

**COUNTY COUNCIL OF WICOMICO COUNTY, MARYLAND**

2018 Legislative Session

Legislative Day No. 05

**Resolution No. 23-2018**

Introduced by: The President of the Council at the request of the County Executive

A RESOLUTION AUTHORIZING THE COUNTY EXECUTIVE TO ACCEPT A GRANT AWARD FROM THE MARYLAND DEPARTMENT OF COMMERCE, ACTING THROUGH THE MARYLAND TOURISM DEVELOPMENT BOARD, IN AN AMOUNT UP TO SEVENTY-FIVE THOUSAND DOLLARS (\$75,000), AND TO AUTHORIZE THE COUNTY EXECUTIVE TO EXECUTE A GRANT AGREEMENT ON BEHALF OF WICOMICO COUNTY, MARYLAND.

WHEREAS, the Maryland Tourism Development Board (MTDB) provides financial support to political subdivisions that have presented viable marketing plans that are consistent with the State's annual tourism marketing plan and MTDB provides grants to destination marketing organizations for the purpose of attracting visitors to the State; and

WHEREAS, Wicomico County, in partnership with the Town of Ocean City, Worcester County and the Ward Foundation, submitted a FY 2017 Private Sector Consumer Advertising Partnership Program Proposal and has been awarded grant funds in an amount up to Seventy-Five Thousand Dollars (\$75,000); and

WHEREAS, a one to one cash match is required, with at least fifty percent (50%) of the cash match supplied by a private sector partner, that will be funded as follows: Wicomico County-\$18,750; Worcester County-\$9,375, Ocean City-\$9,375 and Ward Foundation- \$37,500; and

WHEREAS, the grant funds will be used for the advertising and promotion of the 2018 National Folk Festival; and

WHEREAS, the County Executive recommends the acceptance and appropriation of the grant award from the Maryland Department of Commerce, acting through the Maryland Tourism Development Board.

NOW, THEREFORE, BE IT RESOLVED, by the County Council of Wicomico County, Maryland as follows:

1. The County Executive is hereby authorized to accept and appropriate a grant award from the Maryland Department of Commerce, acting through the Maryland Tourism Development Board, in an amount up to Seventy-Five Thousand Dollars (\$75,000).
2. The County Executive is hereby authorized to execute, on behalf of Wicomico County, Maryland, the FY 2017 Private Sector Consumer Advertising Partnership Program Grant Agreement, in substantially the same form attached hereto as Exhibit "A".

3. A new project number for the FY 2017 Private Sector Consumer Advertising Partnership Grant is to be established within fund 02.
4. The FY 2017 Private Sector Consumer Advertising Partnership Grant award shall be applied to the new grant project number established within fund 02.

Done at Salisbury, Maryland, this 6<sup>th</sup> day of March 2018.

ATTEST:

  
\_\_\_\_\_  
Laura Hurley,  
Council Administrator

COUNTY COUNCIL OF  
WICOMICO COUNTY, MARYLAND

  
\_\_\_\_\_  
John T. Cannon,  
Council President

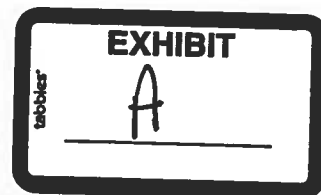
CERTIFICATION

This Resolution was Adopted , Adopted with Amendments \_\_\_\_, Failed \_\_\_\_, Withdrawn \_\_\_\_ by the County Council on March 6, 2018.

Certified by

  
\_\_\_\_\_  
Laura Hurley, Council Administrator

MARYLAND DEPARTMENT OF COMMERCE  
MARYLAND TOURISM DEVELOPMENT BOARD



FY 2017 PRIVATE SECTOR CONSUMER ADVERTISING PARTNERSHIP PROGRAM  
GRANT AGREEMENT

**THIS GRANT AGREEMENT** ("Agreement") is made between the Department of Commerce ("Commerce" or the "Department"), a principal department of the State of Maryland (the "State"), acting through the Maryland Tourism Development Board ("MTDB"), an agency of the Department, Wicomico County Maryland ("Grantee") whose Federal Identification Number is 52-6001054.

**RECITALS**

A. Grantee has requested grant assistance from MTDB in order to undertake activities consistent with Section 4-202 of the Economic Development Article of the Maryland Code, which establishes as MTDB's mission: "To guide, stimulate, and promote the coordinated, efficient, and beneficial development of travel and tourism in the State so that the State can derive the economic, social, and cultural benefits of travel and tourism to the fullest extent possible."

B. Consistent with Sections 4-212, 4-213 and 4-214 of the Economic Development Article of the Maryland Code, which require MTDB to: develop an annual marketing plan; encourage, assist, and coordinate the tourism activities of local and regional promotional organizations; and spend funds for the assistance and development of tourism and travel industries in the State, MTDB has developed a policy to support financially those political subdivisions that have presented viable marketing plans that are consistent with the State's annual tourism marketing plan. Section 4-214 further provides that the MTDB "shall set policies for spending money on tourism advertising, written and graphic materials, cooperative and matching promotional programs, and other tourism and travel developmental and promotional activities for the State; spend money of the Fund to plan, advertise, promote, assist, and develop the tourism and travel industries in the State; and beginning in Fiscal Year 2011, provide grants of not less than \$2,500,000 in total each fiscal year to destination marketing organizations for the purpose of attracting visitors to the State."

