

OFFICE OF FISCAL ANALYSIS

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HB-5408

AN ACT CONCERNING THE PURCHASE OF PRINT AND DIGITAL
ADVERTISING BY THE STATE.

AMENDMENT

LCO No.: 4800

File Copy No.: 450

House Calendar No.: 294

OFA Fiscal Note

State Impact:

Agency Affected	Fund-Effect	FY 25 \$	FY 26 \$
State Comptroller - Fringe Benefits ¹	GF - Cost	None	40,000
Department of Administrative Services	GF - Cost	None	100,000
Various State Agencies	App Fund - Potential Cost	Potential Minimal	Potential Minimal

Note: GF=General Fund; App Fund=All Appropriated Funds

Municipal Impact: None

Explanation

The amendment strikes the underlying bill and its associated fiscal impact resulting in the following impacts described below.

The amendment results in a cost of up to \$140,000 per year for the Department of Administrative Services (DAS) to administer the process and fulfill the reporting requirements established in the amendment beginning in FY 26. DAS will have to hire up to one additional employee

¹The fringe benefit costs for most state employees are budgeted centrally in accounts administered by the Comptroller. The estimated active employee fringe benefit cost associated with most personnel changes is 41.25% of payroll in FY 25.

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with a salary and other expenses cost of \$100,000, along with associated fringe benefits costs of \$40,000 beginning in FY 26.

The amendment results in a potential minimal cost to various state agencies to the extent they conform to the advertising requirements established in the amendment. The amendment requires 15% of an agencies' annual print or digital advertising to be with in-state news publishers. The amendment provides various exemptions and a waiver process for agencies which would eliminate any potential cost associated with those requirements.

The preceding Fiscal Impact statement is prepared for the benefit of the members of the General Assembly, solely for the purposes of information, summarization and explanation and does not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.

Sources: Department of Administrative Services website