Project Name: International Underground Railroad Month 2020

Parent Project: Open for Heroes: Most Powerful Underground Railroad Storytelling Destination in the World; Network to Freedom Outreach in MD

Project Manager: Heather Ersts

Project Purpose: Drive consumer demand and increase transactional outcomes during Phase II of COVID-19 recovery utilizing and building upon assets related to Maryland Most Powerful Underground Railroad Storytelling Destination in the World.

Background: Describe how the project came about and how it will proceed.
The opening of the Harriet Tubman Underground Railroad Visitor Center (2017), the promotion of the Year of Frederick Douglass (2018), the Governor’s proclamation of September 2019 as International Underground Railroad Month, the feature film Harriet (2019), and the promotion of Maryland as home of Harriet Tubman and Frederick Douglass has increased public interest in Maryland’s Underground Railroad stories. This project will build upon the success of the September 2019 declaration of International Underground Railroad Month.

Situational Analysis: Why is the project important? Who benefits from the project?
This project is important because it will drive consumer demand and therefore increase transactional outcomes during Phase II of COVID-19 Recovery.

The project is important because the NtF members are differentiating features of the MD UGRR story. The project will assist NtF members, Harriet Tubman Underground Railroad Byway region, areas highlighted in the Frederick Douglass Driving Tour Map, and all sites in Maryland with an Underground Railroad legacy maximize the opportunity to leverage product development and marketing partnerships that increase transactional outcomes.

The project is important because it will further build Maryland as the Most Powerful UGRR Storytelling Destination in the World and OTD’s investment to create visitor-ready sites and experiences telling the stories of Harriet Tubman, Frederick Douglass, Network to Freedom, and the Underground Railroad in Maryland.

Goals of the project:
- Governor’s proclamation of September 2020 as 2nd Annual International UGRR Month
- Fully integrated marketing plan which includes Advertising, PR, Social Media, SEM/SEO and Welcome Center promotions.
- Launch of the Harriet Tubman Legacy International Road Trip
- Launch International Underground Railroad Month with unveiling of new Interpretive Kiosk at Frederick Douglass Park on the Tuckahoe.
- Develop a marketing/promotional checklist for Ntf members and industry partners, including the Ntf Passport Program.
- Deliver FAQ sheet for International UGRR Month.
- Coordinate with out-of-state jurisdictions to maximize the promotional opportunity associated with International UGRR Month.
Partners on the Project:
- NPS Network to Freedom Program
- DMOs
- MD Ntf Sites, Programs, and Research Facilities and Potential NtF Sites
- Heritage Areas
- MSAC, Main Streets, A&E Districts

Success measurements to be completed by September 2020:
- Governor’s proclamation of September as International Underground Railroad Month.
- Implementation of the integrated marketing plan.
- 25% of Maryland NtF sites implement action items from marketing/promotional checklist for International UGRR Month. (25% of 86 MD NtF = 21)
- Increase participation of other states/Canada to include 7 states and 1 Canadian location.

Timeline with Deadlines and Deliverables:
- June 2020
  - 06.01.20 MD NtF Contact Database Complete
  - 06.01.20 MD Potential NtF Contact Database Complete
  - 06.15.20 FAQ Sheet What is International UGRR Month? complete
  - Week of June 15 Email to other states and Canadian sites to join a conference call for info about International UGRR Month
  - Week of June 22 Conference call with out-of-state partners
  - Proclamation request submitted to Governor’s Office
  - Request submitted to Governor to invite other states to join
- July 2020
  - 07.01.20 OTD Industry site with International UGRR Month information complete
  - 07.01.20 Marketing/Promotion Checklist complete
  - 07.01.20 Initial communication with Maryland tourism partners about International UGRR Month
  - 07.17.20 Design of Kiosk for Frederick Douglass Park on the Tuckahoe complete
- August 2020
  - 08.03.20 Second communication to partners
  - Press release developed
  - 08.21.20 Fabrication of Kiosk for Frederick Douglass Park on the Tuckahoe complete
- September 2020
  - 09.03.20 Launch International UGRR Month
  - 09.03.20 Unveiling of Kiosk at Frederick Douglass Park on the Tuckahoe
  - Social Media campaign
  - PR for International UGRR Month