

2022 Regular Session

SENATE CONCURRENT RESOLUTION NO. 15

BY SENATOR FOIL AND REPRESENTATIVES FREIBERG AND MARCELLE

LEGIS POWERS/FUNCTIONS. Commends "Visit Baton Rouge" on its 50<sup>th</sup> anniversary.

1 A CONCURRENT RESOLUTION

2 To commend Visit Baton Rouge on its fiftieth anniversary.

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

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

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

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

13 WHEREAS, Visit Baton Rouge has played a significant role in bringing events such  
14 as the Louisiana Marathon, Bayou Country Superfest, the Marucci World Series, and the  
15 2015 Miss USA pageant to Baton Rouge; and

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

18 WHEREAS, in the fifty years of its existence, Visit Baton Rouge has influenced the

1 travel decisions of hundreds of millions of domestic and international travelers, visiting the  
2 Capitol region for leisure, entertainment events, conferences, sporting competitions, arts and  
3 cultural activities, and just plain fun; and

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

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

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

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

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The original instrument and the following digest, which constitutes no part  
of the legislative instrument, were prepared by Kathy Liberty.

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	DIGEST	
SCR 15 Original	2022 Regular Session	Foil
Commends Visit Baton Rouge on its 50th anniversary.		