



## Testimony in Support of HB 1032:

### Transportation - Highways - Tourist Area and Corridor Signage

**Position: SUPPORT**

**Introduction:** Cultivate + Craft, a consulting firm committed to the growth of value-added agriculture, agritourism, and the craft alcohol industry, wholeheartedly supports HB 1032. Recognized as a dependable consulting partner for the Maryland Wineries Association (MWA), the Brewers Association of Maryland (BAM), the Maryland Distillers Guild (MDG), and various other enterprises in the value-added and agritourism sectors.

### Rationale for Passing This Legislation:

1. **Support for the Craft Beverage Industry:** This bill is vital for enhancing the economic vitality of nearly 200 Maryland craft beverage manufacturers that serve as key tourist destinations, supporting local economies and the broader state tourism industry.
2. **Boost in Tourist Awareness and Accessibility:** Implementing the Tourist Area and Corridor Signage Program will not only increase awareness of these businesses among travelers but also provide clearer guidance to attractions, particularly those in smaller or rural areas.
3. **Promotion of Regional Competitiveness:** The legislation ensures Maryland remains a competitive tourist destination by providing parity with neighboring states that have similar signage programs.
4. **Funding Assurance for Critical Agencies:** It ensures the continuous funding of this program, supporting the agencies that are vital for the state's tourism and economic development.
5. **Alignment with State Tourism Goals:** The bill aligns with the objectives of state tourism organizations and agencies, further promoting Maryland as a top tourist destination.

### Notable Industry Statistics:

- Maryland's Alcohol Manufacturers, with over 275 entities, contribute significantly to the state's economy with an annual impact of \$3.4 billion and \$52 million in tax revenue, supporting over 8,500 jobs.
- Tourism in 2022 led to over \$19.4 billion in spending, generating more than \$2.3 billion in state and local tax revenue and saving Maryland households nearly \$1,000 in taxes.



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# Cultivate

+ CRAFT

**Cultivate + Craft's Endorsement:** Cultivate + Craft is honored to support HB 1032, reflecting our commitment to advancing the interests of the craft beverage sector and agritourism in Maryland. Our collaboration with the MWA, BAM, and MDG underscores our dedication to fostering an environment where the agriculture and craft alcohol sectors can thrive. By backing this legislation, we aim to enhance the visibility, accessibility, and economic prosperity of Maryland's valued attractions and industries.

**Conclusion:** HB 1032 represents a significant step forward in supporting Maryland's craft beverage and value-added agriculture manufacturers and the state's tourism industry at large. Cultivate + Craft, alongside our industry partners, urges the passage of this bill, recognizing its potential to drive economic growth, enhance tourist experiences, and ensure the sustainability of vital industries that contribute to the fabric of Maryland's economy.



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