



102ND GENERAL ASSEMBLY

State of Illinois

2021 and 2022

SB0317

Introduced 2/19/2021, by Sen. Suzy Glowiak Hilton

SYNOPSIS AS INTRODUCED:

20 ILCS 665/3	from Ch. 127, par. 200-23
20 ILCS 665/4	from Ch. 127, par. 200-24
20 ILCS 665/5	from Ch. 127, par. 200-25
20 ILCS 665/8	from Ch. 127, par. 200-28
20 ILCS 665/8a	from Ch. 127, par. 200-28a
20 ILCS 665/13	from Ch. 127, par. 200-33

Amends Illinois Promotion Act. Adds park districts, forest preserve districts, and conservation districts to the list of units of local government, not-for-profit organizations, local promotion groups, and for-profit businesses that are eligible to receive certain tourism grants from the Department of Commerce and Economic Opportunity. Defines terms. Effective immediately.

LRB102 09943 RJF 15261 b

1 AN ACT concerning State government.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Illinois Promotion Act is amended by
5 changing Sections 3, 4, 5, 8, 8a, and 13 as follows:

6 (20 ILCS 665/3) (from Ch. 127, par. 200-23)

7 Sec. 3. Definitions. The following words and terms,
8 whenever used or referred to in this Act, shall have the
9 following meanings, except where the context may otherwise
10 require:

11 (a) "Department" means the Department of Commerce and
12 Economic Opportunity of the State of Illinois.

13 (b) "Local promotion group" means any non-profit
14 corporation, organization, association, agency or committee
15 thereof formed for the primary purpose of publicizing,
16 promoting, advertising or otherwise encouraging the
17 development of tourism in any municipality, county, or region
18 of Illinois.

19 (c) "Promotional activities" means preparing, planning and
20 conducting campaigns of information, advertising and publicity
21 through such media as newspapers, radio, television,
22 magazines, trade journals, moving and still photography,
23 posters, outdoor signboards and personal contact within and

1 without the State of Illinois; dissemination of information,
2 advertising, publicity, photographs and other literature and
3 material designed to carry out the purpose of this Act; and
4 participation in and attendance at meetings and conventions
5 concerned primarily with tourism, including travel to and from
6 such meetings.

7 (d) "Municipality" means "municipality" as defined in
8 Section 1-1-2 of the Illinois Municipal Code, as heretofore
9 and hereafter amended.

10 (e) "Tourism" means travel 50 miles or more one-way or an
11 overnight trip outside of a person's normal routine.

12 (f) "Municipal amateur sports facility" means a sports
13 facility that: (1) is owned by a unit of local government; (2)
14 has contiguous indoor sports competition space; (3) is
15 designed to principally accommodate and host amateur
16 competitions for youths, adults, or both; and (4) is not used
17 for professional sporting events where participants are
18 compensated for their participation.

19 (g) "Municipal convention center" means a convention
20 center or civic center owned by a unit of local government or
21 operated by a convention center authority, or a municipal
22 convention hall as defined in paragraph (1) of Section 11-65-1
23 of the Illinois Municipal Code, with contiguous exhibition
24 space ranging between 30,000 and 125,000 square feet.

25 (h) "Convention center authority" means an Authority, as
26 defined by the Civic Center Code, that operates a municipal

1 convention center with contiguous exhibition space ranging
2 between 30,000 and 125,000 square feet.

3 (i) "Incentive" means: (1) a financial incentive provided
4 by a unit of local government or convention center authority
5 to attract a convention, meeting, or trade show held at a
6 municipal convention center that, but for the incentive, would
7 not have occurred in the State or been retained in the State;
8 or (2) a financial incentive provided by a unit of local
9 government for attracting a sporting event held at its
10 municipal amateur sports facility that, but for the incentive,
11 would not have occurred in the State or been retained in the
12 State; but (3) only a financial incentive offered or provided
13 to a person or entity in the form of financial benefits or
14 costs which are allowable costs pursuant to the Grant
15 Accountability and Transparency Act.

16 (j) "Unit of local government" has the meaning provided in
17 Section 1 of Article VII of the Illinois Constitution, and
18 includes park districts, forest preserve districts, and
19 conservation districts.

20 (k) "Local parks" means any park, recreation area, or
21 other similar facility owned or operated by a unit of local
22 government.

23 (Source: P.A. 101-10, eff. 6-5-19.)

24 (20 ILCS 665/4) (from Ch. 127, par. 200-24)

25 Sec. 4. Powers. The Department shall have the following

1 powers:

2 (a) To formulate a program for the promotion of tourism
3 and the film industry in the State of Illinois, including, but
4 not limited to, the promotion of our State Parks and local
5 parks, fishing and hunting areas, historical shrines, vacation
6 regions and areas of historic or scenic interest.

7 (b) To cooperate with civic groups and local, State and
8 federal departments and agencies, and agencies and departments
9 of other states in encouraging educational tourism and
10 developing programs therefor.

11 (c) To publish tourist promotional material such as
12 brochures and booklets.

13 (d) To promote tourism in Illinois through all media,
14 including but not limited to, the Internet, television,
15 articles and advertisements in magazines, newspapers and
16 travel publications and by establishing promotional
17 exhibitions at fairs, travel shows, and similar exhibitions.

18 (e) To establish and maintain travel offices at major
19 points of entry to the State.

20 (f) To recommend legislation relating to the encouragement
21 of tourism in Illinois.

22 (g) To assist municipalities, other units of local
23 government, or local promotion groups in developing new
24 tourist attractions including but not limited to feasibility
25 studies and analyses, research and development, and management
26 and marketing planning for such new tourist attractions.

1 (h) (Blank).

