

Visit Montgomery's Community Report on Tourism

Fiscal Year 2022

July 2021 – June 2022



Montgomery, MD
VISIT MONTGOMERY

Meet Our Team



Kelly Groff
President & CEO



Cory Van Horn
Chief Strategy Officer



Leticia Engel
Marketing Manager



Yodit Kirubel
Community Engagement &
Partnership Manager



Announced Soon
Communications Manager



Lee Callicutt
Destination Sales Manager



Announced Soon
Destinations Sales Manager

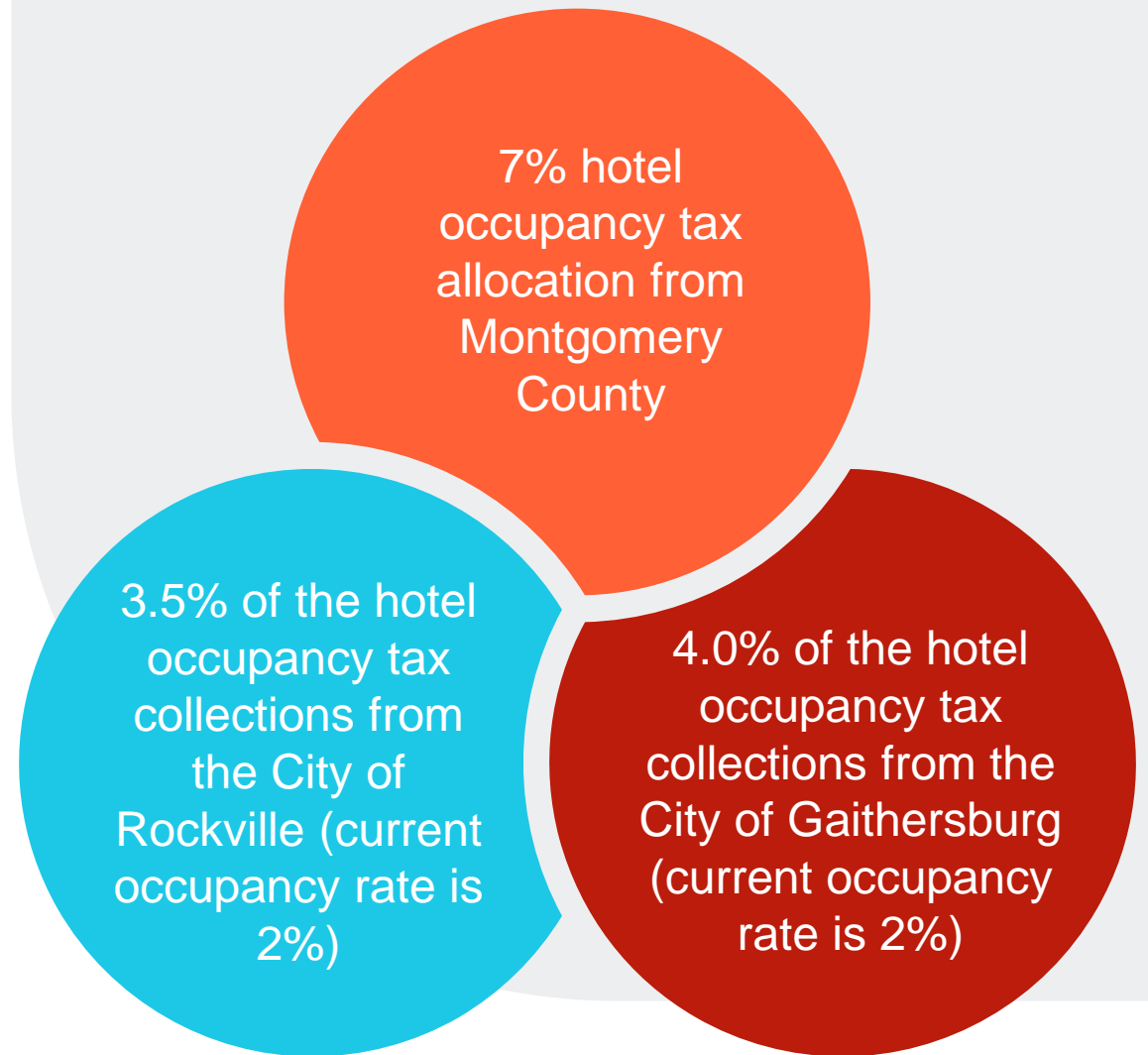
Mission & Funding Mechanisms

The mission of Visit Montgomery is to market and develop the county and its communities as a preferred destination for group and individual travel thereby fostering **economic growth** and **quality of place** through tourism.

Visit Montgomery is a 501 (c) 6 non-profit organization with the oversight by a volunteer board of directors.

Visit Montgomery's annual operating budget is composed of several other revenue sources including partnership dues, marketing grant from the Maryland Office of Tourism, cooperative advertising and trade show partnerships, events and housing service rebates.

Funding Sources



Montgomery County at a glance

According to *WalletHub*, Montgomery County is one of most diverse communities in the country with Germantown, Gaithersburg, Silver Spring and Rockville all ranking in that site's "Top 10 Most Diverse Communities in the U.S." Both Rockville and Gaithersburg have achieved perfect scores in Municipality Equality Index (MEI), according to the Human Rights Campaign (HRC). In 2022, Rockville was ranked 20th in *Money Magazine's* "50 Best Places to Live in the U.S. in 2022", citing diversity as a key contributor to the ranking. Montgomery County ranks high where Black residents are prospering in the "Black Progress Index," a study that examines the social factors that influence Black well-being by the Brookings Institution.

- **1 Million Population**
- **507 Square Miles**
- **93,000-Acre Agricultural Reserve**
- **54 Hotels**
- **8,920 Hotel Rooms**
- **3 International Airports Nearby**
- **13 Metro Stations**
- **3 National Parks**
- **400+ Regional Parks**

2021 Tourism Economics Data

\$1,463.2 Billion

2021 Visitor Spending

**9% Share
of State**

6,851,600

2021 Day & Overnight Visitors

**13.9% Share
of State**

\$10,094,973

Sales Tax Collected – Hotels Only

**7.3% Share
of State**

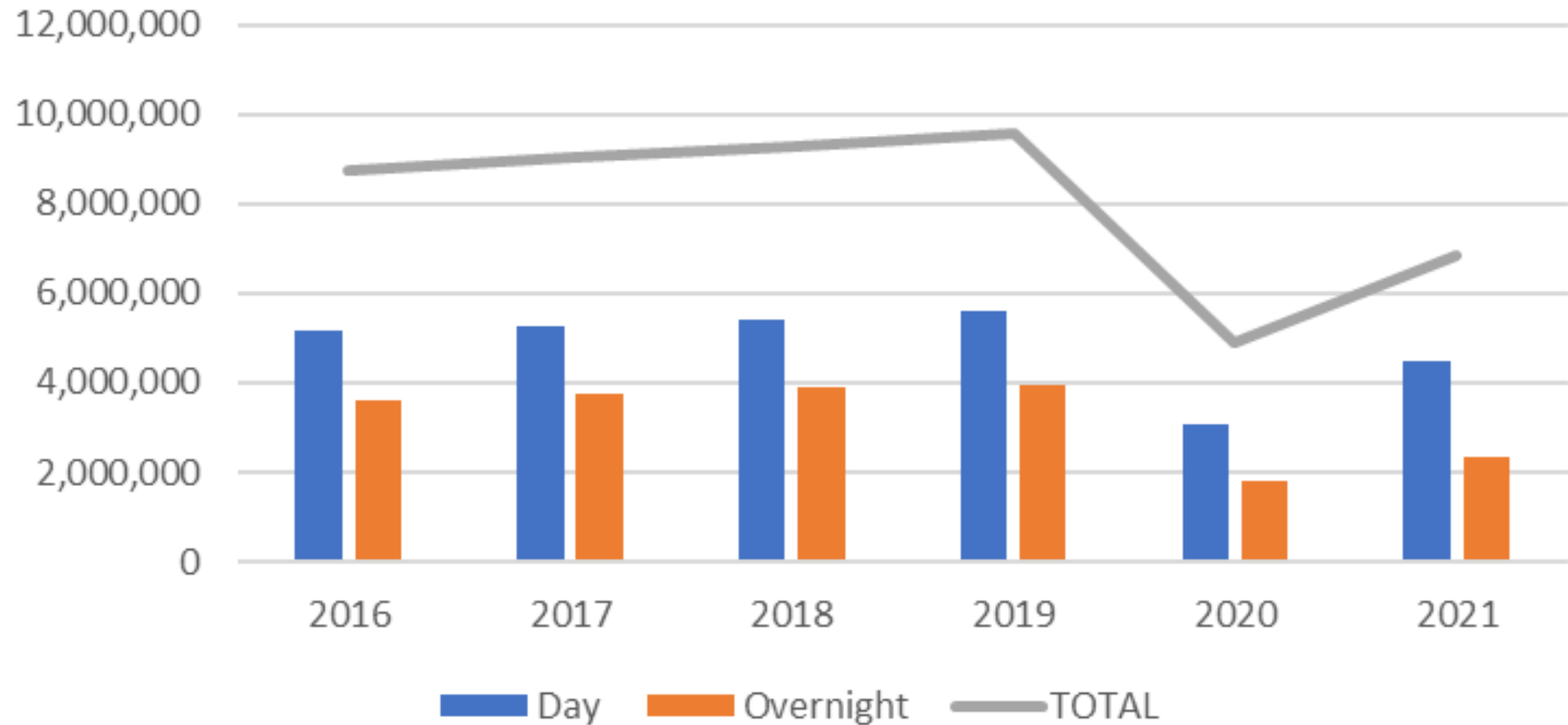


Montgomery, MD
VISIT MONTGOMERY

Fiscal Year 2022

Reflection & Wrap Up

Montgomery County, MD Visitation



FY 2022 Adjusted Sales & Use Taxes Attributed By Tourism

\$86,024,298

Total Generated in by
Montgomery County

9.9%

Increase Compared to
FY 2019 (Pre-Pandemic)

#1

Tourism Sales & Use Tax
Generator in Maryland

County	FY 2022(4)	FY 2019(\$)	FY2022 vs FY2019 % Change
Allegany	\$6,528,260	\$5,118,797	27.5%
Garrett	\$7,113,052	\$4,081,872	74.3%
Washington	\$9,876,899	\$7,341,539	34.5%
WESTERN REGION	\$23,518,211	\$16,542,208	42.2%
Frederick	\$18,545,371	\$14,111,096	31.4%
Montgomery	\$86,024,298	\$78,240,274	9.9%
Prince George's	\$74,962,342	\$74,160,698	1.1%
CAPITAL REGION	\$179,532,011	\$166,512,067	7.8%
Anne Arundel	\$85,178,075	\$72,863,603	16.9%
Baltimore City	\$49,396,732	\$53,168,769	-7.1%
Baltimore County	\$62,755,382	\$49,560,458	26.6%
Carroll	\$8,641,137	\$6,590,657	31.1%
Harford	\$17,161,415	\$12,710,303	35.0%
Howard	\$25,199,640	\$20,168,952	24.9%
CENTRAL REGION	\$248,332,381	\$215,062,743	15.5%
Calvert	\$5,660,573	\$4,589,542	23.3%
Charles	\$10,061,872	\$7,117,670	41.4%
St. Mary's	\$6,772,619	\$5,715,547	18.5%
SOUTHERN REGION	\$22,496,065	\$17,422,759	29.1%
Caroline	\$1,662,240	\$1,553,733	7.0%
Cecil	\$6,708,428	\$4,816,657	39.3%
Dorchester	\$4,065,565	\$3,107,481	30.8%
Kent	\$1,473,788	\$1,068,820	37.9%
Queen Anne's	\$5,009,557	\$3,470,037	44.4%
Somerset	\$404,945	\$451,559	-10.3%
Talbot	\$5,971,285	\$4,028,401	48.2%
Wicomico	\$8,399,982	\$6,793,595	23.6%
Worcester	\$47,417,936	\$29,174,932	62.5%
EASTERN SHORE	\$81,113,725	\$54,465,214	48.9%

