

OFFICE OF FISCAL ANALYSIS

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SB-835

AN ACT CONCERNING DECEPTIVE ADVERTISING PRACTICES
OF LIMITED SERVICES PREGNANCY CENTERS.

OFA Fiscal Note

State Impact:

| Agency Affected | Fund-Effect | FY 22 \$ | FY 23 \$ |
|------------------|-----------------------------|--------------|--------------|
| Attorney General | GF - Potential Revenue Gain | Up to 10,000 | Up to 10,000 |

Note: GF=General Fund

Municipal Impact: None

Explanation

The bill prohibits deceptive advertising by pregnancy centers under certain conditions. It requires the attorney general to notify the center and allow them to comply within a specified time period. However, if the center does not rectify the violation the state can collect civil penalties and reasonable attorney's fees.

The bill could result in a revenue gain to the state, estimated to be up to \$10,000 annually based on the number of violations that occur.

The Out Years

The annualized ongoing fiscal impact identified above would continue into the future subject to the number of violations.