

SENATE COMMITTEE AMENDMENTS

2025 Regular Session

Amendments proposed by Senate Committee on Finance to Original Senate Bill No. 201 by
Senator Harris

AMENDMENT NO. 1

On page 1, line 2, after "R.S. 51:1260(C)(5) and (6)," delete the remainder of the line and
insert "(E), (F), and (G) and to enact R.S. 51:1260(H) and 1261,"

AMENDMENT NO. 2

On page 1, line 3, after "relative to" delete the remainder of the line and insert "financial
incentives for events held in Louisiana;"

AMENDMENT NO. 3

On page 1, line 5, after "requirements;" and before "to provide" insert "to create a grant
program for certain Louisiana events; to provide for administration of the program;"

AMENDMENT NO. 4

On page 1, line 8, after "R.S. 51:1260(C)(5) and (6)," and before "are hereby", delete "and
(E)" and insert "(E), (F), and (G)"

AMENDMENT NO. 5

On page 1, at the beginning of line 9, delete "R.S. 51:1260(C)(7) is" and insert "R.S.
51:1260(H) and 1261 are"

AMENDMENT NO. 6

On page 2, delete lines 24 through 29 in their entirety and insert the following:

~~"bodies. The term includes any activities related to or associated with a qualified
major event, any event, and any activities related to or associated with the event,
including but not limited to the following:~~

(a) A National Football League Super Bowl.

(b) A National Collegiate Athletic Association Final Four tournament
game.

(c) The National Basketball Association All-Star Game.

(d) The X-Games.

(e) A National Collegiate Athletic Association Division 1 Football Bowl
Subdivision Postseason Game.

(f) A college tournament or championship.

(g) The World Games.

(h) A national collegiate championship of an amateur sport sanctioned
by the national governing body of the sport that is recognized by the United
States Olympic Committee.

(i) An Olympic activity including a Junior or Senior activity, training
program, or feeder program sanctioned by the United States Olympic
Committee's Community Olympic Development Program.

(j) A mixed-martial arts championship or competition bout.

(k) The Breeders' Cup World Championships.

(l) A Bassmasters Classic.

(m) A National Motorsports race.

(n) The Red Bull Signature Series.

(o) A football kickoff game between two National Collegiate Athletic
Association teams.

(p) A national championship or Olympic trials of an amateur or professional sport sanctioned by the national governing body of the sport.

(q) The United States Bowling Congress Tournament.

(r) The WWE WrestleMania.

(s) The Bayou Classic.

(t) The Essence Festival.

(u) The Zurich Classic or other PGA Tour event or any event sanctioned by a professional golf organization.

(v) A national military event or air show.

(w) A national political convention of the Republican National Committee or the Democratic National Committee.

(x) Any National Collegiate Athletic Association conference, convention, or conference media event including conference media days.

(y) Any event sanctioned by the USA Baseball, USA Softball, or by the World Baseball Softball Confederation.

(z) Any event sanctioned by the international or national governing body of soccer, Federation Internationale de Football Association (FIFA) or U.S. Soccer including but not limited to World Cups, international "friendlies" matches between national or professional teams, or tournaments between national teams or professional teams from countries that are members of the international governing bodies.

(aa) Any event sanctioned by the international or national governing body of rugby, World Rugby or USA Rugby including but not limited to World Cups, international "friendlies" matches between national or professional teams, or tournaments between national teams or professional teams from countries that are members of the international governing bodies.

(bb) Any event sanctioned by the Association of Tennis Professionals or Women's Tennis Association, including events on the ATP Tour or WTA Tour.

(cc) Any event sanctioned by the Professional Rodeo Cowboys Association, Professional Bull Riders, or any international amateur or professional rodeo or bull riding event."

AMENDMENT NO. 7

On page 3, at the beginning of line 1, delete "~~(6)~~ (7)" and insert "(6)"

AMENDMENT NO. 8

On page 3, line 19, after "event" insert a period "." and delete the remainder of the line

AMENDMENT NO. 9

On page 3, delete lines 20 and 21 and insert the following:

"Any contract entered into pursuant to the provisions of this Subsection shall have the prior approval of the Joint Legislative Committee on the Budget and be subject to the availability of funding for such contract within the Major Events Incentive Fund."

