

BaltimoreCounty_FAV_SB0804.pdf

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Position: FAV

JOHN A. OLSZEWSKI, JR.
County Executive



JENNIFER AIOSA
Director of Government Affairs

AMANDA KONTZ CARR
Legislative Officer

WILLIAM J. THORNE
Legislative Associate

BILL NO.: SB 804

TITLE: Northwest Baltimore County Sports Tourism Facility – Feasibility Study

SPONSOR: Senator Brooks

COMMITTEE: Finance

POSITION: **SUPPORT**

DATE: February 27, 2024

Baltimore County **SUPPORTS** Senate Bill 804 – Northwest Baltimore County Sports Tourism Facility – Feasibility Study. This legislation would allow the Maryland Stadium Authority to conduct a feasibility study for opening and operating a sports facility in Northwest Baltimore County.

Baltimore County supports the creation of this study. The creation of a Sports Facility in the Northwest region of the County will provide for filling both the recreational needs of the region and attracting tourists to the State of Maryland and Baltimore County. Sports destinations similar to the one that would be studied under this legislation bring billions of dollars to their immediate communities.

Baltimore County is a premier destination for world class events. In the past, we have been the host jurisdiction for signature events such as the BMW Championship (returning in 2025) and the Maryland Cycling Classic, an event that brings in cyclists from all over the world and puts Baltimore County on an international stage. An additional sporting venue, as outlined in SB 804, would further leverage the hotel assets and amenities that the County has to offer visitors.

Accordingly, Baltimore County requests a **FAVORABLE** report on SB 804 from the Senate Finance Committee. For more information, please contact Jenn Aiosa, Director of Government Affairs at jaiosa@baltimorecountymd.gov.

SB804 Northwest Baltimore County Sports Tourism Fa

Uploaded by: Kenneth F. Mills, Jr.

Position: FAV



BALTIMORE COUNTY
REVENUE AUTHORITY

HB741/SB804

Northwest Baltimore County Sports Tourism Facility – Feasibility Study

Written Testimony

Kenneth F. Mills, Jr.

Chief Executive

Good afternoon. I am Kenneth Mills, Chief Executive of the Baltimore County Revenue Authority, a quasi-public corporation created by the State General Assembly in 1955. The Baltimore County Revenue Authority was the first revenue authority created by the state to develop, own and operate self-supporting, wholly or partially public facilities for the benefit of the County, and moreover, for the citizens and visitors of the State of Maryland. Working with Baltimore County, State agencies such as the Maryland Development Corporation and private entities such as Bethlehem Steel, the Revenue Authority has successfully financed and operated facilities that have been the pride of those served and benefited over the last 68 years.

Currently, the Revenue Authority operates a successful 50,000 square foot indoor ice rink and artificial turf field at the Reisterstown Regional Park, while the County Department of Recreation and Parks manages and programs the use of multiple fields and recreation facilities for the general public.

We thank you Mr. Chairman and your fellow committee members, and on behalf of the members of our board, we appreciate the opportunity to provide this written Letter of Support for HB741/SB804 Northwest Baltimore County Sports Tourism Facility – Feasibility Study.

We are aware of the Maryland Stadium Authority's extensive background and expertise in conducting studies for multi-field and multi-use complexes and know that they can efficiently help Baltimore County and the State assess the feasibility of an optimally designed complex on a property that we believe could be an ideal location for a regionally popular and active sports facility. We also believe that the Stadium Authority would objectively assess such a facility in a manner that could generate strong fiscal support, making everyone's investment a great outcome for all.

Thank you for your thoughtful consideration.

