

May 22, 2019



# MARYLAND INSIGHTS

DIVISION OF TOURISM, FILM, & THE ARTS

## INSIDE INSIGHTS

### TFA NEWS IN BRIEF

OTD Promoting "Open for Time Travelers" this Summer

OTD, CRUSA Welcome German Travel Writers

The Maryland Film Office Discusses the Maryland Small Film Tax Credit Program

OTD's Chanda Miller and Kathi Ash Receive Employee Appreciation Day Commendations

Be Sure to Register for the Maryland Arts Summit

Brand USA Hosts MegaFAM in Maryland

OTD Hosts Great Chesapeake Bay Loop Fam Tour for Canadian Travel Writers

Encourage Hotel Stays with OTD's Summer of Music Promotion

Promote Your Event with "Maryland Mondays" Ticket



### OTD Promoting "Open for Time Travelers" this Summer

OTD will announce the "[Open for Time Travelers](#)" web page to consumers in an article on "Travel through History as you Travel across Maryland" in the June 12 issue of Visit Maryland Now. This page was created as a catalyst to launch the new [Antietam Campaign Byway](#) video. The page links consumers to six buckets of content to drive them to specific trip ideas - Freedom Fighters (Underground Railroad/ Network to Freedom), "The Star-Spangled Banner," Civil War Trails, Scenic Byways, Watermen's Heritage Tours and the National Folk Festival. OTD will then continue to promote the page, along with related videos, via newsletters and social media throughout the summer around relevant tie-ins and events (ie, Flag Day (6/14), July 4, Defender's Day (9/12), Frederick Douglass escape (9/3), Harriet Tubman's self-liberation (9/17), etc). We would like all DMOs and partners connected to the Antietam Campaign Byway, or any of the related content linked to the web page, to link and leverage with your social media and public relations to increase awareness of the web page, the videos, and all of the fun things to see and do in Maryland related to our "History." Contact [Leslie Troy](#), or anyone on OTD's PR

Giveaway

IN THE NEWS

team, for detailed information on the PR and social media strategy.

## TFA NEWS IN BRIEF

### OTD, CRUSA Welcome German Travel Writers

The Maryland Office of Tourism, through their partnership with Capital Region USA (CRUSA), hosted a group of German travel writers the week of May 12. The German group toured Berlin, Ocean City, Salisbury, and Assateague Island. The writers came from all over Germany and focused on Maryland's culinary and beach scenes. The theme of the visit was from "City to Beaches." The writers visited the Atlantic Hotel, took in a Delmarva Shorebirds baseball game, strolled along the beach and marsh at Assateague Island, visited a local winery, brewery, and restaurants.



*Pictured: Matthew Scales, Public Relations Specialist, OTD, far right with Vanessa Junkin, Assistant Director of Marketing and Public Relations, Wicomico County Recreation, Parks, Tourism, & Civic Center, middle, along with the German writers before attending the Delmarva Shorebirds baseball game.*

### The Maryland Film Office Discusses the Maryland Small Film Tax Credit Program

The Maryland Film Industry Coalition (MFIC) hosted Jack Gerbes, Director, and Catherine Batavick, Deputy Director, of the Maryland Film Office at two informational sessions on the new Maryland Small Film Tax Credit program -- one at the SAG/AFTRA offices in Bethesda on April 29 and one at the IATSE Local 487 offices in Baltimore on May 2. Attendees were given a presentation on how to qualify and apply for the new program that was established during the 2018 legislative session. A discussion followed with insightful questions from local filmmakers. For more information on the program, visit the [Maryland Film Office's website](#).



*Pictured: Jack Gerbes, Director and Catherine Batavick, Deputy Director, both of the Maryland Film Office at IATSE Local 487*

## OTD's Chanda Miller and Kathi Ash Receive Employee Appreciation Day Commendations

On Wednesday, May 8, the Maryland Department of Commerce gathered on the deck of the U.S.S. *Constellation* in Baltimore Harbor for a National Employee Appreciation Day recognition ceremony. The event included an awards ceremony with three team commerce members presented with the inaugural Courage Award, Heart Award, and Brains Award. The awards were presented by Secretary of Commerce Kelly Schulz to winners nominated by their peers, including two OTD Staffers. Chanda Miller, Executive Assistant/Tourism Development Board Liason, OTD was given the Brains Award, and Kathi Ash, Digital Asset Manager, OTD, was given the Heart Award.



