



## MEETING of the BOARD OF DIRECTORS

### AGENDA

Zoom Meeting  
September 7, 2022  
9:30 a.m.

Call to Order	A. Sargent
Roll Call	J. Thomas
Approval of Minutes	A. Sargent
Financial Report	L. Curry
Executive Committee	D. Spedden
a. City Appointed Board Member	
a. Brittany Arizmendi	
President's Report	D. Spedden
a. Rural Maryland Economic Development Fund	
b. Washington County Community Coalition	
c. Williamsport Mural Project	
d. Skatepark Grand Opening	
New Members	
Adjournment	A. Sargent

### Upcoming Events:

October 19 – Executive Committee  
October 26 – Board of Directors  
December 7 – 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**

**May 18, 2022**

**9:00 AM**

**Virtual Meeting**

**MINUTES**

**PRESENT:** Andrew Sargent, Chair; Al Martin, Treasurer; Emilie Amt, Sila Alegret-Bartel, Mary Anne Burke, Lester Curry, Sarah Hall, Leslie Hart, Jeremy Hulse, Angie Hummer, Amanda Rankin

**ABSENT:** Katie Clutz, Racha Iskandarani, Teri Leiter, Lindsey Renner, Julie Rohm, Brittany Wedd

**INVITEES:** Brianne Dickinson and Kelly Smith

**STAFF:** Dan Spedden, Tiffany Ahalt, Jolene Thomas

**ROLL CALL**

**TOPIC:** **Minutes of March 23, 2022**

**MOTION:** To approve the minutes of the March 23, 2022, Board of Directors Meeting, as presented. 1<sup>st</sup> Leslie Hart; 2<sup>nd</sup> Al Martin

**ACTION:** Approved

**TOPIC:** **2021 Audit Report**

**DISCUSSION:** Brianne Dickinson and Kelly Smith of SEK, presented the Audited Financial Report for the period ending December 31, 2021. A clean opinion was given, and no management letter issued, and internal controls are in order.

**MOTION:** To accept the Audited Financial Statement for the period ending December 31, 2021, as presented by SEK. 1<sup>st</sup> Al Martin, 2<sup>nd</sup> Leslie Hart

**ACTION:** Accepted

**TOPIC:** **Financial Report**

**DISCUSSION:** Lester Curry reviewed the Financial Statement for the period ending April 30, 2022, with the Board.

**MOTION:** To accept the Financial Statement for the period ending April 30, 2022, as presented. (Copy on file with the minutes).

**ACTION:** Approved

**TOPIC:** **Board Resignations**

**DISCUSSION:** Dan Spedden reported that two Board of Directors submitted their resignations due to job changes. Christine Peacock of Hampton Inn and Lauren Metz of City of Hagerstown.

**MOTION:** To accept the resignations of Christine Peacock and Lauren Metz from serving on the CVB's Board of Directors.

**ACTION:** Approved

**TOPIC:**

**President's Report**

**DISCUSSION:**

**Documentary Film:** Dan Spedden reported this was on the County agenda and has been temporarily postponed. It is being lobbied to get back on agenda.

**City ARPA Funds:** Mayor and Council at the City of Hagerstown approved \$125,000 from the ARPA Fund for the CVB to use in promoting Hagerstown and events. The application is being worked on now.

**Stadium Welcome Center:** Dan Spedden mentioned approaching the stadium committee to see if they would be interested in the CVB as a tenant with a welcome center. The board thought it was potentially a good idea and Mr. Spedden will inquire next week.

**GHC Downtown Revitalization Committee** is hosting an investors luncheon on June 2 downtown. This is for people who own building but need investors, and investors who are looking for projects. They are planning on 100 attendees, and it will be held at the Schmankerl Stube. The CVB is one of ten hosts. Sila Alegret-Bartel mentioned it would be a good idea to reach out to the Maryland Hispanic Chamber.

**TOPIC:**

**New Member**

**MOTION:**

To accept the list of new CVB members, as presented. 1<sup>st</sup> Mary Anne Burke, 2<sup>nd</sup> Angie Hummer

