

**REIMAGINING  
DUAL HIGHWAY  
TOGETHER**

**DUAL HIGHWAY VIRTUAL BUSINESS COMMUNITY FORUM**

*Hosted by The Greater Hagerstown Committee's Vision Forum*

**WELCOME**



**Steven Stitely**

Chair of GHC Vision  
Forum



**Dan Spedden**

President of CVB-Visit  
Hagerstown



**Dave Lehr**

Chief Strategy Officer -  
Meritus Health



**Jill Thompson**

City of Hagerstown  
Director of Planning &  
Economic Development

# SPEAKERS & AGENDA

**9:30 AM – Welcome & Introduction – *Steven Stitely, Greater Hagerstown Committee***

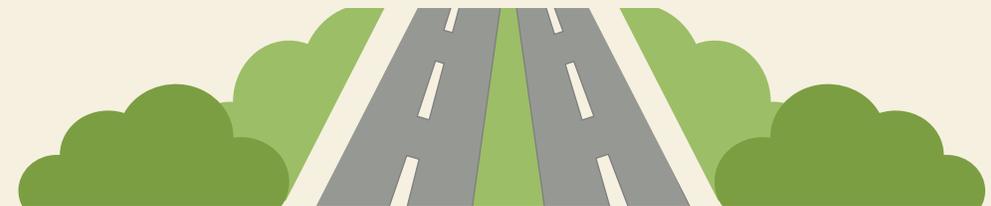
**9:35 AM – Tourism & Walkable Development – *Dan Spedden, Hagerstown/Washington County Convention and Visitors Bureau***

**9:45 AM – Educational Impact: MSOM – *Dave Lehr, Meritus School of Osteopathic Medicine***

**9:55 AM – Economic Development Snapshot – *Jill Thompson, City of Hagerstown***

**10:05 AM – Participant Feedback & Discussion**

**10:25 AM – Wrap-Up & Next Steps**





# GOALS OVERVIEW

- Engage community and business owners along Dual Highway
- Learn about projects and tourism initiatives benefitting this area
- Explore interest in establishing a grassroots Dual Highway alliance
- Gather ideas and feedback for future collaboration

# LONG-TERM VISION

A Community-Led Path Forward:

The Vision Forum's goal is to bring together business and property owners along Dual Highway to shape a shared future — one that reflects the pride, potential, and purpose of this important gateway into Hagerstown.



# Our Vision:

To transform the Dual Highway corridor into a **thriving, attractive, and economically vibrant gateway** — a corridor that:

- **Supports existing businesses** by increasing visibility, improving access, and strengthening customer flow.
- **Encourages new investment** and redevelopment that complements the area's character and community needs.
- **Enhances aesthetics and functionality** through better landscaping, signage, lighting, and walkability.
- **Builds connections** between tourism, local commerce, and the new growth surrounding Meritus Park, Field House, Fairgrounds, Black Rock GC, MSOM, and other nearby developments.
- **Fosters collaboration** among businesses, property owners, and local agencies to identify shared priorities and advocate for improvements.

## What Makes This Unique:

This is not a government initiative — it's a **grassroots alliance**. The Greater Hagerstown Committee's Vision Forum is here to help launch the effort, but the leadership and momentum will need to eventually come from *you* — the people who live, work, and invest along this corridor.

## Our Goal Today:

- To start a conversation that grows into a sustained effort — one that unites local voices, builds partnerships, and brings a renewed sense of identity and opportunity to the Dual Highway.
- To educate stakeholders on some great things happening along the Dual Hwy





