

~~SECTION 4. AND BE IT FURTHER ENACTED, That it is the intent of the General Assembly that any additional funds appropriated under this Act should be used for tourism advertising both inside and outside the State.~~

SECTION 5. 4. AND BE IT FURTHER ENACTED, That on or before January 1, 1995, the Maryland Tourism Development Board, together with the Secretary of Economic and Employment Development, shall submit to the Legislative Policy Committee of the General Assembly a report addressing the following:

(1) The goals and objectives of the tourism advertising program reflecting the additional funds provided in this Act;

(2) The proposed allocation of funds by type of advertising media and the geographic markets that will be targeted in the advertising program; and

(3) The standards and criteria that will be used to evaluate the effectiveness of the increased advertising.

~~SECTION 2. 6. 5.~~ SECTION 2. 6. 5. AND BE IT FURTHER ENACTED, That on or before December 1 of 1995, 1996, and 1997, the Maryland Tourism Development Board, together with the Secretary of Economic and Employment Development, shall submit to the Legislative Policy Committee of the General Assembly a report addressing the following:

(1) The specific use of the tourism advertising funds provided by this Act;

(2) Data quantifying the success of Maryland's increased tourism marketing efforts;

(3) Tourism marketing strategies used by other states in Maryland's primary market and their impact on Maryland's market share;

(4) Efforts by the Board to generate additional revenues for the Maryland Tourism Development Board Fund; and

(5) Other short- and long-term strategies for tourism development that, if adopted, could help improve Maryland's competitive position with its neighboring states.

~~SECTION 3. 7. 6.~~ SECTION 3. 7. 6. AND BE IT FURTHER ENACTED, That this Act shall take effect July 1, 1994. It shall remain effective for a period of 4 years and at the end of June 30, 1998, with no further action required by the General Assembly, this Act shall be abrogated and of no further force and effect.

Approved May 2, 1994.