

The National

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THE
FOOD
ISSUE

*Alain Ducasse • Isabella Rossellini • Marcus Samuelsson • Rick Bragg
Lidia Bastianich • Wylie Dufresne • Nancy Silverton • James Syhabout*

destination

The National Supplement

Rhode Island

Live

What makes Rhode Island a great place to attend college or start a career?

Work

Where can you find an economic renaissance underway in New England?

Invest

How can public sector incentives drive economic growth and create jobs?

Play

Where can you go from cobblestone streets to unspoiled beaches in under an hour?

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Live

FROM BURGEONING URBAN CENTERS TO QUIET OCEAN FRONT RETREATS, THE COUNTRY'S SMALLEST STATE IS SURPRISINGLY DIVERSE

Rhode Island is the smallest state in the United States, covering an area just 48 miles from north to south, and 37 miles from east to west. But, with a population of about one million people, the state also is one of the most densely populated. Despite its diminutive size, the “Ocean State” boasts over 400 miles of coastline along the Atlantic Ocean.

The state benefits from a strategic location along the East Coast—just an hour from Boston and three hours from New York. Most major East Coast cities are easily accessible via Amtrak or a

short flight from the state’s T.F. Green airport.

Quality of life and easy access to major U.S. markets has made Rhode Island an increasingly popular choice for both business and personal relocation. The state’s growth also is proving popular with millennials. Last year, *Inc.* magazine ranked Providence as the third-best city in the nation in which to start a business. And, in 2015, *GQ* magazine named Rhode Island’s capital the “coolest city” in America.

“I always say our best asset is our people. Rhode Islanders are both

talented and determined—when we work together, we are unstoppable,” says Governor Gina Raimondo. “Our state was built on the belief that diversity makes us stronger, and we’ve always strived to be a place where everyone is welcome.”

One reason people discover Rhode Island is by attending college in the state. Rhode Island features a number of world-class institutions. Bryant University in Smithfield is indicative of how the education sector helps shape the quality of life in Rhode Island. The university focuses on what it calls its four pillars: academic excellence, education of the whole person, a collegial community, and global, diverse perspectives.

The Rhode Island School of Design, known as “RIZ-dee,” was founded in Providence in 1877—making it one of the first art and design colleges in the U.S. RISD is a world-renowned university, which contributes to global awareness of the state. Approximately 2,480 students from around the world attend RISD, helping to make Rhode Island a more diverse state.

#13

Rhode Island was the last of the original 13 American colonies to become a state.

#3

The University of Rhode Island, in South Kingston, was ranked the number-three most beautiful coastal college campus in the country by *Best Value Schools*.



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ROUND THE WORLD

Another school that keeps Rhode Island in the national spotlight is Providence College. The tiny Catholic university is a college basketball powerhouse. The Friars men's basketball team has made it to the NCAA finals for the past four years. "Basketball is king because it is the main economic driver for Providence College, and also our major marketing vehicle because of television," says the Rev. Brian Shanley, the college's president.

Providence College, the only Dominican college founded by Friars, celebrated its centennial last year. The college has more than 4,000 undergraduate students and about 600 graduate students.

In addition to a solid academic and economic foundation, Rhode Island has a strong healthcare network. Lifespan, founded in 1994 by Rhode Island Hospital and The Miriam Hospital, is a comprehensive, integrated, academic health system affiliated with The Warren Alpert Medical School of Brown University.

Lifespan's partners also include Rhode Island Hospital's pediatric division, Hasbro Children's Hospital; Bradley Hospital; Newport Hospital; and Gateway Healthcare.

As the largest provider of healthcare services and the largest private employer in Rhode Island, with 15,000 employees, Lifespan is a major force in the state's economy. Among the crown jewels of the Providence-based company are a comprehensive stroke center, a leading cancer treatment and research institute, and the nation's first psychiatric hospital devoted exclusively to children and adolescents.

"Lifespan attracts patients from across the nation and around the world for truly unique services provided by world-renowned physicians," says president and CEO Timothy Babineau.

"Our patients know that the Lifespan team—from physicians to nurses and researchers to social workers—are there to provide the care they need close to home." ■



812

The highest point in Rhode Island is Jerimoth Hill, 812-feet above sea level.

1878

The year composer George Cohan, who wrote "I'm a Yankee Doodle Dandy," was born in Providence.



Gina Raimondo

*Governor of
Rhode Island*

What do you like the most about Rhode Island?

"We're small, but mighty. We were innovators before innovation was a buzzword. The American Industrial Revolution was born in Pawtucket, Rhode Island, the home of the first successful cotton-spinning factory. And, in recent years, we started operating North America's first offshore wind farm off of Block Island."

