MAINE STATE LEGISLATURE

The following document is provided by the LAW AND LEGISLATIVE DIGITAL LIBRARY at the Maine State Law and Legislative Reference Library http://legislature.maine.gov/lawlib



Reproduced from electronic originals (may include minor formatting differences from printed original)



126th MAINE LEGISLATURE

FIRST REGULAR SESSION-2013

Legislative Document

No. 314

H.P. 223

House of Representatives, February 7, 2013

An Act To Create the Office of Marketing

Submitted by the Department of Economic and Community Development pursuant to Joint Rule 204.

Reference to the Committee on Labor, Commerce, Research and Economic Development suggested and ordered printed.

Millient M. Mecfarland MILLICENT M. MacFARLAND

Clerk

Presented by Representative VOLK of Scarborough.

Cosponsored by Senator TUTTLE of York and

Representatives: AYOTTE of Caswell, DAVIS of Sangerville, MAKER of Calais, NUTTING of Oakland, WALLACE of Dexter, WINCHENBACH of Waldoboro, Senators: CUSHING of Penobscot, KATZ of Kennebec.

1	Be it enacted by the People of the State of Maine as follows:
2 3	Sec. 1. 5 MRSA $\$13055$, sub- $\$1$, \PF , as amended by PL 2003, c. 673, Pt. M, $\$2$ is further amended to read:
4	F. The Office of Community Development; and
5 6	Sec. 2. 5 MRSA $\$13055$, sub-$\1, $\$9G$, as enacted by PL 2003, c. 673, Pt. M, $$2$ is amended to read:
7	G. The Office of Innovation-; and
8	Sec. 3. 5 MRSA §13055, sub-§1, ¶H is enacted to read:
9	H. The Office of Marketing.
10	Sec. 4. 5 MRSA c. 383, sub-c. 1-C is enacted to read:
11	SUBCHAPTER 1-C
12	OFFICE OF MARKETING
13	§13060-H. Office of Marketing
14 15 16 17 18 19 20	1. Office; establishment. The commissioner shall establish the Office of Marketing The Office of Marketing is under the control and supervision of the Chief Marketing Officer. The Office of Marketing shall administer a program that coordinates efforts across all departments of State Government to ensure marketing effectiveness Notwithstanding the requirements of chapter 155, the Chief Marketing Officer shall administer the Office of Marketing in accordance with the policies of the commissioner and the provisions of this subchapter.
21	2. Duties. The Chief Marketing Officer shall:
22 23	A. Coordinate, manage, plan, direct and implement statewide marketing efforts across all departments of State Government;
24 25 26	B. Establish a centralized process to review and approve, coordinate or make more efficient all marketing activities across all departments of State Government, when appropriate;
27 28 29	C. Negotiate with media agents, vendors, trade shows, organizations and similar entities to secure marketing opportunities that benefit departments and agencies of State Government;
30 31 32	D. Advise and consult with departments of State Government and marketing personnel concerning marketing and the methods used in the promotion of the State in order to promote cost-effective operations; and
33 34	E. Review and analyze the marketing processes of state agencies that directly affect the achievement of the duties and responsibilities of the Office of Marketing.

1 2	3. Funding. An Office of Marketing internal services fund account is established to support the operation of the Office of Marketing.
3 4 5	Funding includes, but is not limited to, appropriations made to the Office of Marketing, funds transferred to the Office of Marketing from within the department and funds received from other departments from fees assessed.
6 7 8 9	4. Report to the Legislature. The commissioner and the Chief Marketing Officer shall report to the joint standing committee of the Legislature having jurisdiction over appropriations and financial affairs at the beginning of the First Regular Session of each Legislature regarding:
10 11	A. The degree of progress that has been made in the coordination of marketing within State Government; and
12 13	B. The problems that exist in the coordination of marketing activities within State Government.
14	SUMMARY
15 16 17 18 19 20	This bill provides for the creation of a centralized Office of Marketing within the Department of Economic and Community Development, responsible for the coordination of all marketing efforts throughout State Government. The office will coordinate requests for proposals, contracts and participation in conferences and exhibits to create a centralized state marketing effort. This office is responsible for the coordination, development, approval and implementation of the state marketing strategy.