



Worcester County Office of Tourism  
104 West Market Street | Snow Hill MD 21863 | (410) 632-3110 | [www.VisitMarylandsCoast.org](http://www.VisitMarylandsCoast.org)

February 16, 2022

SUPPORT HB854 - Alcoholic Beverages – Maryland Alcohol Manufacturing and Promotion

Dear Members of the Economic Matters Committee & Ways & Means Committees,

My name is Melanie Pursel, Director of the Office of Tourism and Economic Development in Worcester County, representing Maryland's Coast.

We sincerely urge your support of HB854 to create a new commission and fund to support Maryland's alcohol producers.

Our organization would be a potential beneficiary of competitive grants by the Commission to support our promotional programs designed to bring more tourism to these incredible destinations.

Our tourism-based economy has seen tremendous growth and positive economic impact over the years with craft breweries, wineries, distilleries and meaderies. However, there is so much more opportunity to grow the industry and welcome guests from the entire Mid-Atlantic region to experience our Maryland made products thus creating more tourism activity and tax revenue.

The fund would bring Maryland on par with neighboring states who provide annual support for research, education and promotion of the craft beverage industry.

Please vote favorable on HB843 to support this industry that represents agriculture, land preservation, tourism, tax revenue and economic development in our community.

Thank you so very much for your time and consideration and please feel free to reach out to me directly with any questions at all. As one of the hardest hit industries throughout the pandemic, it is vital now more than ever to support any legislation that would promote tourism and economic activity in Maryland and would be especially impactful for us here in Worcester County.

Sincerely,

A handwritten signature in blue ink, appearing to read "Melanie Pursel". The signature is fluid and cursive.

Melanie A. Pursel, M.S  
Director  
Office of Tourism and Economic Development