

REVENUE: No revenue impact

FISCAL: No fiscal impact

Action: Do Pass as Amended and Be Printed Engrossed

Vote: 4 - 0 - 2

Yeas: Burdick, Edwards, Girod, Beyer

Nays: 0

Exc.: Atkinson, Starr

Prepared By: Richard Berger, Administrator

Meeting Dates: 3/17

WHAT THE MEASURE DOES: Allows the advertising of alcoholic liquor at venues that have a full on-premise sales or limited on-premise sales license and have a capacity of 3,000 or more persons or have a full on-premise sales license and are government owned. Allows the advertising of alcoholic liquor at venues that have a temporary sales license received by a non-profit, state agency, or a local government.

ISSUES DISCUSSED:

- Avoiding advertising contracts that limit what alcohol venues are allowed to serve
- State being able to attract larger acts sponsored by alcoholic liquor
- Allowing city festivals to advertise alcoholic liquor

EFFECT OF COMMITTEE AMENDMENT: Replaces the original measure.

BACKGROUND: Current statute allows advertising of alcoholic liquor in arenas with a fixed seating capacity of more than 10,000 seats.