

# MAINE STATE LEGISLATURE

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# N I N E T Y - N I N T H   L E G I S L A T U R E

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**Legislative Document**

**No. 687**

H. P. 469

House of Representatives, February 12, 1959

Referred to Committee on Appropriations and Financial Affairs. Sent up for concurrence and ordered printed.

HARVEY R. PEASE, Clerk

Presented by Mr. Ervin of Houlton.

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## STATE OF MAINE

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IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
FIFTY-NINE

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**RESOLVE, in Favor of the Economic Promotion of Maine.**

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**Economic promotion of Maine; appropriation for. Resolved:** That there be, and hereby is, appropriated from the Unappropriated Surplus of the General Fund the sum of \$4,800 for the fiscal year ending June 30, 1960, and \$4,800 for the fiscal year ending June 30, 1961, for the promotion of Maine products and recreation facilities in Caribbean seaports as an adjunct to the annual training cruise of the Maine Maritime Academy ship "State of Maine." The expenditure of this appropriation is to be under the control of the Department of Economic Development through its agent, a specialist in public relations and industrial and recreational promotion.

The purpose of this appropriation is to extend and capitalize upon the good will created in the Caribbean Sea area in previous training cruises in which an officer of the academy ship has been assigned the part-time duty of establishing and maintaining friendly relations with officials and dignitaries, trade associations and public information media in the ports of call. The assignment of a full-time public relations and promotional specialist to the cruise is for the purpose of furthering Caribbean friendship toward the State of Maine and creating market opportunities for the sale of Maine agricultural and industrial products and the promotion of Maine recreational facilities among Caribbean peoples.

## STATEMENT OF FACTS

The Maine Maritime Academy has for several years placed increasing emphasis upon the international public relations aspects of the annual training cruise of the academy ship "State of Maine." The assigned part-time activity of an officer of that ship in the field of public and press relations has created a growing bond of friendship between the peoples of the Virgin Islands, Dutch West Indies, British West Indies, Jamaica and Brazil, as well as among those in final and returning American ports of call.

In support of this program of international good will, the Department of Economic Development has, in 1958 and 1959, supplied the ship "State of Maine" with exhibits of Maine agricultural and industrial products, samples of Maine products and publications and souvenirs intended to better acquaint the peoples of the Caribbean area with the State of Maine and what it offers.

This support has been limited by lack of appropriated funds for this purpose. Furthermore, the public relations and promotional activity has been restricted by the part-time nature of the ship's officers' public relations and promotional activities. This part-time activity has not permitted a direct effort to create a further market for Maine goods and products.

This appropriation will provide for a more representative presentation of Maine products and recreation opportunities, permit the assignment of a full-time public relations and promotional specialist for one month before the annual training cruise and for the duration of the cruise, and provide opportunities for that specialist to meet with Caribbean trade association representatives, associations of commerce, businessmen, public officials and directors of public information media.