



## MEETING of the BOARD OF DIRECTORS

### AGENDA

Hampton Inn  
August 24, 2017  
9:00am

Call to Order	D. Spedden
Roll Call	J. Thomas
Approval of Minutes	D. Spedden
Financial Report	A. Martin
Executive Committee a.	D. Spedden
New Business	D. Spedden
Q&A with Staff	Staff
Adjournment	D. Spedden

Next Board Meeting:                      October 19, 2017

The Mission of the Bureau shall be to promote Hagerstown and Washington County by increasing tourism and visitor spending through the marketing and promotion of attractions, events, accommodations and visitor services which will contribute to economic development.

**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &  
VISITORS BUREAU BOARD OF DIRECTORS**

**May 18, 2017**

**9:00am**

**The Women's Club**

**MINUTES**

**The May 18, 2017, Board of Director's Meeting lacked a quorum. Therefore, the Directors received all documentation electronically on May 24, and the following actions were taken via email.**

**PRESENT AT MAY 18 MEETING:** Mary Anne Burke, Francine Donachie, Mary Ironside, Al Martin, Jeannie Ridenour. CVB Staff: Dan Spedden, Betsy DeVore, Jolene Thomas and Audrey Vargason

**VOTER VIA EMAIL:** Angie Hummer, Sila Alegret-Bartel, Mary Anne Burke, Francine Donachie, Jeff Garland, Rebecca Massie Lane, Teri Leiter, Rod McIntyre, Travis Painter, Jeannie Ridenour, Andrew Sargent

**TOPIC: Auditor's Report**

**DISCUSSION:** Terri Kreit and Charli Heilmann of Smith Elliott Kearns and Company presented the Audited Financial Report for the period ending December 31, 2016. A clean opinion was given and no management letter issued, and internal controls are in order.

**ACTION:** Accepted: Yes-11

**TOPIC: Financial Report**

**DISCUSSION:** Financial Report for the period ending April 30, 2017.

**ACTION:** Accepted: Yes-11

**TOPIC: Board of Directors**

**DISCUSSION:** To invite Katie Snook-Clutz of Keller Stonebraker to serve on the Board of Directors.

**ACTION:** Yes-11

**TOPIC: Letter of Support**

**DISCUSSION:** This letter to the County Commissioners would reflect the Board's support of the development of a recreational trail from Weverton to Roxbury. Chip Wood would include the CVB's letter in his presentation to the commissioners.

**ACTION:** Yes-11

**TOPIC: New Member**

**DISCUSSION:** To accept new member Nick's Airport Inn

**ACTION:** Yes-11

Daniel Spedden, Acting Chair  
Al Martin - Treasurer  
Jolene Thomas, Recording Secretary

