

Department of Planning and Budget

2019 Fiscal Impact Statement

1. Bill Number: SB1170

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

2. Patron: McPike

3. Committee: Senate Committee on Rehabilitation and Social Services

4. Title: Happy hour advertising

5. Summary: Expands the ability of retail on-premises licensees to advertise alcoholic beverage products featured during happy hours by allowing the use creative marketing techniques, provided that such techniques do not tend to induce overconsumption or 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 create a material fiscal impact on Authority operations.

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

10. Technical Amendment Necessary: No

11. Other Comments: None