**ACTION:**

Approved

**STAFF REPORTS**

**ADJOURNMENT**

Andrew Sargent, Chair

Al Martin, Treasurer

Jolene Thomas, Recording Secretary

**Washington County, Maryland Convention & Visitors Bureau**  
**Statement of Financial Position**  
As of July 31, 2022

	Jul 31, 22	Jul 31, 21	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
104 • Cash BB&T - Operating	320,248.98	75,139.96	245,109.02	326.2%
105 • Cash BB&T - Payroll Reserve	1,215.13	1,311.01	-95.88	-7.3%
106 • Cash BB&T - PR	18,872.10	3,726.99	15,145.11	406.4%
107 • Cash BB&T - Operating Reserve	811,707.96	306,082.34	505,625.62	165.2%
Total Checking/Savings	1,152,044.17	386,260.30	765,783.87	198.3%
Other Current Assets				
122 • Lodging Tax Receivable	96,731.54	124,111.32	-27,379.78	-22.1%
Total Other Current Assets	96,731.54	124,111.32	-27,379.78	-22.1%
Total Current Assets	1,248,775.71	510,371.62	738,404.09	144.7%
Fixed Assets				
153 • Office Equipment	121,755.38	121,755.38	0.00	0.0%
157 • Leasehold Improvements	33,236.38	33,236.38	0.00	0.0%
163 • Accum Depr- Office Equipment	-62,596.76	-58,279.28	-4,317.48	-7.4%
167 • Accum Depr-Leasehold Impr	-25,833.47	-23,893.55	-1,939.92	-8.1%
Total Fixed Assets	66,561.53	72,818.93	-6,257.40	-8.6%
<b>TOTAL ASSETS</b>	<b>1,315,337.24</b>	<b>583,190.55</b>	<b>732,146.69</b>	<b>125.5%</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
203 • Accounts Payable	2,178.18	3,000.00	-821.82	-27.4%
Total Accounts Payable	2,178.18	3,000.00	-821.82	-27.4%
Other Current Liabilities				
208 • Accrued Interest	2,176.00	2,176.00	0.00	0.0%
215 • Federal Unemployment Payable	238.52	0.00	238.52	100.0%
216 • State Unemployment Payable	14.74	0.00	14.74	100.0%
222 • Accrued Salaries & Benefits	11,790.86	11,790.86	0.00	0.0%
227 • Accrued Vacation	29,239.84	29,239.84	0.00	0.0%
228 • Custodial Liability	9,000.00	20,000.00	-11,000.00	-55.0%
246 • N/P - CNB Bank - PPP Loan	0.00	88,038.62	-88,038.62	-100.0%
Total Other Current Liabilities	52,459.96	151,245.32	-98,785.36	-65.3%
Total Current Liabilities	54,638.14	154,245.32	-99,607.18	-64.6%
Total Liabilities	54,638.14	154,245.32	-99,607.18	-64.6%
Equity				
290 • Fund Balance	682,735.08	682,735.08	0.00	0.0%
32000 • Unrestricted Net Assets	95,238.21	0.00	95,238.21	100.0%
Net Income	482,725.81	-253,789.85	736,515.66	290.2%
Total Equity	1,260,699.10	428,945.23	831,753.87	193.9%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,315,337.24</b>	<b>583,190.55</b>	<b>732,146.69</b>	<b>125.5%</b>



Washington County, Maryland Convention & Visitors Bureau, Inc.									
Accountants Report/Discussion Points - Executive Board									
July 31, 2022									
		July 2022	July 2021			Current		July 2022	
		Year	Prior		Year to Year	Year		YTD Variance	
		To Date	YTD		Variance	Budget		To Budget	
1)	REVENUE:								
	Lodging Tax Revenue	711,471.49	629,554.68		81,916.81	597,000.00		114,471.49	
	Grants	735,781.00	48,921.00		686,860.00	69,274.00		666,507.00	
	Washington County Grant	-	-		-	-		-	
	USA Cycling	-	-		-	-		-	
	Memberships	42,365.32	43,215.05		(849.73)	47,150.00		(4,784.68)	
	Member Activities		-		-			-	
	Visitor Guide	29,376.10	-		29,376.10	45,200.00		(15,823.90)	
	Publication Advertising	-	-		-	-		-	
	Advertising Co-ops	-	-		-	-		-	
	Vacation Value Pass	-	-		-	-		-	
	Gift Shop Sales	-	1,498.87		(1,498.87)	-		-	
	Sponsorships	-	-		-	-		-	
	Miscellaneous Revenue	-	1.33		(1.33)	-		-	
	Ticket Sale Commissions	-	-		-	-		-	
	Illuminations	-	-		-	-		-	
	Interest Income	45.59	31.20		14.39	7.00		38.59	
	Loss on disposal of assets	-	-		-	-		-	
	TOTAL REVENUE	1,519,039.50	723,222.13		795,817.37	758,631.00		760,408.50	
	Total Administrative Expense	302,320.14	290,094.63		12,225.51	289,837.00		12,483.14	
	Total Operating Expense	86,758.48	77,539.52		9,218.96	86,747.00		11.48	
	Promotional Programs:								
	Advertising	445,354.14	355,515.63		89,838.51	197,570.00		247,784.14	
	Sales	19,211.71	11,366.10		7,845.61	16,912.00		2,299.71	
	Public Relations	25,518.30	22,468.32		3,049.98	21,450.00		4,068.30	
	Publications	38,316.50	44,543.92		(6,227.42)	60,650.00		(22,333.50)	
	Product Development	-	130,813.55		(130,813.55)	10,000.00		(10,000.00)	
	Member Relations	5,583.24	3,460.31		2,122.93	1,400.00		1,183.24	
	Other Promotional Programs	113,251.18	41,210.00		72,041.18	118,795.00		(5,543.82)	
	Total Promotional Programs	647,235.07	609,377.83		37,857.24	426,777.00		220,458.07	
	TOTAL EXPENSES	1,036,313.69	977,011.98		59,301.71	803,361.00		232,952.69	
	NET SURPLUS (DEFICIT)	482,725.81	(253,789.85)		736,515.66	(44,730.00)		527,455.81	
	Expenses grouped by functional category:								
	Program Services	888,176.82	834,865.61		- This Assumes that 51% of Administrative Expense is allocated to Program Services.				
	Management & General	148,136.87	142,146.37						
		1,036,313.69	977,011.98						
	Program Service % age	86%	85%		H: Data - Non Profits (CVB) Reports for monthly F.S. prep   Treasurer Report - new template				

