



MEETING of the BOARD OF DIRECTORS

AGENDA

Chamber of Commerce
February 8, 2018
9:00am

Call to Order	A. Hummer
Roll Call	J. Thomas
Approval of Minutes	A. Hummer
Financial Report	D. Spedden
Executive Committee	D. Spedden
a. Board Resignation	
b. Executive Committee Vacancy	
New Business	D. Spedden
a. Fireball Run	
b. National Road Museum Bond Bill, House Bill-290	
c. Letter of Support – Zoning Appeal	
d. Letter of Support – Doleman Black Heritage	
Q&A with Staff	Staff
Adjournment	D. Spedden

Next Board Meeting: March 29, 2018

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.

**VISIT HAGERSTOWN-WASHINGTON COUNTY CONVENTION & VISITORS
BUREAU ANNUAL MEMBERSHIP MEETING**

MINUTES

Fountain Head Country Club
December 5, 2017

MEMBERS

Angie Hummer, Chair; Francine Donachie, Past-Chair; Al Martin, Treasurer; Tiffany Ahalt, Sila Alegret-Barlet, Erin Anderson, Dave Barnhart, Stefanie Basalik, Doug Bast, Melody Belotte, Sharon Berger, Juli Best, Walter Bishop, Carol Blessing, Dieter Blosel, Jan Borell, Kristin Bowl, Mary Anne Burke, Tom Burtman, Sandy Cable, John Canan, Jaquette Cardwell, Yee Lea Cho, Ross Comb, Miriam Cunningham, Will Cunningham, Les Curry, Bill Divelbiss, Robin Dolbin, Tim Doyle, Vernell Doyle, Adrienne Eckstine, Christie Elbin, Jeff Garland, Katrina Gayman, James Geraghty, Amy Gibson, Lucy Gonzalex, Jessida Green, Mike Harp, Brenda Hawbaker, Kris Hawley, Dave Henneberger, Stephanie Henneberger, Wanda Heuer, Charissa Hipp, Clarence Horst, Teresa Hutchens, Mary Ironside, Linda Irvin-Craig, Racha Iskandarani, Joe Jefferson, Mary Johnson, Samantha Jones, Cindy Kauffman, Dick Keesecker, Pat Kelley, Rosa Kisner, Bill Knode, Jodi Lawson, Vickie Layton, Pete Low, Jillian MacMaster, Karen Martin, Rebeca Massie Lane, Gaye McGovern, Maryl Teal Medina, George Messner, Vickie Messner, George Michael, Angle Myers, Rachel Nichols, Mary Nye-Borell, Laura Oates, Sandy O'Neil, Brian O'Neil, Terri Packard, Travis Painter, Carolyn Raber, Colleen Rafferty, Jackie Ramey, Amanda Rankin, Liz Renner, Phil Ridenour, Jeannie Ridenour, Julie Rohm, Cindy Rowe, Churck Schwalbe, John Seburn, Charles Sekula, Brenda Shanholtz, Cherina Shank, Liz Shatto, Sandy Sipos, Alex Slick, Ryan Smetzer, Katie Snook Clutz, Blaine Snyder, Frank Stanley, Joyce Stanley, Mark Stevanus, Rhonda Strickland, Dale Swope, Dawn Thomas, Mark Thomas, Natoma Vargason, Chris Vincent, Amy Vincent, Laura Wallace, Brittany Wedd, Darrell Whittington, Suanne Woodring, Margie Yeager, and Ralph Young

INVITEES

Mayor Robert Bruchey, County Commissioners Terry Baker, John Barr, Paul Corderman, and Wayne Keefer; Count Administrator Rob Slocum; Julianna Albowicz-Field Representative for Senator Van Hollen; Robin Summerfield-Field Representative for Representative Cardin; Julie Heizer, US Dept. of Commerce's National Travel and Tourism; Cynthia Miller, Maryland Office of Tourism Development; Mayor Ralph Salvagno;

CVB STAFF

Dan Spedden, President; Jean Carbaugh, Liebe Cohen; Betsy DeVore, Georgi Kauffman; Andrea Kautz; Terri Mulligan, Jolene Thomas, Audrey Vargason, Janine Woodward, Kay Yingling

CALL TO ORDER AND WELCOME – Angie Hummer, Board Chair

INTRODUCTION OF DIGNITARIES AND

CVB BOARD OF DIRECTORS – Angie Hummer, Board Chair

FINANCIAL REVIEW

Al Martin presented a brief report on the financial status of the Visit Hagerstown-Washington County Convention & Visitors Bureau.

