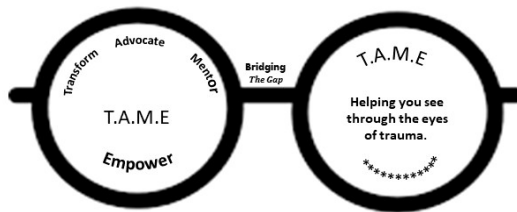


# **TAME Question 3.pdf**

Uploaded by: Adrian Muldrow

Position: FAV



Written testimony Question:

Who is executing the Problem Gambling Fund? Are there any other organizations that can propose a better way to administer such an effort? Are there any minority participants?

Adrian Muldrow  
443-546-5639  
tamellc1@gmail.com

T.A.M.E  
Transformative Advocacy Mentoring Empower  
[www.tame1.org](http://www.tame1.org)

**SB0734:HB1038 Written Testimony.pdf**

Uploaded by: Brian Treacy

Position: FAV



## **SB 734 - Transportation - Highways - Tourist Area and Corridor Signage Program - 3/8/2023 SUPPORT**

On behalf of Grow & Fortify and our client associations (Brewers Association of Maryland, Maryland Distillers Guild and Maryland Wineries Association), we offer our strong support for HB 1038/SB 734.

This legislation would ensure that the Tourist Area Corridor Signage Program remains adequately funded and creates a system of supplemental guide signs to direct tourists to eligible attractions. Many of Maryland's craft beverage alcohol producers meet the eligibility requirements laid forth and would directly benefit from increased tourist visibility along Maryland's roadways.

Maryland's craft beverage alcohol producers are integral to Maryland tourism and to the state's economy, providing nearly \$1.3 billion in economic impact and supporting more than 8,500 full-time jobs. This signage program would ensure that these local small businesses and industries are made more visible to tourists and state residents seeking recreational, cultural and leisure opportunities throughout the state.

This legislation would directly impact small businesses in every corner of Maryland. Breweries, wineries and distilleries are often located on properties located on smaller or rural routes. The signage program covered in this bill would provide a clear guide and demarcation for travelers and help increase state tax revenues at these locations through increased consumer and tourist spending.

This legislation would provide additional support to these industries and simultaneously address current concerns:

- Small businesses in this industry that meet the current criteria continue to receive application denials citing a lack of funding;
- A lack of signage for these industries delivers the false impression that local breweries, distilleries and wineries are not valuable to tourism in Maryland;
- Tourists and visitors to surrounding states in our region see signage promoting local craft beverage alcohol producers when traveling.

This legislation will directly benefit local small businesses by increasing consumer awareness about these manufacturers and would assist tourists seeking recreational and leisure activities while traveling throughout Maryland.

Thank you for your consideration and we urge you to vote in favor of this bill.



# **SB0734:HB1038 Written Testimony.pdf**

Uploaded by: Cory McCagh

Position: FAV



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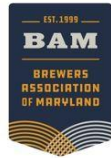
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Thank you for your consideration and we urge you to vote in favor of this bill.





**SB0734:HB1038 Written Testimony.pdf**

Uploaded by: Damon Callis

Position: FAV



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Thank you for your consideration and we urge you to vote in favor of this bill.



**SB0734:HB1038 Written Testimony.pdf**

Uploaded by: Monica Pearce

Position: FAV



## **SB 734 - Transportation - Highways - Tourist Area and Corridor Signage Program - 3/8/2023 SUPPORT**

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Thank you for your consideration and we urge you to vote in favor of this bill.



**SB0734:HB1038 Written Testimony.pdf**

Uploaded by: Pamela Giganti

Position: FAV



## **SB 734 - Transportation - Highways - Tourist Area and Corridor Signage Program - 3/8/2023 SUPPORT**

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This legislation will directly benefit local small businesses by increasing consumer awareness about these manufacturers and would assist tourists seeking recreational and leisure activities while traveling throughout Maryland.

Thank you for your consideration and we urge you to vote in favor of this bill.



