



no later than 180 days prior to the event to be considered.

Proposed law provides that an entity is eligible to receive up to 25% of the total cost incurred by the entity for the event, not to exceed \$250,000 per event.

Proposed law authorizes the secretary of LED to enter into contracts with municipalities, parishes, official tourism commissions, convention and visitors bureaus, official destination marketing organizations, and nonprofit corporations for the purposes of distributing grant funding.

Proposed law requires LED to promulgate rules to administer the Events Incentive Program.

Effective July 1, 2025.

(Amends R.S. 51:1260(C)(5) and (6), (E), (F), and (G); adds R.S. 51:1260(H) and 1261)

### Summary of Amendments Adopted by Senate

#### Committee Amendments Proposed by Senate Committee on Finance to the original bill

1. Restore the list of specific major events that are included in the definition "qualified major event" that as it is defined by present law.
2. Add events sanctioned by the Association of Tennis Professionals, Women's Tennis Association, Professional Rodeo Cowboys Association, Professional Bull Riders Association, or related events to the list of qualified major events.
3. Remove the definition of "significant positive impact"
4. Require JLCB approval and sufficient funding within the Major Events Incentive Fund for LED to enter into contracts providing funding for major events
5. Require the qualified major event to make all records related to the cost of the event available to LED and to complete an economic impact analysis for submission to the secretary of LED.
6. Create the Events Incentive Fund for the purpose of attracting, planning, marketing, and conducting events pursuant to the Events Incentive Program.
7. Create the Events Incentive Program, administered by LED, to provide grants of 25% of an event's cost up to \$250,000 to applicants who are awarded grant funding.
8. Provide a procedure for qualification and application to the Events Incentive Program and required documentation necessary to qualify.

9. Require annual reporting of entities awarded grants from the Events Incentive Program to JLCB.
10. Require LED to promulgate rules for the administration of the program.