

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2017

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SENATE BILL DRS35047-ML-28A (12/20)

Short Title: Study/Marketing Global TransPark. (Public)

Sponsors: Senators D. Davis and Pate (Primary Sponsors).

Referred to:

1 A BILL TO BE ENTITLED
2 AN ACT DIRECTING THE DEPARTMENT OF TRANSPORTATION TO STUDY HOW TO
3 MORE EFFECTIVELY MARKET THE NORTH CAROLINA GLOBAL TRANSPARK.

4 The General Assembly of North Carolina enacts:

5 **SECTION 1.** Study. – The Department of Transportation, in consultation with the
6 Department of Commerce, shall study how to more effectively market the North Carolina Global
7 TransPark Authority. The study shall consider all of the following:

- 8 (1) An identification of the target market for the Global TransPark.
9 (2) Whether the target market identified pursuant to subdivision (1) of this section
10 is being reached through current marketing methods.
11 (3) What additional marketing methods could increase awareness, and what costs
12 would be involved in utilizing these methods.
13 (4) Whether the Global TransPark should be transferred to the Department of
14 Commerce to utilize the Department of Commerce's marketing expertise.
15 (5) What issues may arise from a transfer to the Department of Commerce,
16 including legal, financial, or other requirements that must be met to effectuate
17 the transfer.
18 (6) Any other matters or information the Department of Transportation deems
19 relevant to the study.

20 **SECTION 2.** Report. – The Department of Transportation shall report its findings and
21 recommendations, including any legislative proposals, to the Joint Legislative Transportation
22 Oversight Committee no later than February 1, 2018.

23 **SECTION 3.** Effective Date. – This act is effective when it becomes law.



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