# Senate Bill 734 - MDMO - Support.pdf

Uploaded by: Providence Strategies

Position: FAV



March 8, 2023

The Honorable Melony Griffith, Chairwoman  
Senate Finance Committee

**Re: Senate Bill 734 – Transportation – Highways – Tourist Area and Corridor Signage Program**

Position: *Support*

Chairwoman Griffith and Committee Members:

On behalf of the Maryland Association of Destination Marketing Organizations (MDMO), I am writing to express our support for Senate Bill 734 – Transportation – Highways – Tourist Area and Corridor Signage Program. Senate Bill 734 creates a system of supplemental guide signs to direct motorists to individual tourist attractions across the state.

Tourism is an economic ecosystem, delivering opportunity and quality of life for Marylanders that is derived from visitor spending. The travel sector is an integral part of Maryland's economy and contributes over **\$2 billion** in state and local tax revenues a year. Remaining competitive in our regional market is essential to attracting new and repeat visitors to the State. Through the establishment of this program our state's tourist destinations will be showcased along our state highways and scenic byways.

An increased investment in tourism marketing equals an increase in state and local tax revenue, jobs, and economic impact. We respectfully request a favorable report and thank you for your dedicated support to the tourism industry.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "Kristen Goller".

Kristen Goller, Chair

Maryland Association of Destination Marketing Organizations

# **SB734 - RMC Support Testimony-Transportation-Highwa**

Uploaded by: Megan D'Arcy

Position: FWA



*Susan O'Neill, Chair*

*Charlotte Davis, Executive Director*

Testimony in Support with Amendment of  
Senate Bill 734 – Transportation – Highways – Tourist Areas and Corridor Signage Program  
Finance Committee  
March 8, 2023

**The Rural Maryland Council supports with amendments Senate Bill 734 - Transportation - Highways - Tourist Areas and Corridor Signage Program.** This bill establishes the Tourist Area and Corridor Signage Program to create a system of supplemental guide signs to direct motorists to eligible individual attractions by directing the motorists first to groups of attractions; requiring the Administration to conduct a certain investigation on signing feasibility and prepare a signing plan if the Eligibility Committee approves an attraction's application; requiring the Governor to include in the annual budget bill an appropriation of \$350,000 to the Program for fiscal year and generally relating to the Tourist Area and Corridor Signage Program.

The Rural Maryland Council (RMC) welcomes the opportunity to highlight tourist areas and corridors throughout the State. Agritourism is one of the fastest growing segments of agricultural direct marketing taking place in rural areas across the State. Agritourism allows farmers to diversify their core operations and keep farmland in production while preserving scenic vistas and maintaining farming traditions. Agritourism helps educate the public about the importance of agriculture to a community's economic base, quality of life, history, and culture.

The Council would like the SB734 amended to include agritourism as a 'category of attractions' and would like the timing restrictions to include those that might be seasonal. The strict timing requirements could greatly limit the number of rural sites that would be eligible to participate in this program, especially those that are seasonal attractions (e.g., a pumpkin patch). Amendments are included on the second page of this testimony.

The Rural Maryland Council respectfully requests your favorable support with amendments of Senate Bill 734.

The Rural Maryland Council (RMC) is an independent state agency governed by a nonpartisan, 40-member board that consists of inclusive representation from the federal, state, regional, county and municipal governments, as well as the for-profit and nonprofit sectors. We bring together federal, state, county and municipal government officials as well as representatives of the for-profit and nonprofit sectors to identify challenges unique to rural communities and to craft public policy, programmatic or regulatory solutions.

**“A Collective Voice for Rural Maryland”**

Senate Bill 734  
Amendments

1. On Page 3, Line 16, Strike “AND”.
2. On Page 3, Line 17 after “YEAR”, add “AND” and on line 18 add “5. Except for certain Seasonal Agritourism attractions.”
3. On Page 4, Line 23, add “AND” and on Line 24 add “Agritourism Attractions”.