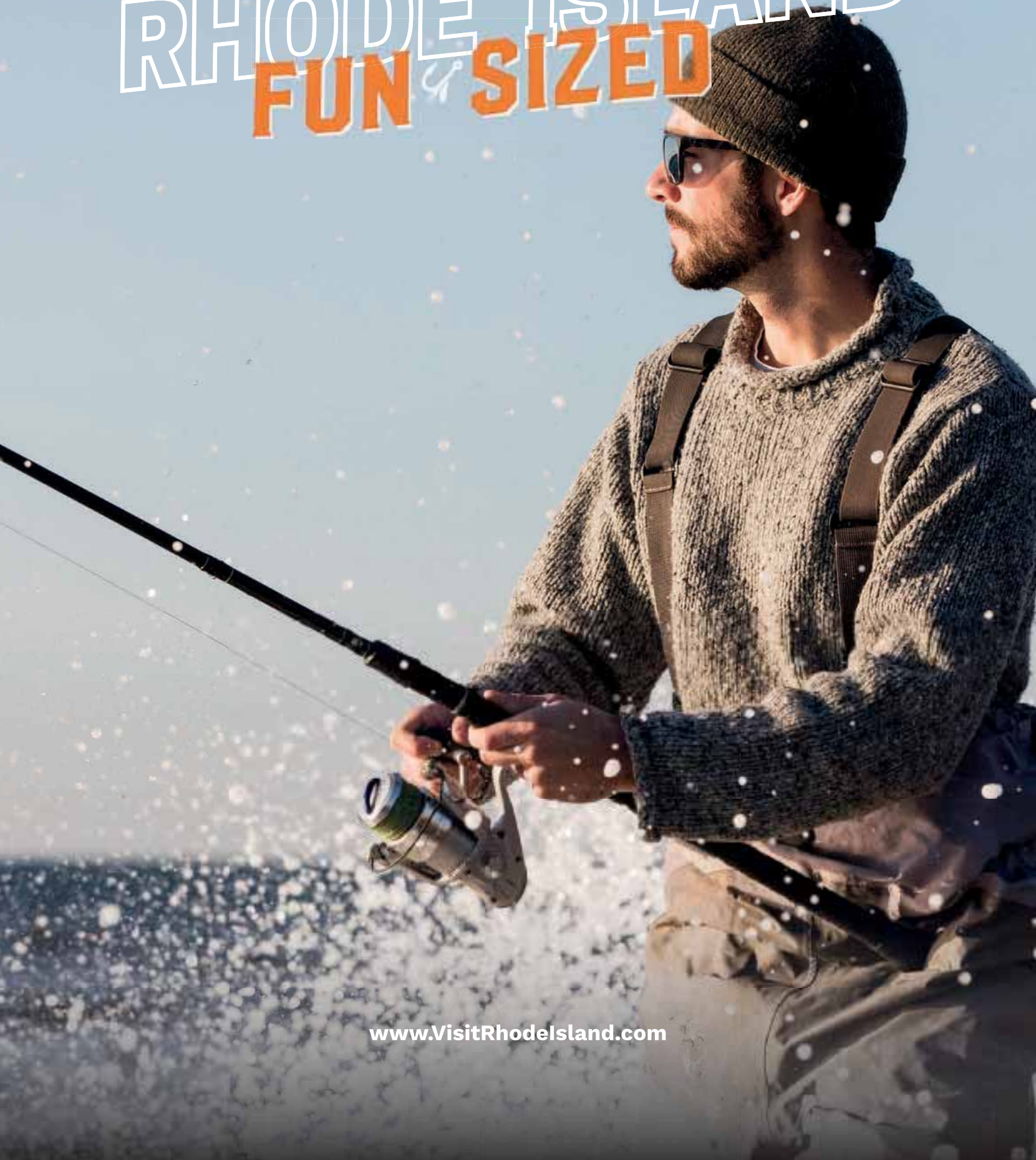
What would your "perfect" day in Rhode Island include?

"No matter where you are in Rhode Island, you're never more than an hour away from the beach. My perfect day would absolutely include a visit to one of our pristine beaches—our family's favorite is Sand Hill Cove in Narragansett. And with more than 400 miles of coastline, you can bet we've got lots of delicious seafood options. My family loves the clam cakes and chowder at Iggy's Doughboys and Chowder House—washed down with a Del's Frozen Lemonade, of course. Then, I'd wrap up the day with a visit to WaterFire in downtown Providence, our amazing art installation on the river paired with an art fair and live entertainment."

What is your vision for the state's future?

