

# Maryland

## Destination Marketing Organizations

# ALLEGANY COUNTY

The Tourism Promotion Act of 2008 dedicated \$2.5 million for the 23 counties, Baltimore City, and Ocean City, collectively known as Maryland Destination Marketing Organizations (MDMO).

### STATE OF MARYLAND

### ALLEGANY COUNTY



150,000+ full-time tourism related jobs in Maryland



Tourism industry statewide - \$18.6 billion



Generated \$2.6 billion in state and local taxes in FY20



3,440+ tourism related jobs in Allegany County



Tourism industry countywide - \$166.2 million



Generated \$24.2 million in state and local taxes in FY20

## Tourism Works for Maryland



### Tourism Industry

- Visitor spending in Maryland rose for the ninth straight year in 2019 to \$18.6 billion.
- Every household would pay \$1,175 more if not for the state and local taxes generated by tourism.
- Maryland's Destination Marketing Organizations leverage the State's \$2.5 million investment in tourism marketing with \$13 million in municipal, county, and private partnership funds.
- 1 of every 16 jobs in Maryland is sustained by tourism activity.



### Local Story

In just two years, Cory McCagh, owner of 1812 Brewery, has transformed a historic family barn and farm into a must-experience brewery destination. Recipient of the 2019 Allegany County Chamber of Commerce Entrepreneurial Spirit Award, 1812 Brewery is Allegany County's first farm brewery and features a tasting room, an outdoor patio, and two venues for weddings and special events. 1812 Brewery has inspired a craft brewing movement in Mountain Maryland. Dig Deep Brewing Co. opened in Fall 2019 and two additional breweries are expected in 2020.



### Attractions, Lodging, Shopping, Food & Beverage

- Tourism is the third-largest employment sector in Allegany County.
- Cumberland was named "50 of the Most Charming Small Towns in America" by Travel Channel in 2019.
- Rocky Gap Casino Resort is one of the top 10 major employers, the largest funder of county hotel/motel tax, and contributes \$3.8 million annually to local impact grants.
- The county features 70 miles of the internationally-known trail systems, the Great Allegheny Passage and C&O Canal Towpath, which generate 300,000+ visitors annually.
- Allegany County is home to DelFest, the second-largest bluegrass festival in the country.