

MARYLAND

Association of
Destination Marketing Organizations



Maryland Association of Destination Marketing Organizations Strategic Plan

Maryland

The Maryland Association of Destination Marketing Organizations (MDMO or Client) recently retained Hunden Partners to develop a strategic plan (Plan) to gain consensus among its members and stakeholders and establish a strong and focused direction for the organization. The engagement strategy includes an analysis of existing conditions and data on industry best practices in order to develop a 5-year strategic plan with specific, actionable, and measurable goals and objectives for the vision and mission of the Client.

Hunden's process includes an assessment of the current state of organizational operations, key performance indicators (KPIs) and targets, funding and resources, organization bylaws, processes, procedures, annual reports, and sales and marketing efforts to determine the organization's positioning against future priorities. The Hunden team will also ascertain the existing vision and mission of the MDMO and confirm the MDMO's role within the framework of Maryland's tourism industry, and its unique value. Information and data gathered during this analysis will lead to a SWOT assessment of MDMO. A list of priorities/objectives will be identified for discussion during the stakeholder engagements.

Based on key stakeholder interviews and prior tasks, Hunden will determine a list of objectives and opportunities for MDMO. The goal of the objectives is to establish a strong and focused direction for the organization. Objectives will cover partnership strategies for work with key industry players and organizations, at both the State and Federal level, as well as guidelines for regular updates to the organizational bylaws.

Client: The Maryland Association of Destination Marketing Organizations

Time Period: 2024 - Present