
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.