FY 2022 Adjusted Sales & Use Taxes Attributed By Tourism

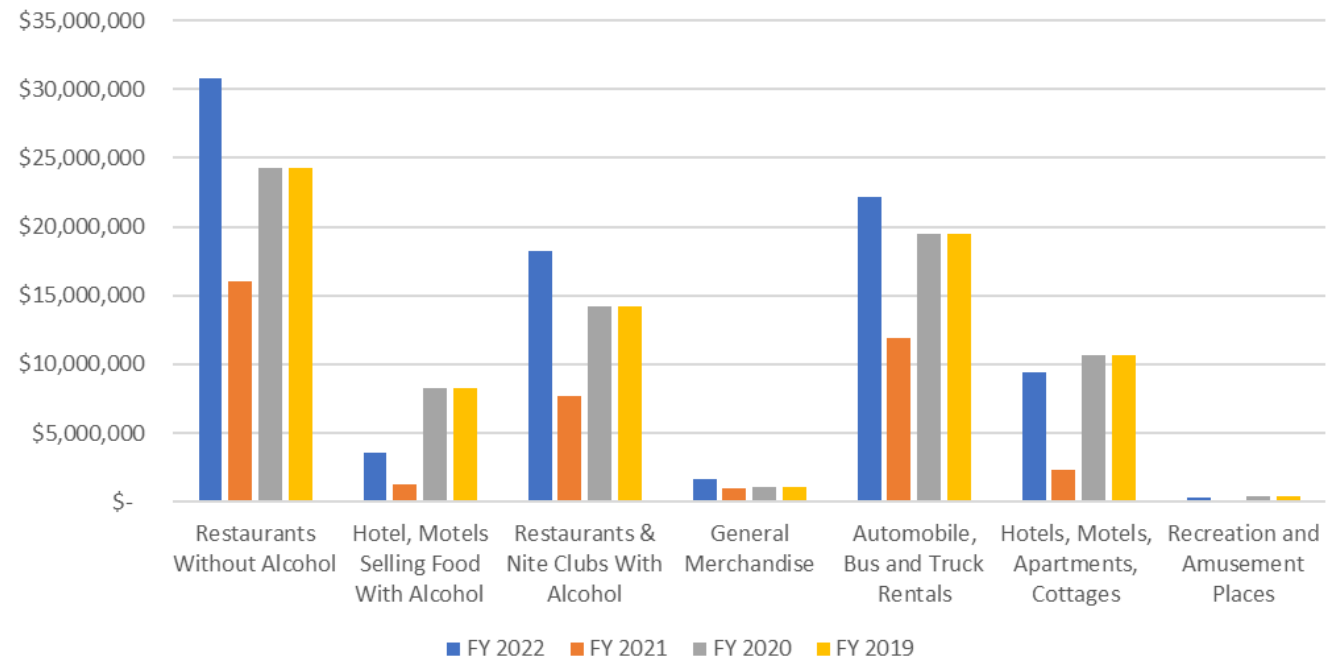
Recovery Indicators

Tourism Categories Compared to Pre-Pandemic Levels

- Restaurants w/o Alcohol: +36.9%
- Lodging Selling Food w/ Alcohol: -56%
- Restaurants w/ Alcohol: +28.8%
- General Merchandise: +46.9%
- Car, Bus & Truck Rentals: -12.4%
- Lodging: -12.4%
- Recreation & Amusement Places: -25.3%

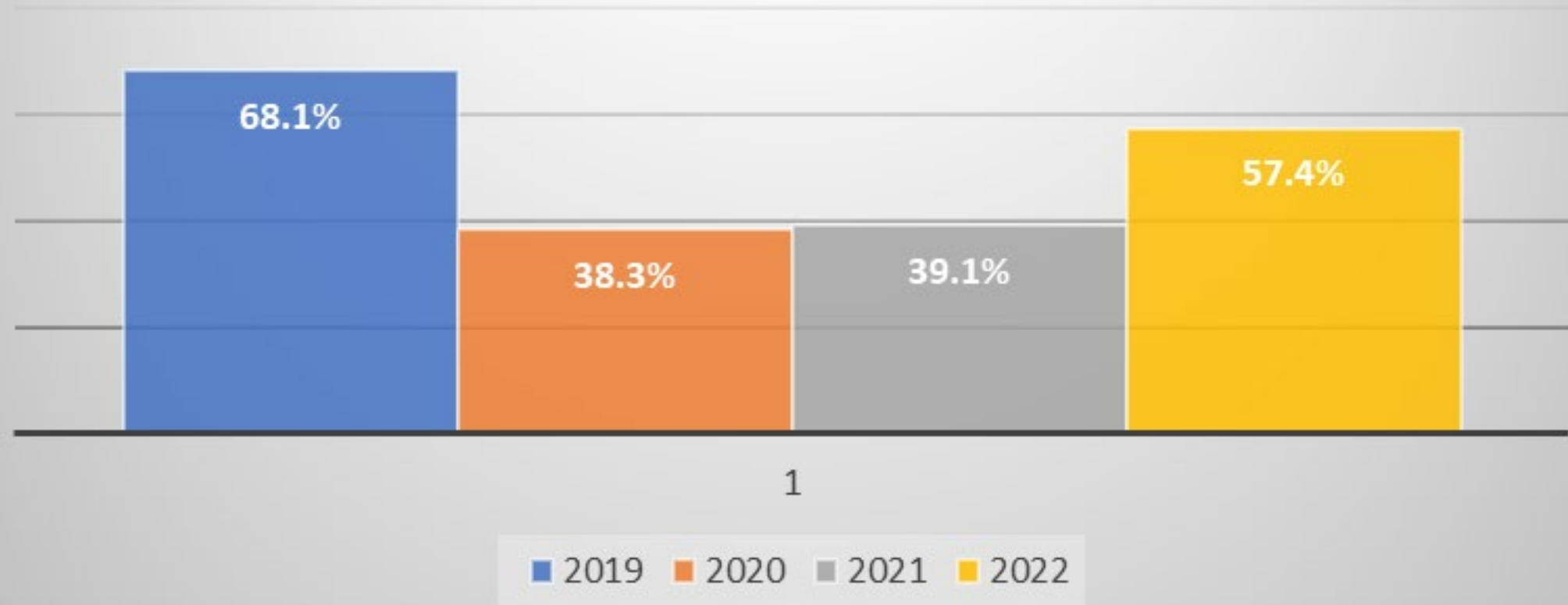
Adjusted Sales & Use Taxes by Category Attributable to Tourism	Factor	FY 2022	FY 2019	FY 22 vs FY 19
Restaurants Without Alcohol	33%	\$ 30,774,483	\$ 24,245,960	36.9%
Hotel, Motels Selling Food With Alcohol	100%	\$ 3,575,102	\$ 8,222,269	-56.5%
Restaurants & Nite Clubs With Alcohol	33%	\$ 18,243,829	\$ 14,162,935	28.8%
General Merchandise	5%	\$ 1,608,019	\$ 1,094,374	46.9%
Automobile, Bus and Truck Rentals	90%	\$ 22,172,052	\$ 19,449,147	14.0%
Hotels, Motels, Apartments, Cottages	100%	\$ 9,373,764	\$ 10,694,704	-12.4%
Recreation and Amusement Places	50%	\$ 277,049	\$ 370,844	-25.3%

Adjusted Sales & Use Tax Attributed to Tourism
By Category - Past Four Years

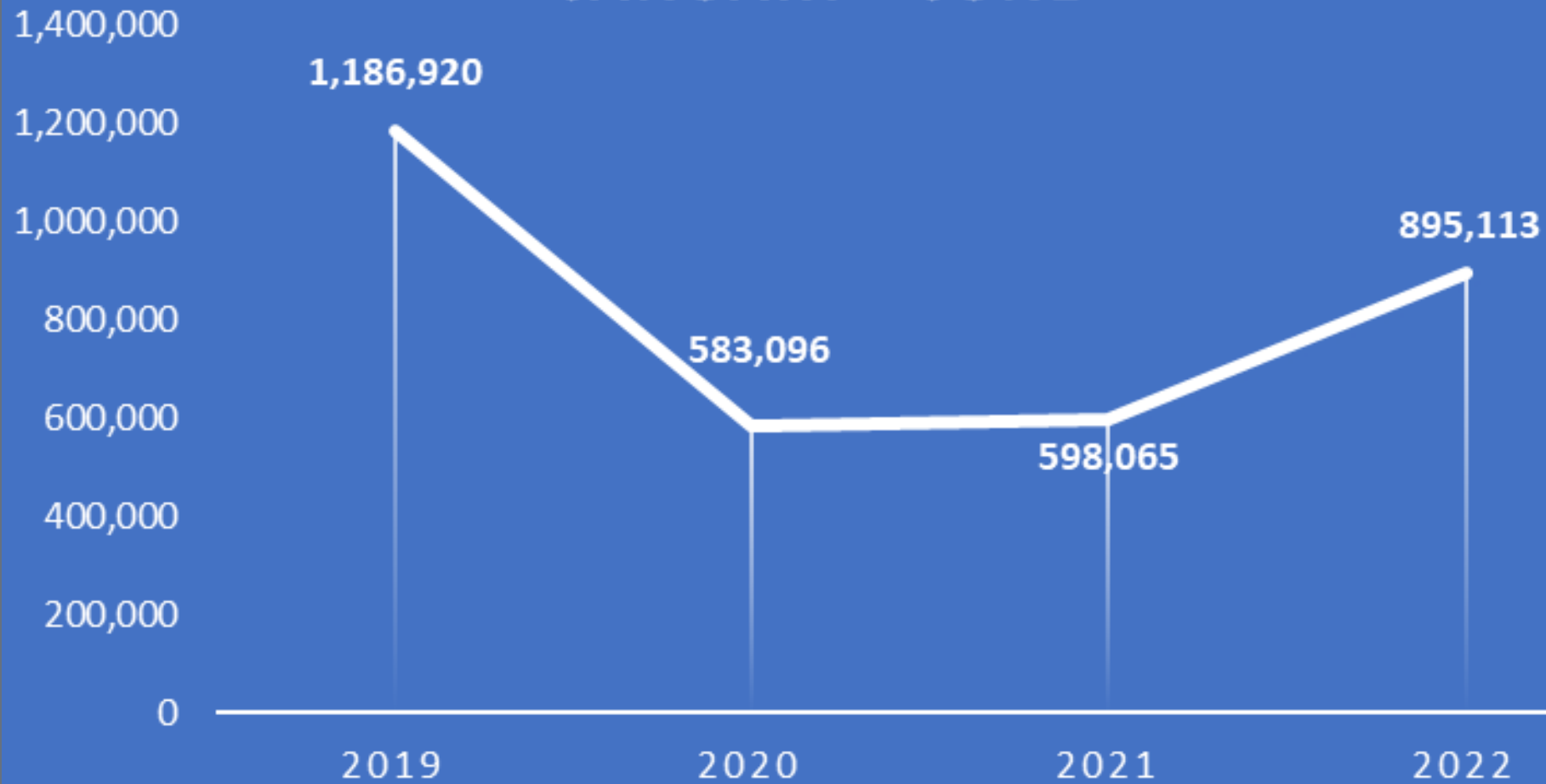


Adjusted Sales & Use Taxes applies a percentage assumption of the total collection in each of those categories for tourism related expenditures. The applied percentage is indicated under the "factor" column.

