June 5, 2026

Policy Analysis and Fiscal Impact Statement

TO: Government Operations and Fiscal Policy (GOFP) Committee

THRU: Sandra A. Eubanks
Committee Director

FROM: Roger G. Banegas
Legislative Budget and Policy Analyst

RE: Policy Analysis and Fiscal Impact Statement
CB-050-2026 Destination Prince George's

CB-050-2026 (*Proposed and presented by:* The Chair of the Council at the request of the County Executive)

Assigned to the Government Operations and Fiscal Policy Committee

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AN ACT CONCERNING DESTINATION PRINCE GEORGE'S, for the purpose of reassigning the payment of revenue from the Hotel and Motel tax from Experience Prince George's to a new entity named Destination Prince George's to be used to promote travel and economic investment in the County.

Fiscal Summary

Direct Impact:

Expenditures:

- None Likely.

Revenues:

- None Likely.

Indirect Impact:

Potentially favorable.

Legislative Summary

CB-050-2026[1], presented by the Council Chair at the request of the County Executive, was presented on May 26, 2026, and referred to the Government Operations and Fiscal Policy (GOFP) Committee. CB-050-2026 would amend the Finance and Taxation Code to reassign the payment of revenue from the Hotel and Motel tax from Experience Prince George's to a new entity named **Destination Prince George's**, formerly called the Conference and Visitors Bureau

The Administration states that "redirection of County funds from Experience Prince George's to a new Destination Marketing Organization ("DMO") is prudent because modern DMOs act as "stewards of a brand" that improve quality of life for residents by attracting investment in amenities and infrastructure that locals enjoy. A new organization can develop a "unique selling proposition" to differentiate the Prince George's County from competitors, moving away from stale campaigns that may no longer resonate with modern travelers".

Current Law/Background

Section 10-219[2] of the County Code imposes a tax on hotel and motel accommodation in Prince George's County. It specifies how certain portions of the tax revenue are allocated, and Subsection (d) reserves at least **5% of the tax revenue** to the Prince George's Conference and Visitors Bureau to be used to promote travel to and economic investment in the County.

The Council enacted CB-017-1993[3], which reserved 20% of the revenue from the hotel and motel tax to the Prince George's Conference and Visitors Bureau to promote travel to the County. CB-005-2000[4] repealed the requirement that a portion of the County's revenue from the hotel and motel tax be reserved for appropriation to the Prince George's Conference and Visitors Bureau.

CB-077-2016[5] designated 5% of the revenue from the hotel and motel tax levy for the Prince George's Conference and Visitors Bureau and to be used for promotion of travel and economic investment within the County.

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[1] CB-050-2026
[2] Sec. 10-219 of the Prince George's County Code
[3] CB-017-1993
[4] CB-005-2000
[5] CB-077-2016

Section 12-118[6] of the County Code requires that the Health Department "collaborate with the Farmer's Markets, the Department of Social Services, the Prince George's County Conference and Visitors Bureau and non-profit organizations on advertising and outreach targeting Prince George's County residents participating in SNAP to inform them which Farmer's Markets accept and process SNAP benefits as well as the health benefits of buying fresh produce at the farmer's market".

Section 12-222[7] of the County Code establishes a framework of technical assistance, compliance oversight, financial support, and marketing efforts to encourage restaurant participation and increase public awareness of healthy dining options in Prince George's County.

Resource Personnel

- Tracy M. Benjamin, Deputy Chief Administrative Officer for Economic Development

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Discussion/Policy Analysis

CB-050-2026 would repeal and reenact County Code Sections 10-219,12-118, and 12-222 by amending the Finance and Taxation Code to reassign the payment of revenue from the Hotel and Motel tax from Experience Prince George's to a new entity named **Destination Prince George's**. The Bill would replace references to Experience Prince George's throughout the Code and changes them to Destination Prince George's. The bill does not alter the substantive requirements of either the SNAP to Health Program or the Healthy Restaurant Program. Instead, it changes the entity (Destination Prince George's) responsible for marketing, outreach, and promotional activities.

Fiscal Impact:

- *Direct Impact:*

The enactment of CB-050-2026 will not have a direct adverse fiscal impact on the County. The bill may result in minor administrative costs, but those costs are expected to be absorbed within the existing departmental operating budget.

- *Indirect Impact:*

With Destination Prince George's expanding tourism, convention business, and visitor spending, the County could experience increased revenues through Hotel and Motel Tax collections and increased local business activity.

Appropriated in the Current Fiscal Year Budget:

[6] Sec. 12-118 of the Prince George's County Code
[7] Sec. 12-222 of the Prince George's County Code

No.

Effective Date of Proposed Legislation

The proposed Act shall take effect forty-five (45) calendar days after it becomes law.

If you require additional information or have questions about this fiscal impact statement, please call me.