# Lodging Tax Revenue Received

2013 - 2022

This reflects the ACTUAL MONTH RECEIVED - CASH BASIS

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2022 Change
January	59,182.41	75,088.47	75,948.72	83,922.60	68,837.45	70,452.47	77,919.95	87,658.08	66,730.82	105,998.72	39,267.90
February	65,897.19	53,697.02	57,790.64	57,003.42	55,985.59	65,454.42	65,077.18	72,100.55	57,811.08	74,835.54	17,024.46
March	57,032.25	54,049.77	56,247.52	56,433.17	62,015.27	63,139.50	65,839.16	69,471.98	45,066.37	71,852.66	26,786.29
April	59,556.03	73,737.56	75,308.62	70,990.50	75,843.67	64,852.20	77,755.71	63,506.82	87,774.07	108,342.13	20,568.06
May	70,485.79	74,192.08	81,108.16	79,149.51	73,261.67	82,132.79	91,379.88	41,174.27	86,688.10	108,965.05	22,276.95
June	74,805.87	80,166.19	87,765.22	86,386.23	86,997.98	94,991.50	97,919.16	41,203.00	110,544.18	124,435.54	13,891.36
July	87,470.87	96,526.37	100,135.61	108,095.75	103,935.74	127,296.55	106,702.85	39,839.02	117,559.56	126,309.02	8,749.46
August	99,564.46	105,994.01	108,801.61	105,121.32	103,712.96	107,924.58	129,609.50	73,916.46	124,111.32	96,731.54	(27,379.78)
September	103,481.11	108,753.10	104,693.43	106,954.09	109,878.67	124,891.18	121,973.79	80,875.87	105,252.19		
October	92,604.23	99,333.60	101,208.40	100,509.04	96,044.50	105,131.29	108,135.15	83,538.20	144,818.65		
November	78,575.93	85,858.49	87,280.18	83,015.59	89,890.55	100,460.95	97,600.47	72,028.55	94,116.35		
December	77,232.22	87,264.92	85,115.58	93,983.13	100,143.98	102,655.62	98,368.15	70,517.53	130,778.88		
ANNUAL TO \$ 925,866.36	\$ 994,671.58	\$ 1,021,403.69	\$ 1,031,564.35	\$ 1,026,548.03	\$ 1,026,548.03	\$ 1,109,383.05	\$ 1,138,280.95	\$ 795,830.33	\$ 1,171,251.57	\$ 817,470.20	\$ 121,184.70
	12 mths 2018	1,109,383.05	12 mths 2019	1,138,280.95	12 mths 2020	795,830.33	8 mths 2022			817,470.20	
	12 mths 2017	1,026,548.03	12 mths 2018	1,109,383.05	12 mths 2019	1,138,280.95	8 mths 2021			696,285.50	
	Increase \$\$	82,835.02	Increase \$\$	28,897.90	Decrease \$\$	(342,450.62)	Increase \$\$			121,184.70	
	Increase %	8.07%	Increase %	2.60%	Decrease %	-30.08%	Increase %			17.40%	
ANNUAL REVENUES BY YEAR:											
	1998	\$ 428,525.61	2006	\$ 765,219.60							
	1999	\$ 437,556.58	2007	\$ 815,256.26							
	2000	\$ 479,162.63	2008	\$ 779,803.23							
	2001	\$ 485,569.66	2009	\$ 751,738.79							
	2002	\$ 502,110.33	2010	\$ 815,485.70							
	2003	\$ 463,220.59	2011	\$ 854,416.73							
	2004	\$ 580,730.84	2012	\$ 957,010.93							
	2005	\$ 661,866.93	2013	\$ 925,866.36							

# BRITTANY ARIZMENDI

## Community Engagement Officer, City of Hagerstown

703-398-7459

@barizmendi@hagerstownmd.org

1 E Franklin Street, Suite 210A, Hagerstown, MD 21740



## EXPERIENCE

### Community Engagement Officer

#### City of Hagerstown

05/2022 Hagerstown, MD

City Government

- Recruit and maintain a strong volunteer base for Downtown Hagerstown Maryland Main Street Program
- Develop and implement initiatives for place making as part of overseeing the Arts & Entertainment District

### Public Relations Coordinator

#### Washington County Government

03/2018 - 05/2022 Hagerstown, Maryland

County Government

- Serve in role as Public Information Officer for Washington County Government on various occasions
- Management of daily Joint Information Communication briefs during COVID-19 pandemic
- Project Management across all County departments and divisions
- Create and manage three large marketing campaigns surrounding COVID-19 pandemic with a budget of over \$1 million combined for all campaigns, including an EMMY-award winning video
- Produced marketing plan and presentation which includes objectives and goals for brand positioning and public relations for Black Rock Golf Course, Hagerstown Regional Airport, Department of Business Development, and Department of Public Relations & Marketing
- Successfully managed large events such as ribbon cuttings, human resources wellness fair, United Way Day of Caring, Budget Hearing, and various County events
- Create, strategize and write scripts for various press conferences, radio ads, and videos
- Work closely with media outlets to provide a timely response from County staff regarding the latest news

### Regional Admissions Counselor

#### Shepherd University

08/2017 - 03/2018 Shepherdstown, West Virginia

Higher Education

- Recruit and facilitate enrollment of prospective undergraduate students
- Serve as presenter at high school programs, recruitment events, and counselor meetings
- Implement recruitment and relationship building efforts utilizing written, telephone, and in-person communication to prospective students, applicants, admitted students and school counselors
- Increase diversity by targeting underrepresented populations group for recruitment
- Collect data, assess progress/results and prepare reports related to recruitment initiatives to determine effectiveness

