

MAINE STATE LEGISLATURE

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ONE HUNDRED AND FIRST LEGISLATURE

Legislative Document

No. 723

S. P. 230

In Senate, January 29, 1963

Taken from table on motion by President and on further motion by Senator Lovell of York, referred to Committee on Appropriations and Financial Affairs. Sent down for concurrence and ordered printed.

CHESTER T. WINSLOW, Secretary.

Presented by Senator Kimball of Hancock.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SIXTY-THREE

RESOLVE, Appropriating Money to the Department of Economic Development for Additional Space Advertising.

Appropriation for additional space advertising. Resolved: That there is appropriated from the Unappropriated Surplus of the General Fund to the Department of Economic Development the sum of \$50,000 for the fiscal year ending June 30, 1964 and the sum of \$50,000 for the fiscal year ending June 30, 1965 to be expended by said department for additional space advertising.

STATEMENT OF FACTS

It is proposed that an additional space advertising fund of \$50,000 per year be appropriated annually. Total cost: \$100,000.

In attempting to disseminate the message of "Maine — Four-Season Vacationland" to the greatest number for the least expense, the State's campaign through the Department of Economic Development has used the medium of space advertising in national and international publications. The results of this advertising — over 200,000 mail inquiries annually — have proved to be fruitful. However, to expand Maine's markets and to reach beyond our present circulation, it is necessary to increase the present budget.

Although historically a leader in the recreational industry, it is felt that Maine's recreational income can be substantially improved by reaching deeper into markets through advertising.