

SENATE BILL 32

By Tracy

AN ACT to amend Tennessee Code Annotated, Title 4, Chapter 3, Part 23 and Title 54, relative to commercial advertising on the Tennessee 511 system.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Title 4, Chapter 3, Part 23, is amended by adding the following language as a new, appropriately designated section:

4-3-2309.

The department is authorized to allow commercial advertising on the Tennessee 511 system. The department of transportation is directed to promulgate rules and regulations to effectuate this section. Such commercial advertising shall not advertise alcohol or tobacco products. Commercial advertising permitted by this section shall not include campaign advertising as prohibited in § 2-19-144, and any such campaign advertising shall be expressly prohibited. All revenue generated from commercial advertising authorized by this section shall be deposited in the highway fund to be used solely for transportation purposes.

SECTION 2. This act shall take effect July 1, 2011, the public welfare requiring it.