



March 12, 2020

RE: House Bill 1659- Maryland Stadium Authority- Youth and Amateur Sports Grant Program and Fund

Chairman McIntosch and Members of the Committee:

Enclosed you will find written testimony and letters of support of HB 1659 from numerous stakeholders in the sport tourism industry here in Maryland and well beyond our borders:

Testimony:

- Terry Hasseltine, Executive Director, Maryland Sports
- Matthew Libber, Executive Director, Maryland SoccerPlex

Letters of Support:

- Maryland Tourism Coalition- Ruth Toomey, Executive Director
- Cecil County Tourism
- Dorchester County Tourism
- Experience Prince George's
- The Greater Ocean City, Maryland Chamber of Commerce, Inc.
- Ocean City, Maryland Department of Tourism
- Visit Baltimore
- Visit Hagerstown & Washington County CVB
- Visit Harford
- Visit Howard County Maryland
- Wicomico County Recreation, Parks & Tourism
- US Lacrosse- Steve Stenersen, CEO
- Elite Tournaments- Michael Libber, President & Owner
- US Lacrosse- Kim Rogers, Director, Special Events/World Lacrosse Women's World Cup 2021
- The Manor Foundation- Albert Young
- Team BBC- Jessie Parker
- IGNITE SwimRun Series
- Team BBC- Alex Gray, Race Director Falkorburg Cross
- Sports ETA
- US Sports Congress

**MISSION:** Enhance Maryland's economy, image & quality of life through the attraction, promotion, retention and development of regional, national & international sporting events.



## House Bill 1659 | Senate Bill 1076

*Maryland Stadium Authority – Maryland Sports Youth and Amateur Sport Grant*

### Written Testimony:

**Terrance Hasseltine, CSEE, CTA**  
Executive Director

For more than 11 years, I have had the honor and pleasure of overseeing and directing the State's sport tourism efforts. Our office has been extremely successful generating hundreds of millions of dollars in direct spending on Maryland's economy during some of the toughest economic times in our Nation's history. Our success is the result of the continued growth and expansion of existing events and the recruitment of new organizations to the state. At times, we have been successful in landing some very high profiled large scaled events, all with limited to no significant resources to make them happen. Our efforts through sports have always been and will always be for the **greater good of Maryland** and our partners across this great State.

HB 1659 | SB 1076 allows Maryland Sports to be more responsive, effective and efficient within the **sport tourism and sports event industry** for Maryland's betterment. The Bill gives Maryland Sports the ability to compete against the highest level of competitors in the industry while enriching our private sector event partners, rights holder and sports governing bodies, thus generating more revenues to the State.

The highlights of the Bill are simple:

- Allows Maryland to **surpass** our competitor set on a more even playing field regionally, nationally and internationally
- Allows TEAM Maryland to **lead** the sport tourism industry regionally and nationally
- Allows Maryland to generate **more revenues** and secure more opportunities through youth and amateur sports
- Allows Maryland Sports and TEAM Maryland to **sustain and strengthen** our well-earned reputation in the sport tourism industry

Since our inception, Maryland Sports, in concert with our TEAM Maryland partners, have touched over **3,500 events** generating more than **\$1.775 billion in direct spending** on Maryland's economy. Our projections and forecasting shows steady growth in the coming years, however, without the funding mechanisms in place through HB 1659 | Senate Bill 1076 we will be limited in our abilities to foster greater economic growth long-term through youth and amateur sports opportunities.

Thank you for your time and consideration.

***MISSION:** Enhance Maryland's economy, image & quality of life through the attraction, promotion, retention and development of regional, national & international sporting events.*





## Maryland Soccer Foundation

18031 Central Park Circle

Boyd's, MD 20841

T 301.528.1480

[www.mdsoccerplex.org](http://www.mdsoccerplex.org)



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March 6, 2020

Maryland House of Delegates  
Chairman McIntosh  
Appropriations Committee  
121 House Office Building  
6 Bladen Street  
Annapolis, MD 21401

RE: Support of HB1659 - Maryland Stadium Authority - Youth and Amateur Sports Grants Program and Fund

Chairman McIntosh and Members of the Committee,

My name is Matt Libber and I am the Executive Director of the Maryland Soccer Foundation. The Maryland Soccer Foundation owns and operates the Maryland SoccerPlex, Adventist HealthCare Fieldhouse, and Soccer Association of Montgomery in Boyd's Maryland. I am also on the Board of Directors of the Sports Event and Tourism Association as well as Visit Montgomery, the Convention and Visitors Bureau for Montgomery County. I am writing you to ask you to support HB1659 - Maryland Stadium Authority - Youth and Amateur Sports Grants Program and Fund.

The Maryland SoccerPlex was built in 2000 and is a state-of-the-art multisport facility that is nationally recognized as one of the best soccer facilities in the country. When the SoccerPlex was built it was really a one-of-a-kind facility that was unmatched in the United States. However, over the last two decades, the virtual arms race of communities around the country to build bigger and better sports facilities has increased competition in the marketplace for the SoccerPlex and the numerous other public and private facilities in the State of Maryland. The SoccerPlex and many other facilities in the state have remained competitive not only from continued investment in facility improvements, but also the great resources and support from Maryland Sports, the State's Sports Commission.

The grant program managed by Maryland Sports provides the SoccerPlex and facilities like ours the ability to bring regional and national tournaments and events to the State. Tournament organizers have a wealth of options available to them when planning their next event. If Maryland wants to continue to be competitive in the sports tourism industry, we will need to continue to invest in this grant program to continue to draw these major events to Maryland. As the costs to operate tournaments and events continues to rise, event organizers are looking for assistance to make these events financially viable. The grant program from Maryland Sports, as well as support from the various counties, allow the event operators to remain successful when hosting the event in Maryland.

