

2024 Regular Session

SENATE BILL NO. 341

BY SENATOR HARRIS

ECONOMIC DEVELOP DEPT. Provides relative for the Major Events Incentive Fund and Program and the Events Incentive Fund and Program. (gov sig)

1 AN ACT

2 To amend and reenact R.S. 51:1260(B), (C)(5) and (6)(f), (E), and (G) and 1261(B) and (F),
3 and to repeal R.S. 51:1260(H) and (I) and 1261(G), relative to the Major Events
4 Incentive Fund and the Events Incentive Fund; to provide relative to financial
5 incentives for events held in Louisiana; to provide relative to administration of the
6 Major Events Incentive Program and the Events Incentive Program; to provide
7 relative to oversight of the Major Events Incentive Program and the Events Incentive
8 Program; to provide for an effective date; and to provide 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) and1261(B) and (F) are
11 hereby amended and 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 **division of administration**. The program shall provide grant funding to event

1 producers and hosts, local organizing committees, endorsing municipalities,
2 endorsing parishes, official tourism commissions, convention and visitors bureaus,
3 and official destination marketing organizations, for costs associated with attracting
4 and hosting qualified major events as provided in this Section.

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

6 * * *

7 (5) "Qualified major event" means a National Football League Super Bowl,
8 a National Collegiate Athletic Association Final Four tournament game, the National
9 Basketball Association All-Star Game, the X Games, a National Collegiate Athletic
10 Association Division I Football Bowl Subdivision postseason game, a college
11 tournament or championship, the World Games, a national collegiate championship
12 of an amateur sport sanctioned by the national governing body of the sport that is
13 recognized by the United States Olympic Committee, an Olympic activity including
14 a Junior or Senior activity, training program, or feeder program sanctioned by the
15 United States Olympic Committee's Community Olympic Development Program,
16 a mixed martial arts championship, the Breeders' Cup World Championships, a
17 Bassmasters Classic, a National Motorsports race, the Red Bull Signature Series, a
18 football kickoff game between two National Collegiate Athletic Association teams,
19 a national championship or Olympic trials of an amateur or professional sport
20 sanctioned by the national governing body of the sport, the United States Bowling
21 Congress Tournament, the WWE WrestleMania, the Bayou Classic, the Essence
22 Festival, the Zurich Classic or other PGA Tour event, a national military event, a
23 national political convention of the Republican National Committee or of the
24 Democratic National Committee, or any National Collegiate Athletic Association
25 conference, convention, or conference media event, including conference media
26 days, or any event sanctioned by the international governing body of soccer,
27 Federation Internationale de Football Association (FIFA), the international
28 governing body of rugby, World Rugby, the national governing body of soccer,
29 U.S. Soccer, or the national governing body of rugby, USA Rugby, including but

1 not limited to World Cups, International "friendlies" matches between national
 2 or professional teams, or tournaments between national teams or professional
 3 teams from countries that are members of the international governing bodies.

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

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

6 * * *

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

10 * * *

11 E. The ~~lieutenant governor, through the Department of Culture, Recreation~~
 12 ~~and Tourism~~ commissioner of administration, is hereby authorized to enter into a
 13 contract with an event producer or host, a local organizing committee, endorsing
 14 parish, endorsing municipality, official tourism commission, convention and visitors
 15 bureau, or official destination marketing organization to recruit, solicit, acquire, or
 16 organize for Louisiana any qualified major event that will have a significant positive
 17 impact in the state. The contract shall provide for a financial commitment to the
 18 entity.

19 * * *

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

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

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

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

29 H. The Joint Legislative Committee on the Budget shall determine the portion

1 of the incremental tax increase reported by the lieutenant governor which shall be
2 transferred into the fund. Upon approval of the Joint Legislative Committee on the
3 Budget, the treasurer shall transfer the amount determined by the committee into the
4 fund.

5 I.G. The ~~Department of Culture, Recreation and Tourism~~ **division of**
6 **administration** shall promulgate rules for the administration of the program in
7 accordance with the Administrative Procedure Act. In order to expedite
8 implementation of the program, the department shall utilize emergency rulemaking
9 for the promulgation of the initial administrative rules.

