

HB 333-FN – AS INTRODUCED

2013 SESSION

13-0534
03/04

HOUSE BILL **333-FN**

AN ACT relative to advertising of New Hampshire products by the liquor commission.

SPONSORS: Rep. M. Mann, Rock 32; Rep. Duarte, Rock 2; Rep. Danais, Rock 2; Rep. Tasker,
Rock 2

COMMITTEE: Commerce and Consumer Affairs

ANALYSIS

This bill establishes expenditure requirements for advertising of New Hampshire products by the liquor commission.

Explanation: Matter added to current law appears in **bold italics**.
Matter removed from current law appears [~~in brackets and struck through.~~]
Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

STATE OF NEW HAMPSHIRE

In the Year of Our Lord Two Thousand Thirteen

AN ACT relative to advertising of New Hampshire products by the liquor commission.

Be it Enacted by the Senate and House of Representatives in General Court convened:

1 1 Advertising Expenditures. RSA 175:4, III is repealed and reenacted to read as follows:

2 III. Any funds appropriated to the commission for the purposes of paragraph II shall be
3 expended to optimize the profitability of the commission and to benefit the state of New Hampshire.
4 At least 5 percent of such funds shall be spent to showcase New Hampshire liquor and beverages and
5 their manufacture.

6 2 Effective Date. This act shall take effect July 1, 2013.

HB 333 FISCAL NOTE

AN ACT relative to advertising of New Hampshire products by the liquor commission.

FISCAL IMPACT:

The Liquor Commission states this bill, **as introduced**, will have an indeterminable impact on state revenue in FY 2014 and each year thereafter. There will be no impact on state, county, and local expenditures, or county and local revenue.

METHODOLOGY:

The Liquor Commission states this bill requires the Commission to dedicate five percent of its advertising budget to the promotion of New Hampshire liquor and beverages. The Commission states that its advertising budget in FY 2013 was \$2,100,000 per year; assuming total advertising expenditures remain the same in future years, the bill will require the Commission to devote \$105,000 per year to promoting New Hampshire products. The bill does not require a change to the Commission's overall advertising budget, and so there is no overall impact on state expenditures. The Commission states that by changing the way a portion of advertising dollars is spent, the bill may affect sales and, by so doing, have an indeterminable impact on state revenue.