C. MTDB has approved the award of funding assistance to Grantee, to be expended by Grantee in accordance with this Agreement and the MTDB FY 2017 Private Sector Consumer Advertising Partnership Program Guidelines, attached hereto and incorporated herein as Exhibit A.

**THEREFORE, IN CONSIDERATION** of the foregoing and the mutual promises and covenants contained in this Agreement, MTDB and Grantee agree as follows:

1. Grant. MTDB agrees to provide Grantee with funds in an amount not to exceed Seventy Five Thousand Dollars (\$75,000) (the "Grant" or "Grant Funds"), subject to the availability of funds for such purpose.
  - a) Grant Proposal and Match: MTDB has awarded the Grant based on Grantee's FY 2017 Private Sector Consumer Advertising Partnership Program Proposal, including evidence of a 1:1 cash match with at least 50% of the required cash match supplied by one or more of Grantee's private sector partners, attached hereto and incorporated herein as Exhibit B.
  - b) Grant Term: The Agreement is in effect from July 1, 2017 to December 31, 2018.
2. Purpose. Grantee may use the Grant only for the purposes and in the manner set forth in its FY 2017 Private Sector Consumer Advertising Partnership Program Guidelines, attached hereto and incorporated herein as Exhibit A.
3. Guidelines. Execution of this Agreement by Grantee shall bind Grantee to all terms and conditions set forth in its FY 2017 Private Sector Consumer Advertising Partnership Program Guidelines, attached hereto and incorporated herein as Exhibit A.

4. Disbursement.

- a) Allowable Expenditures: Grant Funds can ONLY be used for the purchase of advertising space or time in print, broadcast and /or digital platforms. All activities must be completed within the Grant Term.
- b) Grantee must submit all reimbursement requests no later than December 15, 2018. Disbursements of Grant Funds are subject to the continuing availability of funds for such purpose, the State's fiscal position, the Department's financial resources, and compliance with all applicable laws. The Department may, at any time, assess the State's fiscal position and the Department's financial resources and reduce the amount of undisbursed Grant Funds.

5. Notices. All notices, requests, and consents made pursuant to this Agreement must be in writing or via email. Any communication is effective when mailed, first-class postage prepaid, as follows:

- a) Submit Grant Agreement and Application Affidavit (when applicable) to :  
Ms. Liz Fitzsimmons, Executive Director  
Maryland Tourism Development Board  
Office of Tourism Development  
401 E. Pratt Street, 14th Floor  
Baltimore, MD 21202
- b) Submit Advertising Creative Approval Requests, Reimbursement Requests, Proof of Performance, copies of Advertising Creative Approval Requests and any other applicable correspondence to:

Ms. Marci Ross  
Maryland Office of Tourism Development  
401 East Pratt Street, 14th Floor  
Baltimore, MD 21202  
410.767.6286  
[marci.ross@maryland.gov](mailto:marci.ross@maryland.gov)

- c) Communications to Grantee:  
Kristin Goller  
Tourism Manager  
Wicomico County Maryland  
8480 Ocean Highway  
Delmar, MD 21875  
410-548-4914  
[kgoller@wicomicocounty.org](mailto:kgoller@wicomicocounty.org)

6. Amendment. This Agreement may be amended only by a written instrument executed by both parties.

7. Applicable Law. This Agreement shall be construed, interpreted, and enforced in accordance with the laws of the State of Maryland. MTDB and Grantee shall comply with all applicable federal, State and local law in carrying out this Agreement.

8. Political Contributions.

a) Grantee shall not use any Grant Funds to make contributions: to any persons who hold, or are candidates for, elected office; to any political party, organization, or action committee; or in connection with any political campaign or referendum.

b) If in any fiscal year ending during the term of this Agreement Grantee derives more than 50% of its operating funds from State funding, it shall not contribute any money or thing of value: to any persons who hold, or are candidates for, elected office; to any political party, organization, or action committee; or in connection with any political campaign or referendum.

9. Non-Discrimination in Employment. Grantee shall operate under this Agreement so that no person, otherwise qualified, is denied employment or other benefits on the basis of sex, race, age, color, creed, or national origin. Except in subcontracts for standard commercial supplies or raw materials, Grantee shall include a clause similar to this clause in all subcontracts. Grantee and each subcontractor shall post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause.

10. Entire Agreement. This Agreement, together with the Exhibits attached to this Agreement and incorporated by reference, represents the complete and final understanding of the parties. No other understanding or representations, oral or written, regarding the subject matter of this Agreement may be deemed to exist or to bind the parties at the time of execution.

