

HOUSE JOINT RESOLUTION 26

Unofficial Copy
C8

2000 Regular Session
0lr3028

By: **Delegates Rawlings, Taylor, Dewberry, and Hurson**

Introduced and read first time: February 29, 2000

Assigned to: Rules and Executive Nominations

HOUSE JOINT RESOLUTION

1 A House Joint Resolution concerning

2 **Commission on Hospitality and Tourism**

3 FOR the purpose of establishing a Commission on Hospitality and Tourism to
4 examine the present state of the hospitality and tourism industry in the State of
5 Maryland and to evaluate the strengths and weaknesses of existing workforce
6 development, job training, education, and job preparedness programs in the
7 State and throughout the country; providing for the appointment, membership,
8 meetings, staff, and compensation of the Commission; requiring certain notice
9 procedures for meetings of the Commission; requiring a certain report on or
10 before a certain date; providing for the termination of the Commission; and
11 generally relating to a commission on the workforce, marketing, and strategic
12 planning needs of the hospitality and tourism industry.

13 WHEREAS, The hospitality and tourism industry of this State generates \$6.5
14 billion dollars in economic benefits and \$500 million in State and local taxes to the
15 citizens of Maryland; and

16 WHEREAS, The hospitality and tourism industry is one of the fastest growing
17 segments of the Maryland economy, with an anticipated growth each year of 5% in
18 new jobs, 7% in economic benefit, and 9% in State and local taxes; and

19 WHEREAS, The hospitality and tourism industry is a statewide economic
20 engine from the mountains of Western Maryland to the shoreline of the Eastern
21 Shore; and

22 WHEREAS, The growth of the hospitality and tourism industry provides 94,000
23 job opportunities for workers of all ages; and

24 WHEREAS, The hospitality and tourism industry provides enormous
25 employment potential for participants in the "welfare-to-work" and
26 "school-to-career" programs; and

27 WHEREAS, The hospitality and tourism industry has been perceived by many
28 as primarily providing only part-time or seasonal job opportunities when, in fact, the
29 development and expansion of the hospitality and tourism industry in the State has
30 created thousands of full-time employment opportunities and career path options;
31 and

1 WHEREAS, The hospitality and tourism industry provides employment
2 opportunities for the semi-skilled, unskilled, skilled, technical, and professional
3 employee; and

4 WHEREAS, The hospitality and tourism industry provides a full range of career
5 opportunities and significant salary growth potential at each step on the career
6 ladder; and

7 WHEREAS, Workforce development, education, and job preparedness are the
8 most pressing issues confronting the hospitality and tourism industry in Maryland
9 and the rest of the nation; and

10 WHEREAS, Multiple efforts are being made in the public, private, and
11 not-for-profit business sectors to attract and recruit eligible workers, provide job
12 preparedness and specific job training or education, and retain existing personnel in
13 the hospitality and tourism industry; and

14 WHEREAS, Those efforts have included studies and programs conducted by
15 business organizations and industry-related groups, such as the Greater Baltimore
16 Committee, the Greater Baltimore Alliance, the Greater Washington Board of Trade,
17 the Baltimore Area Convention and Visitors Association, the Restaurant Association
18 of Maryland, the Maryland Hotel and Motel Association, the Maryland Hospitality
19 Education Foundation, the Maryland Higher Education Commission, the Maryland
20 Association of Community Colleges, the Maryland Department of Education, the
21 Department of Business and Economic Development, the Department of Labor,
22 Licensing, and Regulation, local school systems, and local economic development
23 agencies; and

24 WHEREAS, Recognizing the importance of protecting the State's substantial
25 investment in the tourism, hospitality, and convention business, a comprehensive
26 analysis of the present state of the hospitality and tourism industry in Maryland is
27 needed, including a study of ways to enhance workforce development, education, and
28 job preparedness programs, and the coordination of the multi-faceted
29 industry-related business comprising the hospitality and tourism industry; now,
30 therefore, be it

31 RESOLVED BY THE GENERAL ASSEMBLY OF MARYLAND, That the
32 Governor, the President of the Senate, and the Speaker of the House are requested to
33 establish a Commission on Hospitality and Tourism to examine the needs of the
34 hospitality and tourism industry of the State, to receive input from the public and
35 industry representatives, and to report its findings and make recommendations on
36 the following:

37 (1) An assessment of the existing inventory of available private and public
38 workforce training, education, job preparation, and employee retention programs
39 targeted to the hospitality and tourism industry that presently exist in Maryland;

40 (2) An examination of workforce training, education, job preparation, and
41 employee retention programs related to the hospitality and tourism industry that

1 exist in the private and public sector throughout the country, with a specific focus on
2 nationally recognized hospitality and tourism attractions;

3 (3) A comparison of the strengths and weaknesses of the existing programs
4 identified in Maryland with the existing programs in other comparable parts of the
5 country, including the identification of successful models presently in existence in the
6 areas of workforce training, education, job preparation, and employee retention;

7 (4) Recommendations for the creation of new or the expansion of existing
8 workforce training, education, job preparation, and employee retention programs,
9 including:

10 (i) The adoption of a standardized curriculum with skill standards and
11 the active partnership of the hospitality and tourism industry in the development,
12 implementation, and operation of the proposed curriculum and training programs;
13 and

14 (ii) The operational structure necessary for successful implementation;

15 (5) The identification of public and private sources of funding, including the
16 available financial resources of trade associations, hospitality and tourism industry
17 sources, foundations, and not-for-profit organizations, for the planning,
18 development, and operation of workforce training, education, job preparation, and
19 employee retention programs;

20 (6) The development of a structure for an integrated system of workforce
21 training, including the identification and recruitment of available workers and a
22 standardized certification for trained employees;

23 (7) The development and implementation of a public education and marketing
24 plan emphasizing the benefits and the importance of the industry and the full-time
25 and career opportunities that exist in hospitality and tourism;

26 (8) The development of a well-coordinated communications plan structured to
27 improve the coordination and communication between all of the public and private
28 partners comprising the hospitality and tourism industry;

29 (9) The identification of existing, new, or expanded sources of funding that
30 could be dedicated to workforce development, education, job preparation, and
31 employee retention programs in the hospitality and tourism industry; and

32 (10) The development of a strategic plan to continue the expansion of the
33 hospitality and tourism industry, including the expanded promotion of convention and
34 tourism opportunities in the State; and be it further

35 **RESOLVED**, That the Commission on Hospitality and Tourism shall be
36 composed of 30 members as follows:

37 (1) Two members of the House of Delegates appointed by the Speaker of the
38 House;

1 (2) Two members of the Senate of Maryland appointed by the President of the
2 Senate; and

3 (3) The following members appointed by the Governor:

4 (i) The director of the Office of Tourism Development of the Department
5 of Business and Economic Development;

6 (ii) The chairman of the Maryland Tourism Development Board;

7 (iii) The executive director of the Maryland Stadium Authority;

8 (iv) One representative of the Baltimore Area Convention and Visitors
9 Association;

10 (v) One representative of the Ocean City Convention Center;

11 (vi) One representative of the Montgomery County Conference Center;

12 (vii) One representative of the Rocky Gap Hotel and Conference Center;

13 (viii) The executive director of the Baltimore Convention Center;

14 (ix) One representative of the Maryland Hotel and Motel Association;

15 (x) One representative of the Restaurant Association of Maryland;

16 (xi) One representative of the Maryland Retailers Association;

17 (xii) One representative of the transportation industry;

18 (xiii) One representative of a tourist attraction;

19 (xiv) One representative of the Maryland Association of Community
20 Colleges;

21 (xv) Two representatives of the workforce development industry;

22 (xvi) One representative from the for-profit business sector;

23 (xvii) One representative from the not-for-profit business sector;

24 (xviii) One representative of the K-12 education system who is involved in
25 workforce development or job training;

26 (xix) One representative experienced in public relations and marketing;

27 (xx) Two representatives of business organizations such as the Maryland
28 Chamber of Commerce, Greater Baltimore Committee, the Greater Washington
29 Board of Trade, or local chambers of commerce; and

1 (xxi) Four members of the public appointed by the Governor; and be it
2 further

3 RESOLVED, That the Governor shall designate the chairman of the
4 Commission on Hospitality and Tourism from among its membership, after
5 consultation with the President of the Senate and Speaker of the House; and be it
6 further

7 RESOLVED, That, to the extent practicable, the Governor shall attempt to
8 ensure regional, economic, ethnic, and gender diversity on the Commission; and be it
9 further

10 RESOLVED, That the members of the Commission shall be appointed on or
11 before June 1, 2000; and be it further

12 RESOLVED, That the first meeting of the Commission shall be held on or before
13 July 15, 2000, and thereafter as determined necessary by the chairman of the
14 Commission; and be it further

15 RESOLVED, That notice of each meeting of the Commission shall be made
16 public by delivering a copy of the meeting notice to the Legislative Information Office,
17 Room B-6, Department of Legislative Services, Legislative Services Building, 90
18 State Circle, Annapolis, Maryland 21401-1991. During the Interim, the notice should
19 be delivered no later than Thursday at 9 a.m. and, during the legislative session,
20 Wednesday, at 9 a.m., for inclusion in the hearing schedule; and be it further

21 RESOLVED, That a member of the Commission:

22 (1) May not receive compensation; but

23 (2) Is entitled to reimbursement for expenses under the Standard State Travel
24 Regulations as provided in the State budget; and be it further

25 RESOLVED, That staff for the Commission shall be provided by the Office of
26 Tourism Development of the Department of Business and Economic Development;
27 and be it further

28 RESOLVED, That the Commission on Hospitality and Tourism shall report its
29 findings and recommendations to the Governor and, subject to § 2-1246 of the State
30 Government Article, to the General Assembly, on or before December 1, 2000; and be
31 it further

32 RESOLVED, That the Commission shall terminate on December 21, 2000; and
33 be it further

34 RESOLVED, That a copy of this Resolution be forwarded by the Department of
35 Legislative Services to the Honorable Parris N. Glendening, Governor of Maryland;
36 the Honorable Thomas V. Mike Miller, Jr., President of the Senate of Maryland; and
37 the Honorable Casper R. Taylor, Jr., Speaker of the House of Delegates.