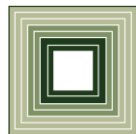


Marketing

March 7, 2013



FISCAL RESEARCH DIVISION
A Staff Agency of the North Carolina General Assembly

Marketing

- Markets the State for business recruitment & expansion
- No recent NCGA Budget Adjustments
- Governor's Continuation Budget made no changes to the budget

The image is a screenshot of the 'Thrive in North Carolina' website banner. At the top, the word 'THRIVE' is in small, spaced-out letters, followed by 'in NORTH CAROLINA™' in a larger, bold font. To the right, there are links for 'ABOUT US' and 'CONTACT US', and a search bar with the word 'Search' and a magnifying glass icon. Below this is a dark navigation bar with five categories: 'WHY N.C.', 'LOCATION TOOLS & DATA', 'SMALL BUSINESS RESOURCES', 'INCENTIVES', and 'KEY INDUSTRIES'. The main banner area features a cityscape background with a large text overlay on the left that reads 'Pro-business rankings are pro-North Carolina.' and 'See why N.C. is consistently recognized as a place where businesses Thrive.' On the right side of the banner, there are several logos and text elements: 'SITE Selection' in red and grey, the 'CNBC' logo, 'Chief Executive Forbes.com' in blue and black, and the 'sync™' logo in orange. Below the 'sync™' logo, it says 'Weekly highlights from the N.C. Department of Commerce' and 'SUBSCRIBE NOW!'.

THRIVE
in NORTH CAROLINA™

ABOUT US CONTACT US

Search

WHY N.C. LOCATION TOOLS & DATA SMALL BUSINESS RESOURCES INCENTIVES KEY INDUSTRIES

Pro-business rankings are
pro-North Carolina.

See why N.C. is consistently recognized as a place
where businesses Thrive.

SITE Selection

Chief Executive
Forbes.com

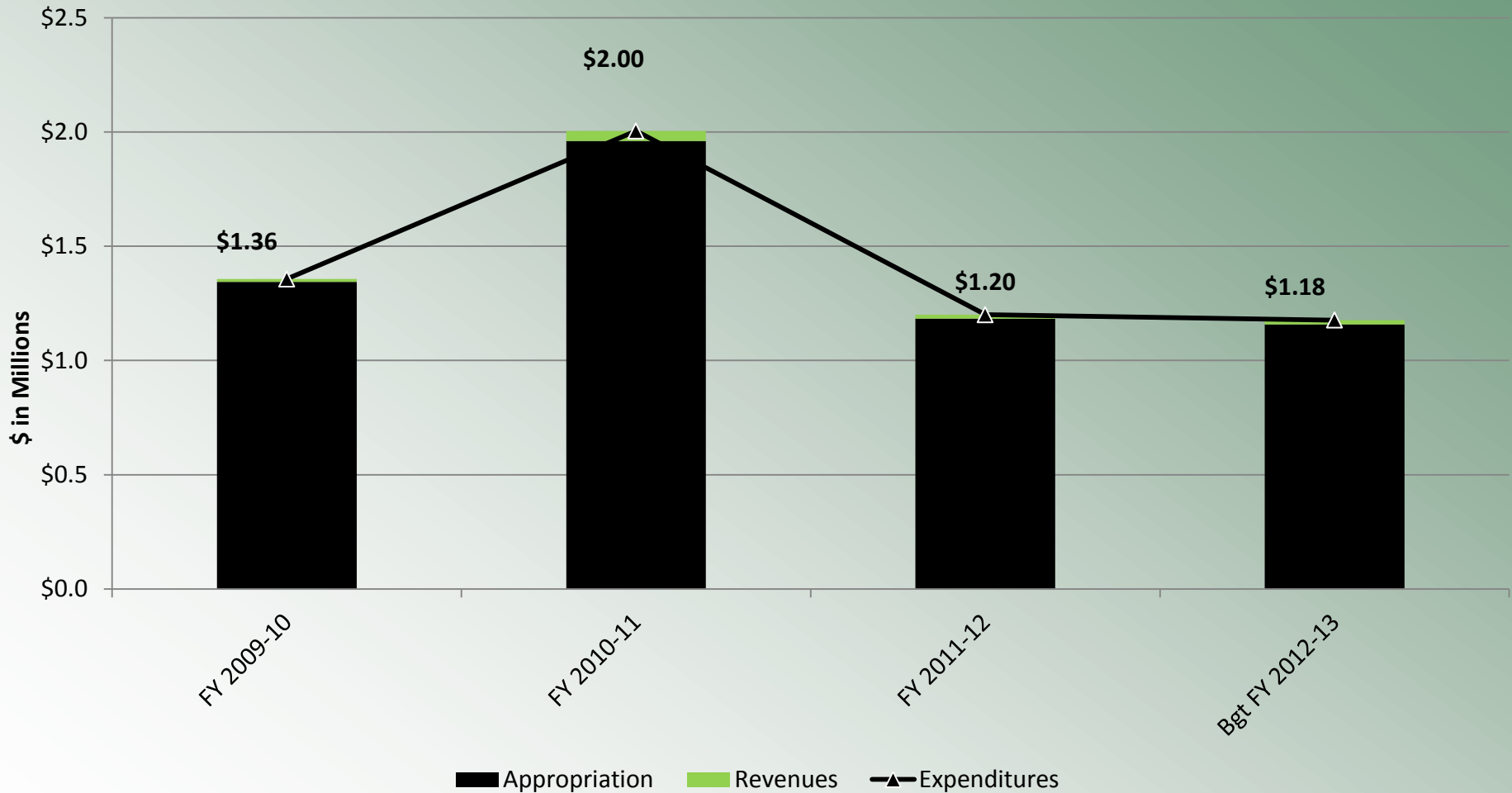
sync™

Weekly highlights from the
N.C. Department of Commerce

SUBSCRIBE NOW!

Marketing

Actual Historical Expenditures & Current Year Authorized Budget



Marketing Expenditures

Fiscal Year 2012 -2013

