



January 27, 2025

Maryland House of Delegates
The Honorable Vanessa Atterbeary, Chair
Ways and Means Committee
130 Taylor House Office Building
Annapolis, Maryland 21401

RE: Support of HB 1523 - Howard County - Room Rental Tax - Maximum Rate and Distribution Ho. Co. 18-25

Chairwoman Atterbeary 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 strong support for House Bill 1523. 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 for a favorable report for this bill.

Tourism plays a vital role in Howard County's economic landscape, driving revenue for small businesses, restaurants, entertainment venues, and cultural attractions. By increasing the hotel tax, this bill will provide essential funding to promote our county as a premier destination, attracting more visitors, generating increased spending, and ultimately benefiting our local economy.

Investing in tourism marketing has a proven return on investment. Other jurisdictions that have implemented similar measures have experienced growth in hotel occupancy, higher spending at local businesses, and increased tax revenues that support public services. A dedicated funding stream for tourism promotion ensures that Howard County remains competitive with neighboring destinations, safeguarding jobs and economic opportunities for residents.

I urge you and your colleagues to support this bill and help strengthen Howard County's tourism industry. AS such we as for a favorable report.

Respectfully submitted,

A handwritten signature in blue ink that reads "Matt Libber".

Matt Libber
Legislative Chair
Maryland Tourism Coalition