Governor Hogan Announces $250M “Maryland Strong: Economic Recovery Initiative” With Good News for Tourism

On October 22, Governor Hogan announced the $250 million “Maryland Strong: Economic Recovery Initiative,” which will provide funding from the Rainy Day Fund to
directly assist restaurants, small businesses, local entertainment venues, arts organizations, and Main Streets across the state. The initiative doubles the state’s total commitment to COVID-19 emergency economic relief for Marylanders to $500 million. This round of relief includes $50 million in direct relief for restaurants; $20 million in direct relief of Main Streets for hard-hit businesses and entertainment venues within Main Streets Maryland and Baltimore Main Streets program areas; a $3 million for the Maryland State Arts Council, and a $2 million “Hometown Tourism Program” to Maryland DMOs.

“This new $250 million ‘Maryland Strong: Economic Recovery Initiative’ will be critical to the thousands of struggling restaurants, small businesses, and Main Streets across the state that are attempting to weather this crisis,” said Governor Hogan. “I have directed our entire team in each agency to ensure that this much-needed funding gets out the door to our struggling citizens and small businesses as quickly as possible. We also intend to work closely with our local partners so that they can assist in expeditiously getting this money into the hands of those who need it most.” To read more on the initiative, follow the link below.

MORE INFORMATION

2021 OTD Marketing & Development Plan is Now Available

OTD’s FY 2021 Marketing & Development Plan is now available, and as you may have expected, things are a little different. Typically, the plan is based on numbers generated in the prior fiscal year, but COVID-19 has drastically altered the landscape of Maryland’s tourism industry. The good news is that, prior to the outbreak of the pandemic, Fiscal Year 2020’s numbers were increasing over Fiscal Year 2019, and our research
shows that travelers are ready to go, though their travel choices will likely be different. People will likely plan vacations closer to home, and that’s good news to Maryland, which is located within a 200-mile drive of some of the largest population centers in the nation. Take a look at the full plan which looks to capitalize on these likely trends at the link below.

Partner Now for OTD’s “Open for the Holidays” Promotion

There’s nothing like coming home to Maryland for the holidays, but this year, families are looking for an additional reason to support local businesses. That’s where OTD’s “Open for the Holidays” campaign comes in, encouraging travelers to visit family with the comfort of a hotel stay, buying from that shop down the street, or dining in a favorite restaurant. “Open for the Holidays” is a multi-media marketing campaign to encourage consumers to, in a socially responsible way, support local businesses. We are asking for deals, incentives or gift with purchase that will be featured on the OTD website. For more information about “Open for the Holidays”, email Rich Gilbert, Travel Trade Sales Manager, OTD, at rgilbert@visitmaryland.org. To register your discount package deal, click below.

Preservation Maryland Receives Grant to Laser Scan Underground Railroad Structures

Preservation Maryland received a $20,000 grant from the National Trust for Historic Preservation’s Bartus
Trew Providence Grant program. The grant will be used to bring a team of specialists from the National Park Service’s National Center for Preservation Technology and Training to the Eastern Shore to conduct architectural scans of historic African-American sites. Preservation Maryland is actively researching possible Underground Railroad, reverse Underground Railroad, and self-emancipation sites for architectural documentation, including cabins, churches, markets, jails, and other structures. The resulting laser scans and architectural drawings will bring the details of the physical legacy of slavery into sharper focus.

Nicholas Redding, Executive Director of Preservation Maryland explained, “As an organization, we are dedicated to telling the full story of Maryland history. We are now taking advantage of all of the latest research and documentation tools so that we can better understand and empathize with the stories of the wrongfully enslaved.” Preservation Maryland selected Mapping the Underground Railroad across Maryland as one of its Six to Fix programs.

Apply Now for 400 Years of African-American History Fellowship

The Maryland Department of Commerce Office of Tourism & Film and the Maryland State Archives Legacy of Slavery Program are seeking qualified researchers with a background in U.S. History, American Studies, African American Studies, or related disciplines to fill four fellowships funded by the 400 Years of African American History Commission. Fellows will spend time with professionals at the Maryland State Archives and the Maryland Office of Tourism Development to gain knowledge and experience about how these state agencies, along with other public and private
organizations, work together to document and inspire travel to Underground Railroad sites across Maryland.

Duties for the fellows will include examining primary and secondary sources in an effort to glean biographical and historical information about specific individuals and locations related to the Underground Railroad and slavery in Maryland, writing National Park Service National Underground Network to Freedom applications for qualifying sites, curating the Google business listings of current Maryland Network to Freedom members, presenting a public program about the research and findings, and recording results in database and web environments. Research and all required projects will be completed from January 2021 through May 2021. Researchers will receive a stipend of $5,000.

Applicants will need to have a Gmail account. Applications are due by November 12, 2020.

Please feel free to forward this announcement to interested parties. If you have any questions, please contact Heather Ersts.
Brewers Association Brings Maryland Breweries Together for Collaboration Series

Ocean City Receives $80K Bikeways Grant

Maryland Cycling Classic Postponed Until Sept. 2021 Due to Pandemic

The Fight to Save Our Stages

**Maryland Minute**

Each week, the *Maryland Minute* provides highlights and insights on this weekend’s events around the state. *Maryland Minute* is featured on Entercom radio stations in Baltimore and Washington, D.C., WERQ on Baltimore’s WBAL-AM 1090.

**Maryland Travel Tips**

For the latest on events and everything going all around Maryland, view the latest edition of Visit Maryland Now!