**Washington County, Maryland Convention & Visitors Bureau**  
**Statement of Financial Position**  
As of July 31, 2017

	Jul 31, 17	Jul 31, 16	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking/Savings				
103 · Cash United Bank - MM	0.00	3,001.78	-3,001.78	-100.0%
104 · Cash BB&T - Operating	2,457.54	24,735.21	-22,277.67	-90.1%
105 · Cash BB&T - Payroll Reserve	1,309.53	1,308.75	0.78	0.1%
106 · Cash BB&T - PR	13,975.90	1,267.53	12,708.37	1,002.6%
107 · Cash BB&T - Operating Reserve	58,076.89	3,057.23	55,019.66	1,799.7%
108 · Cash Visitors Center	450.00	450.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>76,269.86</b>	<b>33,820.50</b>	<b>42,449.36</b>	<b>125.5%</b>
Other Current Assets				
121 · Grants Receivable	702.84	6,960.84	-6,258.00	-89.9%
122 · Lodging Tax Recievable	103,712.96	105,121.32	-1,408.36	-1.3%
131 · Inventory - Gift Shop	11,551.81	12,231.06	-679.25	-5.6%
<b>Total Other Current Assets</b>	<b>115,967.61</b>	<b>124,313.22</b>	<b>-8,345.61</b>	<b>-6.7%</b>
<b>Total Current Assets</b>	<b>192,237.47</b>	<b>158,133.72</b>	<b>34,103.75</b>	<b>21.6%</b>
<b>Fixed Assets</b>				
153 · Office Equipment	42,462.01	58,446.01	-15,984.00	-27.4%
157 · Leasehold Improvements	33,236.38	26,832.38	6,404.00	23.9%
163 · Accum Depr- Office Equipment	-34,869.44	-45,875.53	11,006.09	24.0%
167 · Accum Depr-Leasehold Impr	-16,133.90	-19,278.16	3,144.26	16.3%
<b>Total Fixed Assets</b>	<b>24,695.05</b>	<b>20,124.70</b>	<b>4,570.35</b>	<b>22.7%</b>
<b>TOTAL ASSETS</b>	<b>216,932.52</b>	<b>178,258.42</b>	<b>38,674.10</b>	<b>21.7%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable				
203 · Accounts Payable	48,196.63	45,215.16	2,981.47	6.6%
<b>Total Accounts Payable</b>	<b>48,196.63</b>	<b>45,215.16</b>	<b>2,981.47</b>	<b>6.6%</b>
Other Current Liabilities				
221 · Sales Tax Payable	119.38	139.26	-19.88	-14.3%
222 · Accrued Salaries & Benefits	15,347.27	12,509.23	2,838.04	22.7%
227 · Accrued Vacation	7,767.79	24,581.84	-16,814.05	-68.4%
<b>Total Other Current Liabilities</b>	<b>23,234.44</b>	<b>37,230.33</b>	<b>-13,995.89</b>	<b>-37.6%</b>
<b>Total Current Liabilities</b>	<b>71,431.07</b>	<b>82,445.49</b>	<b>-11,014.42</b>	<b>-13.4%</b>
<b>Total Liabilities</b>	<b>71,431.07</b>	<b>82,445.49</b>	<b>-11,014.42</b>	<b>-13.4%</b>
<b>Equity</b>				
290 · Fund Balance	157,495.86	185,383.29	-27,887.43	-15.0%
Net Income	-11,994.41	-89,570.36	77,575.95	86.6%
<b>Total Equity</b>	<b>145,501.45</b>	<b>95,812.93</b>	<b>49,688.52</b>	<b>51.9%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>216,932.52</b>	<b>178,258.42</b>	<b>38,674.10</b>	<b>21.7%</b>

Washington County, Maryland Convention & Visitors Bureau, Inc.  
Accountants Report/Discussion Points - Executive Board  
July 31, 2017

	July 2017	July 2016	Year to Year	Current	July 2017
	Year	Prior	Year	Year	YTD
	To Date	YTD	Variance	Budget	To Budget
1) REVENUE:					
Lodging Tax Revenue	561,752.88	563,179.90	(1,427.02)	552,500.00	9,252.88
Grants	96,562.00	68,323.00	28,239.00	60,000.00	36,562.00
Memberships	66,128.94	57,117.57	9,011.37	53,000.00	13,128.94
Member Activities	-	-	-	-	-
Visitor Guide	46,497.25	48,277.00	(1,779.75)	29,500.00	16,997.25
Publication Advertising	-	285.00	(285.00)	-	-
Advertising Co-ops	-	-	-	600.00	(600.00)
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	10,710.77	9,754.14	956.63	9,350.00	1,360.77
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	6,508.01	6,511.70	(3.69)	7,515.00	(1,006.99)
Ticket Sale Commissions	965.00	1,292.50	(327.50)	1,300.00	(335.00)
Illuminations	-	-	-	-	-
Interest Income	230.14	154.51	75.63	-	230.14
<b>TOTAL REVENUE</b>	<b>789,354.99</b>	<b>754,895.32</b>	<b>34,459.67</b>	<b>713,765.00</b>	<b>75,589.99</b>
<b>Total Administrative Expense</b>	<b>233,354.88</b>	<b>233,861.96</b>	<b>(507.08)</b>	<b>232,463.00</b>	<b>891.88</b>
<b>Total Operating Expense</b>	<b>129,709.50</b>	<b>130,415.90</b>	<b>(706.40)</b>	<b>98,258.00</b>	<b>31,451.50</b>
Promotional Programs:					
Advertising	215,142.35	194,011.64	21,130.71	177,825.00	37,317.35
Sales	57,268.25	66,051.77	(8,783.52)	51,422.00	5,846.25
Public Relations	26,371.39	28,550.09	(2,178.70)	19,795.00	6,576.39
Publications	67,870.28	71,430.05	(3,559.77)	66,512.00	1,358.28
Product Development	702.00	5,825.00	(5,123.00)	-	702.00
Member Relations	6,492.19	4,653.69	1,838.50	3,500.00	2,992.19
Other Promotional Programs	64,438.56	109,665.58	(45,227.02)	80,985.00	(16,546.44)
<b>Total Promotional Programs</b>	<b>438,285.02</b>	<b>480,187.82</b>	<b>(41,902.80)</b>	<b>400,039.00</b>	<b>38,246.02</b>
<b>TOTAL EXPENSES</b>	<b>801,349.40</b>	<b>844,465.68</b>	<b>(43,116.28)</b>	<b>730,760.00</b>	<b>70,589.40</b>
<b>NET SURPLUS (DEFICIT)</b>	<b>(11,994.41)</b>	<b>(89,570.36)</b>	<b>77,575.95</b>	<b>(16,995.00)</b>	<b>5,000.59</b>
Expenses grouped by functional category:					
Program Services	687,005.51	729,873.32	- This Assumes that 51% of Administrative Expense is allocated to Program Services.		
Management & General	114,343.89	114,592.36			
	801,349.40	844,465.68			
Program Service % age	86%	86%			

