

**GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2005**

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HOUSE DRH30574-LG-726A (05/16)

Short Title: NC Golf Marketing Funds. (Public)

Sponsors: Representatives Hill and Johnson (Primary Sponsors).

Referred to:

A BILL TO BE ENTITLED

AN ACT TO APPROPRIATE FUNDS TO THE NORTH CAROLINA GOLF
MARKETING ALLIANCE.

The General Assembly of North Carolina enacts:

SECTION 1. There is appropriated from the General Fund to the North Carolina Golf Marketing Alliance, Inc., a nonprofit organization, the sum of five hundred thousand dollars (\$500,000) for the 2006-2007 fiscal year to be used for a golf banding promotion inside and outside North Carolina. These funds shall be used to:

- (1) Develop a specific, compelling brand message for North Carolina golf that would distinguish North Carolina from other states.
- (2) Incorporate a new North Carolina golf Web site with a comprehensive North Carolina golf database.
- (3) Target golf advertising in national and regional golf publications.

SECTION 2. This act becomes effective July 1, 2006.