

2015 -- H 6306

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LC002870
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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 of the Eastbay Tourism Council; one of whom shall
14 be the President of Discover Newport, or designee; and two (2) of whom shall be representatives
15 of professional tourism or marketing firms in Rhode Island, to be appointed by the Speaker.

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

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

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

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

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

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

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

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

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

24 RESOLVED, That the commission shall report its findings and recommendations to the
25 House of Representatives no later than April 9, 2016, and said commission shall expire on June 9,
26 2016.

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EXPLANATION
BY THE LEGISLATIVE COUNCIL
OF
HOUSE RESOLUTION
CREATING A SPECIAL LEGISLATIVE COMMISSION TO STUDY METHODS FOR
GROWING TOURISM IN THE STATE OF RHODE ISLAND THROUGH COORDINATED
BRANDING AND MARKETING EFFORTS

- 1 This resolution would create a fourteen (14) member special legislative study
- 2 commission whose purpose it would be to study and make recommendations to grow the tourism
- 3 industry through coordinated branding and marketing, and who would report back to the House
- 4 no later than April 9, 2016, and whose life would expire on June 9, 2016.

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