BYLAWS

Angie Hummer advised the Membership there were no amendments to the current Bylaws of the Hagerstown-Washington County Convention & Visitors Bureau, and they would stand as is, through 2018.

SPECIAL GUEST SPEAKER

Deputy Director of Industry Relations for the US Department of Commerce's National Travel and Tourism, Julie Heizer, shared the importance of tourism from a national perspective.

YEAR IN REVIEW AND PLANS FOR 2018

Dan Spedden, President of Visit Hagerstown, presented an overview of the CVB's development during 2017 and plans for 2018.

20TH ANNIVERSARY MEMBERS

Thirty (30) Visit Hagerstown partners, who have been members for the past 20 years, were recognized and presented with an award for their commitment and loyalty to the CVB.

ADJOURNMENT

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

October 19, 2017

9:00am

SpringHill Suites

MINUTES

PRESENT: Angie Hummer, Chair; Al Martin, Treasurer; Sila Alegret-Bartel, Francine Donachie, Jeff Garland, Mary Ironside, Teri Leiter, Travis Painter, Julie Rohm

ABSENT: Katie Clutz, Mary Anne Burke, Rebecca Massie-Lane, Jeannie Ridenour, Andrew Sargent, Rod McIntyre, Joyce Stanley,

STAFF: Dan Spedden, Betsy DeVore, Jolene Thomas, Audrey Vargason

ROLL CALL

TOPIC: **Minutes of August 24, 2017, Meeting**

MOTION: Approve the August 24, 2017, minutes, as presented. (Copy on file)

ACTION: Approved

TOPIC: **Financial Report**

DISCUSSION: Al Martin reviewed the September 30, 2017 Financial Report with the board.

MOTION: To accept the September 30, 2017, Financial Report, as presented. (Copy on file) 1st Jeff Garland, 2nd Francine Donachie

ACTION: Accepted

TOPIC: **Bylaws**

DISCUSSIONS: No suggested changes to the Bylaws were submitted for consideration, so they will be presented at the Annual Membership Meeting on December 5, 2017, as is.

TOPIC: **2018 Budget**

DISCUSSION: Dan Spedden reviewed the proposed 2018 Budget, recommended by Executive Committee, with the board highlighting areas of increases and/or decreases in comparison to the estimated actuals of current year.

MOTION: Accept the proposed 2018 Budget as presented. 1st Al Martin; 2nd Jeff Garland

ACTION: Approved

TOPIC: **New Members**

MOTION: Approve list of new CVB Members. (Copy on file) 1st, Francine Donachie, 2nd Teri Leiter

ACTION: Approved

ADJOURNMENT

Angie Hummer, Chair
Al Martin, Treasure
Jolene Thomas, Recording Secretary

Washington County, Maryland Convention & Visitors Bureau

Statement of Financial Position

As of December 31, 2017

	Dec 31, 17	Dec 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
104 • Cash BB&T - Operating	70,006.14	55,240.56	14,765.58	26.7%
105 • Cash BB&T - Payroll Reserve	1,309.81	1,309.14	0.67	0.1%
106 • Cash BB&T - PR	14,067.81	13,272.64	795.17	6.0%
107 • Cash BB&T - Operating Reserve	75,034.46	27,999.19	47,035.27	168.0%
108 • Cash Visitors Center	450.00	450.00	0.00	0.0%
Total Checking/Savings	160,868.22	98,271.53	62,596.69	63.7%
Other Current Assets				
115 • Prepaid Expenses	0.00	13,516.15	-13,516.15	-100.0%
121 • Grants Receivable	702.84	702.84	0.00	0.0%
122 • Lodging Tax Receivable	70,452.47	68,837.45	1,615.02	2.4%
131 • Inventory - Gift Shop	10,559.94	11,551.81	-991.87	-8.6%
Total Other Current Assets	81,715.25	94,608.25	-12,893.00	-13.6%
Total Current Assets	242,583.47	192,879.78	49,703.69	25.8%
Fixed Assets				
153 • Office Equipment	42,462.01	42,462.01	0.00	0.0%
157 • Leasehold Improvements	33,236.38	33,236.38	0.00	0.0%
163 • Accum Depr- Office Equipment	36,613.54	32,427.70	4,185.84	-12.9%
167 • Accum Depr-Leasehold Impr	16,942.20	15,002.28	1,939.92	-12.9%
Total Fixed Assets	22,142.65	28,268.41	-6,125.76	-21.7%
TOTAL ASSETS	264,726.12	221,148.19	43,577.93	19.7%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 • Accounts Payable	24,112.23	16,886.74	7,225.49	42.8%
Total Accounts Payable	24,112.23	16,886.74	7,225.49	42.8%
Other Current Liabilities				
220 • Deferred Revenue	38,212.50	24,558.72	13,653.78	55.6%
221 • Sales Tax Payable	628.63	667.88	-39.25	-5.9%
222 • Accrued Salaries & Benefits	16,403.98	15,347.27	1,056.71	6.9%
227 • Accrued Vacation	6,226.28	6,191.72	34.56	0.6%
Total Other Current Liabilities	61,471.39	46,765.59	14,705.80	31.5%
Total Current Liabilities	85,583.62	63,652.33	21,931.29	34.5%
Total Liabilities	85,583.62	63,652.33	21,931.29	34.5%
Equity				
290 • Fund Balance	157,495.86	185,383.29	-27,887.43	-15.0%
Net Income	21,646.64	-27,887.43	49,534.07	177.6%
Total Equity	179,142.50	157,495.86	21,646.64	13.7%
TOTAL LIABILITIES & EQUITY	264,726.12	221,148.19	43,577.93	19.7%

