

2024 Regular Session

HOUSE BILL NO. 614

BY REPRESENTATIVE THOMPSON

FUNDS/FUNDING: Provides relative to financial incentives for events held in La.

1 AN ACT

2 To amend and reenact R.S. 51:1260(A)(4) and (E) through (I) and 1261(C)(3)(introductory
3 paragraph) and (D) through (G) and to enact R.S. 51:1260(J) and 1261(C)(4) and
4 (H), relative to financial incentives for events held in Louisiana; to provide relative
5 to authorized uses of such incentives; to provide with respect to application deadlines
6 for such incentives; to provide relative to the power and duties of the Lieutenant
7 Governor with respect to such incentives; to provide restrictions on such incentives;
8 and to provide with respect to maximum amounts payable; to provide relative to the
9 Major Events Incentive Fund and the Events Incentive Fund and corresponding
10 programs; and to provide for related matters.

11 Be it enacted by the Legislature of Louisiana:

12 Section 1. R.S. 51:1260(A)(4) and (E) through (I) and 1261(C)(3)(introductory
13 paragraph) and (D) through (G) are hereby amended and reenacted and R.S. 51:1260(J) and
14 1261(C)(4) and (H) are hereby enacted to read as follows:

15 §1260. Major Events Incentive Fund; Major Events Incentive Program

16 A.

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

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E. Applications for funding pursuant to the provisions of this Section shall be submitted in accordance with the following schedule:

(1) For events held on or after January first and on or before June thirtieth, the applicant shall submit an application no later than July first of the previous calendar year.

(2) For events held on or after July first and on or before December thirty-first, an applicant shall submit an application no later than January first of the same calendar year.

F. The lieutenant governor, through the Department of Culture, Recreation and Tourism, is hereby authorized 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 Louisiana any qualified major event that will have a significant positive impact in the state. The contract shall provide for a financial commitment to the entity.

G. Any grants received pursuant to this Section may be used for either of the following:

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

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

~~G.~~ H. Within ~~sixty~~ one hundred twenty days after the event, the lieutenant governor shall submit an economic analysis to the Joint Legislative Committee on the Budget which shall include the following:

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

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

1 (3) The total incremental increase in excise tax receipts in the designated
2 area.

3 H. I. The Joint Legislative Committee on the Budget shall determine the
4 portion of the incremental tax increase reported by the lieutenant governor which
5 shall be transferred into the fund. Upon approval of the Joint Legislative Committee
6 on the Budget, the treasurer shall transfer the amount determined by the committee
7 into the fund.

8 F. J. The Department of Culture, Recreation and Tourism shall promulgate
9 rules for the administration of the program in accordance with the Administrative
10 Procedure Act. In order to expedite implementation of the program, the department
11 shall utilize emergency rulemaking for the promulgation of the initial administrative
12 rules.

13 §1261. Events Incentive Fund

14 * * *

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

17 * * *

18 (3) The applicant submits the application and required documentation ~~no~~
19 ~~later than one hundred eighty days prior to the event~~ in accordance with the
20 application schedule established in Subsection D of this Section. The documentation
21 shall include:

22 * * *

23 (4) The event has been held at least once in Louisiana prior to an application
24 for funding being submitted.

25 D. Applications for funding pursuant to the provisions of this Section shall
26 be submitted in accordance with the following schedule:

27 (1) For events held on or after January first and on or before June thirtieth,
28 the applicant shall submit an application no later than July first of the previous
29 calendar year.

1 (2) For events held on or after July first and on or before December thirty-
2 first, an applicant shall submit an application no later than January first of the same
3 calendar year.

4 E. A municipality, parish, or nonprofit corporation hosting the event shall
5 be eligible to receive up to twenty-five percent of the total allowable cost incurred
6 by the entity for the event, not to exceed two hundred fifty thousand dollars per
7 grant.

