



## LET'S WELCOME 2023!

Happy New Year, Connecticut Tourism Coalition constituents! This is the start of my second term as your President, and I am honored to serve and help lead this great organization. I am always humbled by your trust in me. I continue to be inspired by our past President Stephen Tagliatela's vision, leadership, and commitment in championing for a sustainable source of funding to properly market and promote all of CT's arts, culture, and tourism assets.

We look forward to educating the new legislators this upcoming session regarding the need for tourism in our state to be funded at an appropriate level. The CTC will also help the entire industry speak with "one voice" and ensure that the importance of tourism funding to CT's economic vitality is communicated to our state leadership.

Connecticut's marketing campaign continues to be edgier, more energetic, more diverse, more vibrant, and more inclusive. This year-round campaign features seasonal imagery updates and reaches more geographies including an expanded drive market, key fly-in markets, and important international markets. I'm also happy to report that the state will be back on the road attending important trade/sales shows for both the international and domestic markets. These invigorated sales efforts will help attract global business for groups, meetings, conventions, and leisure travelers, and will

feature all new marketing and trade show materials highlighting the updated branding. The state has also partnered with the largest international LGBTQ+ travel association (IGLTA) to become the first state in the nation to partner at the silver level! All of this new creative energy is under the leadership of State Tourism Director Noelle Stevenson who has made such a significant difference in just the one year she has been here.

We look forward to working with her and the entire industry as we continue our advocacy this coming year.

As always, I am grateful to our officers, board and membership for their commitment and support as we move forward in 2023. I continue to be amazed by our exemplary support staff, Frank Burns and Christine Dagata, for their tireless efforts and ability to keep this organization focused and on track for success. I look forward to working with all of you as we provide statewide leadership in tourism advocacy. Here's to a happy and healthy 2023!

**Paul Mayer**  
President, CT Tourism Coalition

For more information about the CT Tourism Coalition or to become a member, please visit [tourismCT.com](http://tourismCT.com)

## MEMBER SPOTLIGHT:



The CT River Foundation at Steamboat Dock was established in 1974 as a small, all-volunteer organization dedicated to the dream of establishing a museum that would preserve the history of the CT River and its people. The purchase of the 1878 Steamboat Warehouse building, docks and surrounding property was the beginning of that dream becoming a reality.

Today, the CT River Museum is a private, not-for-profit, education institution that is fully accredited by the American Alliance of Museums and is a member of the Council of American Maritime Museums and the International Congress of Maritime Museums.

The CT River Museum is located on the Essex waterfront at 67 Main Street in Essex. The Museum, housed in the historic Steamboat Dock building, offers exhibits and programs about the history and environment of the Connecticut River.

The CT River Museum in Essex, CT, appointed Elizabeth D. Kaeser as Executive Director. She began December 1, 2022. She has nearly 20 years of experience at over a dozen museums and nonprofits, working in almost every functional area, including development, operations, strategic planning, historic interpretation, and education. She has a passion for museums that help visitors connect the past to the present through storytelling and dialogue.



## POLITICAL CHAMPION: SENATOR MARTHA MARX



Martha Marx is a member of the Connecticut State Senate, representing District 20, a seat long held by Republican Sen. Paul Formica who did not run for reelection. She assumed office on January 4, 2023. Her current term ends on January 8, 2025. The 20th District includes the towns of Bozrah, East Lyme, Montville, New London, Old Lyme, Old Saybrook, Salem, and Waterford.

Marx (Democratic Party, Working Families Party) ran for election to the Connecticut State Senate to represent District 20. She won in the general election on November 8, 2022.

Martha Marx defeated Jerry Labriola in the general election for Connecticut State Senate District 20 on November 8, 2022.

Martha Marx has been a resident of New London and a registered nurse for 30 years. She has the experience, energy, and dedication to be an effective leader and representative for our communities in Hartford. Martha's responsiveness, wisdom, and empathy make her the best choice to be our next State Senator.

A former New London City Council member, Martha led the Public Works, Finance, and School Buildings/Maintenance Committees. Martha listened to a wide range of constituents before making decisions that improved public health and affordable housing.