**MTDB\_MDMO\_MTC.pdf**

Uploaded by: Ruth Toomey

Position: FWA

# MARYLAND'S TOURISM INDUSTRY A SOUND INVESTMENT



## WHY INVEST IN TOURISM?

Tourism is an economic ecosystem, delivering opportunity and quality of life for Marylanders that is derived from visitor spending.

**Every dollar spent to market the state as a tourism destination returns \$31 to the state.**

An increased investment in tourism marketing equals an increase in state and local tax revenue, jobs and economic impact. Maryland's tourism industry can do more with more!

*Source: Destination Analysts*

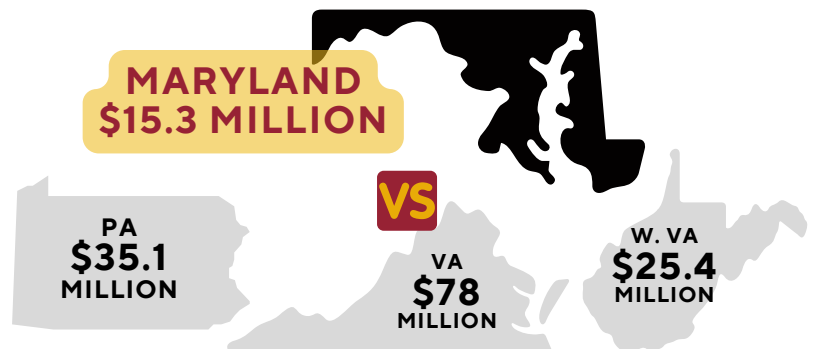
## ECONOMIC IMPACT

The travel sector is an integral part of Maryland's economy. In 2021, Maryland attracted **35.2 million visitors who spent \$16.4 billion**, supporting the following industry segments:

- **Food & Beverage 24%**
- **Retail 13%**
- **Recreation 12%**
- **Lodging 19%**
- **Air and Local Transport 30%**

*Due to rounding, percentages do not equal 100%.*

## MARYLAND TOURISM FUNDING VS. COMPETING STATES



*Source: US Travel Association, FY21-22 State Tourism Office Budgets Survey Results*

The Maryland Office of Tourism Development (OTD) receives **\$15.3 million** through the Maryland budget.

- \$12.5 million is disbursed to the Maryland Tourism Development Board (MTDB) for the purpose of tourism promotion. Of that \$12.5 million, \$2.5 million is distributed to the 25 State of Maryland-recognized Destination Marketing Organizations (DMOs) through a competitive grant formula.

## VISITOR SPENDING

**Vacation spending by visitors:**

- Reduces each Maryland household's state tax burden by approximately **\$1,000 annually**.
- Generates **\$2.1 billion in state and local taxes**.
- Supports **173,700 jobs** (direct and indirect jobs) making the tourism industry Maryland's 12th largest private-sector employer.

*Source: Tourism Economics, Economic Impact of Tourism in Maryland - 2021.*



## CALL TO ACTION

If funding to the Maryland Tourism Development Board were increased by \$15 million, tourism businesses from across the state could see an additional \$465 million.

Source: Destination Analysts

## HOW WOULD THE \$15M BE USED

Approximately \$10 million would go directly to Maryland's 25 officially designated DMOs.

Research-backed market expansions would take place in New York; Cleveland and Columbus, Ohio, & beyond.

Existing promotions and marketing messages, which have already demonstrated a strong ROI, would be enhanced.

Domestic and international sales efforts would be enhanced.

## THE PARTNERS



### MARYLAND OFFICE OF TOURISM DEVELOPMENT (OTD)

OTD stimulates and drives Maryland's thriving tourism economy, with a primary goal of creating a great place for all Marylanders to live, work and play.

### MARYLAND TOURISM DEVELOPMENT BOARD (MTDB)

With board members appointed by the governor and the legislature, MTDB guides activities to develop and market Maryland as a destination.



### MARYLAND ASSOCIATION OF DESTINATION MARKETING ORGANIZATIONS (MDMO)

MDMO brings together Maryland's 25 officially recognized Destination Marketing Organizations (DMOs) to develop tourism in all Maryland localities and foster awareness of the industry. Each county has a designated DMO, as does Baltimore City and Ocean City.



