



FISCAL YEAR 2019

ANNUAL REPORT

Howard County Tourism Council
(July 1, 2018 - June 30, 2019)

Sources of information contained in this report: Longwoods International Howard County 2016/2017 Visitor Research Topline Report; Tourism Economics The Economic Impact of Tourism in Maryland Tourism Satellite Account Calendar Year 2018.

A photograph of a person walking across a suspension bridge in a forest. The person is wearing a light blue jacket, black leggings, and a tan hat, and is carrying a backpack. The bridge is made of wood and metal, with a sign that reads "BIKE RIDERS WALK YOUR BIKE FOR SAFETY". The background is filled with green and yellow foliage.

CONTENTS

3 Tourism by the Numbers

4 Marketing Highlights

5- 6 Special Initiatives & Projects

7 Media Placements

8 Funding & Membership

9 VHC Awards

10 VHC Board of Directors

11 VHC Staff

Visit Howard County serves as the lead organization to market and develop the county as a premier leisure and business travel destination. We are an energetic and innovative organization of talented and dedicated professionals who fulfill our mission by integrating the organization's work with our partners and serving as a credible advocate for Howard County's tourism industry.

Our organization is primarily funded through a funding allocation from Howard County Government. We are governed by a Board of Directors and receive supplemental funding via membership dues.

Visit
Howard County
Maryland

HOWARD COUNTY TOURISM COUNCIL, INC.

8267 Main Street | Ellicott City, MD 21043

410-313-1900 | VisitHowardCounty.com

TOURISM BY THE NUMBERS

3.1 M

1.3 million overnight
1.8 million day trips

Total Visitors

The average number of overnight and day visitors to a Maryland county is 2.3 million. More visitors come to Howard County than most other counties in Maryland.

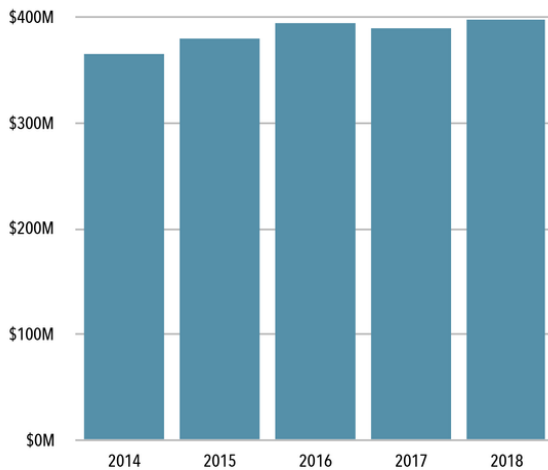
\$101 M

State & Local Taxes

Tax revenue generated by visitor spending supports the quality of living in Howard County by contributing to education, safety and services.

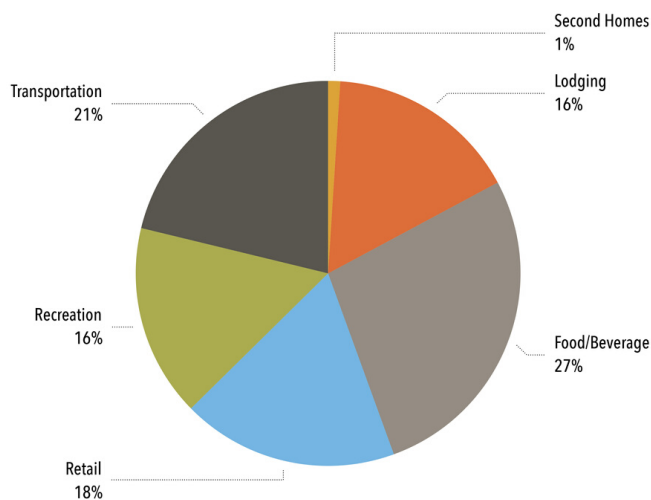
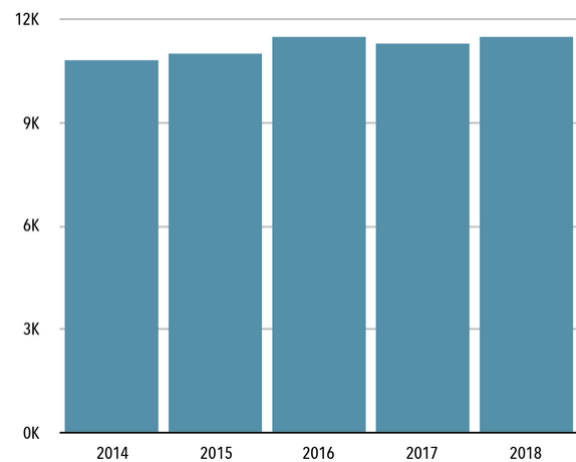
\$398.2 M

