

HOUSE No. 2644

The Commonwealth of Massachusetts

PRESENTED BY:

Sarah K. Peake

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act establishing the Massachusetts special events marketing program.

PETITION OF:

NAME:	DISTRICT/ADDRESS:
<i>Sarah K. Peake</i>	<i>4th Barnstable</i>
<i>Timothy R. Madden</i>	<i>Barnstable, Dukes and Nantucket</i>
<i>Ann-Margaret Ferrante</i>	<i>5th Essex</i>
<i>Brian M. Ashe</i>	<i>2nd Hampden</i>
<i>Brian R. Mannal</i>	<i>2nd Barnstable</i>
<i>Chris Walsh</i>	<i>6th Middlesex</i>

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By Ms. Peake of Provincetown, a petition (accompanied by bill, House, No. 2644) of Sarah K. Peake and others for legislation to establish a special events marketing program within the Office of Travel and Tourism from additional assessments of meals taxes and room occupancy taxes. Revenue.

[SIMILAR MATTER FILED IN PREVIOUS SESSION
SEE HOUSE, NO. 2691 OF 2013-2014.]

The Commonwealth of Massachusetts

**In the One Hundred and Eighty-Ninth General Court
(2015-2016)**

An Act establishing the Massachusetts special events marketing program.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. Chapter 10 of the General Laws is hereby amended by inserting the
2 following new section:-

3 Section 35VV. There is hereby established and set up on the books of the Commonwealth
4 a separate fund known as the Massachusetts Special Events Marketing Program (hereafter
5 referred to as “the program”), into which shall be deposited two and a half percent of the
6 revenues received from the tax imposed by section three of chapter sixty-four G, and section
7 twenty-two of chapter five hundred and forty-six of the acts of nineteen hundred and sixty-nine.

8

9 Said fund shall be administered by the office of travel and tourism (hereafter referred to
10 as “the department”), and shall be the funding source to support special events whose purpose is
11 to attract out-of-state and international visitors to all regions of the Commonwealth.

12 For purposes of definition in this section, an “out-of-state and/or international visitor” is
13 defined as a person who travels 50 or more miles one way to a Massachusetts’ destination or
14 who stays overnight.

15 SECTION 2. All activities of the department in regard to the program shall be
16 coordinated with applicable regional tourism promotion agencies to execute specific marketing
17 and advertising plans to attract out-of-state and international visitors while allowing event
18 organizers and impacted municipalities the opportunity to develop funding mechanisms for
19 operations, logistics, public safety and security costs.

20 The department shall promulgate guidelines and regulations regarding the disbursement
21 of funds for the program. In developing said guidelines and regulations, the department shall
22 ensure that:

23 (a) No more than fifteen percent of the total award may be used for public safety and
24 security expenses;

25

26 (b) No more than 20 percent of the total award may be used for administration
27 including professional service fees, such as legal, accounting and event management;

28 (c) Priority may be given to new initiatives that occur during typically slow time
29 periods for tourism activity; and

30 (d) All event funds awarded by the program shall be presumed to continue
31 appropriation into the next fiscal year without reauthorization.

32 SECTION 3. All applicants to the program must receive the written endorsement for
33 allocation of funds by the applicable regional tourism promotion agency. The Department may
34 create applications and written documentation to support the application procedure.

35

36 Program applicants must meet the following criteria:

37 (a) The organization must be a Massachusetts Registered 501(c)6 or 501(c)3
38 organization;

39 (b) The event has the potential to generate a 2:1 return on grants received from visitor
40 spending;

41 (c) Grantees that are able to raise a 1:1 dollar match from private sources will have
42 priority for program funds;

43 (d) At least fifty percent of marketing activities from the grant must be promotional
44 and focused on providing travel information that is associated with the event; and

45 (e) Grantees must have a formal partnership with the impacted regional tourism
46 promotion agency as well as regional collaborations for promotional effort.

47 SECTION 4. The program will be administered by the department in accordance with all
48 applicable laws and regulations including final approval of all grant decisions. The department

49 will be responsible for managing the grant review process. This includes distributing guidelines
50 for the program, offering technical assistance to applicants and reviewing grant applications.

51

52 A seven person advisory committee will be created and consist of the following: the
53 executive director of the department and six members appointed by the Governor who will
54 represent different geographic regions of the state including Greater Boston, North of Boston,
55 South of Boston, Cape Cod and the Islands, the Berkshires and the Merrimack Valley. The
56 purpose of this advisory committee is to work in collaboration with the department in reviewing
57 grant applications. The final determination of which shall be with the department.