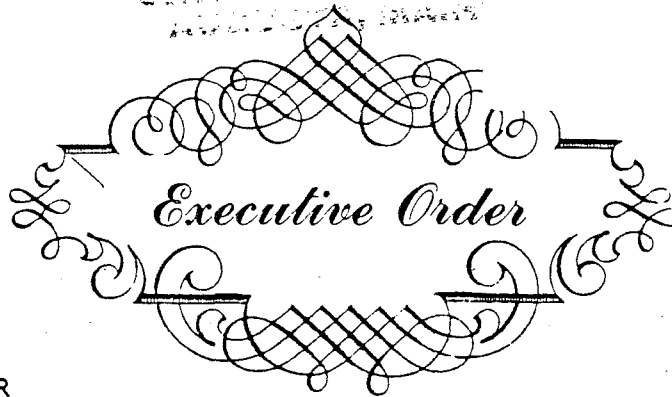


MAINE STATE LEGISLATURE

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 scanned originals with text recognition applied
(searchable text may contain some errors and/or omissions)



OFFICE OF
THE GOVERNOR

NO. 10FY 84/85
DATE May 14, 1985

MAINE TOURISM POLICY

WHEREAS, tourism is a major component of the State's economy in terms of its direct contribution to tax revenues and its importance as a source of employment for Maine citizens; and

WHEREAS, tourism must develop in an orderly manner in order to provide the maximum benefit to the State and its residents; and

WHEREAS, the policies and actions of Maine State government may impact the tourism industry in both positive and negative ways; and

WHEREAS, it is important that Maine's governmental leaders understand the implications of State policies on the health of Maine's tourism industry; and

WHEREAS, it is important that there be a formal mechanism to encourage frequent and regular dialogue and communication between representatives of Maine's tourism industry and Maine's governmental leaders;

NOW, THEREFORE, I, JOSEPH E. BRENNAN, Governor of the State of Maine, do hereby establish as policies of this Administration the following in support of the orderly development of tourism in the State of Maine. It shall be the policy of the State of Maine:

- a. To provide visitors to Maine with a hospitable reception;
- b. To ensure the safety of visitors, the security of their belongings and the protection of their rights as consumers;
- c. To afford visitors and residents the best possible conditions of public sanitation;
- d. To promote tourism in a manner which will foster respect for the beliefs, customs and ethnic traditions of Maine people;
- e. To facilitate tourism to and within the State by developing essential tourism infrastructure, such as highways and bridges, airports, rest areas and information centers, and adequate signing;
- f. To consider the business development finance needs of the tourism industry, and to encourage municipal and county planners, public and private, to plan for tourists needs;
- g. To develop opportunities for professional education and training in the tourism industry;

- h. To avoid duplication and to resolve competition and conflict among agencies and all levels of government which will promote efficiency in tourism development program delivery.

FURTHER, that programs, regulations and legislation proposed by all agencies, offices and department of State government shall be examined in light of the policies herein to insure that actions of government contribute to, and do not unnecessarily impede, the growth of Maine tourism.

AND, FURTHER, that tourism development shall be an important priority of the Development Cabinet, which shall review, at least annually, the programs of State government for adherence to this policy. The Development Cabinet shall make recommendations for program revision and modification as necessary, working in close coordination and cooperation with the Maine Vacation Travel Commission, the Tourism Division of the State Development Office, the Legislature, and with local and regional tourism interests.


JOSEPH E. BRENNAN
Governor