Sports facilities, especially places like the Maryland SoccerPlex, play a major role in the economy of the State. The Maryland SoccerPlex sees an average of 1.1 million visitors each year. That is only slightly behind the 1.3 million visitors to the National Aquarium in Baltimore. Many of these visitors are coming from out of state to play in large scale regional and national tournaments. These out of state visitors are pumping millions of dollars into the Maryland economy through hotel stays, meals at restaurants, shopping in stores, putting gas in their cars, flying through BWI



## Maryland Soccer Foundation

18031 Central Park Circle

Boyd's, MD 20841

T 301.528.1480

[www.mdsoccerplex.org](http://www.mdsoccerplex.org)



airport, etc. This is especially relevant to the youth sports industry. The Maryland SoccerPlex and Adventist HealthCare Fieldhouse alone provide more than \$30 million of economic impact to the State. Youth sports are as close to a recession proof industry as possible. Parents will routinely forego luxuries for themselves so they do not have to tell their children they cannot play sports. During down economic times we also see the rise of the 'playcation' where the youth sports tournament is turned into a family vacation they could not afford to take separately.

I understand that there are many competing voices clamoring for legislative support, but not investing in sports tourism is much like any professional sports franchise not investing in the best players to win games. We need those visitors to have a wonderful time here in our great state, take beautiful photographs, and return home with memories that last a lifetime. Of course, the number one thing that they leave in Maryland is their dollars.

Please support HB1659 - Maryland Stadium Authority - Youth and Amateur Sports Grants Program and Fund. Let's invest in Maryland's best players and score a revenue win for the state.

Matthew Libber  
Executive Director  
Maryland Soccer Foundation  
Maryland SoccerPlex  
Soccer Association of Montgomery  
[mllibber@mdsoccerplex.org](mailto:mllibber@mdsoccerplex.org)  
301-528-1480



**LETTER OF SUPPORT ON BEHALF OF  
MARYLAND TOURISM COALITION**

**IN SUPPORT OF HB1659 MARYLAND STADIUM AUTHORITY  
YOUTH AND AMATEUR SPORTS GRANTS PROGRAMS AND FUN**

Before the Appropriations March 12, 2020

Dear Chairman & Committee Members,

My name is Ruth Toomey, Executive Director of Maryland Tourism Coalition, a 50-year old organization that represents the various services, attractions, organizations and accommodations that make up the State's Industry. On behalf of our 1,000+ members, I would like to express our support of HB0019.

Tourism is important to Maryland's economy! It creates 150,000 (and growing) jobs. It is the 10<sup>th</sup> largest industry in the state. Visitors to Maryland spend nearly \$18.1 billion in Maryland each year. Visitors generate close to \$2.5 billion in state and local taxes. Without tourism in the state of Maryland, each household would pay \$1,140 more in local taxes.

MTC represents our state's diverse tour and travel community, bringing together the entire industry to enhance business growth and to promote Maryland as a first-class destination for visitors. The continued growth of youth and amateur sports provides additional opportunities for the state and is especially important in areas that do not have a convention center and rely on the sports tourism.

On behalf of the Maryland Tourism Coalition, we respectfully request that you support HB1659.

Sincerely,

*Ruth Toomey*

Ruth Toomey  
MTC Executive Director



March 6, 2020

Terrance Hasseltine, CSEE, CTA  
Executive Director, Maryland Sports  
The Warehouse at Camden Yards  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

Dear Mr. Hasseltine,

Cecil County Tourism fully supports HB 1659 and SB 1076 (Maryland Stadium Authority – Youth and Amateur Sports Grants Program and Fund). We understand and embrace the positive economic impact generated by youth sports activities. We at Cecil County Tourism work hard to attract multi day youth sporting events to our community. We strive to provide these athletes with a chance to compete at the highest levels, while capitalizing on the commerce generated through our hospitality.

Maryland Sports is a significant partner in attracting and retaining youth sports in our community. Cecil County Tourism depends on Maryland Sports for guidance, access to marketplaces, and sponsorship money for big events. We hope HB1659 and SB 1076 are successful and that we can continue to grow Visit Howard County's offerings in the youth sports world.

Sincerely,

*Sandy Turner*

Sandy Turner  
Manager  
Cecil County Tourism



**Dorchester County Tourism**  
**Heart of Chesapeake Country Heritage Area**  
2 Rose Hill Place  
Cambridge, Maryland 21613  
P: 410-228-1000 f: 410-221-6545  
[www.visitdorchester.org](http://www.visitdorchester.org)

March 5, 2020

Terrance Hasseltine, CSEE, CTA  
Executive Director, Maryland Sports  
The Warehouse at Camden Yards  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

Dear Mr. Hasseltine,

The Dorchester County Tourism Department supports HB 1659 and SB 1076 (Maryland Stadium Authority – Youth and Amateur Sports Grants Program and Fund). As a leader in Dorchester County’s tourism industry, we understand the power in the commerce generated by amateur sports events. We have taken advantage of this funding source to support the licensing fee associated with IRONMAN Maryland and IRONMAN 70.3 Eagleman races. These races generated over \$5 million a year annually in economic impact to Maryland’s economy.

Maryland Sports is a solid partner in attracting and retaining sporting events in our community. We depend on their expertise for guidance, access to leadership, and sponsorship money for big events.

We hope HB1659 and SB 1076 are successful and that we can continue to grow the state’s offerings in the amateur sports world.

Sincerely,

Amanda Fenstermaker  
Director



March 10, 2020

Terrance Hasseltine, CSEE, CTA  
Executive Director, Maryland Sports  
The Warehouse at Camden Yards  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

Dear Mr. Hasseltine,

Experience Prince George's supports HB 1659 and SB 1076 (Maryland Stadium Authority – Youth and Amateur Sports Grants Program and Fund). As a leader in Prince Georges County's tourism industry, Experience Prince George's understands the power in the commerce generated by youth sports activities. We at Experience Prince George's work hard to attract multi-day youth sporting events to our community to provide athletes with a chance to compete at the highest levels and to capitalize on the commerce generated through our hospitality.

Maryland Sports is a significant partner in attracting and retaining youth sports in our community. Experience Prince George's depends on Maryland Sports for guidance, access to marketplaces, and sponsorship money for big events. We hope HB1659 and SB 1076 are successful and that we can continue to grow Experience Prince George's offerings in the youth sports world.

Sincerely,

A handwritten signature in black ink, appearing to read "George A. Cooley II". The signature is written in a cursive style and is positioned over the typed name and title.

