

June 2, 2026
Alayne White
11 Constitution St.
Bristol, RI 02809

[com](#)

RE: Request for Appointment – Bristol Representative to the Discover Newport Board

Dear Honorable Members of the Bristol Town Council,

I am writing to formally express my enthusiastic interest in being appointed as the Bristol representative to the Discover Newport Board of Directors. As a 40-year beauty industry entrepreneur, a 35-year resident of Bristol, raised my son here, and the current Co-Chair of Explore Bristol, I am eager to represent our town's vital economic and tourism interests on this regional board.

My connection to the Discover Newport footprint spans my entire life. I was raised in Jamestown, lived in Newport and Portsmouth, and have proudly called Bristol home for more than three decades. For the last 15 years, my partner has resided in Newport, giving me a continuous, dual-perspective appreciation for the unique tourism and economic ecosystems of both the East Bay and Aquidneck Island.

Through my 15 years of active leadership with Explore Bristol and my former position as Co-Chair of the Bristol Merchants Association, I have established strong, collaborative relationships with the team at Discover Newport. I know firsthand how to advocate for our local merchants and ensure Bristol remains a premier destination for travelers. Currently, as Chair of the Bristol RI 250 Committee, I am deeply engaged in building collaboration with our venues and businesses through history and events that give Bristol the cultural awareness it deserves.

I would be honored to serve as a bridge between our community and Discover Newport, leveraging my business background and deep regional roots to champion Bristol's

interests. Thank you for your time, consideration, and continued leadership of our historic town.

Warm regards,
Alayne White
Founder, Alayne White Spa
Co-Chair, Explore Bristol
Chair, Bristol RI 250 Committee

Board Candidate Resume

ALAYNE WHITE

Bristol, RI 02809

EXECUTIVE PROFILE

Dynamic entrepreneur, community advocate, and tourism leader with 40 years of success in the beauty, wellness, and hospitality sectors. A 35-year Bristol resident with lifelong roots across Aquidneck Island and Jamestown. Proven track record of driving local economic growth, leading municipal committees, and fostering high-impact regional tourism collaborations.

CORE COMPETENCIES

- **Regional Tourism Strategy:** 15+ years of active leadership in destination marketing and merchant collaboration.
- **Community & Civic Leadership:** Extensive experience chairing municipal boards, search committees, and historic milestone celebrations.
- **Brand Building & PR:** Founder of an award-winning spa brand featured in top-tier national publications (*Vogue*, *Forbes*).
- **Cross-Regional Network:** Established, long-term relationships with merchants and stakeholders across Bristol, Newport, and Jamestown.

PROFESSIONAL EXPERIENCE

ALAYNE WHITE SPA | Bristol, RI

Founder & Owner | 1999 – Present

- Launched and scaled a premier wellness brand celebrated for innovative beauty treatments and world-class customer service.
- Maintained robust B2B partnerships and commercial ties with Newport merchants for over 15 years.
- Earned consistent media recognition, positioning the business as a staple of Rhode Island's luxury service economy.

CIVIC & BOARD LEADERSHIP

EXPLORE BRISTOL

Co-Chair | Member for 15 Years

- Drive strategic destination marketing initiatives to increase tourism, support hospitality merchants, and boost local economic impact.
- Maintain active, collaborative touchpoints with the Discover Newport team to align regional tourism goals.

BRISTOL RI 250 COMMITTEE

Chair | Present

- Lead the strategic planning, community engagement, and execution for Bristol's historic Semiquincentennial celebrations, driving substantial cultural tourism to the town.

BRISTOL MERCHANTS ASSOCIATION

Former Co-Chair | Served 6+ Years

- Championed local businesses and spearheaded community-wide retail initiatives.
- Secured the **Governor's State Recognition for Best Town Association** during tenure.

TOWN OF BRISTOL, RI

Board Member | Various Tenures

- **Bristol Zoning Board:** Evaluated land use, zoning variances, and development proposals to balance community growth with historic preservation.
- **Harbor Master Search Committee:** Collaborated with town leadership to vet and select key maritime personnel managing Bristol's vital waterfront assets.

NOTABLE AWARDS & MEDIA

- **Community & Business Awards:** *Community Business Leader Award for East Bay* | *The Peace Love Community Advocate Award* (Peace Love Studios) | *RI Small Business Journal Entrepreneurial Women to Watch*.
 - **Industry Accolades:** *Best Facial* (RI Monthly) | *Best Spa* (RI Monthly) | *Best Private Retreat* (Yankee Magazine).
 - **National Editorial Features:** *Vogue Magazine*, *Forbes*, *Parade Magazine*.
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