Tourism Labor Income
+8.7% 5-year growth



11K

Full-Time Jobs Supported
+1% 5-year growth



\$652.5 M

Tourism Industry Sales

Food & beverage, recreation, and retail sales are higher in Howard County than the MD average:

MD F&B: 22.9%

MD retail: 13.3%

MD recreation: 13.3%

MARKETING HIGHLIGHTS

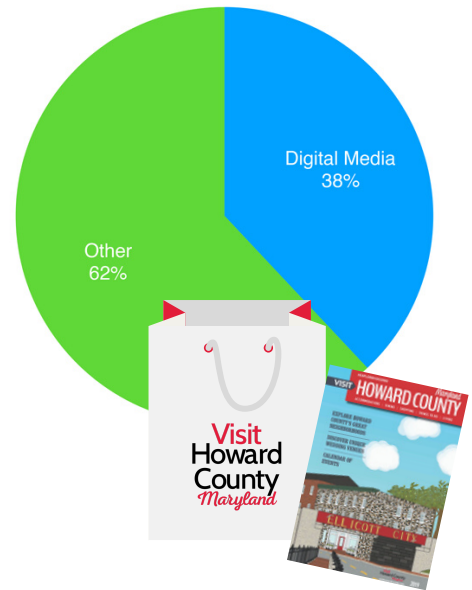
29.7 M

Total Marketing Impressions

Visit Howard County aggressively markets the activities that make Howard County an exciting place to live and visit. Digital Media is proving to be an exceptional method for getting in front of qualified audiences.

Other advertising includes estimates of impressions for campaigns launched in Recreation News, Edible D.C., Preservation Magazine, i Heart Radio, Maryland Golf Guide, Destination Maryland, Sip & Savor, Comcast Spotlight, WTMD Radio, CBS Radio and more.

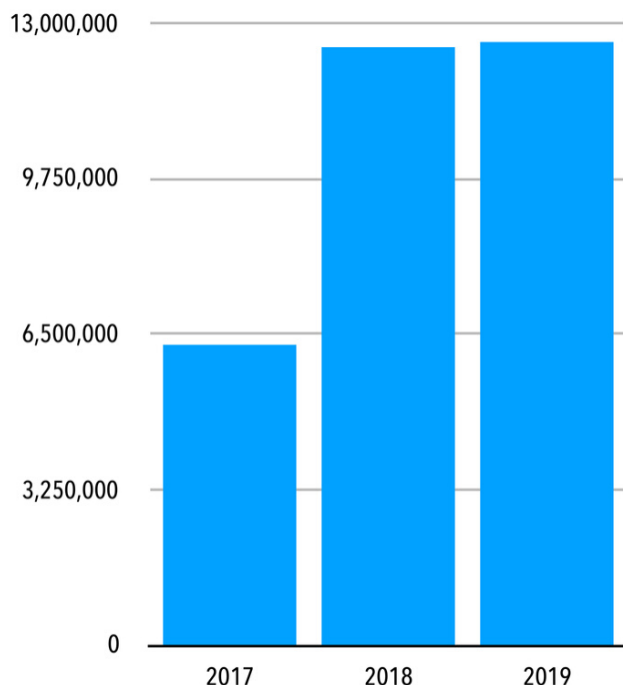
Impressions and reach are important measurements showing the number of potential customers that are served our message.



12.6 M

Social Impressions

FY18 to FY19



80K

Visitor Guides Distributed

In FY 19, Visit Howard County guides were distributed around MD, PA, VA, DE, NY, D.C., and NJ.

970 K

Site Pageviews

+7% FY18 to FY19

330 K

Site Users

+18% FY18 to FY19



Followers & Subscribers

Facebook followers: 16,285

Twitter followers: 5,500

Instagram followers: 2,771

LinkedIn followers: 77

E-mail subscribers: 6,257

Text subscribers: 2,603

SPECIAL INITIATIVES AND PROJECTS

Strategic Plan

Completed year two of a three-year strategic plan with input from the Board of Directors and community partners that aspire to take our organization and community to the next level.