George A. Cooley II  
Executive Vice-President  
Experience Prince George's





**The Greater Ocean City, Maryland  
Chamber of Commerce, Inc.**

**TESTIMONY OFFERED ON BEHALF OF  
THE GREATER OCEAN CITY CHAMBER OF COMMERCE**

**IN SUPPORT OF  
HB 1659 Maryland Stadium Authority – Youth and Amateur Sports Grants Program and Fund  
BEFORE THE Appropriations Committee**

March 12, 2020

The Greater Ocean City Chamber of Commerce, representing more than 930 regional Business and Organizations, strongly supports **HB 1659 Maryland Stadium Authority – Youth and Amateur Sports Grants Program and Fund**.

This bill would establish the Youth and Amateur Sports Grants Program to provide grants from the Youth and Amateur Sports Fund to bring new youth and amateur events to the State and attract sports fans, participants, and tourists; requiring Maryland Sports to implement and administer the Program in a certain manner; requiring the Comptroller to distribute a certain amount of money from the State Lottery Fund to the Youth and Amateur Sports Fund each fiscal year; etc.

Ocean City and Worcester County have established youth and amateur sports as a high priority in their respective strategic plans, as it is a multi-billion-dollar industry. There is tremendous potential and opportunity to bring more quality events and sports tourism to Maryland with an established fund to attract event promoters. In addition, we are working on infrastructure such as athletic fields as well as a large-scale sports complex to accommodate such business.

The Greater Ocean City Chamber of Commerce Membership respectfully requests a Favorable Report for **HB 1659 Maryland Stadium Authority – Youth and Amateur Sports Grants Program and Fund**.

Please feel free to contact me with any questions regarding the position of the Greater Ocean City Chamber of Commerce at 410-213-0144 ext 102.

Sincerely,

Melanie A. Pursel, M.S.- President & CEO



Ocean City, Maryland  
Department of Tourism

March 6, 2020

Terrance Hasseltine, CSEE, CTA  
Executive Director, Maryland Sports  
The Warehouse at Camden Yards  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

Dear Mr. Hasseltine,

The Ocean City Department of Tourism and Convention and Visitors Bureau supports HB 1659 and SB 1076 (Maryland Stadium Authority – Youth and Amateur Sports Grants Program and Fund). The Ocean City Department of Tourism understands the power in the commerce generated by youth sports activities. Ocean City works hard to attract multi-day youth sporting events to our region to provide athletes with a chance to compete as well as enjoy all of our amenities with their families, generating positive economic impact to the Town of Ocean City and the State of Maryland.

Maryland Sports is a solid partner in attracting and retaining amateur youth sports in our community. Ocean City depends on Maryland Sports for guidance, access to marketplaces, and sponsorship money for big events.

We hope HB1659 and SB 1076 are successful and that we can continue to grow Ocean City offerings in the youth sports world.

Sincerely,

A handwritten signature in blue ink that reads 'Donna Abbott'.

Donna Abbott  
Tourism and Marketing Director



Terrance Hasseltine  
Executive Director  
Maryland Sports  
The Warehouse at Camden Yards  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

March 10, 2020

Dear Mr. Hasseltine:

On behalf of Visit Baltimore and our network of 800 partner members, I am writing in support of HB1659, the Maryland Stadium Authority Youth and Amateur Sports Grants Program and Fund.

As the official destination marketing organization for the City of Baltimore, we actively seek new opportunities to attract new conventions, events and leisure visitors. Multi-day youth sporting events are a valued part of the mix, bringing new visitors to our city, overnight guests to our hotels, and customers for our restaurant and retail establishments.

Maryland Sports is an important partner for attracting youth sports events to Baltimore, and retaining those relationships over the long-term. We hope HB1659 and SB 1076 are successful and that we can continue to give youth athletes the chance to compete at the highest levels, grow Baltimore's offerings in the youth sports world and generate new revenue for our hospitality partners.

Submitted respectfully,

A handwritten signature in black ink, appearing to read "Al Hutchinson", written over a light blue circular stamp or watermark.

Al Hutchinson  
President & CEO, Visit Baltimore

# Visit HAGERSTOWN

& Washington County, Maryland

March 4, 2020

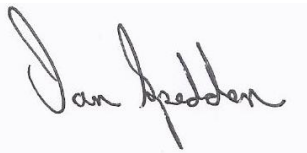
Terrance Hasseltine, CSEE, CTA  
Executive Director, Maryland Sports  
The Warehouse at Camden Yards  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

Dear Mr. Hasseltine,

The Hagerstown/Washington County Convention and Visitors Bureau (Visit Hagerstown) supports HB 1659 and SB 1076 (Maryland Stadium Authority – Youth and Amateur Sports Grants Program and Fund). As a leader in Washington County's tourism industry, Visit Hagerstown understands the power in the commerce generated by youth sports activities. We at Visit Hagerstown work hard to attract multi-day youth sporting events to our community to provide athletes with a chance to compete at the highest levels and to capitalize on the commerce generated through our hospitality.

Maryland Sports is a solid partner in attracting and retaining youth sports in our community. Visit Hagerstown depends on Maryland Sports for guidance, access to marketplaces, and sponsorship money for big events. We hope HB1659 and SB 1076 are successful and that we can continue to grow Visit Hagerstown offerings in the youth sports world.

Sincerely,



Dan Spedden, President



March 4, 2020

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**Executive Director**

Gregory Pizzuto

**Executive Board**

Jay Ellenby  
President

Stacy Rutherford  
Vice President

Tim Engle  
Treasurer

Lauri Altman  
Secretary

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Kathy Burley  
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Kerri Kneisley  
Craig Lanphear  
John McHugh  
Lauri Orzewicz  
Beth Rhudy  
Angela Rose

**Past President**

Patricia Parker

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Terrance Hasseltine, CSEE, CTA  
Executive Director, Maryland Sports  
The Warehouse at Camden Yards  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

Dear Mr. Hasseltine,

Visit Harford supports HB 1659 and SB 1076 (Maryland Stadium Authority – Youth and Amateur Sports Grants Program and Fund).

As a leader in Harford County's tourism industry, Visit Harford understands the power in the commerce generated by youth sports activities. Our latest sports tourism economic impact study reports, on an annual basis, a \$49+ million economic impact from sports tourism.

Maryland Sports is a solid partner in attracting and retaining youth sports in our community. Visit Harford depends on Maryland Sports for guidance, access to marketplaces, and sponsorship money for big events.

We hope HB1659 and SB 1076 are successful and that we can continue to grow Visit Harford offerings in the youth sports world.

Sincerely,

A handwritten signature in black ink that reads "Greg Pizzuto".

