

RÉSUMÉ DIGEST

ACT 518 (SB 341)

2024 Regular Session

Harris

Prior law created the Major Events Incentive Program and the Events Incentive Program to provide funding for specific major events in the state of La. New law makes certain changes to the Major Events Incentive Program, as described below, and repeals the Events Incentive Program.

MAJOR EVENTS INCENTIVE PROGRAM

Prior law required the lieutenant governor, through the Dept. of Culture, Recreation and Tourism to administer the Major Events Incentive Program. New law moves administration of the program to the Dept. of Economic Development.

Prior law authorized the lieutenant governor, through the Dept. of Culture, Recreation and Tourism, to enter into a contract with an event producer or host, a local organizing committee, endorsing parish, endorsing municipality, official tourism commission, convention and visitors bureau, or official destination marketing organization to recruit, solicit, acquire, or organize for La. any qualified major event that will have a significant positive impact in the state. New law instead authorizes the Dept. of Economic Development to enter into such contracts.

Prior law required the lieutenant governor to submit an economic analysis to the Joint Legislative Committee on the Budget (JLCB) within 60 days after a qualifying event and to include in such analysis all of the following:

- (1) The designated area impacted by the occurrence of the qualified major event.
- (2) The total incremental increase in sales and use receipts in the designated area.
- (3) The total incremental increase in excise tax receipts in the designated area.

New law repeals prior law.

Prior law required JLCB to determine the portion of the incremental tax increase reported by the lieutenant governor and required the treasurer to transfer the amount determined by the JLCB into the Major Events Incentive Fund.

New law repeals prior law.

Prior law required the Dept. of Culture, Recreation and Tourism to promulgate rules to administer the Major Events Incentive Program and to use the emergency rulemaking process for the promulgation of the initial administrative rules. New law moves this requirement to the secretary of the Dept. of Economic Development and authorizes use of the emergency rulemaking process for the initial rules.

Existing law defines a "qualified major event" for the purposes of the Major Events Incentive Program to include certain enumerated events, such as a National Football League Super Bowl, a National Collegiate Athletic Association Final Four tournament game, the National Basketball Association All-Star Game, a National Collegiate Athletic Association Division I Football Bowl Subdivision postseason game, a college tournament or championship, 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, the Breeders' Cup World Championships, and a Bassmasters Classic, as examples.

New law adds to this definition 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.

Existing law defines "site selection organization" in the Major Events Incentive Program 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 U.S. Olympic Committee.
- (2) The national governing body of a sport that is recognized by the U.S. Olympic Committee.
- (3) The National Thoroughbred Racing Association.
- (4) The Republican National Committee or Democratic National Committee.
- (5) The U.S. Bowling Congress.
- (6) The national governing body of an organization that schedules a qualified major event as defined in existing law.

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

EVENTS INCENTIVE PROGRAM

Prior law established the Events Incentive Program to provide grant funding to municipalities, parishes, official tourism commissions, convention and visitors bureaus, official destination marketing organizations, and nonprofit corporations hosting an event. Required the lieutenant governor, through the Dept. of Culture, Recreation and Tourism, to administer the program. Further established the Events Incentive Fund in the state treasury for financing the program.

Prior law provided for eligibility criteria and required documentation for events to receive funding through the program. Required any application and documentation required pursuant to prior law to be submitted no later than 180 days prior to the event.

Prior law provided that an entity is eligible to receive up to 25% of the total cost incurred by the entity for the event, not to exceed \$250,000 per event.

Prior law required the Dept. of Culture, Recreation and Tourism to promulgate rules to administer the program and authorized use of the emergency rulemaking process for the promulgation of the initial administrative rules.

New law repeals prior law regarding the Events Incentive Program and Events Incentive Fund.

Effective July 1, 2024.

(Amends R.S. 51:1260(B), (C)(5) and (6)(f), (E), and (G); repeals R.S. 51:1260(H) and (I) and 1261)