



LEGISLATIVE FISCAL OFFICE
Fiscal Note

Fiscal Note On: **SB 201** SLS 25RS 224
Bill Text Version: **REENGROSSED**
Opp. Chamb. Action: **w/ HSE FLOOR AMD**
Proposed Amd.:
Sub. Bill For.:

Date: June 3, 2025	8:25 PM	Author: HARRIS, JIMMY
Dept./Agy.: Louisiana Economic Development		
Subject: Major Events Incentive Program		Analyst: Noah O'Dell

FUNDS/FUNDING REF SEE FISC NOTE GF EX See Note Page 1 of 1
Provides relative to the Major Events Incentive Program. (7/1/25)

Current law provides for the Major Events Incentive Program administered by Louisiana Economic Development (LED) to provide funding for a specific list of qualified major events throughout the state funded by the Major Events Incentive Fund.

Proposed law broadens the definition of qualified event by no longer specifying an exclusive list of events; limits the event award provided by LED to the greater of the economic impact of the event or the cost to recruit, solicit, or acquire the major event; specifies that any contract under the Major Events Incentive program shall have JLCB approval and be subject to availability of funding; directs LED to administer the Events Incentive Program to provide grant funding (25% of the total anticipated cost, limited to \$250K per grant) to municipalities, parishes, or nonprofit corporations for costs associated with planning, marketing, and conducting events (not qualified major events) or applying/bidding for an event to be held in the state; establishes the Events Incentive Fund with specified mandatory uses but does not provide funding; directs LED to promulgate rules related to the program, but the Secretary ultimately selects grant recipients and executes contracts; requires LED to provide an annual report to JLCB. Effective July 1, 2025

EXPENDITURES	2025-26	2026-27	2027-28	2028-29	2029-30	5 -YEAR TOTAL
State Gen. Fd.	SEE BELOW	SEE BELOW	SEE BELOW	SEE BELOW	SEE BELOW	
Agy. Self-Gen.	\$0	\$0	\$0	\$0	\$0	\$0
Ded./Other	SEE BELOW	SEE BELOW	SEE BELOW	SEE BELOW	SEE BELOW	
Federal Funds	\$0	\$0	\$0	\$0	\$0	\$0
Local Funds	\$0	\$0	\$0	\$0	\$0	\$0
Annual Total						

REVENUES	2025-26	2026-27	2027-28	2028-29	2029-30	5 -YEAR TOTAL
State Gen. Fd.	\$0	\$0	\$0	\$0	\$0	\$0
Agy. Self-Gen.	\$0	\$0	\$0	\$0	\$0	\$0
Ded./Other	\$0	\$0	\$0	\$0	\$0	\$0
Federal Funds	\$0	\$0	\$0	\$0	\$0	\$0
Local Funds	\$0	\$0	\$0	\$0	\$0	\$0
Annual Total	\$0	\$0	\$0	\$0	\$0	\$0

EXPENDITURE EXPLANATION

Major Events Incentive Fund

Current law provides a specific list of Qualified Major Events that are eligible for the major events incentive fund, but the bill specifies eligible events include but are not limited to the list. To the extent additional events qualify under the bill that are not on the specific list in current law, statutory dedication expenditures may increase by an indeterminable amount.

Before a contract can be executed with a major event, JLCB must approve the event and confirm the availability of funding. The bill requires event applicant to produce the event’s projected economic impact and the amount awarded to the event is limited to the generated economic impact or the amount to recruit, solicit, or acquire the major event, whichever is greater. LED reports a decrease in expenditures associated with economic impact reports of \$30,000 annually and existing staff may be utilized to administer the program under the bill.

Events Incentive Fund

The bill creates the events incentive fund (not funded) and the events incentive program within LED for events not considered qualified major events and directs LED to administer grants to municipalities, parishes, and non-profit corporations for costs associated with planning, marketing, and hosting these events or bidding on events to be held in the state. The size of the grants are set at 25% of the total anticipated cost of the event, limited to \$250,000 per grant and can only be used for bidding on, planning, marketing or conducting the event. The Secretary of LED is authorized to select grant recipients and execute contracts with activity submitted by report to JLCB annually. LED reports administration of this program can be performed by existing staff.

Act 518 of the 2024 RS repealed the Events Incentive Program. CRT administered the Events Incentive Program in FY24 utilizing one T.O. and an appropriation of \$200,000 associated with administering the program. LFO believes LED may require similar resources to administer the program, should the program receive funding, and activity surpass expectations.

Treasury may require additional funding to create and administer new statutory dedications should aggregate session action result in the creation of funds,like the one in this bill, beyond that which can be absorbed within existing resources.

REVENUE EXPLANATION

There is no anticipated direct material effect on governmental revenues as a result of this measure. The Major Events Incentive Fund had a beginning balance of \$32.4M in FY 25 and an appropriation of \$17M for FY 25. The fund does not have a recurring source of of revenue, aside from investment income reported as \$0.4M in FY 25 (as of 4/9/2025). LED has no appropriation authority in HB1 Reengrossed for FY 26 from the fund, which has an unappropriated balance of \$15.8M.

Senate	Dual Referral Rules	House	
<input type="checkbox"/> 13.5.1 >= \$100,000 Annual Fiscal Cost {S & H}		<input type="checkbox"/> 6.8(F)(1) >= \$100,000 SGF Fiscal Cost {H & S}	
<input type="checkbox"/> 13.5.2 >= \$500,000 Annual Tax or Fee Change {S & H}		<input type="checkbox"/> 6.8(G) >= \$500,000 Tax or Fee Increase or a Net Fee Decrease {S}	<div>Deborah Vivien Chief Economist</div>