

2025 Regular Session

SENATE BILL NO. 201

BY SENATOR HARRIS

Prefiled pursuant to Article III, Section 2(A)(4)(b)(i) of the Constitution of Louisiana.

ECONOMIC DEVELOPMENT. Provides relative to financial incentives for events held in Louisiana. (7/1/25)

1 AN ACT

2 To amend and reenact R.S. 51:1260(C)(5) and (6), (E), (F), and (G) and to enact R.S.
3 51:1260(H) and 1261, relative to financial incentives for events held in Louisiana;
4 to provide for qualifying major events; to provide for definitions; to provide for
5 eligibility requirements; to create a grant program for certain Louisiana events; to
6 provide for administration of the program; to provide for an effective date; and to
7 provide for related matters.

8 Be it enacted by the Legislature of Louisiana:

9 Section 1. R.S. 51:1260(C)(5) and (6), (E), (F), and (G) are hereby amended and
10 reenacted and R.S. 51:1260(H) and 1261 are hereby enacted to read as follows:

11 §1260. Major Events Incentive Fund; Major Events Incentive Program

12 * * *

13 C. As used in this Section, the following terms have the following meanings:

14 * * *

15 (5) "Qualified major event" means ~~a National Football League Super Bowl,~~
16 ~~a National Collegiate Athletic Association Final Four tournament game, the National~~
17 ~~Basketball Association All-Star Game, the X Games, a National Collegiate Athletic~~

1 ~~Association Division I Football Bowl Subdivision postseason game, a college~~
2 ~~tournament or championship, the World Games, a national collegiate championship~~
3 ~~of an amateur sport sanctioned by the national governing body of the sport that is~~
4 ~~recognized by the United States Olympic Committee, an Olympic activity including~~
5 ~~a Junior or Senior activity, training program, or feeder program sanctioned by the~~
6 ~~United States Olympic Committee's Community Olympic Development Program,~~
7 ~~a mixed martial arts championship, the Breeders' Cup World Championships, a~~
8 ~~Bassmasters Classic, a National Motorsports race, the Red Bull Signature Series, a~~
9 ~~football kickoff game between two National Collegiate Athletic Association teams,~~
10 ~~a national championship or Olympic trials of an amateur or professional sport~~
11 ~~sanctioned by the national governing body of the sport, the United States Bowling~~
12 ~~Congress Tournament, the WWE WrestleMania, the Bayou Classic, the Essence~~
13 ~~Festival, the Zurich Classic or other PGA Tour event, a national military event, a~~
14 ~~national political convention of the Republican National Committee or of the~~
15 ~~Democratic National Committee, any National Collegiate Athletic Association~~
16 ~~conference, convention, or conference media event, including conference media~~
17 ~~days, or any event sanctioned by USA Baseball, USA Softball, or by the World~~
18 ~~Baseball Softball Confederation, or any event sanctioned by the international~~
19 ~~governing body of soccer, Federation Internationale de Football Association (FIFA),~~
20 ~~the international governing body of rugby, World Rugby, the national governing~~
21 ~~body of soccer, U.S. Soccer, or the national governing body of rugby, USA Rugby,~~
22 ~~including but not limited to World Cups, International "friendlies" matches between~~
23 ~~national or professional teams, or tournaments between national teams or~~
24 ~~professional teams from countries that are members of the international governing~~
25 ~~bodies. The term includes any activities related to or associated with a qualified~~
26 ~~major event.~~ **any event, and any activities related to or associated with the event,**
27 **including but not limited to the following:**

28 **(a) A National Football League Super Bowl.**

29 **(b) A National Collegiate Athletic Association Final Four tournament**

1 game.

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

3 (d) The X-Games.

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

6 (f) A college tournament or championship.

7 (g) The World Games.

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

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

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

15 (k) The Breeders' Cup World Championships.

16 (l) A Bassmasters Classic.

17 (m) A National Motorsports race.

18 (n) The Red Bull Signature Series.

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

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

23 (q) The United States Bowling Congress Tournament.

24 (r) The WWE WrestleMania.

25 (s) The Bayou Classic.

26 (t) The Essence Festival.

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

29 (v) A national military event or air show.

