



February 21, 2024

Chair Korman, Vice Chair Boyce, and Members of the
House Environment and Transportation Committee
Room 251, House Office Building
Annapolis, MD 21401

Re: HB 1032 – Highways – Tourist Area and Corridor Signage Program

Dear Chair Korman, Vice Chair Boyce, and Members of the House Environment and
Transportation Committee:

On behalf of Visit Frederick (the Tourism Council of Frederick County), the designated
and official destination marketing organization for Frederick County, MD, please accept
this letter of support for HB 1032 – Highways – Tourist Area and Corridor Signage
Program.

HB 1032 establishes a program for tourist area signage that would allow breweries,
distilleries, and wineries to apply for and pay for road signs advertising as tourist
attractions. The opportunity to direct people to our tap/tasting rooms is a matrix that
our surrounding states have excelled with and that Maryland has unfortunately falling
far behind. There is currently no program in place that would allow for a brewery or
distillery to be mentioned in road signage – and being able to promote their brands will
only make for more successful businesses and additional tax revenues.

Maryland craft beverage entities represent over 275 breweries, distilleries, and wineries
and have an annual economic impact of \$3.4 billion and generate \$52 million per year in
tax revenue while supporting over 33,500 jobs in the manufacturing, agriculture,
tourism and hospitality industries.

We encourage everyone on the Senate Finance Committee to support HB 1032. Thank
you for your attention and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Dave Ziedelis". The signature is fluid and cursive.

Dave Ziedelis
Executive Director