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1 A bill to be entitled  
2 An act relating to game promotion; amending s.  
3 849.094, F.S.; adding and revising definitions;  
4 requiring a game promotion operator who provides  
5 electronic devices that reveal or display the results  
6 of a game promotion that offers certain prize amounts  
7 to file certain information with the Department of  
8 Agriculture and Consumer Services; prohibiting the  
9 department from accepting filings from certain persons  
10 against whom there is a criminal or civil adjudication  
11 or unsatisfied civil judgment for certain violations;  
12 requiring financial institution officials to provide  
13 the department with the account number of trust  
14 accounts of game promotion operators who offer prizes  
15 greater than a certain amount; requiring certain game  
16 promotion operators who offer total prize amounts of  
17 more than \$1 to obtain a surety bond and file it  
18 before a time certain with the department; providing  
19 criteria for the surety bonds; providing a date  
20 certain for the final determination of winners;  
21 removing an exemption provided for certain not-for-  
22 profit and other organizations from application of the  
23 act; allowing counties and municipalities to regulate  
24 game promotions consistent with the act; requiring a  
25 game promotion operator to provide certain  
26 certifications regarding game promotion software and  
27 remit to the department annual fees for each  
28 electronic device or computer terminal; requiring the

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29 department to remit the fees to the Department of  
 30 Revenue for deposit into the General Revenue Fund;  
 31 prohibiting the use of mechanical or electromechanical  
 32 reels in connection with a game promotion; providing  
 33 an effective date.

34

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

36

37 Section 1. Section 849.094, Florida Statutes, is amended  
 38 to read:

39 849.094 Game promotion in connection with sale of consumer  
 40 products or services.—

41 (1) As used in this section, the term:

42 (a) "Department" means the Department of Agriculture and  
 43 Consumer Services.

44 (b) ~~(a)~~ "Game promotion" means, but is not limited to, a  
 45 contest, game of chance, or gift enterprise, conducted within or  
 46 throughout the state and other states in connection with the  
 47 sale of consumer products or services, and in which the elements  
 48 of chance and prize are present. However, the term does "game  
 49 ~~promotion" shall not be construed to~~ apply to bingo games  
 50 conducted pursuant to s. 849.0931.

51 (c) ~~(b)~~ "Operator" means any person, firm, corporation, or  
 52 association or agent or employee thereof who promotes, operates,  
 53 or conducts a game promotion, ~~except any charitable nonprofit~~  
 54 ~~organization.~~

55 (2) It is unlawful for any operator:

56 (a) To design, engage in, promote, or conduct such a game

57 | promotion, in connection with the promotion or sale of consumer  
 58 | products or services, wherein the winner may be predetermined or  
 59 | the game may be manipulated or rigged so as to:

60 |       1. Allocate a winning game or any portion thereof to  
 61 | certain lessees, agents, or franchises; or

62 |       2. Allocate a winning game or part thereof to a particular  
 63 | period of the game promotion or to a particular geographic area;

64 |       (b) Arbitrarily to remove, disqualify, disallow, or reject  
 65 | any entry;

66 |       (c) To fail to award any prizes offered;

67 |       (d) To print, publish, or circulate literature or  
 68 | advertising material used in connection with such game  
 69 | promotions which is false, deceptive, or misleading; or

70 |       (e) To require an entry fee, payment, or proof of purchase  
 71 | as a condition of entering a game promotion.

72 |       (3) (a) The operator of a game promotion in which the total  
 73 | announced value of the prizes offered is greater than \$5,000  
 74 | shall file with the department ~~of Agriculture and Consumer~~  
 75 | ~~Services~~ a copy of the rules and regulations of the game  
 76 | promotion and a list of all prizes and prize categories offered  
 77 | at least 7 days before the commencement of the game promotion.

78 |       (b) Each operator of a game promotion who provides  
 79 | electronic devices or computer terminals with video display  
 80 | monitors that reveal or display the results of a game promotion  
 81 | offering total prize amounts of more than \$1 shall file with the  
 82 | department at least 7 days before commencement of the game  
 83 | promotion a copy of the rules and regulations of the game  
 84 | promotion and a list of all prizes and prize categories offered.

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85 The filing shall include the physical location of each  
86 electronic device or computer terminal and a separate terminal  
87 fee pursuant to paragraph (12) (b) for each electronic device or  
88 computer terminal that is a component of the game promotion.

89 (c) Once filed, the ~~Such~~ rules and regulations may not  
90 ~~thereafter~~ be changed, modified, or altered. The operator of a  
91 game promotion shall conspicuously post the rules and  
92 regulations of such game promotion in each ~~and every~~ retail  
93 outlet or place where such game promotion is ~~may be~~ played or  
94 participated in by the public and shall also publish the rules  
95 and regulations in all advertising copy used in connection with  
96 the game promotion therewith. However, the ~~such~~ advertising copy  
97 need ~~only~~ include only the material terms of the rules and  
98 regulations if the advertising copy includes a website address,  
99 a toll-free telephone number, or a mailing address where the  
100 full rules and regulations may be viewed, heard, or obtained for  
101 the full duration of the game promotion. The ~~Such~~ disclosures  
102 must be legible. Radio and television announcements may indicate  
103 that the rules and regulations are available at retail outlets  
104 or from the operator of the promotion.

