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Legislative Document

No. 314

H.P. 223

House of Representatives, February 7, 2013

An Act To Create the Office of Marketing

Submitted by the Department of Economic and Community Development pursuant to Joint Rule 204.

Reference to the Committee on Labor, Commerce, Research and Economic Development suggested and ordered printed.

Millicent M. MacFarland
MILLICENT M. MacFARLAND
Clerk

Presented by Representative VOLK of Scarborough.

Cosponsored by Senator TUTTLE of York and

Representatives: AYOTTE of Caswell, DAVIS of Sangerville, MAKER of Calais, NUTTING of Oakland, WALLACE of Dexter, WINCHENBACH of Waldoboro, Senators: CUSHING of Penobscot, KATZ of Kennebec.

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

2 **Sec. 1. 5 MRSA §13055, sub-§1, ¶F**, as amended by PL 2003, c. 673, Pt. M, §2,
3 is further amended to read:

4 F. The Office of Community Development; ~~and~~

5 **Sec. 2. 5 MRSA §13055, sub-§1, ¶G**, as enacted by PL 2003, c. 673, Pt. M, §2,
6 is amended to read:

7 G. The Office of Innovation; and

8 **Sec. 3. 5 MRSA §13055, sub-§1, ¶H** is enacted to read:

9 H. The Office of Marketing.

10 **Sec. 4. 5 MRSA c. 383, sub-c. 1-C** is enacted to read:

11 **SUBCHAPTER 1-C**

12 **OFFICE OF MARKETING**

13 **§13060-H. Office of Marketing**

14 **1. Office; establishment.** The commissioner shall establish the Office of Marketing.
15 The Office of Marketing is under the control and supervision of the Chief Marketing
16 Officer. The Office of Marketing shall administer a program that coordinates efforts
17 across all departments of State Government to ensure marketing effectiveness.
18 Notwithstanding the requirements of chapter 155, the Chief Marketing Officer shall
19 administer the Office of Marketing in accordance with the policies of the commissioner
20 and the provisions of this subchapter.

21 **2. Duties.** The Chief Marketing Officer shall:

22 A. Coordinate, manage, plan, direct and implement statewide marketing efforts
23 across all departments of State Government;

24 B. Establish a centralized process to review and approve, coordinate or make more
25 efficient all marketing activities across all departments of State Government, when
26 appropriate;

27 C. Negotiate with media agents, vendors, trade shows, organizations and similar
28 entities to secure marketing opportunities that benefit departments and agencies of
29 State Government;

30 D. Advise and consult with departments of State Government and marketing
31 personnel concerning marketing and the methods used in the promotion of the State
32 in order to promote cost-effective operations; and

33 E. Review and analyze the marketing processes of state agencies that directly affect
34 the achievement of the duties and responsibilities of the Office of Marketing.