AMENDMENT NO. 10

On page 3, at the end of line 22, delete the period "." and insert the following:

"which shall not exceed the amount to recruit, solicit, or acquire a major event or the qualified major event's projected economic impact in the state, as demonstrated by an economic impact analysis conducted by an economist selected by Louisiana Economic Development, whichever is greater.

F. Upon completion of the qualified major event, the applicant shall make all records related to the costs associated with attracting and hosting the qualified major event available for inspection by Louisiana Economic Development, and an economist selected by Louisiana Economic Development shall prepare an economic impact analysis report which shall be paid for by the

entity contracting with Louisiana Economic Development as provided in Subsection E of this Section. Any economic impact analysis provided in this Section shall be submitted to the secretary of Louisiana Economic Development.

F. G. Any grants received pursuant to this Section may be used for either of the following:

* * *

G. H. Louisiana Economic Development shall promulgate rules for the administration of the program in accordance with the Administrative Procedure Act. In order to expedite implementation of the program, the department shall utilize emergency rulemaking for the promulgation of the initial administrative rules."

AMENDMENT NO. 11

On page 3, between lines 23 and 24 insert the following:

"§1261. Events Incentive Fund

A.(1) There is hereby created in the state treasury, as a special fund, the Events Incentive Fund, hereinafter referred to in this Section as the "fund".

(2) The source of monies deposited into the fund shall be any monies appropriated by the legislature, including federal funds, any public or private donations, gifts, or grants from individuals, corporations, nonprofit organizations, or other business entities which may be made to the fund, and any other monies which may be provided by law.

(3) Monies in the fund shall be invested in the same manner as monies in the state general fund and any interest earned on the investment of monies in the fund shall be credited to the fund. All unexpended and unencumbered monies in the fund at the end of the fiscal year shall remain in the fund.

(4) Monies in the fund shall be used solely for attracting, planning, marketing, and conducting events pursuant to the Events Incentive Program as provided in this Section.

B. There is hereby created the Events Incentive Program, hereinafter referred to in this Section as the "program", to be administered by Louisiana Economic Development in accordance with rules and regulations. The program shall provide grant funding to municipalities, parishes, official tourism commissions, convention and visitors bureaus, official destination marketing organizations, and nonprofit corporations hosting an event for costs associated with planning, marketing, and conducting events held in Louisiana.

C. An entity shall be eligible to receive funding through the program only if all of the following apply:

(1) The event is not a "qualified major event" as defined in R.S. 51:1260.

(2) The event is not held more than one time per year in Louisiana or any other state. The provisions of this Paragraph shall not apply to events occurring twice in one year due to a natural disaster, an act of God, force majeure, a catastrophe, pandemic, or such other occurrence which causes the event to move or be rescheduled.

(3) The applicant submits the application and required documentation no later than one hundred eighty days prior to the event. The documentation shall include:

(a) The total anticipated cost of the event.

(b) The amount and anticipated sources of funding for the event.

(c) An economic impact analysis conducted by an economist selected by Louisiana Economic Development indicating the event has an anticipated impact of three hundred fifty thousand dollars or greater to the state.

(d) A proposal for the utilization of the grant funding.

D. A municipality, parish, or nonprofit corporation hosting the event shall be eligible to receive up to twenty-five percent of the total anticipated cost incurred by the entity for the event, not to exceed two hundred fifty thousand dollars per grant.

E. Any grants received pursuant to this Section may be used for either of the following:

(1) To pay or reimburse the costs of applying or bidding for selection as the site of the event.

1 **(2) To pay or reimburse the costs of planning, marketing, or conducting**
2 **the event.**

3 **F. The secretary of Louisiana Economic Development shall select grant**
4 **recipients and is hereby authorized to enter into a contract with an event**
5 **producer or host, a local organizing committee, endorsing parish, endorsing**
6 **municipality, official tourism commission, convention and visitors bureau, or**
7 **official destination marketing organization to provide grant funding in**
8 **accordance with the provisions of Subsection E of this Section.**

9 **G. No later than September first of each year, the secretary of Louisiana**
10 **Economic Development shall submit an annual report on the program to the**
11 **Joint Legislative Committee on the Budget. The report shall include the entities**
12 **that received grant funding for events in the previous fiscal year pursuant to**
13 **this Section and the economic impact of the events to the state, to the extent**
14 **possible.**

15 **H. Louisiana Economic Development shall promulgate rules for the**
16 **administration of the program in accordance with the Administrative**
17 **Procedure Act."**