



General Assembly

**Substitute Bill No. 1369**

January Session, 2007

\* \_\_\_\_\_SB01369CE\_FIN031907\_\_\_\_\_\*

**AN ACT CONCERNING TOURISM MARKETING.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective October 1, 2007*) (a) As used in this  
2 section:

3 (1) "Commission" means the Connecticut Commission on Culture  
4 and Tourism;

5 (2) "Executive director" means the executive director of the  
6 Connecticut Commission on Culture and Tourism appointed pursuant  
7 to section 10-393 of the general statutes; and

8 (3) "Regional tourism district" means any regional tourism district  
9 established pursuant to section 10-397 of the general statutes.

10 (b) The commission shall administer a regional tourism grant  
11 program to provide grants in equal amounts to itself and to each  
12 regional tourism district for the purpose of tourism projects and  
13 activities in accordance with the strategic plans prepared pursuant to  
14 subsection (c) of this section. Grants shall be made from the tourism  
15 trust fund account established pursuant to section 2 of this act.

16 (c) (1) Each regional tourism district shall approve and submit a  
17 five-year strategic plan for the use of the regional tourism grant to the  
18 commission in such form and on such date as the executive director

19 may require. The plan shall (A) set forth tourism goals for the tourism  
20 region and establish benchmarks to measure progress in achieving  
21 such goals, (B) identify regional issues and local and regional needs  
22 and resources for tourism, (C) include a description of the planning  
23 process used to identify needs and set priorities for the region, (D)  
24 include a description of the programs and projects to be funded, if any,  
25 and a budget detailing the specific use of funds, and (E) include a  
26 project component relating specific regional and local proposals to  
27 state planning goals. The project component shall be updated  
28 annually. The amount of the regional tourism grant for each regional  
29 tourism district shall be certified by the commission not later than  
30 thirty days after the date on which the plan for the regional  
31 distribution of such funds is submitted to the commission.

32 (2) The executive director shall submit, and the commission shall  
33 adopt, a five-year strategic plan for the commission that includes all  
34 components required pursuant to subdivision (1) of this subsection.

35 (d) On or before January 1, 2008, and annually thereafter, the  
36 executive director shall report to the joint standing committees of the  
37 General Assembly having cognizance of matters relating to commerce  
38 and appropriations. Said report shall contain an assessment of the  
39 program established pursuant to subsection (b) of this section,  
40 including, but not limited to, a summary of the strategic plan adopted  
41 pursuant to subsection (c) of this section and a summary of any grants  
42 awarded and how the grant moneys were used.

43 (e) The commission may adopt regulations, in accordance with the  
44 provisions of chapter 54 of the general statutes, to implement the  
45 provisions of this section.

46 Sec. 2. (NEW) (*Effective October 1, 2007, and applicable to sales*  
47 *occurring on and after October 1, 2007*) (a) There is established an account  
48 to be known as the "tourism trust fund account", which shall be a  
49 separate nonlapsing account within the General Fund. The account  
50 may contain any moneys required by law to be deposited in the

51 account. The moneys in said account shall be available to the  
52 Connecticut Commission on Culture and Tourism for the grants  
53 required by section 1 of this act.

54 (b) In each fiscal year, the Commissioner of Revenue Services shall  
55 segregate twenty per cent of the gross receipts from sales by any hotel  
56 or lodging house, within the meaning of subparagraph (H) of  
57 subdivision (2) of subsection (a) of section 12-407 of the general  
58 statutes. Such segregated funds shall be deposited in the tourism trust  
59 fund account.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>October 1, 2007</i>	New section
Sec. 2	<i>October 1, 2007, and applicable to sales occurring on and after October 1, 2007</i>	New section

**CE**

*Joint Favorable Subst. C/R*

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