Hotel Occupancy - January to June Montgomery County



HOTEL ROOM DEMAND JANUARY - JUNE





Montgomery, MD
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Marketing Division

Reflection & Wrap Up

Website Milestones – Fiscal Year 2022



Website

478,214 Sessions	+19.57%
1,921,714 Pageviews	+64.57%
4.02 Pages/Session	+37.64%
1:13 Avg Session	+6.63%
380,860 New Users	+19.26%
13.83% Bounce Rate	-45.03%

Events Calendar

270,599 Pageviews	+120.09%
1:10 Avg Session	-3.76%
Bounce Rate	-19.29%

Discover MoCo

65,580 Pageviews	+100%
0:20 Avg Session	+100%
0.20% Bounce Rate	+100%

Weekend Landing

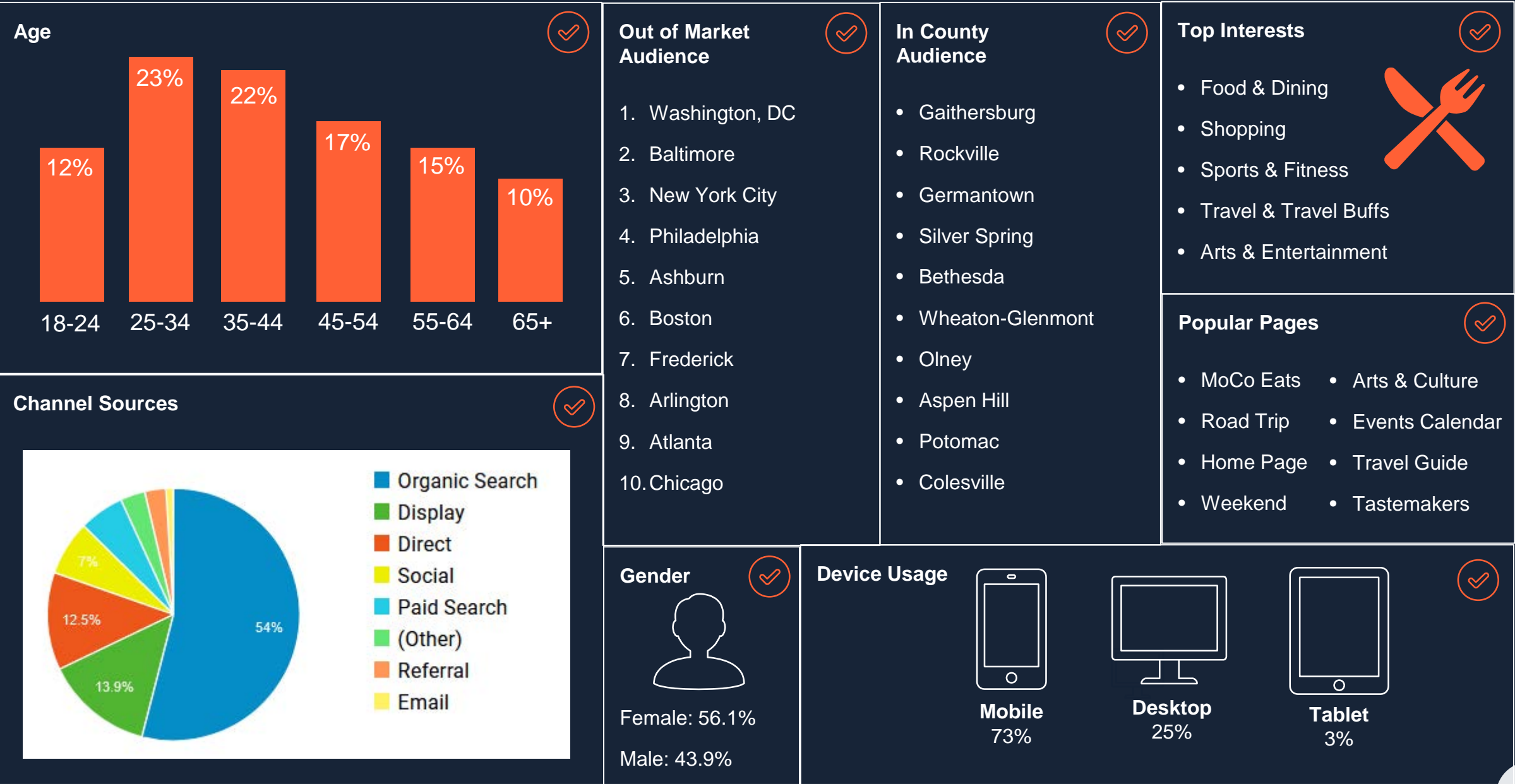
95,896 Pageviews	+202.49%
0:15 Avg Session	-47.55%
9.80% Bounce Rate	-56.78%

Blogs & Content

429,231 Pageviews	+56.22%
0:19 Avg Session	-47.07%
2.14% Bounce Rate	-89.84%



Website Audience – Fiscal Year 2022



Social Media & Email Marketing – Fiscal Year 2022

76,823 Total Email
Newsletter Subscribers

Consumer Metrics

459,138 Emails Sent
10.7% Open Rate
.7% Click Through Rate

Industry Metrics

20,171 Emails Sent
32.7% Open Rate
9.38% Click Through Rate

Social Media Followers

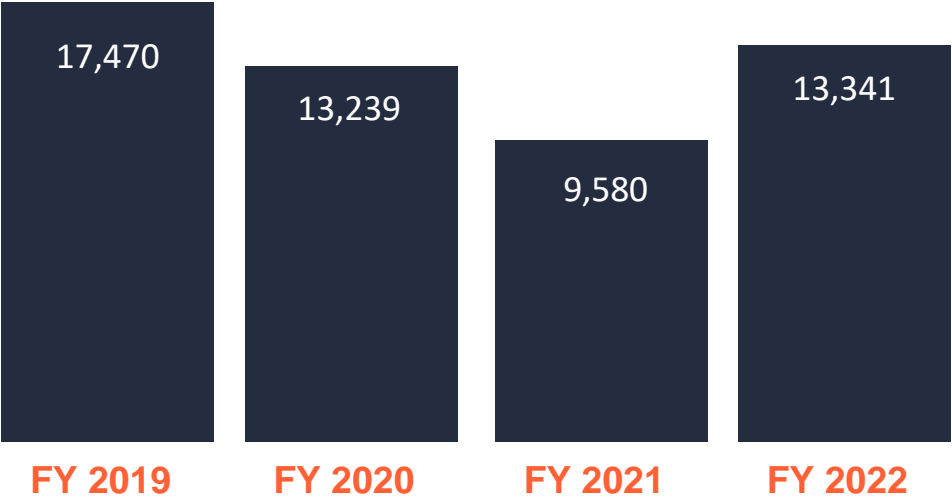
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Instagram: 12,200
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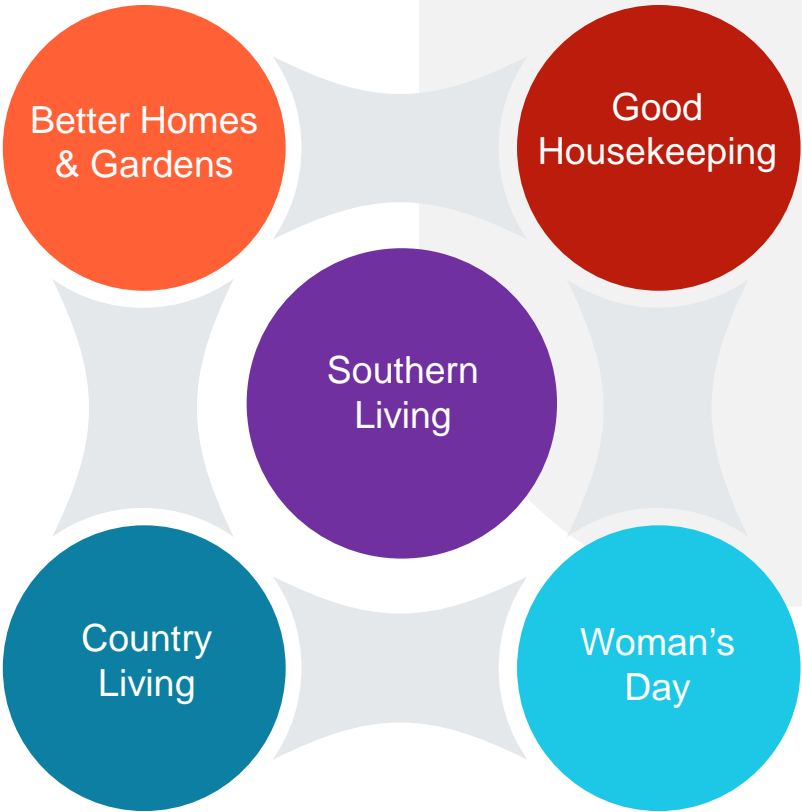
Total Followers



Advertising Inquiries by Fiscal Year
Travel Guide Requests



Top Five Producing Print Advertising
Channels for Travel Guide Requests



Expedia Advertising Pilot Program

Visit Montgomery partnered with Expedia Media Group to pilot an advertising program that focused on driving weekend overnight leisure travel to Montgomery County during the summer and winter months in 2021. The primary platforms where advertising would appear was Expedia.com and Hotels.com. There was no additional investment required by the hotels to participate.

