

Department of Planning and Budget 2020 Fiscal Impact Statement

1. Bill Number: HB496

House of Origin	<input checked="" type="checkbox"/> Introduced	<input type="checkbox"/> Substitute	<input type="checkbox"/> Engrossed
Second House	<input type="checkbox"/> In Committee	<input type="checkbox"/> Substitute	<input type="checkbox"/> Enrolled

2. Patron: Marshall

3. Committee: General Laws

4. Title: Virginia Tourism Authority; marketing model for casinos.

5. Summary: This bill directs the Executive Director of the Virginia Tourism Authority to develop a state and local tourist marketing model for casinos in the Commonwealth that shall include (i) identification of the 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. The bill also requires the Authority to 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. The provisions of the bill 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.

6. Budget Amendment Necessary: Indeterminate, see item 8.

7. Fiscal Impact Estimates: Preliminary, see item 8.

8. Fiscal Implications: The fiscal implications of this bill are indeterminate. The Virginia Tourism Authority has indicated that while this bill would likely result in additional planning, marketing, and research costs, the magnitude of any such additional costs cannot be determined at this time because they would be dependent on the legislation legalizing casino gaming as well as the specifics regarding any resulting new casino industry, such as the number and location of casinos.

9. Specific Agency or Political Subdivisions Affected: Virginia Tourism Authority.

10. Technical Amendment Necessary: No.

11. Other Comments: None.