

VISIT BALTIMORE

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SB17

January 20, 2026

TO: Members of the Finance Committee
FROM: Kireem Swinton, Interim President & CEO, Visit Baltimore
RE: SB17 Baltimore City - Alcoholic Beverages - Related Event Promoter's Permit
POSITION: SUPPORT

Dear Honorable Chair Senator Pamela Bidle and Members of the Finance Committee,

Visit Baltimore strongly **supports SB17**, which incorporates a few technical changes to permit process and structure for event promoters during the CIAA tournament week until 2029.

In 2019, this legislation was created to identify when and where CIAA-related but non-sponsored/sanctioned events are happening during the tournament week; ensure that those events are taken into consideration in the city's holistic planning and communication efforts; and create a positive revenue model for the city and the CIAA's contracted financial commitments.

The 2025 CIAA Basketball Tournament welcomed 32,350 total attendees over 22 basketball games during the five-day tournament. We are excited to welcome back students, alumni and basketball fans for the Central Intercollegiate Athletic Association (CIAA) 2026 Food Lion CIAA Men's & Women's Basketball Tournament, happening February 24-28, 2026. CIAA Tournament participants and spectators spent \$15.1 million at off-site establishments in the local economy, including local restaurants, hotels, retailers, and recreation / entertainment venues, 30% of which was spent in the food & beverage sector, and we look forward to building upon that success.

We respectfully ask for your support of SB17.

Submitted respectfully,



Kireem Swinton
Interim President & CEO