

2023 Regular Session

HOUSE BILL NO. 132

BY REPRESENTATIVES THOMPSON AND GAROFALO

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:

20 (i) Specifications regarding types of businesses with which sponsorship  
21 agreements are authorized and with which sponsorship agreements are prohibited.

22 (ii) Specifications regarding the size, types, and placement of advertisements  
23 and sponsorship signs that will be allowed on or within agency property.

1                   (c) The Department of Culture, Recreation and Tourism shall submit a report  
2                   by February first each year to the House Committee on Municipal, Parochial and  
3                   Cultural Affairs, the Senate Committee on Commerce, Consumer Protection, and  
4                   International Affairs, and the legislature in accordance with R.S. 24:772  
5                   summarizing each sponsorship agreement that is in effect at the time of the report.

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SPEAKER OF THE HOUSE OF REPRESENTATIVES

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PRESIDENT OF THE SENATE

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GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: \_\_\_\_\_