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Maryland Sports Commission's Terry Hasseltine Receives the Maryland Association of Destination Marketing Organizations Partner of the Year Award

Award recognizes sports marketing efforts that have generated over \$1.7 billion in direct spending in the state

Baltimore, MD - The 39th annual Maryland Travel & Tourism Summit, November 6-8, 2019 was hosted at Rocky Gap Casino and Resort in Cumberland, MD. Sponsored and managed by the Maryland Tourism Coalition, the summit brings together public and private sector leaders in the hospitality industry each year to network and learn new sales, marketing and legislative strategies in an effort to advance Maryland's thriving tourism industry.

During the summit's awards banquet, Maryland Sports Executive Director Terry Hasseltine received the Maryland Association of Destination Marketing Organizations Partner of the Year Award recognizing his efforts that have generated over \$1.7 billion in direct spending in the state.

"Sports generate revenue for destinations. Nobody understands that better than Terry Hasseltine. Not only does he market the State of Maryland and its sports attractions to a national and international audience, but he also looks for ways to make it easier for the individual Destination Marketing Organizations to play on a broader field. He is the very definition of a valued tourism partner," said Cassandra Vanhooser, Director, Talbot County Department of Economic Development and Tourism, and Immediate Past Chair, Maryland Association of Destination Marketing Organizations (MDMO).

MDMO is made up of Destination Marketing Organizations (DMO) directors from the 23 Maryland counties, Baltimore, and Ocean City. MDMO assists Maryland jurisdictions to effectively market and develop tourism, foster awareness about the travel industry's role in the state economy, and provide professional development opportunities to its members.

MDMO members meet bi-monthly, six times a year, to promote the economic development of destinations by generating increased overnight lodging, and visits to area restaurants, main streets, state and national parks, attractions and historic sites by tourists and business travelers. Each DMO has the opportunity to nominate an organization or individual for the Partner of the Year award, the group votes at their October meeting in advance of the Maryland Tourism & Travel Summit.

As the award was presented, Terry was recognized for being named the 2017 Sport Tourism Executive of the Year by the National Association of Sports Commissions (NASC) and serving as the organization's Chairman, spearheading the 2018 / 2022 and 2026 bid

efforts to bring the FIFA World Cup to Maryland, for creating the TEAM Maryland (statewide) initiative and the Mid-Atlantic Amateur Sports Alliance (lower eastern shore).

“His efforts have touched so many of us across the state, helping us capture and promote sporting events that it became a clear and easy choice to recognize Terry Hasseltine, Executive Director, Maryland Sports Commission” said Lisa Challenger, Worcester County Tourism Director, Chair, MDMO from the podium at the awards banquet.

“The Maryland Stadium Authority is delighted that Terry’s peers and partners in destination marketing value and appreciate his many efforts and successes in generating over \$1.7 billion in direct spending in the state of Maryland” said Michael Frenz, Executive Director, Maryland Stadium Authority.

About:

Maryland Sports Commission Mission: To enhance Maryland's economy, image and quality of life through the attraction, promotion, retention and development of regional, national and international sporting events. <https://marylandsports.us/>

Maryland Stadium Authority Mission: To plan, finance, build and manage sports and entertainment facilities in Maryland; provide enjoyment, enrichment, education, and business opportunities for citizens; and develop partnerships with local governments, universities, private enterprise and the community. <https://www.mdstad.com/>

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