Washington County, Maryland Convention & Visitors Bureau, Inc.

Lodging Tax Revenue Received

2006 - 2016

This reflects the ACTUAL MONTH RECEIVED - CASH BASIS

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2017 Change
January	56,011.86	54,585.10	67,472.31	58,689.83	79,957.28	59,162.41	75,098.47	75,948.72	83,922.60	68,837.45	(15,085.15)
February	52,615.13	44,022.20	47,936.72	45,519.81	45,628.29	65,897.19	53,697.02	57,790.64	57,003.42	55,985.59	(1,017.83)
March	60,628.69	48,407.00	45,759.47	44,841.39	52,964.84	57,032.25	54,049.77	56,247.52	56,433.17	62,015.27	5,582.10
April	53,963.29	48,627.60	52,080.58	56,052.59	56,810.97	59,556.03	73,737.56	75,308.62	70,990.50	75,843.67	4,853.17
May	54,651.58	57,007.22	54,413.31	60,122.37	85,258.29	70,485.79	74,192.08	81,108.16	79,149.51	73,261.67	(5,887.84)
June	53,815.79	66,795.99	76,080.93	65,096.95	77,905.19	74,805.87	80,166.19	87,765.22	86,386.23	86,997.98	611.75
July	87,890.23	80,767.74	77,394.75	114,772.53	89,682.15	87,470.87	96,526.37	100,135.61	108,095.75	103,935.74	(4,160.01)
August	75,809.93	80,617.54	84,108.16	93,345.17	104,757.06	99,564.46	105,994.01	108,801.61	105,121.32	103,712.96	(1,408.36)
September	74,653.84	76,714.82	87,410.98	89,440.36	93,510.33	103,481.11	108,753.10	104,693.43	106,964.09		
October	81,371.86	74,459.58	75,056.71	88,201.31	92,492.59	92,604.23	99,333.60	101,208.40	100,509.04		
November	65,356.23	62,073.84	69,593.04	73,126.18	84,786.05	78,575.93	85,858.49	87,280.18	83,015.59		
December	63,034.80	57,660.16	78,178.74	65,208.24	93,257.89	77,232.22	87,264.92	85,115.58	93,983.13		
ANNUAL TOT \$	779,803.23	751,738.79	\$815,485.70	\$854,416.73	\$957,010.93	\$925,868.36	\$994,671.58	\$1,021,403.69	\$1,031,564.35	\$630,590.33	\$ (16,512.17)
12 mths of 2013		925,868.36	12 mths 2014	994,671.58	12 mths 2015	1,021,403.69		12 mths 2016	1,031,564.35	8 mths 2017	630,590.33
12 mths of 2012	957,010.93		12 mths 2013	925,868.36	12 mths 2014	994,671.58		12 mths 2015	1,021,403.69	8 mths 2016	647,102.50
Decrease \$\$	\$ (31,142.57)		Increase \$\$	68,803.22	Increase \$\$	26,732.11		Increase \$\$	10,160.66	Decrease \$\$	(16,512.17)
Decrease %	-3.25%		Increase %	7.43%	Increase %	2.69%		Increase %	0.99%	Decrease %	-2.55%
<b>ANNUAL REVENUES BY YEAR:</b>											
	1998		\$428,525.61		2003	\$463,220.59					
	1999		\$437,556.58		2004	\$580,730.84					
	2000		\$479,162.63		2005	\$661,866.93					
	2001		\$485,569.66		2006	\$765,219.60					
	2002		\$502,110.33		2007	\$815,256.26					

