

ACT NO. 7745

BILL NO. 31-0076

THIRTY-FIRST LEGISLATURE OF THE VIRGIN ISLANDS

Regular Session

2015

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

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Be it enacted by the Legislature of the Virgin Islands:

SECTION 1. (a) The Virgin Islands Department of Tourism shall, pursuant to the mandates of title 3 Virgin Islands Code §331(a), and in collaboration with the Virgin Islands Economic Development Authority, develop a strategic plan to promote the island of St. Croix to those visiting the islands of St. Thomas and St. John, to include but not be limited to requiring and regulating the following:

- (1) The posting of signage and other promotional material clearly depicting the island of St. Croix:
 - (A) at such public places as:
 - (i) all public beaches; and
 - (ii) all government operated public transportation vehicles and bus stations.
 - (B) subject to negotiation, at such other places as:
 - (i) the Cyril King Airport baggage claim area;
 - (ii) at all hotels and bed and breakfasts located in St. Thomas/St. John district;
 - (iii) all docks where cruise ships and ferry passengers embark and disembark;
- and

(iv) all marinas and retail centers known as tourist attractions.

(2) All promotional activities must be carried out through the use of appropriate advertisements such as posters, billboards, videos and audio presentations clearly depicting the island of St. Croix as an option to tourist who desire to experience the entire Virgin Islands.

SECTION 2. Funding for the activities listed in Section 1 of this Act must be allocated from the Tourism Revolving Fund.

SECTION 3. The Virgin Islands Department of Tourism, in collaboration with the, Virgin Islands Economic Development Authority shall develop the strategic plan and implement the requirements of this Act no later than August 31, 2015.

Thus passed by the Legislature of the Virgin Islands on July 30, 2015.

Witness our Hands and Seal of the Legislature of the Virgin Islands this 31st Day of July, AD., 2015.



Neville James
Neville James
President

Myron D. Jackson
Myron D. Jackson
Legislative Secretary



Bill No. 31-0076 is hereby approved.

**Witness my hand and the Seal of the
Government of the United States
Virgin Islands at Charlotte Amalie,
St. Thomas, this 18 th day of August 2015, A.D.**

Kenneth E. Mapp
Kenneth E. Mapp
Governor