**WITNESS/ATTEST:**

**GRANTEE:**

By: \_\_\_\_\_  
(Signature)

By: \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Typed Name)

\_\_\_\_\_  
(Typed Name)

\_\_\_\_\_  
(Title)

**WITNESS:**

**MARYLAND TOURISM DEVELOPMENT BOARD:**

\_\_\_\_\_

By: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
(Typed Name/Title)

Date: \_\_\_\_\_

Approved for form and legal sufficiency by:

---

, Assistant Attorney General

Attachments: Exhibit A: FY 2017 Private Sector Consumer Advertising Partnership Program Guidelines  
Exhibit B: FY 2017 Private Sector Consumer Advertising Partnership Program Proposal  
Exhibit C: FY 2017 Private Sector Consumer Advertising Partnership Program Budget Form  
Exhibit D: Application Affidavit, if applicable



**MARYLAND TOURISM DEVELOPMENT BOARD  
MARYLAND OFFICE OF TOURISM DEVELOPMENT  
PRIVATE SECTOR CONSUMER ADVERTISING PARTNERSHIP PROGRAM GUIDELINES**

**A. PURPOSE:** The purpose of this grant program is to expand the advertising reach of Destination Marketing Organizations (DMOs) and private sector tourism businesses in key domestic leisure travel markets and Canadian markets resulting in **growth of tourism sales tax revenues**.

**B. FUNDING PARAMETERS:** Subject to the availability of funds, the Office of Tourism Development (OTD) will grant up to \$300,000 to match funds spent by DMOs and their private sector business partners for marketing campaigns which occur between July 1, 2017 and June 30, 2018. Grants will be awarded in amounts between \$25,000 and \$75,000 and the review team has the discretion to award proposals in whole or in part.

Grant funds shall be used only for advertising in key feeder markets; however, viable proposals will also detail marketing activities that go beyond advertising such as how social media, and/or public relations will be used to increase awareness. Information on the “call to action” and logistics such as fulfillment and the booking process will be required as well as a final report summarizing the impact of the project.

**C. REVIEW CRITERIA:** To be considered for funding, the project must market a “packaged” product that includes a minimum of a one-night stay in a Maryland lodging establishment with one or more additional Maryland tourism sales tax generators as part of the experience. **Applications are due via email to OTD by 12 noon EST on April 3, 2017.**

To rank proposals, OTD will assemble a review committee that will evaluate the merit and impact of each proposal. The most important evaluation criterion is how the project will advance the goal of the Tourism Promotion Act of 2008 (TPA) which is increasing tourism sales tax revenues by no less than three percent annually. The review team will also consider other criteria such as organizational capacity and project feasibility as part of the review process. The review team reserves the right to award proposals in whole or in part.

The TPA and the tourism sales tax categories are explained as follows:

*The passage of the Tourism Promotion Act of 2008 enacted the potential for enhanced funding appropriations based on the tourism sector's growth year over year. This funding formula provides a quantitative, policy-backed way to report the impact that visitor spending has on sales tax revenue in Maryland. Eight sales tax codes are tracked and multiplied by a tourism factor – the amount deemed attributable to visitor spending – by the Comptroller. The Board qualifies for additional funding if this tourism tax increment exceeds three percent of the tourism tax revenues from the previous year. ❖❖ The Bureau of Revenue Estimates reported adjusted tourism expenditures of \$450.6 million for FY 2016, an increase of 5.8 percent from FY2015, outperforming the growth of overall sales tax categories by 3 percent. The total revenues for all categories amounted to more than \$1.1 billion, of which more than \$450 million is directly attributed to tourism.*

**Tourism Sales Tax Performance Fiscal Year 2015 vs. Fiscal year 2016**

SALES TAX CATEGORY		TOURISM SALES TAX REVENUES (\$)				TOURISM TAX REVENUES (\$)			
		FY 2015	FY 2016	% CHANGE	FACTOR	FY 2015	FY 2016	% CHANGE	
108	RESTAURANTS, LUNCHROOMS, DELIS wq/BWL	\$360,202,612	\$388,518,457	7.9%	33%	\$120,067,537	\$129,506,152	7.9%	
111	HOTELS, MOTELS SELLING FOOD w/BWL	\$42,189,903	\$40,015,318	-5.2%	100%	\$42,189,903	\$40,015,318	-5.2%	
112	RESTAURANTS AND NIGHTCLUBS w/BWL	\$261,540,255	\$265,536,190	1.5%	33%	\$87,180,085	\$88,512,063	1.5%	
306	GENERAL MERCHANDISE	\$221,347,376	\$268,734,816	21.4%	5%	\$11,067,369	\$13,436,741	21.4%	
407	AUTOMOBILE, BUS AND TRUCK RENTALS	\$67,171,249	\$70,843,970	5.5%	90%	\$60,454,124	\$63,759,573	5.5%	
706	AIRLINES – COMMERCIAL	\$478,441	\$616,251	28.8%	50%	\$239,221	\$308,126	28.8%	
901	HOTELS, MOTELS, APARTMENTS, COTTAGES	\$100,431,618	\$110,380,878	9.9%	100%	\$100,431,618	\$110,380,878	9.9%	
925	RECREATION AND AMUSEMENT PLACES	\$8,605,180	\$9,275,532	7.8%	50%	\$4,302,590	\$4,637,766	7.8%	
<b>TOURISM TAX CATEGORIES SUBTOTAL</b>		<b>\$1,061,966,635</b>	<b>\$1,153,921,412</b>	<b>8.7%</b>		<b>\$425,932,447</b>	<b>\$450,556,617</b>	<b>5.8%</b>	
<b>ALL SALES TAX CATEGORIES SUBTOTAL</b>		<b>\$4,414,484,394</b>	<b>\$4,536,834,478</b>	<b>2.8%</b>					

**D. GENERAL INFORMATION**

**1. Eligibility** – Only the 25 recognized DMOs are eligible to apply to this program and receive grant funds. All applicants and partners must be in good standing with the State Department of Assessments and Taxation and the Comptroller’s Office.

