

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2021

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HOUSE BILL 690

Short Title: Funds/Greenville-ENC Alliance. (Public)

Sponsors: Representatives Humphrey, Tyson, Kidwell, and Hanig (Primary Sponsors).  
*For a complete list of sponsors, refer to the North Carolina General Assembly web site.*

Referred to: Appropriations, if favorable, Rules, Calendar, and Operations of the House

April 27, 2021

A BILL TO BE ENTITLED

AN ACT TO APPROPRIATE FUNDS FOR THE GREENVILLE-ENC ALLIANCE.

The General Assembly of North Carolina enacts:

**SECTION 1.** There is appropriated from the General Fund to the Department of Commerce the sum of fifty thousand dollars (\$50,000) for each year of the 2021-2023 fiscal biennium in nonrecurring funds to be allocated to the Greenville-ENC Alliance, a public-private economic development partnership. These funds shall be used to assist the organization in a marketing campaign that leverages the assets of Beaufort, Carteret, Craven, Greene, Jones, Lenoir, Pamlico, and Pitt Counties as part of a collaborative regional brand that aligns with existing designations assigned by the North Carolina Department of Transportation, congressional district, Census Combined Statistical Area, and media markets.

**SECTION 2.** This act becomes effective July 1, 2021.



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