

# Maryland

## Destination Marketing Organizations

# CALVERT 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

### CALVERT 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



2,034+ tourism related jobs in Calvert County



Tourism industry countywide - \$143 million



Generated \$20.5 million in state and local taxes in FY20

## Tourism Works for Maryland



### Tourism Industry

- Visitor spending in Maryland rose for the tenth 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

Worm. It's a nickname that stuck after little six year old Drew Payne started collecting earthworms for his childhood fishing ventures in Calvert County, on Maryland's western shore. "Worm" would become a moniker that would endure for a lifetime. Now 52 years of age and buoyed by 30 years of experience navigating the fertile waters of the Chesapeake on his charter boat, aptly named "The Big Worm," Captain Payne's expertise is renowned among those who chase the coveted rockfish.



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

- Solomons was rated one of the "9 Most Unspoiled Vacation Spots in America" by FishingBooker.com and is home to the Smithsonian-affiliated Annemarie Sculpture Garden & Arts Center
- Jefferson Patterson Park and Museum won TripSavvy's Editor's Choice Award for "Best for History Buffs"
- North Beach hosts many annual events including the premier craft beverage event, DrinkMaryland
- Chesapeake Beach is home to the Chesapeake Beach Railway Museum, inside an authentic, 100-year old Maryland rail depot