

2024 Regular Session

SENATE BILL NO. 404

BY SENATOR CONNICK

ECONOMIC DEVELOPMENT. Provides relative to the Major Events Incentive Program.  
(gov sig)

1 AN ACT

2 To amend and reenact R.S. 51:1260(C)(5) and (6)(f), relative to the Major Events Incentive  
3 Program; to provide relative to qualified major events; to provide for definitions; to  
4 provide for effectiveness; and to provide for related matters.

5 Be it enacted by the Legislature of Louisiana:

6 Section 1. R.S. 51:1260(C)(5) and (6)(f) are hereby amended and reenacted to read  
7 as follows:

8 §1260. Major Events Incentive Fund; Major Events Incentive Program

9 \* \* \*

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

11 \* \* \*

12 (5) "Qualified major event" means a National Football League Super Bowl,  
13 a National Collegiate Athletic Association Final Four tournament game, the National  
14 Basketball Association All-Star Game, the X Games, a National Collegiate Athletic  
15 Association Division I Football Bowl Subdivision postseason game, a college  
16 tournament or championship, the World Games, a national collegiate championship  
17 of an amateur sport sanctioned by the national governing body of the sport that is

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

21 The term includes any activities related to or associated with a qualified major event.

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

23 \* \* \*

24 (f) The national **or international** governing body of an organization not  
25 listed in Subparagraphs (a) through (e) of this Paragraph, that schedules a qualified  
26 major event as defined in this Subsection.

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The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Curry Lann.

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## DIGEST

SB 404 Original

2024 Regular Session

Connick

Present law creates the Major Events Incentive Program to provide funding for attracting, hosting, and staging specific major events and provides for the eligibility criteria and program requirements. The program is administered by the office of the lieutenant governor, through the Dept. of Culture, Recreation and Tourism.

Proposed law retains present law.

Proposed law defines a "qualified major event" as 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, a mixed martial arts championship, the Breeders' Cup World Championships, a Bassmasters Classic, a National Motorsports race, the Red Bull Signature Series, a football kickoff game between two National Collegiate Athletic Association teams, a national championship or Olympic trials of an amateur or professional sport sanctioned by the national governing body of the sport, the United States Bowling Congress Tournament, the WWE WrestleMania, the Bayou Classic, the Essence Festival, the Zurich Classic or other PGA Tour event, a national military event, a national political convention of the Republican National Committee or of the Democratic National Committee, or any National Collegiate Athletic Association conference, convention, or conference media event, including conference media days. The term includes any activities related to or associated with a qualified major event.

Proposed law adds any event sanctioned by the international governing body of soccer, Federation Internationale de Football Association (FIFA), the international governing body of rugby, World Rugby, the national governing body of soccer, U.S. Soccer, or the national governing body of rugby, USA Rugby, including but not limited to World Cups, International "friendlies" matches between national or professional teams, or tournaments between national teams or professional teams from countries that are members of the international governing bodies and otherwise retains present law definition.

Present law defines "site selection organization" as any of the following:

- (1) The National Football League, the National Collegiate Athletic Association or any affiliated conference, or any team or teams thereof, the National Basketball Association, the International World Games Association, or the United States Olympic Committee.
- (2) The national governing body of a sport that is recognized by the United States Olympic Committee.
- (3) The National Thoroughbred Racing Association.
- (4) The Republican National Committee or Democratic National Committee.
- (5) The United States Bowling Congress.

- (6) The national governing body of an organization that schedules a qualified major event as defined in present law.

Proposed law adds an international governing body of an organization that schedules a qualified major event to the definition and otherwise retains present law definition.

Effective upon signature of the governor or lapse of time for gubernatorial action.

(Amends R.S. 51:1260(C)(5) and (6)(f))