Greg Pizzuto  
Executive Director

# Visit Howard County *Maryland*

March 6, 2020

Terrance Hasseltine, CSEE, CTA  
Executive Director, Maryland Sports  
The Warehouse at Camden Yards  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

Dear Mr. Hasseltine,

Visit Howard County supports HB 1659 and SB 1076 (Maryland Stadium Authority – Youth and Amateur Sports Grants Program and Fund). As a leader in Howard County’s tourism industry, Visit Howard County understands the power in the commerce generated by youth sports activities. We at Visit Howard County work hard to attract multi-day youth sporting events to our community to provide athletes with a chance to compete at the highest levels and to capitalize on the commerce generated through our hospitality.

Maryland Sports is a significant partner in attracting and retaining youth sports in our community. Visit Howard County depends on Maryland Sports for guidance, access to marketplaces, and sponsorship money for big events. We hope HB1659 and SB 1076 are successful and that we can continue to grow Visit Howard County’s offerings in the youth sports world.

Sincerely,



Amanda Hof  
Executive Director  
Visit Howard County



WICOMICO COUNTY, MARYLAND  
WICOMICO COUNTY RECREATION, PARKS & TOURISM  
WICOMICO YOUTH & CIVIC CENTER  
500 GLEN AVENUE  
SALISBURY, MARYLAND 21804  
410-548-4900  
FAX: 410-548-4917

Bob Culver  
County Executive

R. Wayne Strausburg  
Director of Administration  
Steven E. Miller Director

March 5, 2020

Terry Hasseltine, CSEE, CTA  
Executive Director, Maryland Sports  
The Warehouse at Camden Yards  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

Re: Support of (SB) 1076 and (HB) 1659 Maryland Stadium Authority - Youth and Amateur Sports Grant Program and Fund

On behalf of Wicomico County, this letter is to express support of (SB) 1076 and (HB) 1659 Maryland Stadium Authority – Youth and Amateur Sports Grant Program.

As an integral partner, the Maryland Stadium Authority and Maryland Sports have assisted Wicomico County in expanding and retaining its footprint in the sports marketing industry. In FY 2019, 48 sporting events were held in Wicomico County. These events drew 127,983 attendees, created a hotel room night demand over 40,000 and generated an economic impact of \$64+ million for our community. Wicomico County is home to the Governor’s Challenge High School Basketball Tournament. With 124 competing teams, it is the largest tournament of its kind in the United States.

Maryland Sports has been a key player in developing a partnership between Wicomico County, the Town of Ocean City and Worcester County. Through the Mid-Atlantic Amateur Sports Alliance (MAASA), we are able to host large-scale events that cross County borders. Through the MAASA partnership, Maryland’s eastern shore is home to the largest United States Specialty Sports Association’s (USSSA) Eastern Nationals held over consecutive weeks.

(SB) 1076 and (HB) 1659 will strengthen sports marketing’s impact in Wicomico County as well as the State. Funding provided through the program would be used to grow and recruit new sports marketing events to Maryland, thereby growing the economic impact to the State.

Sincerely,

A handwritten signature in blue ink, appearing to read "Steve Miller".

Steve Miller  
Director  
Wicomico County Recreation, Parks & Tourism

*Wicomico County Celebrating 150 Years  
1867 - 2017*



March 9, 2020

Delegate Maggie McIntosh  
House Office Building, Room 121  
6 Bladen St., Annapolis, MD 21401

Dear Delegate McIntosh:

On behalf of US Lacrosse, the sport's national governing body, I am writing to express my support of House Bill 1659 to establish a Youth and Amateur Sports Grants Program and Fund to be administered by Maryland Sports.

US Lacrosse is the only national governing body of sport headquartered in Maryland. Our 501(c)3 nonprofit organization invests over \$21 million each year into the national development of lacrosse, employs 100 staff at our headquarters in Sparks, MD, and provides resources to more than 430,000 members nationwide.

Youth sports have become a highly competitive \$17 billion industry in the United States and a growing economic driver in states and municipalities that have committed to the strategic investment required to attract and retain youth events across a wide variety of sports.

Providing incentive grants to attract youth and amateur sporting events is now a requirement for states to successfully compete in this lucrative industry, which drives millions of young athletes – and the spending power of their parents – to thousands of events and competitions each year.

US Lacrosse stages a variety of regional and national events throughout the country, and we do our best to consider our home state as a potential host for many of those events. Next year, we'll host our national convention and a women's world championship in Maryland, which will provide millions of dollars in economic impact to the state. However, the growing support and incentives now being offered by other states make it harder and harder for us to consider Maryland as a viable host.

Please strengthen Maryland's position as a youth sports event destination and help to assure that our state can benefit from the significant tax revenue that these events generate by supporting House Bill 1659.

Many thanks for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Steve Stenersen". The signature is fluid and cursive, with a long, sweeping line extending from the end of the name.

Steve Stenersen  
CEO

SBS/me





Chairman McIntosh  
Appropriations Committee  
121 House Office Building  
6 Bladen Street  
Annapolis, MD 21401

Wednesday, March 11, 2020

RE: Letter of Support for Maryland Stadium Authority - Youth and Amateur Sports Grant Program and Fund

Chairman McIntosh,

We are writing to express Elite Tournaments (hereafter “Elite”) support of the Maryland Stadium Authority – Youth and Amateur Sports Grant Program and Fund. Next week, Elite will celebrate our 20-year anniversary of hosting youth sporting events not only within the state of Maryland but across the United States. We are proud to operate our business out of Howard County and are proud to call Maryland home. Elite is an event management firm with a primary book of business in the youth soccer market.

In receiving funds from the Youth and Amateur Sports Grant Program in the past, we have been able to support the following aspects of our business:

- Facility and venue rental costs
- Equipment rentals
- Promotional and marketing materials for events
- Housing/hotel rentals for referees and event personnel

When operating events that we own and assisting in operating events owned by our clients, we are always looking for ways to support an event budget wherever possible. The funds that we’ve received in the past (whether large or small) have eased the burden of expenses that can range anywhere from \$5,000.00 to \$150,000.00 per event. With the support of these funds we can continue to better focus on initiative in recruiting more teams from out of state to play in tournaments hosted here locally.

