



August 1, 2018

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The *Maryland Tourism Monitor* is Here



Carmen Gonzales Sworn in As Newest Member of the Maryland Tourism Development Board

Carmen E. Gonzales, Director of Communications, Live! Casino & Hotel was sworn in as the newest member of the Maryland Tourism Development Board. Gonzales was appointed by Governor Larry Hogan, and will bring her industry expertise to the board. A gaming and entertainment industry veteran, Ms. Gonzales joined Live! Casino & Hotel in 2012, leading the overall communications strategy and government and community relations efforts for the property through all phases of development from groundbreaking to Grand Opening; as well as all subsequent expansion milestones, including the new luxury Live! Hotel development, and Live! Lofts hotel acquisition and renovation.

“As a leader guiding communication for one of the largest drivers of tourism and economic development in Maryland, Carmen brings tremendous insight and experience to the work we are doing to bolster the state’s positioning as a top destination,” said Liz Fitzsimmons,

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IN THE NEWS

Executive Director, Maryland Tourism
Development Board. "We value her keen
instincts and passion for supporting the
community and look forward to learning from
her as part of our team."

*Pictured: Carmen E. Gonzales, Director of
Communications, Live! Casino & Hotel (at left) is sworn
in by Robin Cummings, Deputy Clerk, Circuit Court of
Anne Arundel County.*

TFA NEWS IN BRIEF

Take the University of Tennessee/Appalachian Research Commission Tourism Survey

The Appalachian Research Commission (ARC) and the University of Tennessee are currently conducting a region-wide study of Appalachian tourism. The study, to be completed early next year, is one of the largest research projects ever conducted on the expanding Appalachian industry. Results from the survey will help tourism officials and vendors improve visitor experiences. They will also help ARC determine new priorities and evaluation methods. As part of this study, the research team has developed a survey for visitors to the Appalachian Region. The survey takes about five minutes to complete and includes questions related to travel preferences, travel planning, and regional perceptions. Please help the effort by taking the survey at www.appalachiasurvey.com.



Western Maryland Rural Small Business Lending Forum Set for September 6

Rural communities prosper when local businesses can access capital to start, grow, and expand, but rural businesses face unique challenges that may impede their ability to secure investment. Save Sept. 6, 2018 for a discussion in Western Maryland (location TBD) on efforts to build rural prosperity by increasing capital. The event is intended for commercial lenders such as banks, CDFIs, and nonprofit lending organizations with a focus on resources available to



reduce risks associated with lending to rural small businesses.

MSAC is Seeking Nominations for Maryland Poet Laureate

The Maryland State Arts Council is seeking nominations for the honorary position of State Poet Laureate. The Poet Laureate position was formally established by the Maryland General Assembly in 1959 and authorizes the Governor to appoint a citizen of the State as Poet Laureate of Maryland. Nine Poet Laureates have served since its inception. Nominations for the 10th Maryland Poet Laureate must be received by Friday, August 10. [Follow this link for information on eligibility and to make a nomination.](#)



Volunteer for the Student & Youth Travel Association's Annual Conference in Baltimore

Volunteers are needed to help welcome the Student & Youth Travel Association (SYTA) Annual Conference. The conference is being held at the Baltimore Convention Center with events and volunteer opportunities throughout the city and surrounding areas from August 24-28, 2018. For a full list of volunteer opportunities and more information, [follow this link](#).



Maryland Traditions Folklife Program Announced for the National Folk Festival

The National Folk Festival will be held in downtown Salisbury, Sept 7-9, beginning a three-year partnership with the city, and Maryland Traditions has announced its program for the Maryland Traditions stage at the event. The Maryland Traditions Folklife Area & Stage is devoted to celebrating the rich, living traditions of Maryland—from its Appalachian Mountains to its Atlantic beaches, with a different theme each year. Performances, demonstrations, displays, exhibits, and narrative presentations by Maryland masters will express both the state's deep history and its evolving character.



