



GOVERNOR'S OFFICE OF  
BUDGET AND PROGRAM PLANNING

## Fiscal Note 2027 Biennium

Bill#/Title: HB0331.01: Generally revise laws relating to marijuana advertising

Primary Sponsor: Kerri Seekins-Crowe Status: As Introduced

☐ Included in the Executive Budget ☐ Needs to be included in HB 2 ☐ Significant Local Gov Impact  
☐ Significant Long-Term Impacts ☐ Technical Concerns ☐ Dedicated Revenue Form Attached

### FISCAL SUMMARY

	<u>FY 2026</u> <u>Difference</u>	<u>FY 2027</u> <u>Difference</u>	<u>FY 2028</u> <u>Difference</u>	<u>FY 2029</u> <u>Difference</u>
<b>Expenditures</b>				
General Fund (01)	\$0	\$0	\$0	\$0
<b>Revenues</b>				
General Fund (01)	\$0	\$0	\$0	\$0
<b>Net Impact</b>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
<b>General Fund Balance</b>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>

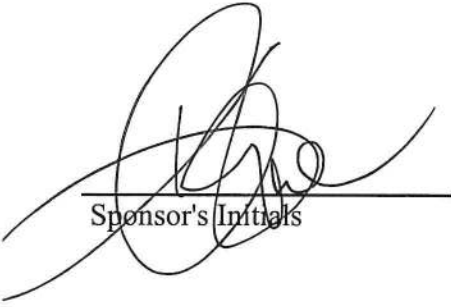
### Description of fiscal impact

HB 331 prohibits marketing and advertising by licensed marijuana businesses in Montana, including mandating age and residency verification for website users. This bill is not expected to impact marijuana tax revenue collections. The Department of Revenue would not incur additional costs to administer this bill.

### FISCAL ANALYSIS

#### Assumptions

1. HB 331 prohibits advertising by marijuana business and places limitations on the language and graphics that licensees may use on their websites and signage.
2. The bill repeals the current section of code limiting advertising and providing rule making authority to the Department of Revenue (16-12-211, MCA) and replaces it with new section 2 of this bill.
3. The bill does not specify an applicability or effective date so the default effective date of October 1, 2025.
4. Marijuana advertising is restricted in Montana under current law, and demand for marijuana has already been well established. It is assumed that this bill would not impact the consumer demand for marijuana in Montana, and consumers ability to purchase marijuana from dispensaries would not be dramatically inhibited. Therefore, marijuana tax revenue collections are not expected to be impacted significantly from the projections in HJ 2.
5. The Department of Revenue will have to update rules and licensing forms and provide assist many businesses in coming into compliance, but the department expects to be able to handle these tasks without additional appropriation or FTE.



Sponsor's Initials

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Date



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Budget Director's Initials

2/6/2025

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Date