,500	
	1701.9															\$ -	\$ -	
	1704	James Shaul Nat'l Pike Wagontrain		\$ 750												\$ 750	\$ 750	
	1705	Doleman Black Heritage			\$ 500						\$ 1,500					\$ 572	\$ 2,000	
	1706	Discovery Station			\$ -	\$ -										\$ -	\$ -	
	1707	Maryland Symphony Orchestra						2500								\$ 2,500	\$ 2,500	
	1708	Geo Caching					\$ 100									\$ (10)	\$ 100	
617	1617	Misc Sales Travel Costs	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 133	\$ 480	
618	1618	Familiarization Tours						\$ 2,500		\$ 1,000						\$ -	\$ 3,500	ABA Fam/Group Leader Fam
619	1619	International Pow Wow														\$ -	\$ -	
622	1622	USA Cycling														\$ 2,120	\$ -	
		Public Relations														\$ -	\$ -	
630	1630	Media Kits/Presentation folders/CD's									\$ 600					\$ 600	\$ 600	
631	1631	Photography	\$ 250			\$ 5,000				\$ 250			\$ 250			\$ 1,350	\$ 5,750	New photos for 2021
632	1632	Video														\$ -	\$ -	Member Campaign Awareness Video
633	1633	Travel Writer Fam Tours/Wash Cty									\$ 400					\$ 400	\$ 400	
	1634	Lobbying								\$ 3,000						\$ 3,000	\$ 3,000	
	1635	Miscellaneous and Local PR	\$ 500	\$ 500	\$ 2,000	\$ 500	\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,779	\$ 9,000	Williamsport Walk Tour - March
636	1636	Meals and Entertainment	\$ 50	\$ 50	\$ 50	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 200	\$ 200	\$ 353	\$ 1,150	Decreased
637	1638	PR Contract Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 571	\$ 2,100	Decreased
641	1641	Restaurant Week														\$ -	\$ -	
		Publications														\$ -	\$ -	
	1640	Museum Ramble				\$ 2,500	\$ -									\$ 353	\$ 2,500	
	1644	Bike Map					\$ 1,800									\$ 1,800	\$ 1,800	
	1645	Walking Tour Brochure				\$ 1,700	\$ 3,500			\$ -						\$ 5,200	\$ 5,200	
	1646	Bridges Map				\$ 2,000										\$ 2,000	\$ 2,000	
	1647	Movie Incentive														\$ -	\$ -	
650	1650	Visitor Guide		\$ 57,000												\$ 43,379	\$ 57,000	Design/Cover/Print
651	1651	Potomac River Atlas														\$ -	\$ -	
652	1652	Calendar of Events				\$ -	\$ 325		\$ 325		\$ 2,900	\$ 4,488	\$ 325			\$ 5,480	\$ 8,363	One print in 2020 - tabletop COE
653	1653	Consumer Guides/Misc Pubs				1500		\$ 1,200			\$ 3,700		\$ -			\$ 5,343	\$ 6,400	Service Guide/Shop&Din
	1656	Coupon Booklet														\$ -	\$ -	
656	1665	Product Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -							\$ 800	\$ -	UPI
659	1659	Miscellaneous														\$ -	\$ -	
657	1657	Dest Planning/Brochure Updates														\$ -	\$ -	
		Member Relations														\$ -	\$ -	
	1670	Member Services	\$ 250			\$ 250		\$ 250		\$ 250		\$ 250				\$ 362	\$ 1,000	SEO clean-up for 4 members
671	1671	Member Activities			\$ 850			\$ 3,500					\$ 3,500			\$ 500	\$ 7,850	Annual Meeting/Tourism Day/Picnic
		Other Promotional Programs																
	1691	Sports Marketing						\$ 2,500				\$ 2,500				\$ 2,997	\$ 5,000	
692	1692	Matching Grants, Donations, Co-ops				\$ 500				\$ 500						\$ 1,000	\$ 1,000	
694	1694	Trade Memberships	\$ 2,360	\$ 1,200					\$ 4,550	\$ 2,000			\$ 550			\$ 6,100	\$ 10,660	
695	1695	Miscellaneous														\$ -	\$ -	
699	1699	Research								\$ 2,200						\$ 589	\$ 2,200	STR
698	1698	Staff Development and Training	\$ -					\$ 50	\$ 2,000	\$ 3,075	\$ -					\$ 1,363	\$ 5,125	DI/Continued Education
		Total Promotional Programs	\$ 29,140	\$ 25,640	\$ 99,635	\$ 37,670	\$ 27,440	\$ 28,990	\$ 32,965	\$ 33,140	\$ 46,665	\$ 35,178	\$ 19,415	\$ 14,340	\$ 14,340	\$ 336,384	\$ 430,218	
																31.79%	47.82%	