## EDUCATION

### Bachelor of Arts in Communication Studies

#### Bridgewater College

09/2004 - 05/2008

## SKILLS

Microsoft Outlook	Microsoft Word
Microsoft Excel	Microsoft PowerPoint
Microsoft Teams	Microsoft Exchange
Microsoft SharePoint	
Microsoft OneDrive	Adobe InDesign
Adobe Illustrator	Adobe Audition
Adobe Photoshop	Adobe Spark
Google Platform	Oracle
Constant Contact	Facebook
Instagram	Twitter
Photography	
Video	Crisis Communication
Strategic Communication	
Script Writing	Public Speaking
Event Planning	Leadership Strategy
Proposal Evaluations	
Presentation Creation	
Project Management	

## TRAINING / COURSES

The Strategy of Content Marketing



## EXPERIENCE

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### Office Manager

#### Chimneys Unlimited

📅 05/2017 - 09/2019 📍 Sharpsburg, Maryland

##### Professional Service

- Answer phones and schedule chimney sweep appointments
- Implement new customer service database
- Redesign website
- Manage business account using Quickbooks

### Barista

#### Daily Grind

📅 07/2016 - 05/2017 📍 Martinsburg, West Virginia

##### Café

- Utilize knowledge of coffee to create specialized drinks
- Create a customer-friendly atmosphere using interpersonal skills

### Nanny

#### Tim & Lauren Daskivich

📅 08/2015 - 05/2016 📍 Santa Monica, California

##### Childcare

- Provide safe and effective care for two children under 4 years of age
- Complete daily tasks to keep a household up and running
- Plan activities for two children under 4

### Assistant Director of Admissions

#### Bridgewater College

📅 09/2013 - 07/2015 📍 Bridgewater, Virginia

##### Higher Education

- Create and implement a leadership summit for internal professional development
- Lead and mentor new admissions counselors in planning fall travel, calling season, and public presentations
- Organize, plan and implement an effective strategy for freshman orientation (coordinating meetings with departments across campus, choosing menus, finding speakers, and working closely with student affairs and the Vice President of Admissions)

### Admissions Counselor

#### Bridgewater College

📅 07/2011 - 09/2013 📍 Bridgewater, Virginia

##### Higher Education

- Counsel students and parents about the college admissions process
- Prepare presentations and provide a tour of campus to prospective students and their parents
- Hold one-on-one meetings with students and parents
- Present to prospective students during orientation

## TRAINING / COURSES

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### Social Media & The First Amendment: Learning to Avoid Facebook Foibles and Twitter Trip-Ups

### Rural Faith Leaders Workshop Series: Empowering Faith Leaders to Help Persons with Substance Use Disorder

## VOLUNTEERING

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### Board Member & Marketing Chair

#### Barbara Ingram School for the Arts Foundation

📅 08/2019

Voting board member that helps with marketing and social media initiatives for Barbara Ingram School for the Arts

### Grant Panelist

#### Maryland State Arts Council

📅 10/2021 - 04/2022

- Review grant applications for arts organizations throughout the State of Maryland
- Conduct in-depth conversations with arts organizations and non-profits
- Participate in artistic activities selected arts organizations
- Conduct panel review and interviews

### Councilmember

#### City of Hagerstown Main Street Advisory Council

📅 09/2021 - 05/2022

- Provides high level strategic guidance on the goals of the Main Street program.
- Serve as a public ambassador for the program, advocate for positive change in the district, and is committed to the work of the program through organization, promotion, design, economic vitality, and clean/safe/green.

### Marketing & Teacher

#### Fresh Academicz Urban Arts Academy

📅 04/2018

- Assist with design and marketing for Fresh Academicz
- Teach the Tiny Tots 4 and 5-year-old dance class
- Manage academy communications and website

## EXPERIENCE

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### Marketing Coordinator

#### Facility Engineering Associates

📅 09/2008 - 06/2011    📍 Fairfax, Virginia

Engineering, Sustainability & Facility Management

- Production and oversight of company internal and external newsletters
- Event planning and organization of company events, trade shows, presentations, etc.
- Involvement with proposals from the vetting stage through proposal submission
- Serve as the chair of the Social Networking Committee and help implement ideas that arise out of the Best Place to Work Committee

## VOLUNTEERING

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### Board Member & Huddle Coach

#### Fellowship of Christian Athletes

📅 09/2011 - 07/2015

Serve as a board member to help raise funds for FCA and also lead a group of student athletes on Bridgewater College campus

# **Rural Maryland Economic Development Fund Application**

## **SECTION 1: Page #1 Project Request**

### **Rural Maryland Economic Development Fund Project Summary:**

**Project Name:** Washington County MD Visitor Welcome Center

**Project Summary:** The Hagerstown/Washington County Convention and Visitors Bureau is seeking funds for the design of a new Visitor Welcome Center to include research, public engagement, engineering, permitting and construction documents. The COVID epidemic forced the closure of Washington County's Visitor Welcome Center. The CVB has been rebuilding its finances and helping the tourism industry to recover to the point where a new Visitor Welcome Center is possible. Since Washington County MD has multiple gateways on multiple state highways, it is impossible to cover them all. It has always been deemed appropriate to locate the Visitor Welcome Center in the heart of the County Seat in downtown Hagerstown.

