



127th MAINE LEGISLATURE

FIRST REGULAR SESSION-2015

Legislative Document

No. 372

S.P. 140

In Senate, February 12, 2015

**An Act To Enhance the Promotion of Hunting and Fishing
Opportunities in Maine by the Office of Tourism**

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

A handwritten signature in cursive script that reads "Heather J.R. Priest".

HEATHER J.R. PRIEST
Secretary of the Senate

Presented by Senator DAVIS of Piscataquis.
Cosponsored by Representative BLACK of Wilton and
Senators: BRAKEY of Androscoggin, BURNS of Washington, DUTREMBLE of York,
HASKELL of Cumberland, SAVIELLO of Franklin, Representatives: CRAFTS of Lisbon,
GUERIN of Glenburn, SHORT of Pittsfield.

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

2 **Sec. 1. 5 MRSA §13090-C, sub-§2, ¶A,** as reallocated by RR 1995, c. 2, §11, is
3 amended to read:

4 A. Implement advertising and promotion programs to market the State's travel
5 industry and to attract on-location filming of movies, advertisements and videos in
6 the State. At least 25% of all advertising by the Office of Tourism must include
7 promotional information related to hunting or fishing;

8 **SUMMARY**

9 This bill requires at least 25% of all advertising by the Department of Economic and
10 Community Development, Office of Tourism to include promotional information related
11 to hunting or fishing.