

Department of Legislative Services

Maryland General Assembly

2001 Session

FISCAL NOTE

House Bill 1151 (Prince George's County Delegation)

Economic Matters

**Prince George's County - Alcoholic Beverages - Advertising Restrictions
PG 303-01**

This bill prohibits the placement of alcoholic beverage advertisements in Prince George's County on outdoor billboards, outdoor structures, exterior sides of buildings, or freestanding signboards. Excluded from the restrictions of the bill are: (1) signs and advertisements inside licensed premises, on commercial vehicles transporting alcoholic beverages, and events with a one-day license or establishments with temporary licenses; (2) signs identifying a licensed establishment; (3) signs needing zoning board approval; (4) signs on a Mass Transit Administration vehicle or a taxicab; (5) signs on property owned, leased, or operated by the Maryland-National Capital Park and Planning Commission or the Maryland Stadium Authority; or (6) signs at a racetrack. Violators are guilty of a misdemeanor and subject to a fine up to \$1,000.

Fiscal Summary

State Effect: Potential minimal increase in general fund revenues from the monetary penalty provision.

Local Effect: This bill would not directly affect Prince George's County finances.

Small Business Effect: Potential minimal. Retail alcoholic beverage businesses would incur costs to remove some current advertisements and could be adversely impacted if the restrictions on outdoor advertising result in reduced sales.

Analysis

Current Law: There are no advertising restrictions specific to Prince George's County for alcoholic beverages.

Additional Information

Prior Introductions: None.

Cross File: None.

Information Source(s): Prince George's County, Department of Legislative Services

Fiscal Note History: First Reader – February 22, 2001
jm/jr

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