

MAINE STATE LEGISLATURE

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ONE HUNDRED AND FIRST LEGISLATURE

Legislative Document

No. 525

S. P. 215

In Senate, January 23, 1963

Referred to Committee on Industrial and Recreational Development. Sent down for concurrence and ordered printed.

CHESTER T. WINSLOW, Secretary

Presented by Senator Noyes of Franklin.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SIXTY-THREE

RESOLVE, Appropriating Money for Increased Publications of Recreational Promotional Literature.

Appropriation for increased publications of recreation promotional literature.

Resolved: That there is appropriated from the Unappropriated Surplus of the General Fund the sum of \$14,000 for the fiscal year ending June 30, 1964 and the sum of \$14,000 for the fiscal year ending June 30, 1965, to be expended by the Department of Economic Development for increased publications of recreation promotional literature.

STATEMENT OF FACTS

It is proposed that an additional \$14,000 annually be appropriated to the Department of Economic Development for increased publication of promotional literature.

A steadily-growing receipt of mail inquiries is the major factor necessitating the proposed increase. Over the past few years, through keyed advertising of the department, the number of these inquiries has grown steadily to the point where well over 200,000 are now received annually.

Additional literature is also needed for the department's participation with the U. S. Travel Service, increased travel and sports show activities and to supply individually and jointly sponsored travel bureaus.

Another major need is for increased publication on specific Maine activities. While most of the initial mail inquiries are general requests, follow-up inquiries

often concern specific requests, as to communities, areas and regions or on skiing, fishing, hunting, canoeing, etc. With present appropriations for literature, it is impossible to do justice to the varied activities Maine offers.

However, with the proposed additional fund, the department would be better prepared to satisfy the literary needs of potential vacationers' inquiries.