Washington County, Maryland Convention & Visitors Bureau, Inc.

Accountants Report/Discussion Points - Executive Board

December 31, 2017

		Dec 2017	Dec 2016		Current	Dec 2017
		Year	Prior	Year to Year	Year	YTD Variance
		To Date	YTD	Variance	Budget	To Budget
1)	REVENUE:					
	Lodging Tax Revenue	1,028,163.05	1,016,479.20	11,683.85	1,040,500.00	(12,336.95)
	Grants	97,018.00	62,065.00	34,953.00	96,315.00	703.00
	Memberships	70,735.01	53,352.62	17,382.39	54,850.00	15,885.01
	Member Activities	-	-	-	-	-
	Visitor Guide	46,806.00	50,878.25	(4,072.25)	51,000.00	(4,194.00)
	Publication Advertising	2,463.01	1,485.00	978.01	1,485.00	978.01
	Advertising Co-ops	-	-	-	600.00	(600.00)
	Vacation Value Pass	-	-	-	-	-
	Gift Shop Sales	19,432.60	18,953.29	479.31	15,550.00	3,882.60
	Sponsorships	-	-	-	-	-
	Miscellaneous Revenue	6,508.01	6,511.70	(3.69)	7,565.00	(1,056.99)
	Ticket Sale Commissions	1,895.00	1,292.50	602.50	1,300.00	595.00
	Illuminations	-	-	-	-	-
	Interest Income	478.74	199.11	279.63	-	478.74
	Loss on disposal of assets	-	(81)	81.00	-	-
	TOTAL REVENUE	1,273,499.42	1,211,135.67	62,363.75	1,269,165.00	4,334.42
	Total Administrative Expense	400,196.27	377,813.08	22,383.19	390,790.00	9,406.27
	Total Operating Expense	191,830.30	212,264.20	(20,433.90)	169,538.00	22,292.30
	Promotional Programs:					
	Advertising	304,009.06	276,640.66	27,368.40	285,500.00	18,509.06
	Sales	74,676.24	80,736.31	(6,060.07)	67,117.00	7,559.24
	Public Relations	40,027.02	43,881.77	(3,854.75)	28,345.00	11,682.02
	Publications	92,791.78	82,323.83	10,467.95	94,552.00	(1,760.22)
	Product Development	5,702.00	8,725.26	(3,023.26)	-	5,702.00
	Member Relations	12,445.80	12,618.69	(172.89)	6,800.00	5,645.80
	Other Promotional Programs	130,174.31	144,019.30	(13,844.99)	128,758.00	1,416.31
	Total Promotional Programs	659,826.21	648,945.82	10,880.39	611,072.00	48,754.21
	TOTAL EXPENSES	1,251,852.78	1,239,023.10	12,829.68	1,171,400.00	80,452.78
	NET SURPLUS (DEFICIT)	21,646.64	(27,887.43)	49,534.07	97,765.00	(76,118.36)
	Expenses grouped by functional category:					
	Program Services	1,055,756.61	1,053,894.69	- This Assumes that 51% of Administrative Expense is allocated to Program Services.		
	Management & General	196,096.17	185,128.41			
		1,251,852.78	1,239,023.10			
	Program Service % age	84%	85%			

