

126th MAINE LEGISLATURE

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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.

- **Sec. 1. Development of marketing materials. Resolved:** That, when promoting the State on its publicly accessible website and in preparing marketing materials, the Department of Economic and Community Development shall include as prominent factors recent independent analyses identifying the State's positive attributes for business development and quality of life, including but not limited to:
- 1. The State's ranking as the state with the business tax structure that imposes the lowest tax burden on new industrial investment according to an analysis published in April 2011 by Ernst & Young;
- 2. The State's ranking as the most peaceful state in the United States according to the United States Peace Index published by the Institute for Economics and Peace on April 24, 2012; and
- 3. Any other positive attributes of the State identified by the Maine Economic Growth Council and other analyses by independent sources.

14 SUMMARY

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