

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 2022 KEY ACCOMPLISHMENTS

- Increased the organization's memberships by demonstrating value.
- Alongside partners, secured several youth and amateur sporting events for the County.
- Helped to facilitate bringing back the first major convention to the County since our convention center space reopened its doors for business – supported meeting planners with services, coordination, volunteers and logistics.
- Continued to develop marketing campaigns and programs that exposed planners and tour operators and receptive operators to Prince George's County.

STRATEGIC FOCUS AND INITIATIVES FOR FY 2023

The agency's top priorities in FY 2023 are:

- Extend the Experience Prince George's brand marketing campaign with new digital advertising in key feeder markets from New York to North Carolina.
- Identify and secure non-County funding sources for Experience Prince George's and its membership.
- Increase traffic, time spent and click through rate on the ExPGC's website via search engine optimization.

FY 2023 BUDGET SUMMARY

The FY 2023 proposed budget for Experience Prince George's is \$1,419,400, an increase of \$48,500 or 3.5% over the FY 2022 approved budget. The organization's grant from the County totals \$1,228,900 and remains unchanged from the FY 2022 budget level.

Reconciliation from Prior Year

| | Expenditures |
|--|---------------------|
| FY 2022 Approved Budget | \$1,370,900 |
| Increase Cost: Operating — Increase in funding for operating expense for travel, supplies, equipment, consultants, contracts, insurance and meeting expense | \$119,200 |
| Increase Cost: Technology Cost Allocation — Increase in OIT charges based on anticipated countywide costs for technology | 3,400 |
| Decrease Cost: Compensation — Decrease in compensation due to reduced salary for a part time employee; partially offset by a salary adjustment | (4,000) |
| Decrease Cost: Fringe Benefits — Decrease in the fringe benefit rate from 17.0% to 12.5% to align with anticipated costs | (31,500) |
| Decrease Cost: Operating — Decrease in funding for operating expense for advertising, research and publications | (38,600) |
| FY 2023 Proposed Budget | \$1,419,400 |

FY 2023 OPERATING BUDGET

Revenues by Category

| Category | FY 2021 Actual | FY 2022 Budget | FY 2022 Estimate | FY 2023 Proposed | Change FY22-FY23 | |
|--|--------------------|--------------------|--------------------|--------------------|------------------|-------------|
| | | | | | Amount (\$) | Percent (%) |
| County Grant | \$1,341,400 | \$1,228,900 | \$1,828,900 | \$1,228,900 | \$— | 0.0% |
| State of MD Grant Funds | 658,889 | 120,000 | 201,000 | 160,500 | 40,500 | 33.8% |
| Membership Dues/Sponsorships/ Fundraising | 38,637 | 22,000 | 30,000 | 30,000 | 8,000 | 36.4% |
| Total | \$2,038,926 | \$1,370,900 | \$2,059,900 | \$1,419,400 | \$48,500 | 3.5% |

Expenditures by Category

| Category | FY 2021 Actual | FY 2022 Budget | FY 2022 Estimate | FY 2023 Proposed | Change FY22-FY23 | |
|-----------------|--------------------|--------------------|--------------------|--------------------|------------------|-------------|
| | | | | | Amount (\$) | Percent (%) |
| Compensation | \$721,154 | \$690,000 | \$622,300 | \$686,000 | \$(4,000) | -0.6% |
| Fringe Benefits | 117,427 | 117,300 | 80,000 | 85,800 | (31,500) | -26.9% |
| Operating | 1,257,749 | 563,600 | 1,357,600 | 647,600 | 84,000 | 14.9% |
| Total | \$2,096,330 | \$1,370,900 | \$2,059,900 | \$1,419,400 | \$48,500 | 3.5% |

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 2027 Target | FY 2020 Actual | FY 2021 Actual | FY 2022 Estimated | FY 2023 Projected | Trend |
|----------------|----------------|----------------|-------------------|-------------------|-------|
| 73% | 38% | 54% | 60% | 63% | ↑ |

Trend and Analysis

National research forecasts a full recovery of hotel demand for 2023, while revenue per available room (RevPAR) is projected to surpass 2019 levels in 2024. In normal years, summer leisure demand would be supplanted by business travel and large corporate events. With more concern around the COVID-19 Delta variant as well as delays in some companies returning their employees to offices, businesses are waiting until early 2022 to put their people back on the road shifting some of that demand into 2022. Overall, Experience Prince George's full recovery projections are for 2023 into 2024. Prince George's is in line with national trends. Recovery is uneven and the market still well-off pace. In addition, companies are experiencing staffing challenges and other situational issues as a result of the ongoing pandemic.

Performance Measures

| Measure Name | FY 2019 Actual | FY 2020 Actual | FY 2021 Actual | FY 2022 Estimated | FY 2023 Projected |
|---|----------------|----------------|----------------|-------------------|-------------------|
| Resources (Input) | | | | | |
| Full time staff | 4 | 5 | 5 | 5 | 5 |
| Part time staff | 0 | 1 | 1 | 1 | 1 |
| Workload, Demand and Production (Output) | | | | | |
| Overnight visitors | 3,904,000 | 1,374,208 | 1,916,535 | 1,926,070 | 1,983,280 |
| Day visitors | 4,015,740 | 1,500,000 | 2,243,160 | 2,254,320 | 2,321,280 |
| Total visitors to Prince George's County | 7,997,820 | 2,874,208 | 4,159,695 | 4,180,390 | 4,304,560 |
| Quality | | | | | |
| Unique website visits (FY data) | 595,000 | 700,000 | 700,060 | 710,000 | 720,000 |
| Tourism direct employment | 27,285 | 45,290 | 16,592 | 24,888 | 26,000 |
| Gross County hotel tax collections (millions) | \$33.0 | \$24.4 | \$10.6 | \$10.9 | \$11.0 |
| Gross County admission and amusement tax collections (FY data) (millions) | \$15.5 | \$11.2 | \$2.2 | \$5.0 | \$5.0 |
| Impact (Outcome) | | | | | |
| Hotel occupancy rate | 70% | 38% | 54% | 60% | 63% |