

(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 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.]

Chapter 112 of the Acts of 1994

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 [of Fiscal Years 1996, 1997, and 1998] FISCAL YEAR on tourism marketing a portion of their budget appropriation not less than the portion of their 1995 budget appropriation spent on such purposes.

SECTION 5. AND BE IT FURTHER ENACTED, That on or before December 1 of [1995, 1996, and 1997] EACH YEAR, the Maryland Tourism Development Board, together with the Secretary of [Economic and Employment] BUSINESS AND ECONOMIC 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 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.]

SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect October 1, 1997.

Approved May 8, 1997.