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1997 Regular Session  
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**By: Senators Craig, Astle, Stoltzfus, Bromwell, and Boozer**

Introduced and read first time: January 27, 1997

Assigned to: Finance and Budget and Taxation

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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 certain fiscal years in which the Governor must include a  
6 certain minimum amount of funding for the Office of Tourism Development and in  
7 which the Office must spend a certain portion of its budget appropriation on  
8 tourism marketing; requiring the Maryland Tourism Development Board and the  
9 Secretary of Business and Economic Development to submit a certain annual report  
10 to the Legislative Policy Committee in certain years; extending the termination date  
11 of certain funding requirements to a certain date; and generally relating to tourism  
12 development.

13 BY repealing and reenacting, with amendments,  
14 Article 83A - Department of Business and Economic Development  
15 Section 4-208  
16 Annotated Code of Maryland  
17 (1995 Replacement Volume and 1996 Supplement)

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

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

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

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

27 4-208.

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

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

4 (c) The Fund is a special, continuous, nonlapsing fund that is not subject to §  
 5 7-302 of the State Finance and Procurement Article.

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

8 (e) The Fund consists of:

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

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

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

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

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

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

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

23 (III) \$6,000,000, FOR FISCAL YEAR 2001.

24 (3) For each of Fiscal Years [1996, 1997, and 1998] 1999, 2000, AND 2001, in  
 25 addition to any appropriation for tourism marketing from the Maryland Tourism  
 26 Development Board Fund, the Governor shall include in the annual budget bill submitted  
 27 to the General Assembly a General Fund appropriation for the Office of Tourism  
 28 Development in an amount not less than the amount of the Governor's proposed General  
 29 Fund appropriation for the Office of Tourism Development for Fiscal Year 1995.

# 30 **Chapter 111 of the Acts of 1994**

31 SECTION 2. AND BE IT FURTHER ENACTED, That the intent of this Act is to  
 32 generate a substantial increase in the State's effort towards tourism advertising and  
 33 promotion. Toward that end, the Office of Tourism Development shall spend in each of  
 34 Fiscal Years [1996, 1997, and 1998] 1999, 2000, AND 2001 on tourism marketing a portion  
 35 of their budget appropriation not less than the portion of their 1995 budget appropriation  
 36 spent on such purposes.

37 SECTION 5. AND BE IT FURTHER ENACTED, That on or before December 1  
 38 of [1995, 1996, and 1997] 1998, 1999, AND 2000, the Maryland Tourism Development  
 39 Board, together with the Secretary of [Economic and Employment] BUSINESS AND

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1 ECONOMIC Development, shall submit to the Legislative Policy Committee of the  
2 General Assembly a report addressing the following:

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

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

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

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

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

12 SECTION 6. AND BE IT FURTHER ENACTED, That this Act shall take effect  
13 July 1, 1994. It shall remain effective for a period of [4] 7 years and at the end of June  
14 30, [1998] 2001, with no further action required by the General Assembly, this Act shall  
15 be abrogated and of no further force and effect.

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