**2. Allowable Expenses** – Grant funds can ONLY be used for the purchase of advertising space or time in print, broadcast and/or digital platforms. All activities must be completed within the grant term which is July 1, 2017 through June 30, 2018. All other expenses are not eligible for reimbursement nor do they count as match.

**3. Grant Amount** – Subject to available funds, grants will be awarded in amounts between \$25,000 and \$75,000 from a total pool of funding up to \$300,000.

**4. Match** - Cash match equal to the grant is required. For example, a \$25,000 grant requires a minimum \$25,000 direct cash match for a total cash investment of \$50,000.

**5. Timeframe** - Deadlines and deliverables are as follows:

- 03/02/17: Grant application kits distributed to DMO’s
- 03/14/17: “Q & A” Application Training Workshop hosted by OTD at 3 p.m.  
**To participate in the training, call 866-247-6034 and when prompted, enter 1055264293#.**



## Exhibit A

- 03/16/17: “Q & A” Application Training Workshop hosted by OTD at 9 a.m. **To participate in the training, call 866-247-6034 and when prompted, enter 1055264293#.**
- 04/03/17: Proposals due to OTD via email no later than 12 noon EST
- 04/10/17: Applications distributed to review team
- 04/25/17: Review team meets and determines awards
- 05/08/17: Awards announced during Tourism Week and agreements sent to recipients
- 06/11/17 Grant agreements due to OTD via US Mail
- 06/25/17: All grant agreements are executed and returned to DMO’s
- 07/01/17: Grant term begins
- 06/30/18: Grant term ends
- 07/16/18: Final reports due from grantees

## E. REQUIREMENTS AND CONDITIONS

**1. Proposals** – Proposals must be submitted electronically on the application forms stipulated by OTD. Proposals must detail a marketing campaign which sells packages (with price points) that require a minimum of a one-night stay in a hotel and include one or more partners that generate sales tax revenue. The complete proposal should describe the campaign from concept to completion, identify key feeder markets, be based on consumer research, provide a budget and explain the projected impact and return-on-investment. Proposals that do not comply or are incomplete will not be considered.

**2. Fund Disbursement** – All funds are disbursed on a reimbursable basis upon OTD’s receipt of an executed grant agreement and required documentation which includes but is not limited to invoices as proof of payment and original ads as proof of required identifying elements as outlined under such as the Visit Maryland logo. The final ten percent of each award will be reimbursed upon OTD’s approval of the final report.

### **3. Match Requirements:**

- Grants must be matched in **cash** at a rate equal to or greater than \$1:\$1. Proposals with cash match greater than \$1:\$1 may be ranked higher than those at \$1:\$1.
- State funds are not allowed as match, including but not limited to, funds from the MTDB’s County Cooperative Grant Program and the Maryland Heritage Areas Program.
- DMO’s may contribute up to 50% of the required cash match with one or more private sector partners supplying the balance. For example, a \$25,000 grant must have a cash match of \$25,000. Of the \$25,000 cash match, a DMO can pay up to ½ of the match or \$12,500 and the private sector must pay no less that ½ of the match or \$12,500. DMOs will not be reimbursed for their match through the DMO Cooperative Grant Program; however, the DMO investment will count as a final report qualifying expenditure.
- Other campaign expenses and/or in-kind services are not allowed as direct match but will be taken in to consideration as part of the overall campaign. All matching funds must be documented and verified at the time of application.

Exhibit A

**4. Participants** - All participants within the package and marketed as part of the proposal must be Maryland businesses in good standing with the State Department of Assessments and Taxation and the Comptroller's office.

**5. Key Feeder Markets** - Advertising must be placed in domestic and/or Canadian markets that will demonstrate the greatest return during the grant period and be based on research provided by the applicant.

**6. MTDB/OTD Recognition** – All advertising must include the Maryland logo shown to the right and/or use the state's creative format. Advertising through social media is allowed and the MTDB/OTD recognition will be developed on a case-by-case basis. Advertising that does not include the required recognition and/or does not use the state's creative format is ineligible for reimbursement.



**7. Fulfillment** – All fulfillment products and processes must be addressed in the application and be ready-to-go before an advertising campaign begins. Grant funds may not be used to develop collateral pieces or for the placement of ads in collateral pieces that will be distributed as fulfillment or promotional pieces.

