

Elena Sarni
York
LD 2212

On behalf of Old York Historical Society in York, Maine I would like to ask for continued funding of the Tourism Marketing Fund. As cultural institutions and businesses around the state try to recover from the negative impact of the administration's dealings with Canada last year, it is pivotal that we have a strong season and continue to put resources into our tourism industry. Maine's Office of Tourism has reported that its marketing generates roughly \$15-\$20 in visitor spending for every \$1 invested. This is a great return on investment.

We are a small museum, located in a beach town with many seasonal businesses. We also employ seasonal staff. Our economy relies on tourism. And as a small museum, we are not able to purchase paid advertising and need the support of Maine's Office of Tourism. But, cutting promotion reduces economic return.

Please do not cut funding for the Maine Tourism Fund.