

2025 Regular Session

SENATE BILL NO. 201

BY SENATOR HARRIS

Prefiled pursuant to Article III, Section 2(A)(4)(b)(i) of the Constitution of Louisiana.

FUNDS/FUNDING. Provides relative to the Major Events Incentive Program. (7/1/25)

1 AN ACT

2 To amend and reenact R.S. 51:1260(C)(5) and (6), and (E) and to enact R.S. 51:1260(C)(7),  
3 relative to the Major Events Incentive Fund and the Major Events Incentive Program;  
4 to provide for qualifying major events; to provide for definitions; to provide for  
5 eligibility requirements; to provide for an effective date; and to provide for related  
6 matters.

7 Be it enacted by the Legislature of Louisiana:

8 Section 1. R.S. 51:1260(C)(5) and (6), and (E) are hereby amended and reenacted and  
9 R.S. 51:1260(C)(7) is hereby enacted to read as follows:

10 §1260. Major Events Incentive Fund; Major Events Incentive Program

11 \* \* \*

12 C. As used in this Section, the following terms have the following meanings:

13 \* \* \*

14 (5) "Qualified major event" means ~~a National Football League Super Bowl,~~  
15 ~~a National Collegiate Athletic Association Final Four tournament game, the National~~  
16 ~~Basketball Association All-Star Game, the X Games, a National Collegiate Athletic~~  
17 ~~Association Division I Football Bowl Subdivision postseason game, a college~~

1 ~~tournament or championship, the World Games, a national collegiate championship~~  
2 ~~of an amateur sport sanctioned by the national governing body of the sport that is~~  
3 ~~recognized by the United States Olympic Committee, an Olympic activity including~~  
4 ~~a Junior or Senior activity, training program, or feeder program sanctioned by the~~  
5 ~~United States Olympic Committee's Community Olympic Development Program,~~  
6 ~~a mixed martial arts championship, the Breeders' Cup World Championships, a~~  
7 ~~Bassmasters Classic, a National Motorsports race, the Red Bull Signature Series, a~~  
8 ~~football kickoff game between two National Collegiate Athletic Association teams,~~  
9 ~~a national championship or Olympic trials of an amateur or professional sport~~  
10 ~~sanctioned by the national governing body of the sport, the United States Bowling~~  
11 ~~Congress Tournament, the WWE WrestleMania, the Bayou Classic, the Essence~~  
12 ~~Festival, the Zurich Classic or other PGA Tour event, a national military event, a~~  
13 ~~national political convention of the Republican National Committee or of the~~  
14 ~~Democratic National Committee, any National Collegiate Athletic Association~~  
15 ~~conference, convention, or conference media event, including conference media~~  
16 ~~days, or any event sanctioned by USA Baseball, USA Softball, or by the World~~  
17 ~~Baseball Softball Confederation, or any event sanctioned by the international~~  
18 ~~governing body of soccer, Federation Internationale de Football Association (FIFA),~~  
19 ~~the international governing body of rugby, World Rugby, the national governing~~  
20 ~~body of soccer, U.S. Soccer, or the national governing body of rugby, USA Rugby,~~  
21 ~~including but not limited to World Cups, International "friendlies" matches between~~  
22 ~~national or professional teams, or tournaments between national teams or~~  
23 ~~professional teams from countries that are members of the international governing~~  
24 ~~bodies **any event that will have a significant positive impact in the state**. The term~~  
25 ~~includes any activities related to or associated with a qualified major event.~~

26 **(6) "Significant positive impact" means a minimum total economic**  
27 **impact to the state of twenty-five million dollars, as verified by an economic**  
28 **impact study provided by the applicant and approved by Louisiana Economic**  
29 **Development.**



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The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Senate Legislative Services. The keyword, summary, and digest do not constitute part of the law or proof of indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

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DIGEST

SB 201 Original 2025 Regular Session Harris

Present law creates the Major Events Incentive Program to provide funding for specific qualifying major events in the state of La. Present law further creates the Major Events Incentive Fund as a source of funding for the program.

Proposed law retains present law.

Present law defines a "qualified major event" as being from a list of specific events provided in present law. Proposed law instead redefines a "qualified major event" as any event with a significant positive impact in the state.

Proposed law defines "significant positive impact" as having an economic impact of at least \$25 million, as verified by an economic study provided by the applicant and approved by LED.

Present law authorizes the secretary of LED to enter into contracts for qualified events that have significant positive impact to the state. Proposed law retains present law and requires the major event to have a specific appropriation from the Major Events Incentive Fund.

Effective July 1, 2025.

(Amends R.S. 51:1260(C)(5) and (6) and (E); adds R.S. 51:1260(C)(7))