

Department of Planning and Budget

2019 Fiscal Impact Statement

1. Bill Number: HB2073H1

House of Origin	<input type="checkbox"/> Introduced	<input checked="" type="checkbox"/> Substitute	<input type="checkbox"/> Engrossed
Second House	<input type="checkbox"/> In Committee	<input type="checkbox"/> Substitute	<input type="checkbox"/> Enrolled

2. Patron: Bell, John J.

3. Committee: House Committee on General Laws

4. Title: Happy hour advertising

5. Summary: The proposed bill expands the ability of retail on-premises licensees to advertise happy hours by allowing them to advertise on or off the licensed premises and to advertise the prices of featured alcoholic beverages. The bill also allows for creative advertising marketing techniques, provided that such techniques do not induce overconsumption or induce consumption by minors.

6. Budget Amendment Necessary: No

7. Fiscal Impact Estimates: Preliminary (see Item 8)

8. Fiscal Implications: According to the Virginia Alcoholic Beverage Control Authority (“Authority”), the proposed bill is not expected to have a material fiscal impact.

9. Specific Agency or Political Subdivisions Affected: Virginia Alcoholic Beverage Authority

10. Technical Amendment Necessary: No

11. Other Comments: None