

# MAINE STATE LEGISLATURE

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## N I N E T Y - N I N T H   L E G I S L A T U R E

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### Legislative Document

No. 374

S. P. 153

In Senate, February 4, 1959.

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

CHESTER T. WINSLOW, Secretary.

Presented by Senator Noyes of Franklin.

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### STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
FIFTY-NINE

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#### **RESOLVE, Appropriating Moneys for Advertising and Promoting Maine's Recreational Industry.**

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**Department of Economic Development; appropriation. Resolved:** That there be, and is, appropriated the sum of \$200,000 from the Unappropriated Surplus of the General Fund to the Department of Economic Development for the fiscal year ending June 30, 1960 to advertise and promote Maine's recreational industry. Said appropriation shall not lapse but shall remain a continuous carrying account until June 30, 1961; and be it further

**Resolved:** That the Department of Economic Development be authorized and directed to expend such moneys as follows:

\$100,000 for additional national advertising;

\$35,000 for promotional booklets;

\$25,000 for a survey of Maine's present recreational industry to determine its present capabilities and future potentialities;

\$20,000 for promoting and advertising Maine's fast growing ski business; and

\$20,000 for regional promotional television films.

#### STATEMENT OF FACTS

The purpose of this resolve is to further promote Maine as vacationland, both summer and winter.