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ALLOW ADVERTISING OF LIQUOR ON THE LICENSED PREMISES

House Bill 4908

Sponsor: Rep. Keith Stallworth

Committee: Regulatory Reform

Complete to 9-12-00

A SUMMARY OF HOUSE BILL 4908 AS INTRODUCED 9-29-99

The bill would amend the Michigan Liquor Control Code to require the Liquor Control Commission to promulgate a rule that would establish a program to allow persons licensed under the code to use space on the licensed premises to advertise and promote alcoholic liquor. A licensee would have to receive a permit from the commission before using space on the premise to promote or advertise alcohol. The permit program would have to include a schedule for the allocation of space, a periodic leasing schedule, and permit fees based upon the allocation schedule. If the advertising and promotion space offered by a licensee were located on a billboard or other sign attached to the exterior of the licensed premises, the fee could not be less than ten percent of the periodic gross lease rate.

A violation of the program created by the bill would be subject to an administrative fine of not less than \$500 for each month an advertising or promotion location was in use but had not received the required permit. Permit fees and administrative fines would be deposited into the general fund and would be appropriated to the commission to cover, but not exceed, the costs to enforce and administer the program. Excess funds would be appropriated to the Office of Drug Control Policy in the Department of Community Health.

MCL 436.1545

Analyst: S. Stutzky

■ This analysis was prepared by nonpartisan House staff for use by House members in their deliberations, and does not constitute an official statement of legislative intent.