

May 8, 2019



MARYLAND INSIGHTS

DIVISION OF TOURISM, FILM, & THE ARTS

INSIDE INSIGHTS

TFA NEWS IN BRIEF

Maryland Welcome Centers Celebrate Tourism Week

Boat Maryland Week Kicks Off in Annapolis

OTD Hosts Annual Blogger Bash in Frederick

Public Art in State Capital Projects Passes Legislature

OTD Partners with CRUSA for French and UK Writers FAMs

Black Cherry Puppet Theater Receives Maryland State Art Council's Cherry Adler Award

Get Your Tickets Now for the Maryland Film Festival

Encourage Hotel Stays with OTD's Summer of Music Promotion

Promote Your Event with "Maryland Mondays" Ticket Giveaway

IN THE NEWS



Maryland Welcome Centers Celebrate Tourism Week

On May 7, National Tourism Day, Maryland's state-operated Welcome Centers invited Marylanders, visitors, industry partners, and community leaders in to learn why Tourism works for Maryland. "National Travel and Tourism Week is an annual tradition for the U.S. travel community," said Casey Keyfauver, Customer Contact Programs & Database Manager, OTD. "It's a time when travel and tourism professionals across the country unite to celebrate the value that travel holds for our economy, businesses and personal well-being."

Tourism supports jobs for more than 149,000 Marylanders and generates nearly \$2.4 billion in state and local taxes. Each household would need to pay an additional \$1,100 in taxes to replace the tax revenue generated. The Maryland Office of Tourism would like to extend our appreciation to those who stopped in, greeted their local travel counselors and learned how to increase tourism within the state and learn why #TravelMatters.

Boat Maryland Week Kicks Off in Annapolis

The inaugural Boat Maryland Week kicked off on the evening of Friday, April 26, to cap-off the opening day of the Spring Sailboat Show in Annapolis at Latitude 38. The 10-day celebration highlights the beginning of Maryland's boating season and the state's deeply-rooted ties to maritime history. Department of Commerce Assistant Secretary Tom Riford offered brief remarks at the opening ceremony, along with Annapolis Mayor Gavin Buckley, and Susan Zellers, Executive Director of the Marine Trades Association of Maryland. Said Riford, "Summer is the best time to explore Maryland's 'Bay-ways' and get out on the water to see more of Maryland as it can be seen only from the water." Partners in establishing Boat Maryland Week include MTAM, OTD, Visit Annapolis & Anne Arundel County, the Severn River Association, Art in Public Places Commission, Annapolis Boat Shows, and the Symmetry Agency.



Pictured (left to right): Elvia Thompson, Green Annapolis; Tom Riford, Commerce Dept. Assistant Secretary; David Read Barker, Severn River Association; Annapolis Mayor Gavin Buckley.

OTD Hosts Annual Blogger Bash in Frederick

On May 2, OTD held its annual Blogger Bash at Frederick's McClintock Distilling. Bringing together regionally-based bloggers and Maryland's county tourism partners for networking and local culinary delights, Blogger Bash seeks to expand Maryland's travel footprint in the influential blogger-sphere. This year's event welcomed more than 20 bloggers selected for their influence, reach, and synergy with Maryland's tourism message. Also on hand were private tourism partners and DMOs from across the state.



This year's focus was on culinary hot spots, upcoming events, and Maryland attractions through the lens of summer road trips across Maryland. The day also included an afternoon workshop at Frederick's National Museum of Civil War Medicine for DMO partners to discuss the changing public relations industry and best practices for working with bloggers, influencers, and social media channels.

Public Art in State Capital Projects Passes Legislature

Senate Bill 12 Capital Projects - Inclusion of Public Art was signed into law expanding public art eligibility to include capital projects that are funded up to 50 percent with State funds, rather than limiting eligibility to projects funded solely with State funds. Under the new law, the public art contribution will be allocated from the State portion of the construction budget, typically one half of one percent, resulting in no fiscal impact on the State capital project. The Maryland State Arts Council manages the public art program, working closely with the user agency in the artist selection and artwork implementation process.



“Maryland is one of 30 states and more than 300 municipalities nationwide creating public art, and looks forward to expanded project opportunities for artists through the amended bill,” said Liesel Fenner, Public Art Program Director, Maryland State Arts Council.

OTD Partners with CRUSA for French and UK Writers FAMs

Through OTD’s partnership with Capital Region USA (CRUSA), Maryland Tourism hosted FAM tours for two groups of travel writers, one from France, and the other from the UK. The French group toured Baltimore and Annapolis and focused on Maryland’s culinary and arts assets. The writers visited the American Visionary Art Museum, took a sunset cruise aboard the Schooner Woodwind, a tour of the United States Naval Academy, and enjoyed a selection of local Chesapeake cuisine and local wines.