**Dan Spedden**

**President of Visit**

**Hagerstown**

*(Hagerstown/Washington County  
Convention and Visitors Bureau)*

## **Tourism & Walkable Development**

***9:35 AM – 9:45 AM***

***The role of tourism in corridor  
vitality and benefits of  
creating a more connected,  
walkable, destination***

***(+Black Rock Golf Course Update)***



# **Washington County Highlights**

**1.35 Million Visitors**

**784K Day Visitors**

**575K Overnight Visitors**



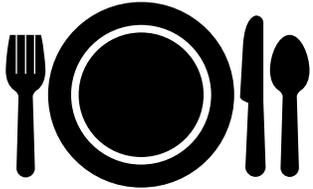
# Washington County Visitor Impact

**4,825 People Employed in  
Tourism**

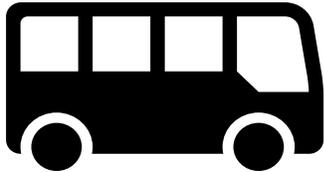
**7.5% County's Workforce**

**5.7% County's Labor Income**

# Visitor Spending - \$359 Million



29%



23%



19%



17%



12%

# 24/25 FY Top Ten Revenue Grossing Hotels

- Hampton Inn (I-81)
- Home 2 (Railway Lane)
- Homewood Suites (Railway Lane)
- Springhill Suites (Valley Mall Road)
- Courtyard by Marriott (Valley Mall Road)
- Holiday Inn Express (Railway Lane)
- **Fairfield Inn (All Star Court)**
- **Hampton Inn (Dual Highway)**
- Country Inn and Suites (Valley Mall Road)
- Yogi Bear Resort (Jellystone Park Way - Williamsport)

61 Properties Reporting

\$46,236,350

# Amateur and Youth Sports

## **Sporting Events**

Hagerstown Softball – 11,040 Athletes from 368 Teams

Hub City Showdown Youth Football 1,050 athletes from 50 Teams

BMX Gold Cup Regional Competition – 600 Athletes

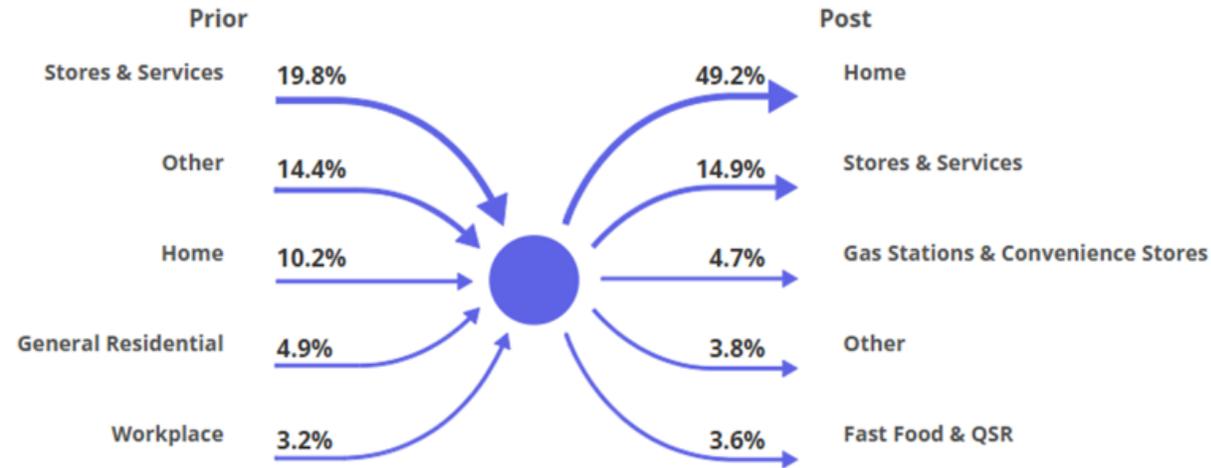
## **Potential Sporting Events**

USA Cycling Regional Competition

International golf Tournament

Volleyball Tournament (400 Rooms in FRP)

# Meritus Park Visitors Pre and Post Game Destinations



## Most Popular Pre and Post Game Dining Destinations

**Krumpe's Do-Nut Pre Game 0 Post Game 1779 TOTAL 1779**

**Broad Axe Pre Game 733 Post Game 853 TOTAL 1586**

**Chic's Seafood Pre Game 441 Post Game 93 TOTAL 534**

**McDonalds Pre Game 79 Post Game 383 TOTAL 462**

**Dairy Queen Pre Game 0 Post Game 391 TOTAL 391**

# Black Rock Golf Course (BRGC)

key local asset supporting tourism, hospitality, and quality of life.

## Black Rock Golf Course at a Glance:

- **Part of Washington County Regional Park** (over 300 acres).
- Publicly owned and operated—**open year-round** to residents and visitors.
- Serves as home course for **local high schools and collegiate programs**.
- Hosts tournaments, leagues, and events that draw players and spectators to the region.



