

MAINE STATE LEGISLATURE

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ONE HUNDRED AND SIXTH LEGISLATURE

Legislative Document

No. 1833

H. P. 1377

House of Representatives, April 3, 1973

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

E. LOUISE LINCOLN, Clerk

Presented by Mr. Simpson of Standish.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-THREE

**AN ACT to Designate the Maine Publicity Bureau as the State's Agent in
Certain Matters Pertaining to the Promotion of Vacation and Travel.**

Be it enacted by the People of the State of Maine, as follows:

Sec. 1. Purpose. The Department of Commerce and Industry shall enter into a contractual agreement with the Maine Publicity Bureau wherein it designates the bureau, as the agent of the State, to carry out the responsibilities set forth in section 2.

Sec. 2. Areas of responsibility. The Maine Publicity Bureau shall use its expertise to promote the State's vacation and travel program in the following areas: Information centers, mail inquiry services, literature production and recreational advertising.

Sec. 3. Reallocation of funds. The Department of Commerce and Industry shall reallocate, in each year of the next biennium, \$230,000 of its funds, as provided by Legislative Appropriation, to implement a contractual arrangement with the Maine Publicity Bureau.

Sec. 4. Appropriations. There is appropriated to the Department of Commerce and Industry from the General Fund the sum of \$50,000 in each fiscal year of the next biennium to assist in fully implementing the contractual arrangement with the Maine Publicity Bureau.

Sec. 5. Other funds restricted. It is the intent of the Legislature that municipalities and counties terminate the procedures now used by which funds are provided to the Maine Publicity Bureau.

STATEMENT OF FACT

It is felt that the procedures envisioned by this Bill would:

1. Eliminate the duplication of effort now existing between these 2 agencies.
2. Town assessments for this purpose would be discontinued.
3. Practice of transferring promotional efforts at various times would be terminated.

The following budget schedule lists in detail the areas where the Maine Publicity Bureau will expend its funds:

	1973-74	1974-75
Administrative costs	\$40,000	\$40,000
Information centers		
Kittery	15,000	15,000
Montreal	7,500	7,500
New York (includes rent)	12,000	12,000
Portland	2,000	2,000
Summer Offices	3,500	3,500
Mail inquiry and postage	15,000	15,000
Literature		
100M General Brochure	5,000	5,000
50M Vacation Guide Ad. Inserts	8,000	8,000
40M Motorist Guide Ad Inserts	7,000	7,000
25M Sportsman's Guide Ad. Inserts	3,000	3,000
40M Camping Guide Ad. Inserts	4,000	4,000
10M Cottage Rental Ad. Inserts	3,000	3,000
7M Real Estate Ad. Inserts	2,500	2,500
15M Winter Ad. Inserts	2,500	2,500
200M Covers	10,000	10,000
Production	15,000	15,000
Recreation advertising program		
25% General Summer Vacation—Travel Ads.	18,750	18,750
10% Camping Ads	7,500	7,500
10% Hunting & Fishing Ads	7,500	7,500
15% Fall Vacation—Travel Ads	11,250	11,250
15% Winter Vacation—Travel Ski Ads	11,250	11,250
25% Reserve (Coop. Advertising)	18,750	18,750
	\$230,000	\$230,000
Total		