### MARYLAND TOURISM COALITION (MTC)

The Maryland Tourism Coalition will elevate and improve the prospects of the tourism industry by advocating, connecting and educating statewide.

# **SB734 Support Letter.pdf**

Uploaded by: Ruth Toomey

Position: FWA



March 8, 2023

The Honorable Melony Griffith Chair  
Senate Finance Committee

**Re: SB734**

Position: ***Support with Amendments***

Chair Melony Griffith and Committee Members:

On behalf of the Maryland Tourism Coalition (MTC) and our members, I am writing to express our **support with amendments** for the funding for the Tourist Area and Corridor Signage Program (TAC). The TAC sign program while considered a way finding program by the State Highway Administration, it also acts as a marketing tool for the businesses who are approved through the program's application process. The Maryland Tourism Coalition, along with the Maryland Office of Tourism and the State Highway Administration are the ones who are responsible for approving the applications. Currently, three counties have not completed construction (Anne Arundel, Howard and Baltimore) and 3 counties are placed on hold with back logged applications because the program ran out of funding (Somerset, Wicomico & Worcester). I ask that before we use the proposed funding for new signs, we finish the construction of the signs and clear the back log.

Tourism is a very important part of Maryland's economy. In fact, it is the 12<sup>th</sup> largest private sector employer, creating 173,700 jobs. Tourism generates \$2.1 billion in state and local taxes saving Maryland households nearly \$1,000 annually in state taxes. For every \$1 spent on marketing tourism by the Maryland Office of Tourism, \$31 comes back to the Maryland economy. The TAC sign program helps both domestic and especially international visitors to their destination from the highways.

While the role of the State Highway Administration is to get drivers through the state swiftly & safely, the TAC signs are an important tool to navigating the state, especially in rural areas where cell phone reception may be spotty. And again, the signage helps keep people off their phones while driving. The signs, while not created to be a marketing tool, are just that. When you are driving down 70 and you see a sign for one of these attractions, you may not stop then, but you may on your way back or plan a trip for another time.

The sign program was created over 10 + years ago leaving those who are eligible for signage to a very short list as breweries, distilleries and agritourism and others were not as popular as they are today. Other important sectors are not eligible for this program, live entertainment venues such as the Lyric or Hippodrome, do not qualify. We also look to change the requirements of the days and hours of operations that the business must be open due to the fact that coming out of the pandemic and the loss of the workforce has forced businesses to change their operating models in order to survive.

When we invest in tourism, we all win. We urge you to approve this bill with amendments to fund the TAC Signage Program. Please feel free to reach out to me directly with any questions.

