

## 1 VIRGINIA ACTS OF ASSEMBLY — CHAPTER

2 *An Act to amend and reenact § 2.2-2319 of the Code of Virginia, relating to the Virginia Tourism*  
3 *Authority; Cooperative Marketing Fund; eligibility.*

[S 1483]

Approved

6 **Be it enacted by the General Assembly of Virginia:**7 **1. That § 2.2-2319 of the Code of Virginia is amended and reenacted as follows:**8 **§ 2.2-2319. Cooperative Marketing Fund.**

9 A. There is established the Cooperative Marketing Fund (Marketing Fund) for the purpose of  
10 encouraging, stimulating, and supporting the tourism segment of the economy of the Commonwealth and  
11 the direct and indirect benefits that flow from the success of such industry. To create the public-private  
12 partnership envisioned by such Marketing Fund, the Marketing Fund shall be established out of the sums  
13 appropriated by the General Assembly for the purpose of matching ~~private~~ *eligible* funds to be used for  
14 the promotion, marketing, and advertising of the Commonwealth's many tourist attractions and locations.  
15 *Proposals for new programs as well as existing programs with measurable return on investment* shall be  
16 eligible for matching grant funds under this section only if they promote, benefit, market and advertise  
17 locations or destinations that are (i) solely within the territorial limits of the Commonwealth or (ii) in  
18 both the Commonwealth and any adjoining state, in which instance the matching grant funds should be  
19 used to promote locations and destinations located within the territorial limits of the Commonwealth.  
20 The funds made available in the appropriations act for the Marketing Fund shall be administered and  
21 managed by the Authority.

22 B. In the event more than one person seeks to take advantage of the benefits conferred by this  
23 section and the Marketing Fund is insufficient to accommodate all such requests, the matching formula  
24 shall be adjusted, to the extent practicable, to afford each request for which there is a valid public  
25 purpose an equitable share.

26 C. All persons seeking to receive or qualify for such matching funds shall apply to the Authority in  
27 January of the year preceding the fiscal year for which funds are sought, and to the extent the Governor  
28 concurs in such funding request, it shall be reflected in the Governor's Budget Bill filed pursuant to  
29 § 2.2-1509. The application shall set forth the applicant's proposals in detail. The Authority shall develop  
30 guidelines setting forth the criteria it will weigh in considering such applications; such guidelines may  
31 indicate a preference for proposals submitted by nonprofit organizations *or state agencies*. The  
32 guidelines may require that as a condition of receiving any grant or other incentive that is based on  
33 employment goals, a recipient company must provide copies of employer quarterly payroll reports  
34 provided to the Virginia Employment Commission to verify the employment status of any position  
35 included in the employment goal.