Washington County, Maryland Convention & Visitors Bureau, Inc.								
Lodging Tax Revenue Received								
2006 - 2017								
This reflects the ACTUAL MONTH RECEIVED - CASH BASIS								
	2012	2013	2014	2015	2016	2017	2018	2017 Change
January	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	45,628.29	65,897.19	53,697.02	57,790.64	57,003.42	55,985.59		
March	52,964.84	57,032.25	54,049.77	56,247.52	56,433.17	62,015.27		
April	56,810.97	59,556.03	73,737.56	75,308.62	70,990.50	75,843.67		
May	85,258.29	70,485.79	74,192.08	81,108.16	79,149.51	73,261.67		
June	77,905.19	74,805.87	80,166.19	87,765.22	86,386.23	86,997.98		
July	89,682.15	87,470.87	96,526.37	100,135.61	108,095.75	103,935.74		
August	104,757.06	99,564.46	105,994.01	108,801.61	105,121.32	103,712.96		
September	93,510.33	103,481.11	108,753.10	104,693.43	106,954.09	109,878.67		
October	92,492.59	92,604.23	99,333.60	101,208.40	100,509.04	96,044.50		
November	84,786.05	78,575.93	85,858.49	87,280.18	83,015.59	89,890.55		
December	93,257.89	77,232.22	87,264.92	85,115.58	93,983.13	100,143.98		
ANNUAL TOT	\$ 957,010.93	\$925,868.36	\$ 994,671.58	\$ 1,021,403.69	\$ 1,031,564.35	\$ 1,026,548.03	\$ 70,452.47	\$ 1,615.02
	1,021,403.69	12 mnths 2016	1,031,564.35	12 mnths 2017	1,026,548.03		1 mnths 2018	70,452.47
	994,671.58	12 mnths 2015	1,021,403.69	12 mnths 2016	1,031,564.35		1 mnths 2017	68,837.45
	26,732.11	Increase \$\$	10,160.66	Decrease \$\$	(5,016.32)		Decrease \$\$	1,615.02
	2.69%	Increase %	0.99%	Decrease %	-0.49%		Increase %	2.35%
REVENUES BY YEAR:								
		2004	\$ 580,730.84					
		2005	\$ 661,866.93					
		2006	\$ 765,219.60					
		2007	\$ 815,256.26					
		2008	\$ 779,803.23					

HOUSE BILL 290

B2

8lr1372

By: **Delegate Wivell**

Introduced and read first time: January 22, 2018

Assigned to: Appropriations

A BILL ENTITLED

1 AN ACT concerning

2 **Creation of a State Debt – Washington County – National Road Museum**

3 FOR the purpose of authorizing the creation of a State Debt not to exceed \$100,000, the
4 proceeds to be used as a grant to the Board of Directors of the National Road Heritage
5 Foundation, Inc. for certain development or improvement purposes; providing for
6 disbursement of the loan proceeds, subject to a requirement that the grantee provide
7 and expend a matching fund; establishing a deadline for the encumbrance or
8 expenditure of the loan proceeds; and providing generally for the issuance and sale
9 of bonds evidencing the loan.

10 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,
11 That:

12 (1) The Board of Public Works may borrow money and incur indebtedness on
13 behalf of the State of Maryland through a State loan to be known as the Washington County
14 – National Road Museum Loan of 2018 in a total principal amount equal to the lesser of (i)
15 \$100,000 or (ii) the amount of the matching fund provided in accordance with Section 1(5)
16 below. This loan shall be evidenced by the issuance, sale, and delivery of State general
17 obligation bonds authorized by a resolution of the Board of Public Works and issued, sold,
18 and delivered in accordance with §§ 8–117 through 8–124 and 8–131.2 of the State Finance
19 and Procurement Article.

20 (2) The bonds to evidence this loan or installments of this loan may be sold as a
21 single issue or may be consolidated and sold as part of a single issue of bonds under §
22 8–122 of the State Finance and Procurement Article.

23 (3) The cash proceeds of the sale of the bonds shall be paid to the Treasurer and
24 first shall be applied to the payment of the expenses of issuing, selling, and delivering the
25 bonds, unless funds for this purpose are otherwise provided, and then shall be credited on
26 the books of the Comptroller and expended, on approval by the Board of Public Works, for
27 the following public purposes, including any applicable architects' and engineers' fees: as a

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 grant to the Board of Directors of the National Road Heritage Foundation, Inc. (referred to
2 hereafter in this Act as "the grantee") for the acquisition, planning, design, construction,
3 repair, renovation, reconstruction, site improvement, and capital equipping of the National
4 Road Museum, located in Washington County.

5 (4) An annual State tax is imposed on all assessable property in the State in rate
6 and amount sufficient to pay the principal of and interest on the bonds, as and when due
7 and until paid in full. The principal shall be discharged within 15 years after the date of
8 issuance of the bonds.

