



TALBOT COUNTY TOURISM BOARD

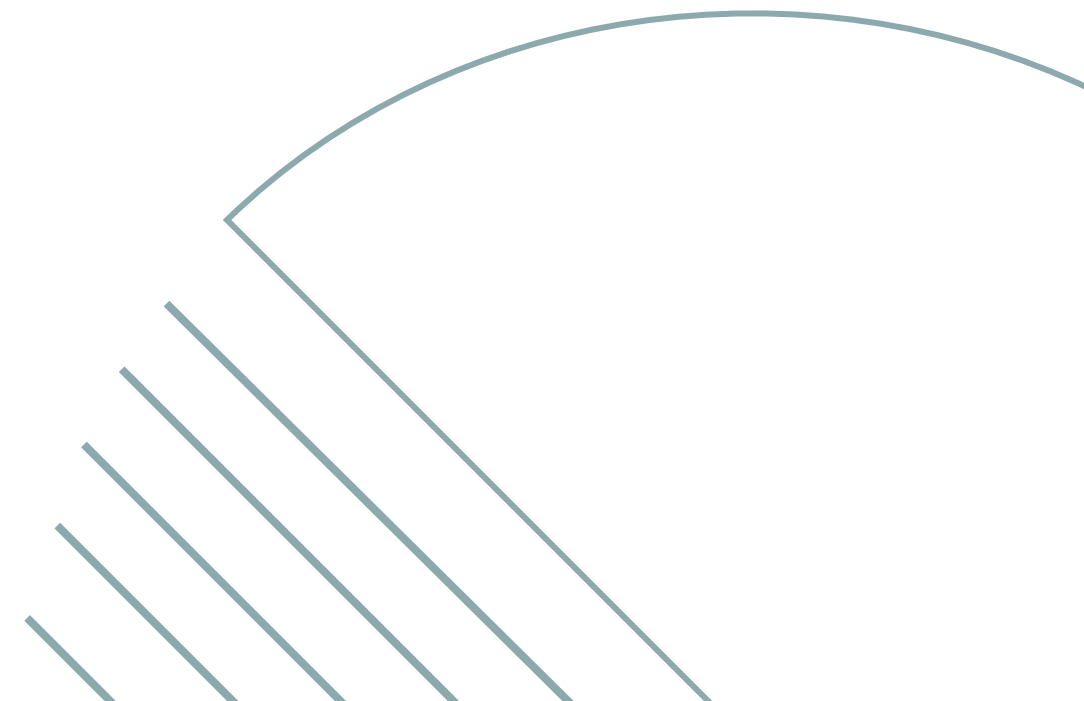
September 2024 Meeting



**WELCOME
DAVID
WOJCIECHOWSKI**

POSITIONS TO FILL

- **Angela Eade's** position representing short-term rentals has expired. She has sold her business and moved overseas; not eligible for reappointment.
- The position vacated by Michael Hoffmann representing the **Bay Hundred** is still open. Mr. Hoffmann took another position in Arizona.
- **Ian Fleming's** position representing B&Bs has expired. He has sold his business and no longer lives in Talbot County. Cannot be reappointed.
- The position for **Tilghman Island and the Bay Hundred** is still open after Mary Kellogg resigned her position for personal reasons.





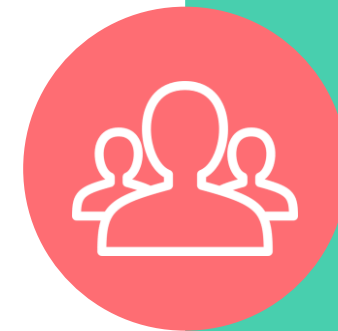
RECOMMENDATIONS

Bay Hundred Positions



Chris Agharabi

CEO of Ava's Pizzeria and Wine Bar and Theo's Steak, Sides and Spirits. Chris has been a long-time leader in the tourism industry in St. Michaels.



Patricia McGlannan

Owner of the Tilghman Island Country Store. Patricia grew up on Kent Island, has worked as a relief worker, and started Wye River Upper School.



MANAGER'S REPORT

Kristen Goller, Tourism Manager
Talbot County Economic Development and Tourism



DIRECTOR'S REPORT

Cassandra M. Vanhooser, Director
Talbot County Economic Development and Tourism

01 - TRAILS

Talbot County ED&T held a work session on bike and pedestrian trails on July 9. Secretary of Transportation was in Easton on Sept. 13 to debut statewide trails plan.