**County:** Washington County

**Project Primary Contact:**

**Name:** Dan Spedden

**Title:** President/CEO

**Organization:** Hagerstown/Washington County Convention and Visitors Bureau

**Address:** 16 Public Square Hagerstown, MD 21740

**Phone:** Cell 301.991.0521 Office 301.791.3246 ext. 12 Fax 301.791.2601

**Email:** [dan@visithagerstown.com](mailto:dan@visithagerstown.com)

## Section2: Page #2 Budget Information

The sources of funds would be the Rural Maryland Economic Development Fund and the Hagerstown/Washington County Convention and Visitors Bureau (CVB). The CVB would cover any administrative expenses, none will be requested. The use of the funds will be to engage an Architectural Design Consultant to carry out a program for the design of a new Visitor Welcome Center to include research, public engagement, engineering, permitting and construction documents.

## Section 3: Page #2 Project Narrative

Page #2 Detailed Project Description: A tourist information center provides visitors to a location with information on the area's attractions, lodgings, maps, and other items relevant to tourism. Washington County's Visitor Welcome Center would be in the county seat. Successful visitor welcome centers add real value to their local visitor economy. Many visitors will find the information and inspiration they need for the exploration that leads to their spending. A very attractive site has emerged for Washington County's Visitor Welcome Center close to a new minor league baseball stadium and event center, new parking deck, and adjacent to the Arts and Entertainment District, Cultural Trail, and City Park. This combination of attractions and amenities creates the perfect location to expose visitors to Washington County MD and to impress these visitors with many great experiences. Opportunities for visitor spending in this area are abundant with attractions, food and beverage, events, transportation, performances, and the arts. The design for the visitor welcome center would include these amenities for visitors; tour bus pull off or parking area, dog walk, reception desk, information specialists, print material distribution, exhibit area, theater, restrooms, gift shop, and WIFI lounge. The center will also include an office suite and storage for the CVB.

Page #2 Expected Outcome of the Project: We expect that having a design in hand and a location committed we will be able to leverage partnerships and capital development programs for construction. We expect this design will produce a construction phase of the project contributing to the construction economy before it accommodates tourists. We also expect to exponentially increase tourism spending by elevating the profile of Washington County MD as a preferred destination for tourists.

### Section 3: Page #3 Project Narrative Continued

Page #3 Leveraged Funds and Their Source: The CVB will operate the visitor welcome center over the course of its expected lifetime spending an estimated \$270,000 annually for 20 years (\$5.4 million). We expect to see a project that will cost \$3.5 to \$5.0 million to buildout. Funding sources for actual construction can include State grants, especially from transportation agencies, the State's capital budget, the George Edwards Fund, ARC Grants, and through legislation.

Page #3 Description of Significant Economic Impact: Tourism generates \$269.2 million in spending annually in Washington County MD. Tourism spending reaches a variety of activities and multiple types of businesses. The break down for tourist spending spans five categories; \$53.1 million for lodging, \$75.1 million for food and beverage, \$56.7 million on retail, \$56.7 million on recreation, and \$46.5 million on transportation. Visitor spending supports 5,252 jobs in Washington County's workforce. A new visitor center will elevate the profile of Washington County as a destination steadily increasing the economic impact of tourism. The visitor welcome center will compliment other public and private investment in its vicinity and help revitalize a struggling urban core.

Page #3 Potential Partnerships that can be Leveraged for this Project: The CVB can partner with hospitality curriculums at the High School and University level in Hagerstown providing front line experience to students and connecting them with jobs. The State Office of Tourism Development can be a partner providing guidance and support from their visitor center operations. ARC, State Highways, and the George Edwards Fund could provide construction capital.

Page #3 Measuring Success: The CVB is a partner in the commissioning of an annual Economic Impact of Tourism in Maryland report available here <https://industry.visitmaryland.org/industry-research-reports>. The report provided the data in the section above titled Description of Significant Economic Impact. The current data is the base line from where impact can be measured with future annual reports. The reports are conducted by a third-party consultant for credibility, the linked report describes the methodology employed to arrive at conclusions. The CVB also monitors lodging monthly through a third-party



Page #4 Measuring Success Continued: consultant, a recent lodging report is attached. The CVB also monitors quarterly these eight State of MD tourism tax codes.

108 Restaurants, lunchrooms, delicatessens – WO/BWL

111 Hotels, motels selling food – W/BWL

112 Restaurants and night clubs – W/BWL

306 General merchandise

407 Automobile, bus, and truck rentals

706 Airlines

901 Hotels, motels, apartments, cottages

925 Recreations and amusement places

These statistics are compiled by the State Comptrollers Office.

#### Section 4: Page #4 Project Timeline and Milestones

August 2022 Rural MD Economic Grant Application

October 2022 Potential for design phase to begin

January 2023 Design complete

January 2023 Seek legislative sources for capital

January 2023 Seek grant program and partnerships for capital

July 2023 Potential for funding adequate to begin buildout

May 2024 Opening to coincide with new stadium opening

#### Section 5: Page #4 Vendors (Proposal Attached)

Building Owner is:

Hager5 LLC [https://opencorporates.com/companies/us\\_md/W13529938](https://opencorporates.com/companies/us_md/W13529938)

Design Team is:

MSB Architects

21 West Franklin Street

Hagerstown, MD 21740

301.791.7935

[info@msbarchitects.com](mailto:info@msbarchitects.com)

