

1 H.298

2 Introduced by Representatives Scheuermann of Stowe, Beck of St. Johnsbury,  
3 Gannon of Wilmington, Hooper of Randolph, Mattos of Milton,  
4 Morrissey of Bennington, Murphy of Fairfax, Nicoll of Ludlow,  
5 Pajala of Londonderry, Sibia of Dover, Strong of Albany,  
6 Toof of St. Albans Town, and Yantachka of Charlotte

7 Referred to Committee on

8 Date:

9 Subject: Tourism; marketing fund

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

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

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

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

18 Subchapter 4. Tourism Marketing Promotion Fund

19 § 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.

1 Sec. 2. 32 V.S.A. § 435(b) is amended to read:

2 (b) The General Fund shall be composed of revenues from the following  
3 sources:

4 \* \* \*

5 (7) ~~75~~ 73 percent of the meals and rooms taxes levied pursuant to  
6 chapter 225 of this title;

7 \* \* \*

8 Sec. 3. EFFECTIVE DATE

9 This act shall take effect on July 1, 2019.