2 (i) To implement a program of matching grants and loans to
3 counties, municipalities, park districts, forest preserve
4 districts, conservation districts, local promotion groups and
5 others, as provided in Sections 5 and 8a of this Act, for the
6 development or improvement of tourism attractions and tourism
7 events in Illinois under the terms and conditions provided in
8 this Act.

9 (j) To expend funds from the International and Promotional
10 Fund, subject to appropriation, on any activity authorized
11 under this Act.

12 (k) To do any other acts that, in the judgment of the
13 Department, are necessary and proper in fostering and
14 promoting tourism in the State of Illinois.

15 (Source: P.A. 91-357, eff. 7-29-99; 92-38, eff. 6-28-01.)

16 (20 ILCS 665/5) (from Ch. 127, par. 200-25)

17 Sec. 5. Marketing and private sector programs.

18 (a) The Department is authorized to make grants, subject
19 to appropriation, from the Tourism Promotion Fund to counties,
20 municipalities, park districts, forest preserve districts,
21 conservation districts, not-for-profit organizations, and
22 local promotion groups and to assist such counties,
23 municipalities, park districts, forest preserve districts,
24 conservation districts, and local promotion groups in the
25 promotion of tourism attractions and tourism events. The

1 Department, after review of the application and if satisfied
2 that the program and proposed expenditures of the applicant
3 appear to be in accord with the purposes of this Act, must
4 grant to the applicant an amount not to exceed 60% of the
5 proposed expenditures.

6 (b) The Department may make grants, subject to
7 appropriation, from the Tourism Promotion Fund to counties,
8 municipalities, park districts, forest preserve districts,
9 conservation districts, not-for-profit organizations, local
10 promotion groups, and for-profit businesses to assist in
11 attracting and hosting tourism events matched with funds from
12 sources in the private sector. The Department, after review of
13 the application and if satisfied that the program and proposed
14 expenditures of the applicant appear to be in accord with the
15 purposes of this Act, must grant to the applicant an amount not
16 to exceed 50% of the proposed expenditures.

17 Before any such grant may be made the county,
18 municipality, park district, forest preserve district,
19 conservation district, not-for-profit organization, local
20 promotion group, or for-profit business must make application
21 to the Department for such grant, setting forth the studies,
22 surveys and investigations proposed to be made and other
23 activities proposed to be undertaken. The application shall
24 further state, under oath or affirmation, with evidence
25 thereof satisfactory to the Department, the amount of funds
26 held by, committed to or subscribed to, and proposed to be

1 expended by, the applicant for the purposes herein described
2 and the amount of the grant for which application is made.

3 (Source: P.A. 100-23, eff. 7-6-17.)

4 (20 ILCS 665/8) (from Ch. 127, par. 200-28)

5 Sec. 8. Allocation of appropriations.

6 (1) Amounts that are appropriated from the Tourism
7 Promotion Fund to the Department for the purpose of making
8 grants under Sections 5 and 6 of this Act shall be allocated by
9 the Department as follows:

10 (a) 62.5% to local promotion groups, municipalities,
11 park districts, forest preserve districts, conservation
12 districts, and counties not wholly or partially within any
13 county of more than 1 million population;

14 (b) 37.5% to local promotion groups, municipalities,
15 park districts, forest preserve districts, conservation
16 districts, and counties wholly or partially within any
17 county of more than 1 million population.

18 However, if sufficient local funds cannot be raised to
19 match the allocation made under either paragraph (a) or (b) of
20 this subsection, such appropriations may be reallocated, in
21 whole or in part, to any applicant or applicants able to
22 qualify for a grant or may be used by the Department to promote
23 the tourist attractions of the State of Illinois as a whole.

24 (2) Amounts that are appropriated from the Tourism
25 Promotion Fund to the Department for the purpose of making

1 grants under Sections 5 and 6 of this Act to match funds from
2 the private sector may be used by the Department in any county
3 of this State.

4 (Source: P.A. 100-23, eff. 7-6-17.)

5 (20 ILCS 665/8a) (from Ch. 127, par. 200-28a)

6 Sec. 8a. Tourism grants and loans.

7 (1) The Department is authorized to make grants and loans,
8 subject to appropriations by the General Assembly for this
9 purpose from the Tourism Promotion Fund, to counties,
10 municipalities, park districts, forest preserve districts,
11 conservation districts, local promotion groups, not-for-profit
12 organizations, or for-profit businesses for the development or
13 improvement of tourism attractions in Illinois. Individual
14 grants and loans shall not exceed \$1,000,000 and shall not
15 exceed 50% of the entire amount of the actual expenditures for
16 the development or improvement of a tourist attraction.
17 Agreements for loans made by the Department pursuant to this
18 subsection may contain provisions regarding term, interest
19 rate, security as may be required by the Department and any
20 other provisions the Department may require to protect the
21 State's interest.

22 (2) (Blank).

23 (Source: P.A. 94-91, eff. 7-1-05.)

24 (20 ILCS 665/13) (from Ch. 127, par. 200-33)

1 Sec. 13. Powers of municipalities and counties. For the
2 purposes set out in this Act, the corporate authorities of
3 each city, village or incorporated town and the county board
4 of each county may (1) promote the advantages of the
5 municipality or county, as the case may be, for tourism,
6 industrial development and other activities and programs
7 designed to stimulate employment, (2) appropriate funds for
8 promotional activities and programs, (3) accept gifts and
9 grants to be used for promotional purposes, and (4) join with
10 other municipalities, counties, park districts, forest
11 preserve districts, conservation districts, and local
12 promotion groups in promotional activities and programs.

13 (Source: P.A. 92-38, eff. 6-28-01.)

14 Section 99. Effective date. This Act takes effect upon
15 becoming law.