**Maryland’s Summer of Music 2019: Bigger and Better!**

**Lead:** BML

**Purpose:** To continue to maximize the opportunity created by the initial SOM in 2018 and highlight the great music events across Maryland during the summer 2019 season, between Delfest and Ocean City Sunfest, including the National Folk Festival, and inspire people to travel to them and stay overnight.

**Why now?** SOM ’18 was deemed a success, and this is the second year for the National Folk Festival in Maryland.

**Background:**

The Maryland Office of Tourism Development will again be highlighting 25 multi-day, music festivals in the summer of 2019 across Maryland starting from Memorial Day weekend with Delfest through Labor Day weekend and ending with the last official weekend of summer September 21-22, 2019. Many of these will carry over from the 2018 list, with some new additions, but we will strive to keep the featured list at 25.

The criteria for the selection of the 25 music festivals OTD will highlight for Maryland’s Summer of Music is:

* Must be scheduled between Memorial Day weekend and last official weekend of summer September 21-22, 2019.
* 2-day minimum, multi-day preferable
* Music is a primary component of the festival
* Scale of the festival must be such that it encourages overnight travel

**When:** The Maryland Office of Tourism Development will be announcing Maryland’s Summer of Music the week of May 6, 2019 during National Travel and Tourism Week**.**

**Lead Agencies:** Maryland Office of Tourism Development andMaryland State Arts Council, with DMOs, Hotel Motel Lodging Association, Arts Councils, A & E districts, Main Streets, Heritage Areas, festival producers, and venues.

**Who:** Tourism partners across Maryland are encouraged to create their own events to celebrate Maryland’s Summer of Music and to brand their existing music events as part of Maryland’s Summer of Music.

**Communications:** Call for action item in Insights on March 13. Mention in VMN on May 1. Press release targeted for May 6. Rack card to be distributed first week in May. SOM pages on VM site to be updated with new information.

**How:** Have your destination/attraction be a part of Maryland’s Summer of Music. Here are just a couple ideas:

* Share news and images about music events during the summer of 2019, use the hashtags #marylandmusic #visitmaryland #mdinfocus.
* Highlight local concerts & concerts series, use “Maryland’s Summer of Music” logo.
* Highlight local musicians that showcase your area in their music.
* Encourage original music about your area—with local bands, schools, camps, etc.
* Provide tickets to music-related events/attractions for OTD’s “Maryland Mondays” Giveaways to generate buzz about events, attractions, sites, etc through Visit Maryland’s social media channels.