



HB 0609

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A bill to be entitled
 An act relating to Orange County; authorizing
 contracts for the promotion or marketing of an
 alcoholic beverage brand or manufacturer within an
 entertainment/resort complex located in a specified
 area; providing application and limitations;
 providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. (1) A vendor who owns or operates an
 entertainment/resort complex, as defined in section
 561.01(18), Florida Statutes, located as specified in
 subsection (2) may enter into a contract for the promotion
 or marketing of alcoholic beverage brands or beverage
 manufacturers with respect to any licensed premises, as
 defined in section 561.01(11), Florida Statutes, owned or
 operated by said vendor, including contracts with the
 manufacturer which may require the payment of fees in
 exchange for specified promotion or advertising rights.

(2) This act shall apply only to an
 entertainment/resort complex located within the following
 boundaries of Orange County:

Sections 13, 24, 25, 26, 34, and 35, Township 23
 South, Range 28 East.

Section 2. This act shall apply to the owner or
 operator of an entertainment/resort complex as described in
 section 1 so long as such promotion or marketing is
 associated with activities, events, or venues within the
 entertainment/resort complex itself, and no other licensed



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31 vendor within said complex is obligated or required to
32 purchase or sell any particular brand of alcoholic beverage
33 as defined in section 561.01, Florida Statutes.

34 Section 3. Notwithstanding section 1 of this act,
35 during any period of 12 consecutive months, a vendor may
36 enter into no more than three promotional contracts within
37 an entertainment/resort complex owned or operated by such
38 vendor and no more than six promotional contracts relating
39 to special events or festivals occurring within an
40 entertainment/resort complex owned or operated by such
41 vendor.

42 Section 4. This act shall not be deemed to exempt a
43 person referenced in section 563.02(3), section 564.02(3)
44 (a), or section 565.03(2), Florida Statutes.

45 Section 5. The vendor of such entertainment/resort
46 complex and manufacturer which enter such promotional
47 contract shall be limited to promotion and marketing of
48 alcoholic beverages, and sales of alcoholic beverages by
49 the manufacturer to the vendor are prohibited, except in
50 compliance with section 561.42, Florida Statutes. No
51 distributor shall be required, directly or indirectly, to
52 contribute to the costs or expenses of such promotion or
53 marketing.

54 Section 6. This act shall take effect upon becoming a
55 law.