

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1999

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SENATE BILL 744

Short Title: Tourism, Film & Sports Dev. Funds.

(Public)

Sponsors: Senators Perdue; Allran, Ballantine, Carter, Clodfelter, Cooper, Dannelly, Hoyle, Martin of Guilford, Metcalf, Rand, Warren, and Wellons.

Referred to: Appropriations/Base Budget.

April 5, 1999

1 A BILL TO BE ENTITLED
2 AN ACT TO APPROPRIATE FUNDS TO THE DIVISION OF TOURISM, FILM AND
3 SPORTS DEVELOPMENT FOR MARKETING AND ADVERTISING.

Whereas, travel and tourism is a vast industry in North Carolina, providing major economic benefit and employment in virtually every county; and

Whereas, the travel and tourism industry achieved almost \$11 billion in total sales in 1998; and

Whereas, travel and tourism directly supports more than 170,000 jobs and \$2.8 billion in salaries and wages; and

Whereas, travel and tourism generates at least \$500 million in State revenue and \$270 million in local revenue; and

Whereas, the travel and tourism industry benefits from, and supports, North Carolina's international reputation for clean air, clean water, and world-class recreation; and

Whereas, the North Carolina travel and tourism industry serves more than 40 million travelers each year; and

Whereas, the future growth and success of the travel and tourism industry is a matter of great economic importance to North Carolina; and

Whereas, while the North Carolina tourism industry is healthy, it has lost market share in the Southeastern states in recent years; and

Whereas, effective marketing and advertising of North Carolina as a tourism destination is essential to the continued well-being of this economic sector; and

Whereas, North Carolina's budget for marketing and advertising has fallen far behind other states in the Southeast and the nation; and

Whereas, the General Assembly believes that increased funding for tourism advertising and marketing is an investment that will be returned many times over to the State in the form of increased State and local revenues and general economic development; Now, therefore,

1 The General Assembly of North Carolina enacts:

2 Section 1.(a) There is appropriated to the Department of Commerce, Division of
3 Tourism, Film and Sports Development, the sum of eight million six hundred sixty-three
4 thousand eight hundred sixty-eight dollars (\$8,663,868) for the 1999-2000 fiscal year and
5 the sum of eight million six hundred sixty-three thousand eight hundred sixty-eight
6 dollars (\$8,663,868) for the 2000-2001 fiscal year for marketing and advertising.

7 Section 1.(b) Of the funds appropriated in this act the sum of five hundred
8 thousand dollars (\$500,000) shall be reserved for the Rural Tourism Grants Program and
9 the sum of five hundred thousand dollars (\$500,000) shall be reserved for the Matching
10 Grants Program.

11 Section 2. This act becomes effective July 1, 1999.