# Black Rock Golf Course Growth

## Steady post-pandemic growth

Financial turnaround achieved by:

- Launching the **Frequent Player Card (FPC)** in 2019.
- **Incentivizing repeat play** and increasing local engagement.
- Investing in **course and clubhouse improvements**.
- **Partnering locally** for food and beverage operations to generate income.
- **28 Nonprofit tournaments annually.**
- **7 leagues and 6 for-profit tournaments.**
- **Youth engagement:** High school matches, county and district events, Mid-Atlantic PGA junior tournaments.
- **Future potential:** MSGA qualifiers and expanded junior events (Korn Ferry & LPGA potential in future).

Fiscal Year	Total Rounds Played
FY 2025	30,360
FY 2024	29,795
FY 2023	26,792
FY 2022	28,391
FY 2021	29,477
FY 2020	23,238
FY 2019	19,450



## Facility Enhancements

Clubhouse renovations & irrigation improvements.

Simulator room and bunker renovations.

New capital equipment  
(slit seeder, enclosed sprayer, new golf carts).

Outsourced food & beverage operations for efficiency.

# The Bigger Picture & Looking Ahead

## Black Rock Golf Course (BRGC)

### The Bigger Picture

BRGC and Washington County's recreation network contribute directly to:

- Increased restaurant and hotel traffic along the Dual Highway.
- Economic revitalization through sports tourism.
- A stronger community image and visitor experience.

***With over 30,000 annual rounds of golf and growing, BRGC is a cornerstone of local recreation and economic vitality.***

### Looking Ahead

- **Planned trail system expansion** (2 miles of walking and biking).
- Opportunities for collaboration between local businesses, Parks & Rec, and GHC to align branding and events.
- Continued focus on Dual Highway aesthetics, signage, and hospitality development.

### New Golf Training Center

- Will expand practice capacity for schools and youth programs.
- Features include:
  - Synthetic chipping & putting green adjacent to pavilion.
  - Event-friendly layout for tournaments and challenges.
  - Year-round usability for lessons and practice.
- Strengthens BRGC's role in community recreation and economic impact.



**Dave Lehr**  
**Chief Strategy Officer**  
**Meritus Health**

**Educational Impact:  
Meritus Medical School of  
Osteopathic Medicine (MSOM)**

*9:45 AM – 9:55 AM*

*Student and faculty influence on  
housing and services and  
opportunities for local business  
engagement*

# Meritus School of Osteopathic Medicine

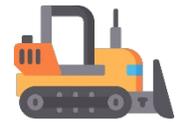


# Projected Economic Impact

Economic impact study performed by Tripp Umbach.  
Impacts reflect additional economic activity in the state of Maryland



## Capital Impacts (2023 - 2026)



# \$268 Million

- Job Creation: 1,595
- Tax Revenues: \$6.2M

## Impacts of operating the college

	2025	2029	2032
Direct impact of the college	\$36.6 Million	\$45.7 Million	\$51.4 Million
Impact of student spending	\$8.0 Million	\$67.8 Million	\$70.1 Million
Impact of visitor spending	\$1.4 Million	\$6.7 Million	\$6.9 Million
<b>Total</b>	<b>\$46 Million</b>	<b>\$120.0 Million</b>	<b>\$128.4 Million</b>
Job Creation	228	622	626
State and Local Taxes	\$1.4 Million	\$4.7 Million	\$5.0 Million

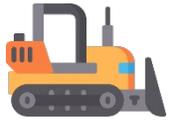
## In a Nutshell

- **\$268 Million** from building the school and student housing between now and 2026
- **Over \$500M** from running the school between 2025 and 2030
- **Over \$120M** per year to our state GDP every year beyond 2030.



