

MARYLAND INSIGHTS

DIVISION OF TOURISM AND FILM
MARYLAND DEPARTMENT OF COMMERCE



Chesapeake Country Byway Named “All-American Road”

The Federal Highway Administration (FHWA) has named Maryland’s Chesapeake Country Byway an “All-American Road.” Part of the National Scenic Byways Program (NSBP), the All-American Road is the highest level of certification of the NSBP and has been awarded to only 49 roads. "Through their many unique qualities, each of these new additions to the National Scenic Byways program helps America’s roads tell our national story," said Tom Everett, Executive Director, FHWA. "These special routes offer travelers exciting new opportunities to explore the nation, from coast to coast or close to home." To read more about the latest NSBP designees, [follow this link](#), and [click here to see all of America’s Byways](#).

[Experience The Chesapeake Country Scenic Byway](#)

Governor Hogan Declared February 20 as “Civil Rights Heroes Day” in Maryland



Governor Larry Hogan issued a proclamation recognizing February 20, the anniversary of Frederick Douglass' death, as Civil Rights Heroes Day for the first time in Maryland history.

"As we commemorate Black History Month, I am proud to honor the lives and legacies of Maryland's iconic civil rights leaders, including Harriet Tubman, Frederick Douglass, and Thurgood Marshall," said Governor Hogan. "It is my hope that we continue to reflect on the countless contributions of these remarkable leaders, and to continuously fight for unity, equality, and justice."

[View the Proclamation Here](#)



Secretary of Commerce Kelly M. Schulz Joins Industry Advocates for Virtual Maryland Tourism Day

On February 12, Maryland Secretary of Commerce Kelly M. Schulz joined more than 130 attendees including industry advocates and elected officials for Maryland Tourism Day. In addition to Secretary Schulz, speakers included Liz Fitzsimmons, Managing Director, OTD, and recorded addresses from Comptroller of Maryland Peter Franchot and President of the Maryland Senate Bill Ferguson.

Among this year's priorities were funding for the Maryland Tourism Board as well as support for Senate Bill 730, the "Explore Maryland Tax Credit," which would provide tax incentives for Marylanders to travel within the state. "In years past, we've asked for funding, but this year it's more important than ever that the legislature take deliberate steps to support the industry," said MTC Board Chair Chris Riehl, discussing the unique challenges the tourism industry faces due to the COVID-19 pandemic. "Tourism businesses are 95 percent small businesses. We need to do everything we

can to incentivize travel, support these small businesses, and make sure that we recover."



New Relief Act Funding

The bipartisan Relief Act of 2021 was signed into law on February 15, 2021, and includes more than \$1 billion in tax relief and economic stimulus for struggling families and small businesses who are suffering as a result of the COVID-19 pandemic. A summary of the Relief Act can be found [here](#).

New COVID-19 relief funding will soon be made available for certain Maryland businesses through the Maryland Economic Development Assistance Authority and Fund (also known as Commerce's Advantage Maryland program) and through Commerce's Small, Minority and Women-Owned Business Account. We will update our [website](#) as details about these Commerce programs become available.



New Survey Asks How Cultural, Historical, and Heritage Organizations are Affected by COVID

The Maryland Historical Trust (MHT) and the Maryland Heritage Areas Authority (MHAA) organizations doing cultural, historical, and natural heritage work around the state. How has your organization been impacted by COVID-19 and the resulting changes to the economy and daily life?

Based on results from a similar survey in 2020, MHT and MHAA grant programs extended reporting deadlines and began accepting secure electronic signatures on grant documents. MHAA also held an emergency grant round to distribute

more than \$600,000 in operating funds and allowed grantees to use their existing MHAA grants for operating, if needed. With updated information, MHT and MHAA can better understand how Maryland's cultural, historical, and natural resource-related heritage organizations continue to be affected by the pandemic. As in 2020, survey results will also help MHT and MHAA identify ways to help. Please complete the brief survey linked below by March 12, and share the survey with your networks.

