



Planning, Housing and Economic Development Committee

Thursday April 17, 2025



Board of Directors

The Hotel at the University of Maryland

**Hospitality Tourism and Culinary Arts
Prince George's Community College**

**Maryland's Sports Commission &
Maryland Stadium Authority**

**Gaylord National Resort & Convention
Center**

21st Century Expo Group

University of Maryland

**Frontier Development & Hospitality Group
LLC (Hotel Owners)**

State Senator for Maryland

Prince George's Arts & Humanities Council

Prince George's County Council

MGM National Harbor

ConferenceDirect

Tanger Outlets National Harbor

**Economic Development Director
City of Bowie**

Office of the County Executive



Tourism Impact on Prince George's

Across the county – no matter the region – visitor spending makes a significant impact

Tourism Creates Jobs

- Prince George's supports 34 thousand tourism jobs annually

Tourism Supports Our Future

- Tourism supports a payroll of \$285.9 million annually

Tourism Generates

- Visitors spend over \$3.04 billion annually
- \$572 million in lodging
- \$855 million in food and beverage
- \$316 million in recreation
- \$399 million in retail
- \$882 million in transportation

Admission & Amusement

- Visitors generate \$18.6 million in local and state taxes

Accommodations

- Visitors generate \$39.6 million in local and state taxes

Note: Data is provided by the Comptroller of Maryland

Destination Guide

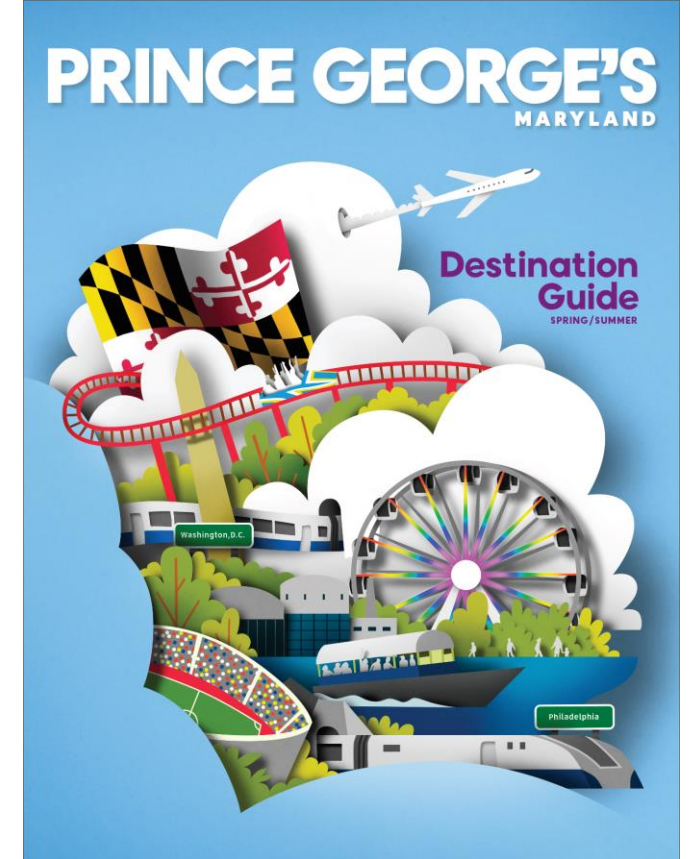
Visitors Guide

Overview: Biannual publication organized by region.

Features: Revenue through Advertisements

Digital Edition

- 257 Unique Monthly Visits
- 5,932 Total page views
- 3,520 Unique page views
- 302.25 seconds per visit = 5+ minutes!



