

Small Business Marketing, Department of Commerce

\$1.0 Million (T00G00.03)

Purpose: Recovery Now Funding

The Maryland Tourism Development Board, in the Department of Commerce, shall use the authorized funding to market Maryland small businesses for tourism.

March 24, 2021 - Program Highlights and Plans to Allocate Remaining Balance:

- The Maryland Office of Tourism has worked with the 25 county destination marketing organizations on providing dollars as legislatively mandated through the Tourism Promotion Act of 2008. The system is a grant application with dollars being reimbursable based on expenditures. With this grant/funding, the dollars will be put forth based on a pro-rata distribution based on previous grant awards or population.
- Commerce is currently developing outreach and marketing strategies and materials to ensure the program reaches as many businesses as possible with the goal of providing equitable distribution of these funds across a diverse group of business owners and regions. Commerce has sent out the first alert of the program on Wednesday, March 3, to over 30,000 businesses, business groups, community organizations, advocacy groups, economic development professionals, and elected officials.

March 24, 2021 - Programmatic and/or Implementation Issues:

- Commerce must determine the best distribution allocation based on previous awards or based on population. In some counties that might receive the dollars based on population, the capacity might not be able to support this marketing effort.