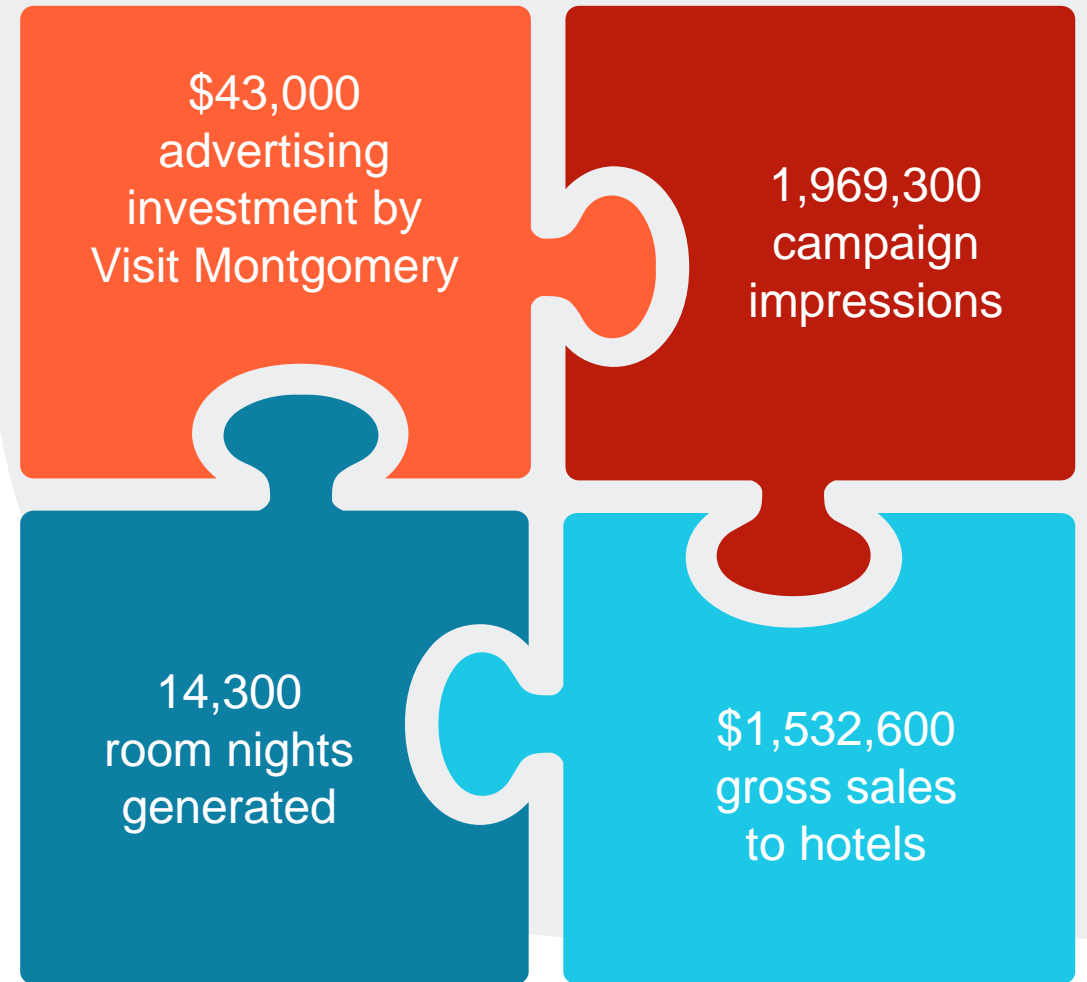
The campaign duration occurred in two phases to maximize market share opportunities.

- Phase 1: May 2021 – July 2021.
- Phase 2: November 2021 – December 2021

Objectives:

- Support all Montgomery County hotels in their recovery efforts in 2021 with digital advertising that would directly convert to overnight bookings and generate additional revenue.
- Capture a higher percentage of market share from people interested in traveling to the Washington, D.C. region and planning their trip through Expedia.com and/or Hotels.com.
- Build awareness of Montgomery County as a place to stay and explore when visiting the Washington, D.C. area.

Results



Public Relations: July 2021 – June 2022



\$1,387,700+

Advertising Equivalency Value
of Press Coverage

- Fox 5 DC
- Baltimore Sun
- Convention South
- NBC 4
- WJLA ABC 7
- Fodors
- Thrillist
- US News & World Report
- WASH FM
- DC 101
- MarketWatch

Additionally, Visit Montgomery partnered with Washington Post, Northern Virginia Magazine and Baltimore Magazine on paid editorial opportunities.





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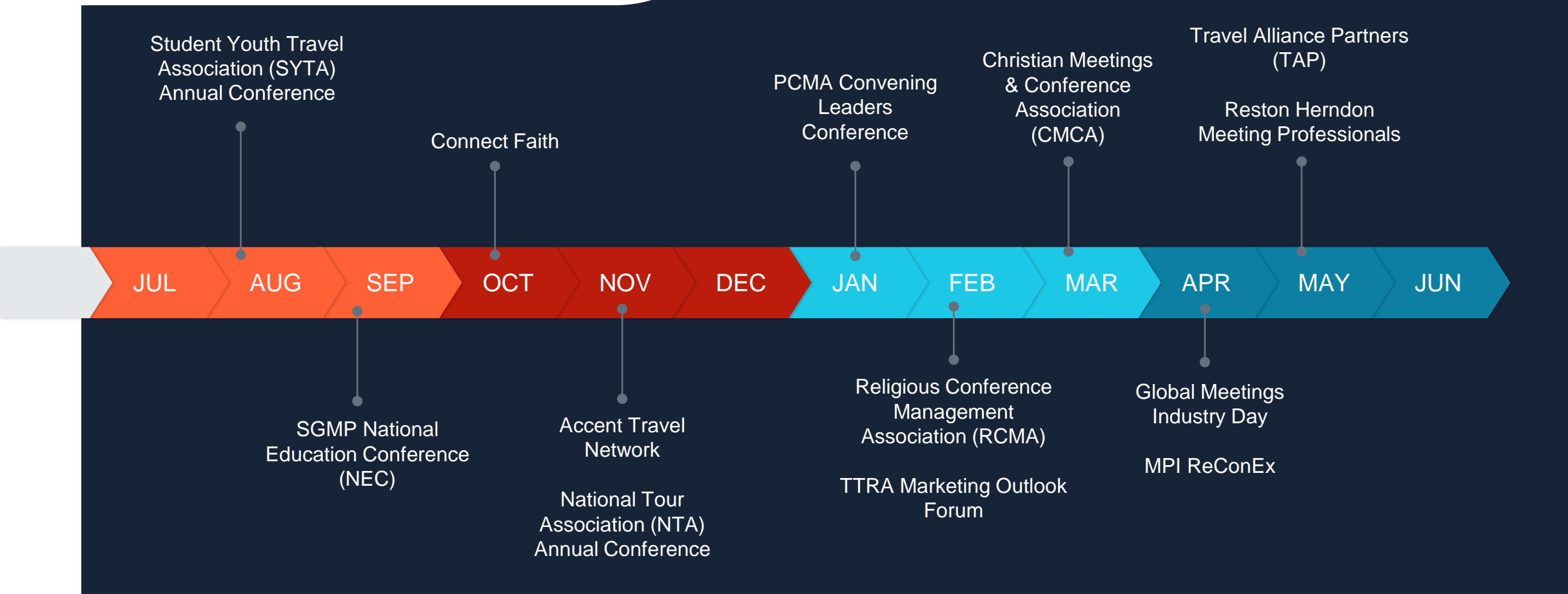
Sales Division

Reflection & Wrap Up

Sales Leads & Booking Production

Lead Production Detail	2019	2020	2021	2022
Leads	351	326	122	352
Room Nights	97,820	91,971	62,580	106,869
Economic Impact	\$ 14,006,141	\$ 19,304,828	\$ 13,900,197	\$ 22,631,677
Booking Production Detail	2019	2020	2021	2022
Bookings	120	129	34	166
Room Nights	20,881	20,174	28,049	35,615
Economic Impact	\$ 4,216,353	\$ 4,296,934	\$ 6,398,428	\$ 7,294,948

Trade Shows Fiscal Year 2022



CVENT Booking Trends

Montgomery County Hotels

CVENT	July-June	July-June	July-June	July-June	% Change
Territory Statistics	2019	2020	2021	2022	YOY
Unique RFPs	1,283	981	290	670	135%
Unique Room Nights	282,444	217,958	106,687	195,683	87%
Unique RFP Value	\$ 111,525,876	\$ 92,520,713	\$ 42,149,377	\$ 777,746,706	87%
Awarded RFPs	362	287	90	168	87%
Awarded Room Nights	26,779	23,911	6,128	21,537	252%
Awarded Value	\$ 8,458,449	\$ 7,205,850	\$ 1,466,486	\$ 6,089,810	328%
Turn Down Rate	36%	37%	24%	32%	16%
%Turned Down when Planner Flexible	40%	26%	27%	32%	16%



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Sports Tournaments

Soccer & Other Youth Sports

Youth Sports – Fiscal Year 2022



EVENT NAME	SPORT	DATE	Room Night Pick Up
World Series of Lacrosse	Lacrosse	July 1-3, 2021	1,281
FLG in 3D	Lacrosse	July 9-11, 2021	916
Pinnacle Lacrosse Championships	Lacrosse	July 17-19, 2021	1,339
Discovery Cup	Soccer	October 8-11, 2021	675
Bethesda Soccer Club Girls Tournament	Soccer	November 12-14, 2021	2,445
Bethesda Soccer Club Boys Tournament	Soccer	November 19-21, 2021	3,141
MLS Next Qualifiers	Soccer	May 12-17, 2022	3,114
Potomac Soccer Association Memorial Tournament	Soccer	May 27-30, 2022	3,165
IWLCA Champions Cup	Lacrosse	June 17-19, 2022	3,645
Top of the Bay Laxin Out Loud	Lacrosse	June 24-26, 2022	392
Big Time Hoops DMV Challenge	Basketbal	June 25-26, 2022	312
			20,425



Matt Libber | Executive Director

Maryland Soccerplex

Visit Montgomery 3.0

Fiscal Year 2023

Destination Promotion &
Community Development Plan



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Destination Marketing

Visit Montgomery's core programming has been based around destination marketing. Advertising, marketing, and destination sales programming are all part of the plan to accomplish the key objective of attracting more visitors to Montgomery County, MD. Programs and strategies include:

- Advertising in print, electronic, radio and billboard media
- Destination sales tradeshow attendance and sales missions
- Leisure travel sales programs and strategies to increase weekend room night generation
- Familiarization tours - event planners, meeting planners and travel writers
- Website development

Destination Management

Destination Management is an important factor in developing a destination and its features to better position in a competitive market, like the Capital Region. Visit Montgomery will strive to bring community development that brings long-term benefits to attracting more visitors and generating economic gains. Programs and strategies include:

- Advancements in market research and engagement technology
- Tourism product development that ties comparable themes and programs together into a unified experience
- Community engagement and advisory groups
- Developing diversity, equity and inclusion initiatives

Destination Management Division



Visit Montgomery is committed to evolving as a destination marketing organization (DMO) and expanding its scope to include a destination management division.

Areas of Focus

- Technology & Research
- Strategic Planning, Social Economy & Business Development
- Infrastructure & Experience Product Development
- Stakeholder Collaboration & Community Partnerships
- Restaurant & Retail Sector Programs
- Visitor Experiences & Sustainability
- Rural Branding & Outdoor Active Travel Development



Strategic Collaborations

Visit Montgomery fostered and developed strategic collaborations that help support and expand Visit Montgomery's mission to promote Montgomery County as destination with a wide-range of experiences available for residents and visitors to enjoy.

