

Department of Planning and Budget 2020 Fiscal Impact Statement

1. Bill Number: HB815

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: Head

3. Committee: House Committee on General Laws

4. Title: Advertising of alcoholic beverages

5. Summary: The proposed bill prohibits the Board of Directors of the Virginia Alcoholic Beverage Control Authority ("Board") from engaging in any advertising that is calculated to induce sales of alcoholic beverages sold by the Board. The bill defines "advertising" as any written or verbal statement, illustration, or depiction, including any written, printed, graphic, or other material; billboard, sign, or other outdoor display; publication; or radio or television broadcast.

6. Budget Amendment Necessary: No

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

8. Fiscal Implications: According to ABC, while the sales and profits could be negatively impacted as a result of this legislation, the fiscal impact on net profits cannot be quantified by ABC at this time.

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

10. Technical Amendment Necessary: No

11. Other Comments: None