We are not only supportive the initiative of TEAM Maryland and Maryland Sports because we are recipients of the funds, but because we recognize the impact these funds can have on other events that impact the state of Maryland. These funds are integral in recruiting new business to the region and staying competitive in an ever evolving and changing sports tourism climate.

Our last bid of support for the Maryland Stadium Authority - Youth and Amateur Sports Grant Program and Fund concerns the capital projects funding mentioned in the proposed bill. With a firm foundation in Maryland, a long-term goal for Elite is to fund, build, and maintain our own facility to host not only our events but to use our network of events rights holders in the sports tourism industry to bring their events



to the facility as well. We would be interested in applying for grant funding through this program when and where applicable when the time comes.

As an organization who has been continuing to grow and expand our business in a fast-paced market, we understand the impact this grant can have on our business and the business being brought into the state as well. We are in full support of the initiative of TEAM Maryland and Maryland Sports.

Respectfully,

A handwritten signature in black ink, appearing to read 'Mike Libber', is centered below the text 'Respectfully,'.

Mike Libber  
President & Owner  
[mllibber@elitetournaments.com](mailto:mllibber@elitetournaments.com)

**ELITE TOURNAMENTS**

9160 Rumsey Road  
Suite B3  
Columbia, MD 21045



March 9, 2020

Chairman McIntosh  
121 House Office Building  
6 Bladen Street  
Annapolis, MD 21401

RE: Support of SB 1076 – Maryland Stadium Authority – Youth and Amateur Sports Grant Program and Fund.

Chairman McIntosh and Members of the Committee,

My name is Kim Rogers and I am the Director of Special Events for US Lacrosse, the governing body of the sport of lacrosse in the United States of America. As the sport's national governing body, US Lacrosse provides national leadership, structure and resources to fuel the sport's growth and enrich the experience of participants. I am writing to ask you to support SB 1076 – Maryland Stadium Authority – Youth and Amateur Sports Grant Program and Fund.

US Lacrosse hosts national youth, high school and collegiate tournaments as well as our National Convention annually. In 2021 & 2022, we will intend to host the US Lacrosse National Convention, US Lacrosse Girls National Tournament and the 2021 World Lacrosse Women's World Championship in Maryland. The decision to operate these events in Maryland was due in large part to grant funds we will receive. Without those funds, we would have had to look at alternate locations.

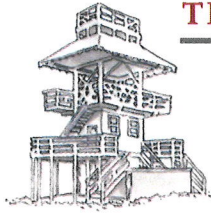
Our National Convention and National Tournament are both attended by athletes, coaches, officials, program leaders and lacrosse fans from across the country. The 2021 World Championship will attract those across the country as well as thousands of international participants and lacrosse fans. Hosting all three events in Maryland in 2021 will truly mark Maryland as a lacrosse hub!

Please support SB 1076 – Maryland Stadium Authority – Youth and Amateur Sports Grant Program and Fund.

Respectfully,

A handwritten signature in black ink, appearing to read "Kim Rogers".

Kim Rogers  
Director, Special Events  
US Lacrosse



**THE MANOR FOUNDATION, INC**

3407 Pockock Road, Monkton, MD 21111

manorraces@gmail.com

www.manorraces.com

Tel. 443-717-1264

March 5, 2020

Mr. Terrance Hasseltine  
Executive Director  
Maryland Sports Commission  
The Warehouse at Camden Yards  
222 W. Camden St., Suite 500  
Baltimore, Md. 21201

Dear Mr. Hasseltine:

The My Lady's Manor Races wholeheartedly support House Bill 1659 and Senate Bill 1076. These bills will promote and support amateurism and amateur competition in the state of Maryland.

A historic steeplechase race meet in Monkton, the My Lady's Manor began as an amateur event in the nineteenth century, and today—with the support of the Maryland Sports Authority—our races are limited to amateurs.

Amateurism is the underpinning of steeplechase racing over timber fences in Maryland. It is not uncommon for young Marylanders to gallop horses in the morning before heading out for work or school. The regimen has been repeated over several generations, and it builds responsibility and character. Among the many, many amateurs who have participated in Maryland's amateur racing are today a Marine Corps officer and sports-medicine physician, to name only two.

For these reasons, the My Lady's Manor Races urge the Maryland General Assembly to approve assured, long-term funding for the Maryland Sport Authority's Youth and Amateur Sports Grant Program and Fund through House Bill 1659 and Senate Bill 1076.

Sincerely,

Albert J.A. Young,  
President, The Manor Foundation Inc.

To Whom It May Concern:

I am writing in support of Senate Bill (SB) 1076 and House Bill (HB) 1659, Maryland Stadium Authority - Youth and Amateur Sports Grant Program and Fund. I am the President of Team BBC, an amateur bike racing team based in Baltimore City. Our team has benefitted enormously from the financial support of Maryland Sports, and we strongly support the establishment of the Youth and Amateur Sports Grants Program.

Our team takes on a significant financial risk to host two races in the State of Maryland: Falkorburg Cross, now held in Clarksburg, MD, and the Flower Mart Criterium at Mount Vernon Place in downtown Baltimore. Both of these events are extremely spectator-friendly, bring in money to the host communities, and serve to grow and promote the sport of cycling. They also promote equity in the sport by providing equal racing opportunities for youth and women.

Hosting events such as these races is particularly important for the development of youth cyclists in the State of Maryland. In recent years, youth development teams including Baltimore Youth Cycling, Rock Creek Velo, and the National Interscholastic Cycling Association have experienced explosive growth across the State. The benefits to these athletes include development of their character, commitment, resiliency, and grit – positive attributes that extend beyond the world of sports. As an adult who races against several standout teenage girls, I am honestly in awe of how well-balanced, kind, and brave these young women are, and consider them friends. I have seen 14-year-olds finish races after crashing their bikes, after losing a shoe, after facing a variety of mishaps. I've watched them comfort a crying competitor after a disappointing race. They have even cheered me on as I've passed them, or more often as they pass me, while we are all riding our bikes as fast as we can. Racing serves as a crucial source of self-esteem to children as they develop, and it is clear these kids are going to turn into fantastic adults, partially as a result of their participation in this sport.

