
By: Senators Craig, Astle, Stoltzfus, Bromwell, and Boozer

Introduced and read first time: January 27, 1997

Assigned to: Finance and Budget and Taxation

Committee Report: Favorable

Senate action: Adopted

Read second time: March 20, 1997

CHAPTER ____

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

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

4 4-208.

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

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

9 (c) The Fund is a special, continuous, nonlapsing fund that is not subject to §
10 7-302 of the State Finance and Procurement Article.

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

13 (e) The Fund consists of:

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

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

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

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

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

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

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

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

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

35 **Chapter 111 of the Acts of 1994**

36 SECTION 2. AND BE IT FURTHER ENACTED, That the intent of this Act is to
37 generate a substantial increase in the State's effort towards tourism advertising and

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1 promotion. Toward that end, the Office of Tourism Development shall spend in each of
2 Fiscal Years [1996, 1997, and 1998] 1999, 2000, AND 2001 on tourism marketing a portion
3 of their budget appropriation not less than the portion of their 1995 budget appropriation
4 spent on such purposes.

5 SECTION 5. AND BE IT FURTHER ENACTED, That on or before December 1
6 of [1995, 1996, and 1997] 1998, 1999, AND 2000, the Maryland Tourism Development
7 Board, together with the Secretary of [Economic and Employment] BUSINESS AND
8 ECONOMIC Development, shall submit to the Legislative Policy Committee of the
9 General Assembly a report addressing the following:

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

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

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

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

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

19 SECTION 6. AND BE IT FURTHER ENACTED, That this Act shall take effect
20 July 1, 1994. It shall remain effective for a period of [4] 7 years and at the end of June
21 30, [1998] 2001, with no further action required by the General Assembly, this Act shall
22 be abrogated and of no further force and effect.

23 **Chapter 112 of the Acts of 1994**

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