Respectfully Submitted,

*Ruth Toomey*

**Ruth Toomey, Executive Director  
Maryland Tourism Coalition**

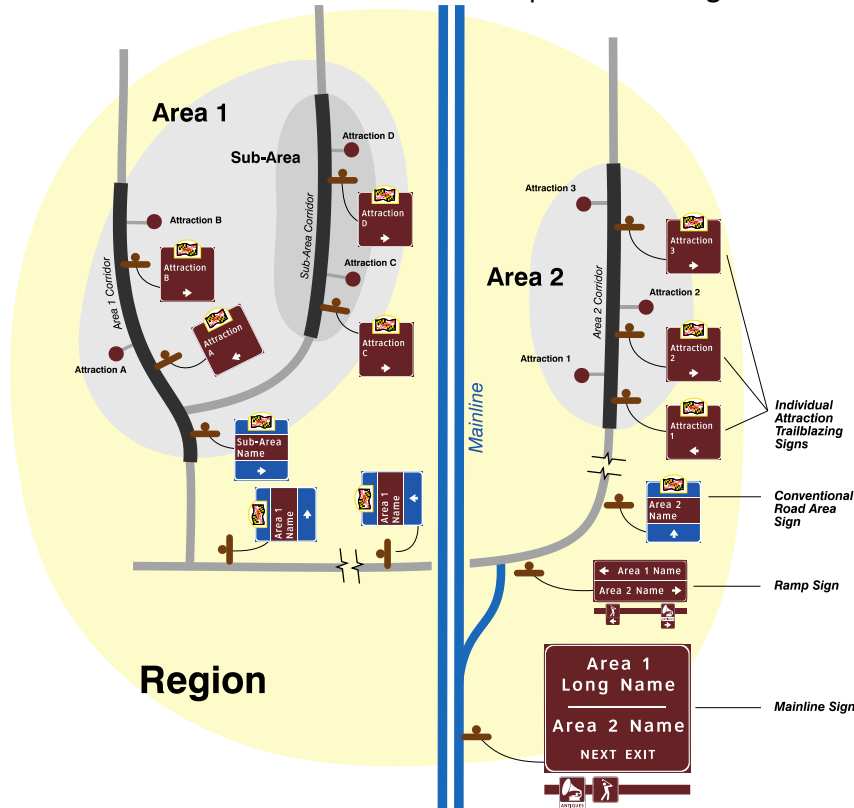
# **TAC and TASP Overview and Status\_DMOs\_09012021.pdf**

Uploaded by: Ruth Toomey

Position: FWA

## Tourist Areas and Corridors (TAC) and Tourist Attractions Sign Programs (TASP)

The Tourist Areas and Corridors (TAC) Signing Program is a system of supplemental guide signs which direct motorists to eligible individual attractions by first directing motorist to groups of attractions. Attractions are grouped into geographical areas and sub-areas. Each area or sub-area has a defined roadway corridor to provide access to the attractions. Signing starts with mainline signs on freeways, expressways or major conventional highways which name the geographical areas. Then ramp signs and conventional road area signs guide motorists to the corridor in an area or sub-area. Along the area or sub-area corridor, individual attraction trailblazing signs guide motorists to individual attractions. In historic towns and urban areas, the applicable parking area or facility that serves multiple attractions is signed in lieu of individual attractions. A schematic overview is presented in **Figure 1**.



**Figure 1. TAC Signing Program Schematic Overview**

The Maryland Tourist Attractions Sign Program (TASP) and TAC Signing Programs have been a collaboration between the Maryland Department of Commerce Office of Tourism Development (OTD), the Maryland Tourism Coalition (MTC), and the Maryland Department of Transportation State Highway Administration (MDOT SHA) Office of Traffic and Safety (OOTS). The TAC Signing Program was originally conceived to replace or absorb other existing sign programs in Maryland to avoid signing overload, address increased demand for tourism related signing, and accommodate a larger population of attractions. Examples of previous or other programs include Local Wayfinding (Vehicular), Maryland History Sign Program, Recreational or Cultural Interest Areas, Specific Service (LOGO) Signs, TASP, Tourist-Oriented Directional Signs (TODS), and Winery Signing. Additional benefits and reasons for the creation of the TAC Signing Program include:

- The TASP, a subset of LOGO, is limited to freeways and expressways per current and past federal and state regulations. This limited the program to counties with expressways and freeways, which in turn limited program opportunities in rural areas of the state with otherwise eligible attractions.
- Additionally, the logos for Attractions are not always as recognizable when compared to logos for specific services such as gas, food, and lodging.
- The TASP program was limited to 6 attractions per interchange.

- TODS are limited to rural conventional roads meaning two systems of signs would be implemented in the state. Tourists would need to look for TASP along expressways and freeways and TODS on rural conventional roads. In some cases the two systems may overlap.
- TAC provides guidance to more attractions and is more legible than other programs.
- TAC provides guidance to attractions that were not eligible for previous programs.
- TAC incorporates older signing programs into a cohesive, statewide system of signs that are more recognizable to tourists.

