



February, 18, 2026

My name is Chris Cameron, and I am writing on behalf of the Portland Sea Dogs to respectfully testify in opposition to LD 2212.

The Tourism Marketing Fund was created in law in 2001 with a clear and important purpose: to ensure that industry-generated revenue is reinvested directly into promoting Maine as a destination. Businesses across the state support this structure because it provides stability and predictability. Using these funds for unrelated purposes would set a concerning precedent and undermine the trust that tourism-related businesses have in this system.

Tourism is not just a seasonal boost in Maine—it is a year-round economic driver that supports jobs, small businesses, and communities across the state. Maine’s Office of Tourism has consistently reported that its marketing efforts generate approximately \$15 to \$20 in visitor spending for every \$1 invested. That return on investment is significant. Reducing or redirecting promotion does not simply save money; it risks reducing economic activity and the tax revenue that comes with it.

Businesses like ours generate this revenue with the expectation that it will be reinvested to keep visitors coming to Maine and to help sustain the tourism economy. Affirming this expectation is essential. When that trust is weakened, it creates uncertainty for businesses that depend on strong and consistent promotion of Maine.

From our own experience at the Portland Sea Dogs, fewer visitors would have a direct and immediate impact. Our ballpark is a destination that draws fans not only from Greater Portland, but from across Maine, New England, and beyond. Many of our visitors plan their trips around a game, staying in local hotels, dining at nearby restaurants, and exploring our community. If visitation declines, we would see fewer ticket sales, fewer group outings, and fewer partnerships with local businesses.

That impact would not stop at the ballpark gates. It would affect our game day staff—ushers, parking attendants, ambassadors, concessions workers, and many others—many of whom rely on these jobs to supplement their income. Reduced attendance could mean fewer shifts, reduced hours, and less opportunity for these individuals. It would also mean less spending throughout Portland, affecting restaurants, retail, transportation, and other tourism-related businesses.

Maine's tourism economy is interconnected. Decisions that weaken promotion ripple through communities quickly and visibly. Protecting the Tourism Marketing Fund ensures that we continue to attract visitors, support local jobs, and maintain the vitality of our downtowns and regional economies.

For these reasons, we respectfully urge you to oppose LD 2212 and preserve the integrity of the Tourism Marketing Fund. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Chris Cameron". The signature is written in a cursive, flowing style.

Chris Cameron
Vice President/ Communications
Portland Sea Dogs