

## 2020 SESSION

INTRODUCED

20101452D

### HOUSE BILL NO. 496

Offered January 8, 2020

Prefiled January 3, 2020

*A BILL to direct the Executive Director of the Virginia Tourism Authority to develop a state and local tourist marketing model for casinos.*

Patron—Marshall

Referred to Committee on General Laws

#### **Be it enacted by the General Assembly of Virginia:**

**1. § 1. That the Executive Director of the Virginia Tourism Authority shall develop a state and local tourist marketing model for casinos in the Commonwealth that shall include (i) identification of the Virginia Tourism Authority's specific and measurable marketing goals and the timetable to achieve such goals, (ii) identification of specific marketing activities, and (iii) the development of quantifiable metrics and performance measures for attaining each such goal.**

**2. That the Virginia Tourism Authority shall report to the Governor and the General Assembly on its marketing model and its progress toward meeting the goals and objectives stated in the marketing model required pursuant to the first enactment of this act within six months of the enactment of the first enactment of this act.**

**3. That the first enactment of this act shall not become effective unless and until legislation legalizing casino gaming in the Commonwealth is passed by the 2020 Session of the General Assembly and becomes law.**

INTRODUCED

HB496