

**CHARM CITY**  
**A TASTE OF SOUL**

Restaurant, Retail & Entertainment Guide

[www.atasteofsoul.biz](http://www.atasteofsoul.biz)

**443-983-7974**



**BMORE CIAA 2023**

**AFRAM**

**JUNETEENTH**

**ARTSCAPE**

# **ADVERTISE & PROMOTE YOUR BUSINESS with A TASTE OF SOUL, a culinary tourism initiative** created by Lou Fields, President of BBH TOURS and BAATC.

**Goal: Creating a Pathway for Equity via “Diversity, Inclusion & Equity” in America’s Travel & Tourism Industry**

Several years ago, I noted the public’s growing interest in attending culinary events, festivals, and Foodie Tours. I attended A TASTE OF CHICAGO and A TASTE OF SOUL, LA. These signature events drew huge crowds resulting in tremendous economic impact to the host city. Many cities are hosting culinary events, a special food & wine festival, a Restaurant Week or A Taste of “their city” ethnic eateries, promoting local chefs, restaurants, local foods, and small businesses. These efforts increased visitation, generated new taxes and directed new revenue to large and small businesses. The creed being “A RISING TIDE LIFTS ALL BOATS!”

During the pandemic I was able to design and publish a user-friendly tourist guidebook aka A TASTE OF SOUL, a restaurant, retail, and entertainment tourist guidebook. (view at [www.atasteofsoul.biz](http://www.atasteofsoul.biz)). The ATOS contains advertisements from our tourism partners as well as listings of hundreds of Black-owned Businesses with connections to thousands more located in US Cities and internationally.

To expand our readership and to acquaint our growing audience with other cities and their ethnic businesses, I am extending an opportunity to select cities to place their Diversity, Inclusion & Equity advertising message in the next of the ATOS Guide. A print and digital edition is now available for travelers to view and check out various destinations, venues, small businesses, especially but not limiting to Black-owned Businesses. (go to [www.atasteofsoul.bizz0](http://www.atasteofsoul.bizz0)

Placing your message in the 2023-2024 ATOS guidebook benefits your city, its tourism outreach and marketing efforts.

My career in the hospitality industry started in the 1960s at the Hillendale Country Club (Phoenix, MD). Currently, BAATC/BBH TOURS services include providing heritage tours, group tour planning, family reunion planning assistance, and information services for leisure and business travelers, and serving as a Heritage Tourism Consultant.

For over 20 years, I worked in the banquet department at hotels in Virginia, Atlanta, WDC, California and Maryland. Additionally, I worked as a part-time waitstaff for off-site caterers. In 1993, I served as a volunteer, manning information booths for certain conventions at the Baltimore Convention Center. In 1996, I co-founded BAATC. Four years later, I created BBH TOURS to service family reunions, conventions, youth, school, and other groups. BBH TOURS has organized multi-day trips, cruises, reunions and retreats to US cities and international trips to Bermuda, Canada, and Mexico.

## **The Black Travel Market: Is this a lucrative business sector?**

The most recent travel studies, surveys and articles reveal the national Black Traveler market is valued at over \$100 Billion annually. One family reunion can generate upwards of \$30,000 for a host city. African Americans in the USA have a combined \$1.3 trillion annual buying power. Prior to the COVID pandemic, African Americans hosted over 2500 conventions a year. See the links listed below to review the most recent articles on the Black Travel Market.

[Here are the ATOS Advertising Details. New Editions-February, July, December 2023.](#)

## **A TASTE OF SOUL ADVERTISING APPLICATION Annual Rates Digital/Print Edition**

**Publisher, Lou Fields 443.983.7974 | email: [bbhtours@gmail.com](mailto:bbhtours@gmail.com).**

**Full Page: \$1275 (5x8) | Preferred Full Page Placement: \$1575 \_\_\_\_\_**

**½ Page Ad (5x4) \$675 \_\_\_\_\_ ¼ Page Ad (2.5x4) \$475 \_\_\_\_\_ 1/8 Page (2x2) \$375 \_\_\_\_\_**

**Business Listing \$175 \_\_\_\_\_ (free with display ad purchase)**

**Checks payable to: BAATC. Post Office Box 3014, Baltimore, MD 21229, Attn: Lou Fields.**

**Online payments are accepted. Digital/Print Camera-Ready Ad copy Due: July 30, 2023.**

Next Edition Release: August 30, 2023. See ATOS at [www.atasteofsoul.biz](http://www.atasteofsoul.biz).

