



**Committee:** Directly to Council  
**Committee Review:** N/A  
**Staff:** Gene Smith, Legislative Analyst  
**Purpose:** To receive testimony/final action - vote expected  
**Keywords:** Economic development

AGENDA ITEM #13  
July 28, 2020  
**Public Hearing/Action**

## SUBJECT

Special appropriation to the County Government's FY21 Operating Budget, Conference and Visitors Bureau Non-Departmental Account, Support for COVID-19 Response – Hospitality and Tourism Support, \$200,000

## EXPECTED ATTENDEES

None

## COUNCIL DECISION POINTS & COMMITTEE RECOMMENDATION

- N/A

## DESCRIPTION/ISSUE

The Council is introducing this appropriation, so that Visit Montgomery can market the County to encourage local spending by residents in businesses throughout the County, and attract regional and leisure travelers within three driving hours during October to December 2020. Visit Montgomery is the County's Conference and Visitors Bureau, and its marketing strategy will aid the County's economic recovery while remaining cognizant of any health regulations that are in effect during the fall.

## SUMMARY OF KEY DISCUSSION POINTS

- Action is tentatively scheduled immediately following the public hearing.

### **This report contains:**

Proposed resolution

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Resolution No.: \_\_\_\_\_  
Introduced: July 21, 2020  
Adopted: \_\_\_\_\_

**COUNTY COUNCIL  
FOR MONTGOMERY COUNTY, MARYLAND**

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Lead Sponsor: County Council

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**SUBJECT:** Special Appropriation to the Fiscal Year FY21 Operating Budget  
Montgomery County Government, Conference and Visitors Bureau Non-  
Departmental Account, Support for COVID-19 Response – Hospitality and  
Tourism Support, \$200,000 (Source of Funds: Federal Grant Funds)

**Background**

1. Section 308 of the County Charter provides that a special appropriation is an appropriation which states that it is necessary to meet an unforeseen disaster or other emergency, or to act without delay in the public interest. Each special appropriation shall be approved by not less than six Councilmembers. The Council may approve a special appropriation at any time after public notice by news release. Each special appropriation shall specify the source of funds to finance it.
2. A new coronavirus disease, named COVID-19, appeared in China in December 2019 and spread extremely quickly. On March 11, 2020, the World Health Organization declared the disease a pandemic. The April 11, 2020 situation report from the World Health Organization stated that the number of confirmed cases worldwide has exceeded 1.6 million, (approximately 1.5 million more than 1 month earlier). As of July 7, 2020, there were 15,332 cases and 714 deaths in Montgomery County.
3. To slow the spread of the disease, Governor Hogan declared a State of Emergency and has issued several Executive Orders with actions that include, but are not limited to, closing schools; prohibiting activities by non-essential businesses that restrict traditional on-site operations; closing senior centers and adult medical day care programs; limiting the number of people that can gather; and closing all gyms, movie theaters, and bars and restaurants (excluding carryout and delivery service).
4. The efforts to contain the spread of the disease and the disease itself continues to have a crippling impact on Montgomery County’s hospitality and tourism industries.

5. Many businesses in the hospitality and tourism industries have not reopened and are pivoting operations for the remainder of 2020 to reflect the current realities of the health crisis.
6. Visit Montgomery's (the County's Conference and Visitors Bureau) mission is to enthusiastically promote, market and sell the County as a destination. Visit Montgomery has pivoted its 2020 operations to promote the County as it reopens from the health crisis.
7. Visit Montgomery intends to use this appropriation to advertise and market certain initiatives that adhere to any relevant health guidelines in the County to bolster the tourism industries in the County during Phase III reopening. Visit Montgomery will market the County to encourage local spending by residents in businesses throughout the County and attract regional and leisure travelers within three driving hours during October to December 2020.
8. A portion of the appropriation will also be used as a match to the State's Office of Tourism Marketing Grant for FY 2021.
9. A FY21 Operating Budget special appropriation is requested for the Conference and Visitor's Bureau Non-Departmental Account

<u>Personnel Services</u>	<u>Operating Expenses</u>	<u>Total</u>	<u>Source of Funds</u>
\$0	\$200,000	\$200,000	Federal Grant Funds

10. This special appropriation is needed to promote the County and bolster the hospitality and tourism industries in the County.
11. Notice of public hearing was given and a public hearing was held.

**Action**

The County Council for Montgomery County, Maryland approves the following resolution:

A special appropriation to the FY21 Operating Budget for the Conference and Visitors Bureau Non-Departmental Account:

<u>Personnel Services</u>	<u>Operating Expenses</u>	<u>Total</u>	<u>Source of Funds</u>
\$0	\$200,000	\$200,000	Federal Grant Funds

This appropriation is needed to act without delay in the public interest.

This is a correct copy of Council action.

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Selena Mendy Singleton, Esq.  
Clerk of the Council