

MAINE STATE LEGISLATURE

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ONE HUNDRED AND FIRST LEGISLATURE

Legislative Document

No. 724

S. P. 231

In Senate, January 29, 1963

Taken from table on motion by President and on further motion by Senator Lovell of York withdrawn. On further motion by same Senator 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 for Continued Production of Promotional Films.

Appropriation for continued production of promotional films. Resolved: That there is appropriated from the Unappropriated Surplus of the General Fund to the Department of Economic Development the sum of \$25,000 for the fiscal year ending June 30, 1964 and the sum of \$25,000 for the fiscal year ending June 30, 1965 to be expended by said department for the continued production of promotional films.

STATEMENT OF FACTS

It is proposed that an additional \$25,000 per year be appropriated to continue the production of promotional films. Total cost: \$50,000.

The rather limited use of films in the past has resulted in a demand for them so great that our existing supply is usually booked for showing weeks in advance. In order to keep the Department of Economic Development libraries updated with films to promote all phases of the Maine story, it is felt that production of about 2 films per year of the feature, full-color type is a necessity. Use of these films by television — both by networks and individual stations — gives the vacation-travel aspects of Maine exposure to millions of homes across the nation.

Demands from travel and sporting organizations are also growing rapidly, so much so that it is often necessary to refuse prime audiences the opportunity of viewing our films. Since motion picture promotion has proved to be rewarding, it is felt that considerable vacation-travel business is being lost by not being able to take full advantage of the opportunities to use this medium.