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

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

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

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

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

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

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

23 (6) "Site selection organization" means ~~any of the following:~~

24 ~~(a) The National Football League, the National Collegiate Athletic~~
25 ~~Association or any affiliated conference, or any team or teams thereof, the National~~
26 ~~Basketball Association, the International World Games Association, or the United~~
27 ~~States Olympic Committee.~~

28 ~~(b) The national governing body of a sport that is recognized by the United~~
29 ~~States Olympic Committee.~~

1 ~~(c) The National Thoroughbred Racing Association.~~

2 ~~(d) The Republican National Committee or Democratic National Committee.~~

3 ~~(e) The United States Bowling Congress.~~

4 ~~(f) The national or international~~ **the** governing body of an organization ~~not~~
5 ~~listed in Subparagraphs (a) through (e) of this Paragraph,~~ that schedules a
6 qualified major event as defined in this Subsection.

7 * * *

8 E. The secretary of the Louisiana Economic Development is hereby
9 authorized to enter into a contract with an event producer or host, a local organizing
10 committee, endorsing parish, endorsing municipality, official tourism commission,
11 convention and visitors bureau, or official destination marketing organization to
12 recruit, solicit, acquire, or organize for Louisiana any qualified major event ~~that will~~
13 ~~have a significant positive impact in the state.~~ **Any contract entered into pursuant**
14 **to the provisions of this Subsection shall have the prior approval of the Joint**
15 **Legislative Committee on the Budget and be subject to the availability of**
16 **funding for such contract within the Major Events Incentive Fund.** The contract
17 shall provide for a financial commitment to the entity: **which shall not exceed the**
18 **amount to recruit, solicit, or acquire a major event or the qualified major**
19 **event's projected economic impact in the state, as demonstrated by an economic**
20 **impact analysis conducted by an economist selected by Louisiana Economic**
21 **Development, whichever is greater.**

22 **F. Upon completion of the qualified major event, the applicant shall**
23 **make all records related to the costs associated with attracting and hosting the**
24 **qualified major event available for inspection by Louisiana Economic**
25 **Development, and an economist selected by Louisiana Economic Development**
26 **shall prepare an economic impact analysis report which shall be paid for by the**
27 **entity contracting with Louisiana Economic Development as provided in**
28 **Subsection E of this Section. Any economic impact analysis provided in this**
29 **Section shall be submitted to the secretary of Louisiana Economic Development.**

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

3 * * *

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

8 * * *

9 **§1261. Events Incentive Fund**

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

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

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

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

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

1 with planning, marketing, and conducting events held in Louisiana.

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

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

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

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

13 (a) The total anticipated cost of the event.

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

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

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

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

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

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

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

29 F. The secretary of Louisiana Economic Development shall select grant

recipients and is hereby authorized to enter into a contract with an event producer or host, a local organizing committee, endorsing parish, endorsing municipality, official tourism commission, convention and visitors bureau, or official destination marketing organization to provide grant funding in accordance with the provisions of Subsection E of this Section.

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

H. Louisiana Economic Development shall promulgate rules for the administration of the program in accordance with the Administrative Procedure Act.

Section 2. The provisions of this Act shall become effective on July 1, 2025.

The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Senate Legislative Services. The keyword, summary, and digest do not constitute part of the law or proof of indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

DIGEST

SB 201 Reengrossed

2025 Regular Session

Harris

Present law creates the Major Events Incentive Program to provide funding for specific qualifying major events in the state of La. Present law further creates the Major Events Incentive Fund as a source of funding for the program.

Proposed law retains present law.

Present law defines a "qualified major event" as being from a list of specific events provided in present law. Proposed law retains the list of specific events, but adds the following:

- (1) Events sanctioned by the Association of Tennis Professionals or Women's Tennis Association, including events on the ATP Tour or WTA Tour.
- (2) Events sanctioned by Professional Rodeo Cowboys Association, Professional Bull Riders, or any international amateur or professional rodeo or bull riding event.

Present law authorizes the secretary of LED to enter into contracts for qualified events that have significant positive impact to the state. Proposed law further requires any contract entered into for a qualified major event have prior JLCB approval and be subject to sufficient funding from the Major Events Incentive Fund.

Proposed law caps the amount eligible to be received for a qualified major event at the greater of the amount needed to solicit or attract an event or its projected economic impact in the state.

Proposed law requires an economic impact analysis to be completed by an economist selected by LED and submitted to the secretary of LED.

Proposed law creates the Events Incentive Program to provide grant funding to municipalities, parishes, official tourism commissions, convention and visitors bureaus, official destination marketing organizations, and nonprofit corporations hosting an event.

Proposed law requires LED to administer the program.

Proposed law provides for eligibility criteria and required documentation for events to receive funding through the program.

Proposed law requires any application and documentation required by proposed law to be submitted 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.

Senate Floor Amendments to engrossed bill

1. Make technical changes.