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This could create significant administrative burdens on small businesses, requiring constant updates and potential confusion for customers as well.

This could lead to increased costs for software or administrative overhead to insure compliance. The National Restaurant Association estimates compliance for restaurants would cost nearly \$5,000 per operator just to update menus. That's nearly \$17.5 million in upfront costs for restaurants across Maine — I shudder to think what that translates to for lodging and accommodations!

It's redundant! The Federal Trade Commission (FTC) already finalized similar rules in 2024, exempting restaurants, and clarifying lodging requirements. This bill creates unnecessary state level regulations. Government waste is a big discussion in Maine right now, as we are dealing with a major budget deficit, and a supplemental budget that is in a state of deadlock in the same halls of government that are debating these bills!