

1 H.101

2 Introduced by Representatives Scheuermann of Stowe, Brennan of Colchester,
3 Brumsted of Shelburne, Fagan of Rutland City, Gannon of
4 Wilmington, Harrison of Chittenden, Kimbell of Woodstock,
5 Morrissey of Bennington, Myers of Essex, Pajala of
6 Londonderry, and Sibia of Dover

7 Referred to Committee on

8 Date:

9 Subject: Commerce and trade; tourism and marketing; event marketing

10 Statement of purpose of bill as introduced: This bill proposes to create an
11 Event Marketing Fund to support tourism and event marketing throughout the
12 State.

13 An act relating to creating an Event Marketing Fund

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

15 Sec. 1. 10 V.S.A. § 4 is added to read:

16 § 4. EVENT MARKETING FUND

17 (a)(1) The Event Marketing Fund is created within the Department of
18 Tourism and Marketing to promote and provide marketing support for special
19 events held in this State.

1 (2) It is the intent of the General Assembly that the amounts
2 appropriated to, and expended from, the Fund shall be in addition to the
3 funding regularly appropriated to the Department for tourism and marketing.

4 (b)(1) The Commissioner of Tourism and Marketing shall administer the
5 Fund as a special fund under the provisions of chapter 7, subchapter 5 of this
6 title.

7 (2) The Fund shall contain any amounts transferred or appropriated to it
8 by the General Assembly.

9 (3) Interest earned on the Fund and any balance remaining at the end of
10 the fiscal year shall remain in the Fund.

11 (c) To be eligible for an award through the Fund, the Commissioner shall
12 determine that the event provides a substantial statewide or regional economic
13 impact, pursuant to criteria adopted by the Commissioner for that purpose.

14 (d) On or before January 15 of each year following a year in which an
15 award is made available pursuant to this section, the Commissioner shall
16 submit to the House Committee on Commerce and Economic Development
17 and the Senate Committee on Economic Development, Housing and General
18 Affairs a report on the resources made available pursuant to this section,
19 including:

20 (1) the name of the recipient;

21 (2) the amount and type of the resources provided by the State; and

- 1 (3) the impacts for the State or region, including:
- 2 (A) the estimated number of out-of-state visitors drawn by the event;
- 3 and
- 4 (B) the economic and noneconomic benefits to businesses and to the
- 5 State.
- 6 Sec. 2. EFFECTIVE DATE
- 7 This act shall take effect on July 1, 2019.