2013 -- S 0809 SUBSTITUTE A

STATE OF RHODE ISLAND
IN GENERAL ASSEMBLY
JANUARY SESSION, A.D. 2013

AN ACT
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:

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

CHAPTER 64.15
MADE IN RHODE ISLAND MANUFACTURING COLLABORATIVE OF 2013

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

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

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

(1) "Collaborative" means "Made in Rhode Island Manufacturing Collaborative of 2013"
established under section 42-64.15-4;

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

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

(i) The economic development corporation;
(ii) The secretary of state's office;
(iii) The department of administration;
(iv) The department of business regulation;
(v) The division of taxation;
(vi) The department of labor and training; and
(vii) The Rhode Island state council on the arts.

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

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

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

(1) The director of the economic development corporation, or his or her designee, that
shall serve as chair;
(2) The secretary of state, or his or her designee;
(3) The director of the department of administration, or his or her designee;
(4) The director of the department of business regulation, or his or her designee;
(5) The director of the department of revenue, or his or her designee;
(6) The dean of the Rhode Island College school of management, or his or her designee;
(7) The director of the department of labor and training, or his or her designee;
(8) The executive director of the Rhode Island state council on the arts, or his or her
designee; and

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

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

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

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

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

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

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

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

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

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

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

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

(6) Identify and facilitate opportunities to increase consumer demand for locally produced manufactured goods or services:
(7) Identify and facilitate opportunities to establish agreements with local manufacturers for potential marketplace expansion of products;

(8) Review and identify existing studies, pilot programs, initiatives and incentives of this state and other states regarding locally produced marketing practices;

(9) Identify and recommend incentives to benefit and encourage the manufacturing and sale of locally manufactured products that qualify as "Made in Rhode Island";

(10) Provide educational opportunities for consumers regarding local manufacturing of products and initiatives to further promote the brand;

(11) Identify funding sources available to the manufacturing community to support marketing, branding and promotion of locally manufactured products;

(12) Respond to requests for information from the legislature and comment on proposed legislation as it relates to local manufacturing branding efforts; and

(13) Identify potential funding streams through state, federal, in-kind and private organizations to support future "Made in Rhode Island" manufacturing and marketing efforts and initiatives.

42-64.15-6. Advisory council established. -- (a) There is hereby established an advisory council to the Rhode Island "Made in Rhode Island Manufacturing Collaborative" which shall consist of nine (9) members appointed by the executive director of the economic development corporation as follows:

(1) A manufacturer of locally manufactured materials (including, but not limited to, lumber, granite, gravel, asphalt);

(2) A Rhode Island business owner that specializes in manufacturing services and supports;

(3) A representative of a Rhode Island based independent organization representing the interests of the creative small business sector and commercial and industrial work space;

(4) A representative from an independent Rhode Island organization or association representing the interests of commerce or economic development within the manufacturing industry;

(5) A Rhode Island based retailer of local manufactured products representing a independent or franchised store;

(6) A representative from a Rhode Island based nonprofit organization that trains, incubates and furthers industrial arts in the state;

(7) A representative of the Rhode Island “Buy Local” effort;

(8) One representative from an independent Rhode Island organization or association
representing the manufacturing industry;

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

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

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

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

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

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

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

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

   (b) The collaborative and advisory council shall be subject to the provisions of chapter

SECTION 2. This act shall take effect upon passage.

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

This act would take effect upon passage.