

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2019

FILED SENATE
Mar 20, 2019
S.B. 326
PRINCIPAL CLERK

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SENATE BILL DRS15153-MQa-29

Short Title: Travel and Tourism Funding. (Public)

Sponsors: Senators Edwards, Gunn, and Hise (Primary Sponsors).

Referred to:

1 A BILL TO BE ENTITLED
2 AN ACT TO APPROPRIATE FUNDS FOR THE ECONOMIC DEVELOPMENT
3 PARTNERSHIP OF NORTH CAROLINA TO PROMOTE NORTH CAROLINA TRAVEL
4 AND TOURISM GROWTH.
5 The General Assembly of North Carolina enacts:
6 **SECTION 1.** Notwithstanding G.S. 143C-5-2, there is appropriated from the
7 General Fund to the Department of Commerce the sum of three million dollars (\$3,000,000) in
8 recurring funds for the 2019-2020 fiscal year to be transferred to the nonprofit corporation with
9 which the Department of Commerce has contracted pursuant to the authority granted in
10 G.S. 143B-431.01(b). The nonprofit corporation shall utilize the transferred funds in the
11 following amounts for the following purposes:
12 (1) Two million dollars (\$2,000,000) for marketing and advertising for domestic
13 travel and tourism to the State.
14 (2) Five hundred thousand dollars (\$500,000) for marketing and advertising for
15 international travel and tourism to the State.
16 (3) Three hundred thousand dollars (\$300,000) for operations, research, and
17 staffing costs.
18 (4) Two hundred thousand dollars (\$200,000) for marketing and advertising for
19 sporting events and events attracting retirees to the State.
20 **SECTION 2.** This act becomes effective July 1, 2019.



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