

**GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2005**

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HOUSE BILL 2741

Short Title: NC Golf Marketing Funds. (Public)

Sponsors: Representatives Hill, Johnson (Primary Sponsors); Church, Faison, and McMahan.

Referred to: Appropriations.

May 30, 2006

A BILL TO BE ENTITLED

1 AN ACT TO APPROPRIATE FUNDS TO THE NORTH CAROLINA GOLF
2 MARKETING ALLIANCE.
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4 The General Assembly of North Carolina enacts:

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

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

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