**MEMBERSHIP**

- New CVB Member:
  - ✓ Associated Builders & Contractors Inc, Cumberland
  - ✓ Maryland Entertainment Group
  - ✓ Chick-fil-A of Hagerstown
- Organize and attend Annual Membership Picnic and CVB's 20<sup>th</sup> Anniversary Kick-off at the Suns.
- Contacted CVB member Maloo's to advise them of referrals from Welcome Center staff as part of suggesting the new Cultural Trail to visitors.
- Contact all non-renewing members to confirm if they plan to rejoin.
- Assisted Vicki Willman of Contemporary American Theater who needed a tour guide for a playwright. They were pleased with the referral of new member George Michael Battlefield Tours.
- Provided Shepherd's Spring with guidance on completion of CVB Grant program.

**OPERATIONS**

- Calculated Newcomer House expenses for Heart of Civil War Heritage Area.
- Renewed CVB status with SAM.gov
- Resolving issues with AT&T regarding traffic pumping on the CVB's toll-free number.
- Attend meeting with MD Sports Commission staff and luncheon presentation on the USA Cycling National Championships event.
- Sent FY'17 Final Grant Report to OTD, which will determine amount for FY'18.

**VISITOR WELCOME CENTER**

- Invited a few members to exhibit their merchandise on the new window shelves in the Visitor Center. Created tent cards to promote the business on display.
- Worked with Adler Displays on providing additional lettering in front windows.
- Interviewed and hired new part-time employee in Visitor Center, Kay Yingling.
- Dan Spedden nominated the Visitor Welcome Center new window display for the 2017 Highlight Hagerstown award.

**SHOPPING AND DINING GUIDE**

- Mailed information on advertising and listings to members and potential members for reprint in "Shopping and Dining" guide.

**WEBSITE, DIGITAL & SOCIAL:**

- June & July: Digital ad results are from at 3x - 4x the national average for click throughs (Hotels, B&B, Suns Campaigns) for this time period
- Daily social posts: ads run based on guest bloggers creating 300 new followers on facebook
- Ran social media ad campaigns for C&O Canal and 5 Ways to Beat the Heat blogs

**MOBILE APP:**

- Additional beacons and videos to be installed at art installations along trail
- Worked with Hub City Mobile for a new design on opening menu of app
- App Stats for June & July:
  - 47 new downloads - 986 total
  - 409 total app launches
  - 220 unique sessions
  - 2,945 total page views
  - Average session is between 1-3 minutes
  - 60% iOS users - 40% Android users

**ADVERTISING:** Ad placements in following publications:

MD Brew Pub	USA Today-Veteran's Issue	Washington Post-Fall Travel
Md Wine Press	Women's Club	CRUSA
Recreation News	Herald Mail Digital	MD Tourism OVG
Group Tour Magazine	Group Travel Leader	JFK50 Program
Groups Today	Blue Ridge Outdoors (2x)	USA Today-Aging Well
SYTA Directory	Teach & Travel	Southern Living
MSO Salute	Augustoberfest	
Hotel Directories (2)	Small Market Mtgs- Reunions	