Notable Projects & Programs:

- **Explore Rockville:** Launched a dedicated website for promoting things to do in Rockville, in partnership with Rockville Economic Development, Inc. (REDI).
- **Museum Month & Heritage Days:** Collaborated with Heritage Montgomery to create Museum Month and expand awareness of Heritage Days.
- **MoCo Farm Tour:** Partnered with Montgomery County Office of Agriculture to include Farm Tour businesses on the Visit MoCo Adventure Planner App.
- **Germantown Microsite:** Worked closely with UpCounty Regional Services Center and local stakeholders to develop a Germantown focused website on the Visit Montgomery network.



Product Development & New Initiatives



MoCo Eats & Culinary Cultural Initiative

Program launched in 2020 as a restaurant directory and has since expanded into a dedicated brand, including an annual MoCo Eats Week.



Tastemakers Trail

Dedicated to promoting Montgomery County's thriving craft beverage makers and venues. Program features 20+ breweries, wineries, distillery, cidery, meadery and coffee roasters.



Museum Month

Launched the first pilot of a month-long promotional initiative dedicated to driving awareness of Montgomery County's extensive network of museums and galleries.



Adventure Planner App

Available on Apple and Google Play stores, the new app is designed to provide an itinerary planning and discovery tool for residents and visitors.



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Marketing Division

A Look Ahead



Marketing Division

Top Line Goals

Website/Social Performance

July 2022 - October 2022



Users

53.29%

217,134 vs 141,651



New Users

52.39%

213,816 vs 140,306



Sessions

59.21%

272,132 vs 170,928



Number of Sessions per User

3.86%

1.25 vs 1.21



Pageviews

58.36%

970,588 vs 612,919



Pages / Session

-0.54%

3.57 vs 3.59



Avg. Session Duration

-6.84%

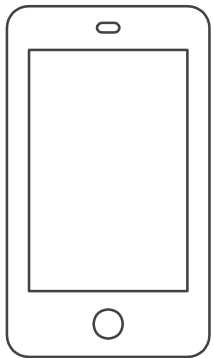
00:01:04 vs 00:01:09



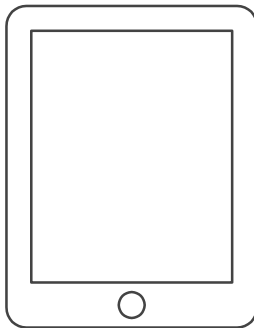
Bounce Rate

-12.07%

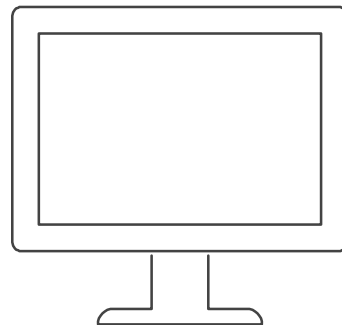
16.06% vs 18.26%



Mobile
80.5%



Tablet
2.69%



Desktop
16.81%

Top Landing Pages:

- Tastemakers Trail
- Weekend Getaways
- Events Calendar
- Home Page
- Travel Guide

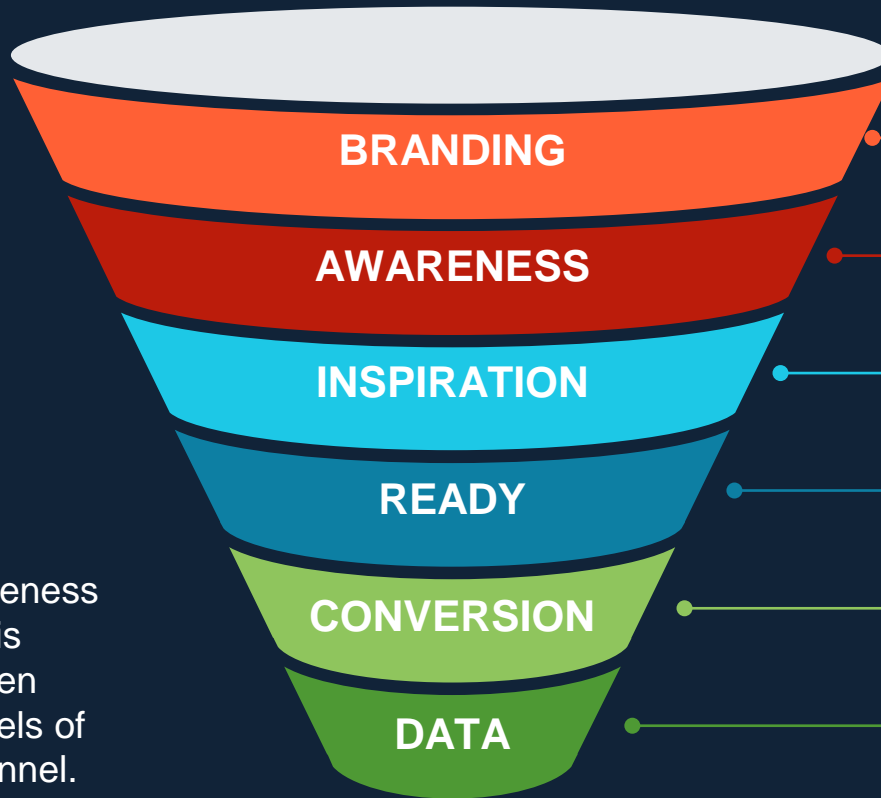
Social Media Followers

Facebook: 47,524
Instagram: 12,200
Twitter: 7,060
LinkedIn: 764

67,542

Advertising Messaging Funnel

Diversity, inclusiveness and accessibility is continuously woven throughout all levels of the messaging funnel.



BRANDING

Keep Montgomery County “top-of-mind” during the planning process.

AWARENESS

Educate target markets of attractions, experiences and assets.

INSPIRATION

Nudge potential travelers toward booking a trip through highly-engaging content.

READY

Montgomery County is open and ready to welcome visitors again.

CONVERSION

Make the booking process super easy across all transactional channels.

DATA

Generate data to learn from outcomes, improve campaigns and direct return on investment.

Advertising Strategy



Visit Montgomery's advertising strategy will encompass five primary pillars, structured to maximize the organization's advertising budget and provide an optimal ROI. Paid media channels will continue to include a mix of print, digital, social, broadcast, and paid editorial. New for FY 2023, Visit Montgomery will increase its presence with video advertising through Connected TV (streaming services) and YouTube.

Messaging Themes

- Comfortable Value
- Urban/Culture
- Culinary/Agricultural
- Outdoors/Nature
- Diversity/Inclusiveness
- Sustainability



Target Audiences

Continue to Focus on
Road Trip Markets

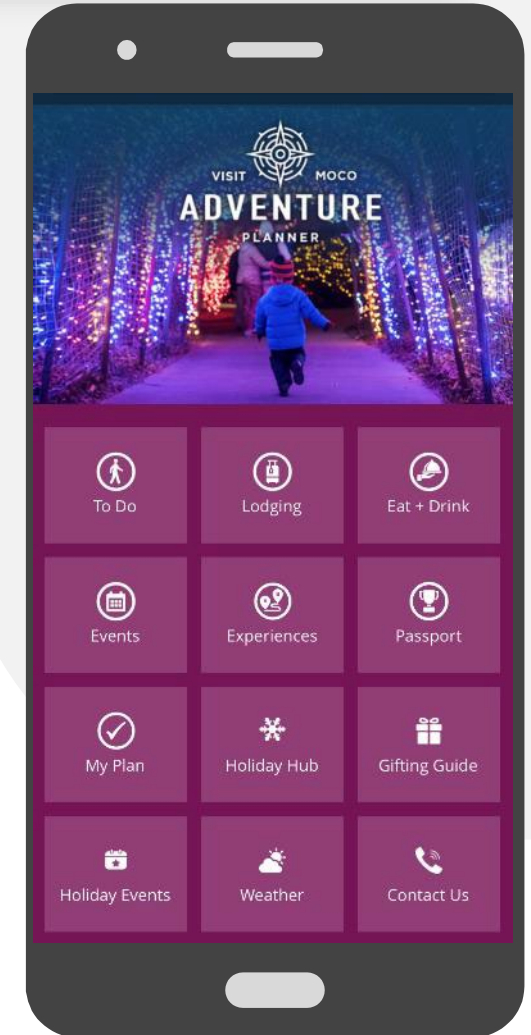


Campaigns & Durations



	2022						2023					
Leisure Campaigns	July	August	September	October	November	December	January	February	March	April	May	June
Your Weekend, Elevatedd												
Holiday Campaign/Shop Local												
MoCo Eats Awards												
MoCo Eats Week										4/21 - 4/30		
Montgomery in Bloom & Cherry Blossoms												
Museum Month & Heritage Days												
Dynamic Digital Campaign (Epsilon)												
	2022						2023					
Groups & Meetings Campaigns	July	August	September	October	November	December	January	February	March	April	May	June
Tour & Travel (Student & Adult)												
Corporate/Meetings												

Holiday/Shop MoCo Campaign Creative



Content Development



- Reevaluate editorial calendar and reimplement 60-day proactive content development strategy.
- Upgrade community/regional pages with cross-linking to events, blogs and partner directory.
- Restructure and categorize MailChimp email marketing database.
- Implement email marketing automation for greater engagement.
- Upgrade Partnership Directory, including fresh landing pages.
- Update the Travel Guide landing page to increase digital downloads and physical copy requests.
- Explore TikTok & Reels strategy.

July
National Recreation & Parks Month
July 4th Events & Fireworks
Sunflower Fields
National Ice Cream Month
Farm Tour & Harvest Sale

August
National Golf Month
Last Minute Getaways Before Back to School
Dog Friendly Weekend Getaway Ideas
Maryland Tax Free Week
Happy Hour Deals
National Farmers Market Week
Agricultural Fair

September
International Underground Railroad Month
Cycling & Bike Trails
Latinx Heritage Month
National Yoga Month

October
Oktoberfest Events
Halloween
Arts & Humanities Month
Pizza Month

November
Native American Heritage Month
MoCo Shop Local Week
Veterans Day
Thanksgiving

December
Holiday Lights
Holiday Events/Performances
Shopping

January
New Years: Bucket List for 2023
Martin Luther King Day
National Plan Your Vacation Day
Relax and Recharge
Kick Off MoCo Awards

February
FeBREWary
Black History Month
Valentine's Day
President's Day
Mardi Gras
Lunar New Year