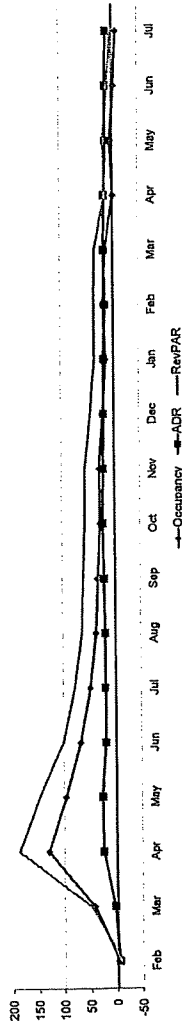
## Section 5: Page #5 Additional Documentation

- 1) Monthly Lodging Report
- 2) Architectural Renderings
- 3) Fee Proposal for Design Work
- 4) Total Project Cost Estimate

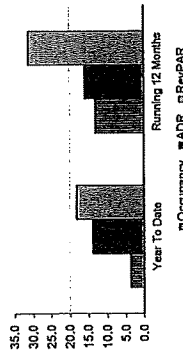
Tab 2 - Trend Hagerstown, MD-H: Hagerstown MD CVB

Hagerstown MD CVB  
For the Month of July 2022

Monthly Percent Change



Overall Percent Change



		2021												Running 12 Months		
		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Occupancy (%)		47.8	55.1	63.8	62.9	68.4	70.3	70.3	68.4	64.2	66.3	58.9	48.4	48.4	56.7	63.3
This Year		47.8	55.1	63.8	62.9	68.4	70.3	70.3	68.4	64.2	66.3	58.9	48.4	48.4	56.7	63.3
Last Year		42.8	48.8	55.1	54.4	58.9	58.9	58.9	58.9	58.9	58.9	58.9	58.9	58.9	58.9	58.9
Percent Change		-5.5	6.8	10.3	10.3	7.7	2.1	0.0	-2.1	-7.7	-7.7	-7.7	-7.7	-7.7	-7.7	-7.7
ADR		78.12	79.19	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41
This Year		78.12	79.19	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41
Last Year		78.12	79.19	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41	83.41
Percent Change		0.0	1.3	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RevPAR		37.80	43.80	53.03	53.03	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78
This Year		37.80	43.80	53.03	53.03	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78
Last Year		37.80	43.80	53.03	53.03	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78	57.78
Percent Change		0.0	16.4	21.3	0.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supply		72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943
This Year		72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943
Last Year		72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943	72,943
Percent Change		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand		31,558	40,163	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875
This Year		31,558	40,163	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875
Last Year		31,558	40,163	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875	44,875
Percent Change		0.0	25.7	12.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Revenue		2,406,956	3,160,440	3,742,213	3,742,213	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571
This Year		2,406,956	3,160,440	3,742,213	3,742,213	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571
Last Year		2,406,956	3,160,440	3,742,213	3,742,213	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571	4,302,571
Percent Change		0.0	33.2	18.7	0.0	13.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census %		20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
This Year		20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Last Year		20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Percent Change		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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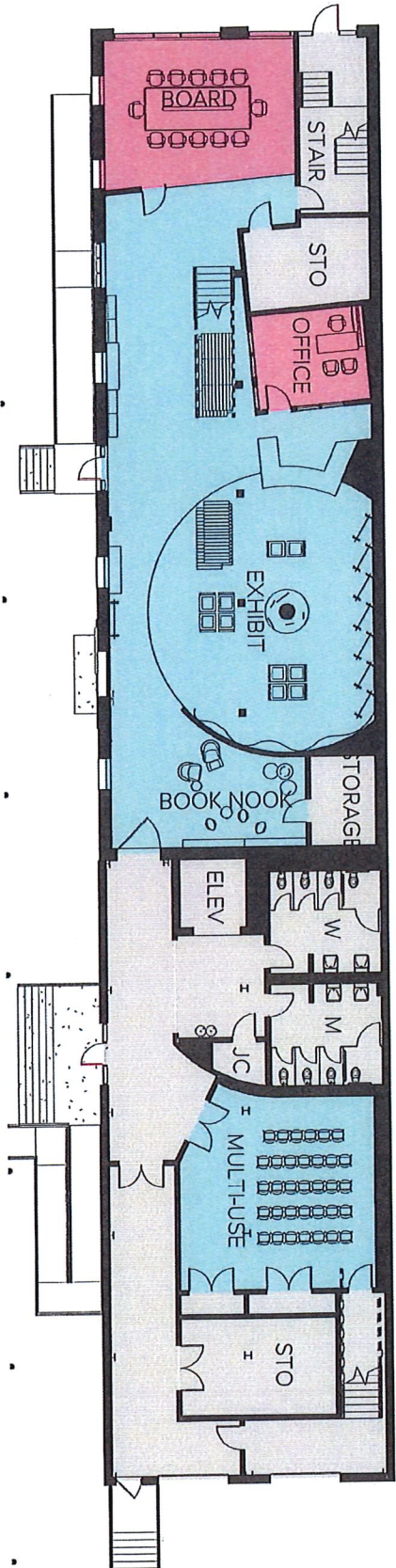
Existing



