

M-R: Civic Promotion: Convention Sales and Tourism Marketing: Visit Baltimore

Pillar: Equitable Neighborhood Development

Service Number: 820 (Activity 3)

Fiscal 2023 Recommended Budget: \$8,691,771

Service Description

This service promotes Baltimore as the preferred tourist and convention destination. Funded by the hotel tax as stipulated by State law, Visit Baltimore, a nonprofit organization, is contracted by the City of Baltimore to provide sales solicitation and marketing promotion in order to attract leisure and group business for the City and for the Baltimore Convention Center. Per State law, Visit Baltimore is to receive at least 40% of the hotel room tax collected.

Major Budget Items

- The recommended budget provides an additional \$500,000 for Visit Baltimore to reopen the Baltimore Visitor Center, which was closed during the height of the COVID-19 pandemic.
- State law establishes that at least 40% of gross Hotel Tax receipts are appropriated to fund Visit Baltimore. Historically, this annual appropriation was adjusted for the difference between the budget and actual Hotel Tax receipts of the most recently completed fiscal year. Starting in Fiscal 2022, Visit Baltimore’s appropriation is instead calculated based on 40% of a three-year rolling average of actual Hotel Tax receipts. This funding change is intended to prevent sharp declines in funding to Visit Baltimore and help stabilize funding in times of economic instability moving forward.

Type	Performance Measure	Actual 2018	Actual 2019	Actual 2020	Target 2021	Actual 2021	Target 2022	Target 2023
Outcome	Total # of Visitors (in millions) to Baltimore per Calendar Year	26.2	26.7	27.0	25.0	21.4	26.0	26.5
Outcome	Total hotel taxes (in millions) collected in the City per Fiscal Year	32.5	33.0	25.0	20.0	21.3	30.0	30.1