GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 2007

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SENATE DRS75494-LM-173* (4/22)

Short Title:	Promote State of North Carolina/Funds.	(Public)
Sponsors:	Senator Dannelly.	
Referred to:		

A BILL TO BE ENTITLED

AN ACT TO APPROPRIATE FUNDS TO THE DEPARTMENT OF COMMERCE TO PROMOTE AND MARKET THE STATE OF NORTH CAROLINA.

The General Assembly of North Carolina enacts:

SECTION 1. There is appropriated from the General Fund to the Department of Commerce, Division of Tourism, Film and Sports Development, the sum of two million dollars ($2,000,000) for the 2008-2009 fiscal year to be used for promoting and marketing the State of North Carolina. The promoting and marketing of the State shall include advertising with minority media outlets, advertising with minorities in the motorsports industry, and advertising with other historically underutilized businesses. The Division of Tourism, Film and Sports Development, and firms that contract with the Division to promote and market the State, shall make a good faith effort to achieve diversity in the bidding and awarding of advertising and marketing contracts.

SECTION 2. This act becomes effective July 1, 2008.