



127th MAINE LEGISLATURE

LD 668

LR 782(01)

An Act To Market Maine's Hunting and Fishing Opportunities

Preliminary Fiscal Impact Statement for Original Bill

Sponsor: Rep. Duchesne of Hudson

Committee: Inland Fisheries and Wildlife

Fiscal Note Required: Yes

Preliminary Fiscal Impact Statement

	FY 2015-16	FY 2016-17	Projections FY 2017-18	Projections FY 2018-19
Net Cost (Savings)				
General Fund	\$0	\$1,266,711	\$1,274,389	\$1,278,259
Appropriations/Allocations				
General Fund	\$0	\$1,266,711	\$1,274,389	\$1,278,259

Fiscal Detail and Notes

The bill requires the Department of Inland Fisheries and Wildlife (IFW) to adopt a comprehensive marketing program that ensures IFW is responsive to the needs of outdoor recreationists, license and permit price concerns and resource access and awareness issues. This bill also requires establishing a marketing specialist position within IFW to lead and coordinate the program. IFW has indicated that they would require a General Fund appropriation of \$1,194,000 in fiscal year 2016-17 for this program. Of this amount, \$553,345 would be used to purchase radio and television advertising time, \$318,530 would be used to produce advertisements and manage websites and social media, \$150,305 would be used for consulting fees, \$77,820 would be used for research and planning and \$94,000 would be used to contract with an outside agency. IFW would also require a General Fund appropriation of \$72,711 in fiscal year 2016-17 for one Marketing Specialist position and other related costs.