

MAINE STATE LEGISLATURE

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1 FIRST REGULAR SESSION
2

3 ONE HUNDRED AND ELEVENTH LEGISLATURE
4

5 Legislative Document

No. 687

6
7 H.P. 534

House of Representatives, February 10, 1983

8 Referred to the Committee on Appropriations and Financial Affairs, sent
9 up for concurrence and ordered printed.

10 EDWIN H. PERT, Clerk

Presented by Representative Melendy of Rockland.

Cosponsors: Senator Baldacci of Penobscot, Representative Kelly of
Camden and Representative Murphy of Kennebunk.

11
12 STATE OF MAINE
13

14 IN THE YEAR OF OUR LORD
15 NINETEEN HUNDRED AND EIGHTY-THREE
16

17 AN ACT Relating to the Promotion of
18 Tourism in Maine.
19

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

22 Sec. 1. 23 MRSA §4206, sub-§1, ¶L, as amended by
23 PL 1981, c. 591, is repealed.

24 Sec. 2. Appropriation. The following funds are
25 appropriated from the General Fund to carry out the
26 purposes of this Act.

27 1983-84

28 STATE DEVELOPMENT OFFICE

29 All Other

\$150,000

30 The funds appropriated to the

1 State Development Office shall
2 be used to produce a highway map
3 of the State to made available
4 to the public without cost. The
5 map shall contain no commercial
6 advertisements. The map shall
7 include major tourist attrac-
8 tions throughout the State.
9 Each tourist region of the State
10 shall be given equal promotion
11 space on the backside of the map
12 to highlight the tourist attrac-
13 tions in each region.

14 STATEMENT OF FACT

15 The purpose of this bill is to provide a highway
16 map of the State that is available free of charge and
17 that promotes Maine's tourist attractions throughout
18 the entire State.

19 Presently, the highway map of the State is avail-
20 able at a cost of 95¢ to the general public. The map
21 is sponsored in part by commercial advertisements.
22 By charging a fee for a map that is also an advertis-
23 ing scheme, the State suffers a set back to its
24 image.

25 This bill will not only provide a map that de-
26 scribes the many attractions in the State, but also
27 greatly improves the image of Maine throughout the
28 rest of the Nation and in parts of Canada.

29 1749020383