

SENATE CONCURRENT RESOLUTION NO. 15

BY SENATOR FOIL AND REPRESENTATIVES FREIBERG AND MARCELLE

A CONCURRENT RESOLUTION

To commend Visit Baton Rouge on its fiftieth anniversary.

WHEREAS, Act No. 62 of the 1972 Regular Session of the Louisiana Legislature authorized the city of Baton Rouge and the parish of East Baton Rouge to establish a commission for the promotion of conventions and tourism in the metropolitan area; and

WHEREAS, Act No. 256 of the 2012 Regular Session of the Louisiana Legislature changed the name of the commission from Baton Rouge Area Convention and Visitors Bureau to Visit Baton Rouge; and

WHEREAS, the mission of Visit Baton Rouge is to increase visitation to and awareness of the Baton Rouge area; and

WHEREAS, Visit Baton Rouge is the only tourism agency for the parish of East Baton Rouge; and

WHEREAS, Visit Baton Rouge has played a significant role in bringing events such as the Louisiana Marathon, Bayou Country Superfest, the Marucci World Series, and the 2015 Miss USA pageant to Baton Rouge; and

WHEREAS, Visit Baton Rouge is a nationally accredited destination marketing organization, recognized internationally for its accomplishments; and

WHEREAS, in the fifty years of its existence, Visit Baton Rouge has influenced the travel decisions of hundreds of millions of domestic and international travelers, visiting the Capitol region for leisure, entertainment events, conferences, sporting competitions, arts and cultural activities, and just plain fun; and

WHEREAS, the economic expenditures of these activities have resulted in billions of dollars benefitting the region, the state, and the nation; and

WHEREAS, under the direction of Visit Baton Rouge and in concert with its industry, civic, and public partners, the tourism-based infrastructure of the region has steadily improved and garnered national recognition.

THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby commend Visit Baton Rouge on its fiftieth anniversary.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to Paul Arrigo, President and Chief Executive Officer of Visit Baton Rouge.

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PRESIDENT OF THE SENATE

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SPEAKER OF THE HOUSE OF REPRESENTATIVES