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June 3, 2015

Honorable Senator Janette Millin Young
Chairperson
Committee on Economic Development, Agriculture and Planning
31st Legislature of the Virgin Islands
Capitol Building
St. Thomas, VI 00802

Re: Bill No. 31-0076: An Act directing the Virgin Islands Department of Tourism, in collaboration with the Virgin Islands Economic Development Authority, to promote the island of St. Croix to those visiting St. Thomas and St. John, and for other purposes.

Dear Senator Millin Young:

I am in receipt of your correspondence requesting testimony before the Committee on Economic Development, Agriculture and Planning on Bill No. 31-0076 (hereinafter, the "Bill") on June 4, 2015. Unfortunately I will be attending Virgin Islands Economic Development Authority ("VIEDA") board meetings throughout the day on June 4th and will be unable to attend the legislative hearing. Therefore, please accept the following as my official position on the proposed Bill.

This Bill seeks to have the Virgin Islands Department of Tourism ("Tourism") and the Virgin Islands Economic Development Authority (VIEDA) work in collaboration to promote the island of St. Croix to visitors of the islands of St. Thomas and St. John. VIEDA is in full support of working in collaboration with Tourism or any other government agency to promote the island of St. Croix to those visiting St. Thomas, St. John and to promote the other islands in this Territory as we have done in the past and will continue to do in the future. The proposal to focus marketing funds to promote St. Croix will hopefully inspire visitors of St. Thomas and St. John to visit St. Croix and, as a result, increase tourist visits to the island and improve the island's tourism based economy.

A provision of this Bill will require the display of advertisements promoting St. Croix to be placed at the Cyril E. King Airport and St. Thomas and St. John seaport terminals operated by the Virgin Islands Port Authority ("VIPA"). Another provision of the Bill will require the placement of promotional materials depicting the island of St. Croix on all government operated public transportation vehicles and at all bus stations under the operational jurisdiction of the Virgin Islands Department of Public Works ("VIDPW"). An additional provision of the Bill will require the placement of promotional material depicting the island of St. Croix at all hotels, bed and breakfasts, marinas and tourist attractions. The VIEDA stands ready to work closely with the following: (a) VIPA and Tourism to

display of advertisements promoting St. Croix to be strategically placed at airport and seaport terminals; and (b) VIPWD and Tourism to place promotional materials depicting the island of St. Croix on all government operated public transportation vehicles and at bus stations to meet the proposed mandate. To effectively accomplish this goal, we ask that the very broad language of the statute be tailored to ensure that our promotional objectives are accomplished via strategic placement. We should consider, for example, whether the law should call for “all” bus stops to have promotional materials.

Thank you for the opportunity to comment on Bill No. 31-0076. If you or any of your colleagues on the Committee or Senators of the 31st Legislature have questions, I can be contacted at (340) 773-6499 and I will be happy to discuss same.

Respectfully,

A handwritten signature in blue ink, appearing to read 'W. Biggs, Jr.', with a stylized flourish at the end.

Wayne Biggs, Jr.
Acting Chief Executive Officer