



General Assembly

Substitute Bill No. 6398

January Session, 2011

* _____HB06398CE_____030911_____*

**AN ACT CONCERNING PERFORMANCE-BASED TOURISM
MARKETING.**

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

- 1 Section 1. (NEW) (*Effective July 1, 2011*) (a) As used in this section:
- 2 (1) "Commission" means the Connecticut Commission on Culture
3 and Tourism;
- 4 (2) "Executive director" means the executive director of the
5 Connecticut Commission on Culture and Tourism appointed pursuant
6 to section 10-393 of the general statutes; and
- 7 (3) "Regional tourism district" means any regional tourism district
8 established pursuant to section 10-397 of the general statutes.
- 9 (b) The commission shall administer a regional tourism marketing
10 grant program to provide grants to each regional tourism district for
11 the purpose of tourism marketing projects and activities. To be eligible
12 for a grant pursuant to this section, a regional tourism district shall
13 raise matching funds from private sources. Grants shall be made from
14 the tourism supplemental revenue account established pursuant to
15 section 2 of this act.
- 16 (c) The commission may adopt regulations, in accordance with the
17 provisions of chapter 54 of the general statutes, to implement the

18 provisions of this section.

19 Sec. 2. (NEW) (*Effective July 1, 2011*) There is established an account
 20 to be known as the "tourism supplemental revenue account" which
 21 shall be a separate, nonlapsing account within the General Fund. The
 22 account shall contain any moneys required by law to be deposited in
 23 the account. Moneys in the account shall be expended by the
 24 Commission on Culture and Tourism for the purpose of providing
 25 marketing grants to the state's tourism districts, defined in section 10-
 26 397 of the general statutes, pursuant to section 1 of this act.

27 Sec. 3. (NEW) (*Effective July 1, 2011*) If, during the fiscal years ending
 28 June 30, 2012, to June 30, 2015, inclusive, the sales tax revenue collected
 29 by the Commissioner of Revenue Services from businesses in Standard
 30 Industry Classification Codes (1) 5811, eating places only; (2) 5812,
 31 eating and drinking places; (3) 5813, drinking places—alcoholic
 32 beverages; (4) 7010, hotels, motels and tourist courts; (5) 7020, rooming
 33 and boarding houses; (6) 7030, camps and trailer parks; (7) 7033,
 34 trailering parks and campsites; (8) 7041, organization hotels and
 35 lodging house; (9) 7920, producers, orchestras and entertainers; (10)
 36 7940, commercial sports; (11) 7990, miscellaneous amusement and
 37 recreation; (12) 7991, boat and canoe rentals; (13) 7992, public golf
 38 courses and swimming pools; (14) 7996, amusement parks; (15) 7998,
 39 tourist attraction; (16) 7999, amusement not elsewhere classified; and
 40 (17) 8420, botanical and zoological gardens exceeds the amount
 41 collected during the fiscal year ending June 30, 2011, by more than
 42 three per cent, the commissioner shall segregate the amounts collected
 43 beyond such three per cent and transfer such amounts to the tourism
 44 supplemental revenue account established pursuant to section 2 of this
 45 act. The amount segregated pursuant to this section shall not exceed
 46 three million dollars during any fiscal year.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>July 1, 2011</i>	New section

Sec. 2	<i>July 1, 2011</i>	New section
Sec. 3	<i>July 1, 2011</i>	New section

CE *Joint Favorable Subst.*