02 - TAXES

The department worked with the Finance Office to hold a public work session for the County Council on August 27 to discuss an increase in the accommodations tax rate.

03 - STRATEGIC PLAN

ED&T published an RFP for a consultant to lead a strategic planning process for an economic development and tourism plan. That process will kick off in October.

ACCOMMODATIONS TAX TIMELINE

Town Meetings

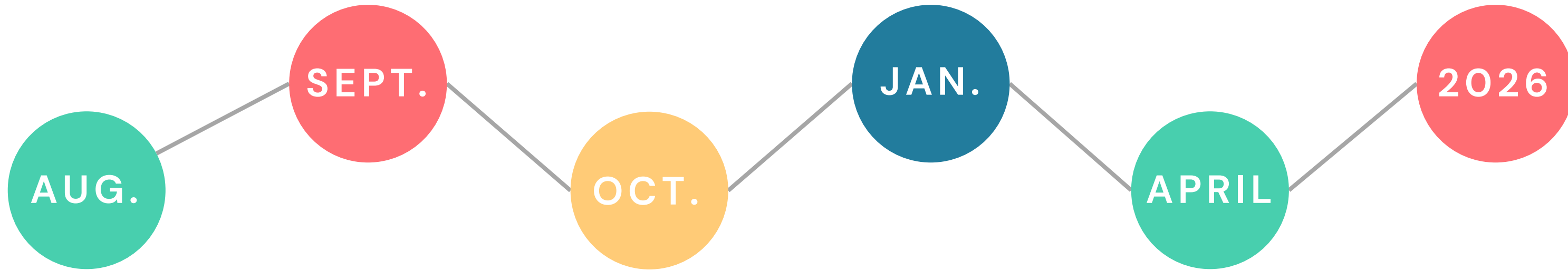
The Talbot County Council wants to hear from the towns before considering their position. Ms. Vanhooser presented to towns.

Legislation

If the Council asks and if the delegation agrees, they will draft legislation. January 17 is date for guaranteed action.

January 1

The new tax rate goes into effect on January 1, 2026, if legislation is introduced and passed by the Maryland State Legislature.



Work Session

Long-time board member and former owner of Harbortowne Golf Resort presented the idea of an accommodations tax rate increase to the Talbot County Council.

Delegation Meeting

Talbot County meets with the State Delegation on October 1. They can alert the delegation that they may ask them to introduce legislation if they choose to do so.

Sine Die

The legislature adjourns on April 7, the 90th day of session. Unpassed legislation dies at midnight.



Talbot County Public Accommodations Taxes for Fiscal Years 2009-2024

| Year | Easton | Oxford | St. Michaels | Talbot County | Talbot County (STRs) | Yearly Totals |
|------|------------|-----------|--------------|---------------|----------------------|---------------|
| 2009 | 301,374.56 | 27,068.98 | 420,902.04 | 182,074.90 | 71,554.21 | 1,002,974.69 |
| 2010 | 278,665.13 | 30,213.02 | 393,778.17 | 157,655.91 | 74,490.88 | 934,803.11 |
| 2011 | 291,445.90 | 36,106.69 | 425,600.51 | 165,133.78 | 81,951.90 | 1,000,238.78 |
| 2012 | 324,185.44 | 46,545.00 | 444,646.01 | 179,142.10 | 112,052.26 | 1,106,570.81 |
| 2013 | 325,884.21 | 45,526.79 | 452,675.13 | 156,343.96 | 118,803.71 | 1,099,233.80 |
| 2014 | 327,888.90 | 48,363.55 | 472,658.81 | 150,454.79 | 124,506.22 | 1,123,872.27 |
| 2015 | 343,700.04 | 52,767.34 | 502,655.60 | 172,611.08 | 141,450.54 | 1,213,184.60 |
| 2016 | 386,825.26 | 51,677.40 | 529,445.93 | 188,580.95 | 142,165.45 | 1,298,694.99 |
| 2017 | 404,720.76 | 50,486.74 | 533,658.97 | 157,071.91 | 146,538.68 | 1,292,477.06 |
| 2018 | 415,723.47 | 48,946.19 | 581,374.51 | 105,303.16 | 165,019.44 | 1,316,366.77 |
| 2019 | 484,136.17 | 52,231.88 | 610,648.71 | 117,101.84 | 169,147.75 | 1,433,266.35 |
| 2020 | 377,692.88 | 41,983.21 | 472,199.04 | 91,908.84 | 158,215.48 | 1,141,999.45 |
| 2021 | 398,829.13 | 56,832.76 | 691,608.19 | 156,286.08 | 287,299.70 | 1,590,855.86 |
| 2022 | 616,531.77 | 65,748.70 | 916,028.29 | 184,044.43 | 263,096.96 | 2,045,450.15 |
| 2023 | 571,197.52 | 60,903.76 | 898,027.08 | 176,710.81 | 225,995.82 | 1,932,834.99 |
| 2024 | 581,451.83 | 61,065.85 | 924,818.09 | 193,262.80 | 257,821.72 | 2,018,420.29 |

