

# WEST VIRGINIA LEGISLATURE

## 2017 REGULAR SESSION

**Introduced**

### **House Bill 2694**

**FISCAL  
NOTE**

BY DELEGATES HAMRICK, GEARHEART, ZATEZALO,  
HOWELL, ATKINSON, WARD, WILLIAMS, STATLER, MOYE,  
SOBONYA AND BUTLER

[Introduced February 24, 2017; Referred  
to the Committee on Roads and Transportation then  
Finance.]

1 A BILL to amend the Code of West Virginia, 1931, as amended, by adding thereto a new section,  
2 designated §17-4-55, relating to the development and implementation of a program to  
3 facilitate commercial sponsorship of rest areas, welcome centers and roads; providing for  
4 sponsorship agreements; providing for agreement requirements; providing for disposition  
5 of funds received from agreements; providing for the promulgation of emergency or  
6 legislative rules; and providing for a report of the status of the program.

*Be it enacted by the Legislature of West Virginia:*

1 That the Code of West Virginia, 1931, as amended, be amended by adding thereto a new  
2 section, designated §17-4-55, to read as follows:

#### **ARTICLE 4. STATE ROAD SYSTEM.**

##### **§17-4-55. Controlled access facilities sponsorship program.**

1 (a) The Division of Highways shall develop and implement a program to facilitate  
2 commercial sponsorship of rest areas, welcome centers and roads, as defined in section three,  
3 article one, chapter seventeen of this code, to help offset the costs of the operation and  
4 maintenance of rest areas, welcome centers and roads.

5 (b) The Division of Highways may enter into sponsorship agreements with private entities  
6 in accordance with this section. A sponsorship agreement may allow a private entity to place  
7 advertising signs identifying itself as a sponsor of the rest area, welcome center or road that is  
8 visible to the traveling public in exchange for consideration at fair market value. A sponsorship  
9 agreement may include any other provisions the Division of Highways deems necessary.

10 (c) Sponsorship agreements shall comply with all applicable state and federal rules and  
11 regulations.

12 (d) All net revenue received by the Division of Highways from the sponsorship agreements  
13 shall be deposited in the State Road Fund.

14 (e) The Commissioner of the Division of Highways may propose rules for legislative  
15 approval or emergency rules pursuant to article three, chapter twenty-nine-a of this code to

16 establish and implement the program as may be necessary to carry out the purposes of this  
17 section.

18 (f) On or before December 1, 2017, the Commissioner of the Division of Highways shall  
19 submit a report to the Joint Committee on Government and Finance detailing the status and  
20 progress of the development and implementation of the program.

NOTE: The purpose of this bill is to develop and implement a program to facilitate commercial sponsorship of rest areas, welcome centers, and roads. The bill provides for sponsorship agreements. The bill provides for agreement requirements. The bill provides for disposition of funds received from agreements. The bill provides for the promulgation of emergency or legislative rules. The bill provides for a report of the status of the program.

Strike-throughs indicate language that would be stricken from a heading or the present law and underscoring indicates new language that would be added.