"I want Rhode Island to be a place where everyone has a shot. We were hit harder than most other states by the recession, and took longer to rebuild. But that also gave us an opportunity to reinvent ourselves. We've laid the groundwork by investing in education and job training. My goal for our state is to keep that momentum going until every Rhode Islander has the skills they need to get the good jobs businesses are creating."

RHODE ISLAND FUN & SIZED



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Work

**AN ECONOMIC RENAISSANCE IS UNDERWAY IN RHODE ISLAND
THANKS TO WORKFORCE TRAINING AND BUSINESS INCENTIVES**

Rhode Island's economic base is growing thanks to a combination of state-sponsored workforce training initiatives and investment incentives. Leaders in the state have worked to create a business-friendly environment that gives Rhode Island companies a competitive advantage.

A three-year economic development plan initiated by Governor Gina Raimondo has helped to attract new businesses to Rhode Island and created new jobs. "Just recently, global information technology company Infosys announced plans to open a new design and innovation hub in Providence, with 500 new jobs," says the governor. "In part, what made them so excited about Rhode Island was our Rhode Island Promise Scholarship, which offers every Rhode Islander an opportunity to attend the state's community college for free."

Raimondo says the state also is working with businesses that want to hire Rhode Islanders: "Our Real Jobs Rhode Island program has already trained and placed more than 1,000 Rhode Islanders in new or better jobs. Rhode Island is on the move, and we've got the building blocks to keep the momentum going."

Stefan Pryor, Rhode Island's secretary of commerce, adds that the state's growth over the past three years has increased GDP by \$325 million annually, and created more than 2,100 new jobs.

"Rhode Island is showing signs of a building boom," says Pryor. "Projects involving existing Rhode Island companies, newly arrived corporations, hotels, and mixed-use projects are all sprouting."

Insurance

A key ingredient to the state's strong work environment are longtime fixtures in the Rhode Island economy. For example,

Amica Mutual Insurance Co., with headquarters in Lincoln, is the oldest mutual insurer of automobiles in the country. The first Amica auto policy covered a brand new 10-horsepower Cadillac that cost \$1,100 back in 1907. Today, the company has 100,000 policies in force. With more than 3,700 employees nationwide, Amica has 44 offices across the U.S. At the same time, the company is a major force in the state's economy.

"We believe in giving back to the communities where we live and work," says Robert DiMuccio, Amica's chairman, president and CEO. "We recruit new talent from a variety of disciplines to incorporate different perspectives and skills. Being innovative will help us adapt to customers' changing needs, while striving to simplify their lives and create peace of mind."

Another insurance company with roots in Rhode Island is FM Global. Founded in 1835, the Johnston, R.I.-based mutual insurance company is one of Rhode Island's biggest employers, and one of the world's largest business property insurers. The company has more than 5,400 employees in 66 offices worldwide.

"For a Rhode Island-based company, whose clients include one of every three Fortune 1000 companies and similar size organizations worldwide, FM Global has a huge impact around the world," says president and CEO Thomas Lawson. "That global impact stems from a company in the smallest state that helps companies on every continent stay in business when disaster strikes."

Healthcare

CVS Health, headquartered in Woonsocket, R.I., made headlines recently with its acquisition of Aetna. CVS Health has 9,700 retail locations, more than 1,100 walk-in medical clinics, and is a leading pharmacy benefits manager with

1790

The year the first water-powered cotton mill went into operation in Pawtucket.

Economic Impact

WHAT DIFFERENTIATES YOUR COMPANY OR UNIVERSITY IN THE GLOBAL MARKETPLACE?

Robert DiMuccio

CEO, Amica Mutual Insurance Co.

“The best measure of an insurance company is the quality of its service”

“Amica was founded on the belief that the best measure of an insurance company is the quality of its service to customers. Whether it’s taking the time to answer a customer’s questions about their policy or helping a family find housing after a tornado destroyed their home, Amica employees put our customers first.”

Lisa Bisaccia

Executive Vice President, CVS Health

“Our 240,000 colleagues understand the sea change in our industry”

“We continue to foster a culture where change is embraced, and where innovation can flourish. When it comes to tackling healthcare’s ongoing challenges, there’s no question the country is going to need out-of-the-box thinking. That has required our company to pursue new workplace strategies to make sure our 240,000 colleagues understand the sea change in our industry.”

David Dooley

President, University of Rhode Island

“URI has developed deep partnerships with private industry”

“URI has developed deep partnerships with private industry and community organizations. These partnerships provide thousands of students with experiential learning opportunities, assist graduates in getting jobs, and support faculty to undertake research and development that supports economic growth.”

