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STATE OF RHODE ISLAND

IN GENERAL ASSEMBLY

JANUARY SESSION, A.D. 2015

H O U S E R E S O L U T I O N

**CREATING A SPECIAL LEGISLATIVE COMMISSION TO STUDY METHODS FOR
GROWING TOURISM IN THE STATE OF RHODE ISLAND THROUGH COORDINATED
BRANDING AND MARKETING EFFORTS**

Introduced By: Representatives Carson, Azzinaro, Filippi, Marshall, and Carnevale

Date Introduced: June 11, 2015

Referred To: House Corporations

1 WHEREAS, Tourism is an essential component to the economic stability, success, and
2 growth of our state; now, therefore be it

3 RESOLVED, That a special legislative commission be and the same is hereby created
4 consisting of fourteen (14) members: five (5) of whom shall be members of the Rhode Island
5 House of Representatives, three (3) of whom shall be members caucusing with the majority
6 political party and two (2) of whom shall be members caucusing with the minority political party,
7 all of whom shall be appointed by the Speaker of the House; one of whom shall be the President
8 of the South County Tourism Council, or designee; one of whom shall be the Executive Director
9 of the Block Island Tourism Council, or designee; one of whom shall be the Director of the City
10 of Warwick Department of Tourism, Culture And Development, or designee; one of whom shall
11 be the Chair of the Board of Directors for the Providence Tourism Council, or designee; one of
12 whom shall be the Chair of the Board of Directors for the Blackstone Valley Tourism Council, or
13 designee; one of whom shall be the President and CEO of the Greater Providence Warwick
14 Convention and Visitors Bureau, or designee; one of whom shall be the President of Discover
15 Newport, or designee; and two (2) of whom shall be representatives of professional tourism or
16 marketing firms in Rhode Island, to be appointed by the Speaker.

17 In lieu of any appointment of a member of the legislature to a permanent advisory
18 commission, a legislative study commission, or any commission created by a General Assembly
19 resolution, the Speaker may appoint a member of the general public to serve in lieu of a

1 legislator.

2 The purpose of said commission shall be to make an overall review of Rhode Island's
3 current tourism industry with the intent to grow tourism in the state through coordinated branding
4 and marketing efforts. The study shall include, but not be limited to:

- 5 1. A comprehensive analysis of best-practice methods used to expand tourism both on a
6 regional and national level;
- 7 2. Information on the current collaborative practices of the state's multiple tourism councils;
- 8 3. Analysis of reports provided semi-annually by the RI Commerce Corporation; and
- 9 4. Recommendations to the RI Commerce Corporation that would enable it to develop more
10 informed and coordinated decision-making efforts regarding the development of branding
11 and marketing of tourism in Rhode Island.

12 Forthwith upon passage of this resolution, the members of the commission shall meet at
13 the call of the Speaker of the House and organize and shall select a chairperson.

14 Vacancies in said commission shall be filled in like manner as the original appointment.

15 The membership of said commission shall receive no compensation for their services.

16 All departments and agencies of the state shall furnish such advice and information,
17 documentary and otherwise, to said commission and its agents as is deemed necessary or
18 desirable by the commission to facilitate the purposes of this resolution.

19 The RI Commerce Corporation shall provide said commission with a semi-annual report
20 of its findings and progress in advancing tourism in the state, commencing on January 5, 2016.

21 The Speaker of the House is hereby authorized and directed to provide suitable quarters
22 for said commission; and be it further

23 RESOLVED, That the commission shall report its findings and recommendations to the
24 House of Representatives no later than April 9, 2016, and said commission shall expire on June 9,
25 2016.

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