

1 TO THE HOUSE OF REPRESENTATIVES:

2 The Committee on Commerce and Economic Development to which was
3 referred House Bill No. 705 entitled “An act relating to promoting tourism and
4 marketing” respectfully reports that it has considered the same and
5 recommends that the bill be amended by striking out all after the enacting
6 clause and inserting in lieu thereof the following:

7 Sec. 1. FINDINGS

8 (a) According to the Vermont Department of Tourism and Marketing 2017
9 Benchmark Study, Vermont’s tourism industry brings in \$2.8 billion into the
10 Vermont economy, and supports over 32,000 jobs.

11 (b) Hunting, fishing and related activities contribute roughly \$117 million
12 Vermont’s Gross Domestic Product.

13 (c) Direct in-State spending on durable and nondurable goods and services
14 related to Vermont State Parks visits is about \$93 million per year.

15 (d) Between fiscal years 2015–2020, the budget for the Department of
16 Tourism and Marketing declined by six percent.

17 (e) Increased investment in destination marketing will allow the Department
18 of Tourism and Marketing to market Vermont as a global tourism destination
19 to attract more visitors, bring economic activity to rural communities, and
20 sustain Vermont’s iconic brand.

1 (1) Vermont’s destination marketing capitalizes on distinct local
2 characteristics which define towns and regions. Investment will allow the
3 Department to further engage tourism sector associations, chambers, local
4 communities and destinations to ensure the most compelling stories of
5 Vermont are being told to potential visitors.

6 (2) The Department supports the Vermont brand by curating and
7 unifying messaging from across the state and the many facets of the tourism
8 sector, into one cohesive idea and promoting that message to potential visitors
9 across the country and around the world.

10 (f) Increased investment in economic development marketing will allow the
11 Agency of Commerce and Community Development to attract new businesses
12 and scale targeted advertising to expand Vermont’s workforce by attracting
13 new residents to the State.

14 (g) Small, locally owned businesses will benefit from increased investment
15 in the marketing of outdoor recreation, Vermont’s hunting and fishing
16 opportunities, and visitation to Vermont’s State Parks as these activities
17 typically occur in more rural isolated communities where economic
18 opportunities have historically lagged.

19 (h) With the increased investment in marketing, the Department shall:

20 (1) Expand geographic target areas and extend the length of seasonal
21 campaigns to reach more potential visitors.

1 (2) Further engage sector organizations and local communities to
2 strengthen brand awareness messaging to attract visitors and drive them to
3 statewide and local resources as they plan a visit to Vermont.

4 (3) Further implement the Think Vermont economic development
5 marketing plan to attract and retain residents and businesses to Vermont.

6 (4) Target specific audience segments to increase the sale of hunting and
7 fishing licenses.

8 (5) Target outdoor recreation enthusiasts to increase camping at Vermont
9 State Parks.

10 (6) The Department will use a mix of marketing tactics, each with
11 specific benchmarks to define success, including:

12 (A) secure and maintain positive earned media coverage in national,
13 regional, trade, industry and other news media;

14 (B) extend the reach of positive news coverage through owned media
15 channels;

16 (C) Utilize paid media opportunities to advertise Vermont as a place
17 to live, work, visit and do business;

18 (D) Utilize on the ground efforts such as trade shows, networking
19 events, and consumer event sponsorships.

20 (i) On or before January 15, 2021, the Department shall report to the House
21 Committee on Commerce and Economic Development and the Senate

1 Committee on Economic Development, Housing and General Affairs on the
2 progress of the increased investments in marketing, including testimony or a
3 written report addressing:

4 (1) media impressions;

5 (2) social media engagement;

6 (3) website traffic and site conversions;

7 (4) revenue from the sale of hunting and fishing licenses; and

8 (5) revenue from camping and visitation at Vermont State Parks.

9 Sec. 2. TOURISM AND MARKETING: APPROPRIATION

10 (a) In fiscal year 2021, the amount of \$1,000,000 is appropriated from the
11 General Fund to the Department of Tourism and Marketing.

12 (b) Of the amounts appropriated in subsection (a) of this section, the
13 Department shall:

14 (1) use not less than \$500,000 for destination marketing;

15 (2) use less than \$250,000 economic development marketing; and

16 (3) use less than \$250,000 for the promotion of outdoor recreation,
17 camping and visitation at State Parks, and the sale of fishing and hunting
18 licenses.

19 Sec 3. EFFECTIVE DATE

20 This act shall take effect on July 1, 2020.

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(Committee vote: _____)

Representative _____

FOR THE COMMITTEE