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February 15, 2021

Senator Guy Guzzone
Chair, Budget and Taxation Committee
Maryland State Senate
3 West
Miller Senate Office Building
Annapolis, MD 21401

**RE: SB787 – Digital Advertising Gross Revenues Tax –
Exemption and Restriction**

Position: **OPPOSE**

Dear Senator Guzzone, Vice Chair Rosapepe and Members of the Committee:

On behalf of our 500-member businesses and more than 45,000 employees in Montgomery County, this statement is in **Opposition to SB787-Digital Advertising Gross Revenues Tax-Exemption and Restriction**. This bill is intended to keep businesses from passing on the new digital advertising tax to customers and instead bear the additional cost themselves. Although the intention is for customers to not have to pay for this new onerous and unnecessary tax, this will not be a true fix to the veto override the General Assembly just imposed.

Bottom line, once the digital advertising tax is in place, we will see the costs for digital advertising as a whole go up. The affected business will pay the cost of the tax, but will still raise the prices of their services as a whole.

While businesses -large and small - are currently struggling due to COVID-19 and related repercussions, this is not the time to implement this “quick fix” that will not be effective and still affect those who can not afford it.

We ask you to please vote **UNFAVORABLE** on this bill. Thank you for your consideration of our remarks.

Sincerely,

Allie Williams
President &
CEO