		Budget Recap													2020 Actuals	2021 Budget	
		Revenues	\$ 56,015	\$ 40,615	\$ 62,015	\$ 104,903	\$ 72,915	\$ 73,715	\$ 76,215	\$ 75,515	\$ 121,224	\$ 75,615	\$ 70,615	\$ 70,391	\$ 1,057,999	\$ 899,753	
		Administration	\$ 36,661	\$ 33,410	\$ 33,307	\$ 34,170	\$ 35,703	\$ 33,710	\$ 43,153	\$ 37,453	\$ 37,453	\$ 37,453	\$ 37,453	\$ 37,453	\$ 427,182	\$ 437,377	
		Operations	\$ 8,399	\$ 9,269	\$ 8,699	\$ 11,939	\$ 10,126	\$ 16,125	\$ 9,924	\$ 8,542	\$ 10,619	\$ 8,834	\$ 9,004	\$ 9,029	\$ 127,182	\$ 120,509	
		Promotional Programs	\$ 29,140	\$ 25,640	\$ 99,635	\$ 37,670	\$ 27,440	\$ 28,990	\$ 32,965	\$ 33,140	\$ 46,665	\$ 35,178	\$ 19,415	\$ 14,340	\$ 336,384	\$ 430,218	
		Balance	\$ (18,185)	\$ (27,704)	\$ (79,626)	\$ 21,124	\$ (354)	\$ (5,110)	\$ (9,827)	\$ (3,620)	\$ 26,487	\$ (5,850)	\$ 4,743	\$ 9,569	\$ 167,251	\$ (88,350)	
NON-EXPENSE ITEMS																	
525	1525	Capital Purchases	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	(Office Reno)
542	1542	Reserve Funding	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	
545		Loan Payments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	
		Reserve Funding to be used	\$ 14,445	\$ 16,300	\$ 61,295										\$ -	\$ 92,040	Phase 2 CARES Act \$
																\$ -	
		Total Net Balance	\$ (3,740)	\$ (11,404)	\$ (18,331)	\$ 21,124	\$ (354)	\$ (5,110)	\$ (9,827)	\$ (3,620)	\$ 26,487	\$ (5,850)	\$ 4,743	\$ 9,569	\$ 167,251	\$ 3,690	



Updated Road Map

Costs by
Media
Category

Ad Samples

Costs by Category

CARES Act Phase 2

Digital Ads		Oct	Nov	Dec	Jan	Feb	Mar	TOTAL
Manning Media - Virtual Bill Board		\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$15,000.00
Manning Media- Native Ads		\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$15,000.00
Manning Media - Native Video		\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$15,000.00
Manning Media - Social Mirror				\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$10,000.00
Manning Media - Online Audio		\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$15,000.00
TOTAL		\$12,500.00	\$15,000.00	\$17,500.00	\$17,500.00	\$17,500.00	\$17,500.00	\$70,000.00

