

SENATE
STATE OF MINNESOTA
NINETY-FOURTH SESSION

S.F. No. 1735

(SENATE AUTHORS: KUNESH)

DATE
02/20/2025

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460 Introduction and first reading
Referred to Education Policy

OFFICIAL STATUS

- 1.1 A bill for an act
- 1.2 relating to education; establishing accounting requirements for school expenditures
- 1.3 on advertising and event sponsorships; requiring that paid advertisements indicate
- 1.4 that certain school costs are funded by taxpayer dollars; amending Minnesota
- 1.5 Statutes 2024, section 123B.77, by adding a subdivision; proposing coding for
- 1.6 new law in Minnesota Statutes, chapter 123B.
- 1.7 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:
- 1.8 Section 1. Minnesota Statutes 2024, section 123B.77, is amended by adding a subdivision
- 1.9 to read:
- 1.10 Subd. 7. **Accounting requirements; advertising and event sponsorships.** (a) Beginning
- 1.11 in fiscal year 2026, a district must separately account for expenditures on:
- 1.12 (1) paid media advertisements; and
- 1.13 (2) public event sponsorships.
- 1.14 (b) For purposes of this subdivision, the following terms have the meanings given:
- 1.15 (1) "paid media advertisement" means a television, radio, newspaper, magazine, movie
- 1.16 theater, or Internet-based advertisement; billboard; bus poster; or other commercial method
- 1.17 that may promote enrollment in a public school;
- 1.18 (2) "public event" means an activity, event, or gathering that members of the public may
- 1.19 attend, that has been publicly announced or publicized in advance, and for which an
- 1.20 admission fee or cost may be required. A public event includes but is not limited to concerts,
- 1.21 performances, sporting events, fairs, festivals, parades, and other exhibitions. A public event
- 1.22 does not include assemblies, field trips, class trips, graduation ceremonies, athletics,

2.1 extracurricular activities, clubs, groups, teams, or any activities sponsored, held, or approved
2.2 by a public school.

2.3 (c) The commissioner must modify the uniform financial accounting and reporting
2.4 standards under subdivision 1 consistent with the requirements under paragraph (a).

2.5 **EFFECTIVE DATE.** This section is effective July 1, 2025.

2.6 Sec. 2. **[123B.831] PAID MEDIA ADVERTISEMENT.**

2.7 (a) A paid media advertisement by a school district or on behalf of a school district that
2.8 refers to the cost of tuition, technology, transportation, or other expenses must not advertise
2.9 those expenses as free. Any reference to tuition, technology, transportation, or other expenses
2.10 must indicate that the cost is paid for by taxpayer dollars.

2.11 (b) A charter school is subject to the requirements of this section as if it were a district.

2.12 **EFFECTIVE DATE.** This section is effective July 1, 2025.