Ms. Miller was presented with the Brains Award in recognition of her keen understanding of all aspects of OTD operations and remarkable ability to balance the needs, schedules, strengths and duties of the team in service to its smooth operations. Ms. Ash was presented with the Heart Award in recognition of her leadership role with the Maryland Charity Campaign and her dedication to causes supporting animal welfare and the homeless. Also recognized for the Courage Award was Dean Storm, Digital Content Manager for Marketing, Maryland Department of Commerce, once an OTD staff team member. Congratulations to all three winners and all of the great staff at Commerce.

*Pictured: Kelly Schulz, Secretary of Commerce and Chanda Miller, Executive Assistant/Tourism Development Board Liason, OTD on the left, Kathi Ash, Digital Asset Manager, OTD and Kelly Schulz, Secretary of Commerce on the right.*

## Be Sure to Register for the Maryland Arts Summit

Maryland Citizens for the Arts and UMBC will host the 2019 Maryland Arts Summit in June. The Summit will be the first-of-its-kind for the arts sector in Maryland, highlighting the work that is being done through communities. Dialogue, learning and networking opportunities will focus on the growth of Maryland arts. The Summit will include more than 70 sessions, with 150 presenters who represent the work being done by the Maryland arts sector. A pre-conference

on June 6 will be hosted by Arts Education in Maryland Schools, with the main conference set for June 7 and 8. The Maryland Arts Summit is presented by Maryland Citizens for the Arts in conjunction with The Maryland State Arts Council, Maryland State Department of Education, and Arts Education in Maryland Schools. For registration information, go to [mdarts.org](http://mdarts.org).



## Brand USA Hosts MegaFAM in Maryland

The official United States marketing organization, Brand USA, in partnership with American Airlines and British Airways, brought BrandUSA MegaFAM “Mid-Atlantic Memories, Hotspots and History” to Maryland May 11-13. Sixteen tour operators from the UK and Ireland were hosted in Frederick, Baltimore, and National Harbor. The Mid-Atlantic Memories itinerary was one of seven media tours sponsored in part by Brand USA across the nation. After the tour, attendees convened in Scottsdale, AZ, with media representatives who had traveled to other Brand USA destinations to compare notes and devise strategies to better promote each destination. For information on the MegaFAM and to keep track of future Brand USA promotional partnerships and opportunities, [follow this link to the Brand USA website](#).



## OTD Hosts Great Chesapeake Bay Loop Fam Tour for Canadian Travel Writers

OTD recently hosted a group of travel writers from Canada with assistance by Reach Global Marketing, OTD's in-market agency of record. The theme of the FAM tour focused on the Great Chesapeake Bay Loop, specifically the upper loop of the Bay. The Toronto-based media was also introduced to several quintessential bay towns - Annapolis, Kent Narrows, Rock Hall, Chestertown, Chesapeake City, North East and Havre de Grace. Activities included experiencing Chesapeake cuisine and culinary delights, wine and craft spirits, water-based activities, charming main streets, scenic byways, A&E districts, and much more.



*Pictured: Leslie Troy, Communications Manager, OTD at far right, Ashley Chenault, Tourism Coordinator, Visit Queen Anne's County, second from left, and Captain Mark Galasso, Tuna the Tide Charters, back row, host Canadian media on a tour out from Kent Narrows to Rock Hall.*

## 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

[U.S. News Takes a Look at Maryland Beyond Baltimore](#)



[Lawmakers Renew Push to Put Harriet Tubman on the \\$20 Bill, according to ABC News](#)



[Baltimore's Fox 45 Talks Maryland's Summer of Music](#)



[Capital Region USA wins Best Family Travel Destination](#)



[Edible DC Takes a Foodie Trip to Annapolis](#)



[Washingtonian Highlights "Amazing Summer Day Trips to the Eastern Shore and Annapolis"](#)



[The Points Guy Travels to the Hyatt Regency Chesapeake Bay Resort](#)



Six Flags America Opens “Firebird,” a New Floorless Mega-Coaster



*The Washington Times* Highlights Baltimore’s Waterfront Renewal



### ***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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Larry Hogan  
GOVERNOR

