



Brandon M. Scott
Mayor

Fiscal 2024 Recommended Budget

Visit Baltimore, Inc.

Al Hutchinson, President/CEO

May 30, 2023

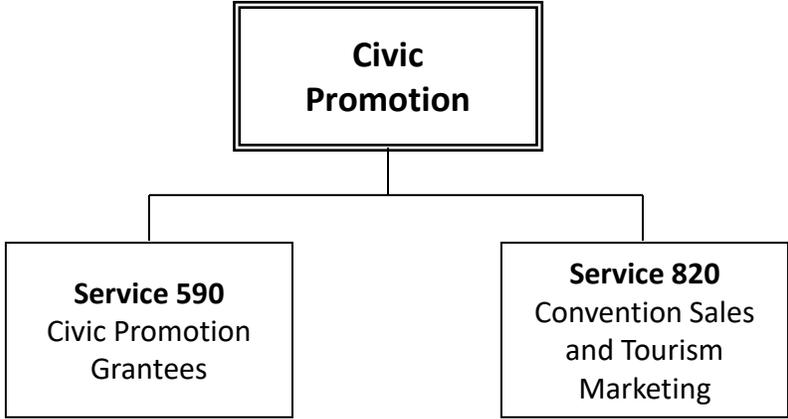
Fiscal 2024 Agency Overview

Agency Mission

- Visit Baltimore is a 501(c)(6) nonprofit that generates economic benefits for the region by marketing Baltimore as an enriching destination for leisure visitors and an ideal location for meetings and conventions. We also advocate for the local tourism community and work collaboratively with them to provide positive experiences for all guests.

Fiscal 2024 Goals

- Advance our creative storytelling efforts.
- Push for a reimagined and revitalized BCC.
- Commit to focus on team mental wellness.



Convention Sales and Tourism Marketing

Pillar: Equitable Neighborhood Development

Service Number: 820, Activity 3

FY24 Rec. Budget: \$8,052,405

Service Description: This service promotes Baltimore as a preferred tourist and convention destination. Funded by the hotel tax, Visit Baltimore is contracted by the City 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 receives at least 40% of the hotel room tax collected.

Major Budget Items

State law establishes that at least 40% of the gross Hotel Tax receipts are to be appropriated to fund Visit Baltimore. This amount is calculated based on 40% of a three-year rolling average of actual Hotel Tax receipts. This formula, updated in Fiscal 2022, is intended to prevent sharp declines in funding based on unexpected economic events.

The Fiscal 2024 recommended budget continues to provide an additional \$500,000 to support the Baltimore Visitor Center, managed by Visit Baltimore. This is the second year of a four-year enhancement granted in Fiscal 2023.

Fiscal 2024 will be the third year of a five-year loan the City agreed to provide to Visit Baltimore to stabilize the budget in the wake of the Covid-19 pandemic. The full loan amount of \$7.3 million is expected to be paid back by the end of Fiscal 2026.

Performance Measures

Measure	FY19 Actual	FY20 Actual	FY21 Actual	FY22 Target	FY22 Actual	FY23 Target	FY24 Target
Total # of Visitors (in millions) to Baltimore per Calendar Year	26.7	27.0	21.4	26.0	24.3	26.5	24.6
Total hotel taxes (in millions) collected in the City per Fiscal Year	33.0	25.0	21.3	30.0	24.3	30.1	32.5