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Mayor's message: Warwick is business-friendly community

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Although the pace slows for many people during the summer months, that hasn't been the case in our Department of Tourism, Culture and Development (TCD), where staff has been hard at work preparing new marketing campaigns and exploring other methods to promote Warwick as a business-friendly community and vacation destination alike.

Last month saw the completion of our annual publication that highlights economic development in the city of Warwick. The 16-page, full color insert features a wealth of information about Warwick businesses and development projects, including T.F. Green Airport, the Warwick Station Development and our One-on-One business program, along with spotlights on small, mid-size and large companies that call Warwick home. It also offers information on zoning, permitting, licensing and other municipal processes that expanding or new businesses will find useful. TCD staff also use the report as a marketing tool at trade shows and other events throughout the year.

Warwick, with its 39 miles of coastline, variety of lodging options, great restaurants, banquet facilities and historic locales, is seeing an increase in the number of couples considering the city as the site for their wedding. A new wedding planner, available on our tourism website www.visitwarwickri.com gives brides- and grooms-to-be information to ensure that their wedding day exceeds all expectations. The guide, which can be downloaded easily, contains a timeline, budget worksheet, "survival" tips and comprehensive directory of Warwick bakeries, caterers, transportation services, bridal boutiques and tuxedo rental stores, beauty salons/barber shops, jewelry stores, photographers/videographers, entertainment, stationers, florists, travel agencies and accommodations/venues - in short, any vendor that an engaged couple might need.

Other marketing strategies in development include a presence on Facebook and similar sites, a brief promotional video on You Tube, redevelopment of our travelers' guide, an electronic newsletter, a new campaign for the annual Stay, Park & Fly program, Google advertising and completion of a video highlighting the city of Warwick that will be posted on our website. Advertising in national and statewide publications also continue.

And, of course, our staff remains easily accessible by phone (401-738-2000, x6404) or by email (karen.jedson@warwickri.com) to anyone looking for information about economic development and tourism opportunities here in Warwick.

Scott Avedisian is the mayor of Warwick.

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