These youth teams, along with local adult amateur teams, rely on non-profit organizations such as Team BBC to host races for their athletes to attend and compete. The cost of hosting races is significant due to the required infrastructure, permits, materials, and other resources required. While race registration fees are intended to offset these costs, participation is often weather-dependent, and, accordingly, hosting races carries a significant inherent financial risk. Last year, we applied for and received an Amateur & Youth Sports Grant for each of our races. This grant went a long way toward making these events more financially sustainable, which was much needed in a year with particularly poor weather and the consequent impacts on turnout.

Our team, with the help of other teams throughout the State, donates significant amounts of time and energy to making these events happen. The existence of the Youth and Amateur Sports Grant Program and Fund will allow us to continue hosting these events, for the development of all of our amateur and youth racers, and the benefit of the wider community. We ask that you please continue to support this program.

Sincerely,  
Jessie Parker  
President, Team BBC Inc.



March 12, 2020

Maryland Sports Commission  
FY20 Amateur & Youth Sports Grant  
333 W Camden St., Suite 500  
Baltimore, MD 21201

Members of the Maryland State Legislature,

It is with great enthusiasm that I write this letter of support for the Maryland Stadium Authority – Youth and Amateur Sports Grant Program and Fund. As a past recipient of Grant Funds, we cannot over emphasize the importance of such a program. It is extremely difficult to start new and innovative amateur events. Events that support all ages, genders, races, and abilities which provide amateur participants opportunities that they might not ever have to enjoy. Without the financial support from the Youth and Amateur Sports Grant Program these opportunities along with the physical and mental health benefits they provide, would be lost, either to other states/localities or simply altogether.

We strongly urge your support for HB 1659 ad SB 1076.

Thank you for your consideration,

A handwritten signature in blue ink, appearing to read "Jay Peluso".

Jay Peluso  
IGNITE SwimRun  
Co-Founder/Race Director

To Whom it may concern:

My name is Alex Gray, I am the director for Team BBC's Falkorburg Cross cyclocross race. My wife is the co-director of the event. We are both members of Team BBC (Baltimore Bicycle Club) promoted by Baltimore Bicycle Works (BBW). Cyclocross events take place on public and private lands, as riders in categories U19 through 70+ navigate their bikes through a 1.5 to 2.0 mile dirt and grass course. Our event, which is part of the BikeReg Cyclocross Super Series, even has a mini course for children under 8 years of age. The event draw adults, parents, and children for all walks of life to compete together for 45 minutes on the closed course over varied terrain. Events draw anywhere from 300 to 700+ participants. The youth teams, particularly Rock Creek Velo and Baltimore Youth Cycling, often bring 40-50 youth racers to our events. Many of the youth's parents have raced, or get into racing as a result of their children's participation in cyclocross. The events take place rain or shine.

Host teams typically face steep fees for repairing a venue's turf after the event. Generally speaking, the host team is not making a profit from the event and many teams, like Team BBC are registered non-profit organizations. Without the funding we received from the Maryland Youth Sports grant in 2019, it is unlikely we would be able to afford to continue putting on a race in CY20. Venue costs continue to rise and we are hopeful we can continue to count on the Maryland Youth Sports grant while we work to find long term sponsorship support for our event.

Thank you,

Alex Gray  
Team BBC  
Falkorburg Cross director



9916 Carver Road, Suite 100  
Cincinnati, OH 45242  
513.281.3888

March 11, 2020

## AN OPEN LETTER TO MARYLAND LEGISLATION REGARDING THE CANCELLATION OF YOUTH & SPORTS FUNDING

### WHY ELIMINATE A PROVEN HIGH YIELD RETURN ON STATE INVESTMENT

*“Does Maryland really want to buck the national trend and do away with source funding for youth sports and incremental community and state tax growth for pet projects?”*

Sports have this amazing way of making a positive impact in society. Whether it's helping children and communities, sports make a difference on a daily basis. Team and player foundations are raising money for worthy causes, major events are boosting local economies and kids are encouraged to get out and get active.

My name is Alan Kidd, the Chief Executive Officer of the Sports Events and Tourism Association, the nation's authority and the trade association for sports events and tourism.

Our members are comprised of nearly every destination in America who seeks to build new revenue for their communities through tourism. Our mission is to enhance the quality of life for communities through sports events and tourism. This rapidly and continuously expanding tourism sub-segment not only provides incremental transit occupancy and business improvement taxes, it provides significant sources of community pride. Local youth sports programs are one of the major assets and selling points to new employees and new residents.

A recent research study produced by Evergreen states, “The youth tourism marketplace in America produced in excess of \$25.4 billion dollars of annual revenue into communities and is on track to hit \$77 billion by 2026.

These numbers do not even include the ancillary benefits to the local sales taxes from sporting goods purchased by participants, the thousands of jobs created to service the segment with software, field and maintenance supplies, physical therapy and rehabilitation services as well as the economic impact of professional sports and the numerous philanthropic foundations professional athletes have started.

In addition, hundreds of communities across America are investing in this segment through public/private partnerships to build additional or enhance local sports indoor and outdoor facilities. In fact, this booming phenomenon has led me to speak with six Maryland communities about such developments over the past year.







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The trend in the United States is to grow sports events acquisition funding to gain and secure market share. Cities and states have added these types of funds as investment in gaining a larger share of taxes that has a proven return.

In many cases, the returns are in excess of \$20 to every \$1 invested by these funds. There are now 28 state tourism associations that provide resources at various levels to gain this market share.

I understand that Senator McCray and House Delegate McIntosh have introduced legislation to eliminate this source of funding for Maryland. This legislation would eliminate a direct economic impact of \$1.775 billion to Maryland.

The rapidly increasing competitive landscape for sports events has spun off 28 state sports tourism groups focused on augmenting their chances of succeeding with seed capital in which Maryland has been a proven national leader for our industry. Many cities have added these types of enterprise funds over the last five years that include Louisville, Cleveland, Columbus, Pittsburgh, and Detroit to name a few.

Destination Marketing Organizations, like Baltimore, have added a tourism hotel levy to support marketing their destination. Special taxes have passed community vote to pay for deferred maintenance on sports facilities as well as setting aside capital to build tournament ready buildings and fields.

I mention this because nearly every major city in America is fortifying their ability to grab what many say is recession proof revenues. You will set Maryland back to the point of losing their position that took 10 years of prospect work, building relationships, proving you can deliver to the customers needs and generating a multiple dollar return to the state.

Please feel free to contact me to discuss your questions on this important matter.

