

**CITY OF BALTIMORE  
COUNCIL BILL 09-0160R  
(Resolution)**

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Introduced by: Councilmembers Welch, D’Adamo, Kraft, Cole, Middleton, Henry, Clarke,  
Holton, Spector, Conaway, Branch  
Introduced and adopted: October 5, 2009

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**A COUNCIL RESOLUTION CONCERNING**

**Baltimore – Vacation at Home!**

1  
2 FOR the purpose of requesting the President and Members of *Visit Baltimore* to plan and  
3 implement a Vacation at Home! campaign to encourage Baltimore City residents to visit the  
4 many attractions that make Baltimore City a popular tourist destination and urging *Visit*  
5 *Baltimore* member organizations to develop a reduced admission program to facilitate local  
6 patronage.

**Recitals**

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8 In announcing its new name, *Visit Baltimore* reported that Baltimore has increased sales  
9 bookings for 5 consecutive years, that marketing efforts have generated 3,000 followers on  
10 Twitter, that there were 730 new Certified Tourism Ambassadors to assist visitors in enhancing  
11 their trip to our city, and that an “Expect the Unexpected” campaign has been launched in new  
12 geographic markets to expand the reach of Baltimore’s tourism market.

13 The name change makes it easier for potential travelers to find the organization, formerly  
14 known as BACVA, and reflects the association’s role as the official sales and marketing  
15 organization that generates economic benefits for stakeholders through the attraction of  
16 convention, group, and leisure visitors. The association is largely responsible for growing a \$3  
17 billion tourism industry in Baltimore.

18 The official Baltimore City government website invites visitors “to explore Baltimore, a  
19 vibrant city on the water where you will find something new around every corner. This is a city  
20 that is growing and evolving with new hotels and new and exciting attractions. Whether you live  
21 in the area or are planning a visit, this is a destination filled with surprises and hidden treasures  
22 just waiting to be discovered.”

23 Unfortunately the hard economic times make it unlikely that many residents of the City and  
24 State will be able to accept invitations to visit Baltimore’s many “tourist” attractions. Recent  
25 Labor Day celebrations were dampened by reports from the Labor Department that long-term  
26 joblessness rates had reached an all-time high – the number of people out of work at least 6  
27 months has doubled in the past year to 5 million.

28 This summer, Maryland’s unemployment rate topped 7% , reaching a more than 25-year  
29 high. Maryland’s unemployment rate had not been 7.2% or higher since July 1983. During the  
30 12 months through May 2009, Maryland lost 65,000 jobs. Among those without jobs were  
31 hundreds of Baltimore area residents who lost employment at a major home-repair chain, a mail  
32 service provider, and a flavorings company that shut down plants or closed stores.

EXPLANATION: Underlining indicates matter added by amendment.  
~~Strike out~~ indicates matter deleted by amendment.

**Council Bill 09-0160R**

1       Despite predictions that the recession is on the wane, Congress is considering emergency  
2 legislation to help millions of Americans who see no immediate relief from fiscal woes. The bill,  
3 that is expected to easily pass, would provide 13 weeks of additional benefits for more than  
4 300,000 jobless people who live in states with unemployment rates of at least 8.5% who are  
5 scheduled to run out of benefits by the end of September. Because Maryland's unemployment  
6 rate is 7.2% unemployed people in our City will not receive this relief.

7       All Baltimore residents should be able to enjoy the attractions of their City that plays  
8 gracious host to millions from all over the nation and the world. The members of *Visit Baltimore*  
9 can ensure that these hard working people are aware of the many and varied attractions of their  
10 hometown and that they are, indeed, able to "vacation at home".

11       **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That the  
12 President and Members of *Visit Baltimore* are requested to plan and implement a Vacation at  
13 Home! campaign to encourage Baltimore City residents to visit the many attractions that make  
14 Baltimore City a popular tourist destination, and *Visit Baltimore* member organizations are urged  
15 to develop a reduced admission program to facilitate local patronage.

16       **AND BE IT FURTHER RESOLVED,** That a copy of this Resolution be sent to the Mayor, the  
17 President and Members of Visit Baltimore, and the Mayor's Legislative Liaison to the City  
18 Council.