

# MAINE STATE LEGISLATURE

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# 116th MAINE LEGISLATURE

## FIRST REGULAR SESSION-1993

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Legislative Document

No. 1478

S.P. 480

In Senate, May 10, 1993

**An Act to Increase Tourism Visits and Tourism Revenues for the State.**

(EMERGENCY)

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Reference to the Committee on Housing and Economic Development suggested and ordered printed.

A handwritten signature in cursive script, reading "Joy J. O'Brien".

JOY J. O'BRIEN  
Secretary of the Senate

Presented by Senator HARRIMAN of Cumberland. (GOVERNOR'S BILL).  
Cosponsored by Representative ZIRNKILTON of Mount Desert and  
Senators: PINGREE of Knox, SUMMERS of Cumberland, Representatives: CARROLL of  
Gray, CONSTANTINE of Bar Harbor, DEXTER of Kingfield, KERR of Old Orchard Beach,  
KONTOS of Windham, PINEAU of Jay, SULLIVAN of Bangor.

Emergency preamble. Whereas, Acts of the Legislature do not become effective until 90 days after adjournment unless enacted as emergencies; and

Whereas, the tourism industry, employing 78,000 people, is the largest employer by industry sector in the State; and

Whereas, the tourism industry contributes \$100,000,000 in state tax revenues annually; and

Whereas, the State faces increased competitive pressure for our traditional visitors and needs to penetrate new markets; and

Whereas, the State has lost its competitive position in the marketplace by being 49th in the nation in marketing expenditures for tourism attraction; and

Whereas, 2 recent research studies conclude there is significant opportunity to increase revenues to the State by building tourism activity; and

Whereas, the marketing strategy must be implemented as soon as possible in order to incur the maximum return on these expenditures within this biennium; and

Whereas, in the judgment of the Legislature, these facts create an emergency within the meaning of the Constitution of Maine and require the following legislation as immediately necessary for the preservation of the public peace, health and safety; now, therefore,

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

Sec. 1. 5 MRSA §13066-A, as renumbered by RR 1991, c. 1, §13, is repealed.

Sec. 2. 5 MRSA §13066-B is enacted to read:

§13066-B. Tourism marketing and development strategy

1. Development. The Office of Tourism shall develop a 5-year marketing and development strategy for state tourism growth that will maximize the effectiveness of state and private sector contributions in attracting visitors to the State and increasing tourism-based revenues. The strategy must incorporate components of direct marketing in maintenance and primary markets, matching grants programs, trade markets, regional development and research.

2. Administration. The Office of Tourism shall administer the components of the strategy after development. Administration

includes development of new markets, creation of an image of the State to entice visitor inquiries and provision of appropriate technical assistance and response mechanisms. The Office of Tourism shall support staffing of the visitor information centers and fulfill tourism information requests and in administering the strategy shall work in partnership with the tourism industry in the State.

**Sec. 3. Appropriation.** The following funds are appropriated from the General Fund to carry out the purposes of this Act.

	1993-94	1994-95
<b>ECONOMIC AND COMMUNITY DEVELOPMENT, DEPARTMENT OF</b>		
<b>Office of Tourism</b>		

All Other	\$2,867,682	\$3,117,682
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Provides funds for the implementation of the first 2 years of a 5-year tourism marketing and development strategy.

**Emergency clause.** In view of the emergency cited in the preamble, this Act takes effect when approved.

#### STATEMENT OF FACT

This bill provides the necessary funds to move tourism marketing support to competitive levels and to build the necessary planning, research and feedback capabilities necessary to place the marketing funds appropriately to generate at least a one-to-one return on investment. The bill mandates implementation of a 5-year strategy designed to develop a more cohesive and engaged tourism industry that will work in partnership with the Office of Tourism to generate additional financial returns from expenditures from state funds.