**\* Ad Rates are net of agency commissions.**

**Distribution Points: website, business partners, hotels, events, festivals, concerts, welcome centers, etc.**

**Please complete and return to email: [bbhtours@gmail.com](mailto:bbhtours@gmail.com).**

**Checks payable to: BAATC. Post Office Box 3014, Baltimore, MD 21229, Attn: Lou Fields.**

Date \_\_\_\_\_ Ad Size: \_\_\_\_\_ Amount Enclosed\$ \_\_\_\_\_

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Social Media \_\_\_\_\_

Products/Services \_\_\_\_\_

Publisher, Lou Fields 443.983.7974 President, BAATC/BBH TOURS

Ps. For the latest studies, news reports and trending articles on the \$100 Billion Black Travel Market, click on the links below.

<https://www.nytimes.com/2021/07/27/travel/black-travelers-diversity-inclusion.html>

<https://blacktravelalliance.org/the-black-traveler/>

<https://www.travelandleisure.com/travel-tips/travel-trends/black-travel-movement>

<https://www.travelagentcentral.com/your-business/stats-black-u-s-leisure-travelers-spent-109-4-billion-2019#:~:text=The%20spend%20was%20generated%20by,13.1%20nights%20in%20paid%20accommodations>

<https://www.virginia.org/plan-your-trip/black-travel/>

<https://www.visithersheyharrisburg.org/articles/post/vhh-introduces-new-cultural-guide-the-black-travel-experience/>

<https://www.globenewswire.com/news-release/2018/12/20/1670310/0/en/African-American-Travel-Represents-63-Billion-Opportunity.html>

<https://www.adventuretravelnews.com/black-travel-trends-covid-how-an-underserved-market-is-transforming-travel>

To view the digital ATOS, click on [www.bdxlive.biz](http://www.bdxlive.biz) , click on A Taste of Soul Tours or scan this QR code.





Frederick Douglass Path to Freedom Walking Tour in historic waterfront Fell's Point, Baltimore.

**LOU FIELDS** is the co-founder and President of the Baltimore African American Tourism Council of MD, Inc. Working with co-founder the late Steven Pace, Errol E. Brown, Sr. and other supporters, since 1996 the Council continues to serve as a nonprofit, educational and tourism advocacy organization which has been active in the preservation and tourism community. Lou is also the lead founder and first president for the Greater Baltimore Black Chamber of Commerce. In 2010, Lou founded BDX and established the BDX Live Talk Shows. Airing since 2014, Lou's shows are aired on Zoom and Facebook and stored at [www.bdxlive.biz](http://www.bdxlive.biz). With over four decades experience in tourism and hospitality, Lou remains active in Maryland/Baltimore tourism and heritage preservation sectors.

The Council's mission "*is to research, preserve, protect and promote Baltimore/Maryland's African American History & Culture as a vital and beneficial product as part of the Baltimore/Maryland tourism industry.*"

The Council provides services to families, school groups, communities, organizations and public entities that are in need of research assistance and information services. Services include referrals and development assistance in historical research, cultural heritage tourism & preservation, program development, developing funding sources, lectures, exhibits, and special events such as dedications and tributes about notable and unknown Baltimoreans/Marylanders.

Through the Council's tourism division we provide educational heritage tours in Baltimore and across Maryland, including the popular Frederick Douglass Path to Freedom Walking Tour in historic Fell's Point Baltimore, Maryland. Click here to view the C SPAN (2001) coverage of this tour. <https://www.c-span.org/video/?164528-1/fells-point-walking-tour> .

In my third book, the *Maryland Black Facts "Calendar" Book* you will find useful information and items for discussion and further research to assist students and adults to become better acquainted with the African American Experience in Baltimore and throughout the State of Maryland. My new book, *Freedom Seekers, the Story of Early Abolitionists in Antebellum Baltimore* is available for sales and signings.

Contact: Lou Fields, mobile. 443.983.7974 | email: [bbhtours@gmail.com](mailto:bbhtours@gmail.com)  
[www.bdx443.com](http://www.bdx443.com) | [www.bdxlive.biz](http://www.bdxlive.biz) .

