

MAINE STATE LEGISLATURE

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(Governor's Bill)
SECOND REGULAR SESSION

ONE HUNDRED AND NINTH LEGISLATURE

Legislative Document

No. 1789

H. P. 1680

House of Representatives, January 10, 1980

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

EDWIN H. PERT, Clerk of the House

Presented by Mr. Pearson of Old Town.

Cosponsors: Mr. Jackson of Yarmouth, Mr. Gillis of Calais and Mr. Rolde of York.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED AND EIGHTY

AN ACT to Expand the State's Tourism Promotion Effort.

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

Appropriation. The following funds are appropriated from the General Fund to carry out the purposes of this Act.

1980-81

STATE DEPARTMENT OFFICE

All Other

\$200,000

These funds are used for an increased tourism promotion effort. The money shall be awarded on a contractual basis as a dollar for dollar match with the successful contractor.

STATEMENT OF FACT

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 is 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.

The State currently makes public matching funds available to the Maine Publicity Bureau. This funding is not adequate in view of energy conditions. Additional promotion in selective markets will permit the State to become competitive with other New England States.