

# TOURISM DAY 101

## 1. Contact your DMO.

Contact your DMO to find out if any organized advocacy will take place between your local stakeholders and legislators. Several DMOs set times to meet with their local delegations on Tourism Day and invite industry representation to join the meeting. In some cases if the DMO is not organizing Tourism Day activities, another contact has been selected. A list of DMOs and known Tourism Day delegation meetings is attached. If you are unsure who to contact, let us know by dropping an email to [info@mdtourism.org](mailto:info@mdtourism.org).

## 2. Work with your local partners to hone your Tourism Day message in advance.

Work with your local partners to craft a unified message to your legislators for 2016, as well as plan for the day. Don't forget to use MTC's legislative talking points (available at [www.mdtourism.org/w/tourism-day](http://www.mdtourism.org/w/tourism-day)) as well as any talking points provided by your DMO.

## 3. Look for Opportunities to tell YOUR story.

All politics are local – [your legislators](#) want to hear from you! **If you don't visit as a group, request an appointment with one or a group of your legislators.** Take an opportunity to tell them about your business and how as your representative they can support your efforts. If you do not have an appointment, feel free to use Tourism Day as an opportunity to walk the halls and drop into their offices to say hello, leave a business card and leave one of our 2016 legislative packets.

## 4. Invite your local legislators to Tourism Day.

Shoot them an email to tell them you are coming to Annapolis on Friday, February 26 for Tourism Day, and that you hope they can take a few minutes to show their support for the industry by joining us lunch! All legislators have been invited and anywhere from 50-60 legislators have joined us historically. MTC will be sending out a list of legislator RSVPs to your DMO in advance of Tourism Day so they can track which legislators are already planning to be with us.

## 5. Plan your transportation ahead and consider carpooling since parking is at a premium.

Be sure to check out the available parking garages and logistic information attached. There is also a shuttle at Navy Stadium that will drop you at the Senate building.

## 6. Dress warm, professional and comfortable.

All at once if that is possible. Recent trends reflect wearing MD colors which we fully encourage – we are there to be noticed!

## 7. Bring a friend & get there!

Address: President's Conference Center West I & II  
Miller Senate Office Building (Corner of Bladen Street and College Avenue)  
11 Bladen Street, Annapolis MD 21401

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## **AND ONCE YOU ARE THERE...**

### **8. Arrival Activities & Legislator Packet Pick-Up.**

**Tourism Day officially kicks off at 8:00am with coffee, networking, opening remarks and a group photo** – be sure to arrive in enough time to gather with us, to meet your destination partners and to pick up your legislator packets before heading off to your delegation meetings and office visits! Also be sure to read the day's agenda as there will be some excellent information shared by guest speakers throughout the day. If you are not aware of any local delegation meeting plans, check at the registration desk for a list of local meetings and room numbers.

### **9. Panel Discussion & Working Lunch.**

While 1:1 and group meetings with legislators take precedence, MTC has also planned for a special Panel Discussion starting at 11:15am with industry leaders talking about tourism-related issues in the 2016 Maryland General Assembly and on a broader, national level. We will be looking for audience participation to drive our panel discussion, so don't miss this opportunity to ask and have your questions answered! Immediately after the panel discussion we will transition into our official lunch program with remarks/greetings by elected officials as well as other speaker presentations.

### **10. Enjoy the Day!**

Tourism Day is not only excellent networking – it is also one of the most important things you can do for your business all year!

**Thanks for Being a Tourism Advocate!**

#### **QUESTIONS? CONTACT:**

WINI ROCHE

MTC Executive Director

[wini@mdtourism.org](mailto:wini@mdtourism.org) org 443-521-1538

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## TOURISM DAY GENERAL AND PARKING INFORMATION

### **DATE**

Friday February 26, 2016

### **LOCATION**

President's Conference Center West I & II  
Miller Senate Office Building  
11 Bladen Street  
*Corner of Bladen Street and College Avenue*  
Annapolis MD 21401

### **PARKING**

There is NO parking available adjacent to the building. There are public parking garages within walking distance of the Miller Building. They are:

- Noah Hillman Parking Garage – 150 Gorman Street
- Gotts Court Parking Garage – 25 Northwest Street
- Knighton Parking Garage – 1A Colonial Avenue
- Park Place – 5 Park Place

**All fill up quickly.** Credit cards are accepted. Off street parking is very limited and has a two hour limit. Enforcement is strict. A shuttle bus that runs every ten minutes is a free and easy way to travel from and to the garages

Outdoor parking is also available next to the Navy and Marine Corps Stadium on Taylor Boulevard (off of Rowe Boulevard). This parking has a shuttle bus that costs **\$2.00** per ride beyond the costs to park.