The TAC Signing Program Guidelines and Application were developed with eligibility criteria based on federal and state regulations, guidelines, and the previous TASP. The TAC Guidelines and eligibility criteria are used by the TAC Eligibility Committee (EC) to fairly determine which attractions meet the minimum criteria. The EC includes representatives of MDOT SHA (Office of Environmental Design and OOTS), Department of Commerce OTD, Department of Natural Resources, Maryland Association of Destination Marketing Organizations, associated County Destination Marketing Officer and the MTC. Generally, eligible attractions must primarily provide recreational, historical, cultural, or leisure activities to the public and meet or adhere to the following:

In order to qualify for TAC signing a facility must meet specific criteria which may be found here.

[www.roads.maryland.gov/tac](http://www.roads.maryland.gov/tac)

The state is implementing TAC county by county. To date 17 counties have received their initial TAC implementation and 6 counties await their initial TAC signing implementation. **Table 1** includes more detailed information on the implementation and program status for each county. At this time the program remains on hold pending available resources and applications are still being accepted and deferred until program efforts resume.

**Table 1. TAC Implementation Status**

County	TAC Status
Charles	Construction Completed
Cecil	Construction Completed
Harford	Construction Completed
Caroline	Construction Completed
Dorchester	Construction Completed
Calvert	Construction Completed
Talbot	Construction Completed
Allegany	Construction Completed
Kent	Construction Completed
Frederick	Construction Completed
Carroll	Construction Completed
Queen Anne's	Construction Completed
Saint Mary's	Construction Completed
Montgomery	Construction Completed
Garrett	Construction Completed
Prince George's	Construction Completed
Washington	Construction Completed
Somerset	Design on Hold
Wicomico	Planning on Hold
Worcester	Planning on Hold
Howard	On Hold
Baltimore	On Hold
Anne Arundel	On Hold

It is noted for those counties not yet receiving their initial TAC implementation, TASP applications are still being accepted. It is noted TASP is only applicable to freeways and expressways. More information may be found here: <https://www.roads.maryland.gov/mdotsha/pages/Index.aspx?PageId=138>

**SB734\_Zucker\_FWA.pdf**

Uploaded by: Senator Craig Zucker

Position: FWA



CRAIG J. ZUCKER  
*Legislative District 14*  
Montgomery County



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800-492-7122 Ext. 3625  
Fax 410-841-3618 · 301-858-3618  
Craig.Zucker@senate.state.md.us

Budget and Taxation Committee  
Chair, Capital Budget Subcommittee

Chair, Senate Democratic Caucus

THE SENATE OF MARYLAND  
ANNAPOLIS, MARYLAND 21401

**Testimony of Senator Craig J. Zucker**  
**Senate Bill 734 - Transportation - Highways - Tourist Area and Corridor Signage**  
**Program**  
**Finance Committee**  
**March 8, 2023**  
**1:00PM**  
**Position: Favorable with Amendment**

Good afternoon, Chair Griffith, Vice Chair Klausmeier, and distinguished members of the committee. It is my pleasure to testify today in **support** of **Senate Bill 734 - Transportation - Highways - Tourist Area and Corridor Signage Program**.

Maryland currently runs a Tourist Area and Corridor (TAC) Signing Program through the Maryland Department of Transportation State Highway Administration (MDOT SHA) in partnership with the Maryland Department of Commerce (Commerce).

Senate Bill 734 codifies TAC and has a one-time mandated appropriation of \$350,000 from the Transportation Trust Fund for Fiscal Year 2025 to assist with fabrication and installation of signs, and to clear out the backlog of signage requests.

This bill mostly keeps the TAC program the same, but with the offered amendment, it will add breweries and distilleries to the eligible attractions for signing with a generic symbol. This is consistent with how wineries are already treated in the TAC program. The generic symbol and criteria for brewery and distillery eligibility will be determined by SHA and Commerce in consultation with a geographically diverse set of community stakeholders, including state leaders in the brewing and distilling industry, local elected officials, local economic development officials, and leaders in the tourism industry.

These road signs are crucial for businesses to attract new customers and grow their business overall. For these reasons, I urge a favorable report on Senate Bill 734. Thank you for your kind consideration.