8 ~~E.~~ F. Any grants received pursuant to this Section ~~event~~ may be used for
9 either of the following:

10 (1) To pay or reimburse the costs of applying or bidding for selection as the
11 site of the event.

12 (2) To pay or reimburse the costs of planning, marketing, or conducting the
13 event.

14 ~~F.~~ G. No later than September first of each year, the lieutenant governor shall
15 submit an annual report on the program to the Joint Legislative Committee on the
16 Budget. The report shall include the entities that received grant funding for events
17 in the previous fiscal year pursuant to this Section and the economic impact of the
18 events to the state, to the extent possible.

19 ~~G.~~ H. The Department of Culture, Recreation and Tourism shall promulgate
20 rules for the administration of the program in accordance with the Administrative
21 Procedure Act. In order to expedite implementation of the program, the department
22 shall utilize emergency rulemaking for the promulgation of the initial administrative
23 rules.

24 Section 2. This Act shall become effective upon signature by the governor or, if not
25 signed by the governor, upon expiration of the time for bills to become law without signature
26 by the governor, as provided by Article III, Section 18 of the Constitution of Louisiana. If
27 vetoed by the governor and subsequently approved by the legislature, this Act shall become
28 effective on the day following such approval.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 614 Original

2024 Regular Session

Thompson

Abstract: Provides for the uses of monies in the Major Events Incentive Fund and the Events Incentive Fund.

MAJOR EVENTS INCENTIVE PROGRAM

Present law (R.S. 51:1260) establishes the Major Events Incentive Program and the Major Events Incentive Fund (MEIF) to finance the program. Proposed law retains present law.

Present law authorizes monies in the MEIF to be used solely for attracting, hosting, and staging major events pursuant to the program. Proposed law adds marketing as an allowable use of MEIF monies.

Present law requires entities to apply for MEIF funding for their planned event. Proposed law establishes deadlines for submission of applications, based on when the event is to be held. For events held on or after January 1st and on or before June 30th, the applicant shall submit an application no later than July 1st of the previous calendar year. For events held on or after July 1st and on or before December 31st, an applicant shall submit an application no later than January 1st of the same calendar year.

Present law requires the lieutenant governor to submit an economic analysis to the Joint Legislative Committee on the Budget within 60 days after the event. Proposed law changes the deadline to within 120 days after the event.

EVENTS INCENTIVE FUND

Present law (R.S. 51:1261) establishes the Events Incentive Program and the Events Incentive Fund (EIF) to provide grant funding to municipalities, parishes, official tourism commissions, convention and visitors bureaus, official destination marketing organizations, and nonprofit corporations hosting an event. Requires the lieutenant governor, through the Dept. of Culture, Recreation and Tourism, to administer the program. Proposed law retains present law.

Present law establishes certain criteria that applicants must meet in order to qualify for the program, including that the event does not qualify for funding from the MEIF, the event is held not more than once per year in La. or any other state, and that certain required documents are submitted with the application. In addition to the present law requirements, proposed law further requires that the event has been held at least once in La. prior to an application for funding being submitted.

Present law requires an applicant to submit their application for funding and required documentation at least 180 days prior to the planned event. Proposed law establishes deadlines for submission of applications, based on when the event is to be held. For events held on or after January 1st and on or before June 30th, the applicant shall submit an application no later than July 1st of the previous calendar year. For events held on or after July 1st and on or before December 31st, an applicant shall submit an application no later than January 1st of the same calendar year.

Present law authorizes a municipality, parish, or nonprofit corporation hosting the event to receive up to 25% of the total cost incurred by the entity for the event, not to exceed

\$250,000 per grant. Proposed law limits this to 25% of total allowable costs. Otherwise retains present law.

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

(Amends R.S. 51:1260(A)(4) and (E)-(I) and 1261(C)(3)(intro. para.) and (D)-(G); Adds R.S. 51:1260(J) and 1261(C)(4) and (H))