### **MILLER BUILDING ENTRANCE**

Use the Bladen Street Entrance which is between the James Senate Office Building and the Miller Senate Office Building.

### **SECURITY**

Upon entering the building you need to comply fully with Capitol Police security policies. Your personal belongings e.g. briefcases, purses and other bag like accessories will be X-rayed.

**They will need a photo ID.** You will also get a visitor sticker.

### **AFTER SECURITY CHECK IN**

Go right through the walkway to the Miller Senate Office Building and then left at the first hallway. Look for the Tourism Day Registration table.

### **DRESS CODE**

Business Attire

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## DMO Contacts

<p><b><u>ALLEGANY COUNTY</u></b> Barbara G. Buehl, Director Allegheny County Tourism Phone: 301-777-5138; 800-425-2067 Email: <a href="mailto:barb@mdmountainside.com">barb@mdmountainside.com</a> <b>Website:</b> <a href="http://www.mdmountainside.com">www.mdmountainside.com</a></p> <p><b><u>ANNAPOLIS/ANNE ARUNDEL COUNTY</u></b> Connie Del Signore, President and CEO Visit Annapolis &amp; Anne Arundel County Phone: 410-280-0445; 888-302-2852 Email: <a href="mailto:cdelsignore@visitannapolis.org">cdelsignore@visitannapolis.org</a> <b>Website:</b> <a href="http://www.visitannapolis.org">www.visitannapolis.org</a></p> <p><b><u>BALTIMORE CITY</u></b> Allison Burr-Livingstone, Director of Public Affairs Visit Baltimore Phone: 410-659-7054 Email: <a href="mailto:ablivingstone@baltimore.org">ablivingstone@baltimore.org</a> <b>Website:</b> <a href="http://www.baltimore.org">www.baltimore.org</a></p> <p><b><u>BALTIMORE COUNTY</u></b> Marjorie Hampson, Director Baltimore County Tourism and Promotion Phone: 410-887-4289 Email: <a href="mailto:mhampson@baltimorecountymd.gov">mhampson@baltimorecountymd.gov</a> <b>Website:</b> <a href="http://www.enjoybaltimorecounty.com">www.enjoybaltimorecounty.com</a></p> <p><b><u>CALVERT COUNTY</u></b> Joyce A. Baki, Tourism Specialist Calvert County Department of Economic Development Phone: 410-535-4583; 800-331-9771 Email: <a href="mailto:bakija@co.cal.md.us">bakija@co.cal.md.us</a> <b>Website:</b> <a href="http://www.ecalvert.com">www.ecalvert.com</a></p> <p><b><u>CAROLINE COUNTY</u></b> Kathleen Mackel, Director Caroline County Office of Tourism Phone: 410-479-2730 Email: <a href="mailto:kmackel@tourcaroline.com">kmackel@tourcaroline.com</a> <b>Website:</b> <a href="http://www.tourcaroline.com">www.tourcaroline.com</a></p> <p><b><u>CARROLL COUNTY</u></b> Yvonne (Bonnie) Staub, Manager Carroll County Office of Tourism Phone: 410-386-2898; 1-800-272-1933 Email: <a href="mailto:ystaub@ccg.carr.org">ystaub@ccg.carr.org</a> <b>Website:</b> <a href="http://www.carrollcountytourism.org">www.carrollcountytourism.org</a></p>	<p><b><u>CECIL COUNTY</u></b> Sandy Turner, Tourism Coordinator Cecil County Tourism Phone: 410-996-6299; 1-800-CECIL-95 Email: <a href="mailto:sturner@ccgov.org">sturner@ccgov.org</a> <b>Website:</b> <a href="http://www.SeeCecil.org">www.SeeCecil.org</a></p> <p><b><u>CHARLES COUNTY</u></b> Catherine Herbert Interim Tourism Coordinator Charles County Office of Tourism Phone: 301.396.5819 Email: <a href="mailto:HerbertC@CharlesCountyMD.gov">HerbertC@CharlesCountyMD.gov</a> <b>Website:</b> <a href="http://www.charlescountymd.gov">www.charlescountymd.gov</a></p> <p><b><u>DORCHESTER COUNTY</u></b> Amanda Fenstermaker, Director Dorchester County Tourism Phone: 410-228-1000 Email: <a href="mailto:amanda@tourdorchester.org">amanda@tourdorchester.org</a> <b>Website:</b> <a href="http://www.tourdorchester.org">www.tourdorchester.org</a></p> <p><b><u>FREDERICK COUNTY</u></b> John Fieseler, Executive Director Tourism Council of Frederick County, Inc. Phone: 301-600-2888; 800-999-3613 Email: <a href="mailto:jfieseler@fredco-md.net">jfieseler@fredco-md.net</a> <b>Website:</b> <a href="http://www.fredericktourism.org">www.fredericktourism.org</a></p> <p><b><u>GARRETT COUNTY</u></b> Sarah Duck, Director of Tourism &amp; Marketing Garrett County Chamber of Commerce Phone: 301-387-8746 Email: <a href="mailto:sarah@garrettchamber.com">sarah@garrettchamber.com</a> <b>Website:</b> <a href="http://www.visitdeepcreek.com">www.visitdeepcreek.com</a></p> <p><b><u>HARFORD COUNTY</u></b> Gregory Pizzuto, Executive Director Visit Harford! Phone: 410-838-7777 Email: <a href="mailto:greg@visitharford.com">greg@visitharford.com</a> <b>Website:</b> <a href="http://www.VisitHarford.com">www.VisitHarford.com</a></p> <p><b><u>HOWARD COUNTY</u></b> Rachelina Bonacci, Executive Director Howard County Tourism &amp; Promotion Phone: 410-313-1900 Email: <a href="mailto:rachelina@visithowardcounty.com">rachelina@visithowardcounty.com</a> <b>Website:</b> <a href="http://www.VisitHowardCounty.com">www.VisitHowardCounty.com</a></p>	<p><b><u>KENT COUNTY</u></b> Bernadette Bowman, Director Kent County Office of Tourism and Economic Development Phone: 410-778-0416 Email: <a href="mailto:bbowman@kentcounty.com">bbowman@kentcounty.com</a> <b>Website:</b> <a href="http://www.kentcounty.com">www.kentcounty.com</a></p> <p><b><u>MONTGOMERY COUNTY</u></b> Kelly Groff, Executive Director CVB of Montgomery, MD, Inc. Phone: 240-777-2060 Email: <a href="mailto:kgroff@visitmontgomery.com">kgroff@visitmontgomery.com</a> <b>Website:</b> <a href="http://www.visitmontgomery.com">www.visitmontgomery.com</a></p> <p><b><u>OCEAN CITY</u></b> Donna Abbott, Tourism and Marketing Director Town of Ocean City Phone: 410-289-2800; 800-626-2326 Email: <a href="mailto:dabbott@ococean.com">dabbott@ococean.com</a> <b>Website:</b> <a href="http://www.ococean.com">www.ococean.com</a></p> <p><b><u>PRINCE GEORGE'S COUNTY</u></b> Matthew Neitzey, Executive Director Prince George's County CVB Phone: 301-925-8300 Email: <a href="mailto:mneitzey@co.pg.md.us">mneitzey@co.pg.md.us</a> <b>Website:</b> <a href="http://www.visitprincegeorges.com">www.visitprincegeorges.com</a></p> <p><b><u>QUEEN ANNE'S COUNTY</u></b> Laney Solomon Tourism Manager Office of Tourism Phone: 410-604-2100 Email: <a href="mailto:lsolomon@gac.org">lsolomon@gac.org</a> <b>Website:</b> <a href="http://www.visitqueenannes.com">www.visitqueenannes.com</a></p>
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## Confirmed DMO Delegation Meetings for Tourism Day As of 2.16.16