10 * * *

11 §1261. Events Incentive Fund

12 * * *

13 B. There is hereby created the Events Incentive Program, hereinafter referred
14 to in this Section as the "program", to be administered by the ~~lieutenant governor~~
15 **commissioner of administration**, through the ~~Department of Culture, Recreation~~
16 ~~and Tourism~~ **division of administration**. The program shall provide grant funding
17 to municipalities, parishes, official tourism commissions, convention and visitors
18 bureaus, official destination marketing organizations, and nonprofit corporations
19 hosting an event for costs associated with planning, marketing, and conducting
20 events held in Louisiana.

21 * * *

22 F. No later than September first of each year, the ~~lieutenant governor~~
23 **commissioner of administration** shall submit an annual report on the program to
24 the Joint Legislative Committee on the Budget. The report shall include the entities
25 that received grant funding for events in the previous fiscal year pursuant to this
26 Section and the economic impact of the events to the state, to the extent possible.

27 * * *

28 Section 2. R.S. 51:1260(I) and (H) and 1261(G) are hereby repealed.

29 Section 3. This Act shall become effective upon signature by the governor or, if not

1 signed by the governor, upon expiration of the time for bills to become law without signature
 2 by the governor, as provided by Article III, Section 18 of the Constitution of Louisiana. If
 3 vetoed by the governor and subsequently approved by the legislature, this Act shall become
 4 effective on the day following such approval.

The original instrument was prepared by Xavier Alexander. The following digest, which does not constitute a part of the legislative instrument, was prepared by Curry J. Lann.

DIGEST

SB 341 Reengrossed

2024 Regular Session

Harris

Present law created the Major Events Incentive Program and the Events Incentive Program to provide funding for specific major events in the state of La. Proposed law retains present law.

Present law requires the lieutenant governor, through the Dept. of Culture, Recreation and Tourism to administer the Major Events Incentive Program.

Proposed law changes administration of the program from the office of the lieutenant governor, through the Dept. of Culture, Recreation and Tourism to the division of administration.

Present law requires the lieutenant governor, through the Dept. of Culture, Recreation and Tourism to administer the Events Incentive Program.

Proposed law changes administration of the program from the office of the lieutenant governor, through the Dept. of Culture, Recreation and Tourism to the commissioner of administration, through the division of administration.

Present law requires the lieutenant governor to submit an economic analysis to the Joint Legislative Committee on the Budget (JLCB) 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.

Proposed law repeals present law.

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

Proposed law repeals present law.

Present law requires 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.

Proposed law instead requires the commissioner of administration to promulgate rules to

administer the the Major Events Incentive Program and to use the emergency rulemaking process for the promulgation of the initial administrative rules.

Present law requires the Dept. of Culture, Recreation and Tourism to promulgate rules to administer the Events Incentive Program and to use the emergency rulemaking process for the promulgation of the initial administrative rules.

Proposed law repeals present law.

Present law authorizes the lieutenant governor, through the Department 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 Louisiana any qualified major event that will have a significant positive impact in the state.

Proposed law instead authorizes the commissioner of administration 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.

Present law defines a "qualified major event" in the Major Events Incentive Program 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" 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 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(B), (C)(5), and (6)(f), (E), and (G), and 1261(B) and (F); repeals R.S. 51:1260(H) and (I) and 1261(G))

Summary of Amendments Adopted by Senate

Committee Amendments Proposed by Senate Committee on Finance to the original bill

1. Moves administration of the Major Events Incentive Program and fund from the La. Dept. of Economic Development back to the Dept. of Culture, Recreation, and Tourism.
2. Removes the required submission of an economic analysis to JLCB within sixty days after the event.
3. Removes requirement of JLCB approval and the transfer amount of the incremental tax increase reported by the lieutenant governor into the fund.
4. Requires JLCB approval before entering into any contract with entities, providing financial commitment for a qualified major event, and disbursing monies from the fund.

Summary of Amendments Adopted by Senate

Senate Floor Amendments to engrossed bill

1. Moves administration of the Major Events Incentive Program and fund from the office of lieutenant governor, Dept. of Culture, Recreation, and Tourism to the division of administration.
2. Moves administration of the Events Incentive Program and fund from the office of lieutenant governor, Dept. of Culture, Recreation, and Tourism to the commissioner of administration, through the division of administration.
3. Adds certain soccer and rugby events to the definition of "qualified major event".
4. Removes provision requiring the lieutenant governor to receive JLCB approval before entering into any contract with entities, providing financial commitment for a qualified major event, and disbursing monies from the fund.

5. Makes technical corrections.