

1 H.966

2 Senators Sirotkin, Ashe, Balint, Brock, Clarkson, and Hooker move that the  
3 Senate propose to the House that the bill be amended in Sec. 6, COVID-19;  
4 economic support for businesses and individuals, by striking out subdivision  
5 (b)(1) in its entirety and inserting in lieu thereof a new subdivision (b)(1) to  
6 read as follows:

7 (1)(A) \$2,500,000.00 to the Department of Tourism and Marketing to  
8 create a Restart Vermont marketing program to encourage visitation and  
9 consumer spending in Vermont to support businesses that have suffered  
10 economic harm due to the COVID-19 public health emergency.

11 (B) Eligible uses for the funds appropriated in subdivision (A) of this  
12 subdivision (1) include:

13 (i) marketing activities to promote travel to and within Vermont to  
14 increase consumer spending at tourism, hospitality, retail, and related  
15 businesses; and

16 (ii) statewide or regional consumer stimulus programs or  
17 consumer purchasing incentives that maximize the effect of local consumer  
18 spending, including at restaurants, lodging establishments, retail stores, and  
19 tourism attractions.

20 (C)(i) The Department shall investigate:

1                   (I) the feasibility of establishing a consumer incentive program  
2                   to provide to front-line workers who receive hazard pay through the Front-Line  
3                   Employees Hazard Pay Grant Program with meaningful discounts or other  
4                   incentives by and at participating Vermont restaurants and to promote  
5                   restaurants participating in the program through distinctive signage and other  
6                   means;

7                   (II) the potential of:

8                   (aa) issuing a simple identification card for use at  
9                   participating restaurants; or

10                  (bb) working with a third-party vendor to offer employers  
11                  the option to allow eligible employees to elect to receive hazard pay on a  
12                  distinctive payroll card that will entitle the employees to a discount with  
13                  participating restaurants.

14                  (ii) If the Agency determines that such a program is feasible, it is  
15                  authorized, in its discretion, to implement the program in conjunction with the  
16                  Front-Line Employees Hazard Pay Grant Program, provided that:

17                  (I) participation in the program by employers, eligible  
18                  employees, and restaurants shall be voluntary; and

19                  (II) administrative costs associated with the program shall be  
20                  paid by any combination of the following:

21                  (aa) participating restaurants;

1                            (bb) participating employees; or  
2                            (cc) to the extent permitted pursuant to Sec. 5001 of the  
3                            CARES Act, as may be amended, and any guidance issued pursuant to that  
4                            section, from the amount allocated in subdivision (A) of this subdivision  
5                            (b)(1).