9 (5) Prior to the payment of any funds under the provisions of this Act for the
10 purposes set forth in Section 1(3) above, the grantee shall provide and expend a matching
11 fund. No part of the grantee's matching fund may be provided, either directly or indirectly,
12 from funds of the State, whether appropriated or unappropriated. No part of the fund may
13 consist of real property, in kind contributions, or funds expended prior to the effective date
14 of this Act. In case of any dispute as to the amount of the matching fund or what money or
15 assets may qualify as matching funds, the Board of Public Works shall determine the
16 matter and the Board's decision is final. The grantee has until June 1, 2020, to present
17 evidence satisfactory to the Board of Public Works that a matching fund will be provided.
18 If satisfactory evidence is presented, the Board shall certify this fact and the amount of the
19 matching fund to the State Treasurer, and the proceeds of the loan equal to the amount of
20 the matching fund shall be expended for the purposes provided in this Act. Any amount of
21 the loan in excess of the amount of the matching fund certified by the Board of Public Works
22 shall be canceled and be of no further effect.

23 (6) The proceeds of the loan must be expended or encumbered by the Board of
24 Public Works for the purposes provided in this Act no later than June 1, 2025. If any funds
25 authorized by this Act remain unexpended or unencumbered after June 1, 2025, the
26 amount of the unencumbered or unexpended authorization shall be canceled and be of no
27 further effect. If bonds have been issued for the loan, the amount of unexpended or
28 unencumbered bond proceeds shall be disposed of as provided in § 8-129 of the State
29 Finance and Procurement Article.

30 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect June
31 1, 2018.

Visit **HAGERSTOWN** & Washington County, Maryland

February 6, 2018

Mayor and City Council
City of Hagerstown
14 North Potomac Street
Hagerstown, MD 21740

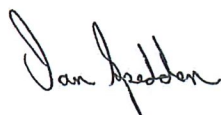
Dear Mayor and Council Members,

The Hagerstown/Washington County Convention and Visitors Bureau supports the Doleman Black Heritage Museum effort to purchase the property at 465 Pennsylvania Avenue through a grant from the Maryland Department of Housing and Community Development.

The Doleman Black Heritage Museum, a non-profit organization, is focused on creating an outstanding regional resource center for historical information of local and national African-American culture. This museum will bring to life the legacy of Charles & Marguerite Doleman and their vision for a state of the art cultural & historical museum depicting the lives of African-Americans and situated in the heart of Hagerstown.

Last year Hagerstown and Washington County hosted 1.2 million visitors. Visitors spent \$256.2 million in our community, lodging topped the \$40 million and food and beverage brought in \$70.9 million. Tourism employs 5,281 people in Hagerstown and Washington County, 7.9% of our community's workforce. These market shares will grow through the increased number and quality of preferred attractions. A new museum with a broad appeal will attract new visitors and increase the length of stay for our heritage tourists.

Sincerely Yours,



Daniel P. Spedden
President

Visit HAGERSTOWN

& Washington County, Maryland

February 6, 2018

Reference: Docket Number AP2018-006

Appellant: Selina M. Wilkes Troy

Special Exception: To establish a banquet/reception facility, variance from minimum 100 ft. right side yard setback to 88 ft., variance from requirement to provide a durable, dustless surface for parking, variance from required 233 parking spaces to 110 for said banquet/reception facility.

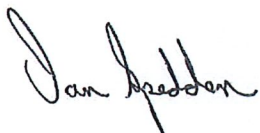
To The Board of Zoning Appeals:

The Hagerstown/Washington County Convention and Visitors Bureau supports the effort of Elmwood Farms Bed and Breakfast in the pursuit of the above referenced variances. If approved, the variances will promote entrepreneurship, preserve historic architecture, preserve the historic landscape, and contribute to the growth of Washington County's important tourism economy. The CVB recommends that the variances be approved as presented.

Last year Washington County hosted 1.2 million visitors, they spent \$256.2 million in our community. Lodging topped the \$40 million mark for the first time. Tourism employs 5,281 people in Washington County, 7.9% of our community's workforce. Visitors to Washington County also spent \$70.9 million on food and beverage. More unique destinations will help us show continued growth in this area, this growth can be a market segment shared by local owner operators. This market share will also grow through the increased number and size of Bed and Breakfast operations and the development of new and unique banquet and reception event venues.

Approving the variances removes obstacles to innovation clearing a path for property owners to change with the times and capitalize on our growing tourism economy.

