



Testimony on behalf of the Greater Bethesda Chamber of Commerce

*In Support of
House Bill 1032—Highways—Tourist Area and Corridor Signage Program
February 23, 2024
House Environment and Transportation Committee*

The Greater Bethesda Chamber of Commerce (GBCC) was founded in 1926. Since then, the organization has grown to more than 570 businesses located throughout the Greater Bethesda area and beyond. On behalf of these members, we appreciate the opportunity to provide written comments in support of House Bill 1032— Highways—Tourist Area and Corridor Signage Program.

House Bill 1032 establishes the Tourist Area and Corridor Signage Program to create a system of guide signs on major state roadways to direct motorists to eligible attractions. Such a program would help showcase Maryland and Montgomery County’s thriving brewery, winery and distillery businesses, as well other qualifying attractions, to people who otherwise may not know they exist. This bill supports Maryland attractions by advertising them as destination locations to Marylanders and those driving through the State to another location.

Because the Greater Bethesda Chamber of Commerce supports any initiatives aimed at helping Maryland businesses thrive, we are proud to support House Bill 1032. We urge a favorable vote.