SB804 Testimony_MTC.pdf

Uploaded by: Matt Libber

Position: FAV



February 26, 2024

Maryland Senate
Senator Pamela Beidle, Chair
Finance Committee
Miller Senate Office Building
Annapolis, Maryland 21401

RE: Support of SB 804 - Northwest Baltimore County Sports Tourism Facility - Feasibility Study

Chairperson Beidle and Members of the Committee,

My name is Matt Libber, and I am the Legislative Committee Chair for the Maryland Tourism Coalition (MTC). I am writing to you today to express MTC's support for Senate Bill 804. The Maryland Tourism Coalition is a trade organization with members representing all areas of tourism in the State of Maryland. Our mission is to support businesses and organizations that cater to the tourism industry through education, networking, and advocacy. As such, MTC asks the committee to vote in favor of this bill.

MTC strongly supports a feasibility study for a sports tourism facility in Baltimore County. Tourism and specifically sports tourism is a major component of the Maryland economy. When not representing the Maryland Tourism Coalition, I am the Executive Director of the Maryland SoccerPlex in Montgomery County. The Maryland SoccerPlex is the type of facility that could be the recommendation of this feasibility study proposed by this Bill. The Maryland SoccerPlex is responsible for more the \$40mil of direct spending in Montgomery County. Our facility brings in visitors from around the United States and some from overseas to play in events, while staying in hotels, eating in restaurants, shopping in stores, and visiting other entertainment focused businesses during their stay.

Baltimore County is one of the largest jurisdictions in the State but does not currently have the sports facility infrastructure necessary to host some of the large-scale sports tournaments that are looking for host locations. This feasibility study would allow the County and State to identify the type of facility that is needed as well as the size and scope of that venue to meet today's and more importantly tomorrow's need of the market.

The Maryland Stadium Authority has conducted a number of these feasibility studies around the State and have provided excellent evaluations on projects. They have provided unbiased and professional opinions on the viability of projects including several recommendations for when not to build a facility. MTC believes that it is a wise investment to fund the feasibility study to better determine what should be built, as well as if something should be built at all. It is much better to make a small investment now so that money is not wasted building a facility that does not meet the needs of the market.



**MARYLAND
TOURISM
COALITION**

The Maryland Tourism Coalition is supportive of the effort to make Maryland a more attractive location for sports tourism events. Baltimore County has potential to be a great location for a new facility and this feasibility study will help make that determination. For these reasons, the Maryland Tourism Coalition asks this committee to vote in favor of this legislation and forward it for a full vote within the Senate of Maryland.

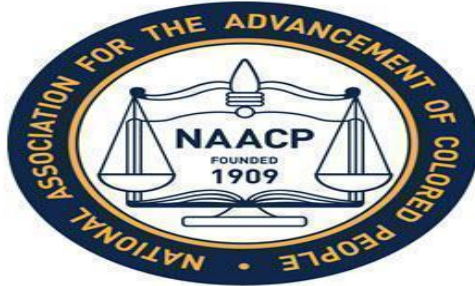
Respectfully submitted,

Matt Libber
Legislative Chair
Maryland Tourism Coalition
mllibber@mdsoccerplex.org
301-528-1480

SB0804 Favorable vote.pdf

Uploaded by: Ryan Coleman

Position: FAV



Randallstown

P.O. Box 731 Randallstown, MD 21133

Feb 14, 2024
Immediate Release

Contact: Ryan Coleman, President
randallstownnaacp@gmail.com

Randallstown NAACP supports SB 0804 Northwest Baltimore County Sports Tourism Facility – Feasibility Study

Randallstown MD-Black communities must be invested in to keep them as vibrant communities. SB 0804 makes it easier to track offenders and protect the public.. **The Randallstown NAACP requests a favorable vote on SB 0804.**

FAV - HB741 SB804 Northwest Baltimore County Sport

Uploaded by: Terry Hasseltine

Position: FAV

Favorable - HB741/SB804 Northwest Baltimore County
Sports Tourism Facility – Feasibility Study

Written Testimony

Terrance Hasseltine, STS
Executive Director

Good afternoon Chair, Vice Chair and honorable committee members, I am Terrance Hasseltine, Executive Director of the Maryland Sports Commission and I appreciate the opportunity to provide this written Letter of Support for HB741/SB804 Northwest Baltimore County Sports Tourism Facility – Feasibility Study.

