

2022 Regular Session

HOUSE RESOLUTION NO. 36

BY REPRESENTATIVE FREIBERG

A RESOLUTION

To commend Visit Baton Rouge on the occasion of its fiftieth anniversary.

WHEREAS, Visit Baton Rouge was formed pursuant to Act No. 62 of the 1972 Regular Session of the Legislature with a mission of increasing visitation to and awareness of the Baton Rouge area to help bolster the city's economy; and

WHEREAS, Visit Baton Rouge is a nationally-accredited destination marketing organization and has been recognized on the international level for its accomplishments; throughout the organization's fifty-year history, it has influenced the travel decisions of millions of domestic and international travelers by drawing them to the capitol region for leisure, entertainment, business, and much more; and

WHEREAS, the economic expenditure associated with visitor activity has resulted in billions of dollars flowing into the Baton Rouge area, benefitting not only the surrounding region but also the entire state of Louisiana; and

WHEREAS, under the stewardship of Visit Baton Rouge, and in concert with the organization's industry, civic, and public partners, tourism in the Baton Rouge area has grown substantially and garnered national recognition; and

WHEREAS, Visit Baton Rouge is most deserving of the highest recognition for its organizational commitment to bettering the city of Baton Rouge and the surrounding area.

THEREFORE, BE IT RESOLVED that the House of Representatives of the Legislature of Louisiana does hereby commend Visit Baton Rouge on the occasion of its fiftieth anniversary; does hereby further recognize the organization's impact on the economic growth of the Greater Baton Rouge area through its promotion of the region; and does

hereby extend sincerest hopes that it continues to promote Baton Rouge with even greater success in the years to come.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the chairman of the 2022 board of directors of Visit Baton Rouge.

---

SPEAKER OF THE HOUSE OF REPRESENTATIVES