

# ACT NO. 8804

BILL NO. 35-0220

## THIRTY-FIFTH LEGISLATURE OF THE VIRGIN ISLANDS

### Regular Session

2023

An Act for developing and producing an annual U.S. Virgin Islands Music Festival

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**WHEREAS**, music is the universal language that we all speak;

**WHEREAS**, music festivals help bring communities together and foster local pride;

**WHEREAS**, music festivals are important cultural events that celebrate diversity through music;

**WHEREAS**, music festivals generate significant economic activity for businesses in the tourism and other sectors, including hotels, restaurants, transportation services, clothing stores, increasing the gross domestic product of the destination;

**WHEREAS**, music festivals provide a platform for local artists to showcase their talents and gain exposure, providing them with significant marketing and promotional opportunities;

**WHEREAS**, music festivals contribute to the growth and development of the destination's local music industry;

**WHEREAS**, music festivals have proven to be an effective and impactful tool for promoting tourism and attracting visitors to travel to destinations worldwide;

**WHEREAS**, music festivals can place the United States Virgin Islands on the global stage;

**WHEREAS**, the success of previous music festivals in the United States Virgin Islands, such as the St. Croix Jazz Festival and Sinbad's Soul Music Festival, has demonstrated the potential for a larger-scale, official music festival;

**WHEREAS**, the United States Virgin Islands has a rich musical heritage and a vibrant local music scene that can be showcased and celebrated through a music festival;

**WHEREAS**, the United States Virgin Islands can benefit from the economic impact of a music festival, which can generate significant revenue for local businesses, including hotels, restaurants, transportation services, and retail establishments;

**WHEREAS**, several Caribbean destinations that compete with the United States Virgin Islands for visitor arrivals have developed significant music festivals, and the territory is without such a powerful economic driver;

**WHEREAS**, the absence of a major music festival in the United States Virgin Islands puts the destination at a disadvantage compared to other Caribbean destinations;

**WHEREAS**, the Territory is fully equipped with the expertise necessary to produce, market, and promote a music festival to prominence, including venue and audio-visual capacity, and event production businesses with significant experience developing major music events;

**WHEREAS**, the creation of an annual music festival in the United States Virgin Islands will contribute to the growth of the local economy, increase tourism, and enhance the destination's global reputation as a music destination. Now, Therefore,

***Be it enacted by the Legislature of the Virgin Islands:***


**SECTION 1.** No later than 60 days after the enactment of this act, the Department of Tourism shall issue an Invitation to Bid for the development, creation, and production of an annual "U.S. Virgin Islands Music Festival" that encompasses a vast array of musical genres. The contractor, in conjunction with the Division of Festivals, shall hold the inauguration by December 2025.

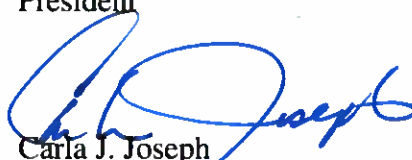
**SECTION 2.** In addition to any other requirements for bids the Division of Festival may establish for proposals requested under section 1, all bids must provide no less than \$1,000,000 or 20% of actual festival production costs in cash or value-in-kind sponsorships, whichever is greater.

Thus passed by the Legislature of the Virgin Islands on December 19, 2023.

Witness our Hands and Seal of the Legislature of the Virgin Islands this 9<sup>th</sup> day of January, A.D., 2024.



  
Novelle E. Francis, Jr.  
President

  
Carla J. Joseph  
Secretary



**Bill No. 35-0220 is hereby approved.**

**Witness my hand and the Seal of the Government of the United States Virgin Islands at Charlotte Amalie, St. Thomas, this 20<sup>th</sup> day of January 2024 A.D.**

  
**Albert Bryan Jr.**  
**Governor**