

Experience Prince George's



MISSION AND SERVICES

The Experience Prince George's (ExPGC) enhances Prince George's County's economy through tourism- positioning and promoting the County, through a public/private partnership, as a destination for individual leisure travelers, group tours, meetings and conferences, reunions and sporting and special events.

CORE SERVICES

- Promote Prince George's County as a visitor destination through electronic marketing, advertising, public relations and direct sales in cooperation with the private sector
- Serve as the County's official visitor, travel and tourism information ambassador
- Increase the County's share of group tours, meetings & conventions coming to the Washington, DC metropolitan area
- Attract special events and sports (youth, amateur and professional) to the County

FY 2021 KEY ACCOMPLISHMENTS

- Conducted a destination brand audit.
- Developed a strategic plan.
- Increased the County hotel occupancy rates through increased advertising placement, sports and electronic marketing, social media use and direct sales efforts to key market segments, using the branding study recommendations.
- Continued to implement strategies and recommendations from the branding study in all advertising and communications.

STRATEGIC FOCUS AND INITIATIVES FOR FY 2022

The agency's top priorities in FY 2022 are:

- Extend the Experience Prince George's brand marketing campaign with new digital advertising in key feeder markets from NY to NC.
- Extend the Experience brand marketing campaign with new creative in train stations and airports in key feeder markets on the east coast.
- Launch a new, more dynamic and responsive website for our membership, planners, tour operators and visitors.
- Identify and secure non-County funding sources for Experience Prince George's and its membership.
- Increase overall website traffic

FY 2022 BUDGET SUMMARY

The FY 2022 approved budget for Experience Prince George's is \$1,370,900, a decrease of \$311,500 or -18.5% under the FY 2021 approved budget. The organization's grant from the County totals \$1,228,900, a decrease of \$112,500 or -8.4% under the FY 2021 budget level.

Reconciliation from Prior Year

	Expenditures
FY 2021 Approved Budget	\$1,682,400
Add: Compensation - New Position — Increase in the staffing complement for a Special Assistant position	\$64,900
Increase Cost: Technology Cost Allocation — Increase in OIT charges based on anticipated countywide costs for technology	8,200
Decrease Cost: Fringe Benefits — Decrease in the fringe benefit rate from 22.1% to 17.0% to align with anticipated costs	(20,800)
Decrease Cost: Operating — Decrease in funding for travel, operating and meeting expenses	(363,800)
FY 2022 Approved Budget	\$1,370,900

FY 2022 OPERATING BUDGET

Revenues by Category

Category	FY 2020 Actual	FY 2021 Budget	FY 2021 Estimate	FY 2022 Approved	Change FY21-FY22	
					Amount (\$)	Percent (%)
County Grant	\$1,341,400	\$1,341,400	\$1,341,400	\$1,228,900	\$(112,500)	-8.4%
Cooperative Marketing & Promotions		20,000			(20,000)	-100.0%
State of MD Grant Funds	341,309	299,000	451,000	120,000	(179,000)	-59.9%
Membership Dues/Sponsorships/ Fundraising	27,428	22,000	22,000	22,000	—	0.0%
Total	\$1,710,137	\$1,682,400	\$1,814,400	\$1,370,900	\$(311,500)	-18.5%

Expenditures by Category

Category	FY 2020 Actual	FY 2021 Budget	FY 2021 Estimate	FY 2022 Approved	Change FY21-FY22	
					Amount (\$)	Percent (%)
Compensation	\$721,205	\$625,100	\$702,773	\$690,000	\$64,900	10.4%
Fringe Benefits	120,541	138,100	174,720	117,300	(20,800)	-15.1%
Operating	734,215	919,200	936,907	563,600	(355,600)	-38.7%
Total	\$1,575,961	\$1,682,400	\$1,814,400	\$1,370,900	\$(311,500)	-18.5%

SERVICE DELIVERY PLAN AND PERFORMANCE

Goal 1 — Expand Prince George's County's tourism economy.

Objective 1.1 — Increase the County hotel occupancy rate.

FY 2026 Target	FY 2019 Actual	FY 2020 Actual	FY 2021 Estimated	FY 2022 Projected	Trend
73%	71%	38%	52%	65%	↑

Trend and Analysis

As expected, the global pandemic has had an extreme negative impact on tourism activities, most notably the hotel occupancy rate. There are a variety of scenarios that forecast the tourism recovery most relying on pent up demand as well as widespread vaccination and an effective treatment program for those recovering from COVID-19. The County's hotel occupancy rate, revenue per available room (RevPAR) and average daily rate (ADR) are expected to recover to national pre-pandemic levels and should return to a steady growth pattern into the near future.

Like other industries, hotels historically have followed the traditional business cyclical performance pattern: peak, contraction, trough, expansion, and back to peak. Research shows that the U.S lodging industry reached the peak of its current cycle in CY 2018. History had called for a downturn in CY 2020 or CY 2021 but no one could foresee the impact of a global pandemic. If conditions are favorable for national/international travel as expected, there should be a sustained expansion starting in CY 2022.

Performance Measures

Measure Name	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Estimated	FY 2022 Projected
Resources (Input)					
Full time staff	4	4	5	6	6
Part time staff	1	0	1	1	1
Workload, Demand and Production (Output)					
Overnight visitors	3,702,200	3,904,000	1,374,208	1,374,000	3,200,000
Day visitors	3,794,000	4,015,740	1,500,000	1,800,000	3,500,000
Total visitors to Prince George's County	7,496,100	7,997,820	2,874,208	3,174,000	6,700,000
Quality					
Unique Web site visits (FY data)	440,453	595,000	700,000	800,000	820,000
Tourism direct employment	25,051	27,285	45,290	45,290	50,000
Gross County hotel tax collections (millions)	\$32.8	\$33.1	\$24.4	\$10.2	\$17.0
Gross County admission and amusement tax collections (million, FY data)	\$17.7	\$15.5	\$11.2	\$11.2	\$20.0
Impact (Outcome)					
Hotel occupancy rate	69%	71%	38%	52%	65%