Proposed

# Existing vs. Proposed Facade Antietam Paper Renovation August 25, 2022

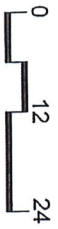




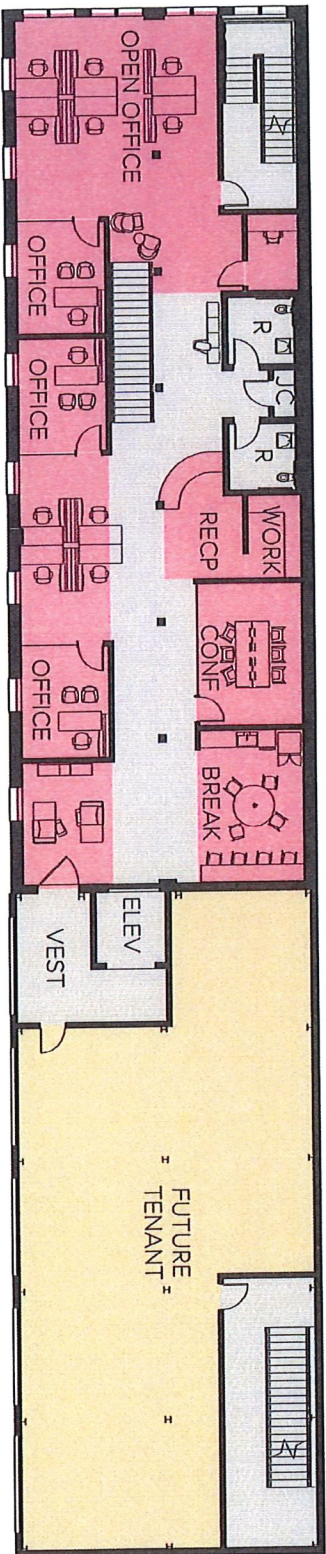
# Scheme A - First Floor Plan

## Antietam Paper Renovation

August 25, 2022



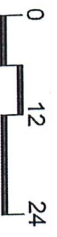
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- CIRCULATION/UTILITY/STO
  - EXHIBIT
  - FUTURE TENANT
  - OFFICE



