

## **§ 670. TOURISM MARKETING COVID-19 STATE MARKETING RECOVERY FUND**

### **CREATION OF FUND**

(a)(1) There is created a COVID-19 Recovery Tourism Marketing Promotion Fund, within the Department of Tourism and Marketing, which the Department shall manage 15 pursuant to 32 V.S.A. chapter 7, subchapter 5.

### **INTENT**

(2) The intent of the Fund is for the Department to promote Vermont's travel, recreation, culinary, arts, culture, agritourism, and heritage experiences to attract visitors, and stimulate visitor spending with local attractions and small businesses in rural communities and throughout the state. By using the amounts within the Fund, the Department will enhance Vermont's image as a tourist destination, increase visitor spending, and boost the revenues that are generated through the meals and rooms tax.

(b) The Department of Tourism and Marketing may utilize the Fund to develop a grant program to enable local, regional, or statewide organizations to implement campaigns and initiatives that increase consumer spending, support local businesses, and advance community recovery efforts to support businesses in Vermont that have suffered economic harm due to the COVID-19 public health emergency.

(c) The Department of Tourism and Marketing shall **prioritize grant applications that** utilize the Fund to reach underrepresented communities and to reach new and diverse audiences.

(d) In fiscal year 2022, the amount of \$2,00,000 is appropriated from the American Rescue Plan Act to the Department of Tourism and Marketing.

### **(e) REPORTING**

(1) the Department of Tourism and Marketing shall submit a report on or before February 15, 2022 on the use and outcomes of funds to the Senate Committee on Housing, Economic Development and General Affairs and the House Committee on Commerce and Economic Development.