

TourismWorks

for Maryland

The Tourism Promotion Act of 2008 created dedicated funding for the official **DESTINATION MARKETING ORGANIZATIONS (DMOs)** in the 23 counties, Baltimore City, and Ocean City. A total of \$2.5 million is divided among these 25 organizations and is required to be used for tourism promotion.

A well-executed promotional program is a **POWERFUL ECONOMIC STIMULANT.**

Here are
the **FACTS**
about
this grant
program.

FACT

The Destination Marketing Organization Grant Program is part of a comprehensive, integrated marketing strategy developed by the Maryland Office of Tourism Development **designed to INCREASE overnight stays, SUPPORT jobs, and GENERATE state and local taxes.**

FACT

Grant dollars must be **MATCHED 1:1** and may **ONLY** be spent on tourism advertising, written and graphic materials, cooperative and matching promotional programs, and other approved developmental and promotional activities. All have the goal of driving overnight stays.

FACT

Maryland's Destination Marketing Organizations leverage the State's **\$2.5 MILLION** investment with **\$13 MILLION** in municipal, county, and private partnership funds.

FACT

Investments made by Destination Marketing Organizations **BENEFIT ALL LOCAL AND REGIONAL TOURISM ORGANIZATIONS.**

FACT

Grant awards are calculated based on verified data showing **local investment, tourism revenue, and tourism industry growth.**

FACT

All Destination Marketing Organization Grant **recipients are subject to RIGOROUS REPORTING AND MONITORING** by the Maryland Office of Tourism Development.

MARYLAND



Association of
Destination Marketing Organizations