# Actual Impact So Far

## Bowman Hall



**\$90 Million**

- 73% local contractors

## Meritus Commons

Phase 1



**\$55 Million**

- Majority local contractors

## Meritus Commons

Phase 2 - Future



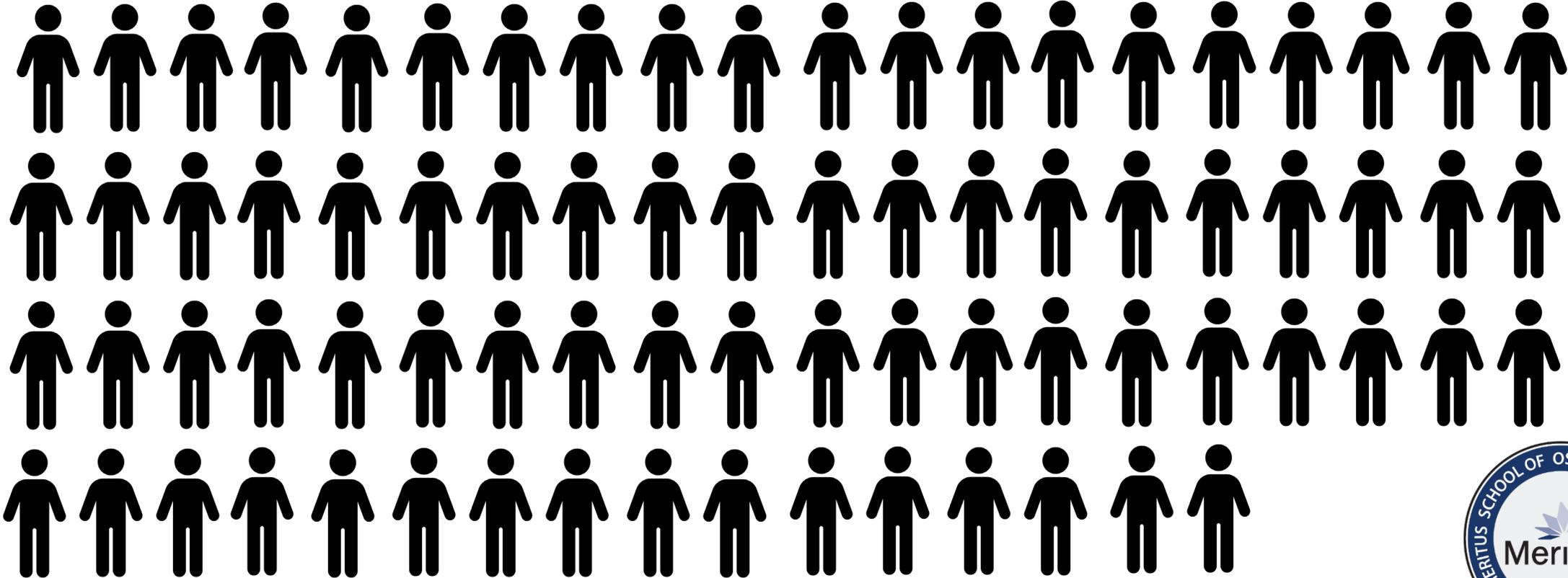
**\$30 Million**

- Goal > 70% local contractor



# Actual Impact So Far

New Jobs – 76 hired... and counting



# Recruiting

2025

- 1013 Applications Submitted
- 90 seats available
- 97 seats filled

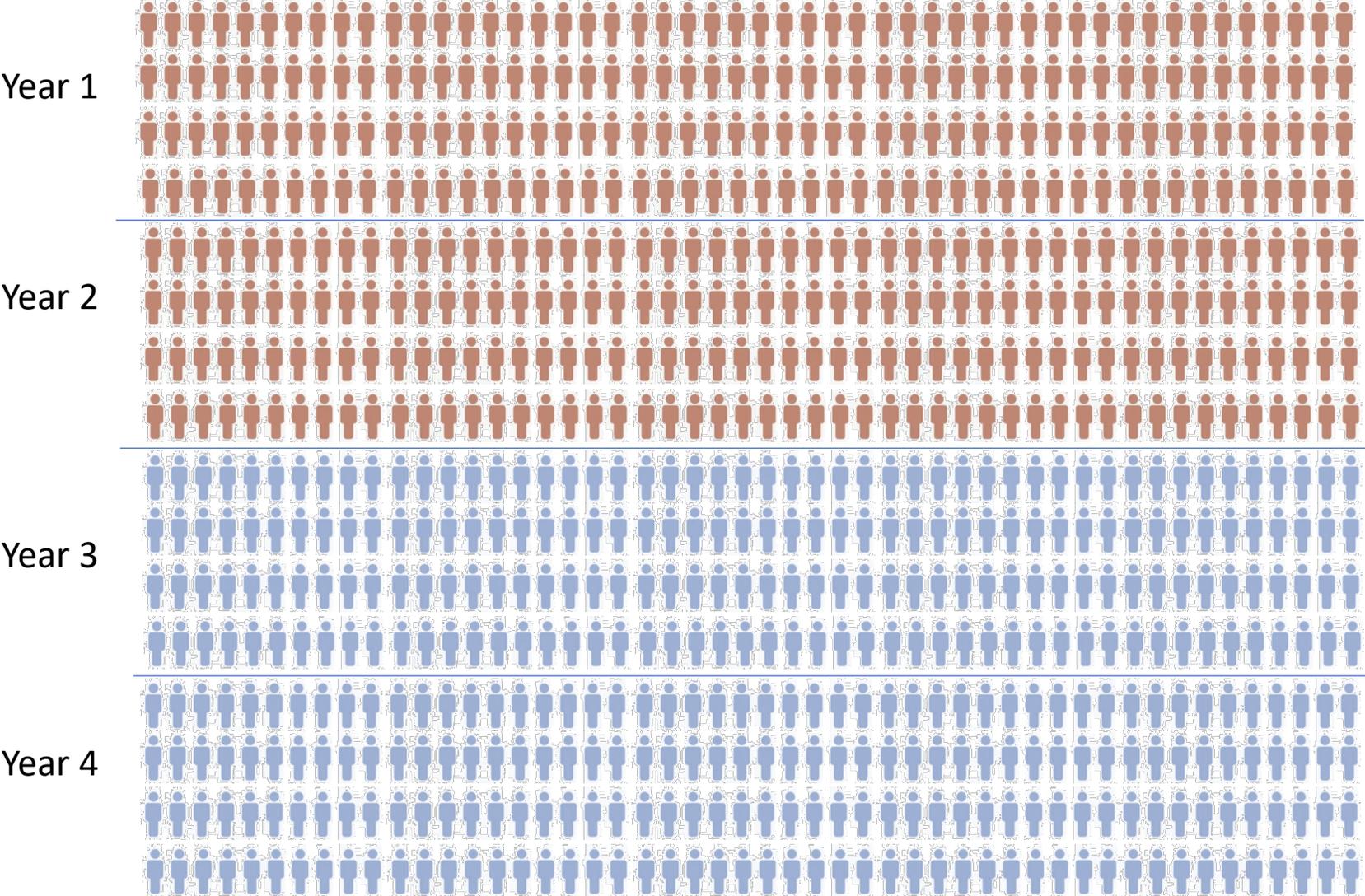
2026

- Over 3500 Applications
- 135 seats available



# The Numbers – When we're ramped up

Students – 194 x 4 (incl. over-enrollment)



# Your Next Customer

- Average Age = 24.9
- 31% from Maryland
- 50% from a non-bordering state
- 65% Female
- 100% Bachelors Degrees – High GPA
- Diverse wants and needs

# Residency Programs

- Average Age = 30
- Family Medicine – 18
- Psychiatry – 20
- General Surgery – 15
- Internal Medicine – 30
