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Committee on Transportation
c/o Legislative Information Office
100 State House Station
Augusta, ME 04333

May 4, 2021

Re: LD 1618 "To Place a Temporary Moratorium on the Approval of Any New Motor Vehicle Registration Plates and Initiate a Registration Plate Working Group"

Dear Senator Diamond, Representative Martin, and Members of the Transportation Committee, I am Jenny Kordick, Executive Director of Maine Outdoor Brands, and am providing testimony neither for nor against LD 1618, "To Place a Temporary Moratorium on the Approval of Any New Motor Vehicle Registration Plates and Initiate a Registration Plate Working Group".

Last year, Maine Outdoor Brands, a non-profit alliance of Maine's outdoor product, service, and retail brands and organizations, put forward a specialty plate proposal to the Bureau of Motor Vehicles following the Maine Specialty License Plate Request Procedures (29A M.R.S.A., Section 468). Our plate design and request were approved by Secretary of State Matthew Dunlap on June 9, 2020. For the last year, we have been working on collecting signatures with the \$25.00 deposit specified in the requirements. As of today, more than 1,500 registered Maine vehicle owners have signed up and paid a deposit for our proposed specialty plate, and we expect to reach the 2,000 signature threshold this summer.

Maine Outdoor Brands is focused on economic development through outdoor recreation – we believe strengthening our state's outdoor industry can help sustainably grow our economy and attract a younger workforce. Proceeds from the ['Adventure' plate](#) would be used for programs and initiatives to foster outdoor entrepreneurship, support careers in the outdoor industry through education and mentorship and increase outdoor participation for all Maine youth.

As you move forward with a potential moratorium, review, and redesign of the specialty license plate program as laid out in LD1618, we ask that plate efforts like ours already approved for signatures and significantly underway are allowed a path forward for review and consideration. We have seen significant support for the new 'Adventure' plate, and despite the pandemic, are on track to meet the 2,000 signature threshold well before the two-year collection time.

Thank you for your consideration, on behalf of our more than 125 member brands and 1,500 Maine residents who have pre-ordered the Adventure plate. Please let me know if there's any additional information we can provide.

Sincerely,

A handwritten signature in black ink, appearing to read "Jenny Kordick". The signature is fluid and cursive, written over a light blue horizontal line.

Jenny Kordick
Executive Director, Maine Outdoor Brands