

2023 Regular Session

HOUSE BILL NO. 132

BY REPRESENTATIVES THOMPSON AND GAROFALO

Prefiled pursuant to Article III, Section 2(A)(4)(b)(i) of the Constitution of Louisiana.

CULTURE/REC/TOUR DEPT: Provides relative to advertisement and sponsorship signs on property of the Department of Culture, Recreation and Tourism

1 AN ACT

2 To enact R.S. 36:204(B)(11), relative to the Department of Culture, Recreation and Tourism;
3 to authorize the secretary to enter sponsorship agreements and to authorize
4 placement of advertising and sponsorship signs on department property; to require
5 adoption of administrative rules; to require annual reports; and to provide for related
6 matters.

7 Be it enacted by the Legislature of Louisiana:

8 Section 1. R.S. 36:204(B)(11) is hereby enacted to read as follows:

9 §204. Powers and duties of secretary of culture, recreation and tourism

10 * * *

11 B. The secretary shall have authority to:

12 * * *

13 (11)(a) Enter sponsorship agreements and to authorize the placement,
14 erection, and maintenance of advertising and sponsorship signs on immovable
15 property, improvements on immovable property, vehicles, vessels, and other assets
16 of the department.

17 (b) No advertising or sponsorship signs may be placed pursuant to this
18 Paragraph until the secretary promulgates rules and regulations, in accordance with
19 the Administrative Procedure Act, that include, at a minimum, all of the following:

- 1 (i) Specifications regarding types of businesses with which sponsorship
2 agreements are authorized and with which sponsorship agreements are prohibited.
- 3 (ii) Specifications regarding the size, types, and placement of advertisements
4 and sponsorship signs that will be allowed on or within agency property.
- 5 (c) The Department of Culture, Recreation and Tourism shall submit a report
6 by February first each year to the House Committee on Municipal, Parochial and
7 Cultural Affairs, the Senate Committee on Commerce, Consumer Protection, and
8 International Affairs, and the legislature in accordance with R.S. 24:772
9 summarizing each sponsorship agreement that is in effect at the time of the report.
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DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 132 Reengrossed

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Thompson

Abstract: Authorizes the secretary of the Dept. of Culture, Recreation and Tourism to enter sponsorship agreements and to authorize the placement of advertising and sponsorship signs on department property and assets.

Proposed law authorizes the secretary of the Dept. of Culture, Recreation and Tourism to enter sponsorship agreements and to authorize the placement of advertising and sponsorship signs on department property and assets.

Proposed law prohibits such agreements until the secretary promulgates rules that include the following:

- (1) Specifications regarding types of businesses with which sponsorship agreements are authorized and with which sponsorship agreements are prohibited.
- (2) Specifications regarding the size, types, and placement of advertisements and sponsorship signs.

Proposed law requires the department to submit annual reports to the legislature and specified legislative committees summarizing each sponsorship agreement in effect.

(Adds R.S. 36:204(B)(11))

Summary of Amendments Adopted by HouseThe House Floor Amendments to the engrossed bill:

1. Add requirement that the secretary promulgate rules and specifying the content of such rules.
2. Add requirement for annual reports to the legislature.