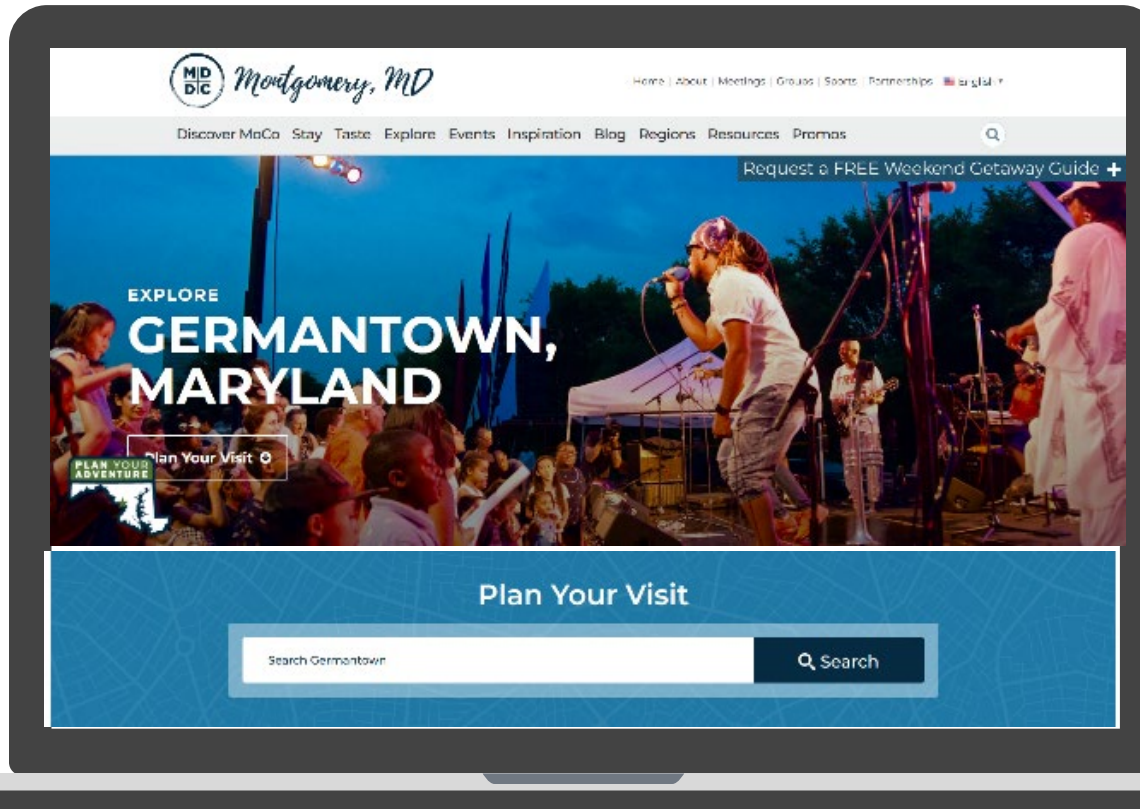
March
St. Patrick's Day
Pi Day (Bakery Themed)
Cherry Blossom Festival
Women's History Month
Public Gardens
Maryland Wine Month

April
MoCo Eats Week
Garden Month
Cherry Blossom Festival Continued
Jazz Appreciation Month
Crab Season Kick Off
Earth Day
National Park Week

May
National Travel & Tourism Week
Mother's Day
Memorial Day
Cinco De Mayo
Asian American & Pacific Islander Heritage Month
National Bike Month

June
Juneteenth Events
Camping/Outdoor Lodging
LGBTQ+ Pride Month
Museum Month & Heritage Days
Father's Day

Germantown Microsite & Future Microsites



- Launched in October 2022
- Integrates with Discover MoCo, blogs and events calendar.
- Dynamic design and mobile-friendly.
- All community pages will transition over to this microsite design in FY 2023.



Performance Since Launch March 2022 – October 2022

- 19,860 Total Users
- 21,598 Total Sessions
- 2:08 Avg Session Duration
- 21,598 Pageviews
- 2,930 App Downloads

Development Pipeline:

- Formalize business listing policy
- Expand curated itineraries section
- Embed videos to deepen engagement
- Enable push notifications via geofencing
- Potentially upgrade to augmented reality experiences

Top Locations

- | | |
|------------------|--------------------|
| • Baltimore | • Germantown |
| • Washington, DC | • Bethesda |
| • Gaithersburg | • Wheaton-Glenmont |
| • Rockville | • North Bethesda |
| • Silver Spring | • Aspen Hill |

Community Engagement & Partnership



Over the years, Visit Montgomery has recognized the importance of partnership and community engagement in the travel and tourism industry and is actively taking steps to show our commitment to these efforts. Our goal in FY 2023 is to work towards cultivating even more community engagement and partnership opportunities.

Areas of Focus

- Peer-to-Peer Engagement
- Infrastructure & Framework
- Partner Communications
- Feedback & Measurables
- Collaboration Opportunities
- Program Development Support



Yodit Kirubel
Community Engagement &
Partnership Manager
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Save the Date: Visit Montgomery's Holiday Happy Hour



Visit Montgomery is excited to announce that our Holiday Happy Hour will be held on Wednesday, **December 7, 2022 from 5 pm - 6:30 pm**. Stay tuned for additional information regarding location and be sure to save the date!



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Sales Division

A Look Ahead

The background image is a scenic view of a park. In the foreground, there is a calm pond reflecting the surrounding trees and a gazebo. The gazebo is a wooden structure with a dark roof and railings, situated on a small island or peninsula in the pond. The trees are mostly deciduous, with some showing autumn colors like yellow and orange. The sky is a clear, pale blue. The overall atmosphere is peaceful and natural.

Sales Division

Top Line Goals

Sales Experience First Strategy



New group tour itineraries including the Tastemakers Trail, African American History & Heritage, and C&O Canal National Historical Park experiences will take center stage during FY 2023 tradeshows.



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**MONTGOMERY COUNTY, MARYLAND'S
AFRICAN AMERICAN HERITAGE
GROUP TOUR ITINERARY**

Celebrate African American History & Heritage
Stories of the Underground Railroad are rich and rooted deep into Montgomery County, Maryland. By being so close to the free North, freedom was easier to obtain because of the distance but it was still a dangerous journey. The multitude of historic sites and experiences located across the county make it a choice destination for history buffs or visitors looking to understand the trials, tribulations, and heroism of the freedom seekers.

TWO DAY SUGGESTED ITINERARY

Day 1

- Spend the morning at the **Sandy Spring Slave Museum**, an art gallery highlighting the heritage of African American families from Montgomery County.
- Take a hike along the **Underground Railroad Experience Trail**, tour **Woodlawn Manor Cultural Park** and have a boxed lunch picnic in the manor gardens.
- Catch the current community history exhibit at **Sandy Spring Museum**.
- Return to your hotel and enjoy dinner on your own.

Day 2

- Head to **Josiah Henson Museum & Park** for stories about the life and challenges of Reverend Josiah Henson and his journey to freedom.
- Spend a few hours shopping at **Clarksburg Premium Outlets** and take a lunch break at the food court.
- Explore what life would be like on a 19th-century slave plantation at **Button Farm and Living History Center**.
- End the day relaxing with a glass of Chardonnay at **Sugarloaf Mountain Vineyard**.

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**MONTGOMERY COUNTY, MARYLAND'S
C&O CANAL EXPERIENCE GROUP TOUR ITINERARY**

Celebrating 50 Years as a National Park!
Who's ready for an adventure? As the C&O Canal National Historical Park celebrates its 50th year as a National Park in 2021. This 3-night and 3-day group itinerary was inspired by this incredible natural attraction and Montgomery County's many offerings in the area.

THREE DAY SUGGESTED ITINERARY

Day 1

- Tour the **Clara Barton National Historic Site**, home of the first Red Cross Headquarters.
- Spend the afternoon at **Glen Echo Park**. Ride a carousel, tour the historic art deco architecture, and take an art class with a local artist in residence.
- Enjoy a boxed charcuterie lunch and tour of **Lockhouse 10**, part of the C&O Canal Quarters Program.
- Spend the day at **Great Falls Tavern Visitors Center, Billy Goat Trail and the Great Falls Overlook**.
- Take interpretative tour with a **C&O Canal National Park Ranger**.
- Return to your hotel and enjoy dinner on your own.

Day 2

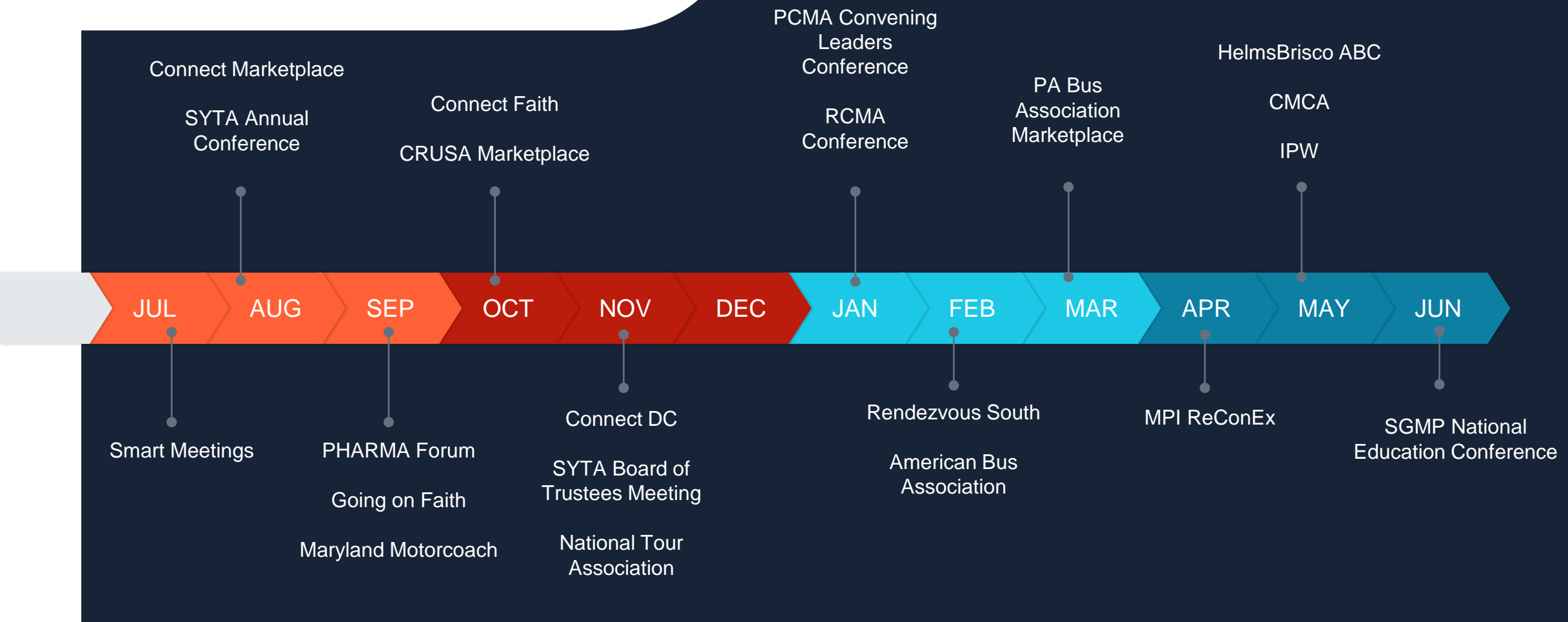
- Spend the morning at **Glenstone Museum** and lunch at the café.
- Head to **Strathmore** for a docent led tour of the Music Center and galleries in the Mansion.
- Enjoy a brewery tour and tasting at **Elder Pine Brewery & Blending**.
- Dinner and explore the grounds at **Silo Falls**.

Day 3

- Venture to **The Family Room** for local shopping.
- Participate in a pick-your-own farm experience at **Butler's Orchard**.
- Complete your trip with bargains at **Clarksburg Premium Outlets**.
- Enjoy lunch on your own.

