

BILL ANALYSIS

S.B. 1519
By: Hancock
Licensing & Administrative Procedures
Committee Report (Unamended)

BACKGROUND AND PURPOSE

Interested parties contend that the application of a statutory provision allowing for the promotion, sponsorship, or advertising of an entertainment event or an alcoholic beverage brand or product at public entertainment facilities is too limited. S.B. 1519 seeks to address this issue by extending the application of that provision to facilities that are part of certain sports and community venue projects.

CRIMINAL JUSTICE IMPACT

It is the committee's opinion that this bill does not expressly create a criminal offense, increase the punishment for an existing criminal offense or category of offenses, or change the eligibility of a person for community supervision, parole, or mandatory supervision.

RULEMAKING AUTHORITY

It is the committee's opinion that this bill does not expressly grant any additional rulemaking authority to a state officer, department, agency, or institution.

ANALYSIS

S.B. 1519 amends the Alcoholic Beverage Code to establish that statutory provisions relating to advertising and promotion in a public entertainment facility do not restrict or govern the promotion, sponsorship, or advertising of an entertainment event, or the promotion or advertising of an alcoholic beverage brand or product, at a facility that is part of a sports and community venue project that has been approved by the voters of an applicable municipality or county, including the venue and related infrastructure. The bill classifies a facility that is part of such an approved venue project as a public entertainment facility under the Industry Public Entertainment Facilities Act and excepts a facility that is part of such an approved venue project from the facilities that are excluded as public entertainment facilities based on the facility's primary purpose being the sale of food or alcoholic beverages or the facility deriving 75 percent or more of its annual gross revenue from the on-premise sale of alcoholic beverages.

EFFECTIVE DATE

On passage, or, if the bill does not receive the necessary vote, September 1, 2017.