**8. Proposal Review** – Proposals will be received by OTD and then distributed for review to a team convened by OTD.

**9. Final Report** – All awardees will be required to submit a final report in the format stipulated by OTD. A final reimbursement of 10% will be made upon OTD's approval of the final report.

#### **APPLICATION SUBMISSION REQUIREMENTS**

**1. Due date** - Completed proposals (Application Form and Budget Form) must be submitted by email directly to Marci Ross at [marci.ross@maryland.gov](mailto:marci.ross@maryland.gov) and Sandy Stilling at [sandy.stilling@maryland.gov](mailto:sandy.stilling@maryland.gov) no later than **noon EDT on April 3, 2017**.

**2. Email subject line** - Must read "**Private Sector Consumer Advertising Partnership Program Proposal**" to identify it.

**3.** Please allow two business days for an email confirmation from OTD.



**MARYLAND TOURISM DEVELOPMENT BOARD  
 MARYLAND OFFICE OF TOURISM DEVELOPMENT  
 PRIVATE SECTOR CONSUMER ADVERTISING PARTNERSHIP PROGRAM APPLICATION**

**NAME OF CAMPAIGN:** National Folk Festival: Come for the festival, stay the night!

**DMO APPLICANT:**  
 Wicomico County, Maryland

**CAMPAIGN SUMMARY:**  
 Ocean City, Worcester and Wicomico Counties have partnered for the National Folk Festival campaign with event co-host, the Ward Foundation. The goal is to drive overnight attendance to the 3-day National Folk Festival in Salisbury on Sept. 7-9. Advertising will run summer 2018, with public relations commencing as early as fall 2017. Primary markets include Harrisburg-Lancaster-Lebanon-York, PA (HLLY) and Philadelphia. Online advertising and promotions will extend to Baltimore and D.C. The campaign will drive traffic to the festival’s website to book overnight stays. All hotels within the partnering jurisdictions will be invited to participate in the event’s housing service. Guests may book one or multiple nights, with packages beginning at \$79. The National Folk Festival is expected to draw an attendance of 60,000, require close to 2,500 room nights and generate a direct impact of \$5+ million. Festival attendance, website traffic and hotel bookings will determine the campaign’s success.

**CAMPAIGN START/FINISH DATES:**

**BUDGET:**  
 Grant Funds Requested: Must be between \$25,000 and \$75,000 \$75,000  
 Partner Matching Funds: Must be equal to or exceed the amount of the grant \$75,480  
 Other Expenditures (if any) \$47,368  
**Total Project Budget:** **\$197,848**

**CONTACT INFORMATION**

DMO BUSINESS NAME:	Wicomico County, Maryland
POINT OF CONTACT (POC):	Kristen Goller
USPS MAILING ADDRESS:	8480 Ocean Highway
CITY, STATE, ZIP:	Delmar, MD 21875
WEBSITE:	<a href="http://www.wicomicotourism.org">www.wicomicotourism.org</a>
PHYSICAL ADDRESS (If different than above):	
CITY, STATE, ZIP:	
POC PHONE:	410-548-4914

Exhibit B


POC FAX:	410-341-4996
POC EMAIL:	<a href="mailto:kgoller@wicomicocounty.org">kgoller@wicomicocounty.org</a>
FEDERAL EMPLOYER ID NUMBER (FEIN#):	52-6001054
APPLICANT FINANCIAL COMMITMENT:	\$18,750
APPLICANT SIGNATURE:	
DATE OF SIGNATURE:	3/31/17
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PARTICIPANT 2 BUSINESS NAME:	Town of Ocean City
POINT OF CONTACT (POC):	Donna Abbott
USPS MAILING ADDRESS:	4001 Coastal Hwy
CITY, STATE, ZIP:	Ocean City, MD 21842
WEBSITE:	<a href="http://www.ococean.com">www.ococean.com</a>
PHYSICAL ADDRESS (If different than above):	
CITY, STATE, ZIP:	
POC PHONE:	410-723-8609
POC FAX:	410-289-0058
POC EMAIL:	<a href="mailto:dabbott@oceancitymd.gov">dabbott@oceancitymd.gov</a>
FEDERAL EMPLOYER ID NUMBER (FEIN#):	52-6000802
PARTICIPANT 2 FINANCIAL COMMITMENT:	\$9,375
PARTICIPANT 2 SIGNATURE:	<i>Donna Abbott</i>
DATE OF SIGNATURE:	3/31/17
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PARTICIPANT 3 BUSINESS NAME:	Worcester County Tourism
POINT OF CONTACT (POC):	Lisa Challenger
USPS MAILING ADDRESS:	104 Market Street
CITY, STATE, ZIP:	Snow Hill, MD 21863
WEBSITE:	<a href="http://www.beachandbeyond.org">www.beachandbeyond.org</a>
PHYSICAL ADDRESS (If different than above):	
CITY, STATE, ZIP:	
POC PHONE:	410-632-3110
POC FAX:	
POC EMAIL:	<a href="mailto:lchallenger@co.worcester.md.us">lchallenger@co.worcester.md.us</a>
FEDERAL EMPLOYER ID NUMBER (FEIN#):	52-6001064
PARTICIPANT 3 FINANCIAL COMMITMENT:	\$9,375