#### The Council's projects include...

- A TASTE OF SOUL, a charm city culinary tour program
- BDX LIVE TALK SHOWs (2014-2020t)
- Royal Theater Monument on Historic Pennsylvania Avenue
- Frederick Douglass Historic Trail, Tour and Markers in Fell Point
- Harriet Ross Tubman Day - State of Maryland [March 10<sup>th</sup>]
- Maryland Black Writers Guild
- Buffalo Soldier Day in MD [February 20<sup>th</sup>]
- African American Historic Society of Western MD
- Maryland Underground Railroad Coalition, National UGRG gatherings.
- Maryland Black Tourism Network
- 31<sup>st</sup> Annual Black History Month Program
- Establishing the Baltimore City American Tourism & Heritage Preservation Commission
- Charm City Cultural Heritage Tourism Symposium w/Ambassador Secretse of Botswana
- A TASTE of SOUL, a charm city culinary tourism initiative
- Charm City Tourism Awards
- Legacy in Racing VIP Reception, Grand Prix of Baltimore
- Leon Day Negro League Park
- Langston Hughes Literary Forum & Book Fair
- Greater Baltimore of Black Chamber of Commerce

- Mid-Atlantic African American Tourism Summit (MAAATS)
- Black Dollar Exchange business network

### Awards of Recognition...

- Community Service Award (Nov 5, 2022)
- Distinguished Service Award for Leadership in Heritage Tourism & Entrepreneurship (July 4, 2022)
- Harriet Tubman Lifetime Achievement Award (2022)
- Charm City Buccaneers Sponsor Award (2022)
- Empowerment Temple Black History Leader Award, February 2019
- Louis S. Diggs Historian Award, 2019, Baltimore County Government, Louis S. Diggs
- MD General Assembly Citation, Speaker Delegate Michael Busch and Speaker Pro Tem Delegate Adrienne Jones, February 2019
- Frederick Douglass Partnership Award, MD Office of Tourism, 2018
- Baltimore Radio Listeners Award Salute, MLK Weekend 2018, Alex McCamey, Radio One.
- Living History Honor Award (2017), Baltimore City Historical Society
- Malcolm X Legacy Award, Success Scholars, 2017
- Torch of Success Award by Women of Pride, Dec 2016
- GBBCC 10<sup>th</sup> Anniversary Founder's Award, October 2016
- Underground Railroad Advocate's Award, UGRR Free Press
- 2013 Apex Travel & Tourism Award for Distinguished Service, Black Meetings & Tourism
- SBA – Maryland Minority Small Business Champion of the Year Award, May 20, 2011
- NAACP Thurgood Marshall Legacy Award, October 26, 2010
- Greater Baltimore Black Chamber of Commerce- Founder's Award, May 28, 2009
- Keeper of the Flame Award – A Good Black Man, Inc., July 15, 2007
- Distinguished Black Marylander Award-Towson University, February 2002
- Maryland African American Heritage Preservation Award, October 6, 2006
- International Network to Freedom Award, March 11, 2000
- Outstanding Achievement & Community Service Award-Balt City Community College, April 28, 2007
- Community Service Recognition-Unv. of Maryland – Baltimore County
- Outstanding Citizen Award-Flair Modeling Agency, June 1, 2003
- Outstanding Advocate Award-Blacks in Baseball,
- Mayoral Citation Awards from Mayor DuBurns, Mayor Schmoke and Mayor O'Malley
- Citizen Awards for tourism and preservation Governors' Glendening, Ehrlich, O'Malley, Hogan
- Congressional Citation from Congressman Elijah Cummings
- Citations from City of Salisbury, City of St. Louis
- Legislative Black Caucus of Maryland, Baltimore City Council, Anne Arundel, Baltimore, Frederick counties.



Lou Fields is the founder and first president of the Greater Baltimore Black Chamber of Commerce (2005-2008), Black Dollar Exchange (2010), BDX LIVE Talk Show (2014). Lou serves as an advocate for the establishment of the Mayor's Commission on African American Tourism & Preservation. Lou can be reached at 443.983.7974 or email: [bbhtours@gmail.com](mailto:bbhtours@gmail.com). | [www.bdxlive.biz](http://www.bdxlive.biz).