

REVENUE: No revenue impact

FISCAL: No fiscal impact

Action:	Do Pass as Amended and Be Printed Engrossed
Vote:	6 - 0 - 2
Yeas:	Doherty, Esquivel, Johnson, Matthews, Kennemer, Schaufler
Nays:	0
Exc.:	Conger, Hoyle
Prepared By:	Theresa Van Winkle, Administrator
Meeting Dates:	4/25

WHAT THE MEASURE DOES: Expands the circumstances for which a venue can sell advertising space or time to an alcoholic beverage manufacturer or wholesaler.

ISSUES DISCUSSED:

- Examples of concerts, festivals, and event venues that could benefit from the measure's provisions
- How advertising opportunities can help smaller venues due to increased sponsorship and advertising opportunities
- How the proposed 3,000 person capacity is determined

EFFECT OF COMMITTEE AMENDMENT: Clarifies the types of licensure and venue size that qualify for the advertising of alcoholic beverages.

BACKGROUND: Current statute allows alcoholic beverage manufacturers and wholesalers to advertise in venues with a fixed seating capacity of more than 10,000 seats. Two venues in Oregon fit those criteria - the Rose Garden and Memorial Coliseum.

Senate Bill 669-B expands the types of venues that can sell advertising to alcohol manufacturers and wholesalers to venues that hold a full on-premises sales license or limited on-premises sales license and the venue either has at least one room or area with a maximum capacity of at least 3,000 persons or is owned by a government body; or the licensee is an Oregon-based or out-of-state nonprofit corporation that possesses either a certificate of authorization or certificate of existence as required under nonprofit corporation statutes. Senate Bill 669-B also applies to licensees who hold a temporary sales license and are a state-registered nonprofit or charitable organization, state agency, or a local governmental entity.

The advertising space or time can only be purchased in connection with events that are held under the licensed premises, and the licensee must serve other brands of alcoholic beverages beyond the brands that are being advertised at the event.