

Office of Regulatory Management  
Economic Review Form

<b>Agency name</b>	Virginia Alcoholic Beverage Control Authority
<b>Virginia Administrative Code (VAC) Chapter citation(s)</b>	3 VAC 5-20
<b>VAC Chapter title(s)</b>	Advertising
<b>Action title</b>	Chapter 20 Reform
<b>Date this document prepared</b>	01/05/2023
<b>Regulatory Stage (including Issuance of Guidance Documents)</b>	Proposed

**Cost Benefit Analysis**

Complete Tables 1a and 1b for all regulatory actions. You do not need to complete Table 1c if the regulatory action is required by state statute or federal statute or regulation and leaves no discretion in its implementation.

Table 1a should provide analysis for the regulatory approach you are taking. Table 1b should provide analysis for the approach of leaving the current regulations intact (i.e., no further change is implemented). Table 1c should provide analysis for at least one alternative approach. You should not limit yourself to one alternative, however, and can add additional charts as needed.

Report both direct and indirect costs and benefits that can be monetized in Boxes 1 and 2. Report direct and indirect costs and benefits that cannot be monetized in Box 4. See the ORM Regulatory Economic Analysis Manual for additional guidance.

**Table 1a: Costs and Benefits of the Proposed Changes (Primary Option)**

(1) Direct & Indirect Costs & Benefits (Monetized)	Direct Costs: Describe the direct costs of this proposed change here. No fiscal impact Indirect Costs: Describe the indirect costs of the proposed change. No fiscal impact Direct Benefits: Describe the direct benefits of this proposed change here.  The benefit is to bring clarity to the alcohol advertising regulations.  Indirect Benefits: Describe the indirect benefits of the proposed change. The benefit is to bring clarity to the alcohol advertising regulations.	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) No fiscal impact	(b) No fiscal impact
(3) Net Monetized Benefit	No fiscal impact	
(4) Other Costs & Benefits (Non-Monetized)	No fiscal impact	
(5) Information Sources	N/A	

**Table 1b: Costs and Benefits under the Status Quo (No change to the regulation)**

(1) Direct & Indirect Costs & Benefits (Monetized)	Direct Costs: Describe the direct costs of this proposed change here. No fiscal impact Indirect Costs: Describe the indirect costs of the proposed change. No fiscal impact Direct Benefits: Describe the direct benefits of this proposed change here.  The benefit is to bring clarity to the alcohol advertising regulations. Indirect Benefits: Describe the indirect benefits of the proposed change. The benefit is to bring clarity to the alcohol advertising regulations.	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) No fiscal impact	(b) No fiscal impact
(3) Net Monetized Benefit	No fiscal impact	

(4) Other Costs & Benefits (Non-Monetized)	No fiscal impact
(5) Information Sources	N/A

**Table 1c: Costs and Benefits under Alternative Approach(es)**

(1) Direct & Indirect Costs & Benefits (Monetized)	Direct Costs: Describe the direct costs of this proposed change here. No fiscal impact Indirect Costs: Describe the indirect costs of the proposed change. Noo fiscal impact Direct Benefits: Describe the direct benefits of this proposed change here. The benefit is to bring clarity to the alcohol advertising regulations. Indirect Benefits: Describe the indirect benefits of the proposed change. The benefit is to bring clarity to the alcohol advertising regulations.	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) No fiscal impact	(b) No fiscal impact
(3) Net Monetized Benefit	No fiscal impact	
(4) Other Costs & Benefits (Non-Monetized)	No fiscal impact	
(5) Information Sources	N/A	

**Impact on Local Partners**

Use this chart to describe impacts on local partners. See Part 8 of the ORM Cost Impact Analysis Guidance for additional guidance.

**Table 2: Impact on Local Partners**

(1) Direct & Indirect Costs & Benefits (Monetized)	Direct Costs: Describe the direct costs of this proposed change here. No fiscal impact Indirect Costs: Describe the indirect costs of the proposed change. No fiscal impact Direct Benefits: Describe the direct benefits of this proposed change here.
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	<p>The benefit is to bring clarity to the alcohol advertising regulations.</p> <p>Indirect Benefits: Describe the indirect benefits of the proposed change. The benefit is to bring clarity to the alcohol advertising regulations.</p>	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) No fiscal impact	(b) No fiscal impact
(3) Other Costs & Benefits (Non-Monetized)	No fiscal impact	
(4) Assistance	N/A	
(5) Information Sources	N/A	

**Impacts on Families**

Use this chart to describe impacts on families. See Part 8 of the ORM Cost Impact Analysis Guidance for additional guidance.

**Table 3: Impact on Families**

(1) Direct & Indirect Costs & Benefits (Monetized)	<p>Direct Costs: Describe the direct costs of this proposed change here. No fiscal impact</p> <p>Indirect Costs: Describe the indirect costs of the proposed change. No fiscal impact</p> <p>Direct Benefits: Describe the direct benefits of this proposed change here. The benefit is to bring clarity to the alcohol advertising regulations.</p> <p>Indirect Benefits: Describe the indirect benefits of the proposed change. The benefit is to bring clarity to the alcohol advertising regulations.</p>	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) No fiscal impact	(b) No fiscal impact
(3) Other Costs & Benefits (Non-Monetized)	No fiscal impact	

(4) Information Sources	No fiscal impact
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**Impacts on Small Businesses**

Use this chart to describe impacts on small businesses. See Part 8 of the ORM Cost Impact Analysis Guidance for additional guidance.

