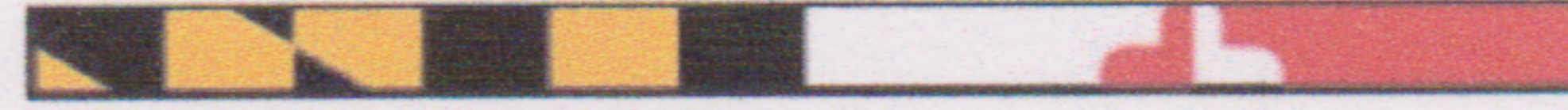


MADMO_FAV_SB707

Uploaded by: Pizutto, Greg

Position: FAV

MARYLAND



Association of
Destination Marketing Organizations

February 28, 2020

The Honorable Delores Kelley, Chairwoman
Senate Finance Committee

Re: Senate Bill 707 – Task Force on the Tourism Industry in Maryland

Position: *Support*

Chairwoman Kelley and Committee Members:

On behalf of the Maryland Association of Destination Marketing Organizations (MDMO), I am writing to express our support for Senate Bill 707, Task Force on the Tourism Industry in Maryland, as submitted. Senate Bill 707 establishes a two-year task force charged with performing a comprehensive study on the tourism industry and provide recommendations to the Governor and General Assembly by January 1, 2022.

The Tourism Promotion Act of 2008 dedicated \$2.5 million in grant funding for the 23 counties, Baltimore City, and Ocean City. Each year the MDMO's leverage state, local, and private partnership funds to promote tourism in Maryland through direct and in-direct marketing efforts. Through our robust and far-reaching marketing campaigns, we were able to host over 40+ million visitors in 2018 and generated \$2.5 billion in state and local taxes. It is our hope that this task force will highlight the strong contributions made by the Maryland Association of Destination Marketing Organizations and provide substantial evidence for a funding increase for our organizations in the coming years.

Thank you for your kind consideration and attention to this legislation.

Respectfully Submitted,

A handwritten signature in black ink that reads "Greg Pizzuto".

Greg Pizzuto, Chair

Maryland Association of Destination Marketing Organizations

SB 707_Tourism Task Force_Support

Uploaded by: Schulz, Kelly

Position: FAV



Larry Hogan | Governor
Boyd Rutherford | Lt. Governor
Kelly M. Schulz | Secretary of Commerce

DATE: February 28, 2020 **COMMITTEE:** Senate Finance
BILL NO: Senate Bill 707
BILL TITLE: Task Force on the Tourism Industry in Maryland
POSITION: Support

The Maryland Department of Commerce supports Senate Bill 707 – Task Force on the Tourism Industry in Maryland.

Bill Summary:

Senate Bill 707 establishes the Task Force on the Tourism Industry in Maryland, which is tasked with reviewing the need for additional funding, training, and other resources necessary to increase diversity and inclusion in the tourism industry in the State. The Task Force is required to report its recommendations to the Governor and the General Assembly by January 1, 2022. The Office of Tourism Development within the Maryland Department of Commerce (Commerce) will provide staff for the Task Force.

Background:

Diversity and inclusion is at the center of the state tourism “Open for IT!” advertising campaign. The Office has always made sure that its contractors meet and exceed MBE goals, ensure diversity in its publications and web site, and that advertising creative and media purchases appeal to a diverse audience. Commerce is proud of its efforts and is always striving to do more.

The Task Force will bring various groups and state agencies involved in the development of and promotion of tourism in Maryland. Many of the groups named in the language of SB 707 already work toward the goal of diversity and inclusion; however, a deeper dive into resources already available and additional resources that might be necessary will provide a comprehensive platform to elevate diversity and inclusion in the tourism industry. These resources may range from grants and funds for development of visitor experiences to the promotion of those visitor experiences.

Rationale:

Insights gathered through the Task Force’s efforts can guide the work to make recommendations for additional funding, training and other resources necessary to increase diversity and inclusion in the tourism industry. Commerce welcomes the opportunity to staff this Task Force and gain additional knowledge in order to improve the Department’s efforts in future years.

Commerce respectfully requests a favorable report on Senate Bill 707.

Lou Fields_FAV_SB707

Uploaded by: Senator Carter, Senator Carter

Position: FAV

Baltimore African American Tourism Council, Inc.
Post Office Box 3014, Baltimore, MD 21229
Te: 443.983.7974
Email: louscfields2@gmail.com

February 28, 2020

Bill Number SB 707

Position: I support the passage of SB 707 to create a Task Force on Maryland Tourism.

Maryland tourism is an \$18 billion industry. The State Budget funds the MD Office of Tourism, and the Maryland Tourism Development Board.

It is important to review their level of diversity and inclusion of Maryland minorities and African Americans in Maryland tourism.

Sincerely,

Lou Fields

President

MTC_FAV_SB707

Uploaded by: Toomey, Ruth

Position: FAV



**LETTER OF SUPPORT ON BEHALF OF
MARYLAND TOURISM COALITION**

IN SUPPORT OF SB0707 TASK FORCE ON THE TOURISM INDUSTRY IN MARYLAND

Before the Senate Finance 28, 2020

Dear Chairman & Committee Members,

My name is Ruth Toomey, Executive Director of Maryland Tourism Coalition, a 50-year old organization that represents the various services, attractions, organizations and accommodations that make up the State's Industry. On behalf of our 1,000+ members, I would like to express our support of HB0019.

Tourism is important to Maryland's economy! It creates 150,000 (and growing) jobs. It is the 10th largest industry in the state. Visitors to Maryland spend nearly \$18.1 billion in Maryland each year. Visitors generate close to \$2.5 billion in state and local taxes. Without tourism in the state of Maryland, each household would pay \$1,140 more in local taxes.

MTC represents our state's diverse tour and travel community, bringing together the entire industry to enhance business growth and to promote Maryland as a first-class destination for visitors. MTC is in favor of additional financial support and increased opportunities for all our members.

On behalf of the Maryland Tourism Coalition, we respectfully request that you support SB0707.

Sincerely,

Ruth Toomey

Ruth Toomey
MTC Executive Director

MarylandFarmBureau_FAW_SB707

Uploaded by: Ferguson, Colby

Position: FWA



Maryland Farm Bureau, Inc.

3358 Davidsonville Road • Davidsonville, MD 21035 • (410) 922-3426

February 28, 2020

To: Senate Finance Committee

From: Maryland Farm Bureau, Inc.

Re: **Support of SB 707 - Task Force on the Tourism Industry in Maryland**

On behalf of our member families, I submit this written testimony in support of SB 707 with amendments. This bill establishes the task force on the tourism industry in Maryland to study challenges and opportunities within Maryland's tourism industry. The task force will review current funding, seek input from all sectors that contribute to tourism, including rural areas and agritourism, and make recommendations to the governor by January 1, 2020 regarding additional funding, training, and other resources needed to increase diversity and inclusion in the tourism industry.

Agritourism is a great way for farmers to gain more interest in their products while educating the public on farming and where their food comes from. Retaining ownership in their products and offering those local grown products to the public allows a Maryland farmer to be more profitable. Through agritourism events, farmers open their farms up to the public and in turn offer their value-added products for sale. Maintaining a strong agritourism industry in Maryland is critical to not only added farm profitability, but also consumer access to where their food is actually produced.

Maryland Farm Bureau Policy: Agritourism should be defined as activities conducted on a farm and offered to the public or to invited groups for the purpose of education, recreation, or active involvement in the farm operation.

Amendments: On page 2, line 4 - STRIKE: ~~and~~; then on line 5 add: **(8) ONE REPRESENTATIVE FROM THE MARYLAND FARM BUREAU, DESIGNATED BY THE FARM BUREAU; AND** Lastly, on line 5, strike the original ~~(8)~~ and replace with **(9)**

MARYLAND FARM BUREAU SUPPORTS SB 707 WITH AMENDMENTS

Colby Ferguson
Director of Government Relations

For more information contact Colby Ferguson at (240) 578-0396