Exhibit B

PARTICIPANT 3 SIGNATURE:	<i>Lisa Challenger</i>
DATE OF SIGNATURE:	3/31/17
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PARTICIPANT 4 BUSINESS NAME:	The Ward Foundation
POINT OF CONTACT (POC):	Lora Bottinelli
USPS MAILING ADDRESS:	909 South Schumaker Drive
CITY, STATE, ZIP:	Salisbury, MD 21804
WEBSITE:	<a href="http://www.wardmuseum.org">www.wardmuseum.org</a>
PHYSICAL ADDRESS (If different than above):	
CITY, STATE, ZIP:	
POC PHONE:	410-742-4988
POC FAX:	
POC EMAIL:	<a href="mailto:lbottinelli@salisbury.edu">lbottinelli@salisbury.edu</a>
FEDERAL EMPLOYER ID NUMBER (FEIN#):	23-7088071
PARTICIPANT 4 FINANCIAL COMMITMENT:	\$37,500
PARTNER 4 SIGNATURE:	<i>Lora Bottinelli</i>
DATE OF SIGNATURE:	3/31/17

**NOTE: If there are more than four participants, please attach partner information on an additional page.**

**PROJECT DESCRIPTION**  
**(25 points)**

1. Describe the campaign in a detailed timeline including deadlines and deliverables:

- June 2017 National Folk Festival awards site host.
- June/July 2017 Festival date is finalized.
- July 2017 National Folk Festival is publicly announced.
- October 2017 Festival website and social media launches. #MDFolkFest / @NationalFolkFestivalMD
- January 2018 Hotels confirm participation/finalize rates.
- January Ocean City and Wicomico County Visitor's Guides released, including promotion of National Folk Festival.
- February Housing section of website is launched, including a customized page for booking, managed by Wicomico County's full-time housing coordinator.
- March Partner invoices distributed to Ocean City, Worcester and Ward Foundation.
- April Distribution of print collateral begins (posters, brochures throughout MD/D.C.).
- June Eblasts: Summer launch of festival promotion.
- July/Aug. Baltimore Sun Travel Special Section: full run included in the Baltimore Sun.

## Exhibit B

- July Social media paid advertising campaign commences, targeting Harrisburg, Lancaster, Lebanon, York (HLLY), Philadelphia, Baltimore and D.C. Metro.
- July 7 National Folk Festival 2-night hotel stay contest launches. Promoted via festival and partner social media, eblasts and radio promotions.
- August 8 In-banner video advertising commences, targeting HLLY, Philadelphia, Baltimore and D.C. Metro.
- August 8 Television campaign, with a schedule focusing on live news programming, commences in HLLY.
- August 8 Radio campaign commences in HLLY.
- August 15 Television campaign, with a schedule focusing on live news programming, commences in Philadelphia.
- August 18 Eblasts: Last chance to enter National Folk Festival 2-night stay giveaway.
- August 20 Grand prize winner of 2-night stay contest announced.
- August 28 Eblasts: National Folk Festival next weekend
- August 29 In-banner video advertising, television and radio campaigns end.
- August 30 Social media paid advertising campaign ends.
- September 4 Eblasts: National Folk Festival this weekend
- September 9 National Folk Festival kicks off.

### 2. How will it increase the number of visitors to Maryland?

The campaign will increase the number of visitors to Maryland by promoting the National Folk Festival to outside feeder markets in an effort to attract overnight and day trippers to the event.

The National Folk Festival, hosted in partnership with the National Council for the Traditional Arts, has been bringing arts to communities for over 75 years. First held in 1934, it is the oldest multicultural celebration of traditional arts in the country. Changing locations on a three-year cycle, the festival has been held in 12 sites over the past 30 years. In its first year, the festival is expected to draw 60,000 attendees and grow to 150,000 by year three.

### 3. How will it increase tourism tax sales revenues?

The National Folk Festival campaign will increase tourism tax revenues by bringing overnight and day trippers to Maryland's Eastern Shore (Town of Ocean City, Worcester and Wicomico County) for the National Folk Festival. Economic impact projections estimate a total impact of \$8.2 million (based on an attendance of 60,000) with a direct impact of \$5.1 million.

Overnight visitors will increase the hotel tax received by the State and local jurisdictions. Festival attendance is free, leaving festivalgoers ample opportunity to purchase vendor food and wares as well as contribute to the economy by dining out, visiting area attractions, purchasing gas and other travel related items.

### 4. Is this an existing campaign or a new one?

The National Folk Festival campaign is a new initiative.

### 5. If this is a new campaign, why is it needed? If this is an existing campaign, how does this phase differ from the past?

## Exhibit B

The National Folk Festival and coinciding campaign offer a unique opportunity to drive visitors to the Shore. The Town of Ocean City, Worcester County and Wicomico County would like to capitalize on this event by joining forces to increase the number of overnight stays during what has reportedly been a soft weekend for hotels.

6. In addition to advertising, what other components (collateral, website, social, video, print, direct sales, PR, etc.) make up the campaign?

