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H.179

Introduced by Representatives Scheuermann of Stowe, Birong of Vergennes,
Bongartz of Manchester, Brumsted of Shelburne, Gregoire of
Fairfield, Hango of Berkshire, Harrison of Chittenden, James of
Manchester, Morrissey of Bennington, Stebbins of Burlington,
Wood of Waterbury, and Yantachka of Charlotte

Referred to Committee on

Date:

Subject: Tourism; marketing fund

Statement of purpose of bill as introduced: This bill proposes to create the
Tourism Marketing Promotion Fund, which will receive its funding from the
meals and rooms tax. This fund will be available to the Department of
Tourism and Marketing to promote and market Vermont as a tourist
destination.

An act relating to the creation of the Tourism Marketing Promotion Fund

It is hereby enacted by the General Assembly of the State of Vermont:

Sec. 1. 10 V.S.A. chapter 27, subchapter 4 is added to read:

Subchapter 4. Tourism Marketing Promotion Fund

§ 670. TOURISM MARKETING PROMOTION FUND

1 (a) The Tourism Marketing Promotion Fund is created within the
2 Department of Tourism and Marketing. This Fund will be used by the
3 Department to carry out its responsibilities of promoting Vermont's travel,
4 recreation, and cultural attractions through advertising and other informational
5 programs and of providing travel and recreation information and services to
6 visitors to the State. By using the amounts within the Fund, the Department
7 will enhance the State's image as a tourist destination, raise occupancy rates,
8 increase visitor spending, and boost the revenues that are generated through the
9 meals and rooms tax.

10 (b) It is the intent of the General Assembly that the amounts the Fund
11 receives from the meals and rooms tax shall be in addition to the funding
12 regularly appropriated to the Department for tourism and marketing.

13 (c) The Commissioner of Tourism and Marketing shall administer the Fund
14 as a special fund pursuant to 32 V.S.A. chapter 7, subchapter 5.

15 (d) The Fund shall be composed of revenues from the following sources:

16 (1) two percent of the revenues from the meals and rooms taxes imposed
17 under 32 V.S.A. chapter 225; and

18 (2) any other amounts transferred or appropriated to it by the General
19 Assembly.

20 (e) All interest earned on Fund balances shall be credited to the Fund. Any
21 balance remaining at the end of the fiscal year shall remain in the Fund.