105 (d) A nonrefundable filing fee of \$100 shall accompany  
106 each filing and shall be used to pay the costs incurred in  
107 administering and enforcing the provisions of this section.

108 (e) The department may not accept a filing from any  
109 operator, person, firm, corporation, association, agent, or  
110 employee who has been found guilty of or entered a plea of nolo  
111 contendere to, regardless of adjudication, or who fails to  
112 satisfy a judgment, for a violation of this section.

113           (4) (a) Each ~~Every~~ operator of ~~such~~ a game promotion in  
 114 which the total announced value of the prizes offered is greater  
 115 than \$5,000 shall establish a trust account, in a national or  
 116 state-chartered financial institution, with a balance equal to  
 117 ~~sufficient to pay or purchase~~ the total value of all prizes  
 118 offered. On a form supplied by the department ~~of Agriculture and~~  
 119 ~~Consumer Services~~, an official of the financial institution  
 120 holding the trust account shall provide ~~set forth~~ the account  
 121 number and dollar amount of the trust account, the identity of  
 122 the entity or individual establishing the trust account, and the  
 123 name of the game promotion for which the trust account has been  
 124 established. The ~~Such~~ form shall be filed with the department ~~of~~  
 125 ~~Agriculture and Consumer Services~~ at least 7 days before ~~in~~  
 126 ~~advance of~~ the commencement of the game promotion. In lieu of  
 127 establishing a such trust account, the operator may obtain a  
 128 surety bond from a surety authorized to do business in this  
 129 state in an amount equal ~~equivalent~~ to the total value of all  
 130 prizes offered in the promotion. The; ~~and such~~ bond shall be  
 131 filed with the department ~~of Agriculture and Consumer Services~~  
 132 at least 7 days before ~~in advance of~~ the commencement of the  
 133 game promotion. Each operator of a game promotion who provides  
 134 electronic devices or computer terminals with video display  
 135 monitors that reveal or display the results of a game promotion  
 136 offering total prize amounts of more than \$1 shall obtain a  
 137 surety bond in an amount equal to the total value of all prizes  
 138 offered, and the bond shall be filed with the department at  
 139 least 7 days before the commencement of the game promotion.

140           1. The moneys held in the trust account may be withdrawn

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141 in order to pay the prizes offered only upon certification to  
142 the department ~~of Agriculture and Consumer Services~~ of the name  
143 of the winner ~~or winners~~ and the amount and value of the prize  
144 ~~or prizes and the value thereof.~~

145 2. If the operator of a game promotion obtains ~~has~~  
146 ~~obtained~~ a surety bond in lieu of establishing a trust account,  
147 the amount of the surety bond shall equal at all times the total  
148 amount of the prizes offered. The bond shall be in favor of the  
149 department for the use and benefit of any consumer who qualifies  
150 for the award of a prize under the rules and regulations of the  
151 game promotion but who does not receive the prize awarded, and  
152 shall be in effect until 30 days after filing the list of  
153 winners pursuant to subsection (5). The bond shall be applicable  
154 and liable only for the payment of the claims duly adjudicated  
155 by order of the department. The proceedings to adjudicate the  
156 claim shall be conducted in accordance with ss. 120.569 and  
157 120.57.

158 (b) The department ~~of Agriculture and Consumer Services~~  
159 may waive the provisions of this subsection for any operator who  
160 has conducted game promotions in the state for ~~not less than 5~~  
161 or more consecutive years and who has not had any civil,  
162 criminal, or administrative action instituted against him or her  
163 by the state or an agency of the state for violation of this  
164 section within that 5-year period. The department may revoke a  
165 waiver if it finds that an operator committed a violation of  
166 this section. Such waiver may be revoked upon the commission of  
167 a violation of this section by such operator, as determined by  
168 the Department of Agriculture and Consumer Services.

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169           (5) Each ~~Every~~ operator of a game promotion in which the  
170 total announced value of the prizes offered is greater than  
171 \$5,000 shall provide the department ~~of Agriculture and Consumer~~  
172 ~~Services~~ with a certified list of the names and addresses of all  
173 persons, whether from this state or from another state, who have  
174 won prizes that ~~which~~ have a value of more than \$25, the value  
175 of the ~~such~~ prizes, and the dates when the prizes were won  
176 within 60 days after the ~~such~~ winners are ~~have been finally~~  
177 determined. The date for the final determination of winners  
178 shall be 60 days after the ending date of the game promotion  
179 stated in the original filing required in subsection (3). The  
180 operator shall provide a copy of the list of winners, without  
181 charge, to any person who requests it or shall. ~~In lieu of the~~  
182 ~~foregoing, the operator of a game promotion may, at his or her~~  
183 ~~option,~~ publish the same information about the winners in a  
184 ~~Florida~~ newspaper of general circulation in this state within 60  
185 days after the ~~such~~ winners are ~~have been~~ determined. If the  
186 operator publishes the list of winners in a newspaper, the  
187 operator ~~and~~ shall provide to the department ~~of Agriculture and~~  
188 ~~Consumer Services~~ a certified copy of the publication containing  
189 the information about the winners. The operator of a game  
190 promotion is not required to notify a winner by mail or by  
191 telephone when the winner is already in possession of a game  
192 card from which the winner can determine that he or she has won  
193 a designated prize. All winning entries shall be held by the  
194 operator for ~~a period of~~ 90 days after the close or completion  
195 of the game.

