

**REPORT OF THE
SECRETARY OF ECONOMIC DEVELOPMENT**

**To Study the Feasibility
of Issuing a Publication
on a Regular Basis
Promoting Virginia**

**TO THE GOVERNOR AND
THE GENERAL ASSEMBLY OF VIRGINIA**



HOUSE DOCUMENT NO. 20

**COMMONWEALTH OF VIRGINIA
RICHMOND
1989**



COMMONWEALTH of VIRGINIA

Office of the Governor

Richmond 23219

Curry A. Roberts
Secretary of Economic Development

November 29, 1988

The Governor of the Commonwealth of Virginia
The President of the Virginia Senate
The Speaker of the House of Delegates

Gentlemen:

I am pleased to submit my response to House Joint Resolution Number 122 concerning the desirability and feasibility of issuing a publication on a regular basis that would promote the unique attributes of the Commonwealth.

In order to prepare the response to this study, a small work group was established. This group attempted to assess the public and private publications already in existence, as well as, the potential that a new publication might have. Attached is the report of this group.

Sincerely,

A handwritten signature in cursive script that reads "Curry A. Roberts".

Curry A. Roberts

CAR/lfr

THE FEASIBILITY AND DESIRABILITY OF ISSUING A PERIODICAL ON PROMOTING VIRGINIA

INTRODUCTION

During the 1988 session of the General Assembly a joint resolution (HJR 122) was passed which requested the study to consider the feasibility and desirability of publishing and issuing a periodical on promoting economic development and quality of life of the Commonwealth of Virginia.

STUDY RATIONALE AND APPROACH

In requesting the study, the sponsor of HJR 122 wished to communicate with the public the many attributes that make Virginia a desired place to do business, live and/or visit.

The study was carried out under the auspices of the office of the Secretary of Economic Development with the involvement of staff from the Department of Economic Development and its Division of Tourism. The editor of VIRGINIA BUSINESS, Mr. James Bacon also participated to provide information on the publishing environment.

The Resolution's sponsor, Delegate Jane H. Woods also participated in many of the meetings related to the study.

In order to address this study the following steps were taken:

1. To gather and review materials now being published and distributed by different agencies of State Government,
2. To gather and review materials now being published by private sector publishing firms that pertain to the State's economic development and quality of life,
3. To gather and assess information as to the makeup and distribution by the State of a periodical that promotes the economic development and quality of life,
4. To investigate other options that would fulfill the intent of the resolution.

RESULTS OF STUDY

There is little question that any form of periodical that will promote the State is desirable and will enhance the State's role in expanding economic viability. The