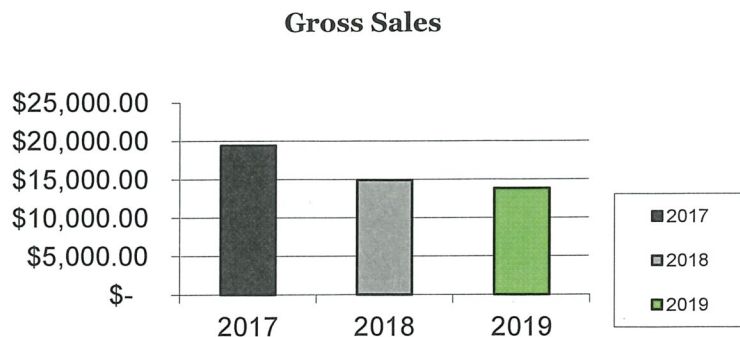
Costs by Category, cont'd

Print/Site Ads		Oct	Nov	Dec	Jan	Feb	Mar	TOTAL
Group Tour Publications		\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$10,500.00
Recreation News			\$800.00	\$550.00		\$550.00	\$550.00	\$2,450.00
Destination Maryland							\$5,000.00	\$5,000.00
MD Sip & Savor			\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$2,500.00
Blue Ridge Outdoors			\$695.00		\$695.00		\$695.00	\$2,085.00
USA Today - Veteran's Affairs			\$3,500.00					\$3,500.00
USA Today - Black History Month						\$3,500.00		\$3,500.00
Additional Publications Still TBD			\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$25,000.00
WiYNN			\$1,500.00		\$1,500.00			\$3,000.00
Transpromotion Truck Wraps (1)		\$2,500.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$27,500.00
TOTAL		\$4,250.00	\$18,745.00	\$12,800.00	\$14,445.00	\$16,300.00	\$18,495.00	\$85,035.00

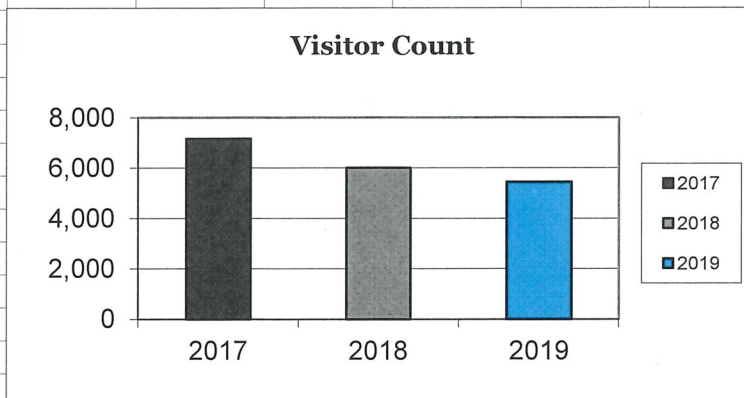
[illegible]

Visitor Welcome Center

	Gross Sales
2000	\$ 15,481.73
2001	\$ 25,404.00
2002	\$ 19,879.00
2003	\$ 19,855.00
2004	\$ 18,893.70
2005	\$ 23,106.66
2006	\$ 21,373.53
2007	\$ 19,681.36
2008	\$ 16,830.17
2009	\$ 14,767.80
2010	\$ 19,652.01
2011	\$ 24,819.24
2012	\$ 24,284.03
2013	\$ 22,211.61
2014	\$ 17,682.58
2015	\$ 15,132.54
2016	\$ 19,784.41
2017	\$ 19,403.00
2018	\$ 14,943.00
2019	\$ 13,838.00



	Visitor Count
2000	9,910
2001	12,157
2002	11,155
2003	9,751
2004	10,785
2005	11,751
2006	11,265
2007	11,254
2008	10,176
2009	10,333
2010	9,428
2011	10,376
2012	9,798
2013	8,955
2014	7,567
2015	7,205
2016	7,178
2017	7,161
2018	6,012
2019	5,453



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. All other Officers may be reelected every two years.*