

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1993

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HOUSE BILL 1963

Short Title: Northwestern Marketing Funds.

(Public)

Sponsors: Representatives Berry, J. Brown, Holmes, Flaherty; Brawley, Church, Robinson, and Thompson.

Referred to: Appropriations.

June 1, 1994

A BILL TO BE ENTITLED

1 AN ACT TO PROVIDE FUNDING FOR MARKETING OF FACILITIES AND
2 ATTRACTIONS IN NORTHWESTERN NORTH CAROLINA TO ENHANCE
3 CONVENTIONS, MEETINGS, AND TOURISM AND THE SUBSEQUENT
4 ECONOMIC IMPACT.
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6 Whereas, tourism is the fastest-growing industry in North Carolina,
7 stimulating the economy and providing employment for thousands of people; and

8 Whereas, Northwestern North Carolina is the area for North Carolina's most
9 significant natural and scenic attractions; and

10 Whereas, the furniture, textiles, and fiber-optic industries and their supplier
11 companies provide opportunities for professional and trade association and business
12 meetings; and

13 Whereas, the Hickory Metropolitan Statistical Area is the fourth largest in
14 North Carolina and is serving as the gateway to Northwestern North Carolina, including
15 the counties of Alexander, Burke, Caldwell, and Catawba; and

16 Whereas, the Greater Hickory Convention and Visitors Bureau has adopted a
17 plan to develop and support a regional marketing council which will develop and
18 implement strategies to bring tourists, business visitors, and meetings to the region, thus
19 adding millions of dollars to the region's economy; Now, therefore,

20 The General Assembly of North Carolina enacts:

21 Section 1. There is appropriated from the General Fund to the Hickory-
22 Conover Tourism Development Authority the sum of forty thousand dollars (\$40,000)
23 for the 1994-95 fiscal year to be used for marketing of Northwestern North Carolina in

1 national and regional media and trade publications reaching group tours, trade
2 associations, and meeting planners, along with collateral to promote the hospitality
3 industry of the region. These funds must be matched on the basis of two dollars (\$2.00)
4 of non-State funds for every one dollar (\$1.00) of State funds.

5 Sec. 2. This act becomes effective July 1, 1994.