

# VISIT BALTIMORE

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BALTIMORE, MD 21202

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## HB20

January 21, 2026

TO: Members of the Government, Labor, and Elections Committee  
FROM: Kireem Swinton, Interim President & CEO, Visit Baltimore  
RE: HB20 Baltimore City - Alcoholic Beverages - Related Event Promoter's Permit  
POSITION: SUPPORT

Dear Honorable Chair Wells and Members of the Government, Labor, and Elections Committee,

Visit Baltimore strongly **supports HB20**, which incorporates a few technical changes to permit process and structure for event promoters during the CIAA tournament week until 2029.

In 2019, this legislation was created to identify when and where CIAA-related but non-sponsored/sanctioned events are happening during the tournament week; ensure that those events are taken into consideration in the city's holistic planning and communication efforts; and create a positive revenue model for the city and the CIAA's contracted financial commitments.

The 2025 CIAA Basketball Tournament welcomed 32,350 total attendees over 22 basketball games during the five-day tournament. We are excited to welcome back students, alumni and basketball fans for the Central Intercollegiate Athletic Association (CIAA) 2026 Food Lion CIAA Men's & Women's Basketball Tournament, happening February 24-28, 2026. CIAA Tournament participants and spectators spent \$15.1 million at off-site establishments in the local economy, including local restaurants, hotels, retailers, and recreation / entertainment venues, 30% of which was spent in the food & beverage sector, and we look forward to building upon that success.

We respectfully ask for your support of HB20.

Submitted respectfully,



Kireem Swinton  
Interim President & CEO