

MARYLAND REGISTER

Proposed Action on Regulations

Transmittal Sheet PROPOSED OR REPROPOSED Actions on Regulations	Date Filed with AELR Committee	TO BE COMPLETED BY DSD
	06/18/2014	Date Filed with Division of State Documents
		Document Number
		Date of Publication in MD Register

1. Desired date of publication in Maryland Register: 8/8/2014

2. COMAR Codification

Title Subtitle Chapter Regulation

03 02 05 12

3. Name of Promulgating Authority

Comptroller of Maryland

4. Name of Regulations Coordinator

Sukanya Mukherjee

Telephone Number

410-260-7494

Mailing Address

80 Calvert Street

City State Zip Code
Annapolis MD 21401

Email

smukherjee@comp.state.md.us

5. Name of Person to Call About this Document

Sukanya Mukherjee

Telephone No.

(410) 260-7494

Email Address

smukherjee@comp.state.md.us

6. Check applicable items:

New Regulations

COMPTROLLER OF THE TREASURY

Subtitle 02 ALCOHOL AND TOBACCO TAX

03.02.05 Alcoholic Beverage Trade Practices

Authority: Article 2B, §16-301 and 16-302, Annotated Code of Maryland

Notice of Proposed Action

□

The Comptroller of the Treasury proposes to amend regulation .12 to allow for additional promotional activities.

Statement of Purpose

The purpose of this action is to Increase the amount of promotional events a brand owner or supplier is allowed to have. This is to standardize certain advertising trade practices and reflect the cost of technology and advertising changes in the industry.

Comparison to Federal Standards

There is no corresponding federal standard to this proposed action.

Estimate of Economic Impact

I. Summary of Economic Impact.

The economic impact is minimal. It is up to the supplier to decide how many events they want to partake in during the calendar year.

II. Types of Economic Impact.	Revenue (R+/R-)	Magnitude
	Expenditure (E+/E-)	
A. On issuing agency:	NONE	
B. On other State agencies:	NONE	
C. On local governments:	NONE	
	Benefit (+)	Magnitude
	Cost (-)	
D. On regulated industries or trade groups:	NONE	
(1) 1	(+)	Minimum
E. On other industries or trade groups:	NONE	
F. Direct and indirect effects on public:	NONE	

III. Assumptions. (Identified by Impact Letter and Number from Section II.)

D(1). There may be an increase in revenue if a supplier partakes in more promotional events which brings in more business

Economic Impact on Small Businesses

The proposed action has minimal or no economic impact on small businesses.

Impact on Individuals with Disabilities

The proposed action has no impact on individuals with disabilities.

Opportunity for Public Comment

Comments may be sent to Sukanya Mukherjee, Staff Attorney, Field Enforcement Division Comptroller of Maryland, 80 Calvert Street, Annapolis, MD 21404, or call 410-260-7494, or email to smukherjee@comp.state.md.us, or fax to . Comments will be accepted through July 18, 2014. A public hearing has not been scheduled.

Economic Impact Statement Part C

A. Fiscal Year in which regulations will become effective: FY 2014

B. Does the budget for the fiscal year in which regulations become effective contain funds to implement the regulations?

No

C. If 'yes', state whether general, special (exact name), or federal funds will be used:

D. If 'no', identify the source(s) of funds necessary for implementation of these regulations:

No funds are needed.

E. If these regulations have no economic impact under Part A, indicate reason briefly:

F. If these regulations have minimal or no economic impact on small businesses under Part B, indicate the reason and attach small business worksheet.

These regulations have minimal impact on small business. It would depend on the suppliers how many promotional events they would want to participate in. If they are don't participate in any, there will be no costs and likely no increased revenue.

G. Small Business Worksheet:

1a. Intended Beneficiaries - Businesses.

1b. N/A

1c. Intended Beneficiaries - Businesses. The alcohol industry are the beneficiaries of this regulation. By having more promotional events they can increase brand awareness and increase sales at retail establishments.

2a. Direct or Indirect Impacts: Adverse. There are no estimated adverse impacts at this time.

2b. Direct or Indirect Impacts: Positive - Maryland retailers and suppliers will benefit from this regulation since it will increase the amount of promotional events they can have during the calendar year.

3. Long Term Impacts. Long term impacts include brand awareness by consumers, increased revenue from consumers to retailers who have these events at their place of business.

Attached Document:

Title 03 COMPTROLLER OF THE TREASURY

Subtitle 02 ALCOHOL AND TOBACCO TAX

Chapter 05 Alcoholic Beverage Trade Practices

Authority: Article 2B, §§16-301 and 16-302, Annotated Code of Maryland

.12 On-Premises Promotions

A. (1)—(2) (text unchanged)

B. Brand Owner Promotional Activities

(1) A brand owner or supplier, third party, or wholesaler acting as a brand owner's agent may sponsor, organize, or participate in up to [12] 24 promotional activities in a calendar year on behalf of the same licensed retailer.

(2)—(6) (text unchanged)

C.—F. (text unchanged)