

1 H.83

2 Introduced by Representatives Scheuermann of Stowe, Baser of Bristol, Carr
3 of Brandon, Clarkson of Woodstock, Greshin of Warren,
4 Komline of Dorset, Parent of St. Albans City, Shaw of Pittsford,
5 Sibiliala of Dover, Stuart of Brattleboro, and Tate of Mendon

6 Referred to Committee on

7 Date:

8 Subject: Commerce and trade; economic development; tourism and marketing

9 Statement of purpose of bill as introduced: This bill proposes to create a
10 long-term economic development and tourism and marketing branding strategy
11 called "Vermont: Innovative by Nature."

12 An act relating to economic development and marketing Vermont:
13 Innovative by Nature

14 It is hereby enacted by the General Assembly of the State of Vermont:

15 Sec. 1. 3 V.S.A. chapter 47, subchapter 7 is added to read:

16 Subchapter 7. Vermont: Innovative by Nature

17 § 2551. VERMONT BRAND; ECONOMIC DEVELOPMENT AND

18 TOURISM STRATEGY

19 (a) Vermont: Innovative by Nature. The Agency of Commerce and

20 Community Development shall design, maintain, and promote an integrated

1 economic development and tourism and marketing brand initiative entitled
2 “Vermont: Innovative by Nature” that incorporates a new vision of Vermont
3 environmentalism, one which equally promotes both the qualities of the natural
4 environment and the many positive features of the current economic
5 environment in the State.

6 (b) Marketing the Vermont Brand. The brand initiative shall convey the
7 message that what makes Vermont a great place makes Vermont a great place
8 to do business, highlighting:

9 (1) Vermont’s long history of innovation, including agricultural,
10 business, and technical innovation, product design, and entrepreneurship;

11 (2) the multitude and diversity of successful start-up businesses in
12 environmental technology, health technology, advanced manufacturing,
13 services technology, biotechnology, recreation technology, and social
14 technology;

15 (3) the benefits of Vermont’s size, scale, and accessibility to
16 government officials and resources, which make Vermont a State where
17 business can start small and grow; and

18 (4) the benefits of Vermont’s educational and workforce development
19 resources, and its highly skilled and highly educated population.

1 (c) Tourism and Marketing. The Agency shall integrate the Vermont:
2 Innovative by Nature brand initiative as appropriate into its tourism and
3 marketing materials, partnerships, and promotions:

4 (1) to increase occupancy rates, tourism spending, and State revenues
5 generated through the rooms and meals tax; and

6 (2) to promote Vermont's image as a desirable location both for
7 recreation and for business development.

8 (d) Economic Development Supporting Existing and Future Businesses.

9 (1) The Agency shall design and implement the Vermont: Innovative by
10 Nature brand initiative:

11 (A) to recruit and develop new businesses and to maintain growth of
12 and provide support to existing businesses; and

13 (B) to enable Vermont businesses to align their own brand identities
14 with the Vermont brand, enhancing the reputations of both the business and
15 the State.

16 (2) The Agency shall establish outreach and information-gathering
17 procedures that will allow Vermont businesses to comment on the design and
18 implementation of the Vermont: Innovative by Nature initiative and also to
19 provide ongoing feedback to the Agency on the effectiveness of the initiative.

1 § 2552. FUNDING

2 (a) In addition to any other funds appropriated to the Department of
3 Tourism and Marketing, in each fiscal year, the General Assembly shall
4 appropriate to the Department for the purpose of implementing section 2551 of
5 this title 75 percent of the amount by which the total meals and rooms tax
6 revenue collected in the immediately preceding fiscal year exceeds the total
7 meals and rooms tax revenue collected in the fiscal year two years preceding
8 the current fiscal year.

9 (b) The additional amount appropriated in a fiscal year pursuant to this
10 section shall not exceed \$2,000,000.00.

11 Sec. 2. EFFECTIVE DATE

12 This act shall take effect on July 1, 2015.