

CF 7r1470

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**By: Delegates Taylor, Bozman, Doory, and Hixson**

Introduced and read first time: January 30, 1997

Assigned to: Appropriations

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## A BILL ENTITLED

1 AN ACT concerning

2 **Maryland Tourism Development - Funding**

3 FOR the purpose of increasing the minimum amount of funds the Governor must include  
4 in the annual budget bill for the Maryland Tourism Development Fund for certain  
5 fiscal years; specifying a certain minimum amount of funding the Governor must  
6 include in the annual budget bill for the Office of Tourism Development; requiring  
7 the Office to spend a certain portion of its budget appropriation on tourism  
8 marketing; requiring the Maryland Tourism Development Board and the Secretary  
9 of Business and Economic Development to submit a certain annual report to the  
10 Legislative Policy Committee; repealing the termination date of certain funding  
11 requirements; and generally relating to tourism development.

12 BY repealing and reenacting, with amendments,  
13 Article 83A - Department of Business and Economic Development  
14 Section 4-208  
15 Annotated Code of Maryland  
16 (1995 Replacement Volume and 1996 Supplement)

17 BY repealing and reenacting, with amendments,  
18 Chapter 111 of the Acts of the General Assembly of 1994  
19 Section 2, 5, and 6

20 BY repealing and reenacting, with amendments,  
21 Chapter 112 of the Acts of the General Assembly of 1994  
22 Section 2, 5, and 6

23 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF  
24 MARYLAND, That the Laws of Maryland read as follows:

25 **Article 83A - Department of Business and Economic Development**

26 4-208.

27 (a) There is a Maryland Tourism Development Board Fund.

28 (b) The Fund is established to provide a continuing fund for the Board to fund  
29 programs relating to the planning, advertising, promotion, assistance, and development of  
30 the tourism industry in the State.

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1 (c) The Fund is a special, continuous, nonlapsing fund that is not subject to §  
2 7-302 of the State Finance and Procurement Article.

3 (d) The Treasurer shall invest and reinvest the Fund in the same manner as other  
4 State funds and credit any investment earnings to the General Fund.

5 (e) The Fund consists of:

6 (1) Moneys appropriated in the State budget to the Fund; and

7 (2) All funds accepted by the Board in accordance with § 4-206 of this  
8 subtitle.

9 (f) Expenditures from the Fund may be made only by the Board in accordance  
10 with an appropriation.

11 (g) (1) In this subsection, "Governor's proposed general fund appropriation"  
12 means the General Fund appropriation included by the Governor in the annual budget  
13 bill as submitted to the General Assembly, including any proposed supplemental budget,  
14 before any amendment by the General Assembly.

15 (2) [For each of Fiscal Years 1996, 1997, and 1998 the] THE Governor shall  
16 include in the annual budget bill a proposed General Fund appropriation to the Fund in  
17 an amount not less than [\$3,000,000]:

18 (I) \$4,000,000, FOR FISCAL YEAR 1999;

19 (II) \$5,000,000, FOR FISCAL YEAR 2000; AND

20 (III) \$6,000,000, FOR FISCAL YEAR 2001 AND SUBSEQUENT FISCAL  
21 YEARS.

22 (3) For each [of Fiscal Years 1996, 1997, and 1998] FISCAL YEAR, in  
23 addition to any appropriation for tourism marketing from the Maryland Tourism  
24 Development Board Fund, the Governor shall include in the annual budget bill submitted  
25 to the General Assembly a General Fund appropriation for the Office of Tourism  
26 Development in an amount not less than the amount of the Governor's proposed General  
27 Fund appropriation for the Office of Tourism Development for Fiscal Year 1995.

28 **Chapter 111 of the Acts of 1994**

29 SECTION 2. AND BE IT FURTHER ENACTED, That the intent of this Act is to  
30 generate a substantial increase in the State's effort towards tourism advertising and  
31 promotion. Toward that end, the Office of Tourism Development shall spend in each [of  
32 Fiscal Years 1996, 1997, and 1998] FISCAL YEAR on tourism marketing a portion of their  
33 budget appropriation not less than the portion of their 1995 budget appropriation spent  
34 on such purposes.

35 SECTION 5. AND BE IT FURTHER ENACTED, That on or before December 1  
36 of [1995, 1996, and 1997] EACH YEAR, the Maryland Tourism Development Board,  
37 together with the Secretary of [Economic and Employment] BUSINESS AND ECONOMIC  
38 Development, shall submit to the Legislative Policy Committee of the General Assembly  
39 a report addressing the following:

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1 (1) The specific use of the tourism advertising funds provided by this Act;

2 (2) Data quantifying the success of Maryland's increased tourism marketing  
3 efforts;

4 (3) Tourism marketing strategies used by other states in Maryland's primary  
5 market and their impact on Maryland's market share;

6 (4) Efforts by the Board to generate additional revenues for the Maryland  
7 Tourism Development Board Fund; and

8 (5) Other short- and long-term strategies for tourism development that, if  
9 adopted, could help improve Maryland's competitive position with its neighboring states.

10 SECTION 6. AND BE IT FURTHER ENACTED, That this Act shall take effect  
11 July 1, 1994. [It shall remain effective for a period of 4 years and at the end of June 30,  
12 1998, with no further action required by the General Assembly, this Act shall be  
13 abrogated and of no further force and effect.]

14 **Chapter 112 of the Acts of 1994**

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1           SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect  
2 October 1, 1997.