

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) According to 2017 data from the Bureau of Economic Analysis, outdoor  
12 recreation activities, including hunting and fishing and visitation at Vermont  
13 State Parks, contribute \$1.5B million to Vermont’s Gross Domestic Product.

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

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

18

19

20

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

3 (c) Between fiscal years 2015–2020, the The budget for the Department of  
4 Tourism and Marketing has declined by six percent from the as passed budget  
5 in FY2015 of \$3,300,694 to the as passed budget of \$3,087,705 in FY2020.

6  
7 (d) Increased investment in destination marketing will allow the Department  
8 of Tourism and Marketing to market Vermont as a global tourism destination  
9 to attract more visitors, bring economic activity to rural communities, and  
10 sustain Vermont’s iconic brand.

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

16 (2) The Department supports the Vermont brand by curating and  
17 unifying messaging from across the state and the many facets of the tourism  
18 sector, including our arts, cultural, heritage, culinary, and outdoor recreation  
19 assets, into one cohesive idea of the breadth of experiences available in  
20 Vermont and promoting that message to potential visitors across the country  
21 and around the world.

1       (e) Increased investment in economic development marketing will allow the  
2       Agency of Commerce and Community Development to attract new businesses  
3       and scale targeted advertising to work to address our demographic crisis and  
4       expand Vermont’s workforce by attracting new residents to the State to help  
5       Vermont businesses grow and expand with an increased available labor force.

6       (f) Small, locally owned businesses will benefit from increased investment  
7       in the marketing of outdoor recreation, Vermont’s hunting and fishing  
8       opportunities, and visitation to Vermont’s State Parks as these activities  
9       typically occur in more rural isolated communities where economic  
10       opportunities have historically lagged.

11       (g) With the increased investment in marketing, the Department shall:

12               (1) expand geographic target areas and extend the length of seasonal  
13       campaigns to reach more potential visitors, with an additional aspirational goal  
14       of increasing demographic diversity in visitors to Vermont;

15               (2) further engage sector organizations and local communities to  
16       strengthen brand awareness messaging and leverage our local outdoor  
17       recreation, culinary, arts, culture and heritage experiences to attract visitors and  
18       drive them to statewide and local resources as they plan a visit to Vermont  
19       stimulate visitor spending with local attractions and small businesses in rural  
20       communities;

1           (3) further implement the Think Vermont economic development  
2           marketing plan to expand Vermont’s workforce by attracting and retaining  
3           residents and encouraging businesses to expand in Vermont;

4           ~~(4) target specific audience segments to increase the sale of hunting and~~  
5           ~~fishing licenses;~~

6           ~~(5) target outdoor recreation enthusiasts to increase camping at Vermont~~  
7           ~~State Parks; and~~

8           (4) market the wealth of outdoor recreation opportunities available in  
9           Vermont, to be inclusive of all forms of outdoor recreation, including on-road,  
10           off-road, non-motorized, motorized, trail-based, open space, and by land, water  
11           and air; and

12           (5) use a mix of marketing tactics, each with specific benchmarks to  
13           define success, including:

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

16           (B) extend the reach of positive news coverage through owned media  
17           channels;

18           (C) utilize paid media opportunities to advertise Vermont as a place to  
19           live, work, visit and do business;

20           (D) utilize on the ground efforts such as trade shows, networking  
21           events, and consumer event sponsorships; and

1           (E) work with tourism sector associations, regional chambers, local  
2           communities and destinations to provide marketing assistance for statewide  
3           and regional events, and to leverage and amplify the marketing efforts of local  
4           communities to reach a broader audience.

5           (h) On or before January 15, 2021, the Department shall report to the House  
6           Committee on Commerce and Economic Development and the Senate  
7           Committee on Economic Development, Housing and General Affairs on the  
8           progress of the increased investments in marketing, including testimony or a  
9           written report addressing:

10           (1) media impressions;

11           (2) social media engagement;

12           (3) website traffic and site conversions;

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

14           (5) revenue from camping and visitation at Vermont State Parks; and

15           (6) documentation of cooperative marketing activities and marketing  
16           technical assistance provided to tourism sector associations, regional  
17           chambers, local communities, and destinations.

18           Sec. 2. TOURISM AND MARKETING: APPROPRIATION

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

1           (b) Of the amounts appropriated in subsection (a) of this section, the  
2           Department shall:  
3                 (1) use not less than \$500,000 for destination marketing;  
4                 (2) use not less than \$250,000 economic development marketing; and  
5                 (3) use not less than \$250,000 for the promotion of outdoor recreation,  
6           including camping and visitation at State Parks and the sale of fishing and  
7           hunting licenses.

8           Sec 3. EFFECTIVE DATE

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

10  
11  
12  
13  
14  
15  
16  
17  
18  
19

(Committee vote: \_\_\_\_\_)

\_\_\_\_\_

Representative \_\_\_\_\_

FOR THE COMMITTEE