

SENATE BILL NO. 201

BY SENATOR HARRIS AND REPRESENTATIVES JACKSON AND KNOX

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

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~~  
18 ~~Association Division I Football Bowl Subdivision postseason game, a college~~  
19 ~~tournament or championship, the World Games, a national collegiate championship~~  
20 ~~of an amateur sport sanctioned by the national governing body of the sport that is~~  
21 ~~recognized by the United States Olympic Committee, an Olympic activity including~~  
22 ~~a Junior or Senior activity, training program, or feeder program sanctioned by the~~  
23 ~~United States Olympic Committee's Community Olympic Development Program,~~

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

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

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

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

26 **(d) The X-Games.**

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

29 **(f) A college tournament or championship.**

30 **(g) The World Games.**

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

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

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

8                   (k) The Breeders' Cup World Championships.

9                   (l) A Bassmasters Classic.

10                  (m) A National Motorsports race.

11                  (n) The Red Bull Signature Series.

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

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

16                  (q) The United States Bowling Congress Tournament.

17                  (r) Any event sanctioned by TKO Group Holdings, Inc., including but  
18                  not limited to WWE WrestleMania and Ultimate Fighting Championship  
19                  events.

20                  (s) The Bayou Classic.

21                  (t) The Essence Festival.

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

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

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

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

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

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

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

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

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

17                  (dd) The Humor and Harmony Weekend.

18                  (ee) The State Fair of Louisiana.

19                  (ff) Any professional boat racing event hosted by Powerboat P1 or  
20                  AquaX.

21                  (gg) The Boots on the Bayou music festival.

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

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

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

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

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

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

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

\* \* \*

E. The secretary of the Louisiana Economic Development 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 recruit, solicit, acquire, or organize for Louisiana any qualified major event that will have a significant positive impact in the state. **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.** The contract shall provide for a financial commitment to the entity: **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 grant recipient 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 grant recipient. 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:

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

(2) To pay or reimburse the costs of planning for or conducting the event.

~~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.

**§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.**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\_\_\_\_\_  
PRESIDENT OF THE SENATE

\_\_\_\_\_  
SPEAKER OF THE HOUSE OF REPRESENTATIVES

\_\_\_\_\_  
GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: \_\_\_\_\_