[Please Complete Survey by March 12](#)



MHAA Looking for Grant Panelists for Heritage Area Grants

The Maryland Heritage Areas Program encourages nominations for its grant review panel. The program has a few open spots on the FY 2022 panel and will also accept nominations for future grant review cycles on a rolling basis. If selected, panelists will have a unique opportunity to learn about and support Maryland's historic, natural and cultural heritage, get an inside look into the grants process, and gain insight into what makes a good grant proposal. It's also a way to give back to Maryland's heritage community.

Who is eligible? Panelists may have experience in a broad range of areas, from construction and marketing to historic preservation and outdoor recreation (see the full list of relevant areas in the application materials). Be sure to complete the form by March 12 for best consideration for this year's grant review.

[Apply or Nominate a Colleague](#)

Register Now for Certified Host



Training

The Maryland Office of Tourism is pleased to announce a pair of Certified Host training sessions. Certified Host Programs provide training to Maryland tourism partners who interact with visitors daily. This program's goals are to increase knowledge about Maryland Office of Tourism initiatives and how you and your business/site can benefit from participating in them, increase your knowledge of regional visitor experiences in order to assist visitors, increase your business/site promotion, and provide basic customer service training. Training sessions are 90 minutes long and will be conducted online.

The Great Chesapeake Bay Loop Certified Host Program is designed for tourism partners across the state along the loop. [For more information on the Great Chesapeake Bay Loop, go to VisitMaryland.org.](#) The sessions will be held virtually on March 31 from 2:00-3:30 pm, and April 8 from 10:30 am-12:00 pm. [Follow this link for more information and to register.](#)

Maryland's Underground Railroad Certified Host Program is designed for tourism partners across the state who are near Maryland National Park Service Network to Freedom sites. For a list and locations of Network to Freedom sites please see www.visitmaryland.org/network-to-freedom. The next training session will be on February 10 at 3:00 p.m. Other training sessions will be scheduled soon. Registration is open now; please [click here for the registration form.](#)

Love Maryland March Program

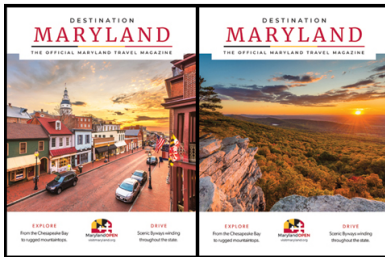
Warehouse Cinemas is launching a program focused on highlighting Maryland with its March movie series, "Love Maryland." The campaign will run throughout the month at Warehouse Cinemas in Frederick. The goal of the



campaign is to shine a light on some top Maryland businesses in an effort to promote their products and services by spotlighting Maryland film, food, and drink.

The campaign coincides with landmark dates on the calendar. With March 10 being Harriet Tubman Day and March 25 being Maryland Day, Warehouse Cinemas is planning on showing such films as "The Blair Witch Project," "Hairspray," "Harriet," and "Wedding Crashers."

[More Information](#)



Help OTD Better Serve You

As part of OTD's continuing mission to improve its service to our partners in the tourism industry, we are reaching out to find how we can better serve your needs. OTD is currently hosting a pair of surveys to get partner feedback on *Destination Maryland Magazine* and *Industry.VisitMaryland.org*, our industry-focused website. For 22 years, OTD has published *Destination Maryland Magazine*, Maryland's official travel guide, and by completing this quick, 11 question survey, you can help us make it a more usable, inspiring, and accessible resource for planning Maryland travel. [Follow this link, and let us know what you think about *Destination Maryland Magazine*.](#)

OTD is also preparing to redesign and update our industry-focused website, our resource hub for programs, research and information that can help you grow your Maryland tourism business or destination. Review the current [Industry.VisitMaryland.org website here](#), and then let us know how we could improve the experience whether it be through improved content or streamlined navigation. [Follow this link to take the brief survey](#), and thanks for helping us help you!

IN THE NEWS

Harford County Taking Applications for Tourism Promotion Funds

Grants Available for Baltimore City Hotels Impacted by COVID-19 Eligible

New Theater Proposed for Anne Arundel

“American Pickers” TV Series Looking for Forgotten Relics in Carroll County

Time Explores How Maryland Town Became Marriage Capital of the East Coast

Technology Brings Tubman Byway Stories to Life

Maryland Day 2021 Will Explore State’s History with Hybrid Events

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!](#)

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