

~~(3) THE AMOUNT TO BE DISTRIBUTED TO THE MARYLAND TOURISM DEVELOPMENT BOARD FUND FOR EACH FISCAL YEAR IS ONE HALF OF THE GROWTH OVER 4% IN TOURISM RELATED SALES AND USE TAX REVENUES FOR THE PRIOR FISCAL YEAR, AS DETERMINED UNDER PARAGRAPH (2) OF THIS SUBSECTION.~~

~~(4) THE COMPTROLLER SHALL MAKE THE DISTRIBUTION TO THE MARYLAND TOURISM DEVELOPMENT BOARD FUND PROVIDED UNDER THIS SECTION AS SOON AS THE AMOUNT TO BE DISTRIBUTED HAS BEEN DETERMINED, BUT NOT LATER THAN OCTOBER 1 OF THE CURRENT FISCAL YEAR.~~

~~2-1303.~~

~~After making the distributions required under §§ 2-1301 [and], 2-1302, AND 2-1302.1 of this subtitle, the Comptroller shall pay the remaining sales and use tax revenue into the General Fund of the State.~~

SECTION 2. AND BE IT FURTHER ENACTED, That the intent of this Act is to generate a substantial increase in the State's effort towards tourism advertising and promotion. Toward that end, the Office of Tourism Development shall spend in each Fiscal Years 1996, 1997, and 1998 on tourism marketing a portion of their budget appropriation not less than the portion of their 1995 budget appropriation spent on such purposes.

SECTION 3. AND BE IT FURTHER ENACTED, That the Office of Tourism Development may not spend more than 20% of the funds appropriated under Article 83A, § 4-1A-08(g)(2) of the Code for each fiscal year on the research, creation, and production of the actual advertisements or promotional materials to be used in the marketing effort.

SECTION 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. 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;