

SENATE BILL NO. 341

BY SENATOR HARRIS

1 AN ACT

2 To amend and reenact R.S. 51:1260(B), (C)(5) and (6)(f), (E), and (G) and to repeal R.S.
3 51:1260(H) and (I) and 1261, relative to the Major Events Incentive Fund and the
4 Events Incentive Fund; to provide relative to financial incentives for events held in
5 Louisiana; to provide relative to administration of the Major Events Incentive
6 Program; to provide relative to oversight of the Major Events Incentive Program; to
7 repeal the Events Incentive Program; to provide for an effective date; and to provide
8 for related matters.

9 Be it enacted by the Legislature of Louisiana:

10 Section 1. R.S. 51:1260(B), (C)(5) and(6)(f), (E), and (G) are hereby amended and
11 reenacted to read as follows:

12 §1260. Major Events Incentive Fund; Major Events Incentive Program

13 * * *

14 B. There is hereby created the Major Events Incentive Program, hereinafter
15 referred to in this Section as the "program", to be administered by the ~~office of~~
16 ~~lieutenant governor, through the Department of Culture, Recreation and Tourism~~
17 **Department of Economic Development**. The program shall provide grant funding
18 to event producers and hosts, local organizing committees, endorsing municipalities,
19 endorsing parishes, official tourism commissions, convention and visitors bureaus,
20 and official destination marketing organizations, for costs associated with attracting
21 and hosting qualified major events as provided in this Section.

22 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, 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, **or 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.**

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

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

* * *

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

4 * * *

5 E. The lieutenant governor, through the Department of Culture, Recreation
6 and Tourism, secretary of the Department of Economic Development is hereby
7 authorized to enter into a contract with an event producer or host, a local organizing
8 committee, endorsing parish, endorsing municipality, official tourism commission,
9 convention and visitors bureau, or official destination marketing organization to
10 recruit, solicit, acquire, or organize for Louisiana any qualified major event that will
11 have a significant positive impact in the state. The contract shall provide for a
12 financial commitment to the entity.

13 * * *

14 ~~G. Within sixty days after the event, the lieutenant governor shall submit an~~
15 ~~economic analysis to the Joint Legislative Committee on the Budget which shall~~
16 ~~include the following:~~

17 (1) ~~The designated area which was impacted by the occurrence of the~~
18 ~~qualified major event.~~

19 (2) ~~The total incremental increase in state sales and use receipts in the~~
20 ~~designated area.~~

21 (3) ~~The total incremental increase in excise tax receipts in the designated~~
22 ~~area.~~

23 H. ~~The Joint Legislative Committee on the Budget shall determine the portion~~
24 ~~of the incremental tax increase reported by the lieutenant governor which shall be~~
25 ~~transferred into the fund. Upon approval of the Joint Legislative Committee on the~~
26 ~~Budget, the treasurer shall transfer the amount determined by the committee into the~~
27 ~~fund.~~

28 ~~I.G.~~ The ~~Department of Culture, Recreation and Tourism~~ Department of
29 Economic Development shall promulgate rules for the administration of the
30 program in accordance with the Administrative Procedure Act. In order to expedite

- 1 implementation of the program, the department shall utilize emergency rulemaking
- 2 for the promulgation of the initial administrative rules.
- 3 Section 2. R.S. 51:1260(H) and (I) and 1261 are hereby repealed.
- 4 Section 3. This Act shall become effective on July 1, 2024.

PRESIDENT OF THE SENATE

SPEAKER OF THE HOUSE OF REPRESENTATIVES

GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: _____