Marketing Initiatives

Over half of our annual budget goes to marketing Howard County as a destination of choice for leisure and business travel. We created new and built on existing campaigns and initiatives such as:

- Launched new campaigns, 40 days of Wellness, Art for All, and FestivALL
- Completed and debuted Howard County's first destination video with :60 and :30 cut-downs
- 10th Anniversary of Howard County Restaurant Weeks, our most successful campaign to date
- Expanded distribution of the Howard County Visitor's Guide to VA, PA, NY, & NJ
- Expanded on campaigns, HowardOnTap, FeBREWary, HoCo Holidays, Haunted HoCo, Farms Food & Fun
- Launched a printable monthly calendar of events poster for hotels and attractions
- Updated Seasonal blogs on what to do in Howard County

Leisure Events and Attraction

We induced spending at shopping, restaurants, attractions, and hotels by supporting the following new and existing events through advertising to visitors and residents.

- The Preakness Balloon Festival
- The Columbia Festival of the Arts
- Annual Korean Festival
- Symphony of Lights
- Events in Old Ellicott City
- The ElkrIDGE Made Marketplace
- Annual Bollman Bridge Lighting at Historic Savage Mill
- U.S. Quidditch Mid-Atlantic Regional Championship

Media Wins

We regularly pitched compelling stories to the media and landed wins in the following media outlets.

- FOX45 Morning Show
- FOX45 Hometown Hotspot
- WJZ 13 Evening News
- WBAL 11 Evening News
- WMAR NEWS2 Midday Maryland Show
- WMAR NEWS2 Morning News
- Baltimore Sun
- The Business Monthly
- Antique Week
- Teresa's Reviews
- Patch Maryland
- Office of Tourism E-newsletter

Tournaments

We provided resources & services to the following tournaments generating thousands of room nights.

- 2018 U.S. Quidditch Mid-Atlantic Regional Championship
- National High School Lacrosse Showcase
- Events produced by Recreation and Parks, and more

Community Outreach

We worked with our community partners to reach more businesses and residents through the following activities.

- Hosted Meetings Matter Expo & Luncheon
- Participated in OEC Business Appreciation Day in partnership with Ellicott City Partnership
- Participated in Multi-Cultural Businesses Meet & Greet with the Howard County Chamber of Commerce
- Presented at local organizations' meetings including the Million Dollar Club, Columbia Town Rotary, Ellicott City Partnership, and numerous others
- Hosted Meet & Greet for new Elected officials
- Recognized tourism industry businesses with our 2018 Tourism Industry Awards
- Participated in Maryland Tourism Day in Annapolis

SPECIAL INITIATIVES AND PROJECTS

Recovery of Ellicott City Historic District

Much of our marketing resources went to the economic recovery of Old Ellicott City.

- Reopened the Howard County Welcome Center on Main Street in August of 2018
- Launched See What's New in Old Ellicott City campaign Oct. 2018
- Facilitated OEC Holiday Bucks in partnership with Howard County Executive Calvin Ball
- Brought meeting planners from around the region to the Mainstreet Ballroom
- Hosted Howard County Restaurants Weeks Kick-Off Event at La Palapa on Main Street
- Featured Old Ellicott City on the cover of the 2019 Howard County Visitor's Guide
- Placed paid media with:
 - Facebook / Instagram (Events, new & re-opened businesses, history)
 - WTOP (Movie Nights, EC Silly Festival, St. Patrick's Day, SpringFest)
 - IHeart Radio (Holidays & Spring Events)
 - WMAR News 2 Midday Maryland (Midnight Madness & Chesapeake Shakespeare Co.)
 - Her Mind Magazine (Historic Sites & Wedding Venues)
 - Baltimore City Visitors Guide (See What's New in Old Ellicott City)
 - Recreation News (Halloween, Ghost Tours, Holidays)
 - Business Monthly (Halloween, Ghost Tours, Holidays)

Media Wins for Old Ellicott City:

- WMAR News 2 Midday Maryland Midday Vacay Debut (Dec. 2018)
- WMAR News 2 (Black Friday Shopping)
- Recreation News (Ellicott City is Open)
- Antique Week (Su Casa, Antique Depot, Taylors Collective, Ellicott Mills Brewing Co.)



MEDIA PLACEMENTS

Visit Howard County promoted events, news and opportunities through a variety of media outlets, including print and digital formats.