Sincerely,

Alan Kidd  
President & CEO, Sports ETA

9916 Carver Road, Cincinnati, OH 45242  
(513) 281-3888





March 10, 2020

Maryland Sports  
Terrance Hasseltine, Executive Director  
The Warehouse at Camden Yards  
333 W. Camden Street, Suite 500  
Baltimore, MD 21201

Dear Mr. Hasseltine,

I am writing you today in support of Maryland State House Bill 1659 and Senate Bill 1076. Our industry has rapidly expanded over the last decade creating a market over 75 billion dollars annually. In 2014 Forbes reported that youth sports alone were valued at 7 billion. In just 5 short years, that number has more than doubled to 16 billion. As you can imagine, the competition for events and quality sports facilities has never been more challenging.

While hosting sports events generate a robust return on investment, municipalities and states have become more aggressive in securing their rights. Bills like House 1659 and Senate 1076 assist Maryland Sports in leveling the playing field to ensure Maryland communities thrive by creating economic development through sports tourism. But more importantly, these events are a source of community pride and provide underserved communities the opportunity for their residents to engage with sport. This engagement is a critical component to healthy communities.

There is no better time for the great state of Maryland to invest in supporting this industry and specifically Maryland Sports as a leading and trusted authority in growing the industry within and throughout Maryland. I encourage you to support House Bill 1659 and Senate Bill 1076 which will enable Maryland Sport to continue their valuable work within the state and elevate Maryland's communities.

Regards,

Louis B. Mengsol, SMP  
President & CEO



*MARYLAND'S*  
**SPORTS**  
*COMMISSION*

## Maryland Sports

Maryland Sports continued the great work and relationships established over the last ten years by hosting events of all size and scope, connecting TEAM Maryland partners to sport tourism industry partners to develop new business, awarding grant funds to 40 events in FY19 through the Amateur & Youth Sports Grant (AYSG) and pursuing new economic activity for the state. A major achievement during this time period was officially launching the 501(c)3 arm, The Sports & Entertainment Corporation of Maryland (the Sport Corp). The Sport Corp was able to be created thanks to the legislature passing and Governor Hogan signing HB1619/SB1148 in May 2017. The Sport Corp is critical for events Maryland Sports has already secured, like the Maryland 5 Star at Fair Hill- formerly Fair Hill 4 Star, and to secure new events like the UCI ProSeries One-Day event (the Maryland Cycling Classic) or 2026 FIFA World Cup™. Maryland Sports Executive Director Terry Hasseltine was awarded the Maryland Association of Destination Marketing Organizations Partner of the Year Award at the Maryland Travel & Tourism Summit and Influential Marylander by the Daily Record. In February 2020, Hasseltine was also named to the inaugural President's All-Star Award by Sports ETA.

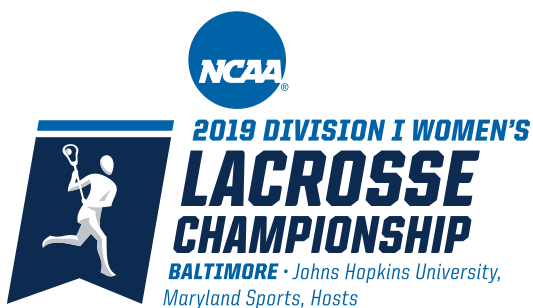
### Events

Staff ran the gamut of event support this year from operating the second annual

Maryland Sports Spelling Bee, to slinging fence before dawn in downtown Hagerstown, to cheering on the state's capstone university to win the 2019 NCAA Division I Women's Lacrosse Championship at Johns Hopkins University. Through MAASA (Mid-Atlantic Athletic Sports Alliance), the 2019 USSSA Softball Championships

saw continued growth as tournament play touched nearly every part of the Lower (Eastern) Shore. In July, Maryland Sports partnered with Major League Lacrosse (MLL) to sponsor and host the Youth Lacrosse Clinic prior to the 2019 MLL All-Star Game at Navy Marine Corps Stadium in Annapolis.

Maryland Sports provided on-the-ground social media coverage for the HoganLax Naptown National Challenge in Annapolis, the USSSA Eastern National Championships Opening Day ceremonies in Ocean City, and the Maryland Crab Bowl High School All Star Game at Salisbury University.



### TEAM Maryland

Our 16 TEAM Maryland partners continued to thrive in the ninth year of the initiative. Many partners participated in industry tradeshows and/or the AYSG as they hosted their own events. Working collaboratively with our 16 TEAM Maryland partners, Maryland's Sports Commission touched 300 events across the state, generated nearly \$198.4 million in direct spending in Maryland.

- ◆ Visit Annapolis & Anne Arundel County CVB
- ◆ Visit Baltimore
- ◆ Baltimore County Tourism and Promotion
- ◆ Cecil County Tourism and Recreation & Parks
- ◆ Dorchester County Tourism
- ◆ Visit Frederick
- ◆ Visit Harford
- ◆ Visit Howard
- ◆ Visit Montgomery
- ◆ Town of Ocean City
- ◆ Experience Prince George's
- ◆ Visit St. Mary's
- ◆ Talbot County Office of Tourism
- ◆ Visit Hagerstown & Washington County CVB
- ◆ Wicomico County Recreation, Parks & Tourism
- ◆ Worcester County Tourism, Recreation and Parks

### Baltimore-Maryland 2026 World Cup Host Destination

Maryland Sports is working with some of the top soccer organizers in the United States to secure match play at M&T Bank Stadium for the 2026 FIFA World Cup™. As part of that effort, our Baltimore-Maryland Delegation spent the first half of FY 20 attending events, such as SoccerEx in Miami, to advance our bid. Maryland Sports is currently in the process of working to secure the return of major international soccer competition to the Camden Yards Sports Complex for the calendar years of 2020 and 2021.

As part of a North American bid that includes, the United States, Canada and Mexico, the Baltimore-Maryland Delegation for the 2026 FIFA World Cup is hoping that the state will host match play for the first time ever. The United States hasn't hosted a World Cup since 1994, more than four years before the opening of M&T Bank Stadium, the proposed venue currently under consideration by FIFA. Over the past two years, representatives from the delegation have worked to build excitement and anticipation for the potential to host match play in 2026. Maryland Sports is hoping to build upon past success with hosting international soccer competition in Baltimore as the delegation works to secure a spot as part of the North American bid.