Sincerely Yours,



Dan Spedden, President

DIGITAL & SOCIAL:

- Ongoing digital campaigns are still exceeding national averages for click-throughs (Hotels, B&B, Suns Campaigns) for this time period
- Daily social posts across social platforms
- Ran social media ad campaigns for B&B/Inn tour, Ideas for kids' Christmas vacation, and Make the Most of your Vacation Time in 2018
- Working with Hub City Mobile and City of Hagerstown to promote Blues Fest on the App

WEBSITE/SEO:

- Organic traffic grew 10% over December 2016
- Google and Bing rankings improved as more keywords found their place in ranking results
- Events was top visited page, followed by Places to Stay, and Eat & Drink

MOBILE APP: Stats for 2017

- 1,254 total downloads
- 34,299 pageviews
- 5,294 total sessions
- 2,786 unique sessions
- Average session time 1-3 minutes
- Highest traffic day - March 23 - 617 pageviews
- 669 downloads in 2017 (average 2 downloads/day)
- Most popular tabs:
Events | Places to Stay | Dining & Shopping
- Most popular day - Saturday

ADVERTISING: Ad placements for following publications and websites:

Groups Today	Mountain Discoveries	Teach & Travel
GAP Trail Guide	Blue Ridge Outdoors	Maryland Sip & Savor
Civil War Monitor	Eastern Home & Travel	Groups Today
East Coast Traveler	MD Fishing Guide	Toronto Blue Jays
USA Today Mid Atlantic Insert	Columbus Magazine	Hampton Inn Hotel Directory
Antietam KOA Directory	Southern Living	

PR/COMMUNICATIONS:

- Issued Media Releases: African American Heritage Society, MATPRA, Houses of Worship Tour, Bockmiller at Miller House, Inn/B&B Tour, Membership Meeting, Greenbrier Swim/Run Event, Fireball Run Release, Nat Geo Top Cities
- Coordinated interviews for Dan and media re: Nat Geo, 2017 Successes
- Nat Geo Traveler: Hagerstown named to their Best Small Cities for 2018
- Fireball Run is out and features Hagerstown

**2018 VISITOR GUIDE:**

- Sold ads which will cover cost to produce the larger guide
- Wrote and developed lots of new content
- Created ads for several members and worked with members to have ads resized
- Working with designer on all new layout

BROCHURES:

- Christmas Events brochure update and printed for WCAMHS
- Historic Houses of Worship Tour updated and printed

USA CYCLING:

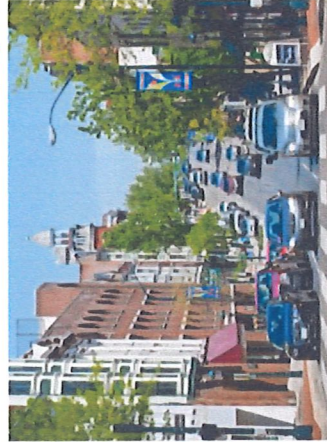
- Attended USA Cycling meetings on December 19th and January 17th
- Worked with Audrey on micro web page, flyer, mobile app content, and Suns promotions
- Met with County PR Department regarding resident advisements and ways to partner



The Best Cities in the United States

Ratings reveal unexpected travel surprises in 30 smaller cities.

< 26 / 31 >



HAGERSTOWN, MARYLAND Located along the C&D Canal National Historical Park trail, Hagerstown surprises bikers and hikers with its rich Civil War and African-American history. A newer pathway, the sculpture-dotted Hagerstown Cultural Trail, connects the city's arts district to the Museum of Fine Arts at City Park. Also looking good: the locals, who patronize the city's surly/stopper number of bawdy shops and saloons.



North America
FEATURED NATIONAL GEOGRAPHIC TRIP



By **George Stone** and **Amy Alipio**
Reported by **Jennifer Barger**

The most exciting travel story in America right now? The resurgence of cities large and small.

At Nat Geo Travel, we're passionate about tales of urban renewal, about communities that have collaborated to improve their Main Streets, about smart cities that have pursued development policies that produce happiness.

For this story, we partnered with Resonance Consultancy, a global destination branding advisor, to identify the top U.S. small cities based on unconventional metrics that we think lead to happiness: green spaces, galleries, coffee shops, breweries, music venues, Instagrammable moments, and more.

Next we sorted U.S. cities into three groups based on their population: 40K-100K, 100K-200K, and 200K-600K.

Resonance combined core statistics with social media data (from Yelp, Instagram, and other sources) on nightlife, culture, restaurants, and the like to determine the city leaders for each population group in categories from meatier (lots of steakhouses and delis) to greenest (most parkland), based on per capita results.