| Fiscal Year | Fiscal Year Totals | Variance | YOY Difference | Hotel Openings |
|--------------------|---------------------------|-----------------------|-----------------------|--------------------------|
| 2024 | \$ 2,018,420.29 | \$ 85,585.30 | 4% | |
| 2023 | \$ 1,932,834.99 | \$(112,615.16) | -6% | |
| 2022 | \$ 2,045,450.15 | \$ 454,594.29 | 22% | |
| 2021 | \$ 1,590,855.86 | \$ 448,856.41 | 28% | |
| 2020 | \$ 1,141,999.45 | \$(291,266.90) | -26% | |
| 2019 | \$ 1,433,266.35 | \$ 116,899.58 | 8% | |
| 2018 | \$ 1,316,366.77 | \$ 23,889.71 | 2% | |
| 2017 | \$ 1,292,477.06 | \$ (6,217.93) | 0% | |
| 2016 | \$ 1,298,694.99 | \$ 85,510.39 | 7% | Fairfield Inn |
| 2015 | \$ 1,213,184.60 | \$ 89,312.33 | 7% | |
| 2014 | \$ 1,123,872.27 | \$ 24,638.47 | 2% | Best Western Plus |
| 2013 | \$ 1,099,233.80 | \$ (7,337.01) | -1% | |
| 2012 | \$ 1,106,570.81 | \$ 106,332.03 | 10% | |
| 2011 | \$ 1,000,238.78 | \$ 65,435.67 | 7% | |
| 2010 | \$ 934,803.11 | \$ (68,171.58) | -7% | |
| 2009 | \$ 1,002,974.69 | | 0% | |

| | |
|----------------|-----------|
| Average | 4% |
|----------------|-----------|

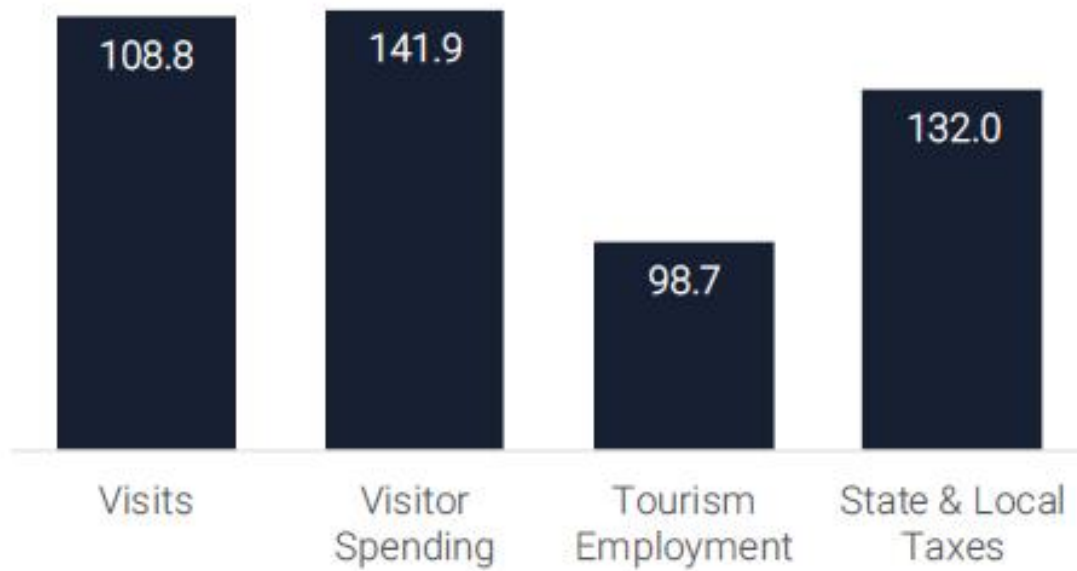


TALBOT COUNTY HIGHLIGHTS

Despite a decrease in 2023, all key indicators for Talbot County's visitor economy remained at or above pre-pandemic levels.

