



Senate Committee on Intergovernmental Operations

Senator Doug Mastriano

Chair

Scot A. Pitzer, Executive Director • spitzer@pasen.gov

Senate Box 203033 • Harrisburg, PA 17120-3033 • (717) 787-4651 • www.senatormastriano.com

Good morning.

When DCED came into being, it replaced the Department of Commerce and the Department of Community.

These functioned about 30 years. Now, nearly 25 years after DCED was created, a reorganization is proposed. Economy and efficiency are valuable, but as a stakeholder of tourism, bringing a new level of effective functioning is the key value.

I checked DCED's LinkedIn to see the "specialties" it posts. It identifies community and economic development, expansion and relocation, small business development centers, trade and investment, expertise, network of domestic and international partners, business resources and services, business assistance, financial incentives, and exporting. I was disappointed to see no reference to tourism, although the office of tourism falls under DCED.

Tourism marketing and public relations bring value to economic development. Yes, it brings visitors, but is also a tool of workforce development and business recruitment. A good visitor's experience is a resident's good quality of life. The proposed structure gives me hope for a more integrated use and beneficial role of tourism marketing and public relations for Pennsylvania.

Pennsylvania needs continuity in tourism marketing and PR that continues through administrations. How many slogans for PA do you remember? You've got a friend in Pennsylvania, Pennsylvania memories last a lifetime, America starts here, State of independence, and Pursue your happiness. I hope the structure will facilitate continuity in the Pennsylvania brand and set a strong foundation for a strategic approach to tourism marketing.

Use the reorganization to rethink complimentary parts of the various offices and re-engineer how PA builds economic vitality with collaborative mechanisms to cross departments and create more effective outcomes.

Thank you,
Janet

Janet Pollard , Executive Director
Franklin County Visitors Bureau
15 South Main Street
Chambersburg, PA 17201
717.552.2977
ExploreFranklinCountyPA.com