In addition to paid advertising, the National Folk Festival campaign relies upon a combination of online, print collateral and public relations components to ensure its success. By partnering together, the campaign will benefit by the collective reach of the Town of Ocean City, Worcester County and Wicomico County.

Website development is key, as audiences will be directed to the site for festival info and hotel booking options. Complementing the website, specific social media channels for the festival (#MDFolkFest and @NationalFolkFestivalMD) will be created and heavily utilized. Print collateral will be distributed at welcome centers throughout the State of Maryland. A strong public relations push will work to raise awareness of the festival and generate media coverage.

7. For each participant, describe roles and responsibilities:

### Wicomico County

- Serve as the lead in coordinating the grant application, deliverables and final report.
- Coordinate the placement/production of paid advertising.
- Oversee development of festival-specific website and social media channels.
- Manage the housing service and report on the number of packages booked.

### Town of Ocean City & Worcester County

- Solicit hotels to participate in the campaign.

### The Ward Foundation (Festival Co-Host)

- The Ward Museum will serve as the festival information center.
- Serve as the liaison between the festival and partner DMOs.

### All Partners

- Utilize existing social media channels and email databases to promote the campaign.
- Assist in the public relations efforts surrounding the campaign.
- Approve advertising and placement.

## **TARGET MARKETS AND MARKET RESEARCH**

**(25 points)**

1. Describe the market(s) and audiences that will be targeted by the campaign:

## Exhibit B

The campaign's print, social media and web elements reach a wider market, including Pennsylvania (Harrisburg, Lancaster, Lebanon, York and Philadelphia), Baltimore and Washington, D.C. Radio and television components hone in on the HLLY and Philadelphia markets.

The campaign focuses on a general audience of Adults, 18-54.

2. What specific local or state consumer research supports your choices of markets and audiences?

The Office of Tourism Development's annual marketing plan recognizes Harrisburg and Philadelphia as high-value geographic markets, which is why the campaign hones in on these locations. Visitor data from Ocean City and Worcester County supports this decision.

Demographic data from special events indicates that the largest number of non-local attendees come from the Baltimore and the Washington, D.C. area, which is why they too were included in the campaign's target market.

### **PERFORMANCE MEASURES**

**(25 points)**

1. How many packages are projected to sell as a result of the campaign? Explain how you reached the estimate.

Estimates indicate that the National Folk Festival will generate just under 2,500 hotel room nights. This includes those booked as a result of the campaign as well as those booked through group sales and required for festival performers and staff.

2. Estimate how much in tourism sales tax revenues will be generated as a result of the campaign? Explain how you reached the estimate.

It is anticipated that the National Folk Festival and coinciding advertising campaign will generate an additional \$19,560 in tourism sales tax for Maryland contributing to codes 111 and 901. In addition to the hotel taxes generated, additional tax revenue will be received through restaurants, general merchandise, gasoline, airlines and recreation/amusement taxes.

### **MARKETING MESSAGE AND PROGRAM**

**(25 points)**

1. What is the campaign's specific marketing message?

National Folk Festival: Come for the festival, stay the night!

2. What is the "call to action" and how will inquiries be fulfilled?

Audiences will be directed to the festival website, which will contain a highly visible link to 'Book Your Stay.' Website visitors can then choose a property that best fits their needs, budget and length of stay. They can book directly online through the festival web site or call Wicomico County's dedicated housing



Exhibit B

specialist for assistance. Wicomico County currently operates its own housing service, which will be utilized for this campaign. Properties from the Town of Ocean City, Worcester and Wicomico Counties will be invited to participate.

Current packages include (sampling from each partner; additional will be added):

Hampton Inn Salisbury: Centered on the Delmarva Peninsula, the Hampton Inn is a perfect home base for your visit to the National Folk Festival.

National Folk Festival Rate: \$149

Fenwick Inn, Ocean City: Situated in Ocean City, Fenwick Inn offers a beachfront location just a short drive away from the National Folk Festival. On-site parking is complimentary.

National Folk Festival Rate: Weekday \$79 / Weekend \$119.

Francis Scott Key: The Francis Scott Key Family Resort is located on Route 50 in beautiful West Ocean City. It's one mile from the beach and Boardwalk and across from great shopping at the Tanger Outlets.

National Folk Festival Rate: \$135-\$160 with various room types.

3. Use the Budget Form provided to:

- a. Detail the Advertising Costs/Grant Fund Allocation
- b. Costs associated with other components of the campaign which are not funded by the grant

**ACKNOWLEDGMENT:** *Submission of this application confirms that all participants:*

- *have agreed to participate in the roles outlined herein;*
- *have the funds in-hand at application date to complete the activities as described;*
- *are in good standing with the Maryland Department of Assessments and Taxation and the Maryland Comptroller's Office; and,*
- *are authorized to make the representations and commitments contained in this application.*