# Scheme A - Second Floor Plan

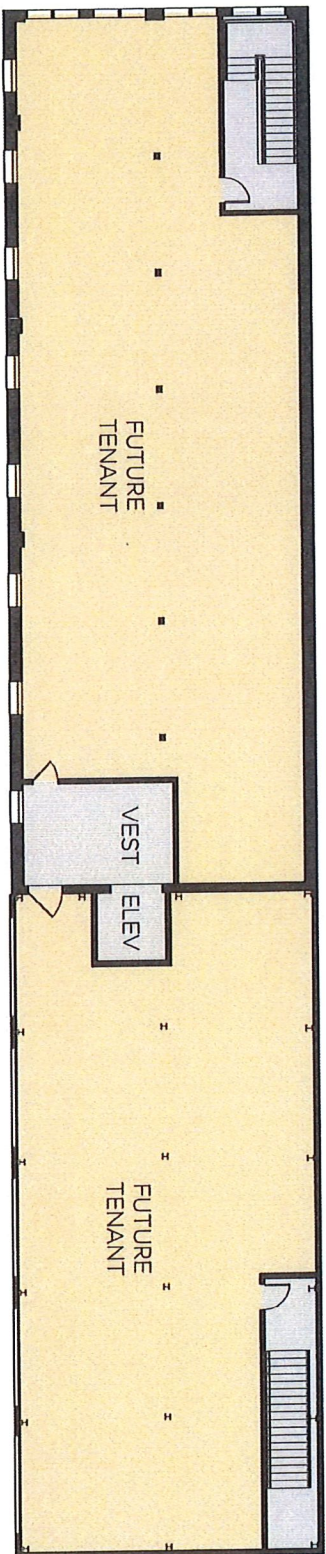
## Antietam Paper Renovation

August 25, 2022



Key

- CIRCULATION/UTILITY/STO
- EXHIBIT
- FUTURE TENANT
- OFFICE



# Scheme A - Third Floor Plan

## Antietam Paper Renovation

August 25, 2022



- Key
- CIRCULATION/UTILITY/STO
  - EXHIBIT
  - FUTURE TENANT
  - OFFICE





Proposed Exterior at Cultural Trail

## Scheme A - Artistic Sketch Antietam Paper Renovation

August 25, 2022



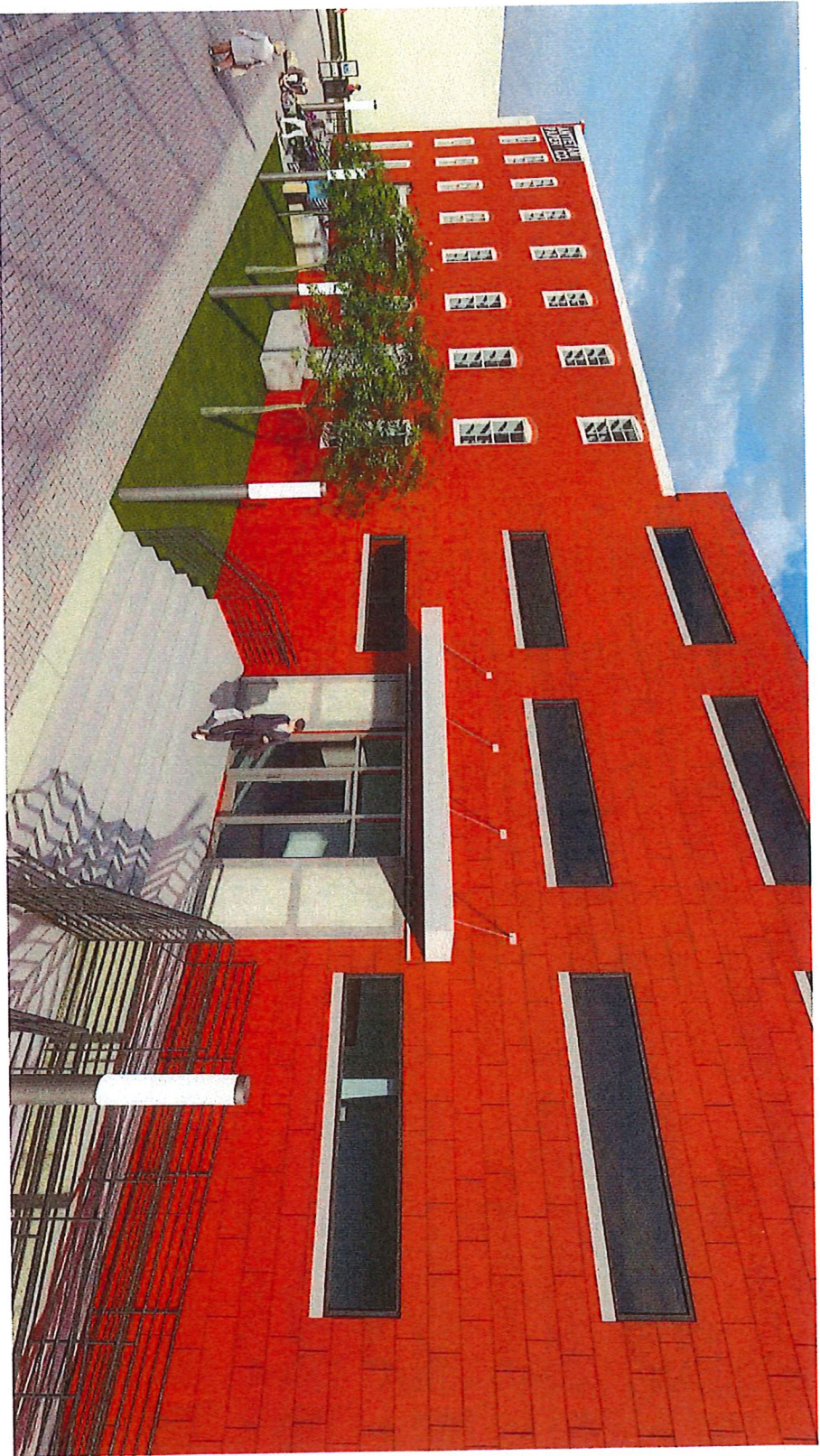


Visit Hagerstown Entrance

## Scheme A - Artistic Sketch Antietam Paper Renovation

August 25, 2022





Lobby / Tenant Entrance

Scheme A - Artistic Sketch  
Antietam Paper Renovation  
August 25, 2022





First Floor Exhibit Space

## Scheme A - Artistic Sketch

### Antietam Paper Renovation

August 25, 2022

NEW MEMBERS
<b>Hunt Prothro</b> Hunt Prothro 20100 Millbrook Rd. Rohrersville, MD 21779 202-494-1045
<b>Lotus Moon Café</b> Teresa Shifler 16 N. Conococheague St. Williamsport, MD 21795 240-366-1335
<b>Thick &amp; Thin Brewing Company</b> Adam Shaool 1741 Dual Highway, Suite B Hagerstown, MD 21740 240-527-2930 <a href="http://www.thickandthinbrewery.com">www.thickandthinbrewery.com</a>
<b>Black Rock Bar &amp; Grill</b> Ivy Long 17301 Valley Mall Rd. Hagerstown, MD 21740 240-850-3365 <a href="http://www.blackrockrestaurants.com/hagerstown">www.blackrockrestaurants.com/hagerstown</a>
<b>Hoffman's All American Grill</b> Rachel Statler 18203 Mason Dixon Rd. Hagerstown, MD 21740 240-707-6600 <a href="http://www.hoffmansallamericangrill.com">www.hoffmansallamericangrill.com</a>
<b>The Loft at River &amp; Trail Outfitters</b> John Gonano 604 Valley Road Knoxville, MD 21758 301-834-9950 <a href="http://www.rivertrail.com">www.rivertrail.com</a>
<b>Airsoft at River &amp; Trail Outfitters</b> John Gonano 604 Valley Road Knoxville, MD 21758 301-834-9950 <a href="http://www.rivertrail.com">www.rivertrail.com</a>
<b>Northside Clock Shop</b> Eric Martin 722 Potomac Avenue Hagerstown, MD 21740 301-733-7376

**Les Cookies Delight Bakery**

Natoscha McKinnon  
200 S. Potomac St.  
Hagerstown, MD 21740  
240-203-8329  
[www.lescookiesdelight.com](http://www.lescookiesdelight.com)

**Camp Ritchie Museum, Inc.**

Landon Grove  
25009 Lake Wastler Drive  
Cascade, MD 21719  
301-693-8325  
[www.ritchiemuseum.org](http://www.ritchiemuseum.org)

**Mama Lu Lu's Diner**

Don Clatterbuck  
2 East Potomac Street  
Williamsport, MD 21795  
301-223-8010

**Habitat for Humanity of Washington County -****Hagerstown ReStore**

Brittany Wedd  
100 Charles Street  
Hagerstown, MD 21740  
301-791-9009  
[www.habitat.wc.org](http://www.habitat.wc.org)