



127th MAINE LEGISLATURE

FIRST REGULAR SESSION-2015

Legislative Document

No. 668

H.P. 449

House of Representatives, March 3, 2015

An Act To Market Maine's Hunting and Fishing Opportunities

Reference to the Committee on Inland Fisheries and Wildlife suggested and ordered printed.

A handwritten signature in cursive script that reads "R B. Hunt".

ROBERT B. HUNT
Clerk

Presented by Representative DUCHESNE of Hudson.
Cosponsored by Senator CYRWAY of Kennebec and
Representatives: ALLEY of Beals, DUNPHY of Old Town, HILLIARD of Belgrade,
MARTIN of Sinclair, Senator: DUTREMBLE of York.

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

2 **Sec. 1. 12 MRSA §10108, sub-§2-A** is enacted to read:

3 **2-A. Marketing program.** In addition to activities in subsection 2 that the
4 commissioner may implement, the commissioner shall adopt a comprehensive marketing
5 program that ensures the department is responsive to the needs of outdoor recreationists,
6 license and permit price concerns and resource access and awareness issues and that all
7 staff members of the department play an appropriate role in ensuring their respective
8 programs deliver the best marketing approach with the highest value to the public.

9 The commissioner shall establish a dedicated marketing specialist position within the
10 Division of Public Information and Education. The marketing specialist shall lead and
11 coordinate the program. The program must include the following, at a minimum:

12 A. Collaboration with the Department of Economic and Community Development,
13 Office of Tourism;

14 B. Annual surveys;

15 C. Training and education for persons in the outdoor recreation industry, including
16 guides, persons who operate sporting camps and others;

17 D. Recommendations to create new hunting and fishing licenses that feature new
18 privileges or opportunities in order to attract nonresident hunters and anglers;

19 E. Aggressive promotion of opportunities to hunt and fish, including information
20 about access to waters and public and private lands for these purposes. This
21 information must be publicized, without limitation, in maps and brochures, on
22 publicly accessible websites and through social media; and

23 F. Creation of a database of outdoor writers and reporters and efforts to provide these
24 writers and reporters with experiences and information that may be used in their
25 writings.

26 **SUMMARY**

27 This bill directs the Commissioner of Inland Fisheries and Wildlife to establish a
28 comprehensive marketing program for the Department of Inland Fisheries and Wildlife
29 that is led and coordinated by a dedicated marketing specialist, whose position is required
30 to be created within the department's Division of Public Information and Education.