

MAINE STATE LEGISLATURE

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126th MAINE LEGISLATURE

FIRST REGULAR SESSION-2013

Legislative Document

No. 554

H.P. 373

House of Representatives, February 19, 2013

**Resolve, Requiring the Department of Economic and Community
Development To Market the Positive Attributes of the State of
Maine**

Reference to the Committee on Labor, Commerce, Research and Economic Development
suggested and ordered printed.

Millicent M. MacFarland
MILLICENT M. MacFARLAND
Clerk

Presented by Representative BEAVERS of South Berwick.
Cosponsored by Senator CLEVELAND of Androscoggin and
Representatives: CAMPBELL of Newfield, GILBERT of Jay, GRANT of Gardiner,
MASTRACCIO of Sanford, MORRISON of South Portland, VOLK of Scarborough,
WINCHENBACH of Waldoboro, Senator: COLLINS of York.

1 **Sec. 1. Development of marketing materials. Resolved:** That, when
2 promoting the State on its publicly accessible website and in preparing marketing
3 materials, the Department of Economic and Community Development shall include as
4 prominent factors recent independent analyses identifying the State's positive attributes
5 for business development and quality of life, including but not limited to:

6 1. The State's ranking as the state with the business tax structure that imposes the
7 lowest tax burden on new industrial investment according to an analysis published in
8 April 2011 by Ernst & Young;

9 2. The State's ranking as the most peaceful state in the United States according to the
10 United States Peace Index published by the Institute for Economics and Peace on April
11 24, 2012; and

12 3. Any other positive attributes of the State identified by the Maine Economic
13 Growth Council and other analyses by independent sources.

14 **SUMMARY**

15 This resolve requires that, when promoting the State on its publicly accessible
16 website and in preparing marketing materials, the Department of Economic and
17 Community Development include as prominent factors recent independent analyses
18 identifying the State's positive attributes for business development and quality of life.