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MARYLAND INSIGHTS

DIVISION OF TOURISM, FILM & THE ARTS

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OTD Unveils New State Tourism Campaign: Maryland – Open For it

The Maryland Department of Commerce's Office of Tourism has unveiled a new ad campaign built around the tagline '[Maryland – Open For It.](#)' The campaign encourages prospective visitors to stay overnight and enjoy a range of the state's water and culinary-based experiences, including sailing on the Chesapeake Bay, fishing in Western Maryland, eating the state's famed steamed crabs, and visiting the beaches of Ocean City. Multiple versions of 'Maryland – Open for It' began running last week on television and will continue throughout the spring.

Targeted markets include the New York metro area, Philadelphia, Harrisburg, Pittsburgh, Cleveland, Washington, D.C., and Baltimore. The campaign also includes print advertising in national and regional magazines, as well as companion radio, digital and social media campaigns. The campaign was designed to leverage the state's established business marketing campaign 'Open for Business.' "Our administration is proud to introduce this vibrant new tourism campaign, which speaks to the many wonderful experiences and unique destinations that make Maryland so special,"

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"Maryland Mondays" Ticket
Giveaway

IN THE NEWS

said Governor Larry Hogan. "Maryland welcomed more than 41 million people in 2017, and we look forward to this campaign driving even more visitors to our great state."

TFA NEWS IN BRIEF

TFA Director Liz Fitzsimmons Attends MHAA Quarterly Meetings

Liz Fitzsimmons, Managing Director, TFA, attended the Maryland Heritage Areas Authority quarterly meeting in St. Leonard on April 11. The meeting was held at the Maryland Archaeological Conservation Laboratory in the Jefferson Patterson Park & Museum. Attendees also toured the historic burial ground at nearby Serenity Farm. The burial ground, which has been an important archeological site, is the final resting place of enslaved African-Americans, and dates back more than 200 years. To find out more about the Maryland Heritage Areas Program, [follow this link](#).



Pictured: Liz Fitzsimmons, Managing Director, TFA (at right of sign), at Serenity Farm with members of the Maryland Heritage Areas Authority.

MSAC Announces FY 2019 Individual Artist Awards Recipients

The Maryland State Arts Council (MSAC) announced that \$246,000 has been awarded to 105 Maryland artists through the 2019 Individual Artist Awards (IAA). Administered in partnership with Mid Atlantic Arts Foundation, the 2019 IAAs recognize outstanding artistic achievements of artists from across Maryland and were selected from a group of nearly 700 applicants. The awardees represent the fields of Creative Nonfiction/Fiction, Digital/Electronic Arts, Media Arts, Painting, Theater Solo Performance, and Works on Paper. Awardees were chosen, based solely on artistic merit, by an out-of-state jury of discipline-specific experts.



Awardees will be honored during a ceremony on Saturday, June 8, 2019, at the conclusion of the first Maryland Arts Summit, which will be held at the University of Maryland Baltimore County. In addition to the recognition, Individual Artists receive grants of \$1,000, \$3,000 or \$6,000 in support of their continued artistic growth. "As an artist myself, I understand the importance of arts and am proud of our statewide agency, MSAC to recognize the

accomplishments of Maryland's individual artists and support them," said First Lady Yumi Hogan. "I want to offer my sincere congratulations to all awardees. Their incredible talent and significant contributions are one of the driving forces that flourish in our great state of Maryland." The full list of 2019 IAA awardees can be found [here](#).

OTD Attends Maryland Motorcoach Association Showcase

The Maryland Motorcoach Association hosted their annual Group Leader Travel Showcase at Dover Downs on March 28, and OTD was on hand to promote Maryland's tourism products. The showcase offered the opportunity to meet with hundreds of group leaders representing senior centers, social clubs and recreational associations, as well as nearly 200 motorcoach carriers from Maine to Georgia.



Pictured: (From left) Heather Ersts, Outreach & Partnership Coordinator, OTD; and Maureen Scott-Taylor, Supervisor, Bay Country Welcome Center.

Get Your Tickets Now for the Maryland Film Festival

The 21st [Maryland Film Festival](#) is May 8 -12 in Baltimore's Station North Arts and Entertainment District. The festival opens 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, which is constantly being updated, 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 work, but also think about including festival tickets or tying the package into a dining experience or a visit to a local attraction. Packages need to 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](#).

Harriet Tubman Underground Railroad Visitor Center to Launch New Interactive Exhibits

The Harriet Tubman Underground Railroad Visitor Center will be unveiling new, interactive and audio exhibits by September of this year, ahead of the release of the Harriet Tubman major motion picture. The new interactive exhibits will focus on maritime communities, Tubman's network, a journey on the Underground Railroad, and Tubman's rescue missions. Audio exhibits will include the rescue of Tubman's three brothers, her work, her role in the Civil War, her faith, and "The Journey."



Maryland Welcome Centers to Host Tourism Week Open Houses

The Maryland Office of Tourism's Welcome Centers will again be hosting their annual Open Houses. The open houses offer a unique opportunity where tourism partners are invited into the Welcome Centers to promote their attractions directly to our visitors alongside our travel counselors during National Travel and Tourism Week, May 5-11. To join in at a center in your region, please [email Casey Keyfauver at casey.keyfauver@maryland.gov](mailto:casey.keyfauver@maryland.gov).



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](#).

#MarylandMondays Giveaway



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IN THE NEWS

[Vote for Easton as Best Small Town Cultural Scene and Berlin for Best Small Town Shopping in *USA Today's* Annual Poll](#)



[Ocean City Makes *Family Vacation Critic's* List of 10 Best Family Beaches for 2019](#)



[OTD's Matthew Scales Highlights the Great Chesapeake Bay Loop on Baltimore's WJZ 13](#)



[The *Washington Post* Highlights Group Looking to Rehab Baltimore's Pennsylvania Avenue](#)



[OTD Talks Great Chesapeake Bay Loop on Baltimore's WBAL TV 11](#)



[Potomac Jazz Festival Announces Overnight Packages](#)



[St. Mary's County Museum Division Announces Access Program for Low-Income Families](#)



[Casino Center Catches Maryland Mania](#)



[Daily Kos Completes Road Trip in Ocean City](#)



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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