- Fellowships and more to come

# Direct - 1000 New Households

- 776 – Student Households
  - Mostly Single
  - Mixed discretionary spending budgets
  - Interest in activities, inexpensive dining, nightlife, etc.
- 100 – Resident Households
  - Transitioning to multi-member households
  - Weddings/Kids - typical young family spending habits
  - Some singles with typical young professional spending habits
- 85 – Faculty Households
  - Six-figure income
  - Typical physician and high-earner spending habits

# Induced Jobs - 1595 New Households



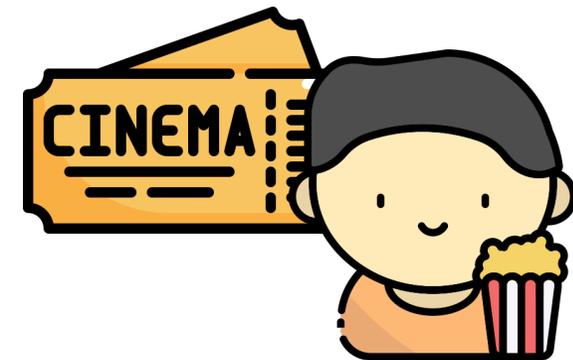
Student demand leads to new restaurant



Restaurant Hires Staff – New Jobs



Restaurant Staff Go to the Movies



Theater needs to hire more snack bar staff



Snack bar kids spend their money at the bike shop



Bike shop hires a new bike mechanic

# Induced Jobs – Rising Tide

In our simple example, the students only spent their money at 1 business.

