

**GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2019**

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SENATE BILL 326

Short Title: Travel and Tourism Funding. (Public)

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

Referred to: Rules and Operations of the Senate

March 21, 2019

A BILL TO BE ENTITLED

AN ACT TO APPROPRIATE FUNDS FOR THE ECONOMIC DEVELOPMENT
PARTNERSHIP OF NORTH CAROLINA TO PROMOTE NORTH CAROLINA TRAVEL
AND TOURISM GROWTH.

The General Assembly of North Carolina enacts:

SECTION 1. Notwithstanding G.S. 143C-5-2, there is appropriated from the General Fund to the Department of Commerce the sum of three million dollars (\$3,000,000) in recurring funds for the 2019-2020 fiscal year to be transferred to the nonprofit corporation with which the Department of Commerce has contracted pursuant to the authority granted in G.S. 143B-431.01(b). The nonprofit corporation shall utilize the transferred funds in the following amounts for the following purposes:

- (1) Two million dollars (\$2,000,000) for marketing and advertising for domestic travel and tourism to the State.
- (2) Five hundred thousand dollars (\$500,000) for marketing and advertising for international travel and tourism to the State.
- (3) Three hundred thousand dollars (\$300,000) for operations, research, and staffing costs.
- (4) Two hundred thousand dollars (\$200,000) for marketing and advertising for sporting events and events attracting retirees to the State.

SECTION 2. This act becomes effective July 1, 2019.



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