### **Governor's Challenge**

This event brings in more than 130 teams from over 15 states (from as far north as Canada and as far south as Puerto Rico) during a commonly quiet period in December. This is a homegrown event and following a re-branding in 2012, it has grown year over year, with annual increases continuing to be anticipated. It has also earned publicity from national media platforms.

Over the last 6 years there have been over 750 collegiate basketball players from all levels from D1 to JUCO that have played in the Governor's Challenge. Many of these players are from out of the Delmarva area and are traveling to the event. With that many prospects comes many college coaches from all levels attending the event to recruit their next player. There have been countless examples of a college coach coming to the event to watch a player from out of town but discovering a player from Delmarva in addition.

A free youth clinic the weekend before the event has been added to get local kids involved in basketball and the opportunity to play on the same stage as future NBA players.



### **Maryland 5 Star at Fair Hill**

As one of the first acts of The Sport Corp. President Terry Hasseltine announced the hiring of Jeff Newman to serve as President of The Fair Hill Organizing Committee. In that role, Newman will oversee the inaugural Maryland 5 Star at Fair Hill, the highest level of equestrian eventing, also known as equestrian triathlon, at the historic Fair Hill Special Event Zone in Cecil County, Maryland. The official name, web presence and brand for the event was unveiled on December 5th.

The Maryland 5 Star at Fair Hill will elevate the historic and hallowed grounds in Cecil County to the pinnacle of the sport of eventing. Newman boasts an impressive resume when it comes to sports event management and has worked tirelessly in his first few months on the job to connect with the local community who have built a tradition of success over the past three decades with equestrian events put on through Fair Hill International and the National Steeplechase Association. Two additional staff members were also brought on board to execute the event this October 15-18. Through the efforts of the Maryland Stadium Authority, Maryland Department of Natural Resources, the Maryland Horse Industry Board, the Maryland Sports Commission, Fair Hill Foundation and countless others, the Maryland 5 Star at Fair Hill will continue to build on the storied legacy of Maryland's equine sports industry.

### **Amateur & Youth Sports Grant**

In FY19 the AYSG distributed \$350k in funding to over 40 different events across the state. This spending resulted in over \$53 million in direct spending on Maryland's economy. The success of the grant has grown significantly- in FY20 where over 60 applicants applied resulting in over \$850k in requests and a projected \$72 million in direct spending impact, however the grant funds payout was just shy of \$200k due to unforeseen circumstances, thus limiting some of the projected impact, however it has led to new legislation to support the grant funding for years to come.

As of the end of FY20, the AYSG has sunset. [SEE BELOW](#)

Maryland Sports will enter its second decade with both an eye on the past and a foot moving forward. In March, we will release our Maryland Sports 10th Anniversary digital and print publication, highlighting our organization's success over the first ten years, while also outlining a path for the goals that we have moving forward. It is through the support we receive from the Maryland Stadium Authority and the State of Maryland, our TEAM Maryland Partners, and our relationships with the local communities, NGB's, and ERH's - and so many others - that we continue to set the bar of excellence for the entire sport tourism industry. **During the 2020 legislative session, Maryland Sports submitted proposed language to support the 198+ million direct spending impact industry of sport tourism and to permanently fund the AYSG program for many years to come.**

### ***Maryland Cycling Classic***

In October, Maryland Sports announced that the state had been selected to host a first-of-its-kind, one-day UCI ProSeries Cycling event, the Maryland Cycling Classic, arriving September 6, 2020. The more than 100-mile race will feature the top cyclists from across the globe, many of whom will have recently competed in such renowned competitions as The Tour de France and the 2020 Olympic Games in Tokyo. As part of that announcement, Maryland Sports worked collaboratively with Medalist Sports and KOM Marketing to develop and launch an event website and social media platforms to promote the event. The Maryland Cycling Classic will spotlight the state of Maryland to a global audience - as a postcard to the world - showcasing our ability to host and executive premier events of any scale.

The Maryland Cycling Classic will return professional level cycling, on the global scale, back to the state for the first time since the 1990s. This fast paced, winner-takes-all one day UCI ProSeries event will feature hundreds of the world's top competitors and has the potential to bring hundreds of thousands spectators to Maryland across a period of three days this Labor Day Weekend. With an avid cycling community already established in the state of Maryland, and a fervent demand for the sport up and down the East Coast, the Maryland Cycling Classic is poised to be a significant economic boon to the entire state.



### ***Maryland Sports Spelling Bee***

Sixth-grader Henry Turner from the Friends School of Baltimore out-spelled his counterparts to take home the title of 2019 Maryland Sports Spelling Bee Champion and went on to represent Maryland Sports at the Scripps National Spelling Bee in National Harbor. The standing room only event brought together 32 schools from 7 counties across Maryland to participate in this year's event at the Warehouse at Camden Yards. Turner and fellow spellers Erum Chaudhri (Al-Rahmal School) and Amy Omemine (Greater Grace Christian Academy) outlasted the other 60+ competitors and began a three-way battle for the Champion title after the 10th round! Turner claimed victory in the 23rd round with the word 'inerrancy', Chaudhri was the Runner Up and Omemine came in third.

Open to all K-8th grade students across 12 counties in Maryland, as well as Baltimore City, including home-schooled children and children who attend private schools. Areas invited to attend include: Allegany, Baltimore, Baltimore City, Caroline, Carroll, Calvert, Cecil, Garrett, Harford, Kent, Queen Anne's, St. Mary's and Talbot Counties.

The event was started so that students in areas which did not historically have a sponsor for the Scripps National Spelling Bee would have the opportunity to compete in the national tournament.



### ***USA Cycling Amateur Road Nationals***

In 2018 and 2019, Maryland Sports worked closely with Visit Hagerstown and Washington County CVB to host the USA Cycling Amateur Road National Championships, a four-day competition featuring top amateur cyclists from across the United States. Through the Amateur & Youth Sports Grant, Visit Hagerstown received additional funding to help off-set the costs of managing an event of such scale. In addition to funding, Maryland Sports staff were on-site, working side-by-side with Visit Hagerstown and local volunteers for the popular event, which attracted thousands of spectators and hundreds of competitors from a number of different riding teams from all over the country. In total 566 athletes accompanied by their cycling coaches and family members traveled to the region to participate in the 2019 event.