

MARYLAND



Association of
Destination Marketing Organizations

March 5, 2020

The Honorable Anne Kaiser, Chairwoman
House Ways & Means Committee

Re: House Bill 1541 – Task Force on the Tourism Industry in Maryland

Position: *Support*

Chairwoman Kaiser and Committee Members:

On behalf of the Maryland Association of Destination Marketing Organizations (MDMO), I am writing to express our support for House Bill 1541, Task Force on the Tourism Industry in Maryland, as submitted. House Bill 1541 establishes a two-year task force charged with performing a comprehensive study on the tourism industry and provide recommendations to the Governor and General Assembly by January 1, 2022.

The Tourism Promotion Act of 2008 dedicated \$2.5 million in grant funding for the 23 counties, Baltimore City, and Ocean City. Each year the MDMO's leverage state, local, and private partnership funds to promote tourism in Maryland through direct and in-direct marketing efforts. Through our robust and far-reaching marketing campaigns, we were able to host over 40+ million visitors in 2018 and generated \$2.5 billion in state and local taxes. It is our hope that this task force will highlight the strong contributions made by the Maryland Association of Destination Marketing Organizations and provide substantial evidence for a funding increase for our organizations in the coming years.

Thank you for your kind consideration and attention to this legislation.

Respectfully Submitted,

Greg Pizzuto, Chair

Maryland Association of Destination Marketing Organizations