

Advisory Commission on Maryland Alcohol Manufacturing and Promotion

MINUTES

Maryland Department of Agriculture
50 Harry S. Truman Parkway
Annapolis, MD, 21401
September 27, 2023
10:00 AM- 12:00 PM

IN ATTENDANCE

Dr. Joe Fiola, University of Maryland Extension
Janna Howley, Grow and Fortify
Kelly Dudeck, Maryland Wineries Association & Brewers Association of Maryland (BAM)
Robert Butz, Windridge Vineyards
Joan Cartier, Links Bridge Vineyards
Jaime Windon, Lyon Rum
Mark Burke, Streetcar 82 Brewing
Steven Connelly, Maryland Department of Agriculture
Liz Fitzsimmons, Maryland Office of Tourism
Brian Lawrence, Maryland Office of Tourism
Julia Bouie, Maryland Office of Tourism

I. Welcome and Introductions

Ms. Fitzsimmons welcomed everyone and proceeded with introductions. A big thank you was extended to the Steve Connelly for hosting today's committee at Ag which will be the permanent meeting space.

II. Current situation

A. \$1.6 million in funding available

III. Discussion - Votes if applicable

B. Jim Bauckman, Director of Communications representing Maryland Wineries Association/ Brewers Association of Maryland/ Maryland Distillers Guild presented "Crafting Maryland's Story: A Three-Phase

Initiative for Craft Beverage Alcohol Promotion in Maryland to the Commission for approval of funding for the project.

Project Summary: Crafting Maryland's Story: A Three-Phase Initiative for Craft Beverage Alcohol Promotion in Maryland, This promotional initiative includes three phases. This project aims to stimulate revenue growth in Maryland's craft beverage industry and will increase awareness about Maryland-made beer, wine and spirits:

Phase 1: Develop and establish a strong brand identity promoting the community and their locally crafted products.

Phase 2: Target travelers and visitors with ads to explore Maryland's craft beverages.

Phase 3: Elevate the industry's profile throughout the region and country by connecting with food, beverage and travel media, attracting locals and tourists. The project has III phases and is currently in Phase I.

Current Phase: Phase I Growing the Audience - Brand Development (If funding approved)

The first phase of this project starts with hiring a public relations/branding firm and staff to develop and establish a strong brand identity promoting the community and their locally crafted products. for promoting Maryland's craft beverage alcohol industry and the great selection of local offerings produced here.

Phase I Requested Funding & Total and Budget Breakdown:

\$297,500 - Total requested to complete the brand identity and strategy phase of this project.

- \$80,000- used to capture visual content, design, develop, launch, maintain, and host a website for the initiative. Additionally, search ads will be used to drive traffic to the campaign site.
- \$150,000 -will be applied to the budget to a contract for development of the brand identity and visual identity for the initiative; includes firm and term contracts.

- \$67,500 - will be applied to building the long-term brand strategy, purchase promotional assets for the initiative, run initial awareness advertising campaigns, and sponsor events in Maryland and the Mid-Atlantic.

Phase I Timeline: This suggested project timeline aims to launch the initiative's brand and promotion in time for the industry festival and harvest seasons in 2024.

October - November 2023

- Open RFP and secure submissions from public Relations and/or branding firms.

December 2023

- Select and award a contract to a firm. Interview and hire for a term position.

January - April 2024

- Develop the brand identity, brand strategy, website and search ad assets.

Summer - Fall 2024

- Roll out the brand and coordinate an awareness campaign. Submit applications for MAMP support of Phase II. Wrap any outstanding work related to Phase I.

Phase II Engaging Visitors

Phase III Growing the Audience

- C. A vote was called to approve funding to Brewers Association of Maryland (BAM) to begin the project in the amount of \$297,000. Approval was unanimous.
- D. Liz Fitzsimmons advocated for funding for an accompanying OTD Alcohol Promotion. After discussion, a vote was called to award the Maryland Department of Tourism funding for the promotional project in the amount of \$100,000.

IV. Close and adjourn

Adjournment was called at 12:00 pm.