**PR/COMMUNICATIONS:**

- Issued Media Releases on behalf of: African American Heritage Society, CVB 20<sup>th</sup> Anniversary, Discovery Station, MD Community Band Festival, Antietam Brewery, MDOWA Blogger Bash, USA Cycling, Suns Bobblehead, MATPRA
- Arranged interviews for Dan re: CVB 20<sup>th</sup> Anniversary, USA Cycling, and Suns Bobblehead Reveal with Herald Mail and WDVM TV
- Attended MATPRA quarterly meeting on July 21, in Wilmington, DE
- Attended Boonsboro 225<sup>th</sup> rededication of Washington Monument
- Hosted Mason Dixon Outdoor Travel Writer's Blogger Bash July 14-15; we had 15 bloggers and spouses and each issued a blog post as part of the event
- Worked with Susan Barnes, travel writer for articles on Orbitz & USA Today digital about the Appalachian Trail's 80<sup>th</sup> Birthday

**2018 VISITOR GUIDE:**

- Collected and reviewed several OBG's from other destinations
- Issued Request for Proposals to member graphic design firms and member printers
- Met with Laura Oates Design, WORX Graphic Design, and Icon to discuss project details

**BROCHURES:**

- Proofread first draft of Museums & Historical Sites brochure
- Reprinting Cycling Brochure
- Collecting info for the Christmas Events brochure

**VIDEO:**

- Received and posted overall video, called "Authentically Yours, Washington County"

**MARKETING/MEDIA ASSISTANCE FOR USA CYCLING:**

- Attended USA Cycling meeting at Library on August 10; arranged for media coverage
- Created template for use in ad creation

**CVB BOARD REPORT**

August 2017

*Audrey Vargason, Director of Sales*

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**PERFORMED SALES ACTIVITIES**

Ontario Motor Coach Association	Niagara Fall, ON	Oct 31 – Nov 1
American Bus Association	Cleveland, OH	Jan 14-17
Washington County Day	Annapolis, MD	February 1
Tourism Day	Annapolis, MD	March 3
Destination Marketing 101	Hagerstown, MD	March 21
Pennsylvania Bus Association	Lancaster, PA	March 29
Spring Front Lines Member FAM	Hagerstown, MD	April 11
Fire Starter Brands	Toronto Sales Mission	May 9
IPW Pre-FAM Tour	Hagerstown, MD	May 31
IPW	Washington, D.C.	June 3-8
IPW Post-FAM Tour	Hagerstown, MD	June 8-9
USA Cycling Amateur Road Nats	Louisville, KY	June 30- July 3
Maryland Association of Counties	Ocean City, MD	August 15-19

**UPCOMING SALES ACTIVITIES**

Student Youth Travel Association (SYTA)	Albuquerque, NM	August 25-28
Spotlight on the Mid-Atlantic	Baltimore, MD	October 27-29

**STR REPORT***July 2017, See Attached*

Occupancy was down this July over last July, by -0.8 %

Occupancy YTD we are down last year by -1.0 %

Average Rate increased 5.1 % for July 2017 over July 2016

Average Rate YTD Rate increased 3.2 % overall

Revenue per Available Room (RevPAR) was up 4.3 % this July

RevPAR YTD is up 2.2 % over last year

**USA CYCLING**

- Hosted USA Cycling for Second Site Visit
  - Shawn Brett, USA Cycling National Events Manager toured the region
  - Determined to make the downtown criterium course work
- Attended this year's Amateur Road Nationals races in Louisville, KY to better familiarize ourselves with next year's expectations and host responsibilities
- Assisted in writing and presenting the Washington County Hotel Rental Tax Grant, Securing \$25,000 towards
- Hosted critical plan luncheon with Stakeholders, County & City Officials
- Promoted USAC Amateur Road Nat's at MACO