Rosanne Somerson

President, Rhode Island School of Design

“We use our talent and creativity to solve some of the world’s biggest problems”

“Our form of education is a distinguishing feature—combining rigorous liberal arts with the broadest range of art and design programs that exist anywhere. Our students and faculty are concerned about the impact that artists and designers have on the world, and how we use our talent and creativity to solve some of the world’s biggest problems.”



nearly 90 million plan members. The company has more than 240,000 employees across the United States.

Looking to future, CVS is focused on innovation as a way to maintain a competitive market position. “By continuing to drive innovation, we can create jobs, improve productivity, and drive wage growth,” says Lisa Bisaccia, executive vice president and chief human resources officer. “In other words, innovation boosts profits and helps expand the pie shared by companies and their workers.”

Bisaccia says that innovation around IT and healthcare are fueling job growth across Rhode Island. “The ongoing advancements in technology will continue to drive demand for software developers, computer systems analysts and application designers,” she says. “The good news is that Rhode Island is responding to these challenges in a way that is creating opportunity to grow a skilled workforce.”

One of the new arrivals on the healthcare scene in Rhode Island is Virgin Pulse. The company, a leading global provider of employee wellbeing and engagement solutions, opened its new global headquarters in downtown Providence in 2017. The rapidly expanding software-as-a-service (SaaS) company, part of Richard Branson’s Virgin empire, will initially have about 300 employees. The company works with more than 2 million people worldwide at over 3,000 companies.

“The Providence location and its

proximity to many of the country’s best educational institutions establishes Virgin Pulse as a competitive employer, with access to a rich pool of exceptional-potential, early-in-career talent that can grow with the company,” says CEO David Osborne.

Higher Education

There are a dozen colleges and universities in Rhode Island that provide a solid foundation for state’s economy. The University of Rhode Island (URI), the state’s only public university, has more than 18,000 students, and over 2,700 faculty and staff. The university, located in South Kingston, is one of Rhode Island’s largest employers. URI has an economic impact on the state of more than \$725 million annually.

Brown University, founded in 1764, is the seventh-oldest college in the United States. Brown is an Ivy League institution that offers undergraduate and graduate programs, plus the Alpert Medical School, School of Public Health, School of Engineering, and the School of Professional Studies. The university currently has 6,580 undergraduates and 2,255 graduate students. It also has more than 4,600 employees, including about 700 faculty members, making it one of the largest employers in Providence. ■

#1

State government is the number-one employer in Rhode Island.

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Invest

A ROUND-UP OF ECONOMIC DEVELOPMENT ACTIVITY THAT IS SUPERCHARGING BUSINESS INVESTMENT AND EXPANSION

Rhode Island is growing thanks to economic development incentives, a relatively low cost of doing business, and its strategic location between Boston and New York.

Much of the new growth and development in Rhode Island has come as the result of a concerted effort by government and business leaders to attract new investment. “We’ve created more than 12,000 jobs at every rung of the economic ladder,” says Governor Gina Raimondo. “We’re working hard to send out the message that Rhode Island isn’t just open for business—we’re ready and willing to work with job creators at every level.”



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Amica Mutual Insurance Company, Lincoln, Rhode Island



1673

The year that Newport's White Horse Tavern, the oldest operating tavern in the United States, was built.

Stefan Pryor, Rhode Island's secretary of commerce, credits the governor's jobs program with helping to facilitate 22 business expansion and relocation deals in 22 months, over the past two years.

The state is priming the pump in order to encourage new business investment. "One of our economic development programs enables the state to invest in real estate development projects," says Pryor. "These projects range from hotels and industrial plants to mixed-use complexes. We have invested approximately \$80 million in these projects, which has enabled a 10-fold result, with about \$800 million in total project costs."

Greater Providence Chamber of Commerce

The strategic location of Rhode Island, is helping to attract investment and development statewide. One of the leading advocates for that growth is the Greater Providence Chamber of Commerce (GPCC), which serves the entire state.

"We have access to all of the perks,



without the associated costs," says Laurie White, president of the GPCC. "Even more important than location is our access to talent. Part of the access to talent is the concentration of 12 colleges and universities in Rhode Island. They provide a rich source for research and collaboration, including partnerships."

Johnson & Johnson, Infosys, GE Digital, Virgin Pulse, Finlays, and Agora, the Asian division of Priceline, are among the companies that have announced plans to expand or relocate in Rhode Island. "These companies have chosen our state because of our incentives, an improving business climate, R&D opportunities, and the skilled talent pipeline they need to grow," says White.

