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# MARYLAND TOURISM COALITION

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## LEGISLATIVE PILLARS



### 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 its members. The 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.

### MTC SUPPORTS TOURISM MARKETING FUNDING

- **TO REMAIN COMPETITIVE WITH NEIGHBORING REGIONS AND REMAIN A TOP DESTINATION, WE ASK THE GOVERNOR AND GENERAL ASSEMBLY TO PROVIDE FUNDING TO THE MARYLAND TOURISM DEVELOPMENT BOARD (MTDB) AT AN AMOUNT THAT WILL CONTINUE TO GROW THE TOURISM INDUSTRY.**

Funding initiatives for tourism promotion and marketing have consistently demonstrated a proven return on investment. Every \$1 spent on marketing the state, generates \$31 tourism dollars. Tourism also supports jobs for Marylanders and generates state and local taxes. Each household would need to pay an additional \$1,027 in taxes to replace the tax revenue generated.

MTC requests that the budget from FY25 be increased by \$10 million when evaluating FY26. 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. The Tourism industry supports 190,660 jobs in Maryland and is the 11<sup>th</sup> largest private sector industry 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.

## **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 visitors 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, SPORTS, RESTAURANTS AND RETAILERS. IF THERE ARE INITIATIVES BEING LED BY A CERTAIN GROUP, MTC WILL EVALUATE THE INITIATIVE AND WILL PROVIDE SUPPORT IF IT IS DETERMINED TO BENEFIT TOURISM OVERALL.**

## **MTC SUPPORTS FEDERAL LEGISLATION THAT HELPS THE TOURISM INDUSTRY**

**MTC RECOGNIZES THE IMPORTANCE AND VALUE OF INTERNATIONAL TOURISM AS WELL AS THE ROLE OF THE FEDERAL GOVERNMENT IN POLICY AND LEGISLATION THAT FACILITATES TOURISM ACTIVITIES AT THE STATE AND LOCAL LEVEL.**

Maryland's numerous tourist attractions and destinations, its historical significance, as well as its location near the US Capitol make it an attractive destination for international tourists. MTC recognizes that the federal government plays an important role that directly affects access to the United States and Maryland for international visitors.

MTC will evaluate and support legislation and policy initiatives that would support increases to international tourism to the United States.

## **MTC SUPPORTS LOCAL LEGISLATION THAT SUPPORTS DESTINATION MARKETING ORGANIZATION AND TOURISM BASED BUSINESS**

- **COUNTY AND MUNICIPAL GOVERNMENTS PLAY A ROLE IN SUPPORTING THE TOURISM INDUSTRY IN MARYLAND THROUGH LEGISLATION, REGULATION, AND LOCAL TAXES.**

Tourism focused businesses in many cases are small businesses and can be affected greatly by local laws, regulations and local taxes. Local legislation can affect the ability of existing businesses to be sustainable as well as impact the ability of new businesses to enter the market.

MTC will evaluate and support local legislation as requested by DMOs and member organizations.

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