Where to Stay
Montgomery County offers a wide selection of accommodations to fit the needs and preferences of any size group. Options include downtown locations with Metro access to the nation's capital, easy connections to the area's major highways, and within a short drive to local historic and rural attractions.

Trade Shows Fiscal Year 2023



Keep It In The County (KIC) Program



Purpose

Provide a Visit Montgomery (VM) platform for stakeholders to refer group and meetings business they are unable to accommodate in an effort to keep the business within Montgomery County.

Procedures

- Sales staff determines they are unable to accommodate a booking from a direct lead.
- All hotel sales staff that submit a proposal will reach out to the VM Destination Sales Team with the lead/RFP.
- VM Destination Sales Team will send the lead out to other county properties that meet the client meeting/group requirements.
- Receiving property will review lead/RFP and submit a proposal to the client should they have availability and copy the VM Destination Sales Team.

Incentives

- Sales staff that refers the lead to VM will have their name entered into the quarterly KIC draw.
- All sales staff that submits a proposal for the lead will have their names entered into the quarterly KIC draw.
- If the business is booked in the county, both the referring sales staff and receiving sales staff will have names entered again into the quarterly KIC draw.
- There is no limit to how many times members can participate in the quarterly KIC draw.
- Prize is a \$50 gift card.

Maryland SoccerPlex 2023 Events Schedule



Event Name	Dates	2022 Actual/Expected Room nights	2021 Actual Room Nights	Housing Agency
Potomac Presidents Day Cup	Feb 19-21, 2022	Less than 100	Unknown	Unknown
Bethesda Soccer Youth	April 15-16, 2022	Less than 200	65	HBC Event Services
MLS (Major League Soccer) Next Qualifiers	May 12-17, 2022	3114 actual	N/A (new event)	Anthony Travel (Games will be staggered by age group - teams will be checking in and out at different times)
Potomac Memorial Soccer Tournament	May 27-30, 2022	3,165 actual	4375* (2019)	MoCo Sports/Kelly and Lee
Mid-Atlantic Cup	June 10-12, 2022	276 actual	50	Visit Montgomery/Lee Callicutt
IWLCA (Intercollegiate Women's Lacrosse)	June 17-19, 2022	3645 actual (?2861)	2765	Halpern Travel
Laxin Out Loud Lacrosse Tournament	June 24-26, 2022	392 actual	617	Visit Montgomery/Lee Callicutt
Lacrosse World Series	July 1-4, 2022	1281 actual	3615	Premier Hospitality Housing
Crossover Hoops (Basketball)	July 8-19, 2022	46 actual	N/A (new event)	Visit Montgomery/Lee Callicutt
FLG in 3D Lacrosse	July 8-10, 2022	916 actual	1640	Apex Events
Pinnacle Lacrosse	July 15-17, 2022	1019 actual	1339	Premier Hospitality Housing
Ultimate Event Futures	July 25-27, 2022	Unknown	Unknown	CANCELED
EDP Fall Kick Off Soccer	August 20-21, 2022	82 actual	48	Visit Montgomery/Lee Callicutt
August Cup Soccer Tournament	August 27-28, 2022	45 actual	89	Pellucid Travel
Rush For The Cup Soccer Tournament	September 3-4, 2022	0 actual	26	Pellucid Travel
Discovery Cup Soccer Tournament	October 8-9, 2022	1137 actual	675	TBD
Big East Women's Championships	Nov 1-6, 2022	210 -Actual 307	N/A (new event)	N/A
Big East Men's Championships	Nov 8-12, 2022	210	N/A (new event)	N/A
Bethesda Girls Soccer Tournament -	November 12-14, 2022	2700	2445	HBC Event Services
EDP South Atlantic Showcase	December 17 and 18, 2022	80	Unknown	Visit Montgomery/Lee Callicutt
Bethesda Boys Soccer Tournament	November 19-21, 2022	3500	3141	HBC Event Services
*Numbers are from 2019, the 2021 Tournament was moved out of the area				

A scenic view of a pond with a wooden gazebo, surrounded by trees with autumn foliage. The text "Annual Meeting" is overlaid in orange.

Annual Meeting

Guest Speaker

Presented by Montgomery County Recreation

Silver Spring Recreation and Aquatic Center



1319 Apple Ave., Silver Spring

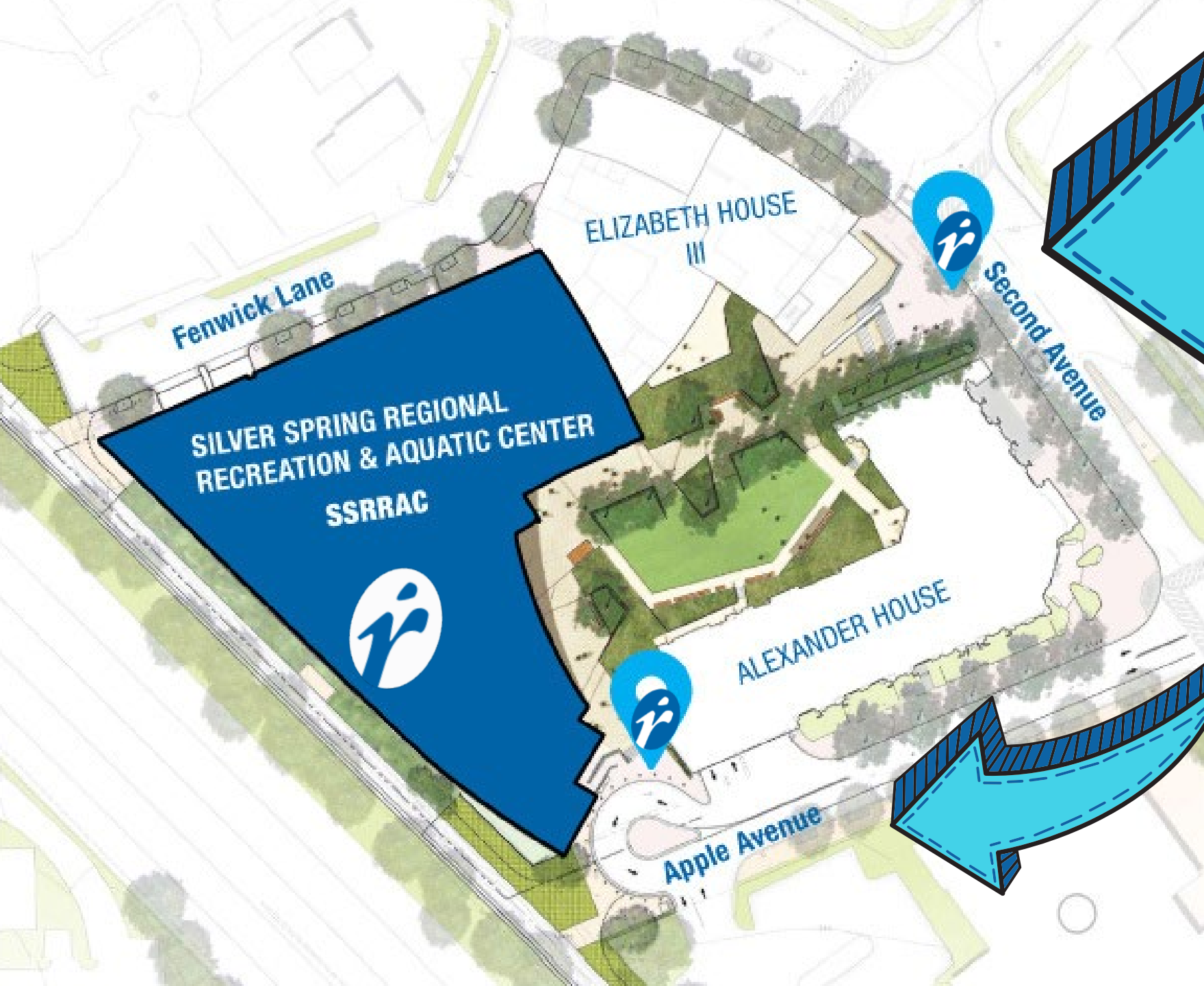


MCR'S

First

Regional Center
SERVING DOWNTOWN
SILVER SPRING
120,000 GSF





TWO WALKABLE ENTRANCES

SECOND AVE.

Take a stroll through the green area between the Alexander House and Phase 2

APPLE AVE.

Stop by the loop for a shorter distance to the front entrance for accessibility

FOUR LEVELS OF RECREATION

ENDLESS POSSIBILITIES

1. POOL

All things aquatics can be found on B1.

2. PLAZA

Plaza also known as ground level or lobby area.

3. GYM & FITNESS

Fitness can be found on level 2.

4. ACTIVITY

Activity rooms can be found on level 3.



B1 - POOL

COMPETITION POOL

Lap lanes, 1 & 3-meter low level diving area, deep water running possible.

LEISURE POOL

Get your aquatic play on here! Recreational swimming and instructional aquatic classes scheduled.

REC POOL

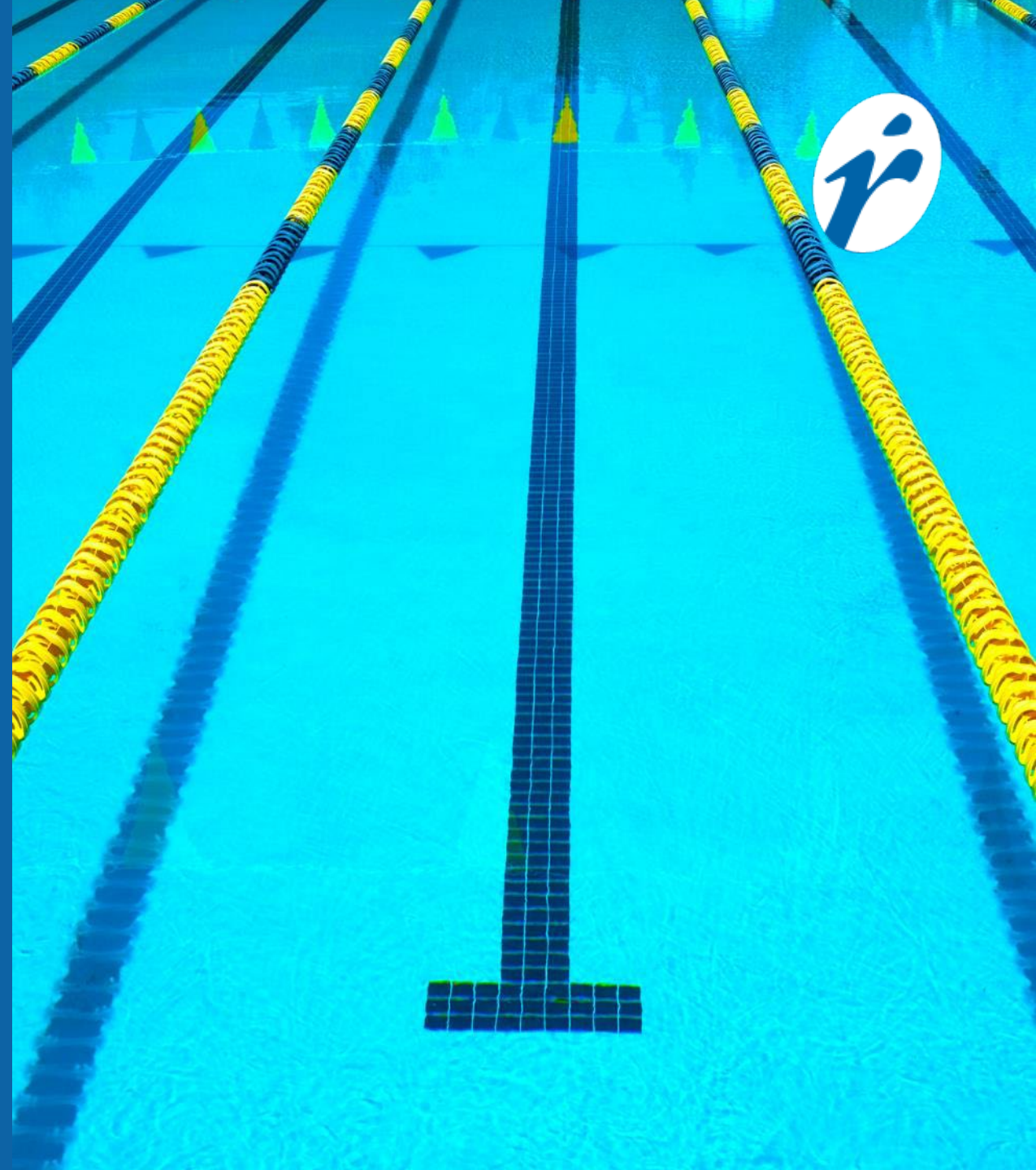
Three 25-yard lanes, fitness class area, lap swimming and lessons.