PHOTOS: COURTESY RHODE ISLAND

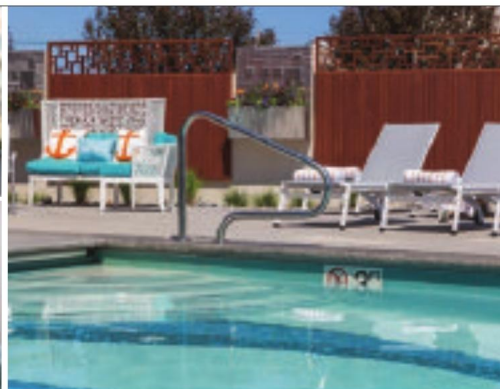
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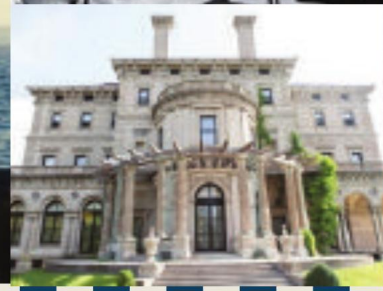
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What makes a classic? Judged over time to be remarkably definitive, historically significant and of the highest quality. A classic knows when to hold true to its roots yet always be evolving. One thing about Newport is that it's constantly in motion; always moving forward – just like the sea itself – even though its old New England soul is forever unchanged. It is the Classic Coast.



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Deepwater Wind

Deepwater Wind, with 20 employees at its Providence headquarters, has ambitious plans to tap the power of wind energy over the next decade. The company brought the first utility-scale offshore wind farm in the U.S. online in 2016, installing five turbines about four miles from Block Island. The Block Island Wind Farm project has a 30-megawatt generating capacity.

Jeff Grybowski, the company's CEO, says Deepwater Wind has invested more than \$100 million to date. Development plans call for the completion of two additional offshore wind projects to serve

major markets in the Northeast by 2022.

"In the northeastern United States, from Boston to Washington, the biggest domestic energy supply those coastal states have is offshore wind power," says Grybowski. "It's not a resource we have even begun to tap into yet, but it is one that, over the coming decades, will be one of our principal energy sources."

Quonset Development

Quonset Business Park in North Kingston is home to about 200 companies that employ approximately 11,000 people. The Port of Davisville, located at

Quonset, is one of the top 10 auto importers in North America.

The 3,200-acre Quonset Business Park, located on the site of the former Quonset Point Naval Air Station, is a leading engine of job growth and economic development in the state. Ocean State Job Lot, for example, recently completed a major expansion of its warehouse, bringing the total size of the facility up to 1.2-million-square-feet. Overall, more than 630,000-square-feet of new development was either started or completed in 2017.

Since 2005, more than \$500 million in private investment has been made at the park.

"Economic activity at the Quonset Business Park is having a significant impact on the Rhode Island economy," says Edi Tebaldi, associate professor of economics at Bryant University. "The park creates jobs, labor income, and output at its facilities, which greatly stimulate the statewide economy, and play a major role in Rhode Island's growth."

More growth is on tap as the state moves forward with a \$90-million investment to expand and modernize the port. There is also still room for additional private sector development, with 215 acres of undeveloped land at the business park.

Steven King, managing director of Quonset Development Corporation, says that new projects can be fast-tracked. "Quonset's innovative site-readiness program has proven to be a major draw for companies looking to expand in the Ocean State," he says. "By handling necessary pre-permitting and engineering, Quonset's site-readiness program allows businesses to have shovels in the ground within 90 days of taking site control."

University of Rhode Island

Over the past year, the University

\$150m

Estimated cost for a new engineering complex and research innovation center at the University of Rhode Island.

90

The number of days needed for site-ready approval at the Quonset Business Park.



30%

Nearly one-third of the people in Rhode Island's workforce are college graduates

of Rhode Island (URI) in South Kingston has opened the Richard E. Beupre Center for Chemical and Forensic Sciences, the Harrington Hub for Global Leadership in Communication and Media, and a collaborative nursing education center. Developments on the horizon include a new \$150-million engineering complex and a research innovation center.

"The University of Rhode Island will continue to be at the leading edge of innovation and economic growth for Rhode Island," says David Dooley, president of URI. "In order to achieve this vision, the university will be a 24/7 learning environment, with high-impact research and global engagement that is devoted to community, equity and diversity."

Bryant University

Bryant University, located in Smithfield, R.I., is a pioneer in reimagining higher education to prepare its students for the future. "Innovation has been in Bryant's DNA since its founding in 1863," says Ronald Machtley, the university's president. "We believe creating innovators requires more

than teaching about entrepreneurship or differently designed products. It should be an education of the innovation process that enables graduates to make innovative advances in their future chosen fields, regardless of their major."