- Direct effect was the restaurant staff
- Indirectly, this created new movie theater and bike mechanic jobs

Don't simply think of the direct spending. The economy is complex.

**This is a Rising Tide!**



**Jill Thompson**

**City of Hagerstown  
Director of Planning  
& Economic  
Development**

## **Economic Development Snapshot**

***9:55 AM – 10:05 AM***

***Key updates on projects such as  
the Field House and area hotels  
and economic trends shaping  
the corridor's future***

# Reimagining Dual Highway Together



November 13, 2025

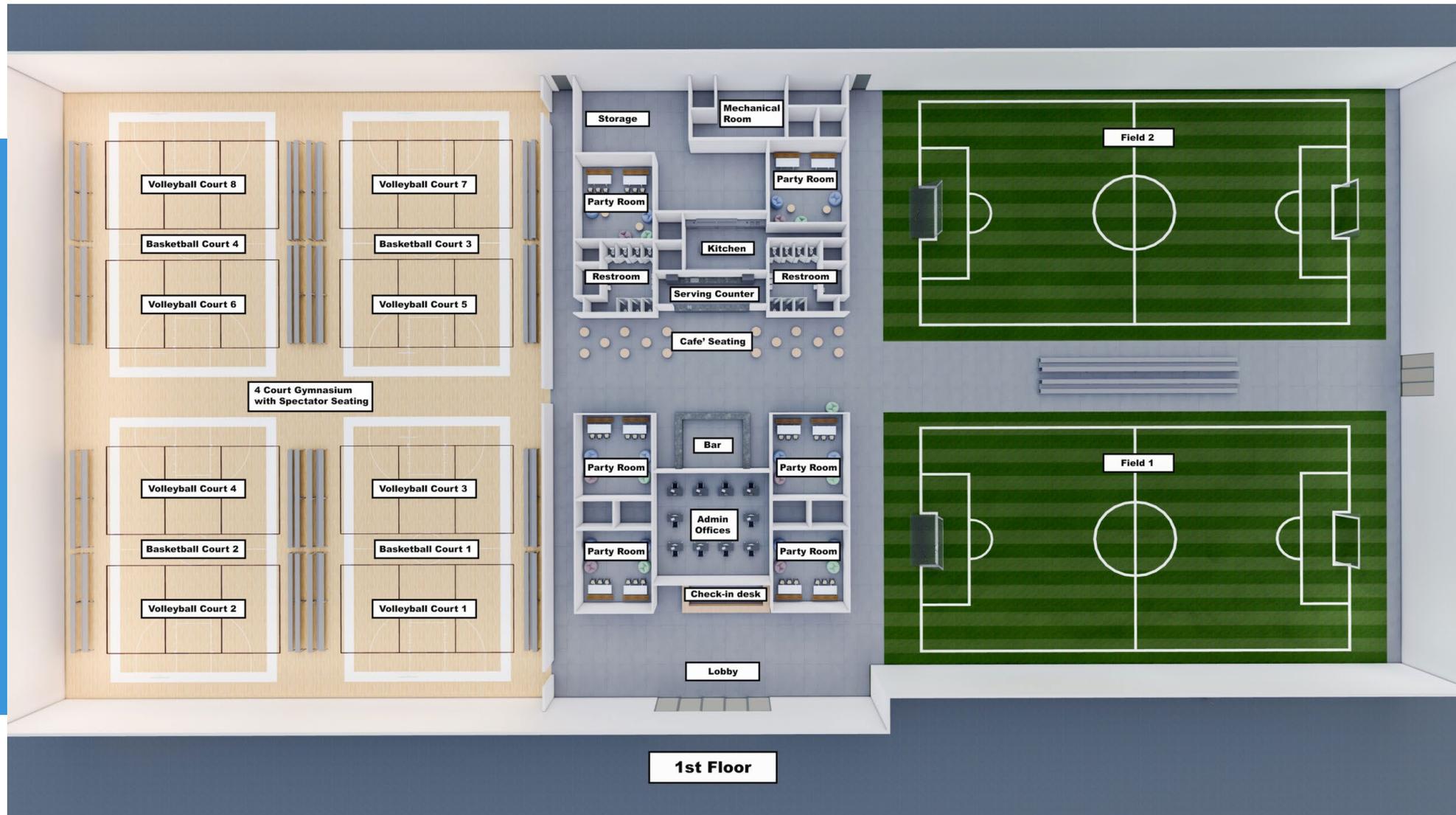
# Hagerstown Field House – 290 East Memorial Blvd.