Talbot County key indicators

Comparison of 2023 with 2019 data, 2019=100



Source: D. K. Shifflet, Tourism Economics

VISITOR VOLUME

Visitor volume in 2023 in Talbot County decreased 2% but remained 9% above 2019 levels.

Talbot County visitor volume

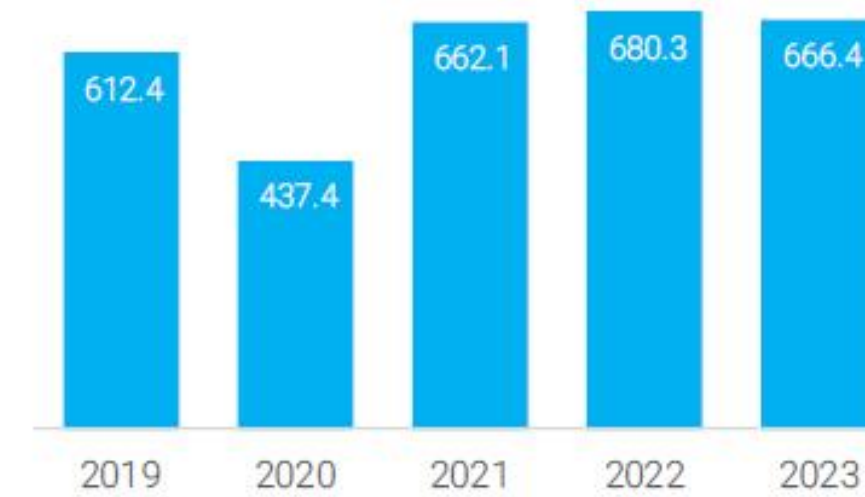
Amounts in thousands of visitors

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2023 % relative Growth | 2023 % relative to 2019 |
|----------------|-------|-------|-------|-------|-------|------------------------|-------------------------|
| Total visitors | 612.4 | 437.4 | 662.1 | 680.3 | 666.4 | -2.0% | 108.8% |
| Day | 371.6 | 261.5 | 406.1 | 416.4 | 412.1 | -1.0% | 110.9% |
| Overnight | 240.8 | 175.9 | 256.0 | 263.9 | 254.3 | -3.6% | 105.6% |

Source: D. K. Shifflet, Tourism Economics

Talbot County visitor volume

Amounts in thousands of visitors



Source: D. K. Shifflet, Tourism Economics



TALBOT COUNTY VISITOR SPENDING

Visitor spending decreased 2% in Talbot County in 2023.

Talbot County visitor spending and annual growth

Amounts in \$ millions, 2023 % change, and % recovered relative to 2019

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2023 Growth | % relative to 2019 |
|-------------------------------|----------------|----------------|----------------|----------------|----------------|--------------|--------------------|
| Total visitor spending | \$223.6 | \$191.7 | \$302.8 | \$325.0 | \$317.4 | -2.4% | 141.9% |
| Lodging* | \$68.4 | \$53.7 | \$78.8 | \$83.7 | \$82.0 | -2.0% | 119.8% |
| Food & beverage | \$50.7 | \$48.8 | \$72.6 | \$76.2 | \$74.0 | -2.9% | 145.9% |
| Retail | \$27.3 | \$27.1 | \$39.3 | \$41.9 | \$39.7 | -5.2% | 145.5% |
| Recreation | \$28.7 | \$22.0 | \$34.7 | \$36.7 | \$35.8 | -2.5% | 124.7% |
| Transportation** | \$48.5 | \$40.0 | \$77.4 | \$86.5 | \$85.8 | -0.8% | 177.1% |

* Lodging includes 2nd home spending

** Transportation includes both ground and air transportation

Source: D. K. Shifflet, Tourism Economics

Talbot County visitor spending

Amounts in \$ millions



Source: D. K. Shifflet, Tourism Economics

Visitor spending by category

% of total spending



Source: D. K. Shifflet, Tourism Economics

TALBOT COUNTY ECONOMIC IMPACTS

Nearly 2,800 visitor-supported jobs represent 15% of all jobs in Talbot County with jobs very close to pre-pandemic levels.