Visit
Howard County
Maryland

Brewery Tours
FestivALL
Historic Downtowns
Weekend Getaways

Korean Way
HowardOnTap
Blossoms of Hope
Restaurant Week
Meeting Venues
African American Heritage

40 Days of Wellness
PRIDE Festival
Food, Farms & Fun
Eat. Play. Stay.
International Travel
Holidays in HoCo
...and more!



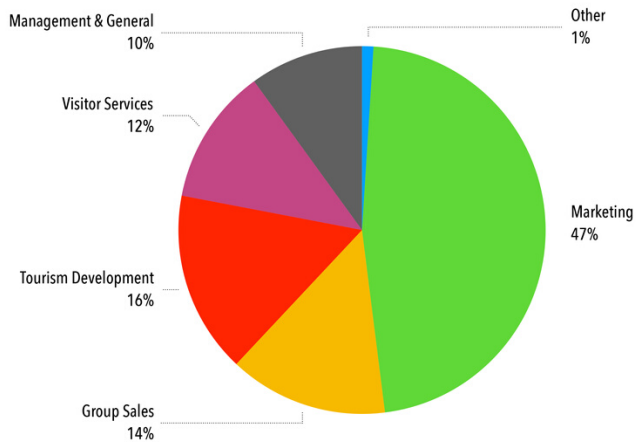
Preservation Magazine
Recreation News
Baltimore Sun
Business Monthly
Horizon
Washington Blade
Baltimore Meeting Planner
Convention South
Crusa International

Northern VA Magazine
Edible DC
Visit Baltimore
Destination MD
I Heart Radio
MD Golf Guide
WMAR
WTMD
Social Media
...and more!

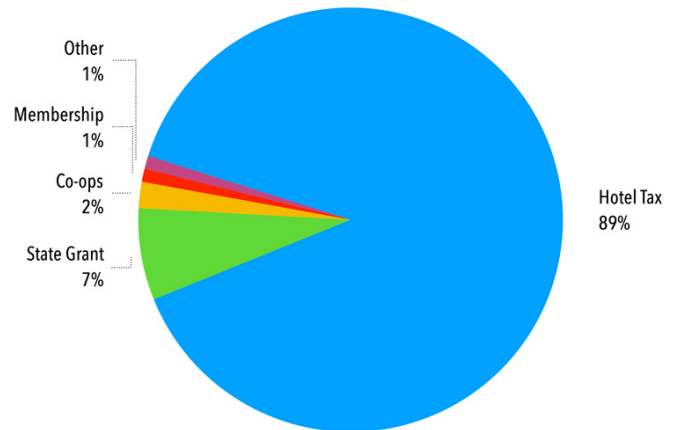


FUNDING

Expenses



Funding Sources



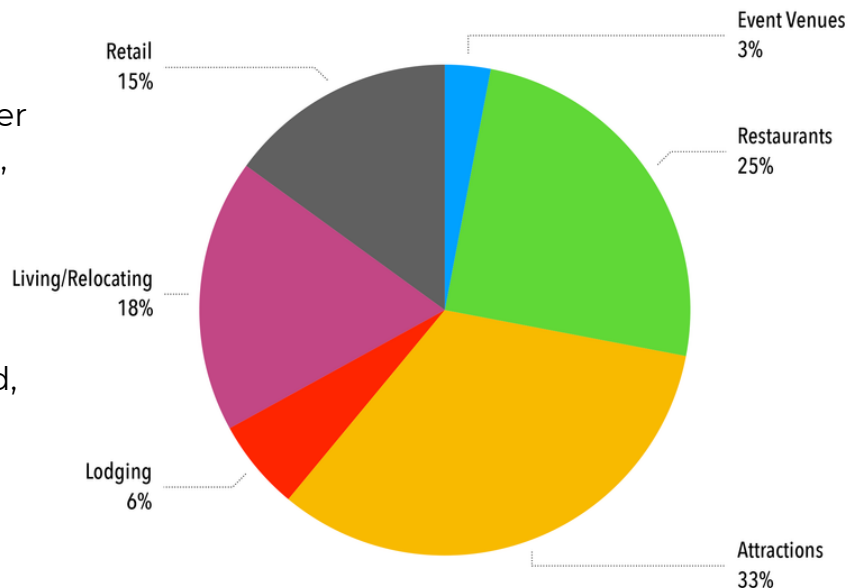
MEMBERSHIP

270 Members

Visit Howard County's membership brings the hospitality community together through educational seminars, promotional efforts and cooperative marketing.

