



Office of Tourism & Economic Development
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March 13, 2025

Heath Government Operations Committee HB-1001 (State Designations - State Cocktail - Original Maryland Orange Crush
Maryland Orange Crush
SUPPORT

On behalf of the Worcester County Commissioners as well as the Office of Tourism and Economic Development, I respectfully request your support of HB 1001. State Designations - State Cocktail - Original Maryland Orange Crush

Although the Orange Crush was created in our county and we would surely see the benefit, this is an excellent and unique marketing opportunity for all of Maryland to increase tourism and economic activity. Its designation will generate tax revenue for the state through product sales, media exposure and restaurant/bar promotion and possibly even statewide events celebrating the state cocktail. As I was looking at this from a business perspective, I immediately looked at the impact that the Smith Island Cake designation has had.

Since its designation as Maryland's official state dessert in 2008, the Smith Island Cake has significantly impacted the state's economy, particularly in tourism and media exposure. The cake's recognition has boosted tourism to Smith Island and surrounding areas, with visitors eager to experience the authentic dessert and local culture. This increase in tourism has benefited local businesses, including bakeries, restaurants, and hospitality services.

The Smith Island Cake has also garnered considerable media attention, featuring in publications and television programs such as "The Today Show" and "The Chew." It was also recently featured on 60 minutes with a story about Smith Island. These appearances have elevated Maryland's culinary profile, attracting food enthusiasts and contributing to the state's tourism industry.

The increased visibility and tourism associated with the Smith Island Cake have likely contributed positively to Maryland's economy. The cake's designation as the state dessert has not only preserved a cherished local tradition but also showcased Maryland's unique cultural heritage to a broader audience.

We will be able to promote and capitalize on the story behind the drinks creation as well as the entrepreneurial spirit of the creators and co-owners of Harborside Bar and Grill- which has been an Ocean City Icon since 1993.

Therefore, I respectfully urge a favorable report for HB1001. Thank you.

Sincerely,

Melanie Pursel,
Director of Tourism and Economic Development