
MTC 2022 LEGISLATIVE PRIORITIES



ABOUT THE MARYLAND TOURISM COALITION

MTC represents the interests of the tourism community across the state of Maryland with hotels, restaurants, retail locations, outdoor recreation, attractions, destination marketing organizations, and small businesses counted among our members. Our Legislative Committee, comprised of a cross section of members appointed by the Board of Directors, convenes regularly throughout the year to discuss and consider the potential impact of proposed legislation on the tourism community and to determine what, if any, action should be taken. MTC has a contracted lobbyist, Frank Boston III and partner, Ari Plaut, to advise the organization and advocate on its behalf. The MTC Legislative Committee has identified the following priorities for the 2022 General Assembly session.

MTC SUPPORTS TOURISM MARKETING FUNDING

- **TO BUILD UPON POSITIVE TRENDS PRIOR TO COVID-19 IN THE TOURISM SECTOR AND REMAIN COMPETITIVE WITH NEIGHBORING REGIONS, WE ASK THE GOVERNOR AND GENERAL ASSEMBLY TO PROVIDE FUNDING TO THE MARYLAND TOURISM DEVELOPMENT BOARD (MTDB) ACCORDING TO PROVISIONS LAID OUT IN THE TOURISM PROMOTION ACT OF 2008.**

Funding initiatives for tourism promotion and marketing have consistently demonstrated a proven return on investment. As Maryland evolves back to the “new normal” it is imperative to fund a sector of business that boosts the overall economy. Tourism will be a building block to economic recovery. As the 11th largest private employer sector, the tourism industry is still down by 40%. It is vital to invest in this community in order to rebuild the workforce and therefore, grow tourism. Every \$1 spent on marketing the state, generates \$31 tourism dollars. MTC requests that the General Assembly fund the Maryland Tourism Development Board at levels consistent with the funding formula laid out by the Tourism Promotion Act of 2008 in order to enable new marketing strategies and keep pace with neighboring states.

MTC requests that the budget from 2021 be increased by \$1 million when evaluating 2022. Support of tourism will stimulate our state’s economy, provide jobs, and generate tax revenue .

MTC SUPPORTS TOURISM-BASED BUSINESSES IN MARYLAND

- **TO SUPPORT THE HUNDREDS OF BUSINESSES AND THEIR EMPLOYEES, MANY OF THEM SMALL AND FAMILY-OWNED, THAT MAKE UP MARYLAND’S TOURISM COMMUNITY, MTC SUPPORTS LEGISLATION THAT ASSISTS WITH FINANCIAL AID AND TAX CUTS FOR SMALL BUSINESSES. MTC OPPOSES ANY REGULATORY LEGISLATION THAT WOULD NEGATIVELY IMPACT THE TOURISM AND HOSPITALITY INDUSTRY.**

Maryland’s tourism and hospitality industry directly and indirectly represents 1 in every 21 jobs in the state. Any action taken by the General Assembly related to employment regulations, should consider any possible negative impact on the state’s tourism community, and small businesses in particular, especially given the continued challenges already facing the industry as a result of COVID-19.

MTC SUPPORTS THE STATE'S LOCAL DESTINATION MARKETING ORGANIZATIONS

- **MARYLAND'S DESTINATION MARKETING ORGANIZATIONS PLAY A CRITICAL ROLE IN PROMOTING OUR STATE'S UNIQUE AND DIVERSE TOURISM ASSETS.**

From the mountains of Western Maryland to the beaches of Ocean City, local DMO's are on the front lines, telling compelling stories and encouraging visitation from all over the world. Those visitors contribute to the local economy and support thousands of jobs and small businesses.

MTC will evaluate and support bond bills as requested by DMOs.

MTC SUPPORTS SPECIAL LEGISLATION THAT DIRECTLY IMPACTS SECTORS OF TOURISM

- **MTC REPRESENTS MULTITUDES OF LARGE TOURISM SECTORS SUCH AS HOTELS, WINERIES, BREWERIES, CAMPGROUNDS, RESTAURANTS AND RETAILERS. IF THERE ARE INITIATIVES BEING LED BY A CERTAIN GROUP, MTC WILL SUPPORT THE INTITATIVE FOR THE BETTERMENT OF ALL TOURISM.**

This year's focus will be:

[THESE ARE IDEAS; WE NEED ACTUAL LEGISLATION TO LIST HERE WHEN IT GETS CLOSER]

GSA Per Diem rates which will bring back business travel

Supporting balances between tourism and the environment

Funding for tourism specific highway signage
