

WHEREAS, Tourism and the economic activities it generates results in a significant source of income, sales, and admissions and amusement tax revenues for the State and its local governments; and

WHEREAS, The State and its citizens benefit from tourism because the tax revenues it raises are used as a source of funding for the development of public parks and recreational facilities, cultural programs, historic preservation projects, and new attractions and amusements, all of which serve to enhance the quality of life of the State's citizens and attract new businesses to locate in the State; and

WHEREAS, The State must be aggressive in its efforts to attract visitors and travelers and enhance its tourism industry through a commitment to and investment in appropriate, effective, and well developed and-coordinated advertising and marketing strategies for that industry; and

WHEREAS, Such a commitment to and investment in a strong strategic approach to marketing the State's tourism industry requires a long-term, consistent, and adequately-funded effort to promote tourism in the State of Maryland; now, therefore be it

SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND, That the Laws of Maryland read as follows:

**Article 83A - Economic and Employment Development**

**SUBTITLE 1A. MARYLAND TOURISM DEVELOPMENT BOARD AND ADVISORY COMMITTEE ON TOURISM**

4-1A-01.

(A) IN THIS SUBTITLE THE FOLLOWING WORDS HAVE THE MEANINGS INDICATED:

(B) "ADVISORY COMMITTEE" MEANS THE ADVISORY COMMITTEE ON TOURISM.

(C) "BOARD" MEANS THE MARYLAND TOURISM DEVELOPMENT BOARD.

4-1A-02.

THE GENERAL ASSEMBLY DECLARES IT TO BE THE POLICY OF THE STATE TO GUIDE, STIMULATE, AND PROMOTE THE COORDINATED, EFFICIENT, AND BENEFICIAL DEVELOPMENT OF TRAVEL AND TOURISM IN THE STATE SO THAT THE STATE CAN DERIVE, TO THE FULLEST EXTENT POSSIBLE, THE ECONOMIC, SOCIAL, AND CULTURAL BENEFITS THAT TRAVEL AND TOURISM IN MARYLAND GENERATES.

4-1A-03.

(A) THERE IS A MARYLAND TOURISM DEVELOPMENT BOARD IN THE DEPARTMENT.

(B) (1) THE BOARD CONSISTS OF 15 MEMBERS APPOINTED AS FOLLOWS: