

2013 -- S 0809 SUBSTITUTE A

=====
LC02136/SUB A/3
=====

STATE OF RHODE ISLAND

IN GENERAL ASSEMBLY

JANUARY SESSION, A.D. 2013

—————
A N A C T

RELATING TO STATE AFFAIRS AND GOVERNMENT -- MADE IN RHODE ISLAND
MANUFACTURING COLLABORATIVE OF 2013

Introduced By: Senator Maryellen Goodwin

Date Introduced: April 04, 2013

Referred To: Senate Commerce

It is enacted by the General Assembly as follows:

1 SECTION 1. Title 42 of the General Laws entitled "STATE AFFAIRS AND
2 GOVERNMENT" is hereby amended by adding thereto the following chapter:

3 CHAPTER 64.15

4 MADE IN RHODE ISLAND MANUFACTURING COLLABORATIVE OF 2013

5 **42-64.15-1. Short title.** -- This chapter shall be known and may be cited as "Made in
6 Rhode Island Manufacturing Collaborative of 2013."

7 **42-64.15-2. Legislative findings.** -- The general assembly hereby finds that there is an
8 increasing trend among Americans to buy local and that there are currently insufficient resources
9 and information necessary to support, encourage and foster consumer product awareness and
10 purchases of locally manufactured products in the state of Rhode Island. By defining, branding
11 and protecting what "Made in Rhode Island" means, the general assembly seeks to capitalize,
12 protect and keep our Rhode Island manufacturing and creative sector businesses competitive in an
13 increasingly global market by distinguishing and building pride in these businesses through this
14 branding. Encouraging the purchase of these products will help grow these businesses, encourage
15 new businesses to make products in Rhode Island and in so doing, secure and create further jobs.

16 **42-64.15-3. Definitions.** -- When used in this chapter, the following terms shall have the
17 following meanings:

18 (1) "Collaborative" means "Made in Rhode Island Manufacturing Collaborative of 2013"

1 established under section 42-64.15-4:

2 (2) "Creative sector" means innovative art and design based businesses that primarily
3 design and manufacture a physical product, rather than a digital product or service, operating
4 within the state of Rhode Island.

5 (3) "State agencies" means the state entities responsible for the implementation of Rhode
6 Island's manufacturing and economic development, including, but not be limited to:

7 (i) The economic development corporation;

8 (ii) The secretary of state's office;

9 (iii) The department of administration;

10 (iv) The department of business regulation;

11 (v) The division of taxation;

12 (vi) The department of labor and training; and

13 (vii) The Rhode Island state council on the arts.

14 (4) "Locally manufactured" means products manufactured or produced within the state of
15 Rhode Island.

16 (5) "Manufactured goods" means the process of taking raw materials or components and
17 adding value to those materials and components in order to create a final, recognizable product
18 that has been created through the use of hands, machinery, tools, appliances, and other similar
19 equipment. "Manufactured goods" does not include the process of completing a final assembly
20 from subassemblies made elsewhere, or the act of packaging a product. The program and the
21 standards shall not apply to those agricultural or seafood products subject to the Seafood
22 Marketing Collaborative or the Rhode Island "Get Fresh Buy Local" program.

23 **42-64.15-4. Collaborative established. --** (a) There is hereby created a collaborative
24 known as "Made in Rhode Island Manufacturing Collaborative" consisting of nine (9) members
25 as follows:

26 (1) The director of the economic development corporation, or his or her designee, that
27 shall serve as chair;

28 (2) The secretary of state, or his or her designee;

29 (3) The director of the department of administration, or his or her designee;

30 (4) The director of the department of business regulation, or his or her designee;

31 (5) The director of the department of revenue, or his or her designee;

32 (6) The dean of the Rhode Island College school of management, or his or her designee;

33 (7) The director of the department of labor and training, or his or designee;

34 (8) The executive director of the Rhode Island state council on the arts, or his or her

1 designee; and

2 (9) A representative of a higher education institution with expertise in art and design,
3 appointed by the governor.

4 (b) The gubernatorial appointment shall serve a term of three (3) years, and shall be
5 eligible to succeed him or herself. A vacancy other than by expiration shall be filled in the
6 manner of the original appointment, but only for the unexpired portion of the term.

7 (c) The collaborative shall receive staff and administrative support from the economic
8 development corporation. The executive director of the economic development corporation shall
9 furnish the collaborative with a suitable location to hold its meetings.

10 (d) Forthwith upon the passage of this chapter, the members of the collaborative shall
11 meet at the call of the chairperson and organize. Thereafter, the collaborative shall meet quarterly
12 and at the call of the chairperson, or three (3) members of the collaborative.

13 (e) All departments and agencies of the state shall furnish such advice and information,
14 documentation, and otherwise to the collaborative and its agents as is deemed necessary or
15 desirable by the collaborative to facilitate the purposes of this chapter.

16 (f) The members of the collaborative shall receive no compensation for their services.