The UK group visited Frederick and Allegany County with the theme, "City to the Mountains." Writers toured downtown Frederick, visited a Civil War battlefield, hiked around Lake Habeeb, biked along the Great Allegheny Passage, rode the Western Maryland Scenic Railroad, tasted local spirits, and experienced much more of the Mountain Side of Maryland.

Pictured: Leslie Troy, Communications Manager, OTD, at far left, leads a UK writers group on a tour of Lake Habeeb.

Black Cherry Puppet Theater Receives Maryland State Art Council’s Cherry Adler Award

On May 3, MSAC announced that its esteemed Cherry Adler Award has been given to the Black Cherry Puppet Theater. The Baltimore-based children’s theater received the award after teaming up with the University of Maryland Baltimore’s Police

Activities League (PAL) for a 10-week puppeteering workshop which concluded with a special performance by participants and their police officer mentors. The award, which is given every three years for excellence in Maryland children's theater, is named after the late Charlotte "Cherry" Adler, a former MSAC chair who also founded and directed the Library Theatre in Montgomery County. The Black Cherry Puppet Theater engaged the PAL, having the officers work with the children to read scripts, create storyboards, paint a set, and make their own puppets for a performance of "How Coyote Got His Song."



"Black Cherry Puppet Theater is thrilled to be a three-time recipient of the esteemed Cherry Adler Award from the Maryland State Arts Council," said Michael Lamason, founder and current director of Black Cherry Puppet Theater. "This honor recognizes not only the passion we bring to making and presenting puppet theatre, but also the importance of the arts and puppetry in impacting the quality of life across Maryland."

Get Your Tickets Now for the Maryland Film Festival

The 21st [Maryland Film Festival](#) is May 8 -12 in Baltimore's Station North Arts & Entertainment District. The festival starts with its annual [Opening Night Shorts](#) program and includes more than 40 features and 80 shorts, as well as panel discussions on topics relevant to current and up-and-coming filmmakers. Of course, John Waters returns with his movie pick for this year, *Mom and Dad*. New this year is the first-ever [BALTI-SHORTS](#) program comprised of five incredible Baltimore-made films. More information and the film guide can be found on the [Maryland Film Festival website](#).



Encourage Hotel Stays with OTD's Summer of Music Promotion

Maryland's Summer of Music is in its second year, featuring more than 20 multi-day music festivals across the state, and in an effort to encourage overnight hotel stays, we are asking our partners to create their own packages to celebrate Maryland's Summer of Music and to brand a local music event as part of Maryland's Summer of Music lodging package. There is no cost to have your package listed, however we reserve the right to edit your listing for clarity and



consistency. The Summer of Music runs from Delfest on Memorial Day Weekend through Sunfest in Ocean City, September 21-22.

Discounted rates are great, but also think about including festival tickets or tying the package into a dining experience or a visit to a local attraction. Packages should be associated with one of the Summer of Music festivals, and you may submit multiple promotions. If you have a package you would like us to include in our promotions, [complete this linked Google doc](#).

Promote Your Event with "Maryland Mondays" Ticket Giveaway

How can OTD help spread the word about your attraction or event? "Maryland Mondays" is the perfect way to help us help you. Each Monday, OTD launches a new "Maryland Mondays" ticket give-away program across all of our social media channels, consumer newsletter, and weekly "Maryland Minute" radio spots. Combined, these channels reach thousands of potential customers each week. To find out how to get involved by providing tickets to your attraction for an upcoming "Maryland Mondays," [email OTD's Leslie Troy](#).



[↑ Back to Top](#)

IN THE NEWS

Baltimore Business Journal Highlights Maryland's New Tourism Campaign



Annapolis Flies "Tourism Matters to You" Flags During Tourism Week



Baltimore's AVAM Makes *Real Simple* List of "5 Art Museums That Will Change Your Perspective"



"11 Family Boating Adventures to Book Now" Celebrates Maryland's Great Boating Opportunities



Power & Motoryacht Visits Annapolis



Luxury Crews News Has Three Great Reasons to Sail Out of Baltimore



First Lady Yumi Hogan Joins Howard County in Promoting "Koreatown"



Harriet Tubman Underground Railroad Conference May 31-June 1 in Cambridge



“National Harbor, Maryland is Simply Amazing,” according to *Instinct Magazine*



Maryland Travel Tips

For the latest on events and everything going all around Maryland, [view the latest edition of *Visit Maryland Now!* here.](#)

Maryland Minute

Each week, the [Maryland Minute](#) provides highlights and insights on this weekend’s events around the state. *Maryland Minute* is featured on iHeart radio stations in Maryland and Washington, D.C. and on Baltimore’s WBAL-AM 1090.

CONTACT US

PRIVACY POLICY

TOURISM

FILM

THE ARTS

OPEN FOR IT
visitmaryland.org



Larry Hogan
GOVERNOR