Visitor impacts in Talbot County

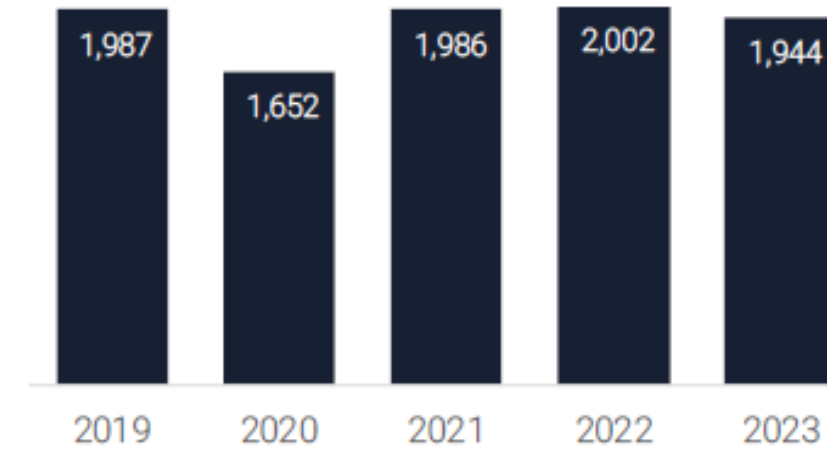
Amounts in number of jobs and \$ millions

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2023 Growth | % relative to 2019 |
|---------------------|---------|---------|---------|---------|---------|-------------|--------------------|
| Employment | | | | | | | |
| Direct | 1,987 | 1,652 | 1,986 | 2,002 | 1,944 | -2.9% | 97.8% |
| Total | 2,775 | 2,397 | 2,766 | 2,762 | 2,739 | -0.8% | 98.7% |
| Share of State | 1.2% | 1.4% | 1.6% | 1.5% | 1.4% | | |
| Labor Income | | | | | | | |
| Direct | \$68.9 | \$63.0 | \$79.8 | \$81.3 | \$82.7 | 1.7% | 120.0% |
| Total | \$115.4 | \$109.5 | \$131.1 | \$130.9 | \$132.4 | 1.1% | 114.7% |
| Share of State | 1.1% | 1.4% | 1.5% | 1.4% | 1.3% | | |
| Tax revenues | | | | | | | |
| Federal | \$24.8 | \$21.2 | \$26.9 | \$27.7 | \$26.9 | -2.6% | 108.8% |
| State & Local | \$26.2 | \$24.2 | \$32.4 | \$36.5 | \$34.6 | -5.1% | 132.0% |
| Hotel | \$1.4 | \$1.1 | \$2.0 | \$2.0 | \$1.9 | -7.3% | 131.5% |
| Total | \$52.4 | \$46.5 | \$61.2 | \$66.1 | \$63.4 | -4.1% | 121.0% |