**Table 4: Impact on Small Businesses**

(1) Direct & Indirect Costs & Benefits (Monetized)	Direct Costs: Describe the direct costs of this proposed change here. No fiscal impact Indirect Costs: Describe the indirect costs of the proposed change. No fiscal impact Direct Benefits: Describe the direct benefits of this proposed change here. The benefit is to bring clarity to the alcohol advertising regulations. Indirect Benefits: Describe the indirect benefits of the proposed change. The benefit is to bring clarity to the alcohol advertising regulations.	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a) No fiscal impact	(b) No fiscal impact
(3) Other Costs & Benefits (Non-Monetized)	No fiscal impact	
(4) Alternatives	No alternatives	
(5) Information Sources	N/A	

**Changes to Number of Regulatory Requirements**

**Table 5: Regulatory Reduction**

For each individual action, please fill out the appropriate chart to reflect any change in regulatory requirements, costs, regulatory stringency, or the overall length of any guidance documents.

*Change in Regulatory Requirements*

<b>VAC Section(s) Involved*</b>	<b>Authority of Change</b>	<b>Initial Count</b>	<b>Additions</b>	<b>Subtractions</b>	<b>Net Change</b>
3VAC5-20-10	<b>Statutory:</b>	4	0	0	0
	<b>Discretionary:</b>	7	0	0	0
				<b>Total Net Change of Statutory Requirements:</b>	<b>0</b>
				<b>Total Net Change of Discretionary Requirements:</b>	<b>0</b>
<b>VAC Section(s) Involved*</b>	<b>Authority of Change</b>	<b>Initial Count</b>	<b>Additions</b>	<b>Subtractions</b>	<b>Net Change</b>
3VAC5-20-20	<b>Statutory:</b>	2	0	0	0
	<b>Discretionary:</b>	0	0	0	0
				<b>Total Net Change of Statutory Requirements:</b>	<b>0</b>
				<b>Total Net Change of Discretionary Requirements:</b>	<b>0</b>
<b>VAC Section(s) Involved*</b>	<b>Authority of Change</b>	<b>Initial Count</b>	<b>Additions</b>	<b>Subtractions</b>	<b>Net Change</b>
3VAC5-20-30	<b>Statutory:</b>	8	0	5	3
	<b>Discretionary:</b>	0	0	0	0
				<b>Total Net Change of Statutory Requirements:</b>	<b>3</b>

<b>Total Net Change of Discretionary Requirements:</b>	<b>0</b>
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<b>VAC Section(s) Involved*</b>	<b>Authority of Change</b>	<b>Initial Count</b>	<b>Additions</b>	<b>Subtractions</b>	<b>Net Change</b>
3VAC5-20-40	<b>Statutory:</b>	1	0	0	0
	<b>Discretionary:</b>	1	0	0	0
<b>Total Net Change of Statutory Requirements:</b>					<b>0</b>
<b>Total Net Change of Discretionary Requirements:</b>					<b>0</b>

<b>VAC Section(s) Involved*</b>	<b>Authority of Change</b>	<b>Initial Count</b>	<b>Additions</b>	<b>Subtractions</b>	<b>Net Change</b>
3VAC5-20-60	<b>Statutory:</b>	4	0	4	-4
	<b>Discretionary:</b>	4	0	4	-4
<b>Total Net Change of Statutory Requirements:</b>					<b>-4</b>
<b>Total Net Change of Discretionary Requirements:</b>					<b>-4</b>

<b>VAC Section(s) Involved*</b>	<b>Authority of Change</b>	<b>Initial Count</b>	<b>Additions</b>	<b>Subtractions</b>	<b>Net Change</b>
3VAC5-20-90	<b>Statutory:</b>	7	0	0	0
	<b>Discretionary:</b>	5	0	0	0
<b>Total Net Change of Statutory Requirements:</b>					<b>0</b>

<b>Total Net Change of Discretionary Requirements:</b>	<b>0</b>
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<b>VAC Section(s) Involved*</b>	<b>Authority of Change</b>	<b>Initial Count</b>	<b>Additions</b>	<b>Subtractions</b>	<b>Net Change</b>
3VAC5-20-100	<b>Statutory:</b>	<b>6</b>	0	0	0
	<b>Discretionary:</b>	<b>3</b>	0	0	0
<b>Total Net Change of Statutory Requirements:</b>					<b>0</b>
<b>Total Net Change of Discretionary Requirements:</b>					<b>0</b>

*Cost Reductions or Increases (if applicable)*

<b>VAC Section(s) Involved*</b>	<b>Description of Regulatory Requirement</b>	<b>Initial Cost</b>	<b>New Cost</b>	<b>Overall Cost Savings/Increases</b>

N/A

*Other Decreases or Increases in Regulatory Stringency (if applicable)*

<b>VAC Section(s) Involved*</b>	<b>Description of Regulatory Change</b>	<b>Overview of How It Reduces or Increases Regulatory Burden</b>

N/A

*Length of Guidance Documents (only applicable if guidance document is being revised)*

<b>Title of Guidance Document</b>	<b>Original Length</b>	<b>New Length</b>	<b>Net Change in Length</b>

N/A



\*If the agency is modifying a guidance document that has regulatory requirements, it should report any change in requirements in the appropriate chart(s).