For more than 15 years, I have had the honor and pleasure of overseeing and directing the State's sports tourism efforts. Our office has been extremely successful generating hundreds of millions of dollars in direct spending on Maryland's economy throughout the years and during some of the toughest economic and emotional times in our Nation's history.

Our success is the result of the continued growth and expansion of existing events, facilities and the recruitment of new organizations and opportunities to the state. We have been successful in landing events of all sizes and scope in large part due our ability to showcase why Maryland, through our TEAM Maryland partnership, is the right fit for their events. This said, our ability to showcase Baltimore County has been limited over the years due to limited access and limited availability of quality facilities. The competition for these events continues to get more competitive and the quality of the venues continues to get greater.

Our efforts through sports tourism have always been and will always be for the **greater good of Maryland** and our partners across this great State. Knowing the potential for sports tourism growth in Baltimore County has a huge upside, however the facilities have to meet the ever growing demand locally, regionally and in some cases nationally. During FY23, the Maryland Sports Commission was involved in over 350 events which generated over \$198 million in direct spending in the state and we would like to aid Baltimore County in getting their share of this ever growing industry.

HB 741 and SB804: Requiring the Maryland Stadium Authority to conduct a certain feasibility study for developing, establishing, and operating a sports tourism facility at Reisterstown Regional Park in northwest Baltimore County; requiring the Authority to

MISSION: Enhance Maryland's economy, image & quality of life through the attraction, promotion, retention and development of regional, national & international sporting events.



consult with certain governments, stakeholders and entities; and requiring the Authority to submit a report of its findings, conclusions, and recommendations to certain committees of the General Assembly by July 1, 2025; is a step in the right direction.

The highlights of the bill are simple:

- Allows Baltimore County a tool to **assess** facility demands, growth and opportunities
- Allows Baltimore County to potentially **grow** within the sport tourism industry
- Allows Baltimore County to evaluate the potential opportunities for **more revenue generation** through sports tourism
- Allows the Maryland Sports Commission to collaborate with Baltimore County at a higher level to **foster, sustain and strengthen** our well-earned reputation through and within sports tourism industry

The Maryland Stadium Authority feasibility study through the approval of HB741/SB804 will benefit the leadership of the State and county to make the determination on developing a sports tourism facility in Northwest Baltimore County. HB741/SB804 creates an exploratory opportunity and methodology for stakeholders to assess the potential so we can succeed in the pursuit and fiscal endeavors around sports tourism.

As you know, the Maryland Stadium Authority has overseen a multitude of feasibility studies on various proposals for sports, entertainment, and public assembly facilities, including several sports tournament facilities. We treasure our reputation for unbiased, independent analysis, and our reputation for on-time, on-budget project delivery. Should this bill pass and we oversee this work, we will work with the same diligence we apply to any study or project with which we are entrusted. We're here to serve.

For the reasons expressed in this letter, the Maryland Sports Commission, requests a favorable report on HB741/SB804 Northwest Baltimore County Sports Tourism Facility – Feasibility Study and I am available for any questions the committee may have.

Thank you for your time and consideration.

MARYLAND SPORTS

MISSION: Enhance Maryland's economy, image & quality of life through the attraction, promotion, retention and development of regional, national & international sporting events.



RIA Letter Supporting SB804.pdf

Uploaded by: Benjamin Brooks

Position: FWA



Reisterstown Improvement Association, Inc.