Salve Regina University

Salve Regina University in Newport is a Catholic university founded by the Sisters of Mercy. The university offers a comprehensive liberal arts program to more than 2,700 undergraduate and graduate students from across the U.S. and around the world.

The university also is investing in cutting edge programs, such as its work on cybersecurity issues at the Salve Pell Center for International Relations and Public Policy. "Focusing on the role of leaders in an age of persistent cyber threat, our thought leadership has shaped academic courses of study across the United States, and helped make Salve Regina a leader in cybersecurity education," says Sister Jane Gerety, president of the university. ■



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RACHAEL WARREN AND MATT LYTLE IN A MIDSUMMER NIGHT'S DREAM. PHOTO BY MARK TUREK



Trinity Rep

Rhode Island's Tony Award-winning theater, Trinity Rep has created unparalleled professional theater for and with its community for more than 50 years. It is a driving force behind the creativity that fuels and defines the region. Trinity Rep inspires dialogue by creating emotionally stimulating live productions that range from classical to contemporary, and innovative education programs for all ages and abilities. On stage this spring: *Othello* (Feb. 15 – Mar. 18), *Native Gardens* (Apr. 5 – May 6) and *Ragtime* (Apr. 26 – May 27). **(401) 351-4242, trinityrep.com**

Garden City Center

The unique blend of local shops, restaurants and national retailers at Garden City Center create a rich open-air shopping experience in all seasons. The center is currently home to 70-plus shops, services and eateries, including L.L. Bean, J. Crew, Sephora, Williams Sonoma, Pottery Barn, The Container Store, Crate & Barrel, Providence Diamond, Avvio, Bistro 22, and Whole Foods Market. It is conveniently located only 10 minutes from Providence and minutes from T.F. Green Airport.

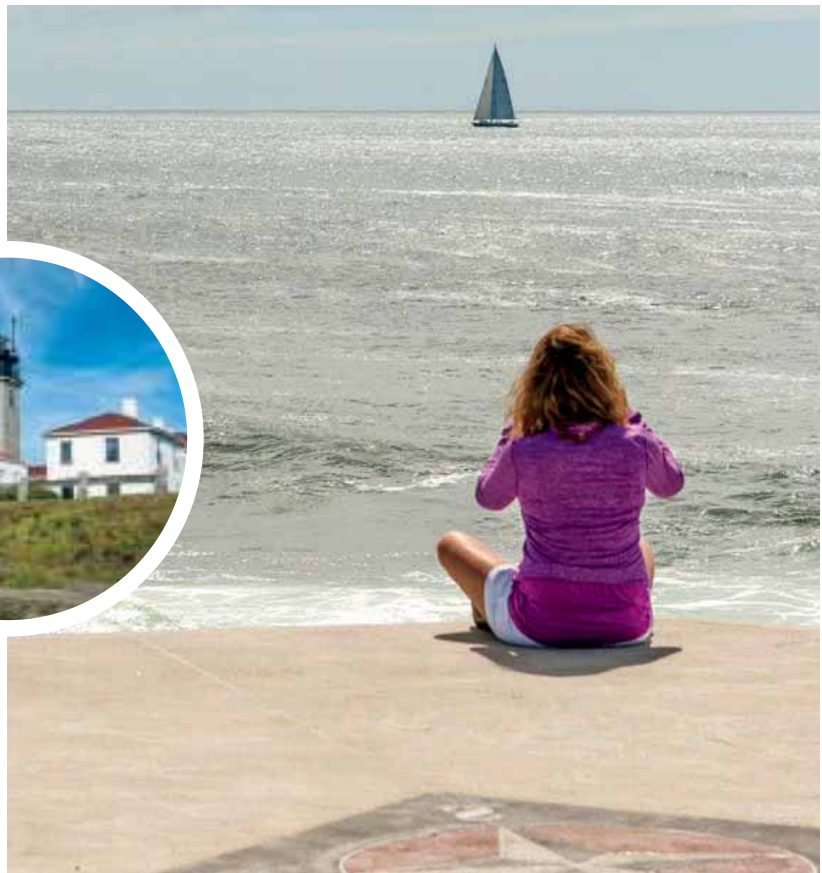
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Beavertail State Park

Beavertail State Park, in Jamestown, Rhode Island, is known for offering beautiful vistas along the New England coastline. Beavertail attracts people from all over the world, to enjoy its beauty. The most popular activities are sightseeing, visiting the seasonal aquarium, and learning about the history of the property at the Beavertail Lighthouse Museum. Beavertail provides some of the best saltwater fishing in the area, along with hiking trails that attracts hundreds of people each year. The Beavertail fault teaches a story of ancient Rhode Island history. The location and bathymetry of Beavertail provide opportunities for educators, and allow classes to pursue ocean studies with geological, physical, chemical or biological perspective.

riparks.com





Play

FROM THE CHARM OF NEWPORT TO THE COBBLESTONE STREETS OF PROVIDENCE, RHODE ISLAND OFFERS A BLEND OF HISTORY AND CULTURE

Rhode Island may be the smallest state in the USA, but it also is one of the most diverse. The state features everything from quintessential New England towns and vibrant urban areas to quiet beaches and miles of coastline.