Chesapeake Traditions is the theme of the 2018 Maryland Traditions Folklife Area program. Curated by Maryland Traditions, the folklife program of the Maryland State Arts Council, and

the Ward Museum of Wildfowl Art, Salisbury University, *Chesapeake Traditions* will explore the region's rich material, occupational, sacred and musical traditions, which have flourished in the state's maritime, marsh and agricultural communities for generations, and feature approximately 20 artists and 16 performers and craftspeople from the Maryland Traditions Apprenticeship Awards program. "The National Folk Festival is the best possible showcase for artists who are inspired by, and respond to, creative energies that operate on a cellular level. There is an urgency in the necessity to share creative traditions that is as exciting to the audience as it is to the artist," said Ken Skrzysz, Director, MSAC. [For more information on the program, follow this link to the MSAC website.](#)

Vote Cumberland For Top Adventure Town

Blue Ridge Outdoors is hosting a readers' poll to pick the best adventure town in the range, and Cumberland is one of two finalists. *Blue Ridge Outdoors* sites biking the Great Allegheny Passage, paddling the North Branch of the Potomac River, and fossil hunts in Bone Cave as three of Cumberland's great adventure assets. [Follow this link to vote for Cumberland.](#)



Save the Date for the 39th Annual MTTs Summit

The 2018 Maryland Travel & Tourism Summit (MTTs) will be held November 14-16 at the Chesapeake Bay Hyatt Regency Golf Resort, Spa and Marina in Cambridge. MTTs is Maryland's annual tourism industry conference, which brings together all sectors of the hospitality industry. MTTs offers one-of-a-kind networking and is the ideal opportunity to learn and develop new strategies to advance your business and Maryland Tourism as a whole.



The summit attracts more than 250 attendees, acclaimed speakers presenting on industry trends, and interactive learning sessions including an off-site learning lab. For more information and to register, [follow this link.](#)

The Maryland Tourism Monitor is Here

The latest *Maryland Tourism Monitor*, with data through April 2018, shows strong growth in Maryland's social media programs with a year-over-year increase of 18.1 percent in social media followers and a 19.4

percent increase in digital referrals to industry partners. The social media gains correspond with a 16.3 percent growth in Welcome Center visitation. Tax revenue from tourism categories has continued to outperform all other sales tax collections with a 2 percent rise year-over-year, exceeding the growth in all non-tourism categories. To read the full monitor, [follow this link](#).



Now Accepting Ad Reservations for *Destination Maryland* - Official 2019 Visitors Guide

The all-new, official *Destination Maryland* guide presents our tourism partners with a unique, powerful opportunity that is 100 percent focused on visitation to Maryland—and there is no better time to speak to its large audience than when they are actively planning their visit to the state. *Destination Maryland* is sent by request to highly qualified consumers who are actively planning a Maryland vacation—most often a long one. In addition to 250,000 printed copies distributed, the guide will also be available as an [interactive e-book with click-through](#) to an advertiser's landing page.



Contact Carly Stedman for rates and details: carly.stedman@milespartnership.com, 202-681-8169 or go to <http://industry.visitmaryland.org/marketing-advertising/advertising-marketing-opportunities/>.

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 giveaway program across all of our social media channels, consumer newsletters, 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](#).



IN THE NEWS



***Newsday* Features Annapolis Blue Crabs in Summer Food Story**



***Baltimore Business Journal* Features Growing Impact of African-American Heritage Tourism (For PDF, click on arrow)**



Governor Hogan Announces \$600K in Grants to Preservation Projects



Governor Hogan Proclaims 2018 “The Year of the Bird,” according to *The Star-Democrat*



***Cruising World* Highlights Catamaran Charters to Annapolis**



***Chesapeake Family* Visits the College Park Aviation Museum**



Groups Plant 50 Million Oysters in Severn River, according to *The Baltimore Sun*



***TheBayNet.com* Celebrates 30 Years of Lil’ Margaret’s Bluegrass Festival and Maryland’s Summer of Music**



***Groups Today* Highlights Deep Creek Lake and Western Maryland Tourism Assets**



The Definitive Guide to Baltimore’s Foodie Scene



“There’s More to Baltimore,” according to *Business Mirror – Philippines*



***Cape Gazette* Features Hoopers Island Oyster Farming**



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.

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