Exhibit C - PSCAPPBudgetForm\_WicomicoSept.xlsx - Advertising Calendar & Cost

Exhibit C-PRIVATE SECTOR CONSUMER ADVERTISING PARTNERSHIP BUDGET FORMS									
ADVERTISING CALENDAR AND COST:									
Media Outlet	Ad Type, Size & Frequency	Placement Dates	Audiences Reached	Total Cost	Grant Funds Used	Partner Match Funds Used			
Facebook & Instagram	Boosted post \$100 day/market	July 30, 2018 - Aug. 30, 2018 (5 weeks)	HLLY, Phila., Balt. & DC	14,000		14,000			
Twitter Campaign	Paid Post \$50 day/market	July 30, 2018 - Aug. 30, 2018 (5 weeks)	HLLY, Phila., Balt. & DC	7,000		7,000			
Interactive	Web ads/In-banner video	Aug. 8 - Aug. 29 (3 weeks)	HLLY, Phila., Balt. & DC	25,000	25,000				
HLLY TV (WGAL News)	30, :30 in combo of AM, Noon and PM live news. M-F	Aug. 8 - Aug. 29 (3 weeks)	HLLY, Adults 25-54	21,375	21,375				
HLLY TV (WHTM News)	30, :30 in combo of AM, Noon and PM live news. M-F	Aug. 8 - Aug. 29 (3 weeks)	HLLY, Adults 25-54	21,000	21,000				
HLLY Radio (Harrisburg, Lancaster, Lebanon & York, PA) iHeartRadio	:60 spots (20 spots M-F across 3 stations, total 180 spots)	Aug. 8 - Aug. 29 (3 weeks)	HLLY, Adults 18-54	16,200	7,625	8,575			
Philadelphia TV (WPVI Action News), NBC 10 or Fox 29	20, :30 in combo of AM, Noon and PM live news. M-F	Aug. 15 - Aug. 29 (2 weeks)	Philadelphia, Adults 25-54	20,000		20,000			
Baltimore Sun Travel: Summer Travel Inserts	Full page, email and 50,000 impressions.	July and Aug. 2018	Baltimore	5,000		5,000			
Ocean City Visitors Guide	Full-page ad, annual print	Jan. 2018	Fulfillment piece for OC inquiries from feeder markets.	4,155		4,155			
Ocean City Bus Advertising	Streetside Jr. Kong w/Headliner	April - Sept. 2018	HLLY, Phila., Balt. & DC travelers to OC.	5,500		5,500			
Clear Channel Billboard	5 billboards on Rt. 50/US 13	May 20 - Aug. 20	Phila., Balt., DC, VA drivers N, S, E & W.	11,250		11,250			

Exhibit C - PSCAPPBudgetForm\_WicomicoSept.xlsx - Advertising Calendar & Cost

TOTAL:										\$	150,480	\$	75,000	\$	75,480

OTHER EXPENDITURES (IF ANY) INCLUDED IN THE CAMPAIGN:						
Specific Item (brochure design/printing, fulfillment, etc.)	Completion Date	Role of item in the Campaign	Total Cost	Cash Value	In-kind Value	
Website Development	Sept./Oct. 2017	Serve as info and hotel booking source for the festival.	10,500	6,500	4,000	
Printed Collateral	April 2018	PR Tool. Includes in-kind design and paid printing/distribution.	12,000	11,000	1,000	
Housing Service Operations	Jan. 2017	Staff time required to build, maintain and service housing system. \$18 @ 40 hours	720		720	
Social Media Outreach on Facebook, Twitter and Instagram	Sept./Oct. 2017	Staff time required to build, maintain, monitor and feed accounts. \$25 @ 200 hours	5,000		5,000	
Social Media Partner Shares	June-Sept. 2018	Ocean City 5 hrs at \$125/hr Worcester 5 hrs at \$75 Wicomico 5 hrs at \$25/hr	1,125		1,125	
Eblasts	June-Sept. 2018	Ocean City 5 hrs at \$125/hr Worcester 5 hrs at \$75 Wicomico 5 hrs at \$25/hr	1,125		1,125	
Advertising Production/Creation	April 2018	Support advertising campaign.	5,000		5,000	
Wicomico County Visitor's Guide	Jan. 2018	1-full page ad promoting festival.	1,500		1,500	
Maryland Visitor's Guide	Sept. 2017	1-full page ad promoting festival.	10,398	10,398		

Exhibit C - PSCAPPBudgetForm\_WicomicoSept.xlsx - Other Campaign Expenditures

	TOTAL:	\$	47,368	\$	27,898	\$	19,470
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<b>MATCH SOURCES:</b>	
<b>Source:</b>	<b>Amount:</b>
Wicomico County, Maryland	19,230
Town of Ocean City	9,375
Worcester County, Maryland	9,375
The Ward Foundation	37,500

Exhibit C - PSCAPPBudgetForm\_WicomicoSept.xlsx - Match Sources

<b>TOTAL:</b>	<b>\$ 75,480</b>

<b>BUDGET SUMMARY:</b>		
<b>TOTAL COST OF ADVERTISING:</b>	\$	150,480
<b>TOTAL COST OF OTHER CAMPAIGN EXPENDITURES:</b>	\$	47,368
<b>TOTAL BUDGET FOR CAMPAIGN:</b>	\$	197,848