Source: Tourism Economics

Talbot County direct employment timeline

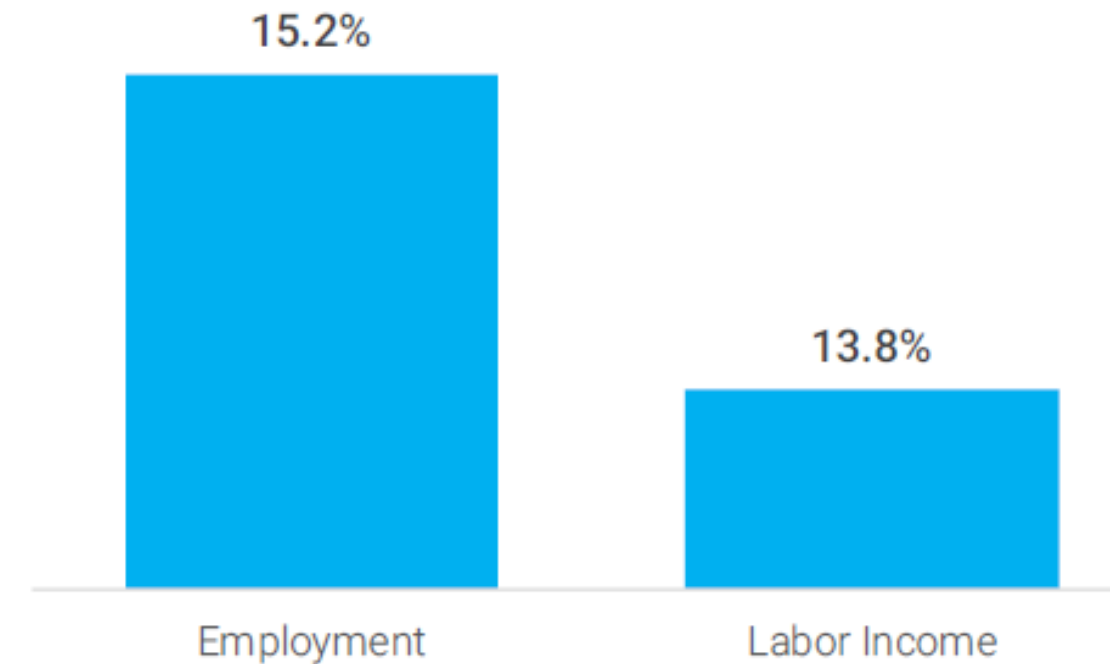
Amounts in number of jobs



Source: Tourism Economics

Tourism share of county economy

Tourism % share of county total



Source: BLS, Tourism Economics

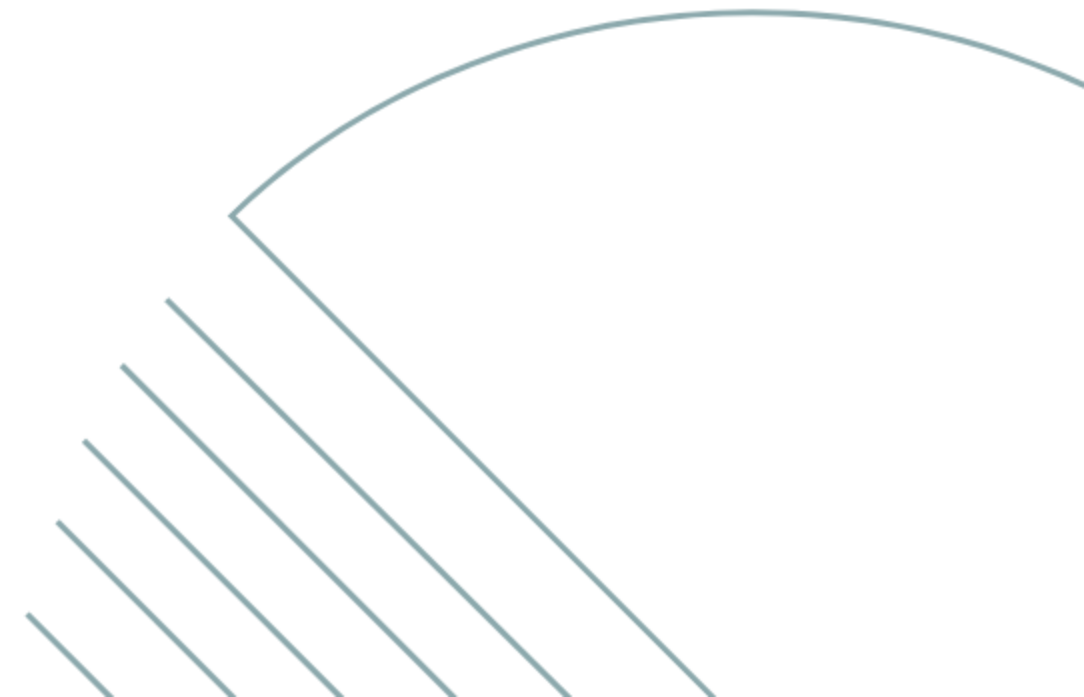


BYLAWS UPDATE

The Tourism Board voted in April to move to quarterly meetings. Now we need to undertake a review of the Tourism Board bylaws. Updates require legislation by the Talbot County Council. We will send you suggested changes that we will review and vote on at the next meeting.

DATES TO REMEMBER

- **November 5**
Election Day
- **November 6–8**
Maryland Travel and Tourism Summit
- **November 8**
Waterfowl Festival
Community Impact Breakfast
- **November 13**
Tourism Board Meeting





**"SEPTEMBER WAS
A 30-DAY LONG GOODBYE
TO SUMMER . . .**



THANK YOU

Talbot County
Economic Development and Tourism