SPA

Come relax and enjoy a dip in the hot tub.

CHANGING AREA

Women's and Men's changing rooms offered. Additionally, family changing also available.



B1 - POOL



COMPETITION POOL



LEISURE POOL



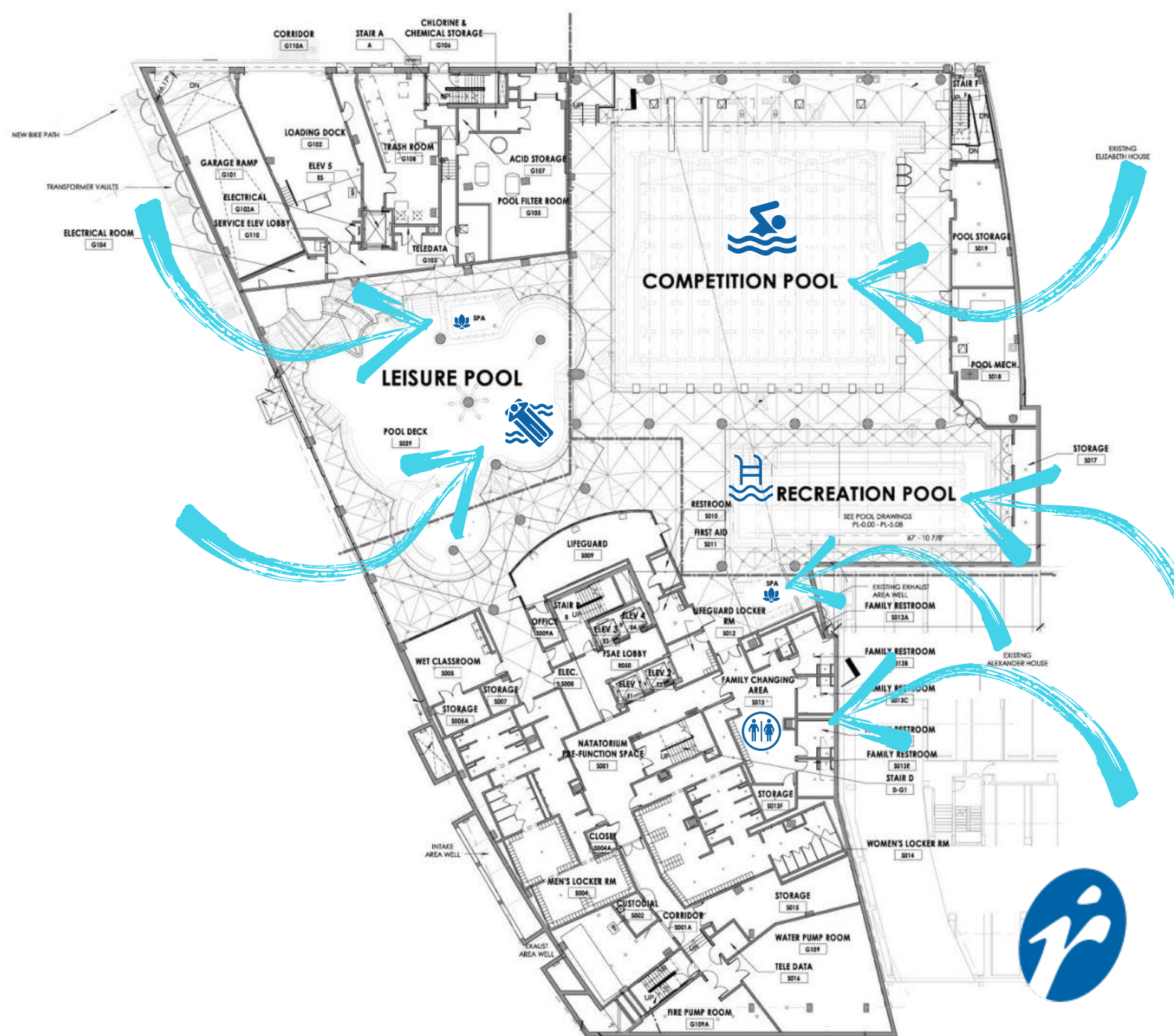
REC POOL



SPA



CHANGING AREA



PLAZA LEVEL GROUND

LOBBY & ADMIN

Check in here, general information and sales.

SOCIAL HALL

Events, meetings and rentals available.

KITCHEN

Supports social hall and cooking classes.

SPECTATOR AREA FOR POOL

Spectator viewing for the pool area.



[illegible]



L2 - GYM

GYMNASIUM

Various court activities.

FITNESS ROOM

General equipment for cardio and strength training.

PLAY AREA

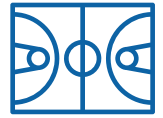
Open area for quiet play.

HOLY CROSS

Primary medical care and health & wellness for youth, families and seniors.



L2 - GYM



GYMNASIUM



FITNESS ROOM



PLAY AREA



HOLY CROSS



ACTIVITY FLOOR L3

ACTIVITY & ART ROOMS

Rooms for arts, games and gathering.

GAME ROOM

Table tennis, billiards and other fun games.

CONFERENCE ROOM

This is the space to hold your next out of office meeting.

COMMUNITY LOUNGE

Community gathering space.



ACTIVITY FLOOR L3



ACTIVITY & ART ROOMS



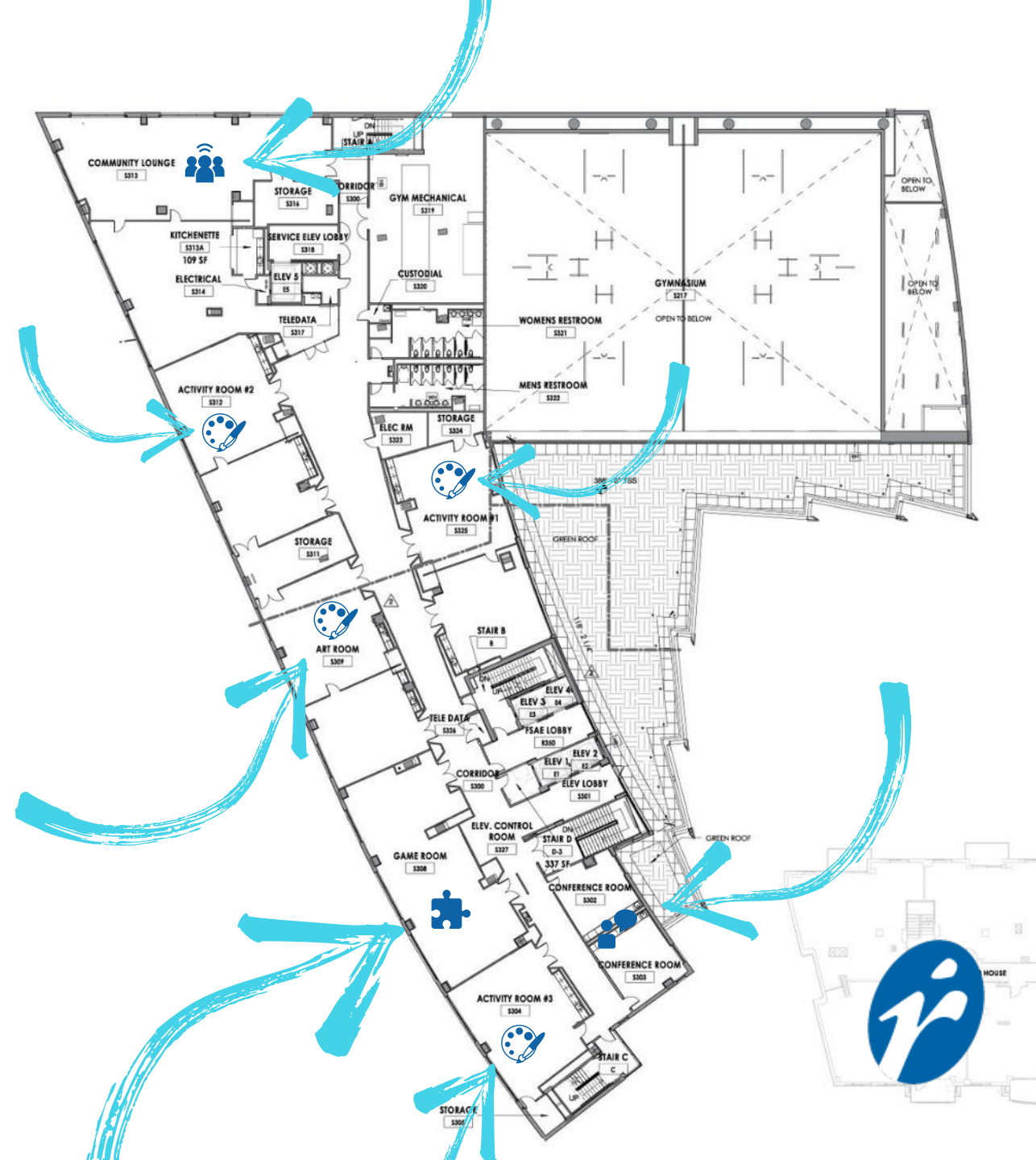
GAME ROOM



CONFERENCE ROOM



COMMUNITY LOUNGE



TIME LINE

2019

Construction begins,
groundbreaking and lots of
moving dirt.

2021-22

Concrete, rebar and topping
slabs. Senior housing
to be completed.

2023

GRAND OPENING
MID- TO LATE SUMMER 2023!







GET IN TOUCH

Have questions, concerns or additional suggestions?



recreation.customerservice
@montgomerycountymd.gov



1319 Apple Ave., Silver Spring



240-777-6800



www.mocorec.com/silverspring



Montgomery, MD
VISIT MONTGOMERY

Thank You

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