Officers

President
Charlie Hoppa
Vice President
Herb Weiss
Treasurer
John Geldmacher
Secretary
Brianna Chamberlain

Board Members

Brendan Schreiber
Dan Carey
David Binette
Emory Young
Jessica Barron
Kathy Gambriel
Mary Molinaro
Par Gordon
Robert Reynolds
Vicki Almond
Wendy Berlinrood

Main Street Manager

Crystal Micriotti

February 22, 2024

Senator Benjamin Brooks, Delegate N. Scott Phillips, and Delegate Jennifer White Holland
Annapolis, Maryland 21401

Subject: SB804 - Northwest Baltimore County Sports Tourism Facility- Feasibility
Study/HB0741 - Northwest Baltimore County Sports Tourism Facility – Feasibility Study

Dear Senator Brooks, Delegate Phillips, and Delegate White Holland:

Reisterstown Improvement Association, Inc. (RIA) would like to express our strong support for SB804, Northwest Baltimore County Sports Tourism Facility - Feasibility Study/HB0741, Northwest Baltimore County Sports Tourism Facility - Feasibility Study.

RIA is engaged in making our Main Street in Reisterstown a destination for people to visit, engage in activities, and interact with our local businesses. As you know our Main Street is located just down the road from the Reisterstown Regional Park which is the subject of the proposed study. Our Main Street would expect to see an increase in people visiting as a result of the increase people using the facilities at Reisterstown Regional Park. This would benefit our local businesses financially and introduce Reisterstown to a larger group of supporters.

Having a study now is a good approach. Review and comments before implementation allows our community to have a stake in and contribute to the final design if this project is recommended to go forward. There will always be questions on what is the best path forward and RIA is very interested in participating.

We look forward to seeing the results of the study and being engaged in any discussions after the study is complete and as the next steps are being discussed.

Again, this letter is in support of SB804/HB0741 to study the future possibilities of the Reisterstown Regional Park.

Sincerely,

Charlie Hoppa, President



202 Main Street, PO Box 856
Reisterstown, Maryland 21136
<https://www.reisterstown.com>



SB804_Brooks.pdf

Uploaded by: Benjamin Brooks

Position: FWA

BENJAMIN BROOKS
Legislative District 10
Baltimore County

Education, Energy, and the
Environment Committee
Energy Subcommittee

Chair, Joint Electric Universal
Service Program Workgroup



THE SENATE OF MARYLAND
ANNAPOLIS, MARYLAND 21401

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TESTIMONY IN SUPPORT WITH AMENDMENT OF SB804
Northwest Baltimore County Sports Tourism Facility – Feasibility Study
Finance
February 27, 2024

Chair Beidle, Vice-Chair Klausmeier, and Members of the Committee,

Thank you for the opportunity to testify before you on SB804, Northwest Baltimore County Sports Tourism Facility – Feasibility Study. The purpose of this bill is to require the Maryland Stadium Authority to conduct a feasibility study for a state-of-the-art sports tourism facility at Reisterstown Regional Park in Northwest Baltimore County. Specifically, the Stadium Authority will identify the infrastructure needs for the enhancement of current facilities at the Reisterstown Sportsplex like their indoor ice hockey rink, indoor soccer fields, and outdoor playing fields. Moreover, the Authority will also study the potential construction of open space and parks around the facility, find funding resources and identify the facility's impact on local employment and tax revenues.

A revamped sports tourism facility in Northwestern Baltimore County would have immense impacts on the community's character and revitalization. According to SportsETA, in 2022, sports tourism was a \$39.7 billion direct impact industry with an expected growth to \$77.5 billion by 2026. Baltimore County has the opportunity to capture a share of this growing market. The strategic location of the proposed facility, with access from three state highways and encompassing 79.5 acres of county-owned land, positions Baltimore County to become a premier destination for sports tourism, health, wellness, and social interaction.

Additionally, a 2017 economic impact study by Lancaster County showed that the Spooky Nook Sports Facility generated \$87.1 million in economic impact and added 1,346 jobs as well as \$28.4 million in labor income. I can envision similar, if not greater, potential for Baltimore County if we allow this proposed facility to be studied.

SB804 represents a forward-thinking approach that promises not only to boost Baltimore County's economy but also to enrich the lives of its citizens through sports and recreation.

For these reasons I am requesting a favorable report on SB804.

With kindest regards,

A handwritten signature in cursive script that reads "Benjamin T. Brooks".

Benjamin Brooks