**SALES SPOTLIGHT**

- IPW17 Washington D.C.
- Assisted in the grand opening of Antietam Brewery
- Qualified and revisited assisting the C&O Canal Association bid on the 2021 World Canal Conference
  - Visit Hagerstown recommend the C&O Canal Asso. Form a Local Organizing Committee
  - Will provide support on the LOC and throughout the bid process
  - Agreed to sponsor the cost of the bid fee in August 2018
- SYTA Appointment Preparations Underway
- Managing 2018 SYTA Scholarship, see attached
- Began coordinating SYTA 18 Pre-Familiarization Tour with Destination Gettysburg



## Tab 2 - Trend Hagerstown, MD+

Currency: USD - US Dollar

Hagerstown MD CVB

For the Month of July 2017

Occupancy (%)	2017	
	Jul	
This Year	73.5	
Last Year	74.1	
Percent Change	-0.8	

Year To Date	
2017	
	64.2
	65.2
	-1.5

Running 12 Months	
2017	
	63.9
	64.6
	-1.0

ADR	2017	
	Jul	
This Year	88.12	
Last Year	83.81	
Percent Change	5.1	

Year To Date	
2017	
	83.25
	79.69
	4.5

Running 12 Months	
2017	
	81.45
	78.90
	3.2

RevPAR	2017	
	Jul	
This Year	64.74	
Last Year	62.08	
Percent Change	4.3	

Year To Date	
2017	
	53.44
	51.94
	2.9

Running 12 Months	
2017	
	52.05
	50.95
	2.2

Supply	2017	
	Jul	
This Year	54,839	
Last Year	54,095	
Percent Change	1.4	

Year To Date	
2017	
	371,404
	369,940
	0.4

Running 12 Months	
2017	
	638,389
	636,925
	0.2

Demand	2017	
	Jul	
This Year	40,293	
Last Year	40,069	
Percent Change	0.6	

Year To Date	
2017	
	238,404
	241,117
	-1.1

Running 12 Months	
2017	
	407,990
	411,262
	-0.8

Revenue	2017	
	Jul	
This Year	3,550,438	
Last Year	3,358,242	
Percent Change	5.7	

Year To Date	
2017	
	19,846,910
	19,214,217
	3.3

Running 12 Months	
2017	
	33,229,709
	32,450,243
	2.4

Census %	2017	
	Jul	
Census Props	19	
Census Rooms	1769	
% Rooms Participants	88.6	

A blank row indicates insufficient data.

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Visit  
**HAGERSTOWN**  
& Washington County, Maryland

## 2018 SYTA ANNUAL CONFERENCE SCHOLARSHIP APPLICATION

The deadline to submit is **October 1, 2017 at 4 pm.**  
The Award will be announced in December 2017.

Any application received after the deadline will not be considered.

To be considered for this scholarship, please complete the following application. All submissions are confidential.

The Mission of the Hagerstown-Washington County Convention and Visitors Bureau shall be to develop tourism and market Washington County, Maryland to meeting planners, leisure travelers and business travelers.

**Eligibility Requirements:** An attraction, historic site, museum that is in Washington County, MD and a member of the Hagerstown-Washington County Convention and Visitors Bureau in good standing. Applicants must be able to attend the 2018 SYTA annual Conference August 24- 28 in Baltimore, MD.

**Application Instructions:** Applicants should be drafted in an easy to read font and type size. It is recommended that the font be 12 point. All applications should be printed with black ink and copied single sided on plain white paper. Please submit One (1) hard copy of this application with attachments via mail or personal delivery to:

Hagerstown-Washington County Convention & Visitors Bureau  
Attn: Audrey Vargason  
SYTA 2018 Scholarship Application  
16 Public Square Hagerstown, MD 21740

Audrey Vargason, Director of Sales  
[audrey@visithagerstown.com](mailto:audrey@visithagerstown.com)

*Visit*  
**HAGERSTOWN**  
& Washington County, Maryland

**2018 SYTA ANNUAL CONFERENCE  
SCHOLARSHIP APPLICATION**

**Company**

**Email**

**Website**

**Social Media Handles**

**Phone**

**Mailing Address**

**City**

**State**

**Zip**

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**How many visitors did your business or event receive in the past two years?  
Provide any demographic information you have about your visitors, i.e. age, zip  
code, income, geographic scope, etc.**