**SB0734 - SHA - TAC - LOI\_FINAL.pdf**

Uploaded by: Patricia Westervelt

Position: INFO

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March 8, 2023

The Honorable Melony Griffith  
Chair, Senate Finance Committee  
3 East, Miller Senate Office Building  
Annapolis MD 21401

***RE: Letter of Information – Senate Bill 734 – Transportation – Highways – Tourist Area  
Corridor Signage Program***

Dear Chair Griffith and Committee Members:

The Maryland Department of Transportation (MDOT) takes no position on Senate Bill 734 but offers the following information for the Committee’s consideration.

Senate Bill 734 requires the Governor to include an appropriation of \$350,000 in the fiscal year 2025 budget for the Tourist Area Corridor Signage Program (TAC). The bill also requires the MDOT State Highway Administration (SHA) and Maryland Department of Commerce to establish an Eligibility Committee to develop standards and procedures for determining eligibility for the program. Senate Bill 734 also seeks to codify various eligibility requirements and criteria in determining participation in the program. Finally, Senate Bill 734 would give the Maryland Department of Commerce review and approval authority of signage plans on the SHA right-of-way.

The SHA launched the TAC program to inform motorists of eligible recreational, cultural, or historical tourism sites. The eligibility criteria for the program were based on federal regulations and guidelines, as well as successful TAC programs of other states. The TAC Eligibility Committee has representation from several agencies and organizations, including SHA and Maryland Department of Commerce, and it uses the existing eligibility criteria to determine which business and attractions will participate in the program. Businesses and attractions apply for the program on a county-by-county basis, which allows for local involvement and feedback from various stakeholders within each county.

The TAC program has a history of regulatory challenges with the Federal Highway Administration (FHWA) as they are not supportive of the program and determined it is not compliant with federal regulations. The TAC program is regulated by federal laws and regulations that govern highway signs, including the Manual on Uniform Traffic Control Devices (MUTCD), and it must remain compliant or risk the loss of federal funding. Federal funds are critical to SHA’s capital program, and any reductions would significantly impact SHA’s ability to deliver projects.

The potential loss of federal funds to the capital program is significant. In 2018, the New York State Department of Transportation (NYSDOT) spent \$8 million dollars on signage across the State. FHWA informed that NYSDOT that they would withhold \$14 million in federal formula funding because of road signs that were not in compliance with the MUTCD; in response, NYSDOT had to remove the signs. The NYSDOT had submitted an experimentation request to FHWA to review the signs and the request was denied.

In the early stages of the TAC Program, SHA submitted an experimentation request to FHWA and conducted further research and human factor studies, which FHWA denied. FHWA has identified issues with the Maryland Flag pictograph used on TAC signs and the use of some generic symbols. The antique row and winery symbols used in the program are non-standard generic symbol signs which have not received formal human factors research or approval by FHWA. In addition, as there has been requests for TAC to include breweries and distilleries, the MUTCD does not include existing generic symbols for these types of attractions. The inclusion of these attractions would require a formal request to FHWA for experimentation, which likely would not be approved given their lack of support for the program.

Due to the lack of federal support, the program is solely supported by State funds. Prior to funding challenges, 17 counties received their initial implementation of TAC signage; the total cost for the initial round of TAC signs for the 17 counties was roughly \$7.85 million. To complete the remaining 6 counties, SHA estimates a cost of \$7 million, considering the increased cost of material, products, and labor since the initial implementation of the first 17 counties. This estimate includes expenses related to planning, design, and construction of the TAC signs for the remaining 6 counties. In addition to the actual cost of the fabrication of a sign, which is dependent on the design, SHA accounts for construction costs such as lane/shoulder closure for installation as well as mobilization/demobilization efforts for the projects. Additionally, if a TAC sign will be placed outside of SHA right-of-way, there are costs associated with right-of-entry/memorandum of understanding coordination with property owners and/or local jurisdictions.

The Maryland Department of Transportation respectfully requests the Committee consider this information when deliberating Senate Bill 734.

Respectfully submitted,

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