

MAINE STATE LEGISLATURE

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ONE HUNDRED AND SIXTH LEGISLATURE

Legislative Document

No. 1837

H. P. 1394

House of Representatives, April 4, 1973

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

E. LOUISE LINCOLN, Clerk

Presented by Mr. Smith of Dover-Foxcroft.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-THREE

**AN ACT Creating the Maine Promotion Matching Fund in the Department
of Commerce and Industry.**

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

Sec. 1. R. S., T. 10, § 405, amended. The 3rd paragraph of section 405 of Title 10 of the Revised Statutes is amended by adding a new sentence after the first sentence to read as follows:

The advisory council shall approve all grants made from the Maine Promotion Matching Fund after determination that they meet the purposes of that fund and are in compliance with the rules and regulations governing it.

Sec. 2. R. S., T. 10, § 611, sub-§ 6, additional. Section 611 of Title 10 of the Revised Statutes, as enacted by section 10 of chapter 442 of the public laws of 1969, is amended by adding a new subsection 6 to read as follows:

6. Maine Promotion Matching Fund. There is established within the division a fund, the purposes of which are to enable grants to be made to appropriate municipalities, counties, development commissions and local development corporations incorporated under Title 13, chapter 81, to publicize tourist attractions in Maine and economic opportunities in Maine. No grant shall be made prior to the approval of the advisory council as required by section 405.

A. The division shall be further empowered:

(1) To formulate a program for the promotion of tourism and economic opportunity in Maine, including amongst other recreational activities the promotion of our fishing, hunting and winter sports activity areas, his-

torical shrines, local festivals, vacation regions and areas of historic or scenic interest, available industrial land, buildings and industrial parks and commercial and industrial opportunities indigenous to any municipality or region in Maine;

(2) To establish guidelines, rules and regulations to govern the use of the Maine Promotion Matching Fund, but no grant shall exceed $\frac{1}{2}$ of the entire amount to be spent for any promotional effort so funded;

(3) To require any promotional material produced as the result of the financial participation of the State of Maine under the terms of this section to so indicate thereon, including news and electronic media.

B. The sum of \$200,000, or so much thereof as may be necessary, is appropriated from the General Fund to the Department of Commerce and Industry to carry out this section, provided that the sum be equally allocated to the official economic districts designated by the Commissioner of Commerce and Industry.

STATEMENT OF FACT

The purpose of this bill is to publicize the tourist attractions and economic opportunities of the State of Maine and to encourage the publicizing of tourist attractions and economic opportunities by municipalities, counties and development commissions and local development corporations and making an appropriation therefor.