Destination Guide Distribution

- **80+** Downtown Baltimore Hotels targets business and leisure travelers, sporting event groups, mariners, and convention groups.
- **65+** Baltimore Metro Area Hotels targets business and leisure travelers, wedding and family reunion groups, DOD personnel and contractors along I-95 from Aberdeen Proving Grounds areas, BWI airport region visitors, NSA/TSA/SSA/Homeland Security personnel, and I-83 and I-695 travelers from Hunt Valley to Towson.
- **122+** Corporate, Government, and Military Info Centers Targets military personnel and families (active, DOD and retired), Baltimore-Washington DC metro area business travelers and commuters, Amtrak and MARC Train riders, and information center visitors.
- **284+** Corporate, Government, and Military Info plus additional military locations, information centers, airports, Amtrak, Marc, and transportation hubs.
- **154+** Delmarva Peninsula Locations Targets Eastern Shore travelers, snowbirds traveling the U.S. route 1/13/113/301 north-south routes and Route 50 east-west route, NASCAR/air show/festival attendees, and Dover AFB military (active, DOD, and retired) personnel and families.
- **289+** Maryland & Delaware Beach Resorts Locations Targets beach vacationers, condominium owners and renters, and Cape May-Lewes Ferry Terminal passengers.
- **133+** West Central Maryland & West Virginia's Eastern Panhandle targets Midwest travelers on the I-70 and I-68 routes toward Washington D.C. and Eastern Shore beaches, I-81 snowbirds traveling the mountain route, and Civil War enthusiasts.
- **93+** Southern Maryland locations targets U.S. Route 301 travelers; military families (active, DOD and retired) and contractors from Joint Base Forces Services, NAS Pax River, Indian Head NSWC and Dahlgren NSWF; mariners gathering at Southern Maryland's numerous marinas; and national travelers to Washington D.C.
- **93+** Annapolis & Baltimore-Washington Corridor locations targets U.S. Naval Academy personnel, families, and alumni (active, DOD, and retired); visitors attending Naval Academy events; U.S. powerboat and sailboat show attendees; national, regional, and local tourists; colonial history tourists; school/sports groups; state and county legislators and lobbyists.
- All Maryland rest stops & welcome centers
- Prince George's Municipalities
- Prince George's Representatives in the Senate and House
- Wayne K. Curry Building



WorldPride 2025

May 17-June 8, 2025

Website page under development



Home



2025 marks the 50th anniversary of Pride celebrations in the DMV! The Capital Pride Alliance is thrilled to host WorldPride 2025, bringing together our international community for this historic and exciting milestone.

WorldPride DC 2025 will showcase a dynamic lineup of events and cultural programs, celebrating the very best of the DMV. From music and film to iconic locations like the National Mall and Embassy Row, you'll experience the world through the city's rich, diverse, and vibrant community.

Capital Pride Alliance – #TheFabricOfFreedom




International ad placement



Ad Buys

- Group Travel
- Geofencing/Targeting
- Meetings/Conventions
- Banner Ads
- New Digital Truck Ad placement
- CRUSA Digital Ad – Travel/Leisure

Shopping > Wine & Cuisine > Attractions & Famil

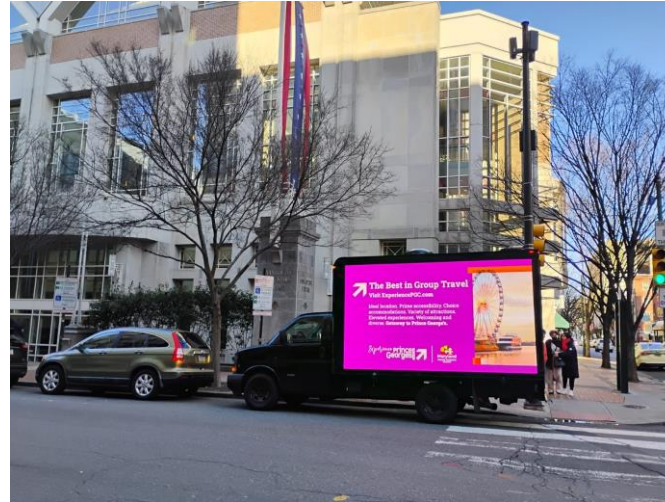


Experience Prince George's

Stroll Through Our World of Creativity

We Invite You to Become Immersed in Vibrant Murals, Rich Art, Diverse Culture, and to Stretch Your Imagination