Finally, *Traveler* editors added in trending cities—towns that didn't make Resonance's final cut this year but look as if they could in 2019. Keep your eye on them.

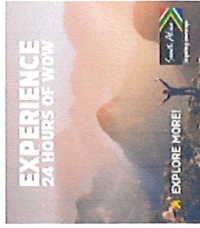
Six places on our list (Boulder, Colorado; Honolulu, Hawaii; Charlottesville, Virginia; Santa Cruz, California; Ann Arbor, Michigan; and Portland, Maine) also appear on a [National Geographic list of the happiest cities in America](#). Happy places for locals are also rewarding places for travelers.

We hope our list of 30 cities inspires enlightening discoveries.

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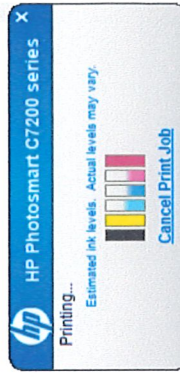
FROM THE WEB

Sponsored By Zinglet



North America

FEATURED NATIONAL GEOGRAPHIC TRIP



PERFORMED SALES ACTIVITIES

American Bus Association	Charlotte, NC	Jan 14-17
Washington County Day	Annapolis, MD	February 1
Tourism Day	Annapolis, MD	February 15
Pennsylvania Bus Association	York, PA	March 25-27
Fire Starter Brands	Ontario Sales Mission	May
IPW	Denver, CO	May 20 - 24
Destination Gettysburg Buyer FAM	Hagerstown, MD	July 9- 11
USA Cycling Amateur Road Nats	Hagerstown, MD	July 26-29
Wash. Co. New Educators Reception	Williamsport, MD	August
Student Youth Travel Association (SYTA)	Baltimore, MD	August 24- 29
HCWHA- SYTA Post FAM	Washington County	August 29- 30

STR REPORT*December 2017, See Attached***USA CYCLING**

- Began coordinating with the City of Hagerstown new Community Event Coordinator, Kitty Clark.
- Held a meeting with the City of Hagerstown to solicit sponsorship for 2018 National Championships
- Working with the volunteer committee to roll out recruitment collateral and sign ups late February/early March.
- Collaborating with Mainstreet, the Town of Boonsboro and Boonsboro EDC to create hospitality experiences at race venues
- Teamed up with the Hagerstown Suns for a in-kind sponsorship for Welcome Wednesday, an evening entertainment experience to Welcome USA Cyclist to the area, the night prior to races.
- Partnering with Washington County Public Schools to get USAC Pre-Approved as a Student Service Learning Project
- Coordinated and led the first USAC staff meeting

SALES SPOTLIGHT

- Attended the Maryland Tourism Summit
- Worked with the B&Bs, Inns and Small Lodging Partners to Donate over 100 toys to CVB member Toys for Tots as a part of the Come Inn for the Holiday Tour, which sold 92 tickets in its inaugural year.
- Member visits: Red Roof Inn of Williamsport, Maryland Symphony Orchestra, Chamber of Commerce Ribbon Cutting, Ivy Hill Farm, Warehouse Tap Room, Starr Equestrian, Antietam Brewery
- Consulted with Antietam Brewery on the creation on a new sales kit and profile sheet
- Connected HCWHA, Pry House at Antietam with the Tri-State Astronomers to increase programming support for the 2018 Antietam Star Parties.
- Providing Support to the C&O Canal Association bid on the 2021 World Canal Conference and the C&O Canal National Park for a 50th Anniversary Events
- Met with the City of Hagerstown Planning Staff to provide background to the hotel property located a 901 Dual Highway, additionally provided industry connections and definitions to help City Planning combat negative issues within City hotels along the dual highway.
- Attended American Bus Association Annual Marketplace in Charlotte alongside CVB Partners: The Pry House Field Hospital Museum and Plamondon Hospitality.
- Provide guidance to the Washington County Athletic Association on a Washington County Hotel Tax Grant Application to assist with event related operation costs.
- Finalizing details for a Student Buyer Familiarization Tour in partnership with Destination Gettysburg that will highlight our student group offerings, the timing of this activity is aligned with SYTA Baltimore.

LOST BUSINESS

- Post 211 Funkstown as they pursue the MD State Legion Baseball 19U Tournament (7/24- 7/28/18). This bid was awarded to Salisbury, MD, the feedback was our hotel rates were higher than in years past. The former Clarion served as a host hotel for this same tournament in 2015.
 - Should Post 211 pursue a MD State Legion Baseball bid in the future, we plan to offer incentives for both the host organization for venue rentals as well as the administrative organization at the state level.

