



**MARYLAND
TOURISM
COALITION**

March 21, 2024

The Honorable Marc Korman
Environment and Transportation Committee
251 Taylor House Office Building
Annapolis, Maryland 21401

RE: SB50 - Local Government - Annapolis and Anne Arundel County Conference and Visitors Bureau Designation –
Favorable Support

Chairman Korman,

My name is Matt Libber, and I am the Legislative Committee Chair for the Maryland Tourism Coalition (MTC). I am writing to express MTC's favorable support for Senate Bill 50. This bill will make a technical change to existing Maryland law to accurately define the name of the Destinated Marketing Organization (DMO) for Anne Arundel County.

Founded in 1982 as the Tourism Council of Annapolis and Anne Arundel County (TCAAAC), a non-profit affiliate of the Chamber of Commerce of Greater Annapolis, the County Council passed a resolution recognizing TCAAAC as the official tourism arm of Anne Arundel County. In 1990, the organization was rebranded and separately incorporated as the Annapolis & Anne Arundel County Conference and Visitor's Bureau which was again changed to its current and official name, Visit Annapolis and Anne Arundel County in 2016.

Visit Annapolis and Anne Arundel County is an important component of the tourism economy for Anne Arundel County and the State of Maryland. Visit Annapolis and Anne Arundel County contributed to a \$4.1 billion tourism economy, welcoming more than 6.8 million visitors in 2023 (Source: Tourism Economics). 2025 will mark the organization's 35th year as the official tourism office for Anne Arundel County and the City of Annapolis.

This legislation's purpose is to make sure the law, as written, aligns with the official operations of the organization. While no incident has occurred to date due to the discrepancy in the law regarding the name of the organization, we feel it is necessary and prudent to correct the language to prevent any future issue that may arise from it.

We are grateful for the continued support of the legislature for the tourism industry as a whole, and we appreciate your consideration and favorable report for SB50.

Respectfully submitted,

Matt Libber
Legislative Chair
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