

2016 -- H 8339

=====
LC006207
=====

STATE OF RHODE ISLAND

IN GENERAL ASSEMBLY

JANUARY SESSION, A.D. 2016

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

**EXTENDING THE EXPIRATION AND REPORTING DATES AND AMENDING THE
MEMBERSHIP AND PURPOSE OF THE 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, Marshall, Filippi, and Fogarty

Date Introduced: June 14, 2016

Referred To: House Finance

1 WHEREAS, The Special Legislative Commission to Study Methods for Growing
2 Tourism in the State of Rhode Island Through Coordinated Branding and Marketing Efforts was
3 authorized by the House of Representatives on June 23, 2015, to study and report on statewide
4 tourism strategy and efforts; and

5 WHEREAS, Those efforts are ongoing and tourism continues to be an essential
6 component to the economic stability, success, and growth of our state; now, therefore be it

7 RESOLVED, That the special legislative commission created by resolution No. 414
8 passed by the House of Representatives at its January session, A.D. 2015, and approved June 23,
9 2015, entitled "House Resolution Creating a Special Legislative Commission To Study Methods
10 For Growing Tourism In The State Of Rhode Island Through Coordinated Branding And
11 Marketing Efforts" is hereby authorized to continue its study and make a report to the House of
12 Representatives on or before January 3, 2017, and said commission shall expire on March 3,
13 2017; and be it further

14 RESOLVED, That the expiration date authorized by resolution No. 414 passed by the
15 House of Representatives at its January session, A.D. 2015, and approved June 23, 2015, be and
16 the same is hereby rescinded; and be it further

17 RESOLVED, That the composition of said legislative commission is hereby amended by
18 increasing the membership to sixteen (16) members, by adding one new member of the Rhode

1 Island House of Representatives, and one who shall be a representative of the hospitality industry,
2 both to be appointed by the Speaker of the House; and be it further

3 RESOLVED, That the special legislative commission's purpose shall be expanded to
4 include, but not be limited to, the following areas of study:

5 1. A comprehensive analysis of the organizational structures used by other states to
6 develop, coordinate, and implement state-based tourism campaigns to determine the appropriate
7 framework to organize and direct a state-based tourism campaign;

8 2. A review of the formula used to fund regional and state-based tourism campaigns to
9 ensure Rhode Island utilizes an evidenced based structure to fund its state-based tourism
10 campaign;

11 3. Bi-monthly reporting from Rhode Island Commerce Corporation on tourism shall be
12 due in the months of August, October, and December. These reports shall serve as an interim
13 baseline measurement of tourism activity by listing statewide occupancy rates, hotel and meal tax
14 receipts, web activity, earned media, social media engagement, and public expenditure; and

15 4. Reviewing and establishing performance objectives and metrics to measure the
16 effectiveness of future statewide tourism plans and strategies.

=====
LC006207
=====

EXPLANATION
BY THE LEGISLATIVE COUNCIL
OF

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

EXTENDING THE EXPIRATION AND REPORTING DATES AND AMENDING THE
MEMBERSHIP AND PURPOSE OF THE 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 extend the expiration and reporting dates and amend the
2 membership and purpose of the special legislative commission to study methods for growing
3 tourism in the State of Rhode Island through coordinated branding and marketing efforts from
4 June 9, 2016 to January 3, 2017, and said commission would expire on March 3, 2017.

=====
LC006207
=====