

ages, and cooperates with community, regional, and area development efforts, both public and private, including working with community groups in the preparation of Community Economic Inventories and other business and industrial reference and promotional publications.

It also conducts an advertising program in national and regional publications which call attention to Maryland's business and industrial advantages and opportunities. Finally, the Division assists and encourages the expansion within Maryland of existing Maryland industries and endeavors to help such industries solve problems which could jeopardize employment opportunities.

The Technical and Professional Services Division is responsible for all economic research and technical information activities. It carries out these functions, under the supervision of a Chief of Technical and Professional Services, through the Statistics and Special Studies and Industry and Market Analysis Sections, each with its own staff.

The Statistics and Special Studies Section provides the Department and the State with an information center for professional-level economic and statistical data, and will serve as the contact point between the State and the sources of such data, which include the U. S. Bureau of the Census, the U. S. Department of Commerce, the Federal Reserve Districts, trade associations, non-profit institutions, and various State and local agencies. It follows the trends and changes in the Maryland economy closely, undertaking all professional-level economic studies required by and of the Department, such as the Maryland Economy and its supplements, projection studies, the monthly economic indicator, series, and the analysis or evaluation of any segment or aspect of the State's economy.

The Market Analysis Section undertakes studies to identify systematically and explore in depth those businesses, industries or industry groups (including tourism) for which Maryland offers special or outstanding advantages. This will result in the publication and maintenance of a continuing series of "Opportunity Studies" which will be used by the Business and Industrial Development Division for pinpoint solicitation.

The Travel Development Division fosters and promotes the development and growth of Maryland's tourism industry. It advertises, publicizes and promotes Maryland's historic, scenic and recreational attractions. It cooperates with and assists local, regional and state-wide travel, historical, and recreational groups in implementing activities and programs aimed to increase tourist travel and vacationing in Maryland. It also furnishes information and materials to publications and travel writers, answers tourists' requests for information, provides promotional publications for tourists, conventions, students and national travel agencies, and prepares and staffs exhibits at travel shows in Maryland's tourism market area. This involves the preparation and distribution of hundreds of thousands of pieces of promotional literature annually and the writing of special reports, articles and feature stories, as well as radio and television scripts and advertising copy.

The Public Relations and Publications Division provides the Department with a sustained and imaginative public relations program at a level of competence capable of successfully competing for space and time in the various public information media. It is responsible for publicizing all Maryland events and innovations with economic development significance. It prepares and distributes a bi-weekly news column entitled "Economic News Made in Maryland," and publishes a quarterly magazine devoted to in-depth treatments of subjects within the entire spectrum of Maryland's economic potential, including tourism, recreation, business and industry, education, and human and natural resources development. It is also responsible for the Depart-