



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