



**Bill Description:** Creating a local wine industry association license.

**Bill Number:** SSB 6392

**Bill Sponsor:** Senator Kevin Van De Wege

**Effective Date:** June 11, 2020

**Adding a New Section to:** chapter 66.24 RCW

### Background

The Washington Wine Institute consulted with the LCB late last year and prior to the start of the 2020 legislative session with a request focused on local nonprofit groups that were formed to promote the wine industry in a given local area. In some cases, these local associations also promote the larger local tourism industries and economy. Wine festivals are held bringing together numerous wineries located in the area. These events have been conducted under the umbrella of a special occasion license. These associations have found the special occasion license has some drawbacks in terms of cost, limitations on the length of event, and some other procedural barriers or requirements to obtain the license and conduct the events. Advocates hoped to create a new license type for the events they have been organizing for years but which would be less costly and more efficient to support their efforts to assist wineries by promoting consumer education and visibility of the different wine products available to Washingtonians.

The LCB recommended some limitations on the new license; limiting the number of events to 12 annually per licensee and requiring advance notice to the LCB of 45 days prior to an event. With those parameters added to the bill in Committee, the LCB supported the bill. Testimony on the bill noted that it will help the approximately 12 local wine industry associations to coordinate local activities and events for their local wineries, in marketing their regions and streamlining their events.

### Bill Summary

- Establishes the local wine industry association license with a \$700 annual fee.
- The license may be issued to a nonprofit society or organization created to educate consumers on, or promote the economic development of the Washington wine industry.
- Exempts domestic wineries participating in a licensee's event or marketing program from the "money or moneys' worth" prohibition in the three-tier system.
- Requires the entity holding the new license to notify the LCB 45 days in advance of events and restricts the licensee to holding no more than 12 events per year.
- All wineries participating in an event under this license are held jointly responsible for any violations or enforcement action, unless it can be demonstrated that the violation was due to the specific conduct or action of one or more of the participating licensees, in which case the enforcement action will apply only to the responsible entities.

### Contact Information:

If you have questions, please contact [Chris Thompson, Director of Legislative Relations](#).