Tab 2 - Trend Hagerstown, MD+

Currency: USD - US Dollar

Hagerstown MD CVB

For the Month of December 2017

Occupancy (%)	2017	Year To Date	Running 12 Months
	Dec	2017	2017
This Year	51.7	64.1	64.1
Last Year	49.6	64.5	64.5
Percent Change	4.3	-0.6	-0.6

ADR	2017	Year To Date	Running 12 Months
	Dec	2017	2017
This Year	76.33	83.44	83.44
Last Year	75.24	79.37	79.37
Percent Change	1.4	5.1	5.1

RevPAR	2017	Year To Date	Running 12 Months
	Dec	2017	2017
This Year	39.49	53.50	53.50
Last Year	37.32	51.18	51.18
Percent Change	5.8	4.5	4.5

Supply	2017	Year To Date	Running 12 Months
	Dec	2017	2017
This Year	54,839	642,061	642,061
Last Year	54,095	636,925	636,925
Percent Change	1.4	0.8	0.8

Demand	2017	Year To Date	Running 12 Months
	Dec	2017	2017
This Year	28,373	411,683	411,683
Last Year	26,831	410,698	410,698
Percent Change	5.7	0.2	0.2

Revenue	2017	Year To Date	Running 12 Months
	Dec	2017	2017
This Year	2,165,794	34,350,985	34,350,985
Last Year	2,018,892	32,596,781	32,596,781
Percent Change	7.3	5.4	5.4

Census %	2017
	Dec
Census Props	19
Census Rooms	1769
% Rooms Participants	88.6

A blank row indicates insufficient data.

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CVB Board Report

JANUARY/FEBRUARY 2018

Jolene Thomas, Director of Operations/Membership

MEMBERSHIP

- New CVB Members:
 - ✓ Mt. Aetna Nature Center
 - ✓ Red Roof Inn
 - ✓ Bay Farms Bed & Breakfast
 - ✓ Stadium Grill and Tavern
 - ✓ Victory Garden Ranch – “Veterans Growing Together”
 - ✓ Foster’s on the Point
 - ✓ Ivy Hill Farm
 - ✓ Star Community Inc/Star Equestrian Center
- Selected 1828 Trail Inn as sample test for website audit conducted by DH Web.
- Staff made a visit to new members Ivy Hill Farm, Mt. Aetna Retreat Center, and Star Equestrian.
- CVB staff met with Bakul of Red Roof. After several years of being absent as a tourism partner, he rejoined.
- Met with Margie Yeager of Pura Vida Coffee to share member benefits and marketing opportunities.
- Emailed information to the Restaurant and Beverage Association to assist them with finding a replacement on the CVB’s Board of Directors as outlined in the Bylaws.
- Visited with Misty and Calvin of Mackie’s BBQ regarding membership.
- Spoke to a BJ’s Restaurant staff member. They are hoping to open in May and maybe interested in joining later.
- Billing for 2018 membership dues will reflect a three-dollar (\$3) increase.
- Working on 2018 Member Calendar of networking opportunities and happenings.

OPERATIONS

- Mailed Maryland Grant Affidavit, Marketing Plan, etc. to Maryland OTD for finalization of documents.
- Worked with representative of Smith, Elliott, Kearns on Plan Document; David Collins, new Financial Advisor; and employees of John Hancock and Edward Jones in the administrative duties for setting up the new 401K retirement program and transferring funds over.
- Attended County Commissioner hearing on behalf of the CVB for member Selena Wilkes-Tory, Elmwood Farm B&B.

USA CYCLING

- Prepared material for USAC Sponsorship packets.
- Booked renowned Brazilian singer for USAC Welcome Wednesday on July 25.
- Working with Scott Canter on Welcome Wednesday bike parade.
- Dan and I are working with Keller-Stonebraker on additional insurance coverage for event.

VISITOR WELCOME CENTER

- Greeted Mayor and City Councilmembers of sister city Wesel Germany.
- Reviewed cost of goods and increased prices in several departments.

PUBLICATIONS

- Mailed updated "Shopping and Dining" guide to members with letter.
- Prepared and sent a list of shipping locations and instructions for 2018 Visitor Guide to the HM Media.



2018 MEETING DATES

BOARD OF DIRECTOR'S - 9AM

February 8

March 29

May 24 – Audit

August 23

October 25 – Budget/Bylaws

December 4 – Annual Membership Meeting

EXECUTIVE COMMITTEE – 9AM

January 23

February 27

March 27

April 17

May 22

June 19

July 17

August 21

September 18

October 23

November 27