

1 State of Arkansas
2 88th General Assembly
3 Regular Session, 2011

A Bill

SENATE BILL 753

4
5 By: Senator Madison
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For An Act To Be Entitled

8 AN ACT TO LIMIT THE AMOUNT THE ARKANSAS LOTTERY
9 COMMISSION MAY SPEND ON ADVERTISING; AND FOR OTHER
10 PURPOSES.
11

Subtitle

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14 TO LIMIT THE AMOUNT THE ARKANSAS LOTTERY
15 COMMISSION MAY SPEND ON ADVERTISING.
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18 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:
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20 SECTION 1. DO NOT CODIFY. FINDINGS. The General Assembly finds and
21 declares that:

22 (1) The primary duty of the Arkansas Lottery Commission is to
23 provide scholarships for students desiring to attend Arkansas colleges and
24 universities;

25 (2) There is currently no statute or provision in the law that
26 prevents the Arkansas Lottery Commission from allocating funds for promoting
27 or advertising the lottery to the detriment of net proceeds from the lottery
28 available for scholarships; and

29 (3) It is therefore necessary for the General Assembly to limit
30 the amount of lottery proceeds that may be allocated to promote or advertise
31 lotteries in Arkansas in order to maximize the number of scholarships
32 available to Arkansas students.
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34 SECTION 2. Arkansas Code § 23-115-205(a)(22), concerning powers and
35 duties of the Arkansas Lottery Commission, is amended to read as follows:

36 (22)(A) To advertise and promote lotteries and scholarships and



1 grants funded by net proceeds.

2 (B) The commission shall seek the advice of the Department
3 of Higher Education when advertising to promote scholarships and grants
4 funded by net proceeds.

5 (C)(i) The commission shall not allocate more than one
6 quarter of one percent (1/4 of 1%) of lottery proceeds up to a maximum amount
7 of one million dollars (\$1,000,000) to advertise or promote lotteries in
8 Arkansas.

9 (ii) The limitation under subdivision (a)(22)(C)(i)
10 of this section does not apply to advertising for scholarships awarded with
11 net proceeds;