“Rhode Island is home to a tremendous amount of visitor attractions and amenities within its borders,” says Governor Gina Raimondo.

Newport

Among the best-known destinations in Rhode Island is Newport. The

city’s ‘summer cottages,’ mansions built by 19th-century industrialists, attract more than one million visitors per year.

Overall, Newport, a city of 25,000 residents, hosts more than 3.2 million visitors a year, who come for history, culture and good food. “Newport is a small place with an enormous name,” says Evan Smith, president of Discover Newport. “People are surprised at how small Newport is because its name is so big globally.”

Diversity is the hallmark of Newport, which is known for its

great architecture, jazz and sailing. The Newport Jazz Festival is the oldest and largest of its kind in the U.S., and the city is also home to the International Tennis Hall of Fame.

While Newport can be pricey during peak season, Smith says the time to visit is between November and April, when the prices are lower and the crowds much thinner.

Providence

Just 34 miles from Newport is Providence, the capital of Rhode Island. The state’s largest city also boasts eight colleges that help support a vibrant arts and cultural scene. Visitors flock to the city to soak-up its ambiance, including cobblestone streets and colonial-era building that date back to pre-

1881

The year Newport hosted the first National Lawn Tennis Championship, the precursor to the U.S. Open.

15m

The number of bricks in the Rhode Island State House, in Providence.



Revolutionary War America. The annual economic impact from visitors to Providence is more than \$65 million.

Because the city is “compact and accessible,” it has become a popular destination for meetings, says Martha Sheridan, president and CEO of the Providence Warwick Convention & Visitors Bureau. “If you’re a meeting planner, you are a big fish in our smaller pond, which means you get our complete attention,” she says. “We like to say ‘you book a city and get a state.’ Because of the state’s small size, visitors to Providence can travel to Newport in an under an hour.”

Providence is also known for its restaurant scene. “People are often surprised by the dining options in Providence,” says Sheridan. “We’re a small New England city, but we punch way above our weight when it comes to our culinary offerings. What makes us so unique is that we don’t have lot of chain restaurants in Providence. The restaurants here are typically chef-owned, and of very high quality.”

Block Island

Another popular destination in Rhode Island is Block Island, located in Long Island Sound—about 12 miles from the mainland. The island is renowned for its miles of free public beaches, dramatic bluffs, open spaces, and visitor activities. The Nature Conservancy calls Block Island “one of the 12 last great places in the Western Hemisphere.”

“We like to say that Block Island is close to home, but a world away,” says Jessica Willi, executive director of the Block Island Tourism Council. “When you get to the island, it is like a step back in time. Everything is very



quaint, and time slows down a little bit. There are no chain stores or hotels on the island, and over 45 percent of the island is preserved open space.”

While Block Island attracts about one million visitors a year, Willi says the island is in “preserve and protect” mode. “Block Island is unique in that we have a very fragile ecosystem and economy that are intertwined,” she says. “We don’t actually look to increase tourism. We strive to maintain a sense of place so people continue to want to visit year after year.”

Blackstone Valley

Another destination in Rhode Island that offers a wide range of activities for visitors is the Blackstone Valley, which covers the northern part of the state, stretching from Pawtucket to Worcester, Mass. The Blackstone Valley offers outdoor recreation, historic architecture, great food, and some of the best craft breweries in New England.

“Blackstone Valley is the birthplace of the American Industrial Revolution and our nation’s economic freedom,” says Bob Billington, president and CEO of the Blackstone Valley Tourism Council. “This can be seen and experienced at the many historic

sites in our area.”

The Blackstone Valley also is home to two popular visitor destinations in Rhode Island. One is the Pawtucket Red Sox ballpark, a minor league baseball affiliate of the Boston Red Sox. The other is the Twin River Casino in Lincoln.

South County

One of hidden gems for visitors to Rhode Island is South County, which encompasses the southern coast of the state. With miles of pristine, sandy beaches and protected coastline, the region is easily accessible from throughout the northeastern U.S. Amtrak serves the region with a stop in Kingston, and T.F. Green Airport is only about 25 miles away.

