

MAINE STATE LEGISLATURE

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ONE HUNDRED AND EIGHTH LEGISLATURE

Legislative Document

No. 945

H. P. 740

House of Representatives, March 10, 1977

Referred to the Committee on Appropriations and Financial Affairs. Sent up for concurrence and 2,000 ordered printed.

EDWIN H. PERT, Clerk

Presented by Mr. Palmer of Nobleboro.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-SEVEN

AN ACT to Provide for Tourism Promotion and Information Services.

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

Sec. 1. Statement of necessity and purpose. On occasion, it may be appropriate for the State to support the efforts of the private sector in the development of an industry, although the impetus and leadership for the development of a particular industry can most effectively come from, and should come from, those in the private sector concerned with that industry.

Tourism is a major component of the state's economy. Tourism is a unique industry in Maine in terms of its direct contribution to sales tax revenues and the requests for information which are directed to State Government. A partnership effort in tourism promotion and information between the State and a private organization representing all major segments of the tourism industry is the most effective way to support tourism development in Maine.

This partnership can be enhanced by providing funds to the State Development Office to contract with a private organization for tourism promotion and information services, provided that the contractor shall match the state funds utilized in such contract or contracts with an equal dollar amount of matching funds.

Sec. 2. Responsibilities of State Development Office. The State Development Office may contract with one private organization which represents all major segments of the tourism industry in Maine to do the following: Conduct a promotion and advertising campaign to attract tourists to Maine and make prompt, effective responses to requests for information from actual and potential tourists.

The contract or contracts may be awarded only if the contractor provides an equal dollar amount of matching funds for the state funds utilized in such a contract or contracts. The state funds may be used in any amount, subject to the appropriations limit and the other conditions of this Act.

Sec. 3. Terms of contract. The contractor shall be an organization which demonstrates a capability for efficient operation and rapid response to opportunities and the need to make operating decisions.

It is intended that the state's funds be used to match private funds raised above and beyond the current level of private tourism development effort. For the purposes of this Act, this level shall be deemed to be \$100,000 raised from private sources and to be spent by the contractor during each year of the biennium for the direct costs of activities which would be allowable under section 2 of this Act. The combined state and private funds shall be used to cover the direct costs of further promotion, advertising and information service efforts of the contractor. Up to 5% of these combined funds may be used for administrative and other overhead costs of the contractor. The contractor shall be allowed to subcontract for particular services.

The terms of the contract shall be designed to encourage a private organization to use its imagination and initiative in a tourism development effort free of unnecessary restrictions. The contractor shall be judged primarily on his performance, with the State Development Office exercising sufficient control only to protect the public interest.

Sec. 4. Appropriation. There is appropriated from the General Fund to the State Development Office the sum of \$600,000 to carry out the purposes of this Act. Funds not expended shall not lapse, but shall be carried forward for a period not to exceed one year. The breakdown shall be as follows:

	1977-78	1978-79
STATE DEVELOPMENT OFFICE		
All Other	\$300,000	\$300,000

STATEMENT OF FACT

This bill appropriates funds for the promotion of tourism and for providing information to tourists. The State Development Office would administer the funds and would contract with a private organization representing the major segments of the tourism industry. State funds would be matched equally by the tourism industry through the contractor. In order that public funds are not used to supplant private funds, the contractor must provide a tourism promotion and tourist information program effort of \$100,000 as well as any program effort provided by combined state and private funds.