17 **42-64.15-5. Powers and duties. --** The collaborative shall support and work collectively
18 with the Rhode Island manufacturing and creative community to promote the marketing and
19 sustainability of Rhode Island products, including, but not limited to:

20 (1) Designate, in collaboration with the advisory council established in section 42-64.15-
21 6, a "Made in Rhode Island" logo by a Rhode Island graphic designer as the official state
22 emblem to identify products that are locally manufactured;

23 (2) Recommend eligibility requirements that will permit businesses the use of the "Made
24 In Rhode Island" logo on their products and represent that a product is made in this state;

25 (3) Identify regulatory restrictions preventing and/or inhibiting marketing initiatives for
26 locally manufactured products;

27 (4) Examine the practices from other states that have implemented a state sponsored
28 "Made In" program; such review may include a regulatory oversight process to ensure
29 authenticity and adherence to quality standards for participating entities, companies and
30 businesses;

31 (5) Make recommendations for implementing a state sponsored "Made In Rhode Island"
32 program;

33 (6) Identify and facilitate opportunities to increase consumer demand for locally
34 produced manufactured goods or services;

- 1 (7) Identify and facilitate opportunities to establish agreements with local manufacturers
2 for potential marketplace expansion of products;
- 3 (8) Review and identify existing studies, pilot programs, initiatives and incentives of this
4 state and other states regarding locally produced marketing practices;
- 5 (9) Identify and recommend incentives to benefit and encourage the manufacturing and
6 sale of locally manufactured products that qualify as "Made in Rhode Island";
- 7 (10) Provide educational opportunities for consumers regarding local manufacturing of
8 products and initiatives to further promote the brand;
- 9 (11) Identify funding sources available to the manufacturing community to support
10 marketing, branding and promotion of locally manufactured products;
- 11 (12) Respond to requests for information from the legislature and comment on proposed
12 legislation as it relates to local manufacturing branding efforts; and
- 13 (13) Identify potential funding streams through state, federal, in-kind and private
14 organizations to support future "Made in Rhode Island" manufacturing and marketing efforts and
15 initiatives.
- 16 **42-64.15-6. Advisory council established.** -- (a) There is hereby established an advisory
17 council to the Rhode Island "Made in Rhode Island Manufacturing Collaborative" which shall
18 consist of nine (9) members appointed by the executive director of the economic development
19 corporation as follows:
- 20 (1) A manufacturer of locally manufactured materials (including, but not limited to,
21 lumber, granite, gravel, asphalt);
- 22 (2) A Rhode Island business owner that specializes in manufacturing services and
23 supports;
- 24 (3) A representative of a Rhode Island based independent organization representing the
25 interests of the creative small business sector and commercial and industrial work space;
- 26 (4) A representative from an independent Rhode Island organization or association
27 representing the interests of commerce or economic development within the manufacturing
28 industry;
- 29 (5) A Rhode Island based retailer of local manufactured products representing a
30 independent or franchised store;
- 31 (6) A representative from a Rhode Island based nonprofit organization that trains,
32 incubates and furthers industrial arts in the state;
- 33 (7) A representative of the Rhode Island "Buy Local" effort;
- 34 (8) One representative from an independent Rhode Island organization or association

1 representing the manufacturing industry;

2 (9) A representative from a Rhode Island charitable foundation.

3 (b) Advisory council members shall serve three (3) year terms and are eligible to succeed
4 themselves. In the event a member is unable to complete his or her term, the director of the
5 economic development corporation shall appoint a successor, and the successor appointed to the
6 vacancy shall serve for the remainder of the unexpired term. The members of the board shall
7 receive no compensation.

8 (c) The advisory council shall elect annually a chairperson from among its members.

9 (d) The advisory council shall receive staff and administrative support from the economic
10 development corporation. The executive director of the economic development corporation shall
11 furnish the advisory board a suitable location to hold its meetings.

12 (e) The advisory council shall meet at least quarterly and at the call of the chairperson or
13 three (3) council members. The chairperson of the made in Rhode Island manufacturing
14 collaborative, or a designee from among the members of the collaborative, shall be present for all
15 advisory council meetings.

16 (f) The advisory council shall advise the collaborative on all matters pertaining to the
17 collaborative duties and powers.

18 **42-64.15-7. Meeting and reporting requirements. --** The collaborative shall provide a
19 report of its findings and recommendations addressing the research, marketing, expansion and
20 funding opportunities for "Made in Rhode Island" branding of locally manufactured products to
21 the governor and general assembly by April 30, 2014. Thereafter, the collaborative shall report to
22 the governor and the general assembly, no later than April 30th of each year, on findings,
23 recommendations and the progress made in achieving the goals and objectives set forth in this
24 chapter and any other pertinent or requested information.

25 **42-64.15-8. Rules and regulations. --** (a) The Rhode Island economic development
26 corporation may promulgate rules and regulations to fulfill the purposes of this chapter in
27 accordance with chapter 42-35, "The Administrative Procedures Act."

28 (b) The collaborative and advisory council shall be subject to the provisions of chapter
29 38-2, "The Access to Public Records Act," and chapter 42-46, "The Open Meetings Act."

30 SECTION 2. This act shall take effect upon passage.

=====
LC02136/SUB A/3
=====

EXPLANATION
BY THE LEGISLATIVE COUNCIL
OF

A N A C T

RELATING TO STATE AFFAIRS AND GOVERNMENT -- MADE IN RHODE ISLAND
MANUFACTURING COLLABORATIVE OF 2013

1 This act would create "Made in Rhode Island Manufacturing Collaborative of 2013"
2 which would work with the Rhode Island manufacturing and creative community to promote the
3 marketing of Rhode Island products and provide the governor and general assembly with annual
4 reports regarding the branding and marketing of locally manufactured products.

5 This act would take effect upon passage.

=====
LC02136/SUB A/3
=====