

LEGISLATIVE BUDGET BOARD
Austin, Texas

FISCAL NOTE, 79TH LEGISLATIVE REGULAR SESSION

April 13, 2005

TO: Honorable Troy Fraser, Chair, Senate Committee on Business & Commerce

FROM: John S. O'Brien, Deputy Director, Legislative Budget Board

IN RE: SB1471 by Whitmire (Relating to consumer gifts and prizes in connection with the marketing of alcoholic beverages.), **As Introduced**

No significant fiscal implication to the State is anticipated.

The bill would amend the Alcoholic Beverage Code as it relates to consumer gifts and prizes in connection with the marketing of alcoholic beverages.

The bill would amend sections of the Alcoholic Beverage Code to require a promotion be conducted in at least 5 states before a permittee may offer prizes, premiums, gifts, or sweepstakes. The bill would require the costs of conducting the promotion be paid in total by the originating permittee. The Texas Alcoholic Beverage Commission would be required to adopt rules implementing the modifications to the Alcoholic Beverage Code as soon as practicable.

The bill would take effective September 1, 2005.

Local Government Impact

No significant fiscal implication to units of local government is anticipated.

Source Agencies: 458 Alcoholic Beverage Commission

LBB Staff: JOB, JRO, VDS, SJ, LM