



**MARYLAND
TOURISM
COALITION**

For over 50 years, the Maryland Tourism Coalition has been a statewide membership association representing all segments of the tourism & travel industry. MTC's mission is to: Connect, Educate & Represent Maryland's Tourism Industry.

A LEGISLATIVE CALL TO ACTION!

**We Need You To Support Tourism Promotion Funding
As Proposed in the Governor's FY 2017 Budget!**



TOURISM BOARD QUALIFIES FOR PERFORMANCE DRIVEN SUPPLEMENTAL FUNDING

- In 2014, tourism generated over \$2.2 billion in state & local taxes.
- In 2014, visitor spending in Maryland's small businesses grew by 6 percent to \$16.4 billion.
- Tourism sustains jobs, directly employing more than 140,288 Marylanders in 2014.
- The Office of Tourism generated a ROI of \$5.33 in state sales tax for every dollar invested in tourism promotion. Without taxes generated by visitor spending, Maryland households would have to pay \$1,010 more in a year in taxes.
- The Tourism Promotion Act of 2008 enacted the potential for enhanced funding appropriations based on the tourism sector's growth year over year.
- Earmarks to the marketing budget for "special projects" are strongly discouraged.

TOURISM WORKS FOR MARYLAND!

Join MTC and Be a Tourism

Advocate www.mdtravel.org

MTC 2016 LEGISLATIVE PRIORITIES



MTC SUPPORTS PERFORMANCE BASED TOURISM MARKETING FUNDING

- **THE GENERAL ASSEMBLY SHOULD CONTINUE TO INCREASE FUNDING TO THE MARYLAND TOURISM DEVELOPMENT BOARD (MTDB) TO INCREASE THE RETURN ON INVESTMENT BACK TO MARYLAND TAX PAYERS BY SUPPORTING THE GOVERNOR'S FY 17 BUDGET.**

While we appreciate the allocation presented in Governor Hogan's FY 17 budget, the Maryland Tourism Development Board (MTDB) qualifies for an increase under the Tourism Promotion Act of 2008. This funding formula provides a quantitative, policy-backed way to report the impact that visitor spending has on sales tax. Eight sales codes are tracked and multiplied by a tourism factor- the amount deemed attributable to visitor spending- by the Comptroller. The MTDB qualifies for additional funding if this tourism tax increment exceeds three percent of the tourism tax revenues from the previous year. The 6.1% increase in tax revenues in FY 2015 over FY 2014 attributable to tourism activity qualify the Maryland Tourism Development Board Fund for consideration for at least \$6.3 million in the FY 2017 budget on top of the \$6 million floor-- for a total of \$12.3 million.

MTC SUPPORTS A POST LABOR DAY SCHOOL START FOR MARYLAND

- **THE GENERAL ASSEMBLY SHOULD ENACT LEGISLATION REQUIRING SCHOOLS TO START AFTER LABOR DAY.**

The initiative has been studied and the research is complete. Early school starts are negatively impacting communities with tourism economies. In May 2014, a statewide task force, created through the passage of SB963 and appointed by Governor O'Malley, voted 12-3 to support a post-Labor Day start for Maryland schools. A poll of 708 residents released by the Sarah T. Hughes Field Politics Center at Goucher College found that 74 percent of those asked said they supported moving the start of school until after Labor Day. On August 15, 2013, Maryland Comptroller Peter Franchot released an Economic Impact report completed by the Bureau of Revenue Estimates announcing that a delayed school start in Maryland would result in an additional \$74.3 million in direct economic activity, including \$3.7 million in new wages and a separate \$7.7 million in state and local revenue. Virginia, Michigan and North Carolina, our most competitive tourism destinations, have enacted legislation to ensure that school calendars do not unnecessarily inhibit tourism. Michigan saw a 25% increase in tourism revenue by starting schools after Labor Day. New York, Minnesota, Iowa and Alabama also have a mandated post Labor Day school start. In Maryland, a post Labor Day start for Maryland public schools can be implemented with minor adjustments to the current school calendars and can be done so without negatively impacting students. Research conducted by Virginia Commonwealth University proved that there is no correlation between test scores and schools that start after Labor Day.

TOURISM WORKS FOR MARYLAND!

Join MTC and Be a Tourism Advocate www.mdtourism