

**TENNESSEE GENERAL ASSEMBLY  
FISCAL REVIEW COMMITTEE**



**FISCAL NOTE**

**SB 31 – HB 222**

February 11, 2011

**SUMMARY OF BILL:** Authorizes the Department of Transportation (TDOT) to allot space for commercial advertising on the exterior of incident response HELP trucks. Prohibits advertising of alcohol products, tobacco products, and campaign advertising. Requires all revenue generated from such advertising to be deposited in the Highway Fund.

**ESTIMATED FISCAL IMPACT:**

**Increase State Revenue - \$324,000/Highway Fund  
Increase State Expenditures - \$50,000/Highway Fund**

Assumptions:

- There are 72 incident response HELP trucks operated by TDOT.
- Each HELP truck generates an average of \$6,000 of advertising revenue each year.
- An average of 75 percent of total available advertising space is sold each year.
- The total increase in state revenue is estimated to be \$324,000 [(72 trucks x \$6,000 per year) x 75%].
- According to TDOT, advertising services would be contracted at a cost of approximately \$50,000 per year.

**CERTIFICATION:**

The information contained herein is true and correct to the best of my knowledge.

A handwritten signature in blue ink that reads "James W. White".

James W. White, Executive Director

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