**Are you currently exhibiting at any trade shows or expos in 2018? If so which?**

**What student or youth programs do you offer? Please provide a brief description  
of each program including what time of year you offer the program and along with  
recommendation for the grade or age that best suits the program.**

**What are your business goals for the next year?**

**How do you think attending SYTA will help you reach your goals?**

**Do you currently work with any tour operators, charter groups or wholesalers? If so, please list what companies and how long have you received business from their company.**

**Do you currently have any hotel packages for groups? If yes, which properties do you work with?**

**If you do not, but submitting this application you must develop one or more hotel packages to promote at SYTA in 2018. Please check the box below, acknowledging that you agree to develop one or more hotel packages should your organization be awarded this scholarship.**

By submitting this application, our organization acknowledges that it must develop one or more hotel packages should we be awarded the scholarship.

**Who would your company send as a delegate to SYTA and why?**

Upon award the scholarship Hagerstown-Washington County Convention and Visitors Bureau will sponsor the cost of one supplier membership to the Student Youth Travel Association as well as one supplier registration to take appointments at SYTA Annual Conference in Baltimore, MD August 24- 28, 2018. Please note the membership is valid for one year, all renewal responsibilities default to the awardee of the scholarship, should they choose to remain a member of the Student Youth Travel Association. In addition, the scholarship will also include the design and printing a profile sheet to be utilized during appointments. The company awarded the scholarship is responsible for all travel, transportation, meals and all other costs associated with attending SYTA's Annual Conference. Please sign below, acknowledging that you agree to the terms of the scholarship, should your organization be awarded.

Application Submitted By

Title

Signature

Date

**Please include the following information with your application:**

A calendar outline of your trade show strategy, tools, and tactics that your organization will implement pre- SYTA, during and post show. **Example attached.**

Letters of Support, if available

## Student Youth Travel Association 2018 Baltimore, Maryland

<b>Date</b> <i>Please set dates that you think will be appropriate.</i>	<b>Action</b> <i>Sample Actions are provided, you are encouraged to add your own.</i>	<b>Completed</b>
<b>Pre-Show</b> <b>March 2018</b>	<b>Register as a Supplier Taking Appointments</b> <ul style="list-style-type: none"> <li>• Develop supplier profile</li> <li>• Provide a concise a brief description of your product/organization tailored to the motor coach industry</li> </ul>	
	<b>Make necessary travel arrangements</b>	
	<b>Develop Trade Show Objectives &amp; define the best way to measure those objects post-show.</b> <ul style="list-style-type: none"> <li>• What do you want to achieve at SYTA 2018? (Select a 2-3)               <ul style="list-style-type: none"> <li>○ <i>Generate qualified sales leads</i></li> <li>○ <i>Introduce a new product or service</i></li> <li>○ <i>Enter a new market</i></li> <li>○ <i>Build awareness</i></li> <li>○ <i>Sell, sign contracts, or generate RFPs</i></li> <li>○ <i>Achieve an ROI</i></li> <li>○ <i>Support your industry</i></li> <li>○ <i>Gather new prospects for the database for later cultivation</i></li> <li>○ <i>Recruit strategic partners</i></li> <li>○ <i>Retain current customers, penetrate current accounts</i></li> </ul> </li> </ul>	
	<b>Research</b> <ul style="list-style-type: none"> <li>• Research registered Buyers</li> <li>• Identify a radius or region in which Buyers</li> <li>• Create a Top 20 prospect list</li> <li>• Consult your CVB</li> </ul>	
	<b>Select Appointments</b>	
	<b>Develop Marketing Materials</b> <i>Please identify what materials you will most likely utilized</i>	
	<b>Manually Schedule Appointments</b>	
	<b>Print Show Materials</b>	
<b>At the Show</b>	<b>Capture Leads (How do you plan to do this?)</b>	
<b>Post Show</b>	<b>Transcribe Captured Leads</b>	
	<b>Qualify Leads</b>	
	<b>Deliver Immediate Request</b>	
	<b>Analyze Leads Needs &amp; Follow Up</b>	
	<b>Connect with Partners</b>	
	<b>Re-Prospect Leads</b>	