By empowering members to remain engaged and informed, Visit Howard County is able to promote our community and improve the tourism experience.

Membership Representation



VISIT HOWARD COUNTY RECOGNIZES

2019 Industry Awards

TOURISM AMBASSADOR OF THE YEAR



Martha Clark
Clark Elioak's Farm

Martha Clark
Nora Crist

TOURISM PARTNER OF THE YEAR



Arts & Cultural Collaboration
Initiative of Downtown Columbia

Inner Arbor Trust
Horowitz Visual and Performing Arts Center
The Mall in Columbia
Columbia Association
Howard County Arts Council
Howard County Department of Recreation & Parks
Howard Hughes Corporation
Merriweather Post Pavilion
Downtown Columbia Arts and Culture Commission
Downtown Columbia
The Soundry
Toby's Dinner Theatre
Columbia Festival of the Arts

SGT. EDDISON ALEXANDER HERMOND HOSPITALITY INDUSTRY EMPLOYEE OF THE YEAR



Christina Held

This honorable award, is named after Sgt. Eddison Alexander Hermond who served in the U.S. National Guard, and worked 11 years for the Victoria Restaurant Group, where he was known and loved by many.

This award is granted to front-line or back-of-the-house staff that do an outstanding job in the performance of their duties.

BOARD OF DIRECTORS - FY20

Executive Committee:

President: Barbara Nicklas	<i>The Mall in Columbia</i>
President-Elect: Yolande Lacan	<i>Homewood Suites Columbia</i>
Immediate Past President: Chuck Chandler	<i>Hampton Inn & Suites Columbia/South & SpringHill Suites</i>
Finance Chair: Pete Mangione	<i>Turf Valley Resort</i>
Nomination Chair: Martha Clark	<i>Clark's Elioak Farm</i>
Becky Mangus	

Non-Voting Board Members:

Dan Burns	<i>Columbia Association</i>
The Honorable Eric Ebersole	<i>Maryland House of Delegates</i>
The Honorable Katie Fry Heste	<i>Maryland Senate</i>
Terry Hasseltine	<i>Maryland Sports</i>
Kathy Johnson	<i>Howard County Economic Development Authority</i>
Alicia Jones-McLeod	<i>Ellicott City Partnership</i>
Jennifer Jones	<i>Howard County Government</i>
Mike Milani	<i>Howard County Dept. Recreation & Parks</i>

Board Members:

Nina Basu	<i>Inner Arbor Trust</i>
Tori Buscher	<i>Victoria Restaurant Group</i>
Dave Carney	<i>The Wine Bin Ellicott City</i>
Vince Culotta	<i>Cured 18th & 21st</i>
Trish Hudson	<i>Hudson Coastal Raw Bar & Grille</i>
Ian Kennedy	<i>Downtown Columbia Arts and Culture Commission</i>
Stan Martin	<i>Residence Inn by Marriott Columbia/Fulton</i>
Donna Wilner	<i>Historic Savage Mill</i>
Debbie Slack Katz	<i>Ellicott City Historic District Liaison</i>
Jim Starke	<i>BEST WESTERN PLUS BWI Airport / Arundel Mills</i>
Katie Turner	<i>Howard Community College</i>

FY19 Departing Board Members:

Mike Libber	<i>Elite Tournaments</i>
Julia Mattis	<i>ReMax Advantage Realty</i>
Aimee Troglio	<i>Historic Savage Mill</i>
Lanlan Xu	<i>IMPAQ International</i>



Barbara Nicklas, Chuck Chander, Amanda Hof
2019 Annual Meeting



VISIT HOWARD COUNTY STAFF



Front: Crystal Abrom, Denisa Smith
Back: Sarah Wehrle, Mike Dwyre, Bridget Graham, Amanda Hof, Eric Teisch



**Howard County
Tourism Council, Inc.**

8267 Main Street
Ellicott City, MD 21043

410-313-1900
1-800-288-TRIP (8747)

info@HowardCountyTourism.com

VisitHowardCounty.com

Amanda Hof
Executive Director

Bridget Graham
Director of Operations & Visitor Services

Eric Teisch
Sales & Membership Director

Denisa Smith
Sales & Membership Coordinator

Crystal Abrom
Marketing Manager

Sarah Wehrle
Marketing Coordinator

Mike Dwyre
Communication Coordinator