

SENATE BILL NO. 201

BY SENATOR HARRIS AND REPRESENTATIVES JACKSON AND KNOX

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

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23

AN ACT

To amend and reenact R.S. 51:1260(C)(5) and (6), (E), (F), and (G) and to enact R.S. 51:1260(H) and 1261, relative to financial incentives for events held in Louisiana; to provide for qualifying major events; to provide for definitions; to provide for eligibility requirements; to create a grant program for certain Louisiana events; to provide for administration of the program; to provide for an effective date; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

Section 1. R.S. 51:1260(C)(5) and (6), (E), (F), and (G) are hereby amended and reenacted and R.S. 51:1260(H) and 1261 are hereby enacted to read as follows:

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

* * *

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

* * *

(5) "Qualified major event" means ~~a National Football League Super Bowl, a National Collegiate Athletic Association Final Four tournament game, the National Basketball Association All-Star Game, the X Games, a National Collegiate Athletic Association Division I Football Bowl Subdivision postseason game, a college tournament or championship, the World Games, a national collegiate championship of an amateur sport sanctioned by the national governing body of the sport that is recognized by the United States Olympic Committee, an Olympic activity including a Junior or Senior activity, training program, or feeder program sanctioned by the United States Olympic Committee's Community Olympic Development Program,~~

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

21 **including but not limited to the following:**

22 **(a) A National Football League Super Bowl.**

23 **(b) A National Collegiate Athletic Association Final Four tournament**
24 **game.**

25 **(c) The National Basketball Association All-Star Game.**

26 **(d) The X-Games.**

27 **(e) A National Collegiate Athletic Association Division 1 Football Bowl**
28 **Subdivision Postseason Game.**

29 **(f) A college tournament or championship.**

30 **(g) The World Games.**

1 (h) A national collegiate championship of an amateur sport sanctioned
2 by the national governing body of the sport that is recognized by the United
3 States Olympic and Paralympic Committee.

4 (i) An Olympic activity including a Junior or Senior activity, training
5 program, or feeder program sanctioned by the United States Olympic
6 Committee's Community Olympic Development Program.

7 (j) A mixed-martial arts championship or competition bout.

8 (k) The Breeders' Cup World Championships.

9 (l) A Bassmasters Classic.

10 (m) A National Motorsports race.

11 (n) The Red Bull Signature Series.

12 (o) A football kickoff game between two National Collegiate Athletic
13 Association teams.

14 (p) A national championship or Olympic trials of an amateur or
15 professional sport sanctioned by the national governing body of the sport.

16 (q) The United States Bowling Congress Tournament.

17 (r) Any event sanctioned by TKO Group Holdings, Inc., including but
18 not limited to WWE WrestleMania and Ultimate Fighting Championship
19 events.

20 (s) The Bayou Classic.

21 (t) The Essence Festival.

22 (u) The Zurich Classic or other PGA Tour event or any event sanctioned
23 by a professional golf organization.

24 (v) A national military event or air show.

25 (w) A national political convention of the Republican National
26 Committee or the Democratic National Committee.

27 (x) Any National Collegiate Athletic Association conference, convention,
28 or conference media event including conference media days.

29 (y) Any event sanctioned by the USA Baseball, USA Softball, or by the
30 World Baseball Softball Confederation.

1 (z) Any event sanctioned by the international or national governing body
2 of soccer, Federation Internationale de Football Association (FIFA) or U.S.
3 Soccer including but not limited to World Cups, international "friendlies"
4 matches between national or professional teams, or tournaments between
5 national teams or professional teams from countries that are members of the
6 international governing bodies.

7 (aa) Any event sanctioned by the international or national governing
8 body of rugby, World Rugby or USA Rugby including but not limited to World
9 Cups, international "friendlies" matches between national or professional
10 teams, or tournaments between national teams or professional teams from
11 countries that are members of the international governing bodies.

12 (bb) Any event sanctioned by the Association of Tennis Professionals or
13 Women's Tennis Association, including events on the ATP Tour or WTA Tour.

14 (cc) Any event sanctioned by the Professional Rodeo Cowboys
15 Association, Professional Bull Riders, or any international amateur or
16 professional rodeo or bull riding event.

17 (dd) The Humor and Harmony Weekend.

18 (ee) The State Fair of Louisiana.

19 (ff) Any professional boat racing event hosted by Powerboat P1 or
20 AquaX.

21 (gg) The Boots on the Bayou music festival.

22 (6) "Site selection organization" means any of the following:

23 ~~(a) The National Football League, the National Collegiate Athletic~~
24 ~~Association or any affiliated conference, or any team or teams thereof, the National~~
25 ~~Basketball Association, the International World Games Association, or the United~~
26 ~~States Olympic Committee.~~

27 ~~(b) The national governing body of a sport that is recognized by the United~~
28 ~~States Olympic Committee.~~

29 ~~(c) The National Thoroughbred Racing Association.~~

30 ~~(d) The Republican National Committee or Democratic National Committee.~~

1 (2) To pay or reimburse the costs of planning for or conducting the event.

2 ~~G.H.~~ Louisiana Economic Development shall promulgate rules for the
3 administration of the program in accordance with the Administrative Procedure Act.
4 In order to expedite implementation of the program, the department shall utilize
5 emergency rulemaking for the promulgation of the initial administrative rules.

6 **§1261. Events Incentive Fund**

7 **A.(1) There is hereby created in the state treasury, as a special fund, the**
8 **Events Incentive Fund, hereinafter referred to in this Section as the "fund".**

9 **(2) The source of monies deposited into the fund shall be any monies**
10 **appropriated by the legislature, including federal funds, any public or private**
11 **donations, gifts, or grants from individuals, corporations, nonprofit**
12 **organizations, or other business entities which may be made to the fund, and**
13 **any other monies which may be provided by law.**

14 **(3) Monies in the fund shall be invested in the same manner as monies**
15 **in the state general fund and any interest earned on the investment of monies**
16 **in the fund shall be credited to the fund. All unexpended and unencumbered**
17 **monies in the fund at the end of the fiscal year shall remain in the fund.**

18 **(4) Monies in the fund shall be used solely for attracting, planning,**
19 **marketing, and conducting events pursuant to the Events Incentive Program as**
20 **provided in this Section.**

21 **B. There is hereby created the Events Incentive Program, hereinafter**
22 **referred to in this Section as the "program", to be administered by Louisiana**
23 **Economic Development in accordance with rules and regulations. The program**
24 **shall provide grant funding to municipalities, parishes, official tourism**
25 **commissions, convention and visitors bureaus, official destination marketing**
26 **organizations, and nonprofit corporations hosting an event for costs associated**
27 **with planning, marketing, and conducting events held in Louisiana.**

28 **C. An entity shall be eligible to receive funding through the program**
29 **only if all of the following apply:**

30 **(1) The event is not a "qualified major event" as defined in R.S. 51:1260.**

1 **(2) The event is not held more than one time per year in Louisiana or any**
2 **other state. The provisions of this Paragraph shall not apply to events occurring**
3 **twice in one year due to a natural disaster, an act of God, force majeure, a**
4 **catastrophe, pandemic, or such other occurrence which causes the event to**
5 **move or be rescheduled.**

6 **(3) The applicant submits the application and required documentation**
7 **no later than one hundred eighty days prior to the event. The documentation**
8 **shall include:**

9 **(a) The total anticipated cost of the event.**

10 **(b) The amount and anticipated sources of funding for the event.**

11 **(c) An economic impact analysis conducted by an economist selected by**
12 **Louisiana Economic Development indicating the event has an anticipated**
13 **impact of three hundred fifty thousand dollars or greater to the state.**

14 **(d) A proposal for the utilization of the grant funding.**

15 **D. A municipality, parish, or nonprofit corporation hosting the event**
16 **shall be eligible to receive up to twenty-five percent of the total anticipated cost**
17 **incurred by the entity for the event, not to exceed two hundred fifty thousand**
18 **dollars per grant.**

19 **E. Any grants received pursuant to this Section shall be used for either**
20 **of the following:**

21 **(1) To pay or reimburse the costs of applying or bidding for selection as**
22 **the site of the event.**

23 **(2) To pay or reimburse the costs of planning, marketing, or conducting**
24 **the event.**

25 **F. The secretary of Louisiana Economic Development shall select grant**
26 **recipients and is hereby authorized to enter into a contract with an event**
27 **producer or host, a local organizing committee, endorsing parish, endorsing**
28 **municipality, official tourism commission, convention and visitors bureau, or**
29 **official destination marketing organization to provide grant funding in**
30 **accordance with the provisions of Subsection E of this Section.**

1 G. No later than September first of each year, the secretary of Louisiana
2 Economic Development shall submit an annual report on the program to the
3 Joint Legislative Committee on the Budget. The report shall include the entities
4 that received grant funding for events in the previous fiscal year pursuant to
5 this Section and the economic impact of the events to the state, to the extent
6 possible.

7 H. Louisiana Economic Development shall promulgate rules for the
8 administration of the program in accordance with the Administrative
9 Procedure Act.

10 Section 2. The provisions of this Act shall become effective on July 1, 2025.

PRESIDENT OF THE SENATE

SPEAKER OF THE HOUSE OF REPRESENTATIVES

GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: _____