- Investment: \$24.7 million
- Former Municipal Stadium Site
- 114,000 sf Sports Facility
- 2 Turf Fields
- Hardcourt Space
- Restaurant/Concessions
- Opened February 2025



**Hagerstown**

# Hagerstown Field House – 290 East Memorial Blvd.





## 2022 Economic Impact Analysis

- 45,000 Tournament annual visitors & spectators
- \$3.6 mil annual visitor spending (lodging, meals)
- 43 new permanent jobs

## First 8 Months (Feb - Sept 2025)

- 105,300 visitors - 40,300 unique visits
- 24 Tournaments and Events
- 490 Facility Rentals
- 214 Youth and League team events, creating 5,000 visitors for League Play

# Fairfield by Marriott Inn and Suites – 89 All Star Court

- Opened 2022
- 100 Key Hotel Rooms
- Phase II to include extended stay rooms are currently in planning



**Hagerstown**

# Commercial Development

- Curwood Development  
Investment: \$200M+,  
275+ jobs
- Recent new development  
includes Chipotle and  
CarMax
- In planning includes new  
Dunkin Donuts/Jimmy  
Johns at former KFC  
location



**Hagerstown**

# Converting Hotels to Housing

- Most Hotels on Dual Highway are inside the City.
- Zoning is either Commercial General (CG) or Commercial Regional (CR)
- Zoning Text Changes/Additions in 2025 now permit Mixed-Use Buildings (either new construction or existing building) with no acreage cap
- Must meet current parking requirements
- Mixed-Use Building Defined as:
  - Minimum of 3 stories in height
  - First Floor 65% designed for and occupied by commercial uses and up to 35% amenities for exclusive use of residents
  - Minimum of 6 dwelling units on upper floors
  - Minimum of 200 sf per unit of usable open space and/or balcony (green space, amenity-providing hardscape for the purpose of outdoor living areas and recreational space for residents)



# Contact Us!



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Director of Planning &  
Economic Development  
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## Department of Business and Economic Development

*Economic development is programs, policies and activities that seek to improve the economic well-being and quality of life for a community by creating and retaining jobs and providing a stable tax base.*



Jonathan Horowitz  
Director



Mabelle Dwyer  
Business Leader



Linda Spence  
Financial Programs



Kelsey Keadle  
Agriculture



Carmen Harbaugh  
Support Specialist



Tonia Davis  
Office Manager



**Steven  
Stitely**

**Chair of  
GHC Vision Forum**

# **Participant Feedback & Discussion**

**10:05 AM – 10:25 AM**

Interactive stakeholder input  
session

Identifying topics and priorities for  
future meetings



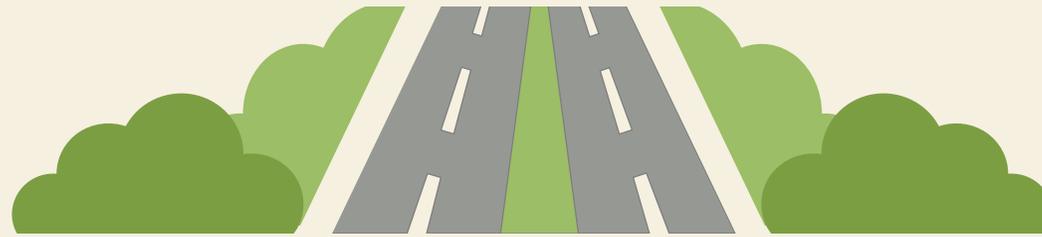
**Steven  
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**Chair of  
GHC Vision Forum**

## **Wrap-Up & Next Steps**

**10:25 AM – 10:30 AM**

Invitation to participate in a grassroots business alliance and next meeting information and follow-up survey



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**THANK YOU!**