[CLICK HERE](#)



The Best in Group Travel

Visit www.ExperiencePGC.com

Ideal location. Prime accessibility. Choice accommodations. Variety of attractions. Elevated experiences. Welcoming and diverse. **Getaway to Prince George's.**



Experience prince
Georges



 **Plan your next meeting with us.**
Visit www.ExperiencePGC.com

Make new connections. Network and engage. Foster team building. Create lasting partnerships. **Meet in Prince George's.**

Experience prince
Georges



PR + Media Relations

<https://tegna-corporate.box.com/s/7sa2s36hvyql1ls1bwirz8mbi50e5e5d>

Instagram Facebook Twitter

THE WASHINGTON Informer

FOX 5 DC

Washington International Horse Show
(October 2024)



...horse) and her dad Mike (far right) of Charles County enjoy Kids Day during the 66th Washington



Maryland Minute

Airs the full week of April 7 on 10 FM stations
in Maryland multiple times each day (promoting spring and
summer in the county)

Mid-Atlantic Events Magazine

March/Apr 2025



and over 100,000-square feet of
conference and event space.

The Hotel at Arundel Preserve of-
fers a luxurious stay with contem-
porary amenities, such as spacious
rooms, an indoor swimming pool,
multiple dining options, and over
12,000-square feet of function
space.

Live! Casino and Hotel provides an
exciting stay with a range of gam-
ing options and entertainment. The
hotel features modern rooms, mul-
tiple dining options, a luxurious spa,
and over 20,000-square feet of
event space.

PRINCE GEORGE'S COUNTY
www.experienceprincegeorges.com

WHAT'S NEW

A proposed Blue Line Corridor to be
developed in Prince George's
County outlines a vision to build an
active commercial corridor that will
offer improved access, amenities,
facilities, and economic opportuni-
ties along multiple communities. It
would consist of metro stations, an
amphitheater, market hall, youth
sports center, cultural center and li-
brary, and a new public plaza and is
forecasted to be a boost to the
economy over the next couple of
decades.

THINGS TO DO

"When visiting Prince George's,
Maryland, attendees can explore a
variety of attractions to enhance
their experience," notes Leslie W.
Graves, president and CEO, Experi-
ence Prince George's. "A visit to the
National Harbor is a fulfilling stop

for waterfront dining, great shop-
ping, casino games, and the iconic
Capital Wheel for picturesque
views. History enthusiasts can ex-
plore our various historic sites and
period mansions, while nature
lovers can enjoy leisurely walks,
biking, hiking, or kayaking in one of
our many outdoor parks."

Golfers of all skill levels can test
their skills over rounds at Topgolf,
or on one of the various golf
courses located throughout the
county.

Those seeking a creative experi-
ence can go on a mural walk tour,
take an art class, or visit a gallery.
Additional activities include attend-
ing a sporting event, watching a
performing arts show, or enjoying
day of adventure at Six Flags Amer-
ica amusement park.

PLACES TO MEET

The Samuel Riggis IV Alumni Center
at The University of Maryland Col-
lege Park features indoor and out-
door spaces that include three
different ballrooms, a reception hall,
a sports club, and an exterior gar-
den.

Prince George's Stadium is a
10,000-seat state-of-the-art ball-
park that features private facilities
and a large picnic pavilion that is
ideal for groups in a space that of-
fers a sporty vibe from the box of-
fice to home plate.

Bowie State University is a colle-
giate venue that boasts an array of
meeting and event spaces that are
perfect for hosting intimate gather-

84 March & April 2025

Mid-Atlantic EVENTS Magazine 83

WUSA – April and June, 2025

Northwest Stadium and
Six Flags America





MARKETING OUTLOOK MEETING

Blossom.
Build.
Bloom.



Sales

MEETINGS (Convention, Conference, Corporate)

- 12,000 guest rooms
- 850,000 square feet of meeting & exhibit space
- 180,000 square foot exhibit hall at Gaylord Resort & Convention Center
- Easily accessible and located next to Washington DC and three major airports, Amtrak and Metro Transit

GROUPS (Tour Operators)

- Prince George's, Maryland sits just outside our Nations' Capital.
- We offer easy access to significant, world-renowned historic attractions and culture.
- Our proximity to additional destinations within the Capital Region makes us an ideal location for a hub and spoke itinerary allowing your group to enjoy a variety of attractions without having to move from hotel-to-hotel, or other cities.
- Explore it all - museums, alluring arts, culture, and entertainment, historic sites, incredible attractions like Six Flags America, Top Golf, National Wildlife Visitor Center, National Harbor, and more.
- Our welcoming community is full of diverse neighborhoods, elevated dining experiences, and exciting events that will impress students, families, and various groups across the board.

SPORTS (Youth, Collegiate, Semi-Professional, Professional)

- Prince George's, Maryland is a game-changer when it comes to amateur, collegiate, and professional sports.
- Take in a game at the Prince George's Stadium (Chesapeake Baysox) or the Northwest Stadium (Go Commanders).
- Snag some tickets to any University of Maryland, Bowie State University or Prince George's Community College sporting event.
- Take in a tournament at the Show Place Arena.
- We have the selection, the competition, and the excitement for a sporting experience in Prince George's.
- Explore our sporting events calendar for information on where and when to plan your stay with us.
- Want to host a tournament or plan a special event? We're happy to help you there, too. Simply complete our event request form, and we'll contact you to get the ball rolling.

Mid-Atlantic Initiative

Meet in Maryland

- Objective: Collaboration with Montgomery, Annapolis & Anne Arundel, Howard, Baltimore, and Prince George's counties to retain and attract 50-300 participant meetings (corporate, government, association, and nonprofit).
- Strategy: Develop a joint sales and marketing plan to promote the region as a prime meeting destination and support the sales committee. Attend industry events as a unified voice to attract meetings and events to this region.
- Funding: This Initiative is funded by the Federal Department of Commerce through the Economic Development Administration



Meet in Maryland™



Sales Convention/Mtg & Group FY 2025

Client Name	Event Name	Event Dates	Total # Hotel Rooms	Additional Information
Christians United For Israel	Multiple Blocks	July 2024	1,310	Christians United for Israel – main block at Gaylord (maybe while Rhonda was here?) – The below list of sub block bookings that came to ExPG via the third party with whom we have a relationship. Client was able to utilize hotels that were familiar in the Harbor but was also introduced to / booked Harborside Hotel – as a new option.
Jeffery Banks	Family Reunion	July 2024	300	Lead earned direct from networking at RCMA 2024.
Grandiosity	Polo X Jazz	August 2024	100	Client had booked area venue for event and worked with ExPG for hotel needs / proposals.
Telecommunications Industry Association	Annual Conference	October 2024	127	Gaylord had booked main block- client contacted ExPG for rollover and sub block / hotel needs.
Maryland Music Educators Association	Annual Conference	February 2025	450	Lead earned direct from networking at ASAE Annual Conference 2023. Client had previously hosted in Baltimore. ExPG assisted client to book three college park hotels: The Hotel, Crowne Plaza and College Park Marriot. This is a repeat event, and Client will be returning to us in 2026.
Carlisle Construction	Sustainable Roofing & Waterproofing Alliance	April 2025	660	Cvent lead – no ExPG hotels copied. Event has been hosted at Hershey, PA for years. Client was potentially considering new location. I worked with client to receive proposals from several area hotels. Client booked with MGM.
Irish Dance Teachers Association	Room overflow	July 2025	2400	Expg was sourced to help with additional room needs as contracted rooms was underestimated. ExPG worked with area hotels for contracts.
God's Glamour Girls	Roar	July 2025	4000	Client had two unsigned agreements in hand from area hotels. The client needed our help with reviewing these agreements (ultimately signed) and assistance finding several additional hotel options – lead sent to all county for proposal.
Stake Folk	USA Stake Board Qualifiers for World Skate & the Olympics	September/October 2025	146	ExPG received lead through the County Executives Office.
Maryland Tourism Coalition	Maryland Travel & Tourism Summit	November 2025	220	ExPG earned this lead through industry relationships. Lead was sent directly to The Hotel and worked with Adriana on contract.

Sports Events FY 2025

Client Name	Event Name	Event Dates	Total # Hotel Rooms	Recipient of the MD Sports Commission Youth & Amateur Grant	Additional Information
MARS	2024 Turf Wars – Kickball Championships	July 4-7	395	Yes	Event was streamed live by ESPN 3. Wants to return in 2026
Potomac Valley International IYC Group	2024 International Youth Track Championships	July 11-14	480	No	Will Return
JTTC	2024 WKC ITF Juniors	August 18-25	650	Yes	Will Return
WIHS	2024 Washington International Horse Show	October 14-28	1660	No	Will Return
Central Intercollegiate Athletic Association	2024 CIAA Women's Volleyball Championships	November 21-24	398	No	Returns in 2025
Team Takeover, Inc	2024 National High School Hoops Festival	December 5-8	146	Yes	Will return
Fairland Girls Gymnastics	2025 East Coast Classic Girls Gymnastics	January 10-12	100	No	Will return
Big Bang Sports Group	2025 The Dream Classic	January 17-20	154	Yes	Will return
Sportworx Productions	2025 Towson Invitational	January 30-February 2	26	Yes	Will return
Win Win Gymnastics	2025 Win Win Classic	February 14-16	60	No	Will return
2 Eagle Sports & Entertainment	2025 East Coast Invitational Track & Field Showcase	May 1-3	114	Yes	Will Return

Sponsorships

- **Lake Arbor Jazz Festival**
- **Anacostia Trails Heritage Area**
- **STARS of the Industry Awards**
- **Pyramid Atlantic Art Center**
- **Liberty Sports Park**
- **National Association of Black Meeting Professionals**
- **Professional Convention and Meeting Association**
- **Society of Government Meeting Professionals**
- **Association of Meeting Professionals**
- **University of Maryland Athletics**
- **Washington International Horse Show**
- **HBCU Hospitality & Tourism Industry Scholarship Initiative**

Fiscal Year 2025 Legislative Session

Bills/Senate Bills in Annapolis

HB 49/SB256:	Building Energy Performance Standards (BEPS): Passed
HB 1554/SB 1045:	Sales and Use Tax - Business to Business: Did Not pass
HB 997/SB 324:	Admissions and Amusement (3% tax on F&B): Did not pass.
HB 1106/SB922:	Bonding for Travel Agents: Did not pass
HB 17:	Internet Gaming: Did not pass

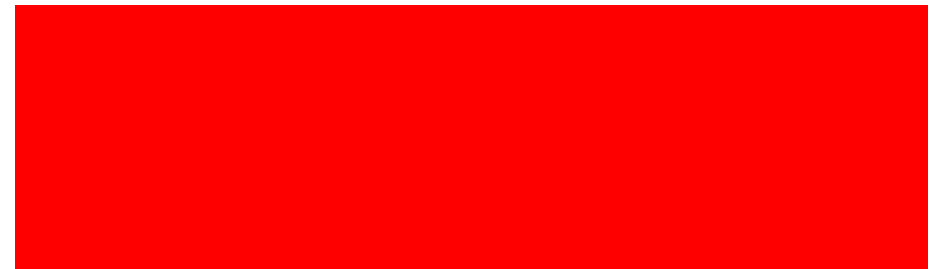
Maryland General Assembly Presentations

- Senate – February 19, 2025
- House of Representatives – March 28, 2025

Advocacy



February 14
Tourism Day 2025



Open Discussion

