

April 8, 2024

The Honorable Marvin Abney
R.I. House Finance Committee
State House
82 Smith Street
Providence, Rhode Island 02903

Dear Chairman Abney and Members of the House Finance Committee,

On behalf of the Providence Warwick Convention & Visitors Bureau (PWCVB), I would like to express our support for H7483, which would increase the state funding for WaterFire Providence to \$750,000.

WaterFire is an economic powerhouse for the tourism industry. Hotel occupancy on the night of a full WaterFire typically tops 90% in Providence and 85% in Warwick. Other than the Rhode Island Convention Center, there is no single more powerful draw for Providence than WaterFire. It is the one unique experience that you can find in the city that does not regularly occur anywhere else in the world. Its strength also creates compression of the hotel market, which helps drive rate and occupancy throughout the area.

WaterFire is emblematic of our brand. As the Creative Capital, Providence prides itself on being a haven for artists, big thinkers, and ingenuity. WaterFire is all those things in one. It is part art installation, part community party, and part, what we like to call around here, "lively experiment." WaterFire is heavily featured in all our sales and marketing efforts, as it is a strong lure for visitors.

As an agency charged with supporting hotels, restaurants, small businesses, and others who benefit from tourism, we urge you to help our industry and our tens of thousands of workers by making this investment in WaterFire.

Sincerely,



Kristen L. Adamo
President & CEO