

## **Testimony in Support of House Bill 695 Digital Advertising Gross Revenues - Taxation**

**House Ways and Means Committee  
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1:00 PM**

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Government Relations**

The Maryland State Education Association supports House Bill 695 proposing to impose a tax on annual gross revenues from digital advertising services that will directly benefit the Blueprint for Maryland's Future Fund and serve as a new dedicated funding source to implement the new school funding formula our students and schools need.

MSEA represents 75,000 educators and school employees who work in Maryland's public schools, teaching and preparing our 896,837 students for the careers and jobs of the future. MSEA also represents 39 local affiliates in every county across the state of Maryland, and our parent affiliate is the 3 million-member National Education Association (NEA).

MSEA supports passage of an adequate, sustainable, predictable revenue stream that will adequately fund both the operating and construction costs of our public schools. A great public school for every child means our students have updated technology, small manageable classes, safe and modern schools, proper healthcare and nutrition, and have highly qualified and highly effective educators. The work of the Commission on Innovation and Excellence in Education (Kirwan Commission) further recommends improvements to access to Pre-K and Career Technology Education, as well as expansion of the educator workforce and increased salaries to help deliver individualized instruction and recruit and retain the best workforce in the country.

The Kirwan Commission has determined that Maryland will need to invest substantially more resources into education for our citizens to become truly successful in the very competitive national and global economies. This is the time to be locating and allocating more resources to education, and House Bill 695 is part of that dedicated funding solution. Our kids can't wait.

As the state looks to fund the schools of the future, it is prudent to look to efforts to modernize our tax code like the sponsors of this legislation aim to do. This proves that we can dedicate critical new funds for our schools without broad based or regressive tax increases. **We urge a favorable report of House Bill 695.**