196           (6) The department ~~of Agriculture and Consumer Services~~

197 shall keep the certified list of winners for a period of ~~at~~  
 198 ~~least~~ 6 months after receipt of the certified list. The  
 199 department thereafter may dispose of all records and lists.

200 (7) An ~~No~~ operator may not ~~shall~~ force, directly or  
 201 indirectly, a lessee, agent, or franchise dealer to purchase or  
 202 participate in any game promotion. For the purpose of this  
 203 section, coercion or force is ~~shall be~~ presumed in these  
 204 circumstances in which a course of business extending over a  
 205 period of 1 year or longer is materially changed coincident with  
 206 a failure or refusal of a lessee, agent, or franchise dealer to  
 207 participate in such game promotions. Such force or coercion is  
 208 ~~shall further be~~ presumed when an operator advertises generally  
 209 that game promotions are available at its lessee dealers or  
 210 agent dealers.

211 (8) (a) The department may adopt ~~of Agriculture and~~  
 212 ~~Consumer Services shall have the power to promulgate such rules~~  
 213 regulating and regulations respecting the operation of game  
 214 promotions which are necessary to administer this section as it  
 215 ~~may deem advisable.~~

216 (b) If ~~Whenever~~ the department ~~of Agriculture and Consumer~~  
 217 ~~Services~~ or the Department of Legal Affairs has reason to  
 218 believe that a game promotion is being operated in violation of  
 219 this section, it may bring an action in the circuit court of any  
 220 judicial circuit in which the game promotion is being operated  
 221 in the name and on behalf of the people of the state against any  
 222 operator thereof to enjoin the continued operation of such game  
 223 promotion anywhere within the state.

224 (9) (a) Any person, firm, or corporation, or association or



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225 agent or employee thereof, who engages in any acts or practices  
 226 stated in this section to be unlawful, or who violates any of  
 227 the rules adopted ~~and regulations made~~ pursuant to this section,  
 228 commits ~~is guilty of~~ a misdemeanor of the second degree,  
 229 punishable as provided in s. 775.082 or s. 775.083.

230 (b) Any person, firm, corporation, association, agent, or  
 231 employee who violates any provision of this section or any of  
 232 the rules adopted ~~and regulations made~~ pursuant to this section  
 233 is ~~shall be~~ liable for a civil penalty of not more than \$1,000  
 234 for each such violation, which shall accrue to the state and may  
 235 be recovered in a civil action brought by the department ~~of~~  
 236 ~~Agriculture and Consumer Services~~ or the Department of Legal  
 237 Affairs.

238 (10) This section does not apply to actions or  
 239 transactions regulated by the Department of Business and  
 240 Professional Regulation ~~or to the activities of nonprofit~~  
 241 ~~organizations or to any other organization engaged in any~~  
 242 ~~enterprise other than the sale of consumer products or services.~~  
 243 Subsections (3), (4), (5), (6), and (7) and paragraph (8)(a) and  
 244 ~~any of the rules~~ adopted ~~made~~ pursuant thereto do not apply to  
 245 television or radio broadcasting companies licensed by the  
 246 Federal Communications Commission.

247 (11) Subject to the provisions of this part and chapter  
 248 166, a county or municipality may adopt an ordinance, code,  
 249 plan, rule, resolution, or other measure that limits or  
 250 regulates electronic game promotions, including, but not limited  
 251 to, permitting, fees, fines, location, signage, security, or  
 252 other enforcement provisions.

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253       (12) Each operator of a game promotion who provides  
254 electronic devices or computer terminals with video display  
255 monitors that reveal or display the results of a game promotion  
256 shall:

257       (a) File with the department, at least 7 days before the  
258 commencement of the game promotion, a certification from an  
259 independent testing laboratory that the electronic game  
260 promotion software:

261       1. Operates only games with a preconfigured finite pool of  
262 entries;

263       2. Provides an entrant with the ability to participate in  
264 the absence of a purchase;

265       3. Does not distinguish an entrant who has made a purchase  
266 from one who has not, with respect to all advertised prizes; and

267       4. Uses video displays that do not determine the result.

268       (b) Pay to the department annually a nonrefundable  
269 terminal fee of \$100 per electronic device or computer terminal  
270 which shall be remitted by the department to the Department of  
271 Revenue for deposit into the General Revenue Fund.

272       (13) This section does not allow the use of mechanical or  
273 electromechanical reels in connection with a game promotion.

274       Section 2. This act shall take effect July 1, 2012.