COUNTY/DELEGATION	TIME	ROOM #	CONTACT
Eastern Shore	9:00am	431 HOB	Lisa Challenger ( <a href="mailto:lchallenger@co.worcester.md.us">lchallenger@co.worcester.md.us</a> )
Anne Arundel	8:30am	142 HOB	Connie Del Signore ( <a href="mailto:cdelsignore@visitannapolis.org">cdelsignore@visitannapolis.org</a> ) Ronnie Zilonis
Southern MD	<i>Reception happening the night before</i>		Roz Racenello ( <a href="mailto:SoMdHeritage@tccsmd.org">SoMdHeritage@tccsmd.org</a> ) Joyce Baki ( <a href="mailto:bakija@co.cal.md.us">bakija@co.cal.md.us</a> )
Baltimore City	9:00am	145 HOB	Allison Burr-Livingstone ( <a href="mailto:ablivingstone@baltimore.org">ablivingstone@baltimore.org</a> )
Montgomery County	9:00am	TBC	Matthew Neitzey ( <a href="mailto:mneitzey@co.pg.md.us">mneitzey@co.pg.md.us</a> )
Harford County	<i>Various 1:1's with legislators – contact Visit Harford</i>		Greg Pizzuto ( <a href="mailto:greg@visitharford.com">greg@visitharford.com</a> )
Carroll County	9:45am	324 HOB	Bonnie Staub ( <a href="mailto:ystaub@ccg.carr.org">ystaub@ccg.carr.org</a> )

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