

March 27, 2019



# MARYLAND INSIGHTS

OFFICE OF TOURISM, FILM & THE ARTS

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### IN THE NEWS



### Maryland Arts Summit Registration Now Open

On June 6-8, [Maryland Citizens for the Arts](#), in conjunction with the [Maryland State Arts Council](#), [Maryland State Department of Education](#), and [AEMS: Arts Education in Maryland Schools Alliance](#) will host the [Maryland Arts Summit](#) at UMBC. Panels led by and for the Maryland arts sector will include arts advocates, arts educators/teaching artists, independent artists, and arts organizations. The summit will also highlight the work being done throughout the state through dialogue, learning and networking opportunities, and focus on the growth of Maryland arts. The first of its kind for the arts in Maryland, summit events will start on June 6 with a pre-conference hosted by AEMS. The [MSAC Maryland Traditions Heritage Awards](#) will be presented on June 7 in the UMBC Performing Arts and Humanities Building and the [Individual Artist Award](#) ceremony will take place on June 8 in the UMBC University Center. Throughout the duration of the summit, an artists bazaar will take place and serve as a networking and

promotional opportunity for Maryland artists to showcase and potentially sell their work.

## TFA NEWS IN BRIEF

### OTD and Partners Promote Tourism Product in the UK

Maryland Office of Tourism, along with Visit Annapolis and Visit Frederick participated in a CRUSA sales/media mission in the UK with other CRUSA partners. The media and sales teams met with more than 100 media and tour operators throughout the week-long mission which covered appointments in London, Dublin, and Glasgow. The UK market is one of the top travel markets for international visitation to our region. With the appointments, our goal was to sustain and build new relationships in hopes of bringing more international travelers to the Capital Region by pitching travel packages to operators, and pitching story ideas to travel editors and writers to inspire more travel to the region.



*Pictured (left to right): Portia Conerly, Destination Sales Manager, Stay Arlington; Cara O'Donnell, Director of Public Relations, Arlington Economic Development ; Becky Bickerton, Director of Sales and Marketing, Tourism Council of Frederick County; and Leslie Troy, Communications Manager, OTD.*

### Bethesda and Hagerstown to Host Annual Film Festivals

It's a great time for Maryland movie lovers as Hagerstown hosts the eighth annual Maryland International Film Festival March 29-31, and the seventh annual Bethesda Film Festival runs April 5-6. Both festivals feature films from around the world, industry panels, and meet-and-greets with actors and filmmakers. This year the Maryland International Film Festival will be presenting the Mendez Award to Governor Larry Hogan.



This year's award is being given to Governor Hogan in recognition of "his efforts in supporting the historic Maryland Theatre expansion, the expansion of the Barbara Ingram School for the Arts, and the expansion of the University System of Maryland Hagerstown," according to Tracie Hogan, Executive Director, Maryland International Film Festival. The award, named for CIA operative and Frederick resident Tony Mendez (whose story was made into the 2012 Ben Affleck film *Argo*) is presented to persons who support film and television production in Maryland. "He also signed into law the new Maryland Film Incentive Program which helps independent filmmaking and provides increased tax incentives for the film industry," she continued. For more information and to purchase tickets, [follow this link to](#)

[the Maryland International Film Festival's website](#), and [this link for the Bethesda Film Festival](#).

## OTD Staff Attend SETA

Casey Keyfauver, Customer Contact Programs Manager, OTD, and Welcome Center staff members attended the Southeast Travel Counselors Alliance Conference 2019 in Greensboro, North Carolina. Keyfauver, who sits on the board of directors for the multi-state alliance, presented the keynote address and served as a facilitator for a discussion on emergency management procedures both in state and across state lines. Keyfauver's presentation, "Industry Outreach and Customer Service Best Practices: *The Maryland Method*" was chosen to compliment the organization's mission of improving visitor experience in welcome centers across the southeast region. Maureen Curry, Bay Country Welcome Center Supervisor, OTD, and Brandon Chan, Mason-Dixon Welcome Center Supervisor, OTD, also attended the conference.



*Pictured (left to right): Brandon Chan, Mason-Dixon Welcome Center Supervisor; Casey Keyfauver, Customer Contact Programs Manager and Maureen Curry, Bay Country Welcome Center Supervisor.*

## OTD Seeks Public Comment for Planned Sideling Hill Rest Area Improvements

The Maryland Office of Tourism Development is planning to transform the Sideling Hill Rest Area into a one-of-a-kind gateway attraction that promotes Maryland's mountains, valleys and waterways, from the Catoctin Mountains and further west, with exhibits, programming and on-site transactional opportunities. The Maryland Office of Tourism Development and the Maryland State Arts Council held a workshop at Frostburg University in January 2019 with tourism and arts partners in the region to begin the conversation about what defines the region's differentiators, identifying the must-see destinations and experiences, and determining the best ways to inspire visitors to stay longer and spend more in the region. [The notes from the workshop's working groups are available at this link and are open for public comment.](#) The public comment period will be open until April 15, 2019.



## 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](#).



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## IN THE NEWS

[The Washington Post Travels to the Guinness Brewery](#)



[Baltimore Named One of Yelp’s Top Ten Food Cities](#)



[Baltimore and St. Michaels Make \*Jetsetter’s\* Top Five Day Trips out of D.C.](#)



[The Washington Post Praises New Surrealism Show at BMA](#)



[Irish Travel Praises Capital Region Travel Opportunities After CRUSA Meeting](#)



[Maryland Wineries Return to Laurel Park for Decanter](#)



[Ninja-Style Obstacle Course to Open in Ocean City, According to The \*Baltimore Sun\*](#)



[Katelyn Kean Joins Chesapeake Bay Maritime Museum](#)



[Restoring Josiah Henson’s Rightful Place in History](#)



### ***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 Entercom stations and WBAL.

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Larry Hogan  
GOVERNOR

