

MAINE STATE LEGISLATURE

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(Governor's Bill)
FIRST REGULAR SESSION

ONE HUNDRED AND NINTH LEGISLATURE

Legislative Document

No. 1609

H. P. 1386

House of Representatives, May 11, 1979

The Committee on Appropriations and Financial Affairs, suggested and ordered printed.

EDWIN H. PERT, Clerk

Presented by Mr. Kelleher of Bangor.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-NINE

AN ACT to Expand the Tourism Promotion Program.

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

5 MRSA § 7003 is enacted to read:

§ 7003. Tourism promotion and information services

1. Statement of purpose. 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 organizations representing the tourism industry is one of the most effective ways to support tourism development in Maine.

This partnership can be enhanced by providing funds to the State Development Office to contract with other organizations for tourism promotion and information services, provided that the contract shall match state funds utilized in the contracts on a basis hereinafter provided.

2. Authority and responsibility of State Development Office. The State Development Office may contract with other organizations to conduct promotion and advertising campaigns to attract tourists to Maine and make prompt,

effective responses to requests for information from actual and potential tourists. The State Development Office shall submit to the Legislature a brief assessment of the accomplishments of the program annually by October 31st.

3. **Terms of contracts.** Contracts shall be awarded only to responsible organizations which demonstrate to the satisfaction of the State Development Office a capability for efficient operation, flexibility in response to opportunities, sound decision making and the provision of quality services at economical rates.

Contracts awarded pursuant to this section shall be for the general promotion of tourism on a statewide basis and the promotion of tourism facilities and events at inland or uncrowded coastal locations, convention facilities in both coastal and inland locations, cultural facilities and off-season tourism.

All contracts may be awarded only if the contractor provides a dollar amount of matching funds. The State shall expend \$2 for every \$1 raised by the contractor up to such limits as the State Development Office may by contract prescribe.

STATEMENT OF FACT

The purpose of this bill is to undertake an expanded tourism promotion program consistent with the recommendations of the Governor's Advisory Committee on Coastal Development and Conservation and the Maine Vacation Travel Council.

It is in the interests of the people of the State to expend public funds for promotion of tourism activities which provide good income opportunities without incurring high costs to the people of Maine. Under the Maine Tourism Promotion and Information Act, the State of Maine currently makes public funds available to a private tourism promotion organization representing the statewide tourist industry.

Increased efforts are justified because of the benefit to Maine people. In particular, additional state-assisted promotion should be directed to increase off-season coastal tourism and tourism in underutilized inland regions. Conventions likewise have been shown to offer relatively high economic benefits to the State with low costs to the public and the environment.

Also, promotion of the cultural facilities; museums, galleries, historical sites, etc., within small geographical areas can attract tourism to local businesses.

This bill also vests responsibility for the award of contracts in the State Development Office and describes the terms on which the contracts may be let, so as to assure fair and impartial consideration of proposals, consistent with general principles of public purchasing.