

1 H.705

2 Introduced by Representatives Scheuermann of Stowe, Brennan of Colchester,
3 Carroll of Bennington, Chase of Colchester, Coffey of Guilford,
4 Dolan of Waitsfield, Fagan of Rutland City, Goslant of
5 Northfield, Hango of Berkshire, Harrison of Chittenden,
6 Houghton of Essex, James of Manchester, Jerome of Brandon,
7 Killacky of South Burlington, Kimbell of Woodstock, Leffler of
8 Enosburgh, McCoy of Poultney, Morrissey of Bennington, Ode
9 of Burlington, Pajala of Londonderry, Sibia of Dover, Strong
10 of Albany, Toof of St. Albans Town, Yacovone of Morristown,
11 and Yantachka of Charlotte

12 Referred to Committee on

13 Date:

14 Subject: Commerce and trade; tourism and marketing

15 Statement of purpose of bill as introduced: This bill proposes to provide
16 funding to the Department of Tourism and Marketing for its marketing efforts.

17 An act relating to promoting tourism and marketing

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

19 Sec. 1. FINDINGS

20 The General Assembly finds:

1 (1) According to the Vermont Department of Tourism and Marketing
2 2017 Benchmark Study, tourist spending generated \$391 million in tax
3 revenues for the State of Vermont.

4 (2) According to the same Study, “domestic tourism in the United States
5 has been increasing at a rate of about two percent per year since the recovery
6 from the Great Recession.”

7 (3) Between fiscal years 2015–2020, the budget for the Department of
8 Tourism and Marketing declined by six percent.

9 (4) According to the U.S. Travel Association, Vermont is the only New
10 England state to lose visitor spending market share from 2012–2017.

11 Sec. 2. TOURISM AND MARKETING; APPROPRIATION

12 (a) In fiscal year 2021, the amount of \$3,510,000.00 is appropriated from
13 the General Fund to the Department of Tourism and Marketing.

14 (b) Of the amounts appropriated in subsection (a) of this section, the
15 Department shall use not less than \$2,500,000.00 for destination marketing.

16 Sec. 3. EFFECTIVE DATE

17 This act shall take effect on July 1, 2020.