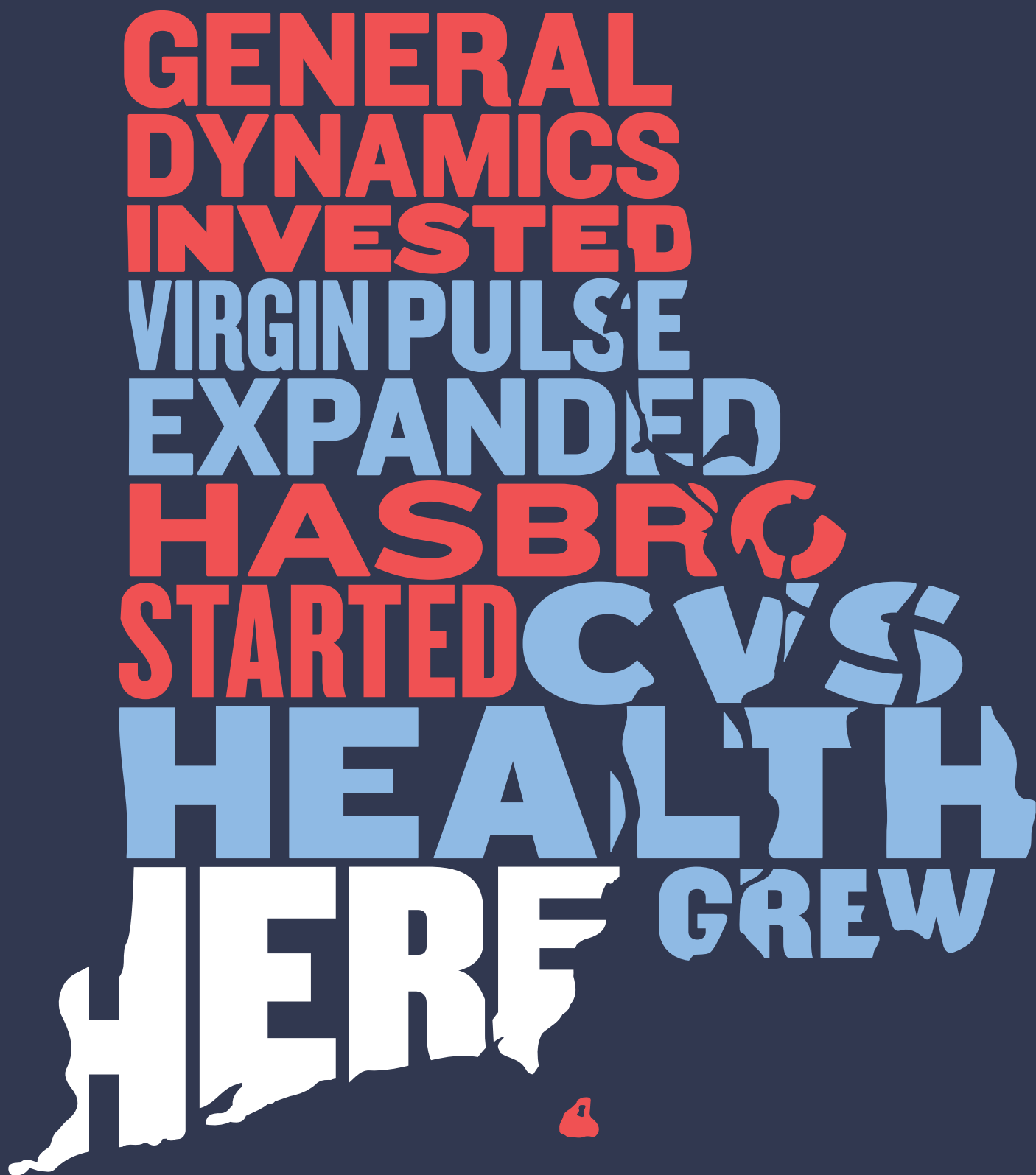
South County offers a mix of wilderness beaches and dunes, historic charm, farm-to-table dining, and one-of-a-kind shopping experiences. “South County is a big reason why Rhode Island is called the ‘Ocean State,’” says Louise Bishop, president and CEO of the South County Tourism Council. “We offer quintessential coastal New England, and more than just beaches. This is a place to reconnect with nature, from hiking through our lush, wooded trails to bird watching, or clamming.” ■

100

South County features 100 miles of beachfront.

0

The number of stop lights on Block Island.



WHERE ARE YOU?

See what they saw in Rhode Island at
www.WhereAreYou.us