

Thank you for the opportunity to respond to your email to Jack French, dated March 2, 2022.

ABOUT VISIT BALTIMORE

Visit Baltimore is a private, not-for-profit 501(c)6 organization that generates economic benefits for the region by marketing Baltimore to leisure visitors, long-lead meetings and conventions and as an advocate for the local tourism and hospitality community.

Throughout the pandemic, Visit Baltimore continued telling the story of Baltimore's distinctive destination, aligning our marketing efforts with travel sentiment data (Source: Destinations International, 2020-2022), and shifting strategically to meet the changing needs of visitors in an uncertain environment.

Visit Baltimore remains steadfast in its support of Baltimore's third-largest industry, which in a typical year brings \$6 billion in direct spending to the city, supports 86,827 jobs and generates \$750 million in state and city tax revenues (Source: Tourism Economics, 2019).

VISIT BALTIMORE FUNDING MODEL

As established by the Maryland state legislature, Visit Baltimore, in addition to membership dues, is funded by a portion of the city's hotel room tax. As funding plummeted during the pandemic, Visit Baltimore's marketing functions were supplemented by the addition of CARES Act and PPP funds allocated under the direction of Visit Baltimore's 32-member board. In addition to marketing, other initiatives supported during the pandemic included, but are not limited to:

- A halt on collection of member dues
- Implementation of an industry-standard sanitation program, GBAC STAR
- Purchase of locally produced PPE for distribution to the hospitality community

CEO SALARY

The Visit Baltimore CEO salary is determined by the Baltimore Convention and Tourism Board of Directors, which includes members ranging from hotel general managers and CEOs/presidents of Baltimore anchor institutions like Johns Hopkins Hospital to community civic leaders. Compensation for comparable positions within the travel and tourism industry is reviewed when making salary decisions.