

BILL ANALYSIS

Senate Research Center

H.B. 1917
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Business & Commerce
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Engrossed

AUTHOR'S / SPONSOR'S STATEMENT OF INTENT

The Alcoholic Beverage Code prohibits outdoor advertising of alcoholic beverages unless specifically authorized in the code. Current law does not allow the placement of outdoor advertising for alcoholic beverages or for businesses engaged in the manufacture, sale, or distribution of alcoholic beverages on the outside of public transportation passenger vehicles or vehicles for hire, such as taxis, limousines, pedicabs, and rickshaws. Such advertising allows operators to keep fares low and encourages alternatives for consumers so they do not drink and drive. H.B. 1917 allows for this type of advertising.

H.B. 1917 amends current law relating to alcoholic beverage advertising on the outside of certain vehicles.

RULEMAKING AUTHORITY

This bill does not expressly grant any additional rulemaking authority to a state officer, institution, or agency.

SECTION BY SECTION ANALYSIS

SECTION 1. Amends Section 108.52, Alcoholic Beverage Code, by adding Subsection (i), as follows:

(i) Authorizes outdoor advertising of an alcoholic beverage or of the business of any person engaged in the manufacture, sale, or distribution of an alcoholic beverage to be placed on or affixed to the outside of a public transportation passenger vehicle or vehicle for hire unless the advertising is prohibited by an ordinance of an incorporated city or town or the advertising is in an area or zone where the sale of alcoholic beverages is prohibited by law. Provides that, in this subsection:

(1) "Public transportation passenger vehicle" means a vehicle operated by a political subdivision and used for the transportation of passengers for a fee.

(2) "Vehicle for hire" includes a van